

## **December 2018 Undergraduate Future Plans Survey Introduction, Research Methods, and Response Rates**

This series of reports presents findings from the December 2018 Undergraduate Future Plans Survey (UFPS) conducted at NC State University. The survey is designed to collect specific information on students' plans following graduation, including detailed information on employment, graduate/professional school attendance, and participation in career-preparation activities while at NC State. This introductory report provides a brief history of the project and an overview of the research methods. Additional reports can be found on the [OIRP website](#).

### **Survey Background**

Historically, the Career Development Center (CDC) and the college career service offices used various means to collect information from NC State's seniors on their 'future plans' at the time of their graduation. While these diverse strategies provided useful information for some units, without a systematic, centralized process for collecting information, it was difficult to get a good picture of the future plans for NC State graduates as a whole. In addition, centralizing the project in the Office of Institutional Research and Planning (OIRP) provided a more efficient and cost-effective mechanism for both administering the survey and providing reports on the results. To accomplish these objectives, OIRP developed and administered the pilot Undergraduate Future Plans Survey in December 2010, working with the CDC and the college career service offices to develop an overall research design and questionnaire that would meet the needs of individual units on campus as well as that of the University as a whole. The survey has been administered semiannually by OIRP since then.

### **Research Design**

The Undergraduate Future Plans Survey is administered semiannually, coinciding with December and May graduation. In addition, OIRP administers a modified version of the survey in early Fall semester as a follow-up to the December and May surveys for the previous academic year. Specifically, the "Survey of Recent Graduates" is geared towards December/May survey respondents who said they were intending on finding full-time employment but had not done so by the time they completed the survey and/or who said they were planning to attend graduate/professional school but not had yet confirmed whether or not or where they would be attending, as well as to those who had said they were uncertain of their plans. Those who did not participate in the December/May Undergraduate Future Plans Survey, or who graduated in the summer, are also invited to participate in the follow-up Survey of Recent Graduates.

OIRP is solely responsible for preparing the survey for online administration, identifying the survey population and sending email invitations and reminders about the survey to students as appropriate, collecting and analyzing the data, and preparing and distributing reports on results.

All undergraduate students who have applied to graduate as of the day prior to graduation day are asked to participate in the UFPS. The online survey goes live about two weeks prior to

graduation day, and is scheduled to close two to four weeks after graduation. The December 2018 Undergraduate Future Plans Survey was in the field from December 11, 2018, through January 16, 2019, with commencement being held on December 19.

On December 11, all students who as of that day had applied to graduate were sent an email from their college Dean inviting them to participate in the survey. The first follow-up reminder email was sent to non-respondents from their college Associate Dean on December 13 and the second reminder email came from the Executive Director of the Career Development Center on December 18. The final three reminders came from the Director for Survey Research on January 7, January 10, and January 16. On each of the days that reminders were sent to non-respondents, invitations were emailed to those who had applied to graduate during the intervening period. Drafts of the invitation and five follow-up emails are available in Appendix A. In addition to the emails sent by OIRP, OIRP encouraged various administrators in the colleges and departments (e.g., Associate Deans for Undergraduate Programs, College and Department Coordinators for Advising) to contact their students directly. Some students, therefore, might have received additional requests to participate in the survey.

Incentives were offered to encourage participation in the survey. Eight respondents who completed the survey by midnight on graduation day (December 19) were randomly selected to each receive a \$25 Amazon eGift Card. In addition, one respondent who submitted the survey by the final deadline of January 16 was randomly selected to receive a \$100 Amazon eGift Card.

## **Response Rates**

The final December 2018 UFPS population consists of the 1,366 undergraduate students who had applied to graduate and were conferred degrees as of December 19. Of these students, 689 participated in the Undergraduate Future Plans Survey for an overall response rate of 50.4 percent. Participation in the survey however, varied by college, ranging from a high of 70.6 percent in the College of Education and 66.7 percent in the College of Design to a low of 37.5 percent in the College of Agriculture and Life Sciences. The College of Engineering is slightly overrepresented in the overall results, with their graduates making up 25.3 percent of the December 2018 population and 30.9 percent of the survey respondents. Conversely, the College of Agriculture and Life Sciences, with their graduates making up 13.5 percent of the population but only 10 percent of the survey respondents, as is the College of Sciences, with their graduates making up 11.3 percent of the population but only nine percent of the survey respondents.

**Table 1: Response Rate, Overall and by College**

College/School	December 2018 Graduating Class	Percent of Population	Survey Respondents	Percent of Survey Respondents	Response Rate
College of Agriculture & Life Sciences	184	13.5%	69	10.0%	37.5%
College of Design	24	1.8%	16	2.3%	66.7%
College of Education	17	1.2%	12	1.7%	70.6%
College of Engineering	345	25.3%	213	30.9%	61.7%
College of Natural Resources	126	9.2%	72	10.4%	57.1%
College of Humanities & Social Sciences	293	21.4%	135	19.6%	46.1%
College of Sciences	154	11.3%	62	9.0%	40.3%
College of Textiles	41	3.0%	20	2.9%	48.8%
Poole College of Management	182	13.3%	90	13.1%	49.5%
<b>Total</b>	<b>1,366</b>	<b>100.0%</b>	<b>689</b>	<b>100.0%</b>	<b>50.4%</b>

**For more information about the Undergraduate Future Plans Survey contact:**

Suzanne Crockett, Assistant Director for Survey Research  
Office of Institutional Research and Planning  
Box 7002  
NC State University  
Phone: (919) 515-6438  
Email: sacrocke@ncsu.edu

Posted: March, 2019

## December 2018 Undergraduate Future Plans Survey Appendix A: Email Invitation and Follow-Up Reminders

### Email Invitation (December 11, 2018)

To: All December 2018 students submitting the online application for degree form  
From: "NCSU [College]" <studentsurveys@ncsu.edu>  
Subject line: "Future Plans Survey - How's it going?"

Dear [title] [last name]:

Congratulations on your upcoming graduation from NC State! As [dean title] of the [college name], I am interested in knowing what is next in store for you. Perhaps you have already accepted a job, are currently searching, or haven't yet started your search. Maybe you are going on to graduate or professional school. Or maybe you are following other dreams, or simply don't know yet. Whatever your plans may be, we would like to hear about them.

Please take less than 10 minutes of your time to complete the Future Plans Survey. You can access it online at:

<https://go.ncsu.edu/future.plans>  
(If the link does not work, please copy and paste it into your browser.)

As a show of our appreciation for your time, 8 respondents who complete the survey by midnight on graduation day (December 19, 2018) will be randomly selected to each win a \$25 Amazon gift card, sent via email. In addition, all respondents who submit the survey by the January 16, 2019 deadline will be entered into a drawing in which one person will be randomly selected to win a \$100 Amazon gift card.

Your participation is voluntary, but we sincerely hope to hear from you. Collecting this information is the best way we have of learning about where our students go after graduation. The aggregate-level information from the survey is helpful to share with prospective NC State students and their parents, with current students who are planning their future paths, and even with employers when making salary offers to students. *Be assured that your responses are confidential - - it will not be possible to identify any individual respondent in reports of results.*

Please note that you might also be contacted about completing the Graduating Senior Survey, which is different from the Future Plans Survey. Both surveys are very important to us, and quick and easy to do. I appreciate your doing both.

Remember, as an NC State alumnus/alumna, the Career Development Center will continue to provide services to you for one year after graduation. Please visit <https://careers.ncsu.edu/> for more information.

Thank you again for your help with this important effort to learn more about the activities of our recent graduates. If you have any questions about this survey, please call the Office of Institutional Research and Planning at (919) 515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,  
[College Dean]  
[College]  
NC State University

## First Follow-Up Email (December 13, 2018)

To: All December 2018 students submitting the online application for degree form not yet responding to the survey  
From: "NCSU [College]" <studentsurveys@ncsu.edu>  
Subject line: "Future Plans Survey – Share your experiences!"

Dear [title] [last name]:

About a week ago, the Dean e-mailed to ask you to take just a few minutes of your time to let us know about your plans following graduation. As [associate dean title] of the [college name], I am interested in knowing what is next in store for you. Your feedback enables us to help current and future graduates and gives us the opportunity to showcase the myriad of activities in which our graduates engage.

As of 9:00 A.M. today, we have not yet heard from you. We ask that you please take less than 10 minutes of your time now to complete the Future Plans Survey, available at:

<https://go.ncsu.edu/future.plans>

**(If the link does not work, please copy and paste it into your browser.)**

Eight (8) students who complete the survey by midnight on graduation day, December 19, 2018, will be randomly selected to each receive a \$25 Amazon gift card. All respondents who complete the survey by the January 16, 2019 deadline will be entered into a drawing in which one person will be randomly selected to win a \$100 Amazon gift card.

Your participation is voluntary, but we sincerely hope to hear from you. Collecting this information is the best way we have of learning about what our students are doing after graduation. The information from the survey is helpful to share with prospective NC State students and their parents, current students who are planning their future paths, employers when making salary offers to students, and with colleges and departments so that they know how their new graduates are doing. *Be assured that your responses are confidential - - it will not be possible to identify any individual respondent in reports of results.*

Thank you again for your help with this important effort to learn more about the future plans of our undergraduate students. If you have any questions about this survey, please call the Office of Institutional Research and Planning at (919) 515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,  
[Associate Dean]  
[College]  
NC State University

## Second Follow-Up Email (December 18, 2018)

To: All December 2018 students submitting the online application for degree form not yet responding to the survey  
From: "NC State Career Development Center" <studentsurveys@ncsu.edu>  
Subject line: "Please complete the Future Plans Survey"

Dear [title] [last name]:

Congratulations on your upcoming graduation from NC State! According to our records, you have not yet completed the Future Plans Survey. Whether you have already accepted a job, are looking for a job, are planning to attend graduate school, travel the globe, raise a family, or don't yet know, we would like you to tell us about it in the Future Plans Survey.

Please take just five minutes to complete the survey, available online at:  
<https://go.ncsu.edu/future.plans>  
(If the link does not work, please copy and paste it into your browser.)

As a show of our appreciation for your time, eight (8) students who complete the survey by tomorrow, December 19, 2018 (graduation day!), will be randomly selected to each receive a \$25 Amazon gift card. As an added incentive, one more person who submits the survey before it closes on January 16, 2019 will be randomly selected to win a \$100 Amazon gift card.

Your participation is voluntary, but we sincerely hope to hear from you. Knowing what our students are doing following graduation is an essential measure of how well the University is preparing you to meet your goals. In addition, the aggregate-level information from the survey is helpful to share with prospective NC State students and their parents, with current students who are planning their future paths, and even with employers when making salary offers to students. *Be assured that your responses are confidential - - it will not be possible to identify any individual respondent in reports of results.*

Please note that you might also be contacted about completing the Graduating Senior Survey, which is different from the Future Plans Survey. Both surveys are very important to us, and quick and easy to do.

Remember, as an NC State alumnus/alumna, the Career Development Center will continue to provide services to you for one year after graduation. Please visit <https://careers.ncsu.edu/> for more information.

Thank you again for your help with this important effort to learn more about the future plans of our undergraduate students. If you have any questions about this survey, please call the Office of Institutional Research and Planning at (919) 515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,  
Dr. Arnold Bell, Executive Director  
Career Development Center  
NC State University

### Third Follow-Up Email (January 7, 2019)

To: All December 2018 students submitting the online application for degree form not yet responding to the survey  
From: "Dr. Nancy Whelchel" <studentsurveys@ncsu.edu>  
Subject line: "Please take the Future Plans Survey"

Dear [title] [last name]:

Congratulations on your recent graduation from NC State! On behalf of your department, college, and the University, I, as the Director for Survey Research at NC State, am emailing you this reminder about the Future Plans Survey and asking you to take just 10 minutes to let us know what you're doing now as a new NC State alumni. The survey closes on Wednesday, January 16 - - please don't miss this opportunity to share your experiences with us!

Whether you have already started a job, are still looking, have applied to graduate school, or have absolutely no idea what lies ahead, please give us an update in our online survey at:

<http://go.ncsu.edu/future.plans>  
(If the link does not work, please copy and paste it into your browser.)

Eight of your fellow graduates who submitted the survey by graduation have already been randomly selected to each receive a \$25 Amazon.com gift card. As an added incentive, we will randomly select one more person who submits the survey by the January 16 deadline to win a \$100 Amazon.com gift card, sent via email.

Your participation is voluntary, but we sincerely hope to hear from you. Knowing what our students are doing following graduation is an essential measure of how well the University is preparing you to meet your goals. In addition, the aggregate-level information from the survey is helpful to share with prospective NC State students and their parents, with current students who are planning their future paths, and even with employers when making salary offers to students and alumni. *Your responses are confidential - - it will not be possible to identify any individual respondent in the information we provide to these groups.*

Please note that you might also be contacted about completing the Graduating Senior Survey, which is different from the Future Plans Survey. Both surveys are very important to us, and quick and easy to do. I appreciate your doing both.

Thank you again for your help with this important effort to learn more about the future plans of our undergraduate students. If you have any questions about this survey, please call the Office of Institutional Research and Planning at (919) 515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,  
Nancy Whelchel, Ph.D.  
Director for Survey Research  
Institutional Research and Planning  
NC State University

#### Fourth Follow-Up Email (January 10, 2019)

To: All December 2018 students submitting the online application for degree form not yet responding to the survey  
From: "Office of Institutional Research and Planning" <studentsurveys@ncsu.edu>  
Subject Line: "Future Plans Survey: Let us know what you're doing!"

Dear [title] [last name]:

Congratulations on your recent graduation from NC State! Please take just 10 minutes of your time to let us know about your post-graduation plans. You can access the Future Plans Survey online at:

<http://go.ncsu.edu/future.plans>

(If the link does not work, please copy and paste it into your browser.)

The deadline for completing the survey has been extended to this Wednesday, January 16, to give our new alumni a little bit more time to respond. We will randomly select one person who submits the survey by the deadline to win a \$100 Amazon gift card, sent via email.

Your participation is very important! Leaders across NC State rely on results from this survey for making decisions about the programs and services offered at NC State. Summarized results are shared with departments across campus, with NC State students and their parents, and with prospective employers. You can see results from last semester's Future Plans Survey on our website at <https://oirp.ncsu.edu/fps-may18>.

Please don't miss this opportunity to share your experiences and help NC State, your college, and department not only celebrate the successes of their students but, very importantly, learn where NC State needs to make improvements to better prepare current and future students.

Thank you again for your help with this important effort to learn more about the future plans of our undergraduate students. If you have any questions about this survey, please call the Office of Institutional Research and Planning at (919) 515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,  
Nancy Whelchel, Ph.D.  
Director for Survey Research  
Institutional Research and Planning  
NC State University



**Final Follow-Up Email (January 16, 2019)**

To: All December 2018 students submitting the online application for degree form not yet responding to the survey  
From: "Dr. Nancy Whelchel" <studentsurveys@ncsu.edu>  
Subject line: "Reminder: Future Plans Survey closing today"

Dear [title] [last name]:

Our records indicate that as of about 8:00 AM this morning, you have not yet completed the Future Plans Survey, an NC State survey administered to all our recent graduating seniors of their plans after graduation. This email is a final reminder that the survey closes at 11:59 PM tonight.

Click the link below to begin the brief survey or continue where you left off:  
<http://go.ncsu.edu/future.plans>

Remember, by completing the survey today, you will also be entered into a random drawing for a chance to win a \$100 Amazon gift-card!

Don't miss this opportunity to share your experiences and help NC State, your college, and department not only celebrate the successes of their students, but also learn where NC State needs to make improvements to better prepare current and future students and its new alumni.

Thank you for your participation in this project. If you have questions about this survey, please contact the Office of Institutional Research and Planning at 919-515-6438 or email [studentsurveys@ncsu.edu](mailto:studentsurveys@ncsu.edu).

Sincerely,

Dr. Nancy Whelchel  
Director for Survey Research  
Institutional Research and Planning  
NC State University