



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).

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>)	7	8	15
Number of survey respondents (<i>n</i>)	3	5	8
Response rate	42.9	62.5	53.3

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	0	0.0	1	20.0
Employed full-time or part-time	3	75.0	4	80.0
Both employed (other than graduate assistant) and continuing my education	0	0.0	0	0.0
Self-employed	1	25.0	0	0.0

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	1	33.3	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	0	0.0	0	0.0
Finance or Accounting	0	0.0	0	0.0
Education, Training, or Library	0	0.0	1	20.0
Legal	0	0.0	0	0.0
Writing, Journalism, or Design	1	33.3	0	0.0
Public Service, Policy, or Politics	0	0.0	0	0.0
Public Relations, Marketing, or Sales	0	0.0	4	80.0
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	33.3	0	0.0



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	0	0.0	0	0.0
Doctoral	0	0.0	1	100.0
Medical (includes nursing, osteopathy, dental, vet, and more)	0	0.0	0	0.0
Law	0	0.0	0	0.0
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?	
Ohio State University	0	1

	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	0	0.0	1	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	0	0.0	0	0.0
Moderately connected	1	33.3	2	50.0
Somewhat connected	1	33.3	2	50.0
Not very connected	1	33.3	0	0.0

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)	0	0.0	1	14.3
Yes, with professors or staff	0	0.0	2	28.6
Yes, with members of my team, club, or sorority/fraternity	0	0.0	0	0.0
Yes, with classmates/friends I met at OSU	2	66.7	4	57.1
No	1	33.3	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	1	33.3	3	75.0
Somewhat	2	66.7	1	25.0
Little	0	0.0	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	0	0.0	1	25.0
About once a week	0	0.0	0	0.0
About once a month	0	0.0	0	0.0
Every few months	1	33.3	0	0.0
Once or twice in the past year	1	33.3	3	75.0
Not at all	1	33.3	0	0.0



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	2	66.7	1	25.0
Increase somewhat	0	0.0	2	50.0
Increase a great deal	1	33.3	1	25.0
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	1	33.3	1	25.0
Increase somewhat	1	33.3	2	50.0
Increase a great deal	1	33.3	1	25.0
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	1	33.3	0	0.0
Increase somewhat	1	33.3	3	75.0
Increase a great deal	1	33.3	1	25.0
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	1	33.3	1	25.0
Increase somewhat	2	66.7	2	50.0
Increase a great deal	0	0.0	1	25.0
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	25.0
Keep about the same	1	33.3	1	25.0
Increase somewhat	1	33.3	1	25.0
Increase a great deal	1	33.3	1	25.0
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	25.0
Keep about the same	2	66.7	1	25.0
Increase somewhat	0	0.0	2	50.0
Increase a great deal	1	33.3	0	0.0
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	2	66.7	3	75.0
Satisfied	1	33.3	1	25.0
Neutral	0	0.0	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

11b. Availability of courses needed for your degree program	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	3	100.0	1	25.0
Satisfied	0	0.0	2	50.0
Neutral	0	0.0	1	25.0
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
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	66.7	1	25.0
Satisfied	1	33.3	1	25.0
Neutral	0	0.0	2	50.0
Dissatisfied	0	0.0	0	0.0
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	1	33.3	2	50.0
Satisfied	2	66.7	1	25.0
Neutral	0	0.0	1	25.0
Dissatisfied	0	0.0	0	0.0
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	1	33.3	0	0.0
Satisfied	0	0.0	1	25.0
Neutral	2	66.7	2	50.0
Dissatisfied	0	0.0	1	25.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

11f. Availability of internship/practicum experiences	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	1	25.0
Satisfied	2	66.7	2	50.0
Neutral	1	33.3	0	0.0
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	1	25.0

11g. Overall education at OSU	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	3	100.0	2	50.0
Satisfied	0	0.0	2	50.0
Neutral	0	0.0	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	3	100.0	3	75.0
Probably yes	0	0.0	1	25.0
Uncertain	0	0.0	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	0	0.0	0	0.0
Somewhat related	2	66.7	2	50.0
Directly related	1	33.3	2	50.0

14. How well did OSU prepare you for meaningful employment?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very well	2	66.7	2	50.0
Adequately	1	33.3	2	50.0
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

15. Overall, how satisfied are you with your career?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	2	66.7	1	25.0
Satisfied	1	33.3	2	50.0
Neutral	0	0.0	1	25.0
Dissatisfied	0	0.0	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	2	66.7	4	100.0
Part-time	1	33.3	0	0.0

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	1	33.3	3	75.0
3 months after graduation	1	33.3	1	25.0
6 months after graduation	1	33.3	0	0.0
9 months after graduation	0	0.0	0	0.0
1 year after graduation	0	0.0	0	0.0
over 1 year after graduation	0	0.0	0	0.0

18. What is your official job title?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Account Manager	0		1	
Communications Coordinator	0		1	
communications specialist	0		1	
Director of Marketing, Communications and Outreach	0		1	
Marketing Coordinator	1		0	
Senior Product manager	1		0	



19. What is the name of your current employer? Please include full name (no abbreviations). ¹
Einstein School
Harrison, Walker & Harper
Hathway
OBP Agency
Oklahoma State University College of Education and Human Sciences
Stillwater Chamber of Commerce
Yon Family Farms

20. Which of the following best describes your employer?	2015		2019	
	<i>n</i>	%	<i>n</i>	%
A corporation, partnership, or private business	3	100.0	1	25.0
Military	0	0.0	0	0.0
Other governmental entity	0	0.0	0	0.0
Charity or other nonprofit entity	0	0.0	1	25.0
Educational institution	0	0.0	2	50.0
Other	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

21. Does your job require: (This item was “mark all that apply”)	2015		2019	
	<i>n</i>	%	<i>n</i>	%
Technology skills	3	15.8	3	17.6
Conducting research	1	5.3	0	0.0
Extensive training	1	5.3	0	0.0
Math skills	0	0.0	0	0.0
Problem solving/analytic reasoning	3	15.8	3	17.6
Speaking to a group	2	10.5	3	17.6
Use of specialized machinery	0	0.0	0	0.0
Use of specialized software	3	15.8	2	11.8
Working with a diverse group of people	3	15.8	3	17.6
Writing reports, memos, papers, publications, etc.	3	15.8	3	17.6

¹Current Employer is presented exactly as reported by survey respondents.



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	1	33.3	0	0.0
\$25,000 but less than \$35,000	0	0.0	0	0.0
\$35,000 but less than \$45,000	0	0.0	2	50.0
\$45,000 but less than \$55,000	0	0.0	2	50.0
\$55,000 but less than \$65,000	1	33.3	0	0.0
\$65,000 but less than \$75,000	0	0.0	0	0.0
\$75,000 but less than \$100,000	0	0.0	0	0.0
\$100,000 but less than \$125,000	0	0.0	0	0.0
\$125,000 but less than \$150,000	1	33.3	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	3	100.0	4	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	3

24a. In which state do you currently reside?	2015	2019
	CA	1
MO	0	1
OK	1	0
OK-STW	0	1
SC	1	0
TX	0	1



Overall

25. What could OSU have done to better serve you?

It would be beneficial to provide more workshops/trainings for life skills outside of your career. Budgeting, taxes, etc.

26. What additional information would you like OSU to know?

I loved my time at OSU! As an out-of-state student, I felt at home in Stillwater and my experience pushed me to take opportunities no matter where they lead me.

I'd love to take "professional development" classes from OSU. Perhaps not the full rigor/expense of a traditional college course, but some way to stay connected. At least it would be fun to receive Zoom invitations for graduate students defending their thesis. It would be a way to stay current on academia/industry trends.

