

# Alumni Accreditation Committees & Alumni Surveys

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&

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CEPH Site Visit Presentation – 1:15 – 1:35  
Michael Adanti Student Center, 312  
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## The Mission of Alumni Surveys

- **Role of Public Health Alumni Chapter**
  - To provide opportunities for alumni to contribute to the evaluation of the Program
  - To conduct **independent surveys** of alumni on a regular basis
- **Purpose of Alumni Surveys**
  - To provide a comprehensive assessment of the program from an alumni perspective
  - Offer feedback regarding the curriculum and how it impacts on career growth and development
  - Support DPH efforts in conducting the Self-Study required for CEPH Accreditation and the ongoing improvement of its programs

## Survey Methodology

- Autonomously developed, & independent of DPH
- Address CEPH's program accreditation requirements
- Address NCHEC's core competencies for CHES
- Census Surveys – all alumni with reachable mailing address are requested to participate
- Demographic data & alumni perceptions regarding education and career experiences
- Panel and parallel survey designs allow for longitudinal and cross-sectional analyses
- Linear, numeric scales for alumni ratings
- Can be completed online
- Alumni notified via [www.bettyjung.net](http://www.bettyjung.net) and Department of Public Health alumni listservs

## MPH Four-Survey Protocol

- Post-graduation Survey: Within one year of graduation (by cohort – May – December)
  - <http://www.bettyjung.net/Pg.htm>
- Year One Survey: Within one – two years of graduation (by cohort)
  - <http://www.bettyjung.net/Y1.htm>
- Year Five Survey: Five years after graduation (by class)
  - <http://www.bettyjung.net/Y5.htm>
- Year Ten Survey: Ten years after graduation (by class)
  - <http://www.bettyjung.net/Y10.htm>

## Annual Survey Administration Calendar

- **August – September:** Contact SCSU Foundation for mailing list and labels
- **September – October:** Update alumni files and send out first mailing
- **October – November:** Process first mailing response and send out second mailing
- **January – March:** Data entry and analysis of survey responses
- **April – May:** Report writing and committee review
- **June:** Annual MPH Accreditation Committee meeting & submission of report to Department of Public Health

## Survey Administration Statistics

- As of December 2007, 2,636 surveys have been sent to MPH alumni (1993 – 2007), for a total of 674 returned surveys.
- On average, 3.91 surveys had to be sent to get back one survey.
- Year One Surveys required the most mailings (4.48 surveys for each survey received)
- Overall, 75.5% of alumni have returned at least one survey

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 1994-1997

- **1994 –1995 (1<sup>st</sup>)**
  - SCSU Alumni Association Public Health Alumni Chapter created
  - MPH Accreditation Committee created
  - First MPH survey to alums, by cohort
  - Submitted first annual report to the Department
  - MPH Alumni Record created
- **1995 – 1996 (2<sup>nd</sup>)**
  - Technical Manual & survey administration protocols created and updated annually
  - Three-survey protocol developed for disseminating surveys
- **1995** – Department of Public Health (DPH) implements internship requirement for MPH program
- **1996-1997 (3<sup>rd</sup>)**
  - Telephone follow-up conducted for non-respondents
  - Surveys revised to capture feedback on internship requirement
  - Formalized annual report format

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 1996-2000

- **1996-1997 (continued)**
  - Discrepancies in skills emphases were statistically different between school and work place for all cohorts
- **1997-1998 (4<sup>th</sup>)**
  - Public Health Alumni Newsletters used to notify alums of surveys
  - CHES statistics reported
  - Phone follow-up discontinued (no difference noted between those who respond and do not respond)
- **1998-1999 (5<sup>th</sup>)**
  - First Year Five Survey sent to Class of 1993
  - Analyses over 3 surveys begin
  - Job satisfaction trend analyses – ratings varied by class
- **1999-2000 (6<sup>th</sup>)**
  - Additional third mailing for following year implemented
  - CHES analyses show BS grads better at coordination, MPH grads better at assessment
  - Shift in graduation month identified
  - Year Five – giving presentations a major professional activity

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 2000-2002

- **2000-2001 (7<sup>th</sup>)**
  - More people graduating in December
  - Year Five – more alums working in Health Care than in Public Health
  - Final paper edition of MPH Alumni Record
  - Dec 2000 – MPH Alumni Record goes online
  - Skill discrepancies between work and school are no longer significantly different, but school ratings by cohort continue to be significant
- **2001**
  - Public Health E-News created
  - Public Health Jobs E-list created
  - MPH Program Re-accredited
- **2001-2002 (8<sup>th</sup>)**
  - New report format to allow for reporting of trend analyses
  - Reports to the department are now in color
  - All trend statistics are graphed, when possible
  - Demographics data reported for all surveys, rather than by survey
  - Response rates, by class, now available online

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 2002-2004

- **2002**
  - PHAM becomes PHENOM and goes online
- **2002-2003 (9<sup>th</sup>)**
  - Special Project identified as an extremely valuable culminating requirement
  - Computer skills identified as important and need more emphasis in curriculum
- **2003-2004 (10<sup>th</sup>)**
  - All surveys can be completed online
  - Year Ten Survey introduced and administered to first MPH class, Class of 1993
  - Career satisfaction ratings added to Year 5 and Year 10 Surveys
  - Banner changes affect which class a December alum is part of
  - CHES statistics discontinued
  - Analytical (along with computer) skills rated as the most valuable skill obtain from the MPH program
  - Career satisfaction ratings improved from Year 5 to Year 10 Surveys

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 2004-2006

- **2004-2005 (11<sup>th</sup>)**
  - Post-graduation Survey revised
    - CHES competency ratings
    - Individual course ratings replaced with Public Health content area ratings
  - Year One Survey revised
    - Replacing curriculum and work place course ratings with curriculum and work place ratings of Public Health content areas
  - These changes were made to keep the surveys relevant while the curriculum continues to change over time.
- **2005-2006 (12<sup>th</sup>)**
  - Year 5
    - 94% changed jobs in past five years
  - Year 10
    - 67% changed jobs in past five years
    - 25% changed jobs because they were laid off
  - The Internet becomes a source for jobs
  - Career satisfaction improved over time

## Brief History of Public Health Chapter Alumni Surveys Program – MPH Accreditation Committee 2006-2008

- **2006-2007 (13<sup>th</sup>)**
  - CHES competency ratings show curriculum prepared students well in planning and communication, and not so well to be a resource person
  - Content area ratings - curriculum prepared students well in research and evaluation, and not so well for analytical/computer skills
  - Alumni consistently employed over time
- **2007**
  - DPH creates MPH alumni listserv
- **2007-2008 (14<sup>th</sup>)**
  - Alumni Surveys Program (ASP) created as part of the Public Health Alumni Chapter's activities
  - MPH Accreditation Committee becomes part of ASP
  - BS Accreditation Committee created and is part of ASP
  - PG survey revised to include questions to explore reasons why people choose to attend MPH program to support DPH student recruitment
  - Service Value Statement – an estimate of costs

## Brief History of Public Health Chapter Alumni Surveys Program – BSPH Accreditation Committee 2007-2008

- **Spring of 2007**
  - SCSU Department of Public Health (DPH) requested assistance from MPH Accreditation Committee Chair to survey undergraduate alumni for program accreditation
- **Summer of 2007**
  - Alumni Surveys Program was created, as part of the SCSU Public Health Alumni Chapter
  - BSPH Accreditation Committee was set up
- **Fall 2007**
  - A draft BS alumni survey was developed by adapting existing MPH alumni surveys (PG, Y1, Y5, Y10), and reviewed by SCSU DPH undergraduate faculty for completeness
- **Winter 2008**
  - DPH staff conducted one mailing of the survey
- **Spring 2008**
  - Public Health Alumni Chapter's BSPH Accreditation Committee submits report to DPH

## DPH Response to Alumni Surveys

- **To Inform Curriculum Reviews**
  - Surveys are viewed as procedures for monitoring and evaluating student progress, enabling alumni to assess the relevancy of his/her educational experiences to public health practice
  - Surveys used to periodically assess graduates' proficiency in the practice of Public Health
- **Changes Made**
  - Implemented Internship requirement
  - Incorporated use of computers in biostatistics classes

## DPH Response to Alumni Surveys

- **To Enhance Career Services**
  - Surveys used to assess adequacy of preparation to function effectively as part of public health workforce
  - Use alumni data to identify the percentage of graduates working in a health-related job
  - Use alumni data to identify the types of employers BSPH and MPH graduates work for
- Use alumni data to assess employment prospects
- **Changes Made**
  - Incorporated Public Health Alumni Chapter's online mentoring program, PHENOM, into DPH's Career Services
  - Incorporated <http://www.bettyjung.net> Web site as an online resource for public health practice and career guidance

## DPH Response to Alumni Surveys

- **To support the evaluation of faculty competence and performance**
  - DPH uses survey responses as one tool in program planning and assessment of faculty performance and competence, via proxy measures of program quality and relevance
- **To Support CEPH Self-Study Efforts**
  - Excerpts extracted from the CEPH Self-study is available online at: <http://www.bettyjung.net/2008Excerpts.htm>

## Online Documentation

- Alumni Surveys Program
  - <http://www.bettycjung.net/Asp.htm>
- MPH Accreditation Committee
  - <http://www.bettycjung.net/Macomm.htm>
- BS Accreditation Committee
  - <http://www.bettycjung.net/Bacomm.htm>
- 2008 CEPH Self-Study Excerpts
  - <http://www.bettycjung.net/2008Excerpts.htm>

**Thank you for your kind attention!**

**Q & A**