

SELECTED STUDENT SURVEYS HIGHLIGHTS

Central Initiatives for Assessment

Coastal Carolina University administers profile, perception, and attitude surveys to students at each class level. The Office of Institutional Research and Assessment provides survey results to the administration for decision-making purposes.

First Year Experience Survey

The First Year Experience Survey was administered to freshmen enrolled in UNIV 110 during the Fall 2006 semester. Students completed the survey at the beginning (pre-survey) and at the end (post-survey) of the semester in order to see if there were changes in perceptions over time. A total of 1,212 pre-surveys and 1,144 post-surveys were returned for analysis. Approximately 44% men and 56% women completed the survey. There were about 30% business majors, 13% education majors, 11% humanities majors, 32% sciences majors, and 14% undeclared students included in the analysis. Almost 90% of respondents indicated that they were the first in the family to attend Coastal Carolina University. About 70% lived in an on-campus residence hall. Over half indicated that they planned to visit home only during semester breaks or holidays.

For questions dealing with student attitudes, a paired t-test was used to compute the differences between pre- and post-survey responses. A mean and standard error of the differences were computed. A t-value and its associated probability (prob or p) were also computed to determine if the value of the differences was due to chance alone. For the results to be statistically significant, the associated probability should be less than .05. The less likely the difference is due to chance, the more likely the difference is due to there being a real difference between pre- and post-survey responses. Overall, students were satisfied with their Coastal experiences.

Advisor Assessment Survey

In Spring 2006, a random sample of 1,600 freshmen, sophomores, juniors, and seniors were selected for administration of the Advisor Assessment Survey. A total of 1,139 surveys were returned. Most of the responses indicate that students are satisfied with the advising process at Coastal Carolina University. A profile of respondents who completed the survey is: 58% women and 42% men; 35% freshmen, 29% sophomores, 21% juniors, and 15% seniors; 26% business majors, 26% education majors, 14% humanities majors, 31% sciences majors, and 4% undeclared students.

Senior Exit Survey

The Senior Exit Survey has been administered online to graduating seniors since Fall 2005. A total of 457 surveys have been completed. The following is a profile of respondents: 63% women and 37% men; 86% White, non-Hispanic, 7% Black, non-Hispanic, and 7% other minority groups; 78% were between 20 and 25 years of age; 70% reported a CCU GPA of between 3.00 and 4.00; 24% business majors, 23% education majors, 18% humanities majors, and 35% sciences majors; 54% enrolled as freshmen, 46% enrolled as transfer students; 64% participated in volunteer or community service as an undergraduate; 80% would attend CCU again; 72% would take the same major; 88% had a job as an undergraduate; 64% worked at least 21 hours per week; and the most common reasons for working were living expenses and spending money. In general, graduating seniors enjoyed their Coastal experiences.

Alumni Post-graduation Survey

The online Alumni Post-graduation Survey was developed to obtain information about what Coastal graduates are doing in terms of employment, residence, and graduate school. As of December 2006, 678 graduates have completed the survey. Out of 536 responses, 35% were business graduates, 19% were education graduates, 16% were humanities graduates, and 30% were science graduates. Out of 413 responses, 57% were women and 43% were men. Of those respondents who answered the question, over half (54%) are residing outside South Carolina. Most respondents who answered the question are employed (83%). Over half of respondents indicated that the job was related to their majors and to their desired careers. Of those who indicated that they are attending graduate school (18%), over half (68%) are attending graduate schools outside South Carolina. Of those respondents who indicated that they have used services from the Office of Career Services, 30% have used the resume/cover letter development services, with career planning and internship research as other "popular" services.