

May 2022 Undergraduate Future Plans Survey Introduction, Research Methods, and Response Rates

This report provides an overview of the research methods and response rates for the Undergraduate Future Plans Survey (UFPS) at NC State University. The UFPS 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. Results from the survey can be found on the [Institutional Strategy and Analysis \(ISA\)](#) website.

Research Design

The May UFPS is administered at the end of each spring. In preparing the surveys for online administration, ISA identifies the survey population, notifies and coordinates with survey contacts in each academic unit regarding promotional activities to encourage participation, and develops and sends email invitations and reminders. After data collection ends, ISA analyzes the data and prepares and distributes reports on the results.

The online survey goes live about two weeks prior to commencement day and is scheduled to close about two weeks after graduation. The May 2022 UFPS was in the field from April 28 through June 1, with commencement being held on May 7.

On April 28, all students who as of that day had applied to graduate in May 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 May 3. On May 6, the second reminder email came from the Executive Director of the Career Development Center for students in a college without its own career services office, and from the director of the student's college career services office (or equivalent) if their college did have such an office. The final three reminders came from the Assistant Vice Provost for Institutional Survey Research and Analysis on May 23, May 26, and June 1. 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 invitation and follow-up emails, ISA engaged in additional promotional activities to boost response rates. Various administrators, faculty/staff, and career services employees who work with college students were encouraged to contact their graduating seniors directly and remind them about the survey. A flyer and QR code were distributed to survey contacts in each department, who were encouraged to incorporate them into communications with their graduates. Some students, therefore, might have received additional requests to participate in the survey via email, flyer, and/or other graduation-related communications.

Students were offered incentives in order to encourage participation in the survey. Eight respondents who completed the survey by midnight on commencement day (May 7) were randomly selected to each receive a \$25 Amazon eGift Card. In addition, one respondent

who submitted the survey by the final deadline of June 1 was randomly selected to receive a \$100 Amazon eGift Card.

Response Rates

The final May 2022 UFPS population consists of the 4,197 undergraduate students who had applied to graduate in spring 2022 and were conferred degrees as of June 27, 2022. Of these students, 1,761 participated in the survey, for an overall response rate of 42 percent. Participation rates for the survey varied by college, ranging from a high of 69.6 percent in the College of Design to a low of 30.8 percent in the College of Humanities and Social Sciences. The distribution of respondents among colleges generally mirrors that of the population of graduates. Due to their relatively high response rates, students from the College of Agriculture and Life Sciences, the College of Design, and the College of Engineering are slightly overrepresented among survey respondents, while students from the College of Humanities and Social Sciences are slightly underrepresented.

Table 1: Response Rate, Overall and by College

	May 2022 Graduating Class		May 2022 Survey Respondents		Response Rate
	N	% of Population	N	% of Survey Respondents	%
College of Agriculture & Life Sciences	453	10.8%	222	12.6%	49.0%
College of Design	92	2.2%	64	3.6%	69.6%
College of Education	136	3.2%	61	3.5%	44.9%
College of Engineering	1,170	27.9%	554	31.5%	47.4%
College of Natural Resources	246	5.9%	109	6.2%	44.3%
College of Humanities & Social Sciences	764	18.2%	235	13.3%	30.8%
College of Sciences	490	11.7%	185	10.5%	37.8%
Wilson College of Textiles	148	3.5%	60	3.4%	40.5%
Poole College of Management	698	16.6%	271	15.4%	38.8%
Total	4,197	100.0%	1,761	100.0%	42.0%

Prepared by: Hannah McQueen, Assistant Director for Survey Research

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

Institutional Strategy and Analysis
 Campus Box 7002
 NC State University
 Email: studentsurveys@ncsu.edu

May 2022 Undergraduate Future Plans Survey Appendix A: Email Invitation and Follow-Up Reminders

Email Invitation (April 28, 2022)

Dear [First Name],

Congratulations on your upcoming graduation from NC State! As [Dean] of the [College], 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 10-15 minutes of your time to complete the Future Plans Survey. You can access it online at:

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 respondents who complete the survey by midnight on graduation day (May 7) will be randomly selected to each win a \$25 Amazon eGift card, sent via email. In addition, all respondents who submit the survey by the June 1 deadline will be entered into a drawing in which one person will be randomly selected to win a \$100 Amazon eGift 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 careers.dasa.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 email Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

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

First Follow-Up Email (May 3, 2022)

Dear [First Name],

Last week, the Dean emailed to ask you to take just a few minutes of your time to let us know about your plans following the completion of your undergraduate degree. As [Associate Dean] of the [College], 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 a.m. today, we have not yet heard from you. We ask that you please take 10-15 minutes of your time now to complete the Future Plans Survey, available at:

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 (May 7) will be randomly selected to each receive a \$25 Amazon eGift card. All respondents who complete the survey by the June 1 deadline will be entered into a drawing in which one person will be randomly selected to win a \$100 Amazon eGift 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 email Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

Sincerely,

[Associate Dean Name]

[Associate Dean Title]

[College]

NC State University

Second Follow-Up Email (May 6, 2022)

Dear [First 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, 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 ten minutes to complete the survey, available online at:
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 students who complete the survey by midnight tomorrow (commencement day) will be randomly selected to each receive a \$25 Amazon eGift card. As an added incentive, one more person who submits the survey before it closes on June 1 will be randomly selected to win a \$100 Amazon eGift 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.*

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 email Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

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

OR if student is in college with its own career services office:

[College Career Center Director Name], [Title]
[College Career Center]
NC State University

Third Follow-Up Email (May 23, 2022)

Dear [First Name],

Congratulations on recently earning your degree from NC State! On behalf of your department, college, and the university, I, as the Assistant Vice Provost for Institutional Survey Research and Analysis at NC State, am emailing you this reminder about the Future Plans Survey and asking you to take just 10-15 minutes to let us know what you're doing now as a new NC State alumni. The survey closes on Wednesday, June 1 - 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, have put plans on hold for now, or have absolutely no idea what lies ahead, please give us an update in our online survey at:

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 have already been randomly selected to each receive a \$25 Amazon eGift card. As an added incentive, we will randomly select one more person who submits the survey by the June 1 deadline to win a \$100 Amazon eGift 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.*

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 email Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

Sincerely,

Nancy Whelchel, Ph.D.

Assistant Vice Provost for Institutional Survey Research and Analysis

Institutional Strategy and Analysis

NC State University

Fourth Follow-Up Email (May 26, 2022)

Dear [First Name],

Congratulations on recently earning your degree from NC State! Our records show that, as of 9:30 a.m., you have not yet completed the Future Plans Survey. Please take just 10-15 minutes of your time to let us know what you will be doing next.

You can access the Future Plans Survey online at:

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 is next Wednesday, June 1. We will randomly select one person who submits the survey by the deadline to win a \$100 Amazon eGift 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.

Please don't miss this opportunity to share your experiences and help NC State, your college, and your 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 contact Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

Sincerely,

Nancy Whelchel, Ph.D.

Assistant Vice Provost for Institutional Survey Research and Analysis

Institutional Strategy and Analysis

NC State University

Final Follow-Up Email (June 1, 2022)

Dear [First Name],

Our records indicate that as of 9 a.m. this morning, you have not yet completed the Future Plans Survey, an annual survey administered to all students completing an undergraduate degree at NC State. This email is a final reminder that the survey **closes at 11:59 p.m. tonight.**

Click the link below to begin the brief survey or continue where you left off:

go.ncsu.edu/future.plans

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

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

Don't miss this opportunity to share your experiences and help NC State, your college, and your 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 Institutional Strategy and Analysis at studentsurveys@ncsu.edu.

Sincerely,

Nancy Whelchel, Ph.D.

Assistant Vice Provost for Institutional Survey Research and Analysis

Institutional Strategy and Analysis

NC State University