

2023-2024 Graduate Survey Report

Student Success Council



Arkansas State University – Beebe

Mission: Transforming lives through quality learning experiences

Introduction

Arkansas State University-Beebe (ASUB) aims to provide its students with the highest quality educational experiences. ASUB embraces continuous improvement in the delivery of learning experiences and student satisfaction. By capturing the student’s perception of their experience, ASUB is better equipped to understand the student experience and align strategic priorities for the desired outcomes. The Graduate Exit Survey is used to capture, collect, and present findings regarding the student experience. Our intent with administering this anonymous survey is to convey our dedication to improving the student experience.

Methods

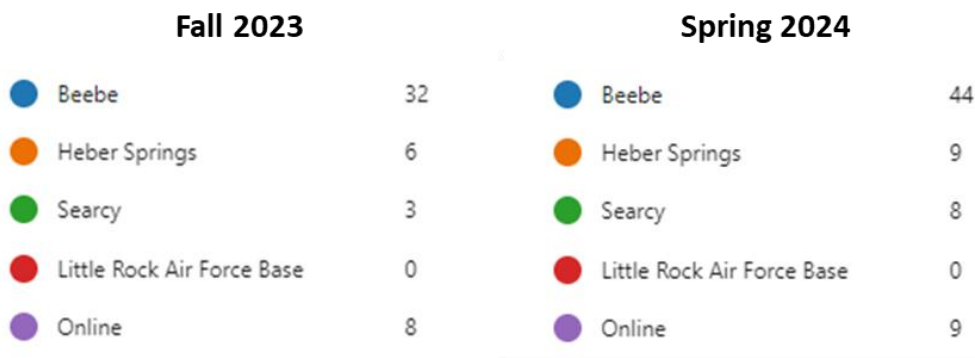
ASUB students are provided with the survey when they apply for graduation. The survey link is sent to their college email address using our learning management system (Canvas). The survey is implemented using the Microsoft Forms software tool. The survey is voluntary and anonymous. Survey results are presented in an overview report document and can be downloaded into an Excel file for further analysis.

The survey includes sixteen questions. The first seven questions collect information about the student and their future academic plans. The next three questions use a Likert five-point scale to measure student use of and opinions on academic engagement, student services, and information technology at the college. The next three questions collect information regarding student use of our college’s social media platforms. The last three questions determine how likely the student would be to recommend the college to family or friends and to provide additional feedback through open response questions.

Results

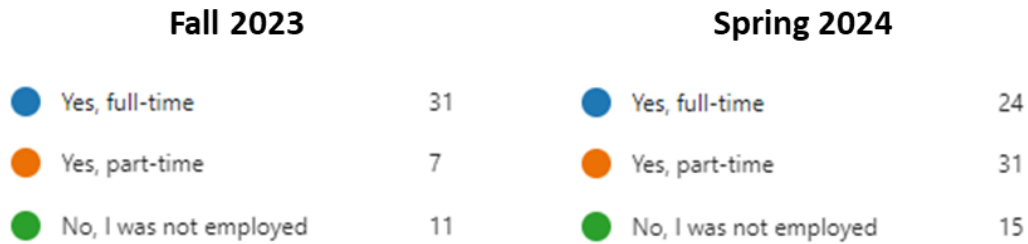
We had 49 responses from the 201 students who applied for graduation in the fall 2023 semester (a 24.4% response rate) and 70 responses from the 447 students who applied for graduation in the spring 2024 semester (a 15.7% response rate). The combined total number of responses was 119 graduates (a 18.4% response rate). The average time spent to take the survey was 5 to 6 minutes. The low response rate may be attributed to the voluntary nature of the survey.

Question 1. Which campus did you primarily attend?



Overall, 64% of our graduates primarily attended the Beebe campus, 13% attended the Heber Springs campus, 9% attended the Searcy campus, and 14% identified as primarily online students.

Question 2. Were you employed while studying at ASU-Beebe?



Overall, 46% of our graduates worked full-time in addition to taking courses, while 32% worked part-time, and 22% were not employed. The percentage of students employed to some extent totaled 78%.

Question 3. What was your educational history before attending ASU-Beebe?

Overall, 39% of our students reported that they enrolled at ASUB directly after graduating high school, 24% took a break after high school before enrolling at ASUB, 21% took concurrent classes in high school and then enrolled at ASUB, and 16% transferred from another institution.

Question 4. What is your field of study?

Fall 2023



Spring 2024



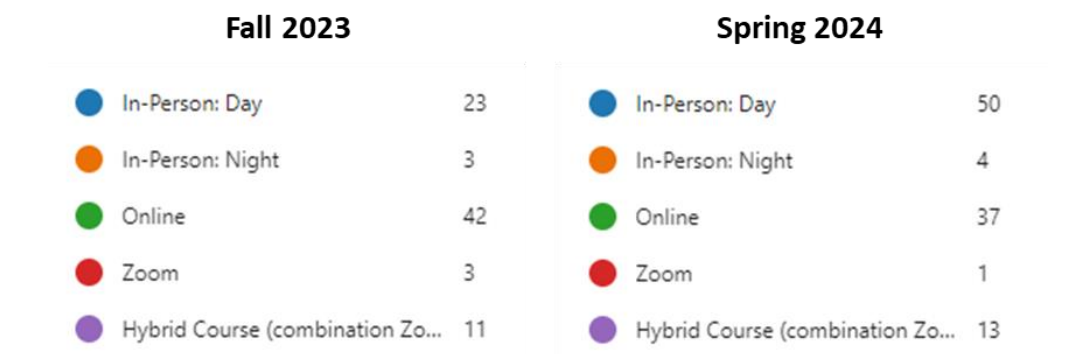
Question 5. Are you planning to transfer to a four-year university?

Overall, 61% indicated that they planned to transfer to a four-year university.

Question 6. If you do not plan to transfer to a four-year college, what is the most applicable reason?

Overall, 35% indicated that they did not need a four-year degree for their career, 26% indicated that they planned to complete another degree or certificate at ASUB, 11% that they could not afford it financially or that they needed to have an income, 4% that they did not feel academically prepared to do so, and 2% that they did not like school enough to continue. No one reported an intent to join the military or to continue with military service.

Question 7. What course delivery method did you prefer (select all that apply)?



Overall, 66% of respondents indicated a preference for online courses, 61% for in-person day courses, 20% for hybrid courses combining Zoom/online with in-person meetings, 5% for in-person night courses, and 3% for Zoom courses.

Question 8. Academic Engagement – Please share your satisfaction with the following areas

Fall 2023

Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Very Poor	1				
Poor	2				
Satisfactory	3	Instructors' interest in students' learning	4.35	0	0%
Good	4	Academic advising	3.96	3	6%
Very Good	5	Class availability	4.29	0	0%
		Class size	4.50	1	2%
		Class location	4.51	2	4%
		Class quality	4.35	1	2%
		Class delivery method	4.22	0	0%
		Preparation for employment	3.91	4	8%
		Preparation to continue education	4.11	3	6%

Spring 2024

Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Very Poor	1				
Poor	2				
Satisfactory	3	Instructors' interest in students' learning	4.28	3	4%
Good	4	Academic advising	4.10	2	3%
Very Good	5	Class availability	4.21	0	0%
		Class size	4.23	1	1%
		Class location	4.32	1	1%
		Class quality	4.26	0	0%
		Class delivery method	4.16	0	0%
		Preparation for employment	4.00	5	7%
		Preparation to continue education	4.28	3	4%

Overall, graduates indicated that faculty were interested in their learning, were pleased with advising, availability, size, location and quality of classes, scoring each of these areas within a range from 3.91 to 4.51 on a 5-point scale.

Question 9. Student Services Engagement – Please share your satisfaction with the following areas

Fall 2023

Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Number of Was Not Aware Of	Percent WNAO
Very Poor	1						
Poor	2	Admissions	4.31	1	2%	0	0%
Satisfactory	3	Bookstore	4.36	2	4%	10	21%
Good	4	Campus & Building Appearance	4.32	3	6%	2	4%
Very Good	5	Campus Safety	4.46	8	17%	2	4%
		Career/Transfer Services	4.26	10	21%	4	8%
		Cashier's Office	4.24	3	6%	1	2%
		Counseling Services	4.16	19	40%	5	10%
		Disability Services	4.53	24	50%	10	21%
		Financial Aid	4.26	2	4%	0	0%
		Food Services	4.35	18	38%	8	17%
		Intramural Sports	4.33	24	50%	13	27%
		Library	4.38	8	17%	7	15%
		Parking	4.19	7	15%	6	13%
		Registrar's Office	4.41	3	6%	2	4%
		Residential Life	4.43	25	52%	10	21%
		Registering for classes	4.38	0	0%	1	2%
		Student Activities	4.46	14	29%	7	15%
		Testing Services	4.28	5	10%	8	17%
		Tutoring	4.56	25	52%	8	17%
		Veteran Services	4.29	24	50%	11	23%

Spring 2024

Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Was Not Aware Of	Percent WNAO
Very Poor	1						
Poor	2						
Satisfactory	3	Admissions	4.05	5	7%	1	1%
Good	4	Bookstore	4.11	5	7%	1	1%
Very Good	5	Campus & Building Appearance	4.07	9	13%	1	1%
		Campus Safety	4.09	13	19%	7	10%
		Career/Transfer Services	4.13	18	26%	4	6%
		Cashier's Office	3.78	7	10%	11	16%
		Counseling Services	4.07	29	41%	11	16%
		Disability Services	4.08	35	9%	5	7%
		Financial Aid	3.86	6	50%	6	9%
		Food Services	3.89	26	37%	11	16%
		Intramural Sports	4.18	37	53%	5	7%
		Library	4.30	19	27%	1	1%
		Parking	4.16	12	17%	5	7%
		Registrar's Office	4.04	10	14%	9	13%
		Residential Life	4.23	35	50%	2	3%
		Registering for classes	4.03	4	6%	3	4%
		Student Activities	4.10	27	39%	3	4%
		Testing Services	4.13	20	29%	8	11%
		Tutoring	4.20	32	46%	14	20%
		Veteran Services	4.09	34	49%	0	0%

Overall, graduates indicated that each service area met with their satisfaction or above satisfaction, scoring each of these areas within a range from 3.78 to 4.56 on a 5-point scale.

Question 10. Technology– Please share your satisfaction with the following areas

Fall 2023

Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Very Poor	1				
Poor	2				
Satisfactory	3	Campus Wi-Fi – Accessibility	4.30	12	25%
Good	4	Canvas	4.55	0	0%
Very Good	5	Computer Labs	4.43	14	29%
		Mobile App	4.44	0	0%
		Vanguard Portal – Accessibility	4.41	0	0%
		Website	4.47	8	17%

Spring 2024














Response	Score	Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Very Poor	1				
Poor	2				
Satisfactory	3	Campus Wi-Fi – Accessibility	4.19	17	24%
Good	4	Canvas	4.11	0	0%
Very Good	5	Computer Labs	4.42	25	36%
		Mobile App	4.2	16	23%
		Vanguard Portal – Accessibility	4.12	4	6%
		Website	4.15	5	7%

Overall, graduates indicated that technology areas met with their satisfaction or above satisfaction, scoring each of these areas within a range from 4.11 to 4.55 on a 5-point scale.

Question 11. Do you follow us on any of our social media platforms?

Overall, 45% of respondents indicated that they do follow us on at least one of our social media platforms.

Question 12. Which of ASU Beebe's social medias do you follow (select all that apply)?

Fall 2023		Spring 2024	
 Facebook	17	 ASU Beebe Mobile App	18
 Instagram	4	 Facebook	24
 LinkedIn	1	 Instagram	13
 Snapchat	0	 LinkedIn	1
 Twitter	1	 X (Twitter)	2
 Other	0	 YouTube	2
		 Other	0

Overall, Facebook and Instagram were the most favored of our social media platforms. The ASUB mobile app is also in use by about half of the students. The other sites were not of major use by our students.

Question 13. What is the primary reason you do not follow any of ASU Beebe's social media?

Of those graduates that had not used any of our social media sites, 51% indicated that the primary reason was that they were not aware that we had social media sites. Additionally, 16% indicated that our social media does not offer them useful content or is not engaging and 9% indicated that they did not have or use social media at all. There may be an opportunity here to better advertise our social media platforms and/or reduce their number to the ones most favored by our students (Facebook and Instagram).

Question 14. How likely are you to recommend ASU-Beebe to your family and/or friends?

Overall, 87% of graduates responded that they would be likely or very likely to recommend ASUB to family or friends, whereas only 6% indicated that they would be unlikely to do so.

Open Response Question 15. Is there anything specific you liked about ASU-Beebe?

Overall, 24 of the 119 graduates (20%) responded with a not applicable or no response. Those that commented included the following:

- good advisors
- good and understanding professors
- helpful faculty and staff
- ease of classes
- availability of online courses
- affordability of the courses
- beautiful and inviting atmosphere on campus
- student-teacher ratio in class
- library facilities
- Wi-Fi availability
- TRIO has been very helpful

Open Response Question 16. Is there anything specific you would change about ASU-Beebe?

Overall, 69 of the 119 graduates (58%) responded with a not applicable or no response. Those that commented included the following:

- provide students with more voice, more flexibility on assignments
- a lesser amount of coursework in online courses
- fixing leaks at the windows of the library, more gardens, and more recycling bins around campus
- how late lab hours are, having lab run so late is the worst especially if you have a job
- add the ability to print from personal laptops in the library
- better communication between departments
- a library on campus at Heber Springs
- limited class offerings
- lack of availability of night classes
- offer more classes/degrees available (i.e. hospitality, etc.)
- Wi-Fi in the England Center
- supplying the CISCO program with more devices and tech
- some renovations to the gym and the library