

## **December 2024 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 December UFPS is administered at the end of each fall 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 December 2024 UFPS was in the field from November 25 through January 9, with commencement being held on December 14. On November 25, all students who as of that day had applied to graduate in December 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 December 2. On December 10, 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 December 13 and January 7. 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 (December 14) were randomly selected to receive a \$25 Amazon eGift Card. In addition, one respondent who submitted the survey by the final deadline of January 9 was randomly selected to receive a \$100 Amazon eGift Card.

## Response Rates

The final December 2024 UFPS population consists of 1,370 undergraduate students who applied to graduate in fall 2024 and were conferred degrees as of February 24, 2025. Of these students, 534 participated in the survey for an overall response rate of 39%. Participation rates for the survey varied by college, ranging from a high of 58% in the College of Design to a low of 28% in the College of Humanities and Social Sciences. Due to their relatively high response rates, students from the College of Engineering and the College of Sciences are slightly overrepresented among survey respondents, while students from the College of Humanities & Social Sciences and the Poole College of Management are slightly underrepresented.

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

College/School	Dec 2024 Graduating Class	Percent of Population	Survey Respondents	Percent of Survey Respondents	Response Rate
College of Agriculture & Life Sciences	184	13.4%	69	12.9%	37.5%
College of Design	24	1.8%	14	2.6%	58.3%
College of Education	11	0.8%	4	0.7%	36.4%
College of Engineering	279	20.4%	145	27.2%	52.0%
College of Natural Resources	93	6.8%	38	7.1%	40.9%
College of Humanities & Social Sciences	301	22.0%	85	15.9%	28.2%
College of Sciences	204	14.9%	85	15.9%	41.7%
Wilson College of Textiles	33	2.4%	14	2.6%	42.4%
Poole College of Management	241	17.6%	80	15.0%	33.2%
Total	1,370	100.0%	534	100.0%	39.0%

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

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