

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]

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Respondents: 43 27.7%

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(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)

GENERAL RATING

(Meeting your goals)

Count:

43

Average Rating:

4.07

Std. Err.:

0.11

Rating Distribution:



FACULTY KNOWLEDGE

Count:

37

Average Rating:

4.32

Std. Err.:

0.12

Rating Distribution:



TEACHING QUALITY

Count:

37

Average Rating:

4.32

Std. Err.:

0.12

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:



Summary of Graduation and Alumni Surveys by Program


PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

Latest 2 years (2012-13 & 2013-14 grads)


BACCALAREATE STUDENTS

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INTEREST IN YOUR SUCCESS

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.:	
Rating Distribution:	

**PROGRAM: ADVERTISING
COLLEGE OF MEDIA & COMMUNICATION**


Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

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ADVISOR AVAILABILITY


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
Rating Distribution:	

Summary of Graduation and Alumni Surveys by Program

PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

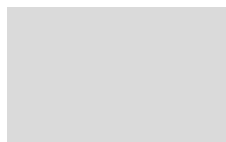
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

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Count:
Average Rating:
Std. Err.:
Rating Distribution:



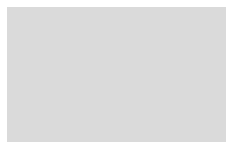
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Rating Distribution:



Count:
Average Rating:
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Rating Distribution:

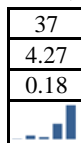


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Std. Err.:
Rating Distribution:



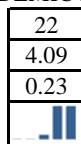
DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:



ACADEMIC DEAN

Count:
Average Rating:
Std. Err.:
Rating Distribution:



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**PROGRAM: ADVERTISING
COLLEGE OF MEDIA & COMMUNICATION**

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

JOB PREPARATION

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.:

0.29

Rating Distribution:



(Scale 1 to 4)

JOB SALARY (x \$10k)

Count:

15

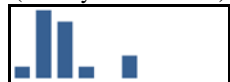
Average:

35.006

Std. Err.:

3.901

(In May 2014 dollars)



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

Summary of Graduation and Alumni Surveys by Program

PROGRAM: ADVERTISING COLLEGE OF MEDIA & COMMUNICATION

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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

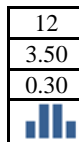
[Undergrads approximately 7 years after.]

Latest 3 years (2004-5 thru 2006-7 grads)

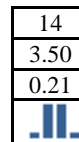
Respondents: 15 6.0%

JOB PREPARATION

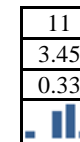
Count:
Average Rating:
Std. Err.:
Rating Distribution:



JOB PREPARATION

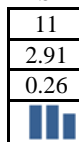


JOB PREPARATION



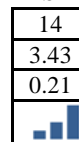
JOB SATISFACTION

Count:
Average Rating:
Std. Err.:
Rating Distribution:



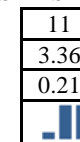
(Scale 1 to 4)

JOB SATISFACTION



(Scale 1 to 4)

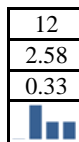
JOB SATISFACTION



(Scale 1 to 4)

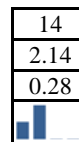
JOB RELATED TO MAJOR

Count:
Average Rating:
Std. Err.:
Rating Distribution:



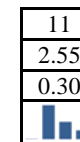
(Scale 1 to 4)

JOB RELATED TO MAJOR



(Scale 1 to 4)

JOB RELATED TO MAJOR



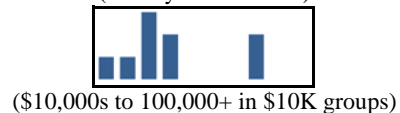
(Scale 1 to 4)

JOB SALARY (x \$10k)

Count:
Average Salary
Std. Err.:



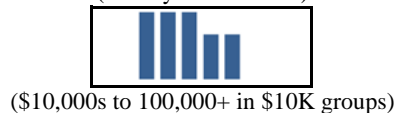
(In May 2014 dollars)



JOB SALARY (x \$10k)



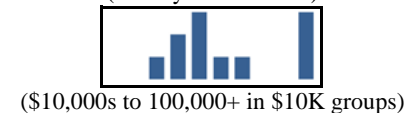
(In May 2014 dollars)



JOB SALARY (x \$10k)



(In May 2014 dollars)



Summary of Graduation and Alumni Surveys by Program

PROGRAM: ADVERTISING

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ONE YEAR ALUMNI SURVEY

Latest 3 years (2010-11 thru 2012-13 grads)

RECENT ALUMNI SURVEY

Latest 2 years (2008-9 & 2009-10 grads)

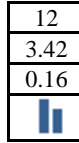
ALUMNI SURVEY

Latest 3 years (2004-5 thru 2006-7 grads)

DEGREE COMPARISON

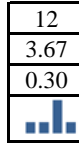
(In working or studying with people from other universities, how does your TTU degree compare?)

Count:
Average Rating:
Std. Err.:
Rating Distribution:



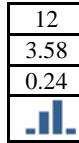
FACULTY

Count:
Average Rating:
Std. Err.:
Rating Distribution:



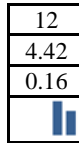
COURSES

Count:
Average Rating:
Std. Err.:
Rating Distribution:



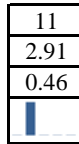
ACADEMIC FACILITIES

Count:
Average Rating:
Std. Err.:
Rating Distribution:



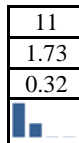
ADVISING

Count:
Average Rating:
Std. Err.:
Rating Distribution:



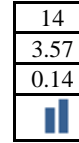
JOB ASSISTANCE

Count:
Average Rating:
Std. Err.:
Rating Distribution:

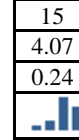


(Scale 1 to 4)

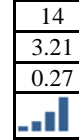
DEGREE COMPARISON



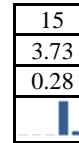
FACULTY



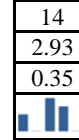
COURSES



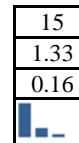
ACADEMIC FACILITIES



ADVISING

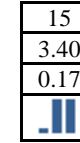


JOB ASSISTANCE

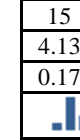


(Scale 1 to 4)

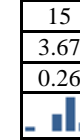
DEGREE COMPARISON



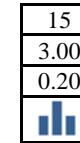
FACULTY



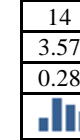
COURSES



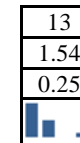
ACADEMIC FACILITIES



ADVISING



JOB ASSISTANCE



(Scale 1 to 4)

Summary of Graduation and Alumni Surveys by Program

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

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

DEPARTMENT OF COMMUNICATION STUDIES
COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

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GRADUATING STUDENT SURVEY

[Undergraduates at graduation]

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Respondents: 45 35.7%

POST-GRADUATE SURVEY

[Graduate students at graduation]

Latest 2 years (2012-13 & 2013-14 grads)

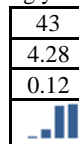
MASTER'S STUDENTS

Respondents: 10 45.5%

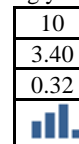
(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)

GENERAL RATING
(Meeting your goals)

Count:
Average Rating:
Std. Err.:
Rating Distribution:

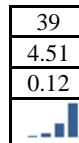


GENERAL RATING
(Meeting your goals)

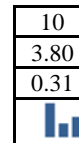


FACULTY KNOWLEDGE

Count:
Average Rating:
Std. Err.:
Rating Distribution:

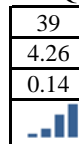


FACULTY KNOWLEDGE

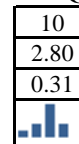


TEACHING QUALITY

Count:
Average Rating:
Std. Err.:
Rating Distribution:

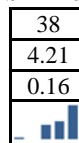


TEACHING QUALITY

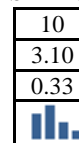


BRINGING RESEARCH INTO CLASS

Count:
Average Rating:
Std. Err.:
Rating Distribution:

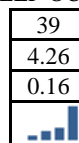


BRINGING RESEARCH INTO CLASS

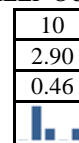


FACULTY HELP OUTSIDE CLASS

Count:
Average Rating:
Std. Err.:
Rating Distribution:



FACULTY HELP OUTSIDE CLASS



Summary of Graduation and Alumni Surveys by Department

DEPARTMENT OF COMMUNICATION STUDIES

COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

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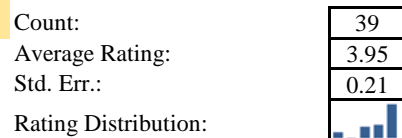
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

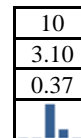
Latest 2 years (2012-13 & 2013-14 grads)

MASTER'S STUDENTS

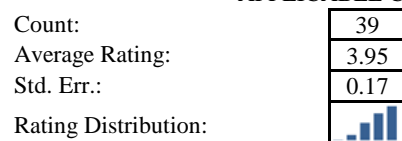
INTEREST IN YOUR SUCCESS



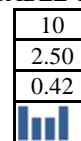
INTEREST IN YOUR SUCCESS



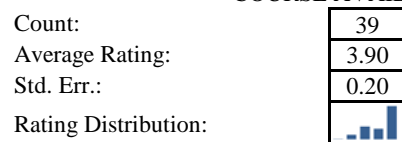
APPLICABLE COURSES



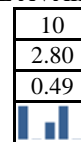
APPLICABLE COURSES



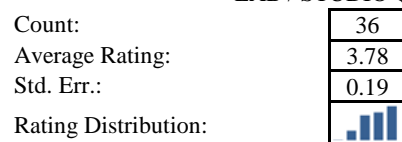
COURSE AVAILABILITY



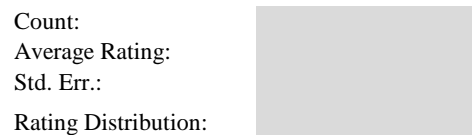
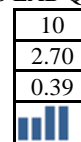
COURSE AVAILABILITY



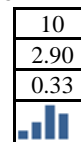
LAB / STUDIO QUALITY



CLASS LAB QUALITY



RESEARCH LAB QUALITY



DEPARTMENT OF COMMUNICATION STUDIES

COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

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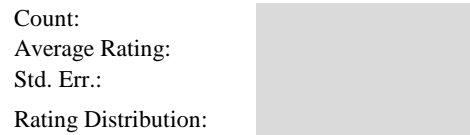
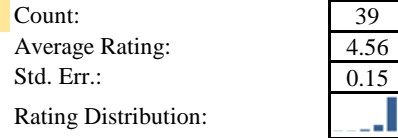
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

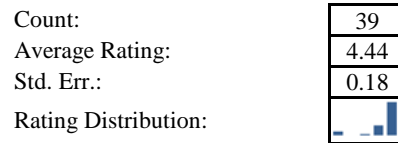
Latest 2 years (2012-13 & 2013-14 grads)

MASTER'S STUDENTS

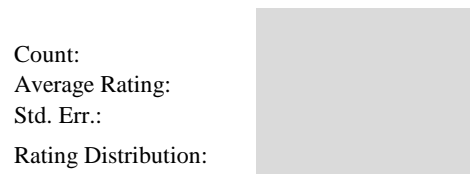
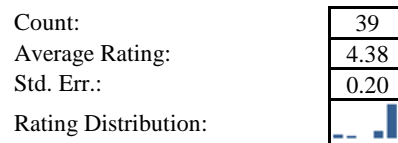
ADVISOR AVAILABILITY



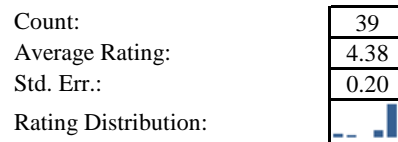
ADVISOR - ADMIN. HELP



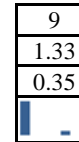
ADVISOR - ACADEMIC HELP



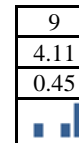
ADVISOR - USEFUL/ACCURATE



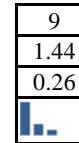
GRADUATE ADVISOR - AVAILABILITY



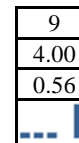
MAJOR PROFESSOR - AVAILABILITY



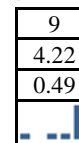
GRADUATE ADVISOR - ADMIN. HELP



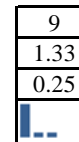
MAJOR PROF. - ACADEMIC HELP



MAJOR PROF. - THESIS/DIS. HELP



GRAD. ADVISOR - USEFUL/ACCURATE



Summary of Graduation and Alumni Surveys by Department

DEPARTMENT OF COMMUNICATION STUDIES

COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

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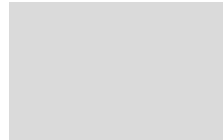
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

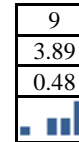
Latest 2 years (2012-13 & 2013-14 grads)

MASTER'S STUDENTS

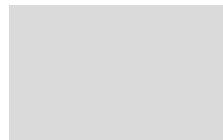
Count:
Average Rating:
Std. Err.:
Rating Distribution:



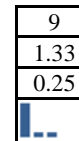
MAJOR PROF. - USEFUL/ACCURATE



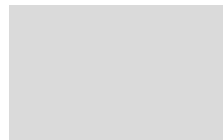
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Std. Err.:
Rating Distribution:



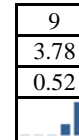
GRADUATE ADVISOR - CAREER ADVICE



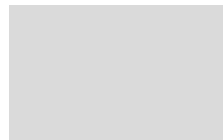
Count:
Average Rating:
Std. Err.:
Rating Distribution:



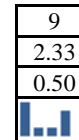
MAJOR PROF. - CAREER ADVICE



Count:
Average Rating:
Std. Err.:
Rating Distribution:

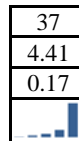


COLLEGIALITY

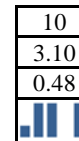


DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:

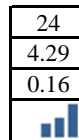


DEPARTMENT STAFF

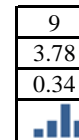


ACADEMIC DEAN

Count:
Average Rating:
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Rating Distribution:



GRADUATE SCHOOL



DEPARTMENT OF COMMUNICATION STUDIES

COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

Latest 2 years (2012-13 & 2013-14 grads)

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

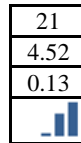
MASTER'S STUDENTS

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Count:
Average Rating:
Std. Err.:
Rating Distribution:

JOB PREPARATION

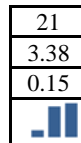


JOB PREPARATION



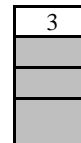
Count:
Average Rating:
Std. Err.:
Rating Distribution:

JOB SATISFACTION



(Scale 1 to 4)

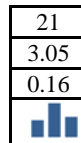
JOB SATISFACTION



(Scale 1 to 4)

Count:
Average Rating:
Std. Err.:
Rating Distribution:

JOB RELATED TO MAJOR



(Scale 1 to 4)

JOB RELATED TO MAJOR



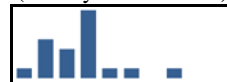
(Scale 1 to 4)

Count:
Average:
Std. Err.:

JOB SALARY (x \$10k)



(In May 2014 dollars)



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

JOB SALARY (x \$10k)



(In May 2014 dollars)



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

DEPARTMENT OF COMMUNICATION STUDIES

COLLEGE OF ARTS & SCIENCES / COLLEGE OF MEDIA & COMMUNICATION

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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

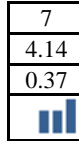
[Undergrads approximately 7 years after.]

Latest 4 years (2003-4 thru 2006-7 grads)

Respondents: 25 4.6%

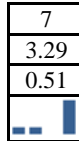
JOB PREPARATION

Count:
Average Rating:
Std. Err.:
Rating Distribution:



JOB SATISFACTION

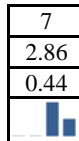
Count:
Average Rating:
Std. Err.:
Rating Distribution:



(Scale 1 to 4)

JOB RELATED TO MAJOR

Count:
Average Rating:
Std. Err.:
Rating Distribution:



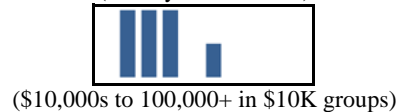
(Scale 1 to 4)

JOB SALARY (x \$10k)

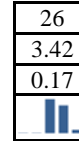
Count:
Average Salary:
Std. Err.:



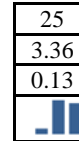
(In May 2014 dollars)



JOB PREPARATION

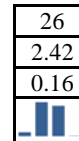


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

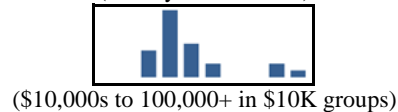


(Scale 1 to 4)

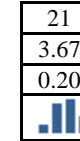
JOB SALARY (x \$10k)



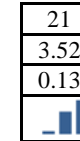
(In May 2014 dollars)



JOB PREPARATION

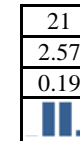


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

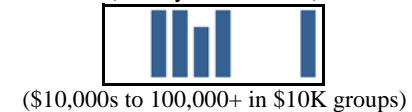


(Scale 1 to 4)

JOB SALARY (x \$10k)



(In May 2014 dollars)



Summary of Graduation and Alumni Surveys by Department

DEPARTMENT OF COMMUNICATION STUDIES

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ONE YEAR ALUMNI SURVEY

Latest 2 years (2011-12 & 2012-13 grads)

RECENT ALUMNI SURVEY

Latest 4 years (2006-7 thru 2009-10 grads)

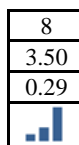
ALUMNI SURVEY

Latest 4 years (2003-4 thru 2006-7 grads)

DEGREE COMPARISON

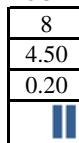
(In working or studying with people from other universities, how does your TTU degree compare?)

Count:
Average Rating:
Std. Err.:
Rating Distribution:



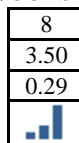
FACULTY

Count:
Average Rating:
Std. Err.:
Rating Distribution:



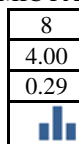
COURSES

Count:
Average Rating:
Std. Err.:
Rating Distribution:



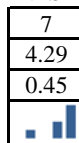
ACADEMIC FACILITIES

Count:
Average Rating:
Std. Err.:
Rating Distribution:



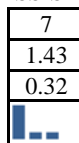
ADVISING

Count:
Average Rating:
Std. Err.:
Rating Distribution:



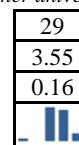
JOB ASSISTANCE

Count:
Average Rating:
Std. Err.:
Rating Distribution:

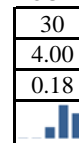


(Scale 1 to 4)

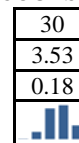
DEGREE COMPARISON



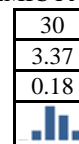
FACULTY



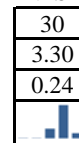
COURSES



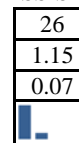
ACADEMIC FACILITIES



ADVISING

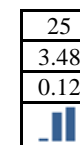


JOB ASSISTANCE

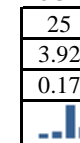


(Scale 1 to 4)

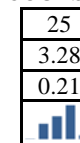
DEGREE COMPARISON



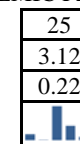
FACULTY



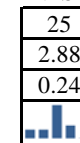
COURSES



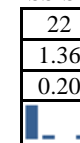
ACADEMIC FACILITIES



ADVISING



JOB ASSISTANCE



(Scale 1 to 4)

Summary of Graduation and Alumni Surveys by Department

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

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

PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS
COLLEGE OF MEDIA & COMMUNICATION

AT

GRADUATING STUDENT SURVEY

[Undergraduates at graduation]

Latest 2 years (2012-13 & 2013-14 grads)

G

BACCALAREATE STUDENTS

R

Respondents: 31 23.3%

A

D

(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)

U

A

T

GENERAL RATING

(Meeting your goals)

I

Count:

30

O

Average Rating:

4.17

N

Std. Err.:

0.14

Rating Distribution:



FACULTY KNOWLEDGE

Count:

28

Average Rating:

4.54

Std. Err.:

0.10

Rating Distribution:



TEACHING QUALITY

Count:

28

Average Rating:

4.46

Std. Err.:

0.12

Rating Distribution:



BRINGING RESEARCH INTO CLASS

Count:

28

Average Rating:

4.18

Std. Err.:

0.14

Rating Distribution:



FACULTY HELP OUTSIDE CLASS

Count:

28

Average Rating:

4.43

Std. Err.:

0.14

Rating Distribution:



PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS
COLLEGE OF MEDIA & COMMUNICATION


AT

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Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS


INTEREST IN YOUR SUCCESS

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.:	
Rating Distribution:	

PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS
COLLEGE OF MEDIA & COMMUNICATION


AT

G
R
A
D

Latest 2 years (2012-13 & 2013-14 grads)


BACCALAREATE STUDENTS

ADVISOR AVAILABILITY


Count:	28
Average Rating:	4.46
Std. Err.:	0.12
Rating Distribution:	

Count:	
Average Rating:	
Std. Err.:	
Rating Distribution:	

ADVISOR - ADMIN. HELP


Count:	28
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
Std. Err.:	0.21
Rating Distribution:	

PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS
COLLEGE OF MEDIA & COMMUNICATION

AT

G
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D

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:

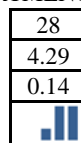


Count:
Average Rating:
Std. Err.:
Rating Distribution:



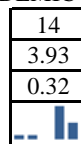
DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:



ACADEMIC DEAN

Count:
Average Rating:
Std. Err.:
Rating Distribution:



PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS
COLLEGE OF MEDIA & COMMUNICATION

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT

G
R
A
D

JOB PREPARATION

Count:

9

Average Rating:

4.33

Std. Err.:

0.25

Rating Distribution:



JOB SATISFACTION

Count:

9

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

Std. Err.:

3.972

(In May 2014 dollars)



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

Summary of Graduation and Alumni Surveys by Program

PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS COLLEGE OF MEDIA & COMMUNICATION

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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

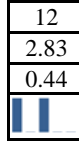
[Undergrads approximately 7 years after.]

Latest 4 years (2003-4 thru 2006-7 grads)

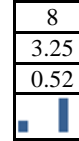
Respondents: 10 6.7%

JOB PREPARATION

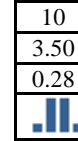
Count:
Average Rating:
Std. Err.:
Rating Distribution:



JOB PREPARATION

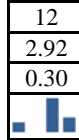


JOB PREPARATION



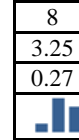
JOB SATISFACTION

Count:
Average Rating:
Std. Err.:
Rating Distribution:



(Scale 1 to 4)

JOB SATISFACTION



(Scale 1 to 4)

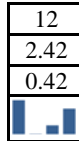
JOB SATISFACTION



(Scale 1 to 4)

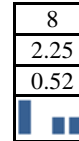
JOB RELATED TO MAJOR

Count:
Average Rating:
Std. Err.:
Rating Distribution:



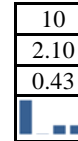
(Scale 1 to 4)

JOB RELATED TO MAJOR



(Scale 1 to 4)

JOB RELATED TO MAJOR



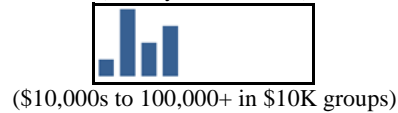
(Scale 1 to 4)

JOB SALARY (x \$10k)

Count:
Average Salary
Std. Err.:



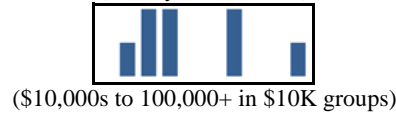
(In May 2014 dollars)



JOB SALARY (x \$10k)



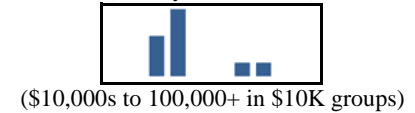
(In May 2014 dollars)



JOB SALARY (x \$10k)



(In May 2014 dollars)



Summary of Graduation and Alumni Surveys by Program

PROGRAM: ELECTRONIC MEDIA & COMMUNICATIONS

(Photocomm. & Telecomm.)

ALUMNI SURVEY

Latest 4 years (2003-4 thru 2006-7 grads)

ONE YEAR ALUMNI SURVEY

Latest 4 years (2009-10 thru 2012-13 grads)

RECENT ALUMNI SURVEY

Latest 3 years (2007-8 thru 2009-10 grads)

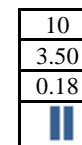
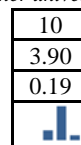
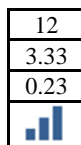
DEGREE COMPARISON

(In working or studying with people from other universities, how does your TTU degree compare?)

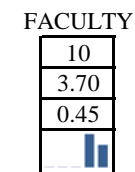
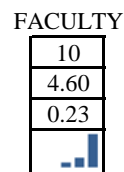
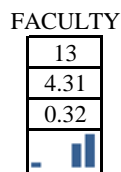
DEGREE COMPARISON

DEGREE COMPARISON

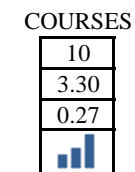
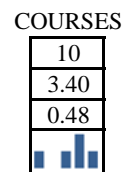
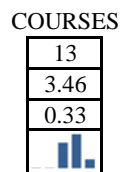
Count:
Average Rating:
Std. Err.:
Rating Distribution:



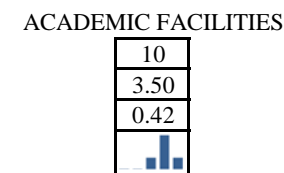
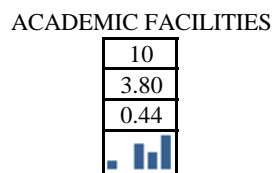
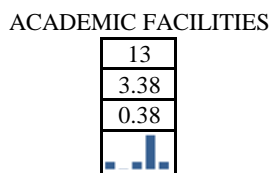
Count:
Average Rating:
Std. Err.:
Rating Distribution:



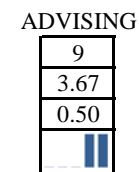
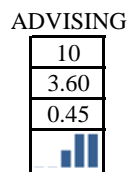
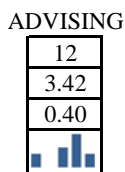
Count:
Average Rating:
Std. Err.:
Rating Distribution:



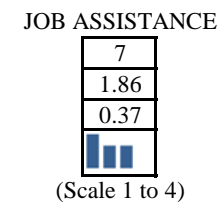
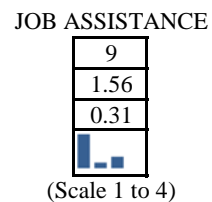
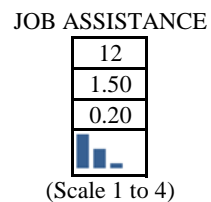
Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Summary of Graduation and Alumni Surveys by Program

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

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

PROGRAM: JOURNALISM & BROADCAST JOURNALISM
COLLEGE OF MEDIA & COMMUNICATION

AT
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GRADUATING STUDENT SURVEY

[Undergraduates at graduation]

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Respondents: 20 26.7%

(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)

GENERAL RATING

(Meeting your goals)

Count:

17

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
COLLEGE OF MEDIA & COMMUNICATION

AT
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Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS


INTEREST IN YOUR SUCCESS

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.:	
Rating Distribution:	

PROGRAM: JOURNALISM & BROADCAST JOURNALISM
COLLEGE OF MEDIA & COMMUNICATION

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT

G
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ADVISOR AVAILABILITY

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
Std. Err.:	0.35
Rating Distribution:	

PROGRAM: JOURNALISM & BROADCAST JOURNALISM
COLLEGE OF MEDIA & COMMUNICATION

AT

G
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Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:

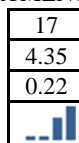


Count:
Average Rating:
Std. Err.:
Rating Distribution:



DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:



ACADEMIC DEAN

Count:
Average Rating:
Std. Err.:
Rating Distribution:



AT

PROGRAM: JOURNALISM & BROADCAST JOURNALISM
COLLEGE OF MEDIA & COMMUNICATION

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

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JOB PREPARATION

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:

Average Rating:

Std. Err.:

Rating Distribution:



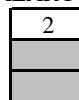
(Scale 1 to 4)

JOB SALARY (x \$10k)

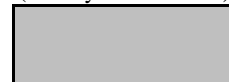
Count:

Average:

Std. Err.:



(In May 2014 dollars)



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

Summary of Graduation and Alumni Surveys by Program

PROGRAM: JOURNALISM & BROADCAST JOURNALISM COLLEGE OF MEDIA & COMMUNICATION

A
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ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation]

Latest 3 years (2010-11 thru 2012-13 grads)

Respondents: 9 7.8%

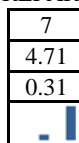
JOB PREPARATION

Count:

Average Rating:

Std. Err.:

Rating Distribution:



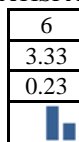
JOB SATISFACTION

Count:

Average Rating:

Std. Err.:

Rating Distribution:



(Scale 1 to 4)

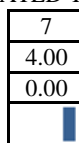
JOB RELATED TO MAJOR

Count:

Average Rating:

Std. Err.:

Rating Distribution:



(Scale 1 to 4)

JOB SALARY (x \$10k)

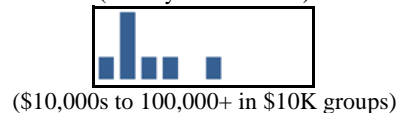
Count:

Average Salary

Std. Err.:



(In May 2014 dollars)



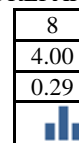
RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation]

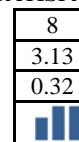
Latest 3 years (2007-8 & 2009-10 grads)

Respondents: 9 6.3%

JOB PREPARATION

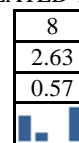


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

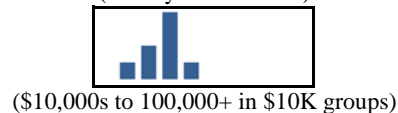


(Scale 1 to 4)

JOB SALARY (x \$10k)



(In May 2014 dollars)



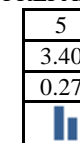
ALUMNI SURVEY

[Undergrads approximately 7 years after.]

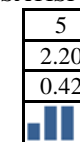
Latest 3 years (2004-5 thru 2006-7 grads)

Respondents: 7 5.4%

JOB PREPARATION

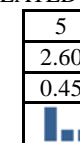


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

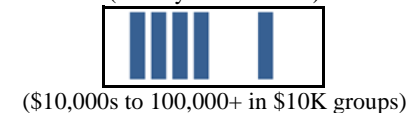


(Scale 1 to 4)

JOB SALARY (x \$10k)



(In May 2014 dollars)



Summary of Graduation and Alumni Surveys by Program

PROGRAM: JOURNALISM & BROADCAST JOURNALISM

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ONE YEAR ALUMNI SURVEY

Latest 3 years (2010-11 thru 2012-13 grads)

RECENT ALUMNI SURVEY

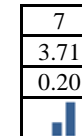
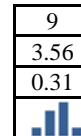
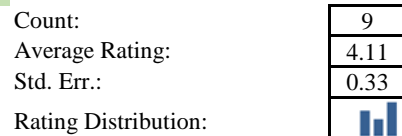
Latest 3 years (2007-8 & 2009-10 grads)

ALUMNI SURVEY

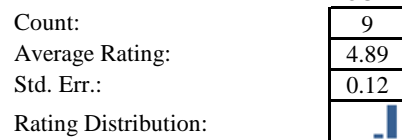
Latest 3 years (2004-5 thru 2006-7 grads)

DEGREE COMPARISON

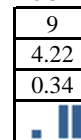
(In working or studying with people from other universities, how does your TTU degree compare?)



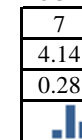
FACULTY



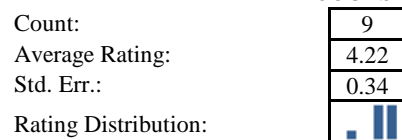
FACULTY



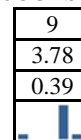
FACULTY



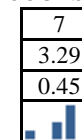
COURSES



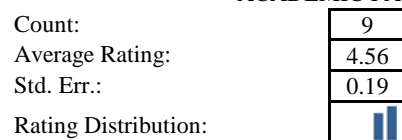
COURSES



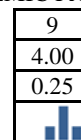
COURSES



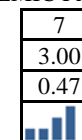
ACADEMIC FACILITIES



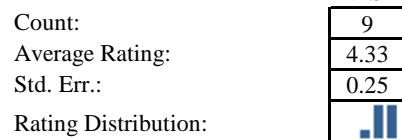
ACADEMIC FACILITIES



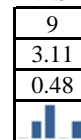
ACADEMIC FACILITIES



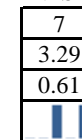
ADVISING



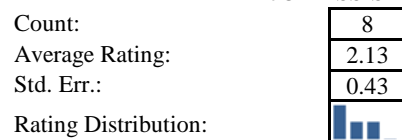
ADVISING



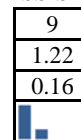
ADVISING



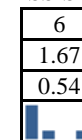
JOB ASSISTANCE



JOB ASSISTANCE



JOB ASSISTANCE



(Scale 1 to 4)

(Scale 1 to 4)

(Scale 1 to 4)

Summary of Graduation and Alumni Surveys by Program

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

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]

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

Respondents: 23 24.2%

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(All scales are 1 to 5 unless otherwise noted. Multiple surveys are used to give sufficient numbers of responses to be reasonably representative.)

GENERAL RATING

(Meeting your goals)

Count:

21

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:



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
COLLEGE OF MEDIA & COMMUNICATION**


AT

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Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS


INTEREST IN YOUR SUCCESS

Count:	19
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.:	
Rating Distribution:	

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


Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT


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ADVISOR AVAILABILITY


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
Std. Err.:	0.33
Rating Distribution:	

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

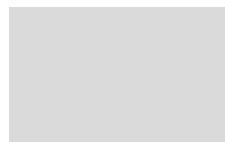
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

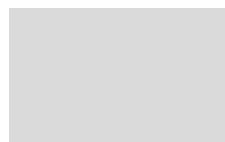
AT

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Count:
Average Rating:
Std. Err.:
Rating Distribution:



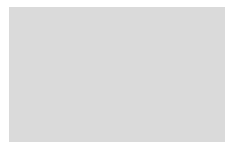
Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:

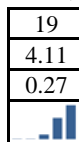


Count:
Average Rating:
Std. Err.:
Rating Distribution:



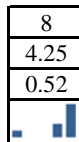
DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:



ACADEMIC DEAN

Count:
Average Rating:
Std. Err.:
Rating Distribution:



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

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT

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JOB PREPARATION

Count:

11

Average Rating:

4.00

Std. Err.:

0.32

Rating Distribution:



JOB SATISFACTION

Count:

11

Average Rating:

3.45

Std. Err.:

0.17

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

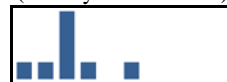
Average:

36.660

Std. Err.:

5.662

(In May 2014 dollars)



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

Summary of Graduation and Alumni Surveys by Program

PROGRAM: MEDIA STRATEGIES
COLLEGE OF MEDIA & COMMUNICATION

A
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ONE YEAR ALUMNI SURVEY

[Undergraduates a year after graduation]

Latest 4 years (2009-10 thru 2012-13 grads)

Respondents: 0 0.0%

RECENT ALUMNI SURVEY

[Undergraduates about 3 years after graduation]

Latest 4 years (2006-7 & 2009-10 grads)

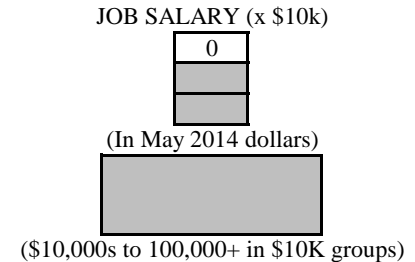
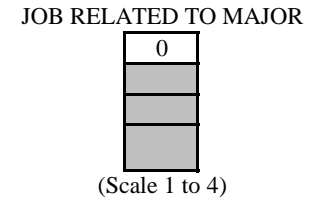
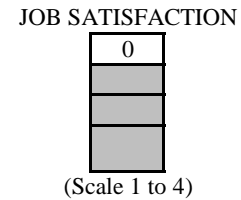
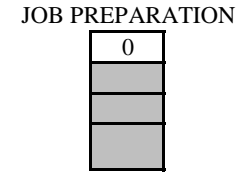
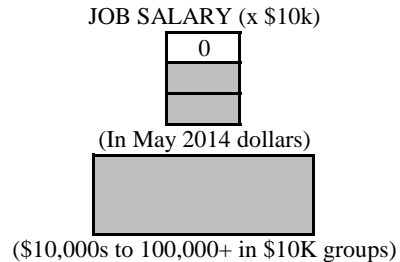
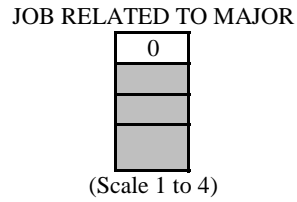
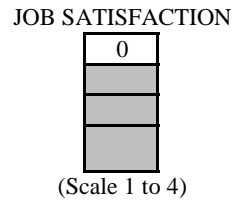
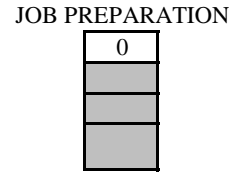
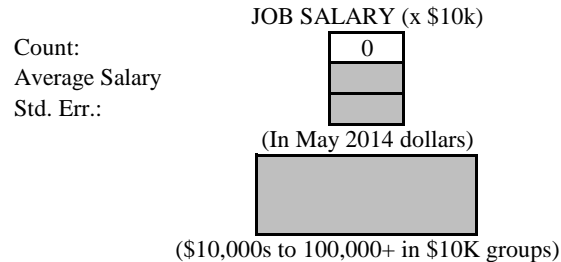
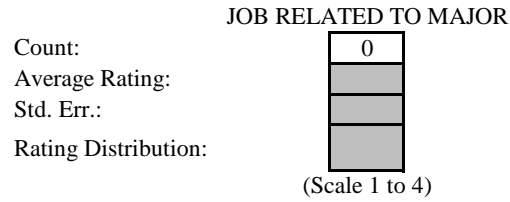
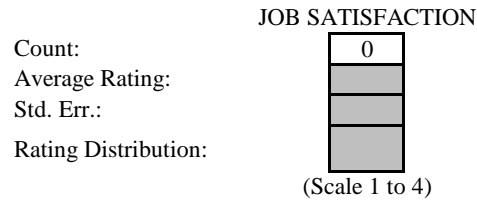
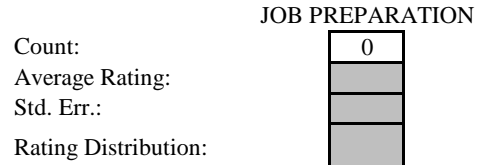
Respondents: 0 0.0%

ALUMNI SURVEY

[Undergrads approximately 7 years after.]

Latest 4 years (2003-4 thru 2006-7 grads)

Respondents: 0 0.0%



Summary of Graduation and Alumni Surveys by Program

PROGRAM: MEDIA STRATEGIES

A
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ONE YEAR ALUMNI SURVEY

Latest 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)

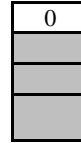
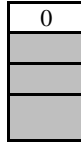
DEGREE COMPARISON

(In working or studying with people from other universities, how does your TTU degree compare?)

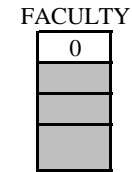
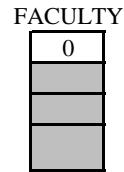
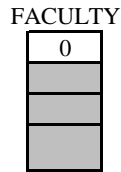
DEGREE COMPARISON

DEGREE COMPARISON

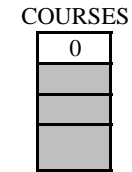
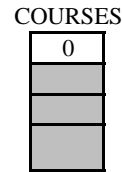
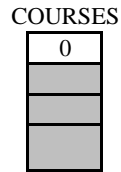
Count:
Average Rating:
Std. Err.:
Rating Distribution:



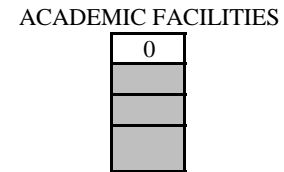
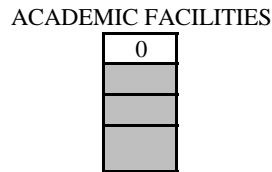
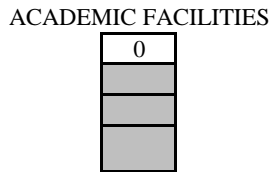
Count:
Average Rating:
Std. Err.:
Rating Distribution:



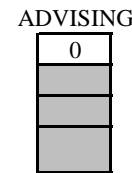
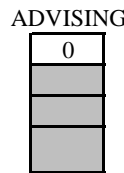
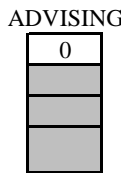
Count:
Average Rating:
Std. Err.:
Rating Distribution:



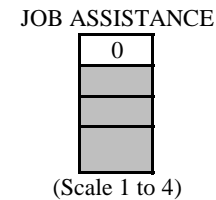
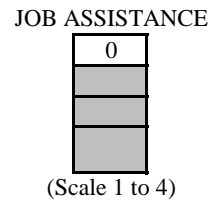
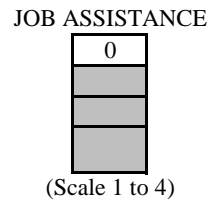
Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Count:
Average Rating:
Std. Err.:
Rating Distribution:



Summary of Graduation and Alumni Surveys by Program

NOTES:

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

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

**PROGRAM: PUBLIC RELATIONS
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: 62 30.0%

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

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GENERAL RATING

(Meeting your goals)

Count:

60

Average Rating:

4.43

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

Rating Distribution:



**PROGRAM: PUBLIC RELATIONS
COLLEGE OF MEDIA & COMMUNICATION**


AT

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R
A
D


Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS


INTEREST IN YOUR SUCCESS

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
COLLEGE OF MEDIA & COMMUNICATION**


Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT


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ADVISOR AVAILABILITY


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:	

Summary of Graduation and Alumni Surveys by Program

PROGRAM: PUBLIC RELATIONS COLLEGE OF MEDIA & COMMUNICATION

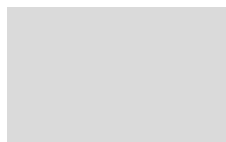
Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

AT

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Count:
Average Rating:
Std. Err.:
Rating Distribution:



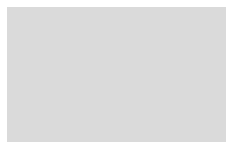
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Std. Err.:
Rating Distribution:



Count:
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Rating Distribution:

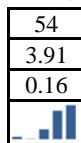


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Std. Err.:
Rating Distribution:



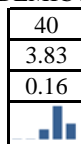
DEPARTMENT STAFF

Count:
Average Rating:
Std. Err.:
Rating Distribution:



ACADEMIC DEAN

Count:
Average Rating:
Std. Err.:
Rating Distribution:



AT

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**PROGRAM: PUBLIC RELATIONS
COLLEGE OF MEDIA & COMMUNICATION**

Latest 2 years (2012-13 & 2013-14 grads)

BACCALAREATE STUDENTS

JOB PREPARATION

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)

Summary of Graduation and Alumni Surveys by Program

PROGRAM: PUBLIC RELATIONS COLLEGE OF MEDIA & COMMUNICATION

A
L
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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%

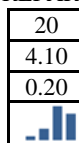
JOB PREPARATION

Count:

Average Rating:

Std. Err.:

Rating Distribution:



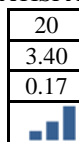
JOB SATISFACTION

Count:

Average Rating:

Std. Err.:

Rating Distribution:



(Scale 1 to 4)

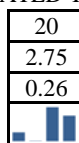
JOB RELATED TO MAJOR

Count:

Average Rating:

Std. Err.:

Rating Distribution:



(Scale 1 to 4)

JOB SALARY (x \$10k)

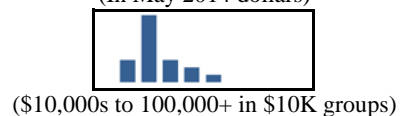
Count:

Average Salary

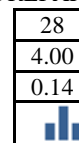
Std. Err.:



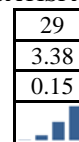
(In May 2014 dollars)



JOB PREPARATION

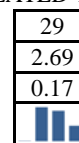


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

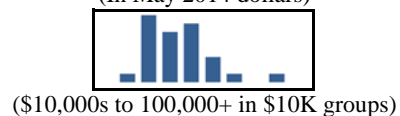


(Scale 1 to 4)

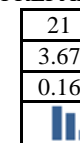
JOB SALARY (x \$10k)



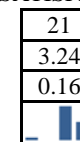
(In May 2014 dollars)



JOB PREPARATION

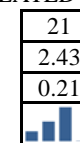


JOB SATISFACTION



(Scale 1 to 4)

JOB RELATED TO MAJOR

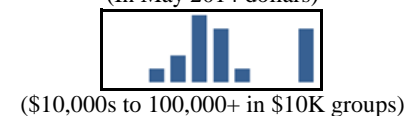


(Scale 1 to 4)

JOB SALARY (x \$10k)



(In May 2014 dollars)



Summary of Graduation and Alumni Surveys by Program

PROGRAM: PUBLIC RELATIONS

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ONE YEAR ALUMNI SURVEY

Latest 3 years (2010-11 thru 2012-13 grads)

RECENT ALUMNI SURVEY

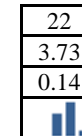
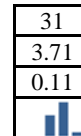
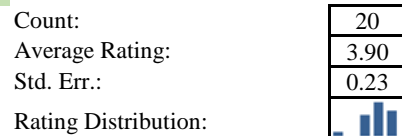
Latest 3 years (2007-8 & 2009-10 grads)

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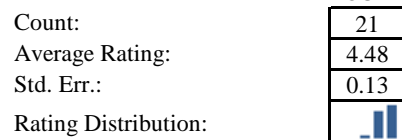
Latest 2 years (2005-6 thru 2006-7 grads)

DEGREE COMPARISON

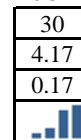
(In working or studying with people from other universities, how does your TTU degree compare?)



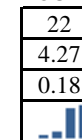
FACULTY



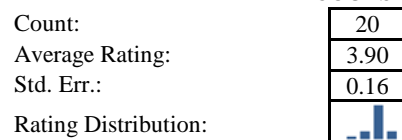
FACULTY



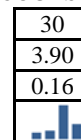
FACULTY



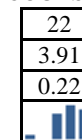
COURSES



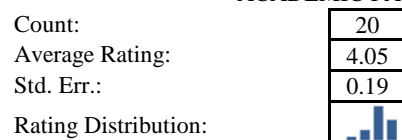
COURSES



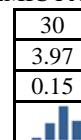
COURSES



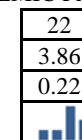
ACADEMIC FACILITIES



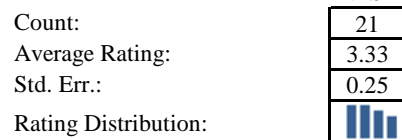
ACADEMIC FACILITIES



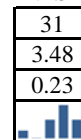
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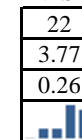
ADVISING



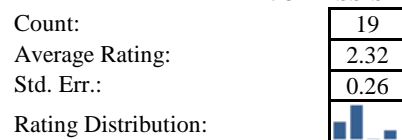
ADVISING



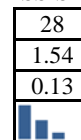
ADVISING



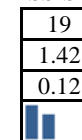
JOB ASSISTANCE



JOB ASSISTANCE



JOB ASSISTANCE



(Scale 1 to 4)

(Scale 1 to 4)

(Scale 1 to 4)

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

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