



America's Brightest **ORANGE**

## Oklahoma State University

### University Assessment and Testing

2021 OSU Alumni Survey

Survey Report – Agricultural Communications

The OSU Alumni Survey is a survey designed to collect information about OSU graduated students. More specifically, it is designed to collect information on their career, educational achievements, and their experience with OSU. This information will be used to improve academic programs and student experiences at OSU for generations to come. This survey targeted alumni of undergraduate and graduate programs who received their degree in 2015 and/or 2019. The survey was administered online by OSU-University Assessment and Testing (UAT) in March 2021 through May 2021. Departments may request additional information by contacting UAT ([assessment@okstate.edu](mailto:assessment@okstate.edu)).

#### Survey Questions

Respondents were asked up to 26 institutional level items. Institutional level items were given to all OSU alumni and the items consisted of six topics: continuing education, well-being and community, demographic information, academic satisfaction, career reflection, and current job or career information.

#### Target Population / Response Rate – Agricultural Communications

	OSU Degree Received:		
	<u>2015</u>	<u>2019</u>	<u>Total</u>
Number of graduates ( <i>n</i> )	30	44	74
Number of survey respondents ( <i>n</i> )	10	12	22
Response rate	33.3	27.3	29.7

1. Since graduating from OSU, how would you describe your activity? (This item was "mark all that apply")	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Not engaged in paid employment, nor enrolled in graduate or professional school	0	0.0	0	0.0
Enrolled in graduate or professional school	1	8.3	2	16.7
Employed full-time or part-time	10	83.3	9	75.0
Both employed (other than graduate assistant) and continuing my education	0	0.0	0	0.0
Self-employed	1	8.3	1	8.3

2. Whether or not you are currently employed, in what area is your principal occupation?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Engineering	0	0.0	0	0.0
Computer Science, Programming or Technology	0	0.0	0	0.0
Science, Social Science, or Mathematics	0	0.0	0	0.0
Health or Mental Health	0	0.0	0	0.0
Business or Management	3	30.0	0	0.0
Finance or Accounting	0	0.0	0	0.0
Education, Training, or Library	0	0.0	1	8.3
Legal	0	0.0	1	8.3
Writing, Journalism, or Design	1	10.0	3	25.0
Public Service, Policy, or Politics	0	0.0	2	16.7
Public Relations, Marketing, or Sales	5	50.0	4	33.3
Architecture	0	0.0	0	0.0
Art, Performing, or Athletics	0	0.0	0	0.0
Participating in a volunteer or service program	0	0.0	0	0.0
Serving in the U.S. military	0	0.0	0	0.0
Other occupational area (INSERT FIELD)	1	10.0	1	8.3



## Continuing Education

Participants who indicated they were continuing their education responded to the following items.

	2015		2019	
	<i>n</i>	%	<i>n</i>	%
3. What graduate or professional degree are you pursuing or, if you completed a degree, what degree did you complete? (This item was "mark all that apply")				
Graduate Certificate	0	0.0	0	0.0
Master's	1	100.0	1	50.0
Doctoral	0	0.0	0	0.0
Medical (includes nursing, osteopathy, dental, vet, and more)	0	0.0	0	0.0
Law	0	0.0	1	50.0
Other (INSERT FIELD)	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

	2015	2019
	4. What was the name of your graduate or professional school?	
Drake University	0	1
Oklahoma State University	1	0

	2015		2019	
	<i>n</i>	%	<i>n</i>	%
5. How well did your OSU program prepare you for graduate or professional education program?				
Very well	1	100.0	2	100.0
Adequately	0	0.0	0	0.0
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0



## Well-being & Community

6. How connected do you feel to OSU?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very connected	1	10.0	6	54.5
Moderately connected	6	60.0	1	9.1
Somewhat connected	3	30.0	3	27.3
Not very connected	0	0.0	1	9.1

7. Are you regularly in touch with people you met at OSU? (This item was “mark all that apply”)	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Yes, with my advisor(s)	2	11.8	3	14.3
Yes, with professors or staff	1	5.9	4	19.0
Yes, with members of my team, club, or sorority/fraternity	5	29.4	4	19.0
Yes, with classmates/friends I met at OSU	8	47.1	10	47.6
No	1	5.9	0	0.0

8. How much has your overall quality of life been enhanced by your Oklahoma State University experience?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Much	9	90.0	9	81.8
Somewhat	0	0.0	2	18.2
Little	1	10.0	0	0.0
None	0	0.0	0	0.0

9. In the past twelve months, how often have you participated in unpaid volunteer work?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
More than once a week	2	20.0	0	0.0
About once a week	0	0.0	1	9.1
About once a month	1	10.0	2	18.2
Every few months	2	20.0	1	9.1
Once or twice in the past year	4	40.0	3	27.3
Not at all	1	10.0	4	36.4



10. How would you change the emphasis OSU placed on these aspects of education and college life?

10a. Making ethical and thoughtful decisions	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	6	60.0	6	54.5
Increase somewhat	3	30.0	5	45.5
Increase a great deal	1	10.0	0	0.0
I don't know	0	0.0	0	0.0

10b. Exploring alternative values, perspectives, and beliefs from around the world	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	4	40.0	5	45.5
Increase somewhat	3	30.0	2	18.2
Increase a great deal	3	30.0	4	36.4
I don't know	0	0.0	0	0.0

10c. Improving written and oral communication skills	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	6	60.0	2	18.2
Increase somewhat	2	20.0	7	63.6
Increase a great deal	2	20.0	2	18.2
I don't know	0	0.0	0	0.0



10d. Improving ability to think critically (analytically and logically)	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	5	50.0	4	36.4
Increase somewhat	2	20.0	5	45.5
Increase a great deal	3	30.0	2	18.2
I don't know	0	0.0	0	0.0

10e. Ability to interact positively with people who are different from you	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	1	9.1
Keep about the same	6	60.0	3	27.3
Increase somewhat	2	20.0	6	54.5
Increase a great deal	2	20.0	1	9.1
I don't know	0	0.0	0	0.0

10f. Developing good health habits and physical fitness	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	1	9.1
Keep about the same	5	50.0	4	36.4
Increase somewhat	2	20.0	1	9.1
Increase a great deal	3	30.0	5	45.5
I don't know	0	0.0	0	0.0



### Academic Satisfaction

11. Please rate your degree of satisfaction with each of the following items:

11a. The quality of teaching at OSU	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	7	70.0	6	54.5
Satisfied	1	10.0	4	36.4
Neutral	2	20.0	1	9.1
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

11b. Availability of courses needed for your degree program	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	6	60.0	3	27.3
Satisfied	3	30.0	6	54.5
Neutral	0	0.0	0	0.0
Dissatisfied	1	10.0	1	9.1
Very Dissatisfied	0	0.0	1	9.1
Not applicable	0	0.0	0	0.0

11c. OSU academic facilities (e.g. classrooms, labs, buildings, etc.)	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	2	20.0	3	27.3
Satisfied	5	50.0	4	36.4
Neutral	1	10.0	3	27.3
Dissatisfied	2	20.0	1	9.1
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0



11d. OSU academic advising	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	6	60.0	7	63.6
Satisfied	3	30.0	2	18.2
Neutral	0	0.0	0	0.0
Dissatisfied	1	10.0	2	18.2
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

11e. Preparation to handle non-career related goals (e.g. family, finances, etc.)	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	2	18.2
Satisfied	2	20.0	5	45.5
Neutral	3	30.0	2	18.2
Dissatisfied	3	30.0	1	9.1
Very Dissatisfied	2	20.0	1	9.1
Not applicable	0	0.0	0	0.0

11f. Availability of internship/practicum experiences	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	2	20.0	5	45.5
Satisfied	3	30.0	5	45.5
Neutral	2	20.0	0	0.0
Dissatisfied	3	30.0	0	0.0
Very Dissatisfied	0	0.0	1	9.1
Not applicable	0	0.0	0	0.0

11g. Overall education at OSU	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	7	70.0	7	63.6
Satisfied	2	20.0	4	36.4
Neutral	1	10.0	0	0.0
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0





12. If you could start over, would you still choose to attend Oklahoma State University?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Definitely yes	9	90.0	9	81.8
Probably yes	0	0.0	2	18.2
Uncertain	1	10.0	0	0.0
Probably no	0	0.0	0	0.0
Definitely no	0	0.0	0	0.0

### Career Reflection

Participants who indicated they were employed responded to the following items.

13. How closely is your job related to your field of study?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Not related	1	10.0	0	0.0
Somewhat related	3	30.0	2	22.2
Directly related	6	60.0	7	77.8

14. How well did OSU prepare you for meaningful employment?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very well	6	60.0	4	44.4
Adequately	2	20.0	4	44.4
Not very well	2	20.0	0	0.0
Not at all	0	0.0	1	11.1
Prefer not to answer	0	0.0	0	0.0

15. Overall, how satisfied are you with your career?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	5	50.0	3	33.3
Satisfied	3	30.0	4	44.4
Neutral	1	10.0	2	22.2
Dissatisfied	1	10.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0



### Current Job or Career

16. Are you employed full-time (on average 30 hours or more per week) or part-time (on average less than 30 hours per week)?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Full-time	8	88.9	8	88.9
Part-time	1	11.1	1	11.1

17. How long did it take to find your first employment after graduating from OSU?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Employed by graduation	2	22.2	5	55.6
3 months after graduation	3	33.3	1	11.1
6 months after graduation	1	11.1	0	0.0
9 months after graduation	2	22.2	0	0.0
1 year after graduation	0	0.0	1	11.1
over 1 year after graduation	1	11.1	2	22.2

18. What is your official job title?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Associate editor	0		1	
Communications Coordinator	1		0	
Communications Specialist	0		1	
Content creator and coordinator	1		0	
Digital Marketing Specialist	1		0	
Digital Media Specialist	0		1	
Education, Foundation and Marketing Director	1		0	
Field Representative and Press Assistant	0		1	
Marketing Specialist	1		1	
Process Assistant	1		0	
Prospective Student Coordinator	0		1	
Regional Director	0		1	
Research Communications Specialist	0		1	
Scholarship Associate	1		0	
Self-employed Freelance Photography and Marketing	0		1	
Territory manager	1		0	
Youth and Professionals Program Manager	1		0	



19. What is the name of your current employer? Please include full name (no abbreviations). <sup>1</sup>
Amazon
Citizen Potawatomi Nation
Congressman Frank Lucas (OK-03)
Farm Talk Newspaper
Greenwood County Hospital
Iowa State University
Merck Animal Health
MikayIn White Photography
National reining horse association
New Horizon Community Care
New Mexico Farm and Livestock Bureau
Northeast Tech
Oklahoma House of Representatives
Oklahoma State University
Oklahoma State University College of Education and Human Sciences
Oklahoma State University Department of Biosystems and Agricultural Engineering and the Oklahoma Water Resources Center
Oklahoma State University Foundation
Rustic Cuff

20. Which of the following best describes your employer?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
A corporation, partnership, or private business	3	33.3	2	22.2
Military	0	0.0	0	0.0
Other governmental entity	0	0.0	2	22.2
Charity or other nonprofit entity	2	22.2	1	11.1
Educational institution	2	22.2	3	33.3
Other	2	22.2	1	11.1
Prefer not to answer	0	0.0	0	0.0

<sup>1</sup>Current Employer is presented exactly as reported by survey respondents.



21. Does your job require: (This item was "mark all that apply")	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Technology skills	8	13.1	7	14.0
Conducting research	5	8.2	4	8.0
Extensive training	3	4.9	3	6.0
Math skills	4	6.6	0	0.0
Problem solving/analytic reasoning	8	13.1	8	16.0
Speaking to a group	7	11.5	7	14.0
Use of specialized machinery	2	3.3	0	0.0
Use of specialized software	7	11.5	6	12.0
Working with a diverse group of people	9	14.8	7	14.0
Writing reports, memos, papers, publications, etc.	8	13.1	8	16.0

22. What is your approximate total annual salary (including bonuses), before taxes?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Less than \$15,000	0	0.0	0	0.0
\$15,000 but less than \$25,000	0	0.0	1	11.1
\$25,000 but less than \$35,000	0	0.0	3	33.3
\$35,000 but less than \$45,000	5	55.6	3	33.3
\$45,000 but less than \$55,000	1	11.1	2	22.2
\$55,000 but less than \$65,000	1	11.1	0	0.0
\$65,000 but less than \$75,000	0	0.0	0	0.0
\$75,000 but less than \$100,000	2	22.2	0	0.0
\$100,000 but less than \$125,000	0	0.0	0	0.0
\$125,000 but less than \$150,000	0	0.0	0	0.0
Over \$150,000	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0



## Demographics

23. Which OSU campus do you most identify with?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Stillwater	9	100.0	11	100.0
Tulsa	0	0.0	0	0.0
Equally Stillwater or Tulsa	0	0.0	0	0.0
Online	0	0.0	0	0.0

24. In which country do you currently reside?	2015	2019
	United States of America	7

24a. In which state do you currently reside?	2015	2019
	AZ	0
IL	0	1
IA	1	1
KS	1	1
NM	0	1
OK*	3	1
OK-OKC	1	1
OK-STW	0	3
OK-TUL	1	0

\*1 respondent did not provide a valid Oklahoma zip code and was therefore added to the general Oklahoma count.



## Overall

25. What could OSU have done to better serve you?
Been more helpful in finding employment after graduation.
Cannot think of anything.
I believe more emphasis should be placed on writing in the AGCM program overall. Specifically, I'd like to see more emphasis in Science Communication, as well as a more in-depth editing/structure/grammar course. I also believe courses should help lead to certifications. I don't want to just take an adobe software class, because I appreciate understanding the elements of design, but I do believe we should be adequately trained in the technical aspect to easily take certification exams following them. Better technical training in photoshop would regularly come in handy for me.
I think OSU CASNR created a strong connection between myself and the campus. I still feel very connected to what goes on at the university. I think graduate opportunities could have been more clearly advertised and had a much better application structure. I attended a different institution for my master's degree. I struggled with the academic advising because I felt like the favorites of my academic advisor got priority. I also felt that my academic advisor did not understand what my degree requirements were or how to put me in the right classes during the right semesters.
I wish there was a course that covers real world situations and things to know when starting a job like taxes, insurance, retirement, etc. This would help students who are beginning their first job tremendously!
More real-world prep for things like taxes, loans, and retirement accounts. How to handle record keeping and expense reports if you are self-employed. I wish I would have had someone at OSU to help guide me during the transition process from college to real life. I felt completely unprepared when I graduated and started to apply for jobs. Not in my lack of skills or abilities but when it came to actually applying for a job, I wasn't really sure where to start. What things are important on a résumé and what things go on a cover letter? While these things were briefly covered in a professional development course, I still felt at a complete loss when I had to apply for jobs and tackle those things on my own.
Nothing, anything to do better, I needed to do myself.
Some of my professors were very open-minded, but others were not and seemed to be perpetuating the agendas of big business. As a land-grant university that conducts a tremendous amount of research, that is worrisome.
To teach a little more about social media and how it helps with marketing.
Wished I would have spent 4 years instead of 2

26. What additional information would you like OSU to know?
Definitely bring in speakers from the workforce into the classroom. They give a lot of good tips about life after college.
I am so appreciative to all of my professors and advisers! They worked above and beyond to make sure I had so many opportunities that have been the reason for all of my success.
I work in a field that aligns directly with my degree, and I feel that my education has provided me a much stronger foundation than my fellow department counterparts. While some seem to look down on me for having an agricultural communications degree, I am able to squash their notions with my understanding and vast skill set that can be attributed to my time at Oklahoma State University. My degree provided me the skills, knowledge and work ethic needed to be able to walk straight into the field and succeed.
OSU AGCM is the best, but a need I see is to implement some proficiency reviews to the courses beyond just passing courses. I know design can be very subjective, so implementing a review in things such as the writing courses in very technical settings like structure/style would help, just like the Journalism School does. Another great option could be letting students pick up courses in a specialization area, such as a proficiency review of your design portfolio, which, if you pass, you could take a Layout 2 class where projects are much more detailed and in-depth to develop skill sets.
Thank you for providing great educational experiences to students! Go pokes!

