

# Graduating Student Survey 2014-15

New Mexico State University  
Las Cruces  
Office of Institutional Analysis  
October 28, 2015



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New Mexico State University

# Outline of the Report

- Topics
  - Introduction
  - Student Satisfaction
  - Retrospective Assessments
  - Post-Graduation Plans
  - Student Comments
  - Executive Summary



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# INTRODUCTION



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# Understanding the Graduating Student Survey

- Overview
  - The Graduating Student Survey (GSS) is administered to all graduating students as part of the online degree application process
  - GSS captures student attitudes regarding their experiences at NMSU
  - 2014-15 GSS covers degree applicants for Summer 2014, Fall 2014, and Spring 2015 academic terms (Las Cruces only)

# Understanding the Graduating Student Survey

- Areas Covered by the GSS
  - Satisfaction ratings across 20 different aspects of the NMSU experience
  - Retrospective assessment of whether respondents would have still attended NMSU and selected the same major
  - Open-ended comments regarding NMSU's relative strengths and weaknesses
  - Suggestions for improving the collegiate experience for future cohorts
  - Post graduate plans for life after NMSU



# About Our Respondents

- Demographic Information
  - 2,172 total respondents
  - Survey response rate: 69%
  - Gender: 60% Female, 40% Male
  - Class: 74% Undergraduate; 26% Graduate
  - Race/Ethnicity: 49% Hispanic, 40% White, 11% Other



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# STUDENT SATISFACTION

# Student Satisfaction

- 87% of respondents were satisfied\* with their overall college experience
- Respondents were particularly satisfied with the quality of instruction and the intellectual challenge of the curriculum (90+% satisfied)
- Respondents were less satisfied with the quality of career advising (59% satisfied), adequacy of financial assistance (66% satisfied), and their preparation for graduate school (72% satisfied)

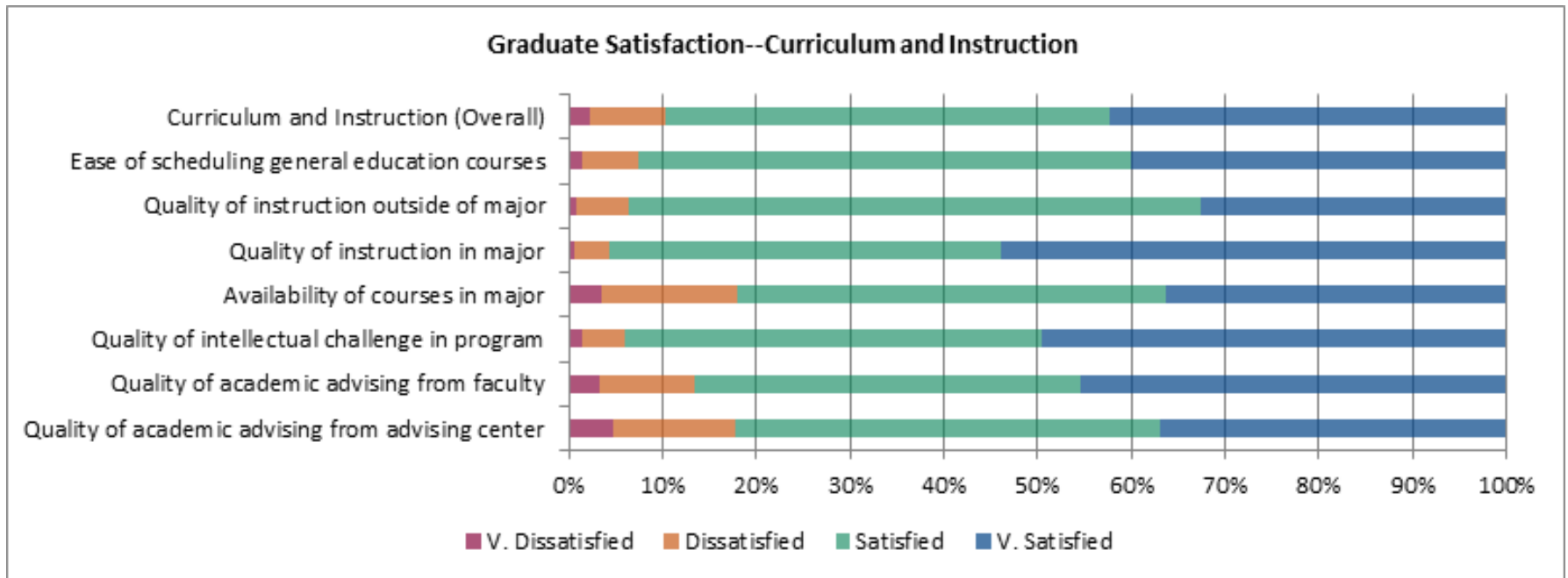
\*Satisfied includes those who indicated that they were either 'Very Satisfied' or 'Satisfied'





# Student Satisfaction

## Category: Curriculum and Instruction



Average N = 1,928

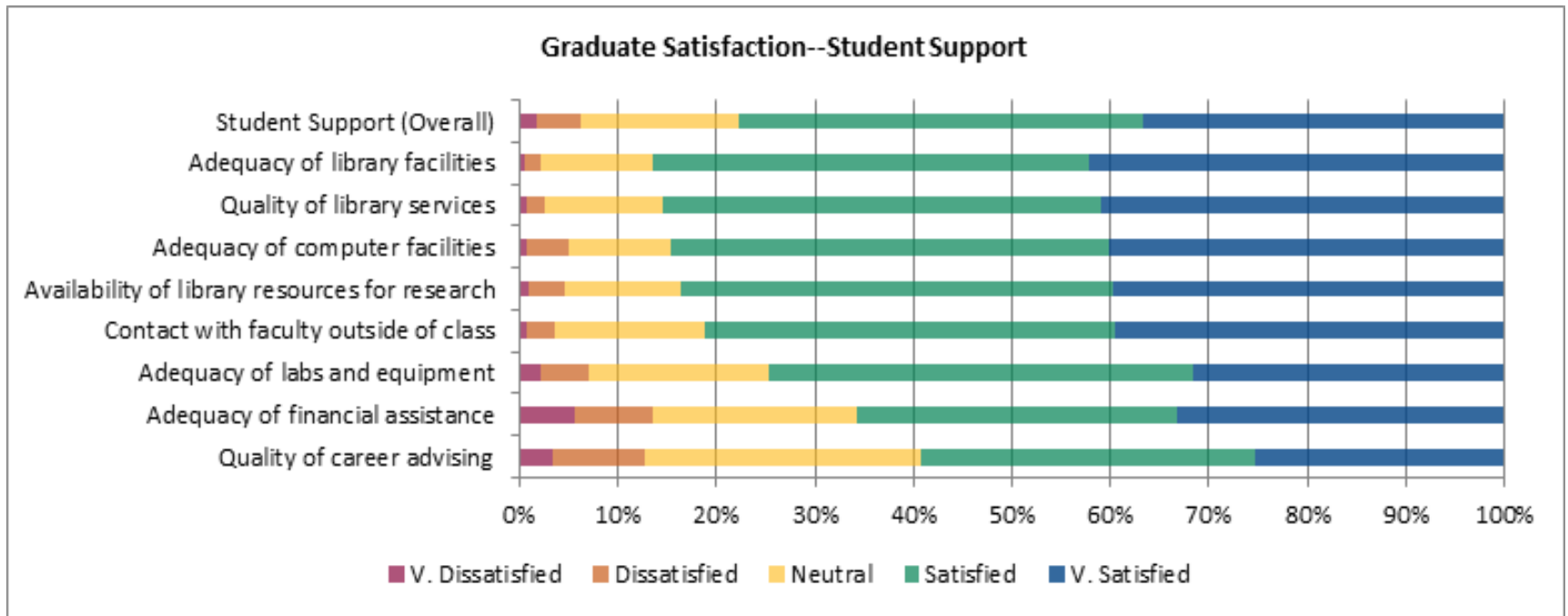
# Student Satisfaction

- Subgroup Comparisons I
  - Responses were relatively similar across gender
  - Graduate respondents were significantly *more* satisfied with several components of their experience at NMSU than undergraduates



# Student Satisfaction

## Category: Student Support



Average N = 1,865

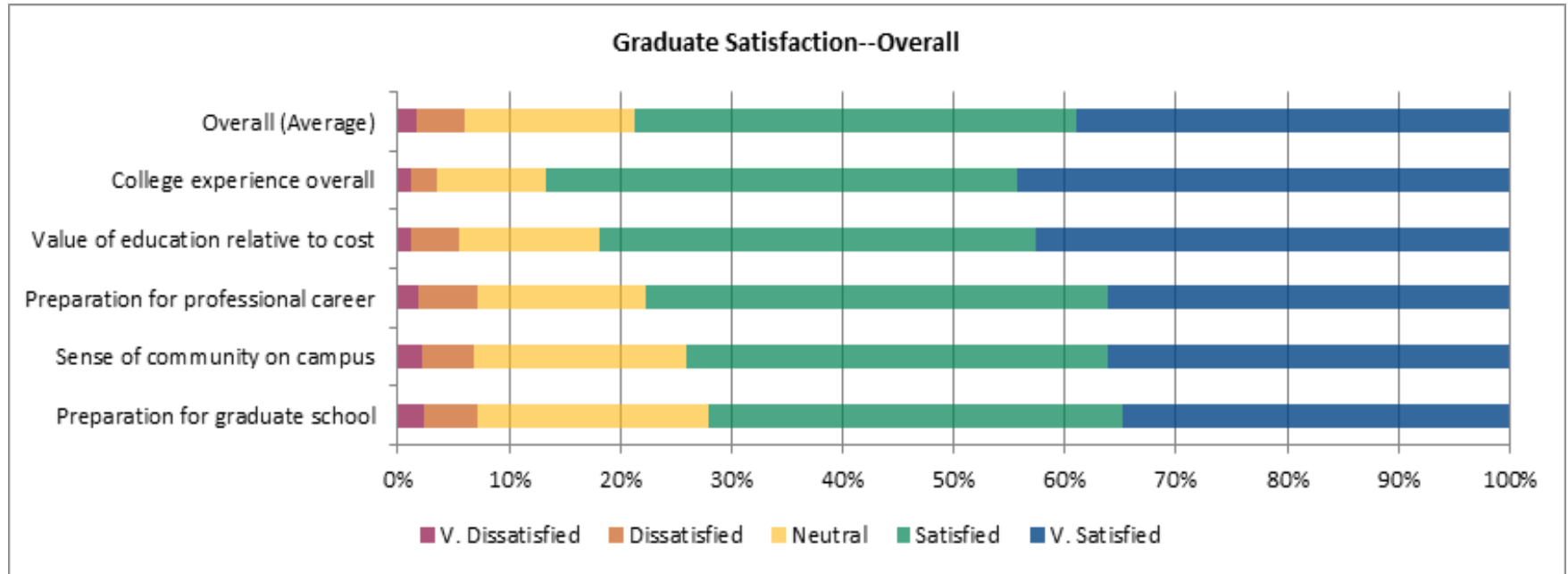
# Satisfaction Rankings

- Subgroup Comparisons II
  - Hispanic students were significantly *more* satisfied than non-Hispanic students with respect to:
    - Quality of library services
    - Career preparation
    - Overall college experience
  - Hispanic students were significantly *less* satisfied than non-Hispanic students with respect to:
    - Quality of academic advising from the advising center



# Student Satisfaction

Category: Overall



Average N = 1,865



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# Student Satisfaction

- Comparison to 2013-14 GSS
  - Respondents were slightly less satisfied in 2014-15\*
  - Greatest declines in satisfaction were in the following areas:
    - Quality of career advising (-9%\*\*)
    - Preparation for graduate school (-8%\*\*)
    - Sense of community on campus (-8%\*\*)
    - Adequacy of labs and equipment (-8%\*\*)

\*Note: Longitudinal comparisons should be interpreted carefully: 2014-15 version of the GSS introduced a 'Neutral' response category that was not an option in the 2013-14 GSS

\*\*Represents change in % 'Very Satisfied' or 'Satisfied' between 2013-14 and 2014-15

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# RETROSPECTIVE ASSESSMENTS



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# Retrospective Assessment

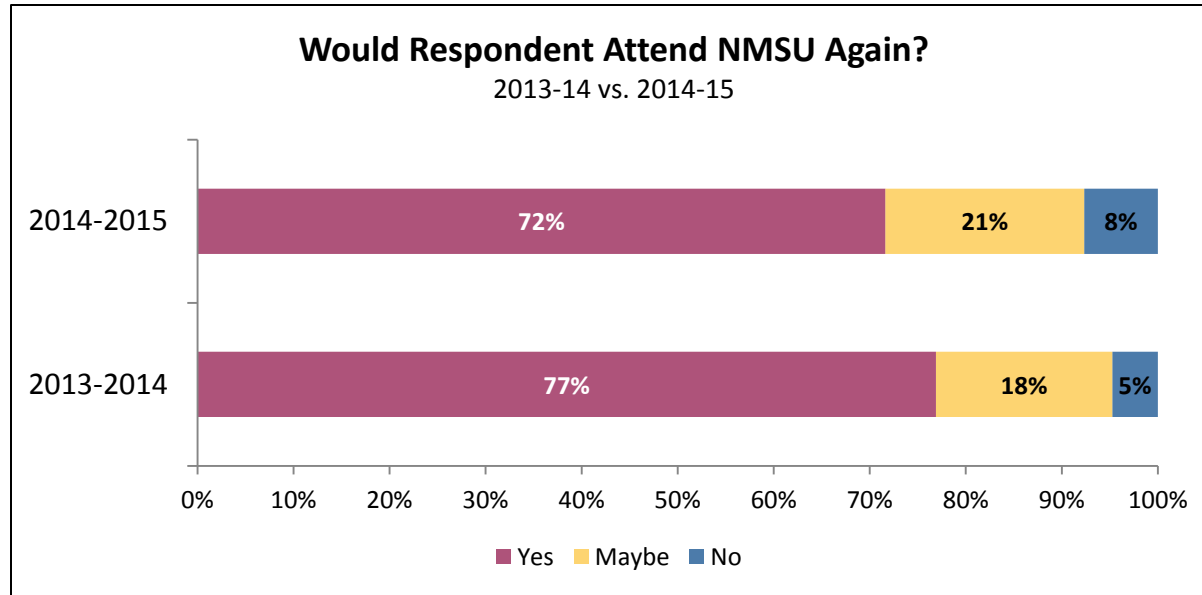
- Would Respondent Attend NMSU Again?
  - 72% of respondents would have attended NMSU again if they had to do the entire process over again
  - Results were similar to those observed in 2013-14 (77% would have attended NMSU again)
- Would Respondent Select Same Major Again?
  - 70% of respondents would have selected the same major if they had to do the entire process over again
  - Results were similar to those observed in 2013-14 (68% would have selected same major again)





# Attending NMSU Again

## Comparison between 2013-14 and 2014-15

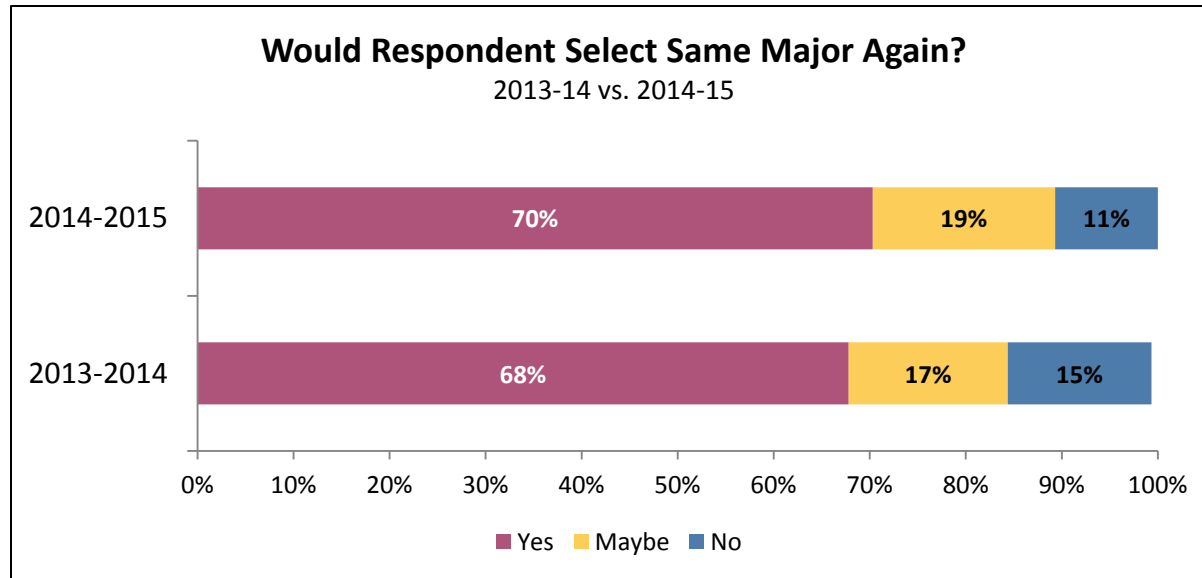


2013-14 N = 1,056

2014-15 N = 2,048

# Selecting Same Major Again

Comparison between 2013-14 and 2014-15



2013-14 N = 1,049

2014-15 N = 2,048

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# POST-GRADUATION PLANS



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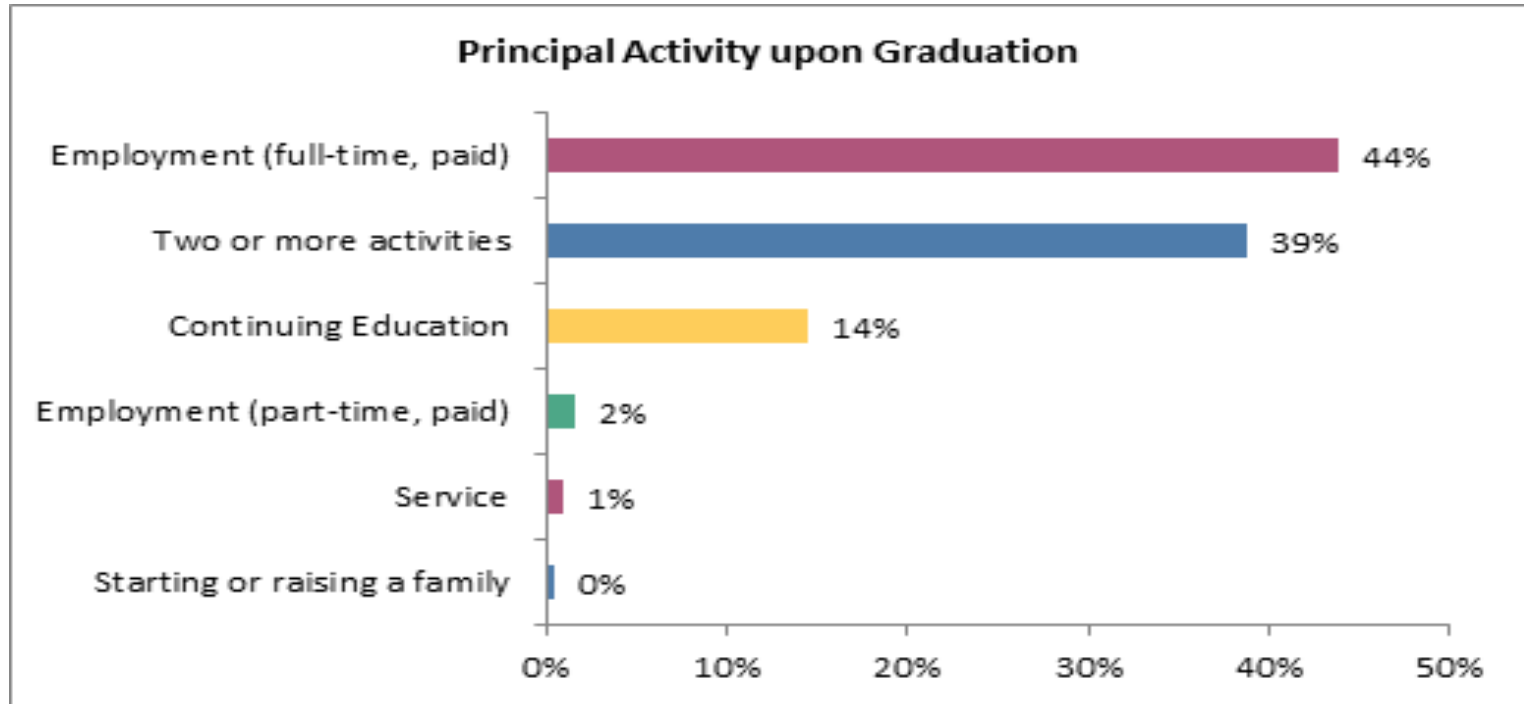
# Post-Graduation Plans

- Overall findings
  - 46% of graduates entered the labor market\*, 14% were continuing their education, and 29% were engaged in 2 or more primary activities\*\*
  - Among labor market participants, only 20% had secured a job in their field—an additional 67% were still looking
  - 1/3 of respondents intended to stay in New Mexico after graduation
  - All post-graduation results were broadly similar to those observed in 2013-14

\* Includes respondents who had either secured a job or who were actively looking for work

\*\* Many respondents in this category were simultaneously attending school and working

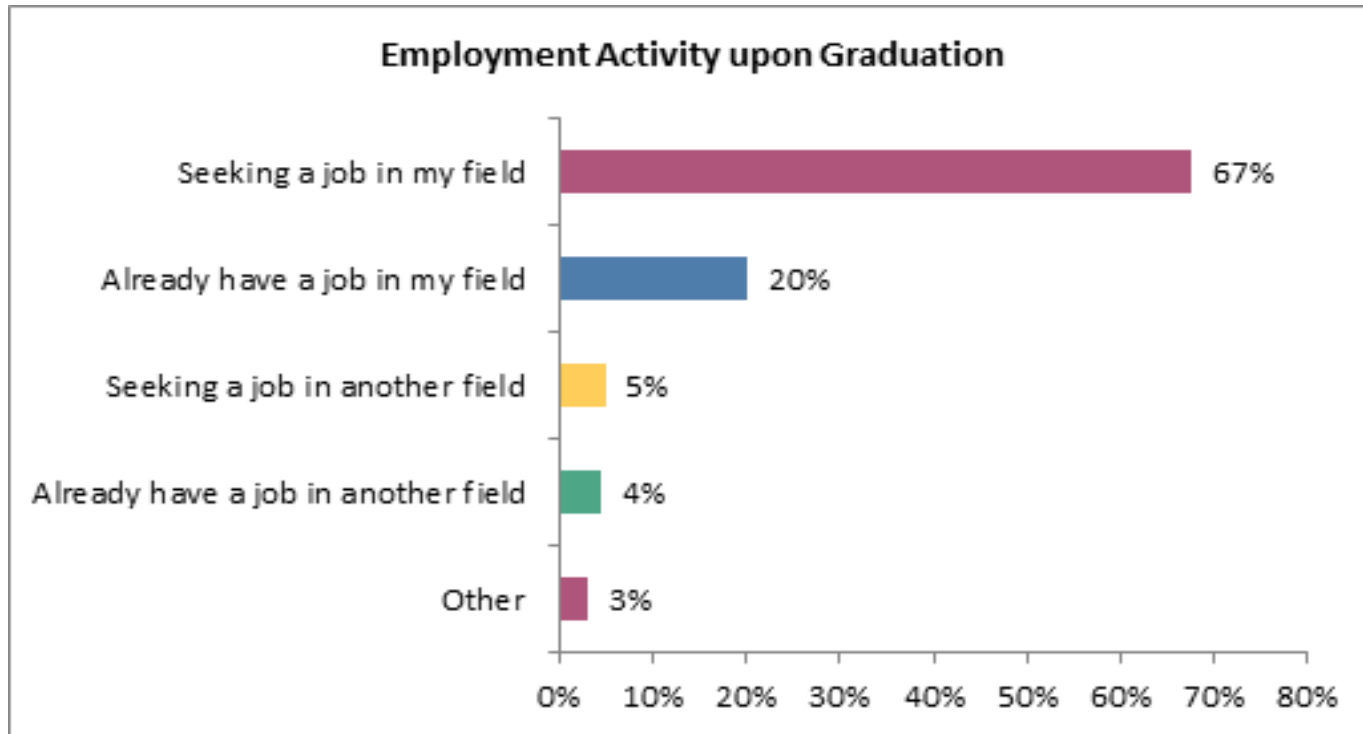
# Principal Activity upon Graduation



N = 2,009

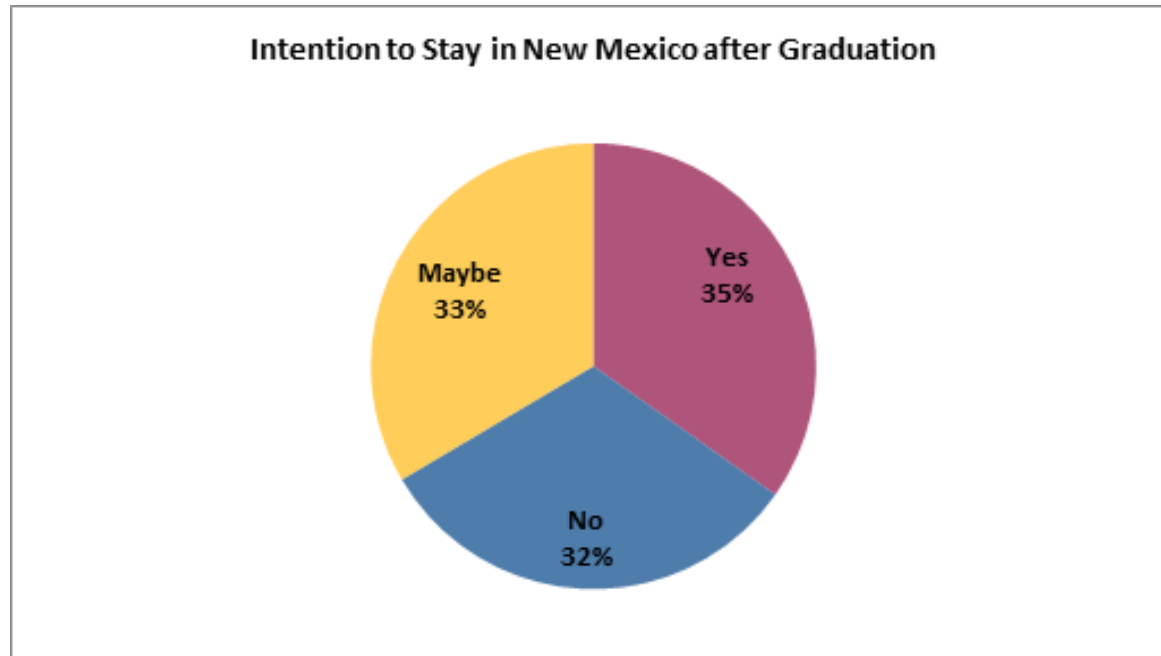
Note: Many respondents involved in 'Two or more activities' were simultaneously attending school and working.

# Principal Employment Activity



N = 1,740

# New Mexico Residency Intentions



N = 2,027

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# STUDENT VOICES



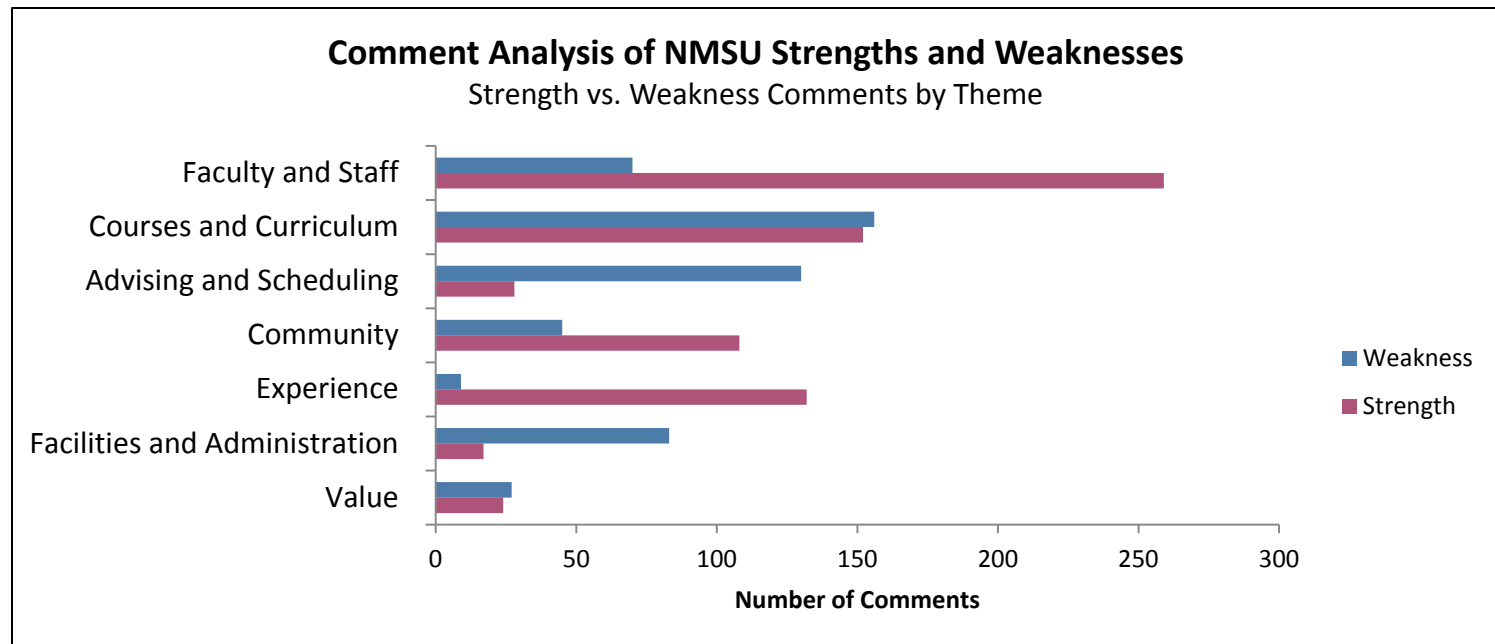
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# Comments

- Strengths and Weaknesses
  - Most positive comment categories: College experience (94%); Community (71%); and Faculty and Staff (79%)
  - Least positive comment categories: Advising and Scheduling (18%); Administration and Facilities (17%)
  - Respondents were more positive about their overall college experience this year (94% positive in 14-15 vs. 79% in 13-14)
  - Respondents were less positive about the quality of advising and scheduling this year (18% positive in 14-15 vs. 26% in 13-14)

# NMSU's Greatest Strengths and Weaknesses



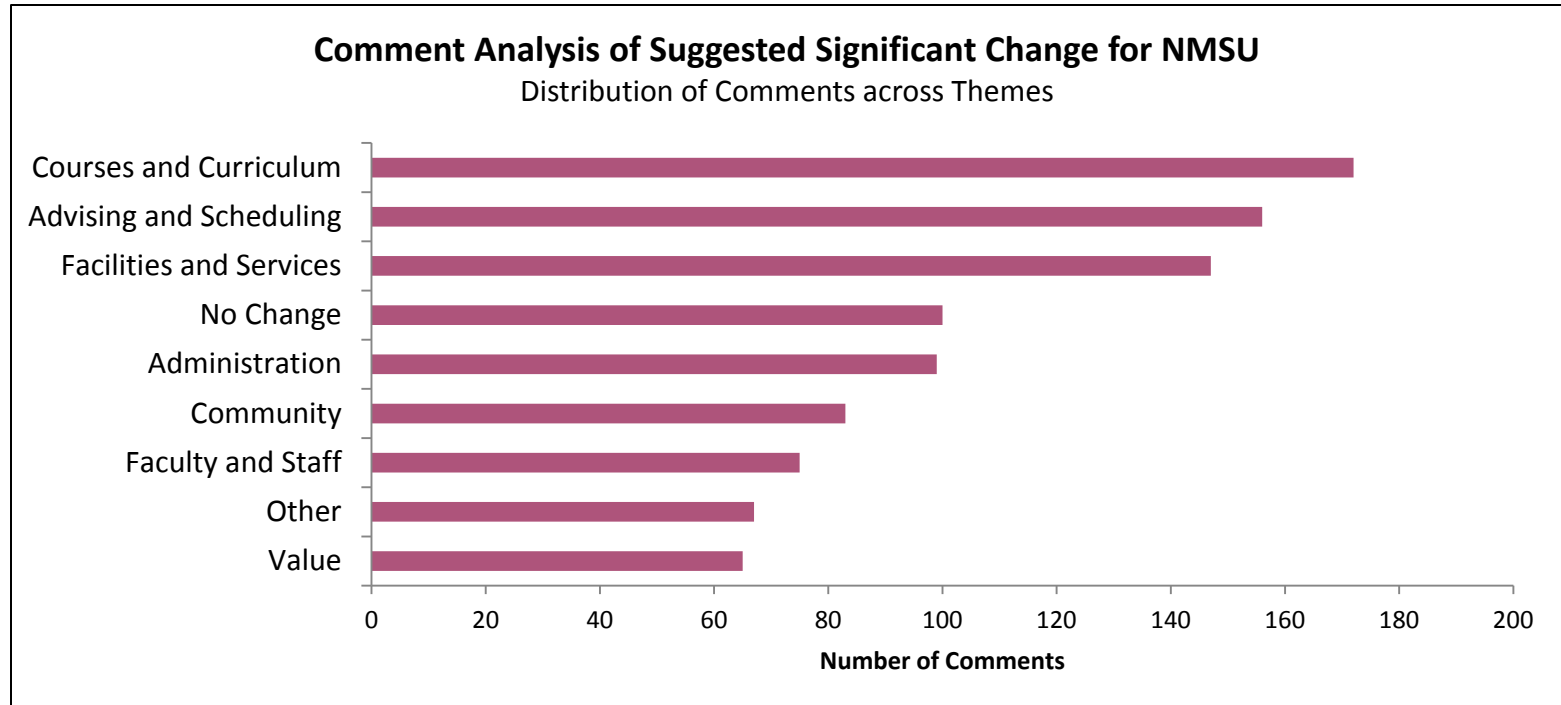
Total N = 1,243. Each comment was content-coded as a 'strength' or 'weakness.' 57% of all comments identified strengths.

# Comments

- Make One Significant Change at NMSU
  - Most frequently cited categories for improvement:
    - Courses and Curriculum (18%) - Many comments within this section suggested improving the rigor of program curricula, as well as the addition/removal of specific program requirements
    - Advising and Scheduling (16%)
    - Facilities and Services (15%) - A sizeable portion of comments within this section concerned issues regarding on-campus parking
  - 10% of respondents felt that no change was necessary

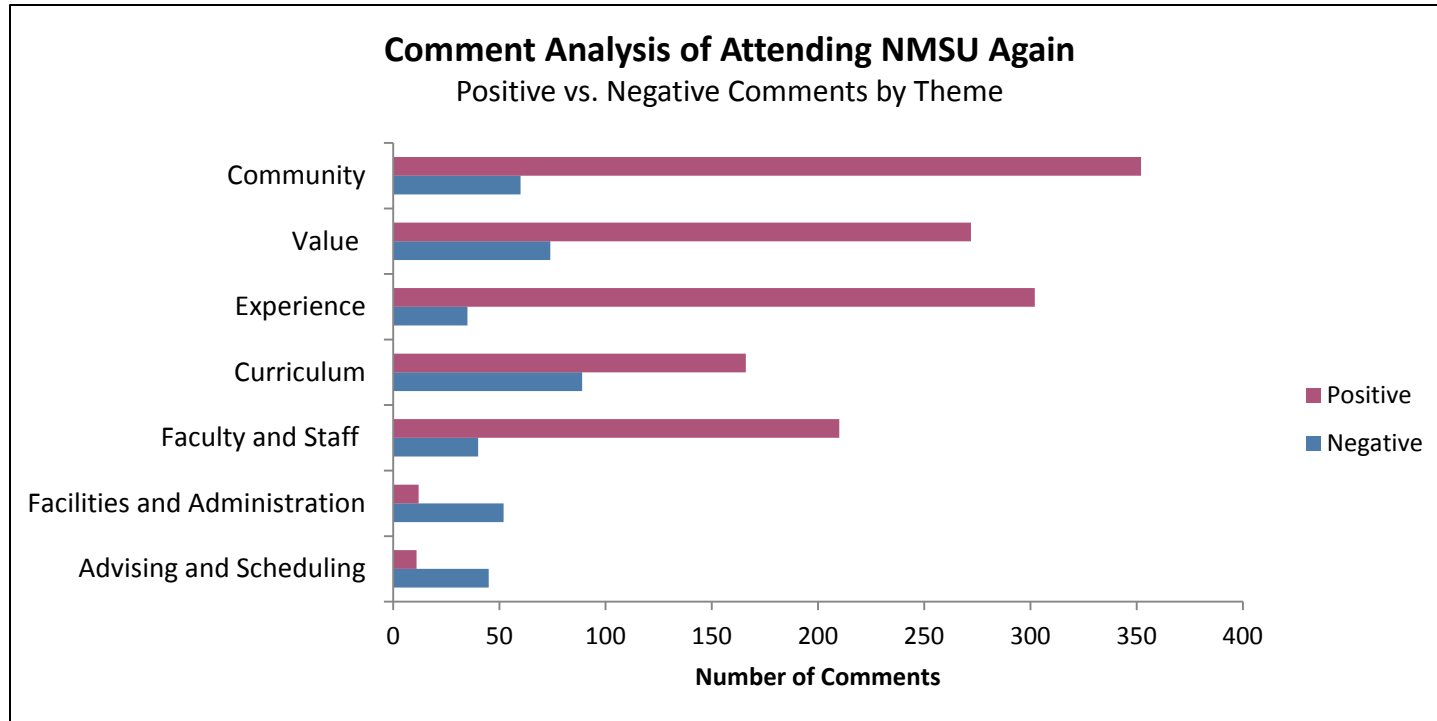


# Student Suggestions for Improvement



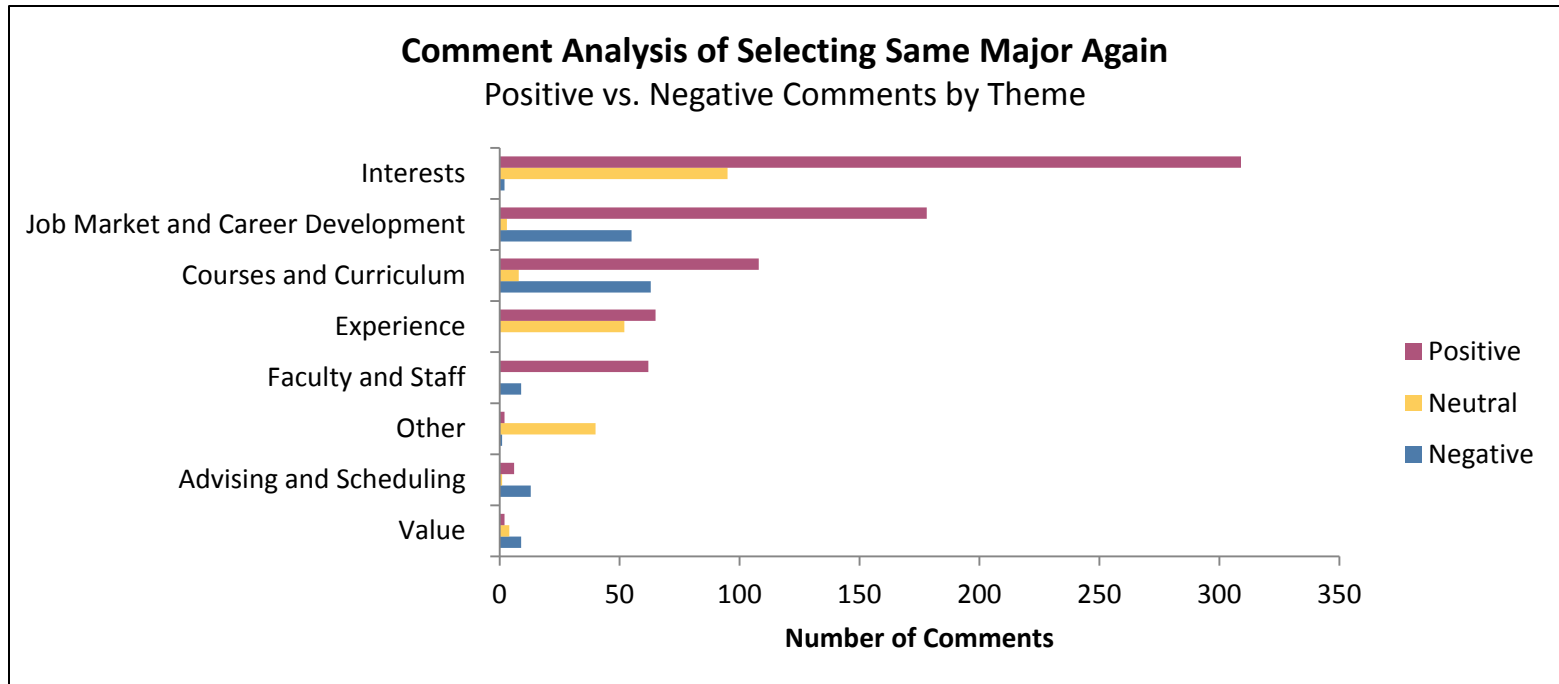
Total N = 964

# Would Student Attend NMSU Again? Comment Justifications



Total N = 1,724. Each comment was content-coded as 'positive' or 'negative.' 77% of all comments were considered positive.

# Would Student Attend NMSU Again? Comment Justifications



Total N = 1,087. Each comment was content-coded as 'positive,' 'neutral,' or 'negative.' 67% of all comments were considered positive.

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# EXECUTIVE SUMMARY



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# The Bottom Line

- Strengths
  - Instructional Quality
    - Students appreciate the quality of instruction provided by NMSU faculty
  - NMSU community
    - Strong sense of community on campus
  - Library services and facilities
    - Students appreciate the quality and professionalism of library staff, as well as the resources provided by the library



# The Bottom Line

- Areas for Improvement
  - Advising
    - Improve quality, professionalism, and availability of advising units
  - Course scheduling and availability
    - Provide more flexible scheduling options and add additional sections of key program courses
  - Administration
    - Improve decision-making processes and inter-departmental communication

