

2024 Alumni Survey

Introduction, Methods, and Alumni Demographic Profile

Introduction

This series of reports presents findings from the 2024 Baccalaureate Alumni Survey. The online survey was administered from January 8, 2024 until April 8, 2024. Information was gathered from alumni who received a bachelor’s degree at NC State from Summer Session I in 2018 through the Spring 2021 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 I1 2018 through Spring 2021 are compared in terms of gender, race/ethnicity, academic unit, and graduation year. A separate report, [2024 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 17,046 alumni who received a baccalaureate degree from NC State from Summer Session I 2018 through Spring 2021. Contact information for alumni was obtained from NC State’s University Advancement office (UA). Based on the information provided by UA, we originally had contact information for 14,253 of the alumni in the survey population (83.6%).¹ Almost 79% had both a mailing and email address, while 3% had just a mailing address, and 2% had just an email address.

Table 1: Original Contact Information for Survey Population Members

	Has Email Address	No Email Address	Total
Has mail address	78.9% (13,444)	3.3% (567)	14,011
No mail address	1.8% (308)	16.0% (2,727)	3,035
Total	13,752	3,294	17,046

¹ In Table 1, the information provided by UA was adjusted to account for 129 invalid mailing addresses identified by the vendor responsible for preparing the mailings through USPS.

On January 8, 2024, eligible alumni with known mail addresses (N=14,011) were sent a letter through US post requesting they complete the online survey. The personalized letters were sent on university letterhead and signed by NC State Chancellor Woodson. Between then and April 8, 2024, up to five follow-up reminders (four emails [for those with a known email address], one postcard, and one letter) were sent to non-respondents (see Table 2).

Table 2: Survey invitations and reminders to nonrespondents

Date	Contact
January 8, 2024	Letter through USPS
January 19, 2024	Email reminder
February 7, 2024	Postcard reminder through USPS
February 15, 2024	Email reminder
March 5, 2024	Letter through USPS
March 27, 2024	Email reminder
April 8, 2024	Email reminder

Throughout the process, mail and email addresses were updated based on new information provided (e.g., forwarding address) or identified as undeliverable. Of the 14,253 alumni in the survey population for whom we originally had contact information, after excluding those whom we were unable to contact (e.g., undeliverable mail or bounced email), the final survey population was 14,181, or 83.2% of all eligible baccalaureate alumni. While we had only a physical mailing address for 1,082 of the alumni (6.4%), and only an email address for 1,244 of them (7.3%), the majority (69.6%) of alumni had both a physical mailing address and an email address to use to try to contact them (N=11,855). Response rate information presented below includes only those for whom we had either a valid mail or email address at the end of the administration process.²

Table 3: Final Contact Information for Survey Population Members (after cleaning for undeliverable mail and bounced emails)

	Has Email Address	No Email Address	Total
Has mail address	69.6% (11,855)	6.4% (1,082)	12,937
No mail address	7.3% (1,244)	16.8% (2,865)	4,109
Total	13,099	3,974	17,046

² It is important to note that students graduating from NC State during this time period were still able to use their NC State University email address. 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 whether all mail is being forwarded as needed 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 14,181, and therefore the response rate higher.

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 by January 24, 2024 were entered into a drawing in which five respondents were randomly select to each win a \$100 Amazon gift ecard, while five respondents who submitted their survey by February 21, 2024 were randomly select to each win a \$75 Amazon gift ecard. Two respondents who completed the survey by the original deadline of March 27, 2024 were randomly selected to each receive a \$150 Amazon gift ecard. Finally, in order to increase participation, the original deadline was extended to April 8, 2024, 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 1,565 eligible surveys were completed for a response rate of 11% (1,565 out of 14,181).

Demographics of Summer 2018 – Spring 2021 Graduates and Survey Respondents

Those responding to the survey vary somewhat from the eligible survey population in terms of college, the year in which they graduated, gender, and race/ethnicity. Specifically, alumni from the Poole College of Management are slightly underrepresented among survey respondents, and those graduating more recently, women, and whites are slightly overrepresented compared to their proportion among eligible alumni. 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 I 2018 through the Spring 2021 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.

Academic Unit

Response rates by college did not vary significantly, ranging from 12.8% (College of Natural Resources) to 9.1% (Poole College of Management). With the exception of the Poole College of Management, which is slightly underrepresented among respondents (13.2%) relative to their proportion among eligible alumni (15.9%), the distribution of respondents by college closely mirrors that of the 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	1,786	12.6%	193	12.3%	10.8%
Design	299	2.1%	36	2.3%	12.0%
Education	331	2.3%	41	2.6%	12.4%
Engineering	3,540	25.0%	402	25.7%	11.4%
Natural Resources	1,003	7.1%	128	8.2%	12.8%
Humanities and Social Sciences	2,747	19.4%	321	20.5%	11.7%
Sciences	1,657	11.7%	178	11.4%	10.7%
Textiles	558	3.9%	60	3.8%	10.8%
Management	2,260	15.9%	206	13.2%	9.1%
Total	14,181	100.0%	1,565	100.0%	11.0%

Graduation Year

Those alumni graduating in Summer I or II in 2018 were the least likely to participate in the survey, with a response rate of 6.3%. In contrast, 12.3% of the eligible alumni graduating most recently, in Fall 2020 or Spring 2021 submitted the survey. As such, they are slightly overrepresented among respondents (37.5%) compared to their proportion in the survey population (32.7%).

Table 5: Graduation Year of Alumni Population and Survey Respondents

Academic Semester/Year	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Summer 1 & II 2018	394	2.8%	25	1.6%	6.3%
AY18-19 (Fall 2018, Spring 2019, Summer 1 & 2 2019)	4,385	30.9%	467	29.8%	10.6%
AY19-20 (Fall 2019, Spring 2020, Summer 1 & 2 2020)	4,643	32.7%	486	31.1%	10.5%
AY20-21 (Fall 2020, Spring 2021)	4,759	33.6%	587	37.5%	12.3%
Total	14,181	100.0%	1,565	100.0%	11.0%

Gender

Women are slightly overrepresented among survey respondents. Women made up 48.2% of those who received baccalaureate degrees from NC State from Summer Session I 2018 through Spring 2021 included in the final survey population but made over half of those who responded to the 2021 Alumni Survey (53.8%).

Table 6: Gender of Alumni Population and Survey Respondents

Gender	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Female	6,833	48.2%	842	53.8%	12.3%
Male	7,348	51.8%	723	46.2%	9.8%
Total	14,181	100.0%	1,565	100.0%	11.0%

Race/Ethnicity

The racial/ethnic composition of those responding to the survey generally aligns with that of those eligible to participate in the survey. White respondents are slightly overrepresented among respondents, making up 70.4% of the eligible population but 75.4% of respondents. Those alumni who were not U.S. citizens while enrolled at NC State had the lowest response rate (6.2%), followed by those who are black/African American (7.2%) and as such are both slightly underrepresented among respondents.

Table 7: Race/Ethnicity of Alumni Population and Survey Respondents

Race/Ethnicity	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
African American	806	5.7%	58	3.7%	7.2%
Asian	979	6.9%	109	7.0%	11.1%
Hispanic	807	5.7%	71	4.5%	8.8%
Native American / Alaska Native	44	0.3%	5	0.3%	11.4%
Native Hawaiian / Pacific Islander	7	0.1%	1	0.1%	14.3%
White	9,971	70.3%	1,180	75.4%	11.8%
Two or More	532	3.8%	46	2.9%	8.6%
U.S. Nonresidential	531	3.7%	33	2.1%	6.2%
Total	14,181	100.0%	1,565	100.0%	11.0%

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

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