Survey Process

As part of the Voluntary System of Accountability College Portrait, an online survey regarding future plans was conducted with all undergraduates who applied to graduate in Spring 2014. The survey was sent to undergraduate students declaring an intention to graduate in Spring 2014.

Final results were compared to degree lists to ensure that only those who graduated were included in the panel that was surveyed.

The first question listed on the survey was:

What is MOST LIKELY to be your PRINCIPAL activity upon graduation? (Select all that apply)

- Employment, full-time paid
- Employment, part-time paid
- Graduate or professional school, full-time
- Graduate or professional school, part-time
- Additional undergraduate coursework
- Military service
- Volunteer activity (e.g., Peace Corps)
- Starting or raising a family
- Other, please specify: _________________________________

The following questions asked seniors about time to graduation and factors influencing the time to graduation. The respondents were asked, at most, four questions on the survey.

Response Rate

The survey was sent to 1,081 graduating seniors beginning April 22, 2014. Reminder emails were sent at weekly intervals to those who did not complete the survey until the beginning of final exams.

The survey panel was cross-checked to the list of those who earned a degree in Spring 2014, resulting in a final survey population of 1,027 students. 538 students who earned a bachelor’s degree in Spring 2014 and were surveyed completed a survey for a response rate of 52 percent.

Results

Survey results are posted on UW-L’s College Portrait at: http://collegeportraits.org/WI/UW-L/degrees