

**REPORT OF**  
**2013 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 has been revised several times, and now it has 23 items, but the same procedure has been followed since 2009.

In 2013, 237 undergraduates (52% of graduating student population) and 98 graduate students (28%) 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, presents the GSS 2013 survey results for the Tobin College of Business. The report provides highlights of the survey results first, followed by more detailed findings. Table 1 in the appendix to this report provides trend data for individual survey items for TCB undergraduate and graduate students, and Table 2 presents the 2013 data by college.

The GSS 2013 reports for St. John's University and by college are 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: 94% of undergraduates and 95% of graduate students were *satisfied / very satisfied* in 2013.

Undergraduate ratings on the quality of instruction fluctuated down: in 2012, 77% of them rated it as *good / excellent*, and it dropped to 71% in 2013. For graduate students, it increased from 85% in 2012 to 91% in 2013.

When asked to what extent St. John's core courses added value to their undergraduate education, 81% of undergraduates and 100% of graduate students indicated *to a large/some extent* in 2013. This is a new question added in GSS 2013 for an indirect assessment of the core curriculum.

In 2012, 72% of undergraduates *agreed / strongly agreed* that tuition paid was a worthwhile investment, and it dropped slightly to 70% in 2013. For graduate students, it went from 88% in 2012 to 87% in 2013.

In 2012, 79% of undergraduates perceived that the Catholic and Vincentian Mission had a *positive / very positive* impact on their experience, and the percentage fluctuated down to 75% in 2013. For graduate students, it increased from 67% in 2012 to 70% in 2013.

In 2012, 85% of undergraduates were *satisfied / very satisfied* with the University's support of internship programs, and it increased to 88% in 2013. For graduate students, it increased from 83% to 92%.

For Class 2013, 69% of undergraduates and 52% of graduate students had internships.

When asked about their plans after graduation, 41% of undergraduates indicated that they would keep their current jobs or had accepted a job offer, and 31% of them planned to further their education. The corresponding figures for graduate students were 61% and 9%.

When asked how well St. John's did at providing course work and academic experiences that prepared students for their career and job placement, 72% of undergraduates and 79% of graduate students rated it as *good / excellent*.

When asked how well St. John's provided a global experience through studying abroad, in the classroom, or student activities, 35% of both undergraduates and graduate students indicated that they had no exposure to global experience. For the students who had such experience, 77% of undergraduates and 74% of graduate students rated it as *good / excellent*.

When asked how well St. John's integrated technology into the learning experience, 79% of undergraduates and 85% of graduate students rated it as *good / excellent*.

Regarding the quality of academic advising, 73% of undergraduates and 85% of graduate students rated it as *good / excellent*.

When asked to what extent their experience at St. John's allowed for the development of a faith dimension in their life, 67% of undergraduates and 64% of graduate students indicated "to some or a great extent."

### 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 2013: 94% of undergraduates and 95% 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 sum of the two due to decimal rounding.)

	Undergraduates		Graduate Students	
	2012	2013	2012	2013
<b>Overall satisfaction with St. John's experience</b>	<b>92%</b>	<b>94%</b>	<b>95%</b>	<b>95%</b>
Very satisfied	32%	30%	27%	24%
Satisfied	60%	64%	68%	71%
<b>Quality of instruction</b>	<b>77%</b>	<b>71%</b>	<b>85%</b>	<b>91%</b>
Excellent	21%	18%	24%	25%
Good	56%	53%	61%	66%
<b>Value added by core courses</b>	<b>N/A</b>	<b>81%</b>	<b>N/A</b>	<b>100%</b>
To a large extent	N/A	23%	N/A	29%
To some extent	N/A	58%	N/A	71%
<b>Tuition paid as a worthwhile investment</b>	<b>72%</b>	<b>70%</b>	<b>88%</b>	<b>87%</b>
Strongly agree	15%	16%	12%	15%
Agree	57%	54%	76%	72%
<b>Impact of Catholic and Vincentian Mission</b>	<b>79%</b>	<b>75%</b>	<b>67%</b>	<b>70%</b>
Very positive	21%	20%	10%	14%
Positive	58%	55%	57%	56%
<b>Satisfaction with University's support of internship</b>	<b>85%</b>	<b>88%</b>	<b>83%</b>	<b>92%</b>
Very satisfied	30%	32%	15%	23%
Satisfied	55%	56%	68%	69%

Undergraduate ratings on the quality of instruction fluctuated down: in 2012, 77% of them rated it as *good / excellent*, and it dropped to 71% in 2013. For graduate students, it increased from 85% in 2012 to 91% in 2013. (Q11)

When asked to what extent St. John's core courses added value to their undergraduate education, 81% of undergraduates and 100% of graduate students indicated *to a large/some extent* in 2013. The graduate students who responded to the

survey include students who received their undergraduate education from St. John's, and those in the combined programs (bachelor's and master's, etc.). This is a new question added in GSS 2013 for an indirect assessment of the core curriculum. (Q12)

In 2012, 72% of undergraduates *agreed / strongly agreed* that tuition paid was a worthwhile investment, and it dropped slightly to 70% in 2013. For graduate students, it went from 88% in 2012 to 87% in 2013. (Q14)

In 2012, 79% of undergraduates perceived that the Catholic and Vincentian Mission had a *positive / very positive* impact on their experience, and the percentage fluctuated down to 75% in 2013. For graduate students, it increased from 67% in 2012 to 70% in 2013. (Q17)

In 2012, 85% of undergraduates were *satisfied / very satisfied* with the University's support of internship programs, and it increased to 88% in 2013. For graduate students, it increased from 83% to 92%. (Q8)

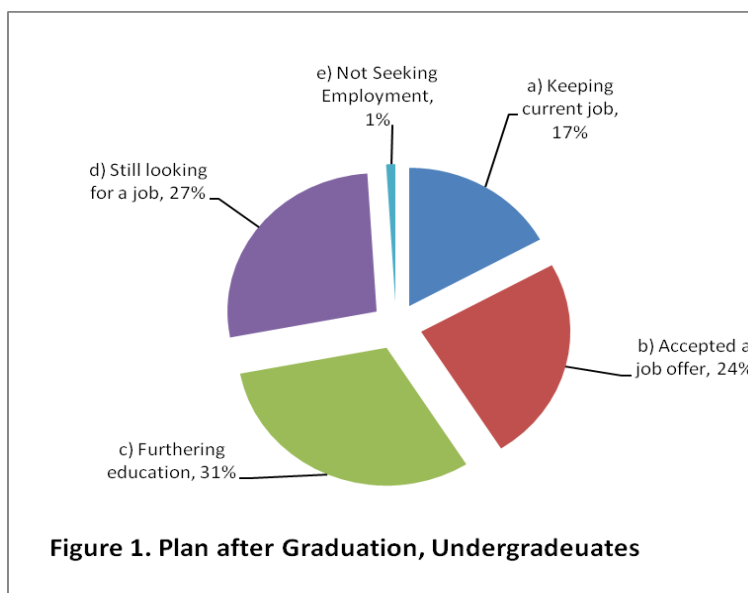
Table 1 in the appendix provides the GSS 2009 to 2013 trend data for each survey item. The following results mainly concentrate on the 2013 data.

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

The GSS 2013 data indicate that 51% of TCB undergraduates were planning to pursue further studies in Fall 2013 or Spring 2014: 6% planned to pursue a bachelor's degree, 43% for master's, and 2% for professional (MD, JD, etc.). (Question 1, Table 1)

When asked about their employment plans, as Figure 1 reveals, 17% indicated that they would keep their current jobs, 24% had accepted a job offer, 27% were still looking, 31% were planning to further their education, and the remaining 1% 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 undergraduates rated it as *excellent*, 46% *good*, 25% *fair*, and 3% *poor*. (Q9, Table 1).



When asked how well the University Career Services did at providing them with career preparation for job placement, 29% of undergraduates rated it as *excellent*, 36% *good*, 28% *fair*, and 7% *poor*. (Q10, Table 1).

The data indicate that 69% of undergraduates had internships. Regarding the type of internships that students completed, 33% had academic internships for credit, 49% experienced paid internships, and 17% had unpaid internships (non-credit). (This is a check-all-that-apply question. The total percentage may add up to more than 69%). (Q6, Table 1)

For the remaining 31% of undergraduates who didn't have any internship, 12% wanted to participate but were unable to secure one, 4% were not eligible, 9% were not interested, and 7% indicated that they couldn't afford to take one. (Q5, Table 1)

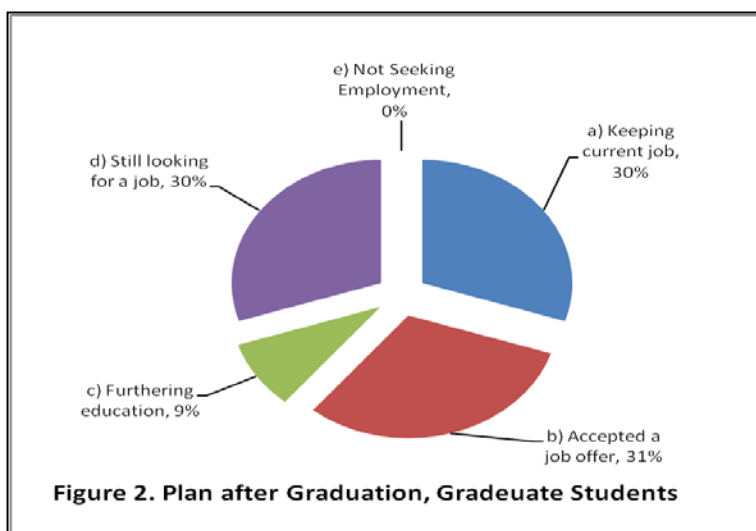
For undergraduates who had internships, 53% of them found an internship through the University Career Services, 17% through an academic department, 52% on their own, and 9% through other channels (This is a check-all-that-apply question. The total percentage may add up to more than 100%). (Q7, Table 1)

When asked to rate their satisfaction with the University's support of internship programs, 32% of undergraduates were *very satisfied*, 56% *satisfied*, 10% *dissatisfied*, and 2% *very dissatisfied*. (Q8, Table 1)

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

The GSS 2013 data reveal that 25% of TCB graduate students were planning to pursue further studies in Fall 2013 or Spring 2014: 19% for master's, 4% for doctorate, and 2% for professional (MD, JD, etc.). (Q1, Table 1).

When asked about their employment plans, as Figure 2 presents, 30% indicated that they would keep their current jobs, 31% had accepted an offer, 30% were still looking, 9% were planning to further their education, and 0% 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, 31% of graduate students rated it as *excellent*, 48% *good*, 21% *fair*, and 0% *poor*. (Q9, Table 1).

When asked how well the University Career Services did at providing them with career preparation for job placement, 26% of them rated it as *excellent*, 53% *good*, 18% *fair*, and 3% *poor*. (Q10, Table 1).

The data indicate that 52% of graduate students had internships. Regarding the type of internships that students completed, 15% had academic internships for credit, 27% experienced paid internships, 27% had unpaid internships (non-credit), 3% completed student teaching, and 1% had clinical rotations. (This is a check-all-that-apply question. The total percentage may add up to more than 52%.) (Q6, Table 1)

For the remaining 48% of graduate students who didn't have any internship, 15% were unable to secure an internship, 9% were not eligible, 13% were not interested, and 11% indicated that they couldn't afford to take one. (Q5, Table 1)

For graduate students who had internships, 45% of them found an internship through the University Career Services, 8% through an academic department, 50% on their own, and 15% 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 graduate students were *very satisfied*, 69% *satisfied*, 6% *dissatisfied*, and 2% *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, 35% of both undergraduates and graduate students indicated that they had no exposure to global experience. For the students who had such experience, 44% of undergraduates rated it as *excellent*, 33% *good*, 21% *fair*, and 2% *poor*. The corresponding figures for graduate students were 24%, 50%, 24%, and 2%. (Q.15, Table 1)

When asked how well St. John's integrated technology into the learning experience, 28% of undergraduates rated it as *excellent*, 51% *good*, 18% *fair*, and 3% *poor*. The corresponding figures for graduate students were 27%, 58%, 14%, and 2%. (Q.16, Table 1)

Regarding the quality of academic advising, 26% of undergraduates rated it as *excellent*, 47% *good*, 21% *fair*, and 5% *poor*. The corresponding figures for graduate students were 27%, 58%, 13%, and 3%. (Q.13, 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, 20% of undergraduates rated it as *very positively*, 55% *positively*, 22% *no impact*, 3% *negatively*, and 1% *very negatively*. The corresponding figures for graduate students were 14%, 56%, 27%, 3%, and 0%. (Q.17, Table 1)

When asked to what extent their experience at St. John's allowed for the development of a faith dimension in their life, 15% of undergraduates indicated "to a great extent", 52% "to some extent", and 33% "not at all". The corresponding figures for graduate students were 24%, 40%, and 35%. (Q18, Table 1)

When asked to identify the student clubs, organizations, and societies with which they were affiliated during their years at St. John's, 79% of undergraduates and 66% of graduate students indicated that they were affiliated with one or more clubs, organizations, or societies. For undergraduate students, 20% of them belonged to Special Interests category, 41% the Academic category, 18% Cultural, 40% Honor societies, and 20% other. For graduate students, 2% belonged to Special Interests, 20% the Academic category, 20% Honor societies, 14% Cultural, and 17% other (This is a check-all-that-apply question. The total percentage may add up to more than 100%). (Q19, Table 1)

When asked whether they wanted to be involved in service after graduation, 26% of undergraduates said YES and 74% indicated NO. For graduate students, 40% said YES and 60% indicated NO. (Q.23, Table 1)

When asked whether they would like to be contacted for certain activities in the future, 29% of undergraduates indicated YES for alumni relations events, 8% for mentoring roles with students, 4% for recruitment events with the Office of Admissions, 1% for leadership roles in organizing alumni functions, and 39% for assistance with career decisions and job search. The corresponding figures for graduate students were 44%, 6%, 11%, 5%, and 19%. (This is a check-all-that-apply question.) (Q.22, Table 1)

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 to improve student engagement and experience. Please share any initiatives you develop to respond to these results, with Dr. Yuxiang Liu, Director of Institutional Assessment in the Office of Institutional Research at [LiuY@stjohns.edu](mailto:LiuY@stjohns.edu).

This is the fifth 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.