

# North Carolina State University

## 2012-2013 Graduating Senior Survey:

### Introduction, Methods, and Student Demographic Profile

#### Introduction

The Graduating Senior Survey is one of an on-going series of surveys regularly administered to students at NC State. While all institutions in the University of North Carolina system are required by General Administration to participate in the Graduating Senior Survey, NC State expands on the number of topics covered in it.

Students who graduated in December 2012 or May 2013 (AY12-13) are included in the survey population. Survey topics include: student goals and intentions; academic environment and faculty contributions; academic services for students; NC State's contribution to student knowledge, skills, and personal development; non-academic services for students; and student employment, involvement in extracurricular activities, and the campus climate.

This introductory report describes the survey's methodology and provides a demographic profile of survey respondents in comparison to the population of AY12-13 graduates. Specifically, it compares the gender, race/ethnicity<sup>1</sup>, and academic unit of survey respondents with those characteristics of AY12-13 graduates. A separate report, "[2012-2013 Graduating Senior Survey: All Respondents](#)," focuses on each individual survey topic. Links to tables with gender and racial/ethnic comparisons, as well as comparisons between colleges, are available online through the "[2012-2013 Graduating Senior Survey: Table of Contents](#)."

#### Survey Administration

NC State's University Planning and Analysis office is responsible for administering the survey, analyzing the data, and preparing and distributing reports on results to various units on campus. Students planning to graduate in December 2012 or May 2013 were eligible to complete the survey. The web survey was available from the start of the fall semester in mid-August 2012 until graduation in mid-May 2013. Graduating seniors were prompted to complete the survey at the time they submitted their online application for degree. Late in each semester, those who had applied to graduate but who had not submitted the survey were sent an e-mail invitation to complete the survey. Up to three

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<sup>1</sup> The term "racial/ethnic" is used throughout these reports to recognize the potentially blurred distinction between the individual terms. In application materials students were requested to identify themselves using any number of the following categories: Hispanic or Latino, American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or Other Pacific Islander, and White. For analysis purposes, these categories were collapsed into "Asian American," "Black/African American," "Hispanic," "White," and "Other/Unknown."

follow-up reminders were emailed to nonrespondents. As in past years, a few colleges or academic departments took the opportunity to include a program-specific “insert” survey along with the campus-wide AY12-13 Graduating Senior Survey to gather information more for their individual assessment needs. Students could complete an insert survey for each of their majors (if applicable). Results from insert surveys are not available on the web, but are provided directly to the respective colleges/departments.

### Population and Survey Respondents

Of the 4,607 students who graduated in Fall 2012 (N=1,451) or Spring 2013 (N=3,156), 51.2 percent (N=2,358) submitted usable surveys. Overall, spring graduates were slightly more likely than fall graduates to complete the survey (52.0% vs. 49.4%).

**Table 1: Response Rate by Semester**

Semester of Graduation	Senior Class		Survey Respondents		Response Rate
	%	N	%	N	%
Dec 2012	31.5%	1,451	30.4%	717	49.4%
May 2013	68.5%	3,156	69.6%	1,641	52.0%
<i>Total</i>	<i>100.0%</i>	<i>4,607</i>	<i>100.0%</i>	<i>2,358</i>	<i>51.2%</i>

### By Gender and Race/Ethnicity (Tables 2-3)

There are no significant gender or racial/ethnic differences between the AY12-13 graduating senior population and survey respondents. Women make up 45.6 percent of the senior class and 49.0 percent of the survey respondents. Among the senior class population, 76.7 percent are white, 7.5 percent are African American, 5.1 percent are Asian American, 3.4 percent are Hispanic, and 7.3 percent are of other or unspecified race/ethnicity. Among survey respondents, 79.2 percent are white, 6.2 percent are African American, 4.3 percent are Asian American, 3.3 percent are Hispanic, and 7.0 percent are of other or unspecified race/ethnicity.

**Table 2: Gender of the Graduating Senior Class and Survey Respondents**

Gender	Senior Class		Survey Respondents		Response Rate
	%	N	%	N	%
Women	45.6%	2,100	49.0%	1,155	55.0%
Men	54.4%	2,507	51.0%	1,203	48.0%
<i>Total</i>	<i>100.0%</i>	<i>4,607</i>	<i>100.0%</i>	<i>2,358</i>	<i>51.2%</i>

**Table 3: Race/Ethnicity of the Graduating Senior Class and Survey Respondents**

Race/Ethnicity	Senior Class		Survey Respondents		Response Rate
	%	N	%	N	%
Hispanic	3.4%	156	3.3%	77	49.4%
Asian Amer	5.1%	237	4.3%	102	43.0%
Black / AfrAmer	7.5%	347	6.2%	146	42.1%
White	76.7%	3,532	79.2%	1,867	52.9%
Other / 2 or More / Unknown	7.3%	335	7.0%	164	49.0%
<i>Total</i>	<i>100.0%</i>	<i>4,607</i>	<i>100.0%</i>	<i>2,356</i>	<i>51.1%</i>

#### By Academic Units (Table 4)

Table 4 shows enrollment of the AY12-13 graduating senior population and survey respondents by academic unit. Few differences exist between the senior population and the survey respondents by academic unit. The College of Engineering and the Poole College of Management are slightly overrepresented among survey respondents, and the College of Design and the College of Physical and Mathematical Sciences<sup>2</sup> are slightly underrepresented.

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<sup>2</sup> As of July 1, 2013 the College of Physical and Mathematical Sciences was reorganized and renamed the College of Sciences. At that time several departments in the College of Agriculture and Life Sciences were moved into the College of Sciences. Because these results are based on data collected prior to the move, and therefore these students were responding based on their experiences in their college at the time of the survey, in these reports they are considered to be in the College of Agriculture and Life Sciences.

**Table 4: Classification by Academic Unit**

Academic Unit*	Senior Class		Survey Respondents		Response Rate
	%	N	%	N	%
Agriculture and Life Sciences	21.2%	977	21.0%	495	50.7%
Design	3.1%	141	1.9%	44	31.2%
Education	4.1%	189	3.6%	86	45.5%
Engineering	21.8%	1,005	23.3%	550	54.7%
Natural Resources	6.4%	294	5.8%	137	46.6%
Humanities and Social Sciences	23.0%	1,061	23.5%	554	52.2%
Physical and Mathematical Sciences	3.5%	159	3.1%	73	45.9%
Textiles	4.1%	187	3.5%	83	44.4%
Management	12.6%	582	14.0%	330	56.7%
Division of Academic and Student Affairs <sup>i</sup>	0.3%	12	0.3%	6	50.0%
<i>Total</i>	<i>100.0%</i>	<i>4,607</i>	<i>100.0%</i>	<i>2,358</i>	<i>51.2%</i>

For more information on the 2012-2013 Graduating Senior Survey contact:  
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<sup>i</sup> The Division of Academic and Student Affairs includes only those students enrolled in Environmental Sciences.