

2021 Alumni Survey

Introduction, Methods, and Alumni Demographic Profile

Introduction

This series of reports presents findings from the 2021 Baccalaureate Alumni Survey. The online survey was administered from January 11, 2021 until April 1, 2021. Information was gathered from alumni who received a bachelor's degree at NC State from Summer Session II in 2015 through the Spring 2018 semester. Alumni were asked about their post-graduation activities, employment, and further education; perceptions of the current importance of and NC State's contribution to their development of a wide range of skills and abilities; satisfaction with their undergraduate experience and involvement in various activities; and their current behaviors and staying connected to NC State.

This introductory report describes the survey methods and provides a demographic profile of survey respondents in comparison to the population of NC State baccalaureate graduates. Survey respondents and the population of alumni who graduated from Summer Session II in 2015 through Spring 2018 are compared in terms of gender, race/ethnicity, academic unit, graduation year, and their current residence. A separate report, [2021 Alumni Survey: All Respondents](#), focuses on each individual topic in the Alumni Survey. Survey questions and detailed tables of responses by gender, race/ethnicity, and college are also available [online](#).

Survey Methods

The survey population included the 15,915 alumni who received a baccalaureate degree from NC State from Summer Session II in 2015 through Spring 2018. Of those alumni, we had what appeared to be a valid mail or email addresses for 97.7 percent of them (N=15,552).¹ While we had only a physical mailing address for 882 of the alumni, and only an email address for 930 of them, the majority of alumni had both a physical mailing address and an email address to use in contacting them (N=13,740). Response rate information presented below includes only those for whom we had either a valid mail or email address.

¹ Contact information was originally obtained from NC State's University Advancement office. Throughout the administration process, mail and e-mail addresses were updated as appropriate (i.e., either determined to be undeliverable, or changed and resent to a forwarding addresses). It is important to note that students graduating from NC State during this time period were able to use their NC State University email address indefinitely. In providing contact information for alumni, NC State University Advancement included the alumni's NC State email address for all graduates for whom no other email address was available. In addition, University Advancement provided the last known address for alumni, including local/campus addresses from when the student was last enrolled. However, unless an email or mailed letter was returned as undeliverable, the extent to which alumni are checking their university email account is unknown, or mail is being forwarded to current addresses, is unknown. It is very likely that many of those with an NC State email address or local campus addresses did not actually see the emails or letters about the survey. As such, the number of alumni actually successfully contacted about the survey is likely to be notably lower than 15,552, and therefore the response rate higher.

Table 1: Contact Information for Survey Population Members [UPDATED 12/22/2021]

	Has Email Address	No Email Address	Total
Has mail address	86.3% (13,740)	6.0% (882)	14,622
No mail address	5.8% (930)	2.3% (363)	1,293
Total	14,670	1,245	15,915

Eligible alumni with known addresses (N=15,552) were sent letters through US mail requesting they complete the 2021 Alumni Survey online. Personalized letters were sent on university letterhead and signed by NC State Chancellor Woodson. Up to five follow-up reminders (three emails [for those with a known email address; N=14,670], one postcard, and one letter) were sent to non-respondents.

As an incentive to encourage participation, the initial contact letter included an NC State University Alumni coaster with the survey URL. In addition, those who submitted their survey responses by January 23, 2021 were entered into a drawing in which five alumni were randomly select to each win a \$100 Amazon gift ecard, while five alumni who submitted their responses by February 10, 2021 were each awarded a \$75 Amazon gift ecard. Two respondents who completed the survey by the original final deadline of March 8, 2021 were randomly selected to each receive a \$150 Amazon gift ecard. Finally, in order to increase participation, the original deadline was extended to March 29, 2021, with one “late responder” randomly selected to win a \$200 Amazon ecard.

Each member of the alumni population eligible to participate in the survey was assigned a unique ID and password that they were prompted to enter on the first page of the online survey. In addition to allowing for the tracking of respondents, the unique identifiers eliminated the need to ask demographic questions that could be obtained from student data files.

A total of 2,776 eligible surveys were completed for a response rate of 17.8 percent (2,776 out of 15,552).

Demographics of Summer 2015 – Spring 2018 Graduates and Survey Respondents

Those responding to the survey vary somewhat from the full survey population in terms of gender and current residence, but not as much in terms of race/ethnicity, the college from which they graduated, or the year in which they graduated. The differences, however, are not large enough to imply that the survey results would be appreciably different for the full population of graduates from Summer Session II in 2012 through the Spring 2015 semester. These reports are therefore based on the assumption that the results obtained are broadly representative of the population of NC State bachelor degree recipients during this time period.

Gender

Women are slightly overrepresented among survey respondents. Women made up 47.0 percent of those who received baccalaureate degrees from NC State from Summer Session II in 2015 through Spring 2018 included in the final survey population, but made over half of those who responded to the 2021 Alumni Survey (53.2%).

Table 2: Gender of Alumni Population and Survey Respondents

Gender	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Female	7,290	47.0%	1,475	53.2%	20.2%
Male	8,207	53.0%	1,299	46.8%	15.8%
Total	15,497	100.0%	2,774	100.0%	17.8%

Note: Gender was missing for five population members, and for two respondents.

Race/Ethnicity

The racial/ethnic composition of those responding to the survey generally aligns with that of those eligible to participate in the survey. However, whites and Hispanics, along with a combined group of those with multiple races and those whose race is unknown, were slightly more likely to participate in the survey than were African Americans or Asian/Pacific Islanders, and especially more likely than the small number of Native American / Alaskan Natives in the survey population. White alumni made up just over three-fourths of respondents, Asian / Pacific Islanders 5.8 percent, African Americans 5.3 percent, and Hispanics 5.3 percent.

Table 3: Race/Ethnicity of Alumni Population and Survey Respondents

Race/Ethnicity	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
African American	959	6.2%	147	5.3%	15.3%
Asian / Pacific Islander	1,188	7.6%	161	5.8%	13.6%
Hispanic	775	5.0%	146	5.3%	18.8%
Native American / Alaska Native	50	0.3%	5	0.2%	10.0%
White	11,685	75.1%	2,148	77.4%	18.4%
Two or More / Unknown	895	5.8%	169	6.1%	18.9%
Total	15,552	100.0%	2,776	100.0%	17.8%

Academic Unit

Response rates by college ranged from 12.0 percent to 23.3 percent. While alumni from the relatively small Colleges of Design, Textiles, and Sciences are slightly overrepresented among survey respondents, and those from the College of Agriculture and Life Sciences and the College of Humanities and Social Sciences slightly underrepresented, the academic units of respondents generally aligns with that of the eligible survey population.

Table 4: Academic Unit of Alumni Population and Survey Respondents

Academic Unit	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Agriculture and Life Sciences	1,828	11.8%	293	10.6%	16.0%
Design	365	2.3%	85	3.1%	23.3%
Education	386	2.5%	59	2.1%	15.3%
Engineering	3,758	24.2%	692	24.9%	18.4%
Natural Resources	1,206	7.8%	203	7.3%	16.8%
Humanities and Social Sciences	3,046	19.6%	519	18.7%	17.0%
Sciences	1,841	11.8%	350	12.6%	19.0%
Textiles	756	4.9%	178	6.4%	23.5%
Management	2,316	14.9%	391	14.1%	16.9%
Division of Academic and Student Affairs	50	0.3%	6	0.2%	12.0%
Total	15,552	100.0%	2,776	100.0%	17.8%

Graduation Year

The Alumni Survey respondent profile closely mirrors that of the survey population in terms of when alumni graduated, with a slight underrepresentation of those whose graduation was in AY16-17, and a slight overrepresentation of those graduating more recently.

Table 5: Graduation Year of Alumni Population and Survey Respondents

Academic Semester/Year	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Summer II 2015	518	3.3%	94	3.4%	18.1%
2015-16	5,097	32.8%	906	32.6%	17.8%
2016-17	5,142	33.1%	862	31.1%	16.8%
2017-18 (Fall 2017, Spring 2018)	4,795	30.8%	914	32.9%	19.1%
Total	15,552	100.0%	2,776	100.0%	17.8%

Current Residence

Table 5 shows current residence for the alumni survey population and survey respondents. Again, as noted above, it is almost certain that a number of alumni in the survey population included among those living in North Carolina is overstated, as University Advancement provided last known address (i.e., their address where living during their last semester at NC State) when current address was unknown. The few NC State alumni in the survey population for whom we had no physical address were excluded from the Alumni Population column below. North Carolinians were slightly underrepresented among survey respondents, making up about 83.2 percent of the alumni population, but 78.9 percent of respondents.

Table 6: Current Residence of Alumni Population and Survey Respondents

Current Residency	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
North Carolina	12,937	83.2%	2,189	78.9%	16.9%
Outside North Carolina	2,612	16.8%	587	21.1%	22.5%
Total	15,552	100.0%	2,776	100.0%	17.8%

Prepared by: Nancy Whelchel, PhD, Assistant Vice Provost for Institutional Survey Research and Analysis

For more information on the Alumni Survey, contact:

Institutional Strategy and Analysis
Box 7002
NC State University
Phone: (919) 515-4184
Email: studentsurveys@ncsu.edu

Posted: January, 2021