

Troy University 2009-10 Senior Survey Report

Executive Summary

The purpose of this survey is to identify student satisfaction with their experiences at Troy University, recognize student development as a result of their Troy University education, and identify areas that need to be improved. Data collected in this survey are used to help the University strengthen its academic programs, better serve the needs of its students, and become more effective and efficient in accomplishing its mission and goals.

As an annual effort of institutional effectiveness, the Troy University Office of Institutional Research, Planning, and Effectiveness (IRPE) conducted the *Troy University Senior Survey* on all campuses of the University from November 10, 2009 to January 15, 2010. In the spring of 2009 the leadership of IRPE discussed the problems encountered with getting email addresses for the *Graduating Student Survey*. Because the prior practice of emailing all persons who had expressed an intent to graduate was so labor intensive and because it did not always yield good results, the decision was made to change the methodology for the survey. Beginning with the 2009-2010 Academic Year, the Senior Survey was administered once, during October and November, and all persons classified as Seniors in Datatel were invited to participate. Due to this change the survey was longer be called the *Graduating Student Survey*, but the *Senior Survey*.

The questionnaire for the survey contained 45 questions. The first 27 questions ask for information regarding students' demographics, academics, employment, and financial aid. Questions 28 – 44 of the survey, with a high reliability, focus on measuring students' perceptions about and satisfaction with their Troy experiences. The final question was an open-ended question allowing for additional comments.

For data analysis, descriptive methods were used for the overall University as well as for each individual campus, site, college, and degree. Questions 28 to 44 were tabulated and items were presented in a cross tabulation by campus so that comparison, if necessary, could be made between campuses or between campus and the overall University. Questions 28 - 31, which contain measures in 69 areas, are analyzed based on the factors defined from the same measures in the previous year's survey. Importantly, comparison was made between academic years 05-06, 06-07, 07-08, 08-09, and 09-10 responses to identify any possible improvement, as well as between campuses to explore in detail areas where improvement efforts can be focused. In the end, frequency tables for all survey questions were provided as appendices for the overall responses as well as for each of the campuses and colleges.

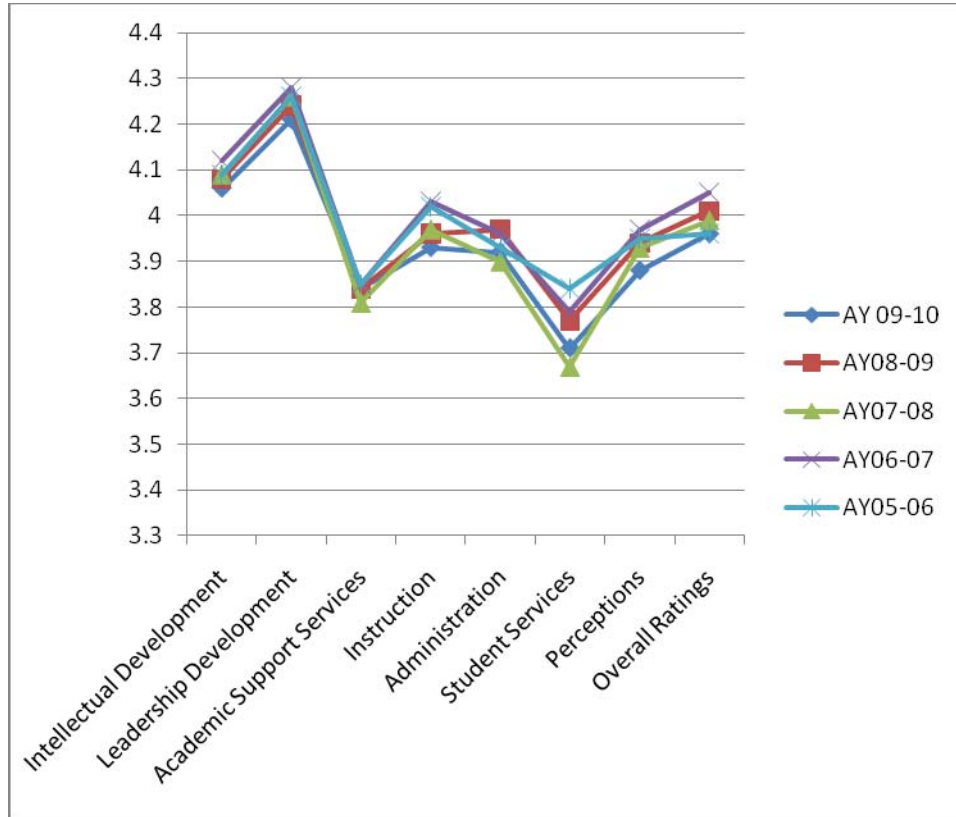
Major Findings

The *Troy University Senior Survey 2009 – 10* was administered from November 10, 2009 to January 15, 2010. During this time, students who were classified as seniors in Datatel were emailed the link to the survey. By the time data collection was closed on January 15, 2010, 1771 responses were received. This is down from the prior year's response rate of 2922 but up from that of two years ago of 1582. Part of the reason why the number of responses was lower this

year is that in the prior year graduate students were invited to participate in the survey. Without the 553 graduate students who participated in the survey last year the number of participants from last year would have been 2369. Graduate students were not considered as seniors and were not invited to participate in this year's survey. Even though the response rate was lower this year, the analysis of demographic factors was almost identical to the prior year. 7151 students were identified as seniors and were sent the invitation to participate email which resulted in a 25% response rate. The initial invitation to participate email was sent on 11/10/09. Reminder emails were sent to non-respondents on 11/16/09 and 12/1/09. Survey participation was submitted by hard copy from 71 students who classified themselves as Asian/Pacific Islander and were seniors at a Global Campus site. The characteristics of the survey respondents were determined to be similar to those of the total graduates of the year although some variation existed. Therefore, the responses to the survey could be considered representative of the ideas and opinions of the students who were graduating in during the 2009-2010 Academic Year.

It should be noted that more data was received from Global Campus sites in Asia for this 2009/2010 Senior Survey than had been submitted in the past. For the 09/10 survey 5.2% of respondents indicated "Asian/Pacific Islander" as their ethnicity while for the 08/09 survey only 1.9% of respondents were of that ethnicity. Report Six in this document presents a comparison of intellectual development and leadership development items by ethnicity.

The *Senior Survey* has been administered consecutively for five years. The results are almost parallel from each year. Over the past five years students have consistently rated the factor of leadership development the highest and student services the lowest. The chart and table below presents the mean scores for each factor measured by the *Senior Survey*. Each factor is measured on a scale with 1 being low satisfaction and 5 being high satisfaction.



	AY 09-10	AY08-09	AY07-08	AY06-07	AY05-06
Intellectual Development	4.06	4.08	4.09	4.12	4.09
Leadership Development	4.21	4.24	4.26	4.28	4.26
Academic Support Services	3.84	3.84	3.81	3.85	3.85
Instruction	3.93	3.96	3.97	4.03	4.02
Administration	3.92	3.97	3.9	3.96	3.93
Student Services	3.71	3.77	3.67	3.79	3.84
Perceptions	3.88	3.94	3.93	3.97	3.95
Overall Ratings	3.96	4.01	3.99	4.05	3.96

Demographic information

Of the 1771, respondents, 64% were female, 55% were White compared to 33% Black and 72% were aged 25 or older. While the majority (94%) were US citizens, the 6% international student participants represented 16 countries in various parts of the world. The largest percentage of respondents were from the eCampus, 35%. About 24% of the respondents were graduating from Troy Campus, 12% were Global Campus students, and the remainder of