2018 Graduating Senior Survey
Design and Methods

Every year the Office of Academic Planning and Assessment (OAPA) administers a survey asking seniors about their satisfaction with their educational experiences and their plans for after graduation.

Survey Design
In 2016 we redesigned the senior survey to more accurately capture students’ post-graduation employment and graduate school plans and to assess self-reported learning outcomes in a variety of areas. The survey currently contains the following sections:

1. **Ratings of satisfaction**: Students rate various aspects of their major as well as with their overall experience at UMass.

2. **Open-ended feedback**: Students respond to the following open-ended item, “Please provide specific feedback to your department about how your experience in your major could have been improved.”

3. **Participation in high-impact practices**: Students indicate whether or not they participated in practicum/internship, community service/volunteer work, faculty research outside of program/course requirements, study abroad, and culminating senior experience.

4. **Student learning outcomes**: Students rate the extent to which UMass Amherst contributed to their knowledge, skills, or personal development in 12 areas related to student learning outcomes.

5. **Post-graduation employment and educational plans**: Students describe their post-graduation employment status and their plans for graduate school. In addition, students who accepted a paid job were asked the title and salary of their position and the name and location of the company or organization. Students attending graduate school this fall were asked to provide the name of the institution they are attending, their field of study, and the degree they will be seeking.

Population
OAPA administered the survey to students attending the Undergraduate Commencement Fair on May 1 and to students visiting the Campus Center to pick up their caps and gowns from May 7-10. From July 26 through August 22, an online survey was conducted for seniors who did not fill out the paper survey.

We asked students to provide their student ID number in order to match survey responses with their degree records to identify seniors who received a degree in the 2018 calendar year. We also asked students to list their major or, if they had more than one major, to list the major they wished to rate. Seniors who listed more than one major or whose reported major did not match their degree file major were dropped from major satisfaction analyses (n=161). Of the 6,085 seniors who graduated in calendar year 2018, 3,505 completed a survey for a participation rate of 57.6%.

Analysis and Reporting
In addition to a campus summary, we report survey results by school/college and by department. Campus-wide, college, and departmental results are posted on the OAPA website. If you have any questions or would like additional information, please contact Martha Stassen at 545-5146 or mstassen@acad.umass.edu.