

May 2023 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 details on their 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 semester. 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 went live about three weeks prior to commencement day, which was earlier than in past administrations. The start of the survey was moved up one week in order to go live while classes were still in session. The May 2023 UFPS was in the field from April 18 through May 11, with commencement being held on May 6.

On April 18, 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 one week later on April 25. On May 2, 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 two reminders came from the Assistant Vice Provost for Institutional Survey Research and Analysis on May 5 and 10. On each of the days that reminders were sent to non-respondents, ISA identified those who had applied to graduate during the intervening period and sent them a reminder as well.

In addition to the invitation and follow-up emails, ISA engaged in other 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 to encourage participation in the survey. Eight respondents who completed the survey by midnight on commencement day (May 6) were randomly selected to each receive a \$25 Amazon eGift Card. In addition, one respondent who

submitted the survey by the final deadline of May 11 was randomly selected to receive a \$100 Amazon eGift Card.

Response Rates

The final May 2023 UFPS population consists of the 4,064 undergraduate students who had applied to graduate in spring 2023 and were conferred degrees as of July 5, 2023. Of these students, 1,661 participated in the survey for an overall response rate of 40.9 percent. Participation rates for the survey varied by college, ranging from a high of 50.8 percent in the College of Education to a low of 29.5 percent in the College of Design. Due to their relatively high response rates, students from the College of Education and the College of Engineering are slightly overrepresented among survey respondents, while students from the College of Design, College of Sciences, and College of Humanities and Social Sciences are slightly underrepresented.

Table 1: Response Rate, Overall and by College

College/School	May 2023 Graduating Class		May 2023 Survey Respondents		Response Rate
	N	% of Population	N	% of Survey Respondents	
College of Agriculture & Life Sciences	457	11.2%	196	11.8%	42.9%
College of Design	105	2.6%	31	1.9%	29.5%
College of Education	124	3.1%	63	3.8%	50.8%
College of Engineering	1,152	28.3%	557	33.5%	48.4%
College of Natural Resources	203	5.0%	79	4.8%	38.9%
College of Humanities & Social Sciences	703	17.3%	240	14.4%	34.1%
College of Sciences	479	11.8%	157	9.5%	32.8%
Wilson College of Textiles	152	3.7%	63	3.8%	41.4%
Poole College of Management	689	17.0%	275	16.6%	39.9%
Total	4,064	100.0%	1,661	100.0%	40.9%

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