



REPORT OF 2011 GRADUATING STUDENT SURVEY (GSS) For Tobin College of Business

I. INTRODUCTION

In an effort to obtain outcomes and contact information from as many of our graduating students as possible, in Spring 2009 a brief 15-item Graduating Student Survey (GSS) was developed by the Office of Institutional Research with input from St. John's community. It was incorporated into the BANNER online process used by students - excluding School of Law - to register for participation in commencement exercises. The survey was revised and expanded to 23 items in 2010, and it was revised (still 23 items) again in 2011, but the same procedure was followed.

In 2011, 398 undergraduates (69% of graduating student population) and 202 graduate students (49%) from the Tobin College of Business (TCB) participated in the GSS survey. The survey participants were quite representative of the graduating student population in student gender and ethnicity.

This report, prepared by the Office of Institutional Research, consists of four sections, including this section of Introduction. Section II provides highlights of the survey results. Section III presents detailed survey results. Section IV is the Summary and Discussion. The appendix to this report presents detailed results for individual survey items of GSS 2009, 2010, and 2011.

The GSS 2011 report for St. John's University is available online at:

<http://www.stjohns.edu/about/ir/surveys>

II. HIGHLIGHTS

For TCB students, the overall satisfaction with their St. John's experience remained high. For undergraduates, the percentage of students who were *satisfied / very satisfied* was 89% in 2009, 95% in 2010, and 91% in 2011. For graduate students, the percentage was 91% in 2009, 94% in 2010, and 96% in 2011.

Student ratings on the quality of instruction dropped slightly during the past three years. In 2009, 74% of undergraduates rated it as *good / excellent*, it dropped to 71% in 2010, and then to 69% in 2011. The corresponding figures for graduate students were from 85% in 2009, to 82% in 2010, and then to 80% in 2011.

Undergraduate perceptions on tuition paid as a worthwhile investment remained low: in 2009, 64% *agreed / strongly agreed* that tuition paid was a worthwhile investment, it was 65% in 2010, and 63% in 2011 (In 2011, 37% of undergraduates *disagreed / strongly disagreed* that tuition paid was a worthwhile investment.). For graduate students, there has been an upward trend: 81% *agreed / strongly agreed* that tuition paid was a worthwhile investment in 2009, it increased to 83% in 2010, and to 86% in 2011.

Around 70% of undergraduates perceived that the Catholic and Vincentian Mission had a *positive / very positive* impact on their experience: 65% in 2009, 71% in 2010, and 69% 2011. For graduates, student ratings increased during the past three years: the corresponding figures were from 60% in 2009, to 67% in 2010, and then to 71% in 2011.

There has been an upward trend in undergraduate ratings on the University's support of internship programs: 75% were *satisfied / very satisfied* in 2009, to 77% in 2010, and then to 80% in 2011. The corresponding figures for graduate students were 66%, 81%, and 76%.

The percentage of students with internships was 51% in 2010 and 62% in 2011 for undergraduates. For graduates the percentage was 48% in 2010 and 40% in 2011.

From 2010 to 2011, the job placement rate dropped, from 29% (13% keeping current jobs; 16% accepted an offer) to 25% (7%; 18%) for undergraduates, and from 41% (22%; 19%) to 32% (14%; 18%) for graduate students.

The percentage of students who were planning to further their education also dropped: from 54% in 2009, to 52% in 2010, and then to 42% in 2011 for undergraduates. For graduates, the corresponding figures were 19% in 2009, 20% in 2010, and 14% in 2011.

In 2011, 63% of undergraduates and 78% of graduate students indicated that St. John's did a *good / excellent* job at providing students with course work and academic experience that prepared them for career and job placement; 37% of undergraduates and 22% of graduate students rated it as *fair / poor*.

In 2011, 57% of undergraduates and 65% of graduate students perceived that the Career Center did a *good / excellent* job at providing students with career preparation for job placement; 43% of undergraduates and 35% of graduate students rated it as *fair / poor*.

In 2010, 66% of undergraduates indicated that the quality of academic advising was *good / excellent*, and it was 67% in 2011 (About one-third of undergraduates rated it as *fair / poor*). The corresponding figures for graduates were 85% in 2010 and 80% in 2011.

In 2011, two-fifths of undergraduates and one quarter of graduate students indicated that they had no exposure to a global experience while at St. John's (UG: 39% in 2010, and 40% in 2011; GR: 31% in 2010, and 25% in 2011).

III. DETAILED SURVEY RESULTS

This section covers detailed survey results. It consists of five parts: 1) Student overall perceptions, 2) Internships, job status, and further education for undergraduates, 3) Internships, job status, and further education for graduate students, 4) Global experience, technology, and academic advising, and 5) St. John's Catholic and Vincentian Mission, services, activities, and alumni relations.

1. Student Overall Perceptions

As shown in the following table, student overall satisfaction remained high in 2011: 91% of undergraduates and 96% of graduate students in TCB were *satisfied / very satisfied* with their overall St. John's experience. (Please note that the combined *satisfied / very satisfied* percentage is the sum of the two percentages for *satisfied* and *very satisfied*; therefore, the combined percentage may be one point higher or lower than the figures in the appendix due to decimal rounding.)

	Undergraduates		Graduate Students	
	2010	2011	2010	2011
Overall satisfaction with St. John's	95%	91%	94%	96%
Very satisfied	24%	28%	33%	28%
Satisfied	71%	63%	61%	68%
Quality of instruction	71%	69%	82%	80%
Excellent	13%	20%	24%	28%
Good	58%	49%	58%	52%
Tuition paid as a worthwhile investment	65%	63%	83%	86%
Strongly agree	9%	14%	14%	15%
Agree	56%	49%	69%	71%
Impact of Catholic and Vincentian Mission	71%	69%	67%	71%
Very positive	10%	17%	12%	11%
Positive	61%	52%	55%	60%
Satisfaction with University's support of internship	77%	80%	81%	76%
Very satisfied	18%	23%	20%	18%
Satisfied	59%	57%	61%	58%

Student ratings on the quality of instruction at St. John's didn't change much from 2010 to 2011. In 2011, 69% of undergraduates and 80% of graduate students rated it as *good / excellent*.

Undergraduate ratings on tuition paid as a worthwhile investment remained low: 65% *agreed / strongly agreed* that tuition paid as a worthwhile investment in 2010, and it was 63% in 2011. For graduate students, the corresponding figures were 83% in 2010 and 86% in 2011.

Regarding the impact of the Catholic and Vincentian Mission, 71% of undergraduates perceived that it had a *positive / very positive* impact on their experience at St. John's in 2010, and it was 69% in 2011. For graduate students, the percentages were 67% in 2010 and 71% in 2011.

When asked whether they were satisfied with the University's support of internship programs, 77% of undergraduates were *satisfied / very satisfied* in 2010, and 80% in 2011. For graduate students, the percentages were 81% in 2010 and 76% in 2011. (Table 1 in the Appendix provides the GSS 2009, 2010 and 2011 trend data for each survey item. The following results mainly concentrate on the 2011 data.)

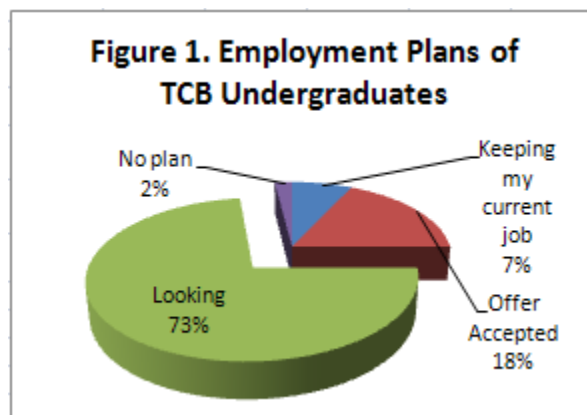
2. Undergraduate Students: Internships, Job Status, and Further Education

The GSS 2011 data indicate that 42% of TCB undergraduates were planning to pursue further studies in Fall 2011 or Spring 2012: 6% planned to pursue a bachelor's degree, 33% for master's, and 4% for professional (MD, JD, etc.). (Question 1, Table 1)

When asked about their employment plans, as Figure 1 illustrates, 73% were still looking, 7% indicated that they would keep their current jobs, 18% had accepted a job offer, and the remaining 2% had no plan. (Q3, Table 1).

When asked how well St. John's did at providing course work and academic experiences that prepared students for their career and job placement, 20% of undergraduates rated it as *excellent*, 43% *good*, 31% *fair*, and 7% *poor*. (Q9, Table 1).

When asked how well the Career Center did at providing them with career preparation for job placement, 19% of undergraduates rated it as *excellent*, 38% *good*, 29% *fair*, and 14% *poor*. (Q10, Table 1).



The data indicate that 62% of undergraduates had internships. Regarding the type of internships that students completed, 24% had academic internships for credit, 37% experienced paid internships, and 15% had unpaid internships (non-credit). (Q6, Table 1)

For the remaining 38% of undergraduates who didn't have any internship, 17% wanted to participate but were unable to secure one, 3% were not eligible, 9% were not interested, and 9% indicated that they couldn't afford to take one. (Q5, Table 1)

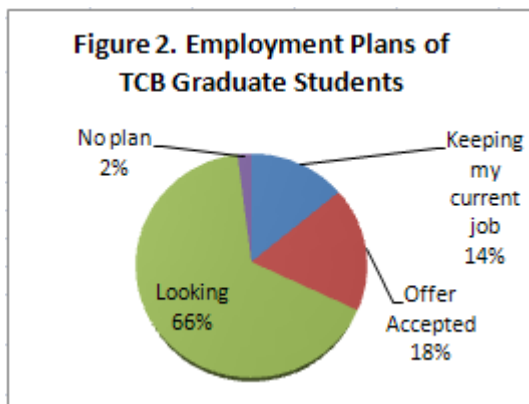
For undergraduates who had internships, 37% of them found an internship through the Career Center, 9% through an academic department, 62% on their own, and 12% through other channels (This is a check-all-that-apply question. The total percentage may add up to more than 100%). (Q7, Table 1)

When asked to rate their satisfaction with the University's support of internship programs, 23% of undergraduates were *very satisfied*, 57% *satisfied*, 14% *dissatisfied*, and 5% *very dissatisfied*. (Q8, Table 1)

3. Graduate Students: Internships, Job Status, and Further Education

The GSS 2011 data reveal that 14% of TCB graduate students were planning to pursue further studies in Fall 2011 or Spring 2012: 9% for master's, 3% for doctorate, and 2% for professional (MD, JD, etc.). (Q1, Table 1).

When asked about their employment plans, as Figure 2 illustrates, 66% were still looking, 18% had accepted an offer, 14% indicated that they would keep their current jobs, and the remaining 2% had no plan (Q3, Table 1).



When asked how well St. John's did at providing course work and academic experiences that prepared students for their career and job placement, 26% of graduate students rated it as *excellent*, 52% *good*, 18% *fair*, and 4% *poor*. (Q9, Table 1).

When asked how well the Career Center did at providing them with career preparation for job placement, 18% of them rated it as *excellent*, 47% *good*, 19% *fair*, and 16% *poor*. (Q10, Table 1).

The data indicate that 40% of graduate students had internships. Regarding the type of internships that students completed, 11% had academic internships for credit, 19% experienced paid internships, and 19% had unpaid internships (non-credit). (Q6, Table 1)

For the remaining 60% of graduate students who didn't have any internship, 23% were unable to secure an internship, 8% were not eligible, 18% were not interested, and 9% indicated that they couldn't afford to take one. (Questions 5, Table 1)

For graduate students who had internships, 41% of them found an internship through the Career Center, 11% through an academic department, 41% on their own, and 21% through other channels (This is a check-all-that-apply question. The total percentage may add up to more than 100%). (Q7, Table 1)

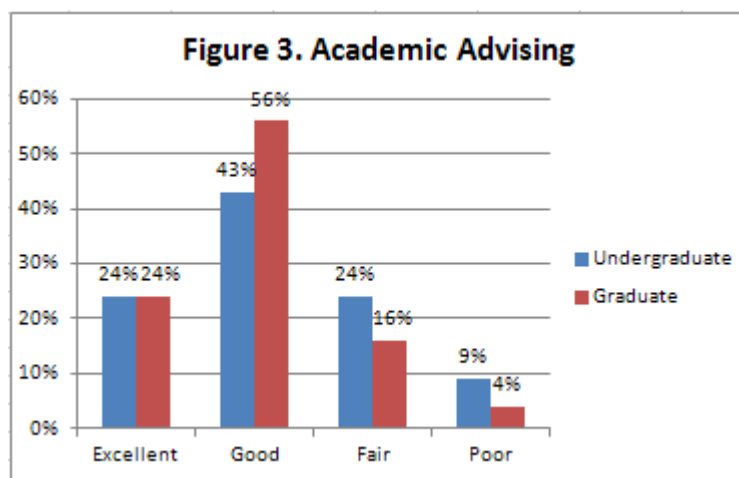
When asked to rate their satisfaction with the University's support of internship programs, 18% of graduate students were *very satisfied*, 58% *satisfied*, 19% *dissatisfied*, and 5% *very dissatisfied*. (Q8, Table 1)

4. Global Experience, Technology, and Academic Advising

When asked how well St. John's provided a global experience through studying abroad, in the classroom, or student activities, 40% of undergraduates and 25% of graduate students indicated that they had no exposure to global experience. For the students who had such experience, 40% of undergraduates rated it as *excellent*, 32% *good*, 24% *fair*, 4% *poor*. The corresponding figures for graduate students were 20%, 57%, 20%, and 3%. (Q.14, Table 1)

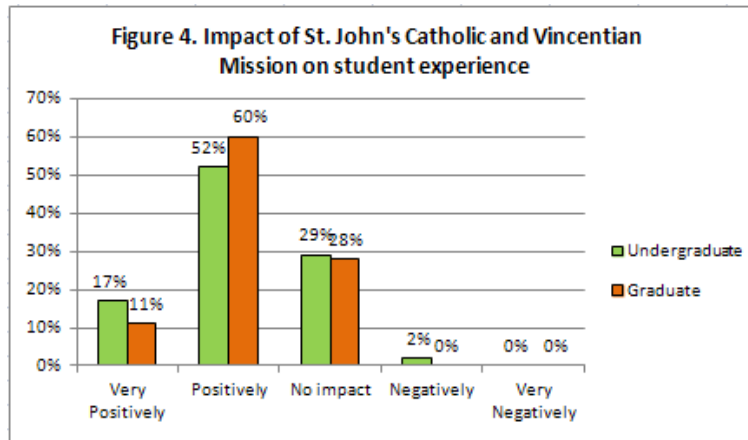
When asked how well St. John's integrated technology into the learning experience, 28% of undergraduates rated it as *excellent*, 49% *good*, 21% *fair*, and 2% *poor*. The corresponding figures for graduate students were 19%, 65%, 13%, and 3%. (Q.15, Table 1)

Regarding the quality of academic advising, as Figure 3 illustrates, 24% of undergraduates rated it as *excellent*, 43% *good*, 24% *fair*, and 9% *poor*. The corresponding figures for graduate students were 24%, 56%, 16%, and 4%. (Q.12, Table 1)



5. St. John's Catholic and Vincentian Mission, Service, Activities, and Alumni Relations

When asked how St. John's Catholic and Vincentian Mission impacted their experience at St. John's, as Figure 4 reveals, 17% of undergraduates rated it as *very positively*, 52% *positively*, 29% *no impact*, 2% *negatively*, and 0% *very negatively*. The corresponding figures for graduate students were 11% *very positively*, 60% *positively*, 28% *no impact*, 0% *negatively*, and 0% *very negatively*, and. (Q.16, Table 1)



When asked to what extent their experience at St. John's allowed for the development of a faith dimension in their life, 21% of undergraduates indicated "to a great extent", 45% "to some extent", and 34% "not at all". The corresponding figures for graduate students were 23%, 48%, and 29%. (Q18, Table 1)

When asked to list all of the student clubs, organizations and societies with which they were affiliated during their years at St. John's, 57% of undergraduates and 37% of graduate students indicated that they were affiliated with one or more clubs, organizations, or societies. For undergraduate students, when these individual clubs and societies were grouped, 24% of them belonged to the Academic category, 24% to the Special Interests category, 20% Honor societies, 11% Greek Letter clubs, 11% Cultural, 5% Religious, 2% Social Justice, 1% Political, and 1% Performing Arts. For graduate students, 34% belonged to the Academic category, 23% Honor societies, 19% to the Special Interests category, 8% Cultural, 7% Religious, 6% Greek Letter clubs, 1% Social Justice, 1% Political, and 1% Performing Arts (Q19, Table 1).

When asked how they got involved in service activities while at St. John's, 33% of undergraduates indicated that they participated through Academic Service-Learning, 11% through Learning Communities, 46% through Student Organizations, 17% through Campus Ministry, and 9% through other paths. The corresponding figures for graduate students were 17% through Academic Service-Learning, 10% through Learning Communities, 24% through Student Organizations, 9% through Campus Ministry, and 7% through other paths. (Q17, Table 1).

When asked whether they wanted to be involved in service after graduation, 19% of undergraduates said YES and 81% indicated NO. For graduate students, 34% said YES and 66% indicated NO. (Q.23, Table 1)

When asked whether they would like to be contacted for certain activities in the future, 56% of undergraduates indicated YES for alumni relations events, 20% for mentoring roles with students, 30% for recruitment events with the Office of Admissions, and 21% for leadership roles in organizing alumni functions. The corresponding figures for graduate students were 70%, 32%, 35%, and 23%. (Q.22, Table 1)

IV. SUMMARY AND DISCUSSION

In general the results from this GSS survey for the Tobin College of Business are consistent with the findings from other surveys such as NSSE (National Survey of Student Engagement), SSI (Student Satisfaction Inventory), and YFCY (Your First College Year): student overall satisfaction is strongly related to the quality of instruction; there is a positive relationship between college GPA and student overall perceptions; and ratings by female are higher than by male students.

The GSS data indicate that students with internships are more likely to get a job offer than those without internships, and it is true for both undergraduate and graduate students. Related literature indicates that internships involve students in the construction of knowledge by engaging them in authentic tasks of the workplace that create a context for creative decision making in uncertain situations, and engage students in reflective practices that help them develop both personally and professionally. Therefore, collaborative efforts should be continued to help more students find internships, thus making them more competitive in the job market.

The survey results reveal that around two-fifths of undergraduates and one quarter of graduate students indicated that they had no exposure to global experience - through study abroad, in the classroom or through student activities - while at St. John's. This is a challenge to our objective in the 2008 – 2013 Strategic Plan that specified global experience as one of the University priorities. Actions should be taken for further improvement.

Other areas with low student ratings include academic advising and tuition paid as a worthwhile investment. In 2011, 33% of undergraduates rated the quality of academic advising as *fair / poor*, 37% of undergraduates *disagreed / strongly disagreed* that tuition paid was a worthwhile investment.

The results of this GSS survey are the perceptions of TCB students who have successfully completed their programs at St. John's. The data are very useful, and can be used with other data for action plans and improvement purposes. Please share any initiatives you develop to respond to these results, with Dr. Yuxiang Liu in the Office of Institutional Research at LiuY@stjohns.edu.

This is the third administration of the GSS survey. We will continue to administer it annually along with other student surveys in order to develop a more comprehensive picture of our students, make continuous improvement in student learning, and ensure success for all.