

2023 Graduating Senior Survey Design and Methods

Every year the Office of Academic Planning and Assessment (OAPA) administers a survey to seniors to gather feedback about their academic experiences in their major and at UMass Amherst more broadly.

Survey Design

The survey contains the following sections:

Major satisfaction: Students rate their satisfaction with various aspects of the major as well as their overall experience at UMass. Students can rate up to two majors.

Major climate: Students indicate the extent to which - in their major - they felt like they belong, felt respected by students and faculty, had a mentor or a role model, felt included in classes, felt like they can openly share their point of view, and felt that differences among people are valued.

Open-ended feedback to department: Students respond to the following open-ended item, *"What suggestions do you have for your department/program for improving students' experiences in your major?"*

Participation in high-impact practices (HIPs): Students indicate whether they participated in study abroad, community service or volunteer work, practicum or internship, research with faculty outside of course or program requirements, and culminating senior experience.

Open-ended feedback on UMass: Students answer a final open-ended question asking if there is anything else they wish to share about their experiences at UMass Amherst. We also asked students what changes implemented during the pandemic should be continued.

Note: We did not ask students to rate the extent to which UMass Amherst contributed to learning outcomes because these questions were asked on the 2023 National Survey of Student Engagement (NSSE).

Survey Administration and Population

OAPA administered the 2023 survey entirely online to UMass seniors who graduated in February, or who were expected to graduate in May or September (based on student records available on May 1). Seniors were invited to complete the survey in an email from Chancellor Subbaswamy and in subsequent reminder emails from OAPA. In addition, IT installed a Moodle pop-up notification to encourage response. The survey was available from May 2-May 26.

We matched the survey population with degree records to identify seniors who received a degree in the 2023 calendar year. Of the 5,461 seniors who graduated in calendar year 2023, 5,2621 were included in the survey population. Of these, 2,182 seniors took the survey for a **participation rate of 41.5%**. (*Note:* this is lower than response rates for the largely in-person administrations in pre-pandemic years, which averaged around 70%.) Seniors whose reported major(s) did not match any major on the degree file were dropped from analyses (n=7).

Analysis and Reporting

We report survey results at the campus, school/college, department, and program level. Results can be found on the password protected [OAPA website](#), which requires a University sign-in. If you have any questions or would like additional information, please contact OAPA at oapa@umass.edu.