

# UK First-Destination Survey:

*Proposal for May 2019 Bachelor's Degree Graduates*

## Scope of Issue

UK suffers from a deficit of information concerning career outcome data for new graduates. Currently, survey efforts are not coordinated among the colleges. IRAA maintains a separate “Graduating Senior Survey” that generates data used to fulfill state and national institutional reporting, but this survey also partially replicates the first-destination survey. Some of the colleges have been successful collecting career outcome survey responses, but overall response rates are low. The end result is that UK’s overall knowledge rate concerning career destinations of new graduates is low and students receive far too many survey requests.

UK’s career outcome data is increasingly important, both for institutional purposes and to maintain compliance with demands from the state. In order to fulfill these obligations, we need a more complete set of outcome data for new graduates.

# Proposal

We propose that UK implements a First-Destination Survey (FDS) that all undergraduate students are asked to complete prior to graduation. This FDS would be designed to replace other individual career outcome survey efforts managed within the various colleges at UK. We propose that this survey be managed by Institutional Research and Advanced Analytics (IRAA), with consultation and support from the Stuckert Career Center and principals within UK's colleges.

The aspirational model for this proposal is [the FDS approach in use at the University of Florida](#). For their May 2018 graduating class, U of F achieved a 97.3 percent knowledge through their FDS.

# Plan for Survey Deployment

A survey that is linked to the application for degree that students are required to complete. The Faculty Senate recently adopted policy changes that add greater flexibility to the deadline by which students must complete their application for degree. This presents an opportunity to link the FDS to the application for degree and make it a required checkpoint for students who are preparing to graduate.

# Committee Structure

## Executive Committee

- Adrienne McMahan
- Christine Harper
- Marianne Young
- Kim Taylor
- Annie Weber
- Craig Rudick
- Ray Clere

## Implementation Committee

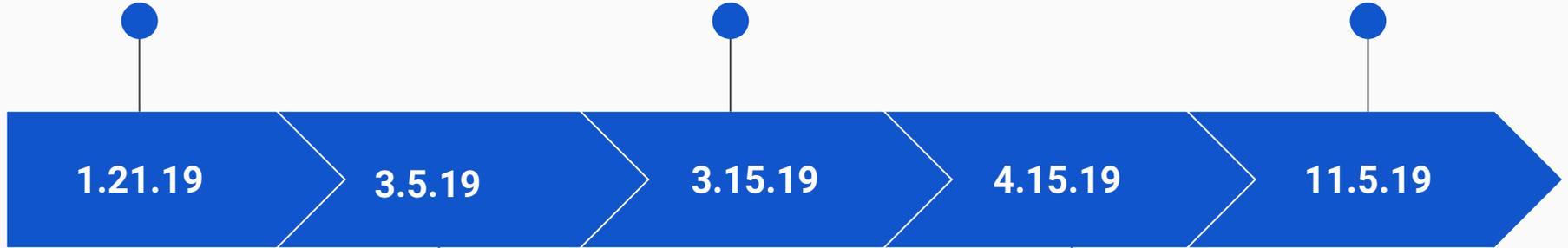
- Ilka Balk
- Sarah Madison
- Sally Foster
- Amanda Saha
- Virginia Lacefield
- Adam Lindstrom
- Mike Rudolph
- Ray Clere

Schedule

**Survey Launch**

**Application for Degree Closes:**  
FDS is no longer available via the application for degree site.

**Survey Closes:**  
Full survey closure and begin formulation of summary report.



**Alumni Association 'Grad Salute'**  
: FDS survey kiosk stations for graduating seniors

**Survey Reminders:**  
Students receive e-mail reminders.

# Key Considerations

- Enjoining leadership within the colleges to contribute to FDS student messaging efforts
- Survey follow-up with those respondents who indicate that they are unemployed and/or still seeking a career destination in their initial survey response.
- Review of data received for duplicate and outlier responses.