### Multi-Survey and Multi-Year Comparative Survey Results by College and by Department PART 8: COLLEGE OF MEDIA & COMMUNICATION DEPARTMENTS & PROGRAMS

(In sets by Unit)

### From . . .

The Graduating Student Survey of undergraduates
The Post-Graduate Survey of Master's Students
The Post-Graduate Survey of Doctoral Students
One-Year Alumni Survey of undergraduates
Three-Year Alumni Survey of undergraduates
Seven Year Alumni Survey of undergraduates

### For . . .

Two Years 2012-13 and 2013-14 for 3 sets of students at graduation Two years 2011-12 & 2012-13 for 1-year undergraduate alumni\*
Two years 2008-9 and 2009-10 for 3-year undergraduate alumni\*
Two years 2005-6 and 2006-7 for 7-year undergraduate alumni\*

\*(or longer for small departments)

A multi-year survey population is required to have a reasonably fair representation from the variety of majors within a department.

### Covering . . .

### At-graduation rating questions. . . .

General Rating for Meeting Your Goals

Faculty Knowledge

**Teaching Quality** 

**Bringing Research into Class** 

Faculty Help Outside of Class

Faculty Interest in your Success

**Applicable Courses** 

**Course Availability** 

Lab/Studio Quality (undergraduate level)

Class Lab Quality & Research Lab Quality (graduate level)

Advisor - Availability

Advisor - Administrative Help

Advisor - Academic Help

Advisor - Useful/Accurate

Advisor - Career Advice (graduate level)

Collegiality (graduate level)

**Department Staff** 

College Academic Dean or Graduate School

### Both at-graduation and alumni employment outcomes questions. . . .

Job Preparation

Job Satisfaction

Job Related to Major

**Full-Time Salary** 

### Alumni rating questions. . . .

How a Degree from Tech Compares

Faculty

Courses

Academic Facilities

Advising

Job Assistance

### PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

AT	GRADUATING STUDENT SURVEY
	[Undergraduates at graduation]
G	Latest 2 years (2012-13 & 2013-14 grads)
R	BACCALAREATE STUDENTS
A	Respondents: 43 27.7%
D	
U	(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)
A	
T	GENERAL RATING
I	(Meeting your goals)
O	Count: 43
N	Average Rating: 4.07
	Std. Err.: 0.11
	Rating Distribution:
	FACULTY KNOWLEDGE
	Count: 37
	Average Rating: 4.32
	Std. Err.: 0.12
	Rating Distribution:
	Rading Distribution.
	TEACHING QUALITY
	Count: 37
	Average Rating: 4.32
	Std. Err.: 0.12
	Rating Distribution:
	Rating Distribution.
	BRINGING RESEARCH INTO CLASS
	Count: 37
	Average Rating: 4.03
	Std. Err.: 0.17
	Rating Distribution:
	FACULTY HELP OUTSIDE CLASS
	Count: 37
	Average Rating: 4.46
	Std. Err.: 0.12
	Rating Distribution:

### PROGRAM: ADVERTISING ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A INTEREST IN YOUR SUCCESS D Count: 37 Average Rating: 4.49 Std. Err.: 0.16 Rating Distribution: APPLICABLE COURSES Count: 37 Average Rating: 3.97 Std. Err.: 0.15 Rating Distribution: COURSE AVAILABILITY Count: 37 Average Rating: 4.16 Std. Err.: 0.15 Rating Distribution: LAB / STUDIO QUALITY Count: 36 Average Rating: 4.00 Std. Err.: 0.20 Rating Distribution: Count: Average Rating: Std. Err.:

### PROGRAM: ADVERTISING ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A ADVISOR AVAILABLITY D Count: 37 Average Rating: 4.03 Std. Err.: 0.18 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - ADMIN. HELP Count: 36 Average Rating: 4.06 Std. Err.: 0.19 Rating Distribution: ADVISOR - ACADEMIC HELP Count: 37 Average Rating: 4.03 Std. Err.: 0.20 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - USEFUL/ACCURATE Count: 37 Average Rating: 4.08 Std. Err.: 0.19

### PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

ΑT Latest 2 years (2012-13 & 2013-14 grads) G BACCALAREATE STUDENTS R A D Count: Average Rating: Std. Err.: Rating Distribution: DEPARTMENT STAFF Count: 37 Average Rating: 4.27 0.18 Std. Err.: Rating Distribution: ACADEMIC DEAN Count: 22 Average Rating: 4.09 Std. Err.: 0.23

### PROGRAM: ADVERTISING ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A JOB PREPARATION D Count: 16 Average Rating: 4.19 Std. Err.: 0.22 Rating Distribution: JOB SATISFACTION Count: 16 Average Rating: 3.56 Std. Err.: 0.21 Rating Distribution: (Scale 1 to 4) JOB RELATED TO MAJOR Count: 16 Average Rating: 2.94 Std. Err.: Rating Distribution: (Scale 1 to 4) JOB SALARY (x \$10k) 15 Count: 35.006 Average: 3.901 Std. Err.: (In May 2014 dollars)

(\$10,000s to 100,000+ in \$10K groups)

### A L U M N I

### PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

### ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation] Latest 3 years (2010-11 thru 2012-13 grads)

Respondents: 13 5.4%

### RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation] Latest 2 years (2008-9 & 2009-10 grads)

Respondents: 15 8.9%

### ALUMNI SURVEY

[Undergrads approximately 7 years after.] Latest 3 years (2004-5 thru 2006-7 grads)

Respondents: 15 6.0%

### JOB PREPARATION

3.50 0.30

Count:	
Average Rating:	
Std. Err.:	

Rating Distribution:

J	OB	PREF	PARA	MOITA
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14
3.50
0.21
.11.

### JOB PREPARATION

11	
3.45	
0.33	

### JOB SATISFACTION

Count:	11	
Average Rating:	2.91	
Std. Err.:	0.26	
Rating Distribution:		
(S	cale 1 to	4)

### JOB SATISFACTION

	14	
	3.43	
	0.21	
S	cale 1 to	4)

### JOB SATISFACTION

	11
	3.36
	0.21
	_
(Sc	cale 1 to 4)

### JOB RELATED TO MAJOR

Count:	12	
Average Rating:	2.58	
Std. Err.:	0.33	
Rating Distribution:	In	
	(Scale 1 to 4)	

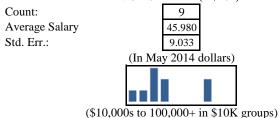
### JOB RELATED TO MAJOR

اعلانا	TED I	O IV
	14	
	2.14	
	0.28	
(Sc	cale 1 to	4)

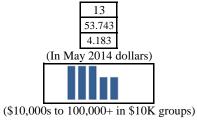
### JOB RELATED TO MAJOR



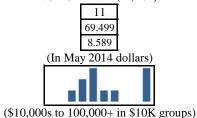
### JOB SALARY (x \$10k)



### JOB SALARY (x \$10k)



### JOB SALARY (x \$10k)



### PROGRAM: ADVERTISING

	PROGRAM: ADVERTISING			
A L U M		IE YEAR ALUMNI SURVEY est 3 years (2010-11 thru 2012-13 grads)	RECENT ALUMNI SURVEY Latest 2 years (2008-9 & 2009-10 grads)	ALUMNI SURVEY Latest 3 years (2004-5 thru 2006-7 grads)
N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON
I	Count: Average Rating: Std. Err.: Rating Distribution:	(In working or studying 3.42 0.16	with people from other universities, how does your TTU a  14 3.57 0.14	15 3.40 0.17
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY  12  3.67  0.30	FACULTY  15  4.07  0.24	FACULTY  15 4.13 0.17
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES  12 3.58 0.24	COURSES  14  3.21  0.27	COURSES  15 3.67 0.26
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  12 4.42 0.16	ACADEMIC FACILITIES  15 3.73 0.28	ACADEMIC FACILITIES  15 3.00 0.20
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING  11 2.91 0.46	ADVISING  14  2.93  0.35	ADVISING  14  3.57  0.28
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE  11 1.73 0.32 (Scale 1 to 4)	JOB ASSISTANCE  15 1.33 0.16 (Scale 1 to 4)	JOB ASSISTANCE  13 1.54 0.25 (Scale 1 to 4)

### NOTES:

Participants in the *Graduating Student Survey (GSS)* and the *Post-Graduate Survey (PGS)* are invited to participate just prior to graduation, and the Internet-based survey remains open a short period after Commencement.

The *One-Year Alumni Survey* is done twice a year -- in the winter for December graduates of the year before and in the summer for May and August commencements of the previous year. The other two alumni surveys are done only once a year in either the fall or in the spring.

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All questions are optional. Off-campus graduates use a shorter survey instrument. Question response counts will thus differ from the overall response.

FYI: The surveys also contain information in the Graduating Student Survey, the Post-Graduate Survey, and the 3 alumni surveys regarding . . .

Reasons for coming to TTU	GSS, PGS, Alumni	Individual student services	GSS, PGS, Alumni	Personal development	Alumni
Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments	Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job	Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS		
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS		
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS		
		Paying for education	PGS		

Every survey section gives the respondent an opportunity to write lengthy comments.

## DEPARTMENT OF <u>COMMUNICATION STUDIES</u> COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

АТ		ADUATING STUDENT SURVEY dergraduates at graduation]	POST-GRADUATE SURVEY [Graduate students at graduation]
G		est 2 years (2012-13 & 2013-14 grads)	Latest 2 years (2012-13 & 2013-14 grads)
R		CCALAREATE STUDENTS	MASTER'S STUDENTS
A		spondents: 45 35.7%	Respondents: 10 45.5%
D		•	•
U	(All scales are 1 to 5 t	unless otherwise noted. Multiple surveys ar	re used to give sufficient numbers of responses to be reasonably representative.)
A			
T		GENERAL RATING	GENERAL RATING
I		(Meeting your goals)	(Meeting your goals)
O	Count:	43	10
N	Average Rating:	4.28	3.40
	Std. Err.:	0.12	0.32
	Rating Distribution:	11	ul.
		FACULTY KNOWLEDGE	FACULTY KNOWLEDGE
	Count:	39	10
	Average Rating:	4.51	3.80
	Std. Err.:	0.12	0.31
	Rating Distribution:		La
	8		***
		TEACHING QUALITY	TEACHING QUALITY
	Count:	39	10
	Average Rating:	4.26	2.80
	Std. Err.:	0.14	0.31
	Rating Distribution:	1	J.
	Tuning Distriction		
	BRIN	IGING RESEARCH INTO CLASS	BRINGING RESEARCH INTO CLASS
	Count:	38	10
	Average Rating:	4.21	3.10
	Std. Err.:	0.16	0.33
	Rating Distribution:		il.
	Tuning Distriction	_ •••	****
	FAC	CULTY HELP OUTSIDE CLASS	FACULTY HELP OUTSIDE CLASS
	Count:	39	10
	Average Rating:	4.26	2.90
	Std. Err.:	0.16	0.46
	Rating Distribution:	1	T
	Taking Distribution.		_l1_1

# DEPARTMENT OF <u>COMMUNICATION STUDIES</u>

	DEPARTMENT OF <u>COMMUNICATION STUDIES</u>			
AT		COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNI		
	Lat	est 2 years (2012-13 & 2013-14 grads)	Latest 2 years (2012-13 & 2013-14 grads)	
G	BA	CCALAREATE STUDENTS	MASTER'S STUDENTS	
R				
A	INT	TEREST IN YOUR SUCCESS	INTEREST IN YOUR SUCCESS	
D	Count:	39	10	
	Average Rating:	3.95	3.10	
	Std. Err.:	0.21	0.37	
	Rating Distribution:	L sell	I.	
	-			
		APPLICABLE COURSES	APPLICABLE COURSES	
	Count:	39	10	
	Average Rating:	3.95	2.50	
	Std. Err.:	0.17	0.42	
	Rating Distribution:	-11	lul	
	Ruting Distribution.			
		COURSE AVAILABILITY	COURSE AVAILABILITY	
	Count:	39	10	
	Average Rating:	3.90	2.80	
	Std. Err.:	0.20	0.49	
	Rating Distribution:	<u> </u>		
	Rating Distribution.		<u> </u>	
		LAB / STUDIO QUALITY	CLASS LAB QUALITY	
	Count:	36	CLASS LAB QUALITY	
	Average Rating:	3.78	2.70	
	Std. Err.:	0.19	0.39	
			0.37	
	Rating Distribution:	111		
			DEGEARCH AR OHALIEN	
	C		RESEARCH LAB QUALITY	
	Count:		10	
	Average Rating:		2.90	

Std. Err.:

JC Report MC-COMS	Institutional Research, 8/11/2015	JC. MC-COMS 2
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#### DEPARTMENT OF <u>COMMUNICATION STUDIES</u> ΑT COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION Latest 2 years (2012-13 & 2013-14 grads) Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** MASTER'S STUDENTS R ADVISOR AVAILABLITY GRADUATE ADVISOR - AVAILABILITY Α D Count: 39 Average Rating: 4.56 1.33 Std. Err.: 0.15 0.35 Rating Distribution: MAJOR PROFESSOR - AVAILABILITY Count: Average Rating: 4.11 Std. Err.: 0.45 Rating Distribution: ADVISOR - ADMIN. HELP GRADUATE ADVISOR - ADMIN. HELP Count: 39 9 Average Rating: 1.44 4.44 Std. Err.: 0.18 0.26 Rating Distribution: ADVISOR - ACADEMIC HELP MAJOR PROF. - ACADEMIC HELP Count: 39 Average Rating: 4.38 4.00 Std. Err.: 0.20 0.56 Rating Distribution: MAJOR PROF. - THESIS/DIS. HELP Count: Average Rating: Std. Err.: 0.49 Rating Distribution: ADVISOR - USEFUL/ACCURATE GRAD. ADVISOR - USEFUL/ACCURATE

Count:

Std. Err.:

Average Rating:

Rating Distribution:

39

4.38

0.20

JC Report MC-COMS	Institutional Research, 8/11/2015	JC. MC-COMS 3

1.33

### DEPARTMENT OF $\underline{\text{COMMUNICATION STUDIES}}$

4.75	COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION			
_		2 years (2012-13 & 2013-14 grads)	Latest 2 years (2012-13 & 2013-14 grads)	
G	BAC	CALAREATE STUDENTS	MASTER'S STUDENTS	
R				
A	C .		MAJOR PROF USEFUL/ACCURATE	
D	Count:		9	
	Average Rating: Std. Err.:		3.89 0.48	
			0.48	
	Rating Distribution:		- III	
			GRADUATE ADVISOR - CAREER ADVICE	
	Count:		9	
	Average Rating: Std. Err.:		0.25	
			0.23	
	Rating Distribution:			
			MAJOR RROE GAREER ADVIGE	
	Count:		MAJOR PROF CAREER ADVICE	
	Average Rating:		3.78	
	Std. Err.:		0.52	
	Rating Distribution:			
	Rating Distribution.			
			COLLEGIALITY	
	Count:		9	
	Average Rating:		2.33	
	Std. Err.:		0.50	
	Rating Distribution:		<u> </u>	
	Rating Distribution.		li-il	
		DEPARTMENT STAFF	DEPARTMENT STAFF	
	Count:	37	10	
	Average Rating:	4.41	3.10	
	Std. Err.:	0.17	0.48	
	Rating Distribution:		.II I	
	&		••••	
		ACADEMIC DEAN	GRADUATE SCHOOL	
	Count:	24	9	
	Average Rating:	4.29	3.78	
	Std. Err.:	0.16	0.34	
	Rating Distribution:	-d	.du	
	-			

#### DEPARTMENT OF <u>COMMUNICATION STUDIES</u> ΑT COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION Latest 2 years (2012-13 & 2013-14 grads) Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** MASTER'S STUDENTS R JOB PREPARATION JOB PREPARATION Α D Count: 21 Average Rating: 4.52 Std. Err.: 0.13 Rating Distribution: JOB SATISFACTION JOB SATISFACTION Count: 21 Average Rating: Std. Err.: Rating Distribution: (Scale 1 to 4) (Scale 1 to 4) JOB RELATED TO MAJOR JOB RELATED TO MAJOR Count: 21 3 Average Rating: 3.05 Std. Err.: 0.16 Rating Distribution: (Scale 1 to 4) (Scale 1 to 4) JOB SALARY (x \$10k) JOB SALARY (x \$10k) Count: 19 3 Average: 42.253 Std. Err.: 3.797 (In May 2014 dollars) (In May 2014 dollars) (\$10,000s to 100,000+ in \$10K groups) (\$10,000s to 100,000+ in \$10K groups)

### Α L U M N Ι

### **DEPARTMENT OF COMMUNICATION STUDIES**

### COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

### ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation] Latest 2 years (2011-12 & 2012-13 grads)

Respondents: 8 5.1%

### RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation] Latest 4 years (2006-7 thru 2009-10 grads)

Respondents: 30 6.3%

### **ALUMNI SURVEY**

[Undergrads approximately 7 years after.] Latest 4 years (2003-4 thru 2006-7 grads)

Respondents: 25 4.6%

### JOB PREPARATION

4.14

0.37

JOB SATISFACTION

7

3.29

0.51

Count:	
Average	Ratin

ıg: Std. Err.:

Average Rating:

Rating Distribution:

Count:

Std. Err.:

Rating Distribution:

JOB	PR	EPA	RA	ΙT	ON
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26	
3.42	
0.17	ĺ

### N

26	
3.42	
0.17	

### JOB SATISFACTION

,,	1115171	_
	25	
	3.36	
	0.13	
c.	olo 1 to	. ,

	3.36	
	0.13	
		ļ
So	cale 1 to	4)

### JOB RELATED TO MAJOR

±L/	ATED I	O I
	26	
	2.42	
	0.16	
(Sc	cale 1 to	4)

### JOB SALARY (x \$10k) 24

	4	l.	
	55.970		
	4.159		
(In Ma	y 2014	dollars)	
	<u>l.                                    </u>		
(\$10,000s to 10	0,000+	in \$10K	groups)

### JOB PREPARATION

21	
3.67	
0.20	
.lh	

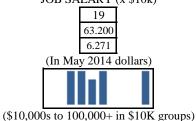
### JOB SATISFACTION

	21	
	3.52	
	0.13	
(Sc	cale 1 to	4)

### JOB RELATED TO MAJOR



### JOB SALARY (x \$10k)



### JOB RELATED TO MAJOR

(Scale 1 to 4)

Count: Average Rating:

Std. Err.:

Rating Distribution:

2.86 0.44 (Scale 1 to 4)

JOB SALARY (x \$10k)

Count: Average Salary Std. Err.:

39.970 5.896 (In May 2014 dollars) (\$10,000s to 100,000+ in \$10K groups)

### DEPARTMENT OF COMMUNICATION STUDIES

DEPARTMENT OF <u>COMMUNICATION STUDIES</u>					
A L U M		E YEAR ALUMNI SURVEY est 2 years (2011-12 & 2012-13 grads)	RECENT ALUMNI SURVEY Latest 4 years (2006-7 thru 2009-10 grads)	ALUMNI SURVEY Latest 4 years (2003-4 thru 2006-7 grads)	
N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON	
I			ng with people from other universities, how does your TTU deg		
	Count: Average Rating: Std. Err.: Rating Distribution:	8 3.50 0.29	29 3.55 0.16	25 3.48 0.12	
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY	FACULTY  30  4.00  0.18	FACULTY  25  3.92  0.17	
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES  8 3.50 0.29	COURSES  30  3.53  0.18	25 3.28 0.21	
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  8 4.00 0.29	ACADEMIC FACILITIES  30  3.37  0.18	ACADEMIC FACILITIES  25 3.12 0.22	
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING  7  4.29  0.45	ADVISING  30  3.30  0.24	ADVISING  25  2.88  0.24	
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE  7 1.43 0.32 (Scale 1 to 4)	JOB ASSISTANCE  26 1.15 0.07 (Scale 1 to 4)	JOB ASSISTANCE  22  1.36  0.20  (Scale 1 to 4)	

### NOTES:

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Reasons for coming to TTU	GSS, PGS, Alumni	Individual student services	GSS, PGS, Alumni	Personal development	Alumni
Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments	Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job	Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS		
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS		
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS		
		Paying for education	PGS		

Every survey section gives the respondent an opportunity to write lengthy comments.

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS COLLEGE OF MEDIA & COMMUNICATION

AT	GRADUATING STUDENT SURVEY
C	[Undergraduates at graduation]
G	Latest 2 years (2012-13 & 2013-14 grads)  BACCALAREATE STUDENTS
R A	Respondents: 31 23.3%
D	Respondents: 51 25.5%
U	(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)
A	(An scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)
T	GENERAL RATING
I	(Meeting your goals)
0	Count: 30
	Average Rating: 4.17
- 1	Std. Err.: 0.14
	The state of the s
	Rating Distribution:
	FACULTY KNOWLEDGE
	Count: 28
	Average Rating: 4.54
	Std. Err.: 0.10
	Rating Distribution:
	TEACHING QUALITY Count: 28
	Count: 28 Average Rating: 4.46
	Std. Err.: 0.12
	Rating Distribution:
	PRINCIPLE PERFADON NITTO CLARG
	BRINGING RESEARCH INTO CLASS
	Count: 28
	Average Rating: 4.18 Std. Err.: 0.14
	Rating Distribution:
	EACH TWENT OUTSIDE OF AGO
	FACULTY HELP OUTSIDE CLASS
	Count: 28
	Average Rating: 4.43 Std. Err.: 0.14
	<del></del>
	Rating Distribution:

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A INTEREST IN YOUR SUCCESS D Count: 28 Average Rating: 4.43 Std. Err.: 0.16 Rating Distribution: APPLICABLE COURSES Count: 28 Average Rating: 4.00 Std. Err.: 0.22 Rating Distribution: COURSE AVAILABILITY Count: 28 Average Rating: 3.79 Std. Err.: 0.23 Rating Distribution: LAB / STUDIO QUALITY Count: 27 Average Rating: 4.22 Std. Err.: 0.17 Rating Distribution: Count: Average Rating:

Std. Err.:

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A ADVISOR AVAILABLITY D Count: 28 Average Rating: 4.46 Std. Err.: 0.12 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - ADMIN. HELP 28 Count: Average Rating: 4.36 Std. Err.: 0.17 Rating Distribution: ADVISOR - ACADEMIC HELP Count: 28 Average Rating: 4.18 Std. Err.: 0.20 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - USEFUL/ACCURATE Count: 28 Average Rating: 4.14

0.21

Std. Err.:

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS COLLEGE OF MEDIA & COMMUNICATION

AT	COLLEGE OF M		
	Latest 2 years (2012-13 & 2013-14 grads)		
G	BACC	ALAREATE STUDE	NTS
R			
A D	Count:		
ע	Average Rating: Std. Err.:		
	Rating Distribution:		
	Count: Average Rating: Std. Err.:		
	Rating Distribution:		
	Count: Average Rating: Std. Err.: Rating Distribution:		
	Count: Average Rating: Std. Err.:		
	Rating Distribution:		
	Count: Average Rating: Std. Err.: Rating Distribution:	28 4.29 0.14	F
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC DEAN  14 3.93 0.32	

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R JOB PREPARATION A D Count: Average Rating: 4.33 Std. Err.: 0.25 Rating Distribution: JOB SATISFACTION Count: Average Rating: 3.56 Std. Err.: 0.36 Rating Distribution: (Scale 1 to 4) JOB RELATED TO MAJOR Count: 9 Average Rating: 3.22 Std. Err.: 0.46 Rating Distribution: (Scale 1 to 4) JOB SALARY (x \$10k) Count: 7 Average: 28.196 3.972 Std. Err.: (In May 2014 dollars)

(\$10,000s to 100,000+ in \$10K groups)

### A L U M N I

### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS COLLEGE OF MEDIA & COMMUNICATION

### ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation] Latest 4 years (2009-10 thru 2012-13 grads)

Respondents: 13 6.0%

### RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation] Latest 3 years (2007-8 thru 2009-10 grads)

Respondents: 10 7.4%

### (Photocomm. & Telecomm.)

**ALUMNI SURVEY** 

[Undergrads approximately 7 years after.] Latest 4 years (2003-4 thru 2006-7 grads)

Respondents: 10 6.7%

### JOB PREPARATION

Count:	
Average Rating:	
Std. Err.:	

Rating Distribution:

12
2.83
0.44

### JOB PREPARATION

	8
3	3.25
0	.52

### JOB PREPARATION

10	
3.50	
0.28	

### JOB SATISFACTION

Count:	12
Average Rating:	2.92
Std. Err.:	0.30
Rating Distribution:	. 1.
(	Scale 1 to 4)

### JOB SATISFACTION

	8	
	3.25	
	0.27	
(Sc	cale 1 to	4)

### JOB SATISFACTION



### JOB RELATED TO MAJOR

Count:	12	
Average Rating:	2.42	
Std. Err.:	0.42	
Rating Distribution:		
	(Scale 1 to 4)	

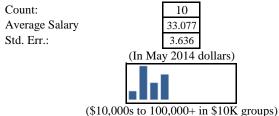
### JOB RELATED TO MAJOR

L	TLD I	O IV.
	8	
	2.25	
	0.52	
(Sc	cale 1 to	4)

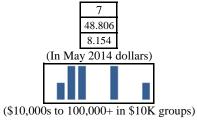
### JOB RELATED TO MAJOR



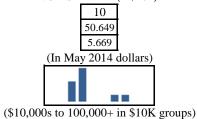
### JOB SALARY (x \$10k)



### JOB SALARY (x \$10k)



### JOB SALARY (x \$10k)



### PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS

	PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS				
A L		E YEAR ALUMNI SURVEY	RECENT ALUMNI SURVEY	(Photocomm. & Telecomm.) ALUMNI SURVEY	
U	Late	est 4 years (2009-10 thru 2012-13 grads)	Latest 3 years (2007-8 thru 2009-10 grads)	Latest 4 years (2003-4 thru 2006-7 grads)	
M N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON	
I			with people from other universities, how does your TTU de		
	Count: Average Rating: Std. Err.: Rating Distribution:	12 3.33 0.23	10 3.90 0.19	10 3.50 0.18	
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY  13  4.31  0.32	FACULTY  10  4.60  0.23	FACULTY  10  3.70  0.45	
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES  13  3.46  0.33	COURSES  10  3.40  0.48	COURSES  10  3.30  0.27	
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  13 3.38 0.38	ACADEMIC FACILITIES  10 3.80 0.44	ACADEMIC FACILITIES  10 3.50 0.42	
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING  12  3.42  0.40	ADVISING  10  3.60  0.45	ADVISING  9  3.67  0.50	
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE  12 1.50 0.20 (Scale 1 to 4)	JOB ASSISTANCE  9 1.56 0.31 (Scale 1 to 4)	JOB ASSISTANCE  7 1.86 0.37 (Scale 1 to 4)	

### NOTES:

Participants in the *Graduating Student Survey (GSS)* and the *Post-Graduate Survey (PGS)* are invited to participate just prior to graduation, and the Internet-based survey remains open a short period after Commencement.

The *One-Year Alumni Survey* is done twice a year -- in the winter for December graduates of the year before and in the summer for May and August commencements of the previous year. The other two alumni surveys are done only once a year in either the fall or in the spring.

The three alumni surveys are accomplished using one mailing of a survey instrument with a postage-paid return envelope. Participants may also respond via a passcode to an Internet site although relatively few do. Budgetary constraints necessitates a single mailing, although that reduces response rates.

The major of the graduating student or the alumnus is self-reported and may differ from the officially reported degree. Some students expecting to graduate in a given commencement will actually graduate at a later date. Simultaneous degrees in two departments or colleges are classified as a special category rather than as separate degrees for two units. Not all degree tabulations were certified as final at the time they had to be used for reporting. For all of the reasons listed here, the response rates are only approximations.

The organization of the data is according to the latest CB-approved academic organization. For example, all Geography majors for all time were moved to the Department of Geosciences when that reorganization went into effect (even if the degree had been granted when that major was in a department along with Economics). This permits comparing longitudinal data given that some departments and colleges have experienced a number of reorganizations in recent years.

A minimum of two years of surveys is used in order to allow inclusion of a sample of all majors in a department. Three or more years of surveys may be required to provide at least a minimum number of participants in small units. Otherwise, the number of surveys used is the set having the largest response rate in the shortest time frame that is reasonably similar to the response pattern used for comparable units. Not every department could be included, having failed to meet the minimum requirement of 5 responses for most questions.

All job salaries are normalized by the Consumer Price Index to May 2014 dollars to make salaries comparable.

Each of the hundred different ratings-distribution charts uses the compact Excel Sparkline tool. Top-performance is indicated by the highest columns appearing toward the far right and little or no activity on the far left. Limitations of the software may in some cases exaggerate a difference in rating counts within a chart, so use it primarily to see where the greatest number of ratings are focused (rather than how much one rating differs from another).

The standard error illustrates the value of one standard deviation above or below the mean. Given that the usual formula becomes less accurate with smaller numbers of responses, a different formula is used for counts below 30 to show a more reasonable range of error for making comparisons.

All questions are optional. Off-campus graduates use a shorter survey instrument. Question response counts will thus differ from the overall response.

FYI: The surveys also contain information in the Graduating Student Survey, the Post-Graduate Survey, and the 3 alumni surveys regarding . . .

Reasons for coming to TTU	GSS, PGS, Alumni	Individual student services	GSS, PGS, Alumni	Personal development	Alumni
Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments	Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job	Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS		
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS		
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS		
		Paying for education	PGS		

Every survey section gives the respondent an opportunity to write lengthy comments.

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM COLLEGE OF MEDIA & COMMUNICATION

AT	GRADUATING STUDENT SURVEY
	[Undergraduates at graduation]
G	Latest 2 years (2012-13 & 2013-14 grads)
R	BACCALAREATE STUDENTS
A	Respondents: 20 26.7%
D	
U	(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)
A	CENTED AL D'ATTINIC
T	GENERAL RATING
I	(Meeting your goals)
0 N	Count: 17
N	Average Rating: 4.06 Std. Err.: 0.21
	Rating Distribution:
	FACULTY KNOWLEDGE
	Count: 17
	Average Rating: 4.53
	Std. Err.: 0.16
	Rating Distribution:
	TEACHING QUALITY
	Count: 17
	Average Rating: 4.12
	Std. Err.: 0.25
	Rating Distribution:
	BRINGING RESEARCH INTO CLASS
	Count: 17
	Average Rating: 3.59
	Std. Err.: 0.37
	Rating Distribution:
	FACULTY HELP OUTSIDE CLASS
	Count: 17
	Average Rating: 4.24
	Std. Err.: 0.27
	Rating Distribution:

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A INTEREST IN YOUR SUCCESS D Count: 17 Average Rating: 4.29 Std. Err.: 0.28 Rating Distribution: APPLICABLE COURSES Count: 17 Average Rating: 3.76 Std. Err.: 0.31 Rating Distribution: COURSE AVAILABILITY Count: 17 Average Rating: 3.94 Std. Err.: 0.26 Rating Distribution: LAB / STUDIO QUALITY Count: 16 Average Rating: 3.81 Std. Err.: 0.29 Rating Distribution: Count: Average Rating:

Std. Err.:

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G BACCALAREATE STUDENTS R A ADVISOR AVAILABLITY D Count: 16 Average Rating: 4.00 Std. Err.: 0.28 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - ADMIN. HELP Count: 16 Average Rating: 3.81 Std. Err.: 0.27 Rating Distribution: ADVISOR - ACADEMIC HELP Count: 16 Average Rating: 3.88 Std. Err.: 0.30 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - USEFUL/ACCURATE Count: 16 Average Rating: 3.69

0.35

Std. Err.:

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM COLLEGE OF MEDIA & COMMUNICATION

ΑT Latest 2 years (2012-13 & 2013-14 grads) G BACCALAREATE STUDENTS R A Count: D Average Rating: Std. Err.: Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: DEPARTMENT STAFF Count: 17 Average Rating: 4.35 Std. Err.: 0.22 Rating Distribution: ACADEMIC DEAN Count: 12

Count: 12
Average Rating: 3.83
Std. Err.: 0.34
Rating Distribution:

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R JOB PREPARATION A D Count: Average Rating: Std. Err.: Rating Distribution: JOB SATISFACTION Count: Average Rating: Std. Err.: Rating Distribution: (Scale 1 to 4) JOB RELATED TO MAJOR Count: 2 Average Rating: Std. Err.: Rating Distribution: (Scale 1 to 4) JOB SALARY (x \$10k) Count: 2 Average: Std. Err.: (In May 2014 dollars) (\$10,000s to 100,000+ in \$10K groups)

### Α L U M N Ι

### PROGRAM: JOURNALISM & BROADCAST JOURNALISM **COLLEGE OF MEDIA & COMMUNICATION**

### ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation] Latest 3 years (2010-11 thru 2012-13 grads)

Respondents: 9 7.8%

### RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation] Latest 3 years (2007-8 & 2009-10 grads)

Respondents: 9 6.3%

### ALUMNI SURVEY

[Undergrads approximately 7 years after.] Latest 3 years (2004-5 thru 2006-7 grads)

Respondents: 7 5.4%

### JOB PREPARATION

Count:	7
Average Rating:	4.71
Std. Err.:	0.31
Rating Distribution:	-

### JOB SATISFACTION

Count:		6	
Average Rating:		3.33	
Std. Err.:		0.23	
Rating Distribution:			
	(So	cale 1 to	4)

### JOB RELATED TO MAJOR

Count:	7	
Average Rating:	4.00	
Std. Err.:	0.00	
Rating Distribution:		
	(Scale 1 to 4)	

### JOB SALARY (x \$10k)

Count:	7
Average Salary	34.194
Std. Err.:	6.923
	(In May 2014 dollars)
	(\$10,000s to 100,000+ in \$10K groups)

### JOB PREPARATION

8	
4.00	)
0.29	)

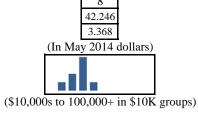
### JOB SATISFACTION

021110171011			
	8		
	3.13		
	0.32		
(Sc	cale 1 to	4)	

### JOB RELATED TO MAJOR

		_	1
	8		
	2.63		
	0.57		
(Sc	cale 1 to	4)	)

### JOB SALARY (x \$10k)



### JOB PREPARATION

5	
3.40	
0.27	

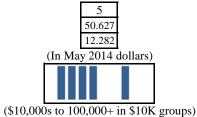
### JOB SATISFACTION

. 51	1110171	C 1 1
	5	
	2.20	
	0.42	
(Sc	cale 1 to	4)

### JOB RELATED TO MAJOR



### JOB SALARY (x \$10k)



### PROGRAM: JOURNALISM & BROADCAST JOURNALISM

	PROGRAM: JOURNALISM & BROADCAST JOURNALISM				
A L U M		IE YEAR ALUMNI SURVEY est 3 years (2010-11 thru 2012-13 grads)	RECENT ALUMNI SURVEY Latest 3 years (2007-8 & 2009-10 grads)	ALUMNI SURVEY Latest 3 years (2004-5 thru 2006-7 grads)	
N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON	
I		(In working or studying	g with people from oth <u>er univer</u> sities, how does your TTU o	degree compare?)	
	Count: Average Rating: Std. Err.: Rating Distribution:	9 4.11 0.33	9 3.56 0.31	7 3.71 0.20	
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY  9  4.89  0.12	FACULTY  9  4.22  0.34	FACULTY  7  4.14  0.28	
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES  9  4.22  0.34	COURSES  9 3.78 0.39	7 3.29 0.45	
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  9 4.56 0.19	ACADEMIC FACILITIES  9  4.00  0.25	ACADEMIC FACILITIES  7 3.00 0.47	
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING  9  4.33  0.25	ADVISING  9  3.11  0.48	ADVISING  7  3.29  0.61	
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE	JOB ASSISTANCE  9 1.22 0.16 (Scale 1 to 4)	JOB ASSISTANCE  6 1.67 0.54 (Scale 1 to 4)	

### NOTES:

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Reasons for coming to TTU	GSS, PGS, Alumni	Individual student services	GSS, PGS, Alumni	Personal development	Alumni
Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments	Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job	Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS		
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS		
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS		
		Paying for education	PGS		

Every survey section gives the respondent an opportunity to write lengthy comments.

### PROGRAM: MEDIA STRATEGIES COLLEGE OF MEDIA & COMMUNICATION

AT	GRADUATING STUDENT SURVEY				
	[Undergraduates at graduation]				
G	Latest 2 years (2012-13 & 2013-14 grads)				
R	BACCALAREATE STUDENTS				
A	Respondents: 23 24.2%				
D					
U	(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)				
A					
T	GENERAL RATING				
I	(Meeting your goals)				
O	Count: 21				
N	Average Rating: 4.00				
	Std. Err.: 0.24				
	Rating Distribution:				
	FACULTY KNOWLEDGE				
	Count: 19				
	Average Rating: 4.16				
	Std. Err.: 0.20				
	Rating Distribution:				
	TEACHING QUALITY				
	Count: 19				
	Average Rating: 3.89				
	Std. Err.: 0.28				
	Rating Distribution:				
	Rating Distribution.				
	BRINGING RESEARCH INTO CLASS				
	Count: 19				
	Average Rating: 3.95				
	Std. Err.: 0.29				
	Rating Distribution:				
	FACULTY HELP OUTSIDE CLASS				
	Count: 19				
	Average Rating: 4.21				
	Std. Err.: 0.28				
	Rating Distribution:				

### PROGRAM: MEDIA STRATEGIES ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A INTEREST IN YOUR SUCCESS D Count: Average Rating: 4.05 Std. Err.: 0.24 Rating Distribution: APPLICABLE COURSES Count: 19 Average Rating: 3.74 Std. Err.: 0.29 Rating Distribution: COURSE AVAILABILITY Count: 19 Average Rating: 3.79 Std. Err.: 0.28 Rating Distribution: LAB / STUDIO QUALITY Count: 19 Average Rating: 4.11 Std. Err.: 0.21 Rating Distribution: Count: Average Rating:

Std. Err.:

### PROGRAM: MEDIA STRATEGIES ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A ADVISOR AVAILABLITY D Count: 19 Average Rating: 4.00 Std. Err.: 0.30 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - ADMIN. HELP Count: 19 Average Rating: 3.79 Std. Err.: 0.36 Rating Distribution: ADVISOR - ACADEMIC HELP Count: 19 Average Rating: 3.79 Std. Err.: 0.33 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - USEFUL/ACCURATE Count: 19 Average Rating: 3.74

0.33

Std. Err.:

# PROGRAM: MEDIA STRATEGIES COLLEGE OF MEDIA & COMMUNICATION

ΑT Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A D Count: Average Rating: Std. Err.: Rating Distribution: DEPARTMENT STAFF Count: 19 Average Rating: 4.11 Std. Err.: 0.27 Rating Distribution: ACADEMIC DEAN Count: 8 Average Rating: 4.25 Std. Err.: 0.52

Rating Distribution:

#### PROGRAM: MEDIA STRATEGIES ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R JOB PREPARATION A D Count: 11 Average Rating: 4.00 Std. Err.: 0.32 Rating Distribution: JOB SATISFACTION Count: 11 Average Rating: 3.45 Std. Err.: Rating Distribution: (Scale 1 to 4) JOB RELATED TO MAJOR Count: 11 Average Rating: 2.82 Std. Err.: 0.37 Rating Distribution: (Scale 1 to 4) JOB SALARY (x \$10k) Count: 8 Average: 36.660 Std. Err.: 5.662 (In May 2014 dollars)

(\$10,000s to 100,000+ in \$10K groups)

## A L U M N I

# PROGRAM: MEDIA STRATEGIES COLLEGE OF MEDIA & COMMUNICATION

#### **COLLEGE OF MEDIA & COMMUNICATION** ONE YEAR ALUMNI SURVEY RECENT ALUMNI SURVEY **ALUMNI SURVEY** [Undergraduates a year after graduation] [Undergraduates about 3 years after graduation] [Undergrads approximately 7 years after.] Latest 4 years (2009-10 thru 2012-13 grads) Latest 4 years (2006-7 & 2009-10 grads) Latest 4 years (2003-4 thru 2006-7 grads) Respondents: 0 0.0% Respondents: 0 0.0% Respondents: 0 0.0% JOB PREPARATION JOB PREPARATION JOB PREPARATION Count: 0 Average Rating: Std. Err.: Rating Distribution: JOB SATISFACTION JOB SATISFACTION JOB SATISFACTION Count: 0 0 0 Average Rating: Std. Err.: Rating Distribution: (Scale 1 to 4) (Scale 1 to 4) (Scale 1 to 4) JOB RELATED TO MAJOR JOB RELATED TO MAJOR JOB RELATED TO MAJOR Count: Average Rating: Std. Err.: Rating Distribution: (Scale 1 to 4) (Scale 1 to 4) (Scale 1 to 4) JOB SALARY (x \$10k) JOB SALARY (x \$10k) JOB SALARY (x \$10k) Count: Average Salary Std. Err.: (In May 2014 dollars) (In May 2014 dollars) (In May 2014 dollars) (\$10,000s to 100,000+ in \$10K groups) (\$10,000s to 100,000+ in \$10K groups) (\$10,000s to 100,000+ in \$10K groups)

#### PROGRAM: MEDIA STRATEGIES

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A L U M		NE YEAR ALUMNI SURVEY atest 4 years (2009-10 thru 2012-13 grads)	RECENT ALUMNI SURVEY Latest 4 years (2006-7 & 2009-10 grads)	ALUMNI SURVEY Latest 4 years (2003-4 thru 2006-7 grads)
N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON
I			ng with people from other universities, how does your TTU do	
	Count: Average Rating: Std. Err.: Rating Distribution:	0	0	
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY 0	FACULTY 0	FACULTY 0
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES	COURSES	COURSES
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  0	ACADEMIC FACILITIES  0	ACADEMIC FACILITIES  0
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING 0	ADVISING 0	ADVISING 0
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE  0  (Scale 1 to 4)	JOB ASSISTANCE  0  (Scale 1 to 4)	JOB ASSISTANCE  0  (Scale 1 to 4)

#### NOTES:

Participants in the *Graduating Student Survey (GSS)* and the *Post-Graduate Survey (PGS)* are invited to participate just prior to graduation, and the Internet-based survey remains open a short period after Commencement.

The *One-Year Alumni Survey* is done twice a year -- in the winter for December graduates of the year before and in the summer for May and August commencements of the previous year. The other two alumni surveys are done only once a year in either the fall or in the spring.

The three alumni surveys are accomplished using one mailing of a survey instrument with a postage-paid return envelope. Participants may also respond via a passcode to an Internet site although relatively few do. Budgetary constraints necessitates a single mailing, although that reduces response rates.

The major of the graduating student or the alumnus is self-reported and may differ from the officially reported degree. Some students expecting to graduate in a given commencement will actually graduate at a later date. Simultaneous degrees in two departments or colleges are classified as a special category rather than as separate degrees for two units. Not all degree tabulations were certified as final at the time they had to be used for reporting. For all of the reasons listed here, the response rates are only approximations.

The organization of the data is according to the latest CB-approved academic organization. For example, all Geography majors for all time were moved to the Department of Geosciences when that reorganization went into effect (even if the degree had been granted when that major was in a department along with Economics). This permits comparing longitudinal data given that some departments and colleges have experienced a number of reorganizations in recent years.

A minimum of two years of surveys is used in order to allow inclusion of a sample of all majors in a department. Three or more years of surveys may be required to provide at least a minimum number of participants in small units. Otherwise, the number of surveys used is the set having the largest response rate in the shortest time frame that is reasonably similar to the response pattern used for comparable units. Not every department could be included, having failed to meet the minimum requirement of 5 responses for most questions.

All job salaries are normalized by the Consumer Price Index to May 2014 dollars to make salaries comparable.

Each of the hundred different ratings-distribution charts uses the compact Excel Sparkline tool. Top-performance is indicated by the highest columns appearing toward the far right and little or no activity on the far left. Limitations of the software may in some cases exaggerate a difference in rating counts within a chart, so use it primarily to see where the greatest number of ratings are focused (rather than how much one rating differs from another).

The standard error illustrates the value of one standard deviation above or below the mean. Given that the usual formula becomes less accurate with smaller numbers of responses, a different formula is used for counts below 30 to show a more reasonable range of error for making comparisons.

All questions are optional. Off-campus graduates use a shorter survey instrument. Question response counts will thus differ from the overall response.

FYI: The surveys also contain information in the Graduating Student Survey, the Post-Graduate Survey, and the 3 alumni surveys regarding . . .

Reasons for coming to TTU	GSS, PGS, Alumni	Individual student services	GSS, PGS, Alumni	Personal development Alumni
Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS	
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS	
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS	
		Paying for education	PGS	

Every survey section gives the respondent an opportunity to write lengthy comments.

# PROGRAM: PUBLIC RELATIONS COLLEGE OF MEDIA & COMMUNICATION

AT	GRADUATING STUDENT SURVEY
C	[Undergraduates at graduation]
G	Latest 2 years (2012-13 & 2013-14 grads)  BACCALAREATE STUDENTS
R A	Respondents: 62 30.0%
D A	Respondents: 62 50.0%
U	(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)
A	(An scales are 1 to 5 unless otherwise noted, within the surveys are used to give sufficient numbers of responses to be reasonably representative.)
T	GENERAL RATING
I	(Meeting your goals)
0	Count: 60
	Average Rating: 4.43
- 1	Std. Err.: 0.09
	Rating Distribution:
	FACULTY KNOWLEDGE
	Count: 56
	Average Rating: 4.38
	Std. Err.: 0.12
	— —
	Rating Distribution:
	TEACHING QUALITY
	Count: 55
	Average Rating: 4.09 Std. Err.: 0.12
	Rating Distribution:
	BRINGING RESEARCH INTO CLASS
	Count: 55
	Average Rating: 3.96 Std. Err.: 0.15
	Rating Distribution:
	FACULTY HELP OUTSIDE CLASS
	Count: 56
	Average Rating: 4.20
	Std. Err.: 0.14
	<del></del>
	Rating Distribution:

#### PROGRAM: PUBLIC RELATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G BACCALAREATE STUDENTS R A INTEREST IN YOUR SUCCESS D Count: 56 Average Rating: 4.20 Std. Err.: 0.15 Rating Distribution: APPLICABLE COURSES Count: 56 Average Rating: 4.00 Std. Err.: 0.13 Rating Distribution: COURSE AVAILABILITY Count: 56 Average Rating: 3.61 Std. Err.: 0.15 Rating Distribution: LAB / STUDIO QUALITY Count: 56 Average Rating: 4.30 Std. Err.: 0.14 Rating Distribution: Count: Average Rating:

Std. Err.:

Rating Distribution:

#### PROGRAM: PUBLIC RELATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A ADVISOR AVAILABLITY D Count: 55 Average Rating: 2.16 Std. Err.: 0.18 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - ADMIN. HELP Count: 55 Average Rating: 2.05 Std. Err.: 0.17 Rating Distribution: ADVISOR - ACADEMIC HELP Count: 55 Average Rating: 2.04 Std. Err.: 0.18 Rating Distribution: Count: Average Rating: Std. Err.: Rating Distribution: ADVISOR - USEFUL/ACCURATE Count: 55 Average Rating: 1.95 Std. Err.:

0.16

Rating Distribution:

# PROGRAM: PUBLIC RELATIONS

ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A D Count: Average Rating: Std. Err.: Rating Distribution: DEPARTMENT STAFF Count: 54 Average Rating: 3.91 0.16 Std. Err.: Rating Distribution: ACADEMIC DEAN

Count:	40
Average Rating:	3.83
Std. Err.:	0.16
Rating Distribution:	

#### PROGRAM: PUBLIC RELATIONS ΑT **COLLEGE OF MEDIA & COMMUNICATION** Latest 2 years (2012-13 & 2013-14 grads) G **BACCALAREATE STUDENTS** R A JOB PREPARATION D Count: 30 Average Rating: 4.23 Std. Err.: 0.16 Rating Distribution: JOB SATISFACTION Count: 30 Average Rating: 3.50 Std. Err.: 0.11 Rating Distribution: (Scale 1 to 4) JOB RELATED TO MAJOR Count: 30 Average Rating: 3.17 Std. Err.: 0.16 Rating Distribution: (Scale 1 to 4) JOB SALARY (x \$10k) Count: 27 Average: 32.464 Std. Err.: 2.305 (In May 2014 dollars) (\$10,000s to 100,000+ in \$10K groups)

## A L U M N I

# PROGRAM: PUBLIC RELATIONS COLLEGE OF MEDIA & COMMUNICATION

#### ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation] Latest 3 years (2010-11 thru 2012-13 grads)

Respondents: 21 7.0%

#### RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation] Latest 3 years (2007-8 & 2009-10 grads)

Respondents: 31 7.9%

#### ALUMNI SURVEY

[Undergrads approximately 7 years after.] Latest 2 years (2005-6 thru 2006-7 grads)

Respondents: 22 9.9%

#### JOB PREPARATION

Count:	20
Average Rating:	4.10
Std. Err.:	0.20
Rating Distribution:	

## JOB PREPARATION

28	l
4.00	l
0.14	ĺ
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#### JOB PREPARATION

21	
3.67	
0.16	
li.	

#### JOB SATISFACTION

Count:	20
Average Rating:	3.40
Std. Err.:	0.17
Rating Distribution:	
(S	cale 1 to 4)

#### JOB SATISFACTION

, ,,	1110111	-
	29	
	3.38	
	0.15	
(Sc	cale 1 to	4)

#### JOB SATISFACTION



#### JOB RELATED TO MAJOR

Count:	20
Average Rating:	2.75
Std. Err.:	0.26
Rating Distribution:	[]
	(Scale 1 to 4)

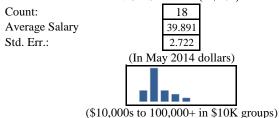
#### JOB RELATED TO MAJOR



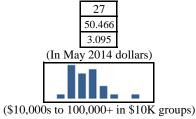
#### JOB RELATED TO MAJOR



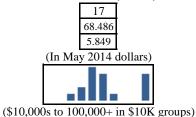
#### JOB SALARY (x \$10k)



### JOB SALARY (x \$10k)



#### JOB SALARY (x \$10k)



#### PROGRAM: PUBLIC RELATIONS

	PROGRAM: PUBLIC RELATIONS				
A L U M		E YEAR ALUMNI SURVEY est 3 years (2010-11 thru 2012-13 grads)	RECENT ALUMNI SURVEY Latest 3 years (2007-8 & 2009-10 grads)	ALUMNI SURVEY Latest 2 years (2005-6 thru 2006-7 grads)	
N		DEGREE COMPARISON	DEGREE COMPARISON	DEGREE COMPARISON	
I		(In working or studying	g with people from oth <u>er univers</u> ities, how does your TTU o	legree compare?)	
	Count: Average Rating: Std. Err.: Rating Distribution:	20 3.90 0.23	31 3.71 0.11	22 3.73 0.14	
	Count: Average Rating: Std. Err.: Rating Distribution:	FACULTY  21  4.48  0.13	FACULTY  30 4.17 0.17	FACULTY  22 4.27 0.18	
	Count: Average Rating: Std. Err.: Rating Distribution:	COURSES  20 3.90 0.16	30 3.90 0.16	COURSES  22  3.91  0.22	
	Count: Average Rating: Std. Err.: Rating Distribution:	ACADEMIC FACILITIES  20 4.05 0.19	ACADEMIC FACILITIES  30 3.97 0.15	ACADEMIC FACILITIES  22 3.86 0.22	
	Count: Average Rating: Std. Err.: Rating Distribution:	ADVISING  21  3.33  0.25	ADVISING  31  3.48  0.23	ADVISING  22  3.77  0.26	
	Count: Average Rating: Std. Err.: Rating Distribution:	JOB ASSISTANCE  19 2.32 0.26 (Scale 1 to 4)	JOB ASSISTANCE  28 1.54 0.13 (Scale 1 to 4)	JOB ASSISTANCE  19 1.42 0.12 (Scale 1 to 4)	

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Goals and outcomes	GSS, PGS, Alumni	Individual administrative units	GSS, PGS, Alumni	Educational attainments	Alumni
Employer name and type	GSS, PGS, Alumni	Library ratings	GSS, PGS	Time to the First Job	Alumni
Job Title	GSS, PGS, Alumni	Computer facilities	GSS, PGS		
Job Location	GSS, PGS, Alumni	Social & cultural environment	PGS		
Continuing education	GSS, PGS, Alumni	Parent's educational background	PGS		
		Paying for education	PGS		

Every survey section gives the respondent an opportunity to write lengthy comments.