

MISSOURI SOUTHERN

STATE UNIVERSITY

OFFICE OF CAREER SERVICES

Annual Graduate Employment Survey Communication Plan
Prepared by: MSSU Career Services
Updated: May 28, 2020

EXECUTIVE SUMMARY

The Office of Career Services at Missouri Southern State University is responsible for collecting and reporting graduate outcomes annually to provide essential insight into the state of graduate career outcomes. All graduating classes are surveyed prior to commencement, at commencement, and up to six months following commencement. The reporting cycle for each annual report is July-June. (Example: July 2019, December 2019, and May 2020 graduating classes are included in the 2019-2020 report.)

The data collected in this report identifies the post-graduation outcomes of MSSU graduates. The information is used by university faculty and staff, students, and employers for many reasons. A significant reason for university faculty and staff to provide assistance with this report is because these results are tied to state performance funding for MSSU.

PURPOSE OF COMMUNICATION PLAN

The purpose of this document is to ensure the university community is aware of the data collection plan for the Graduate Employment survey. By providing the communication plan and deadlines for data collection all university personnel can contribute to this report.

REPORTING GUIDELINES AND STANDARDS

The Office of Career Services abides by the data collection and reporting guidelines provided by the National Association of Colleges and Employers (NACE). The “Standards and Protocols for the Collection and Dissemination of Graduation Student Initial Career Outcomes Information for Undergraduates” can be found here:

<https://www.nacweb.org/uploadedfiles/files/2020/publication/first-destination/first-destination-survey-standards-and-protocols.pdf>

MDHEWD KNOWLEDGE AND SUCCESS RATE GUIDELINES

What is Knowledge Rate?

MDHEWD coined the term “knowledge rate” to be used in lieu of “survey response rate” to reflect the approach of going beyond simply relying on a survey for obtaining outcomes information. This term is borrowed from the National Association of Colleges and Employers (NACE). MDHEWD is suggesting all schools achieve a minimum of 60% knowledge rate.

What is Success Rate?

MDHEWD considers a student to have a “successful” career outcome if they meet one of the following criteria: employed full-time, serving in the military, serving in a voluntary organization or program, or continuing their education. This policy is also borrowed from NACE. MDHEWD is suggesting all schools achieve a minimum of 75% success rate.

METHODS OF SURVEY DATA COLLECTION

To collect data for the annual Graduate Employment Report the Career Services office utilizes various methods. The following is a list of the channels and methods used to collect post-graduation status information.

Data Collection Methods:

- Paper pencil surveys at Grad Expos
- Paper pencil surveys in capstone/senior level classes, by invitation of faculty
- Paper pencil surveys at Commencements
- Online surveys sent to MSSU and personal email addresses of graduates, utilizing Survey Monkey
- Researching student employment status by social media platforms such as Facebook and LinkedIn

COMMUNICATION TIMELINE

*Timeline starting as of July 1

July Graduates:

Note: No paper/pencil surveys are actively sought for July graduates because no Grad Expo or commencement is held. Results may be obtained if a July graduate attended Grad Expo or commencement during the spring semester.

5 Days prior to Semester Completion

- Online survey links are emailed to a student's MSSU and personal email accounts

2 Weeks Post Graduation

- Reminder email to students that have not completed the online survey is sent to graduate's MSSU and personal email accounts

4 Weeks Post Graduation

- An invitation to take the online survey is mailed with graduate diplomas
- Social media outreach begins to collect information from graduates who have not responded or responded with Seeking Employment or Seeking Continuing Education

10 Weeks Post Graduation

- Students are divided amongst degree programs and individual degree program rosters are created
- Degree Program Rosters are emailed to Academic Department Chairs and full time faculty requesting information regarding July graduate outcomes

14 Weeks Post Graduation

- Phone call outreach begins and social media outreach continues to collect information from graduate who have not responded or responded with Seeking Employment or Seeking Continuing Education

15 Weeks Post Graduation

- Update email list to remove graduates who have successful survey outcomes. Graduates who have responded with Seeking Employment, Seeking Continuing Education, or who have not yet responded will remain on the email list for final online survey invitation

21 Weeks Post Graduation

- Final online survey links are emailed to a graduate's MSSU and personal email accounts for July graduates

December Graduates:

30-45 Days prior to Graduation:

- Paper pencil surveys are utilized to Grad Expo
- Each student attending is required to complete the survey

20 Days prior to Graduation

- Promotional emails are sent to all students who have applied for December graduation to inform students of the Graduate Employment survey and how they will be asked to complete the survey

15 days prior to Graduation:

- Academic Units invite Career Services into upper division courses to survey students in person

At Graduation:

- Career Services sets up a survey station in the graduate staging area inside Young Gymnasium
- Paper pencil surveys are utilized, Career Services personnel ensure graduates are filling out the entire form

4 Weeks Post Graduation

- Online survey links are emailed to student's MSSU and personal email accounts (Note: This method of collection is postponed until after winter break)
- An invitation to take the online survey is mailed with graduate diplomas
- Social media outreach begins to collect information from graduates who have not responded or responded with Seeking Employment or Seeking Continuing Education

12 Weeks Post Graduation

- Students are divided amongst degree programs and individual degree program rosters are created
- Degree Program rosters are emailed to Academic Department Chairs and full-time faculty requesting information regarding December graduate outcomes

15 Weeks Post Graduation

- Update email list to remove graduates who have successful survey outcomes. Graduates who have responded with Seeking Employment, Seeking Continuing Education, or who have not yet responded will remain on the email list for final online survey invitation

16 Weeks Post Graduation

- Phone call outreach begins and social media outreach continues to collect information from graduate who have not responded or responded with Seeking Employment or Seeking Continuing Education

21 Weeks Post Graduation

- Final online survey links are emailed to a graduate's MSSU and personal email accounts for December graduates

May Graduates:

30-45 Days prior to Graduation:

- Paper pencil surveys are utilized to Grad Expo
- Each student attending is required to complete the survey

20 Days prior to Graduation

- A promotional email is sent to all students who have applied for May graduation to inform students of the Graduate Employment survey and how they will be asked to complete the survey

15 Days prior to Graduation:

- Academic Units invite Career Services into upper division courses to survey students in class

At Graduation:

- Career Services sets up a survey station in the graduate staging area inside Young Gymnasium
- Paper pencil surveys are utilized, Career Services personnel ensure graduates are filling out the entire form

2 Weeks Post Graduation

- Online survey links are emailed to student's MSSU and personal email accounts

4 Weeks Post Graduation

- An invitation to take the online survey is mailed with graduate diplomas
- Social media outreach begins to collect information from graduates who have not responded or responded with Seeking Employment or Seeking Continuing Education

16 Weeks Post Graduation

- Students are divided amongst degree programs, and individual degree program rosters are created
- Degree Program rosters are emailed to Academic Department Chairs and full-time faculty requesting information regarding July graduate outcomes
- Note: This method of collection is delayed for the purpose of allowing faculty to return to campus. This will provide advisors an opportunity to review and respond to request for assistance

20 Weeks Post Graduation

- Phone call outreach begins and social media outreach continues to collect information from graduate who have not responded or responded with Seeking Employment or Seeking Continuing Education

21 Weeks Post Graduation

- Final online survey links are emailed to a graduate's MSSU and personal email accounts for May graduates