



Opinions Matter

Surveys of Howard University Stakeholders

Office of Institutional Assessment and Evaluation (OIAE)

Every organization has a way of doing business. The business of the Office of Institutional Assessment and Evaluation at Howard University is evident in its name. But let's be clear, the assessment and evaluation of the "institution" is a means to an end, not an end in itself. Ultimately, the mission, vision and goals of the institution are the "ends" to which we aspire. Assessment is the tool we use to gather data and information from stakeholders – students, faculty, staff, alumni, and employers -- about our efforts and outcomes. Evaluation helps us make value judgments about how well or effectively we are progressing towards or accomplishing our mission and goals. Your opinion matters!

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Major Topic:

- ◆ 2010 Accepted Student Survey
- ◆ 2010 Undergraduate Exit Survey
- ◆ 2010 Graduate/ Professional Exit Survey
- ◆ 2010 CIRP Surveys
- ◆ 2010 Parents of Accepted Students Survey

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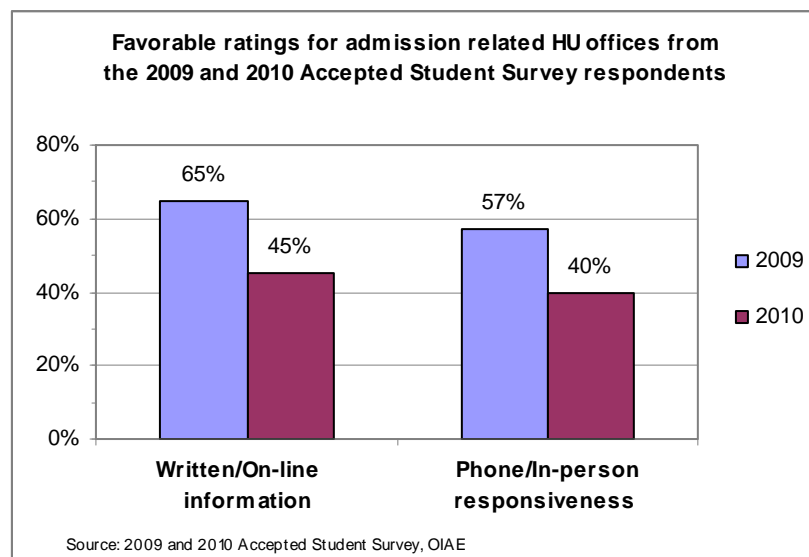
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2010 Accepted Student Survey

The *Accepted Student Survey* is designed to elicit ratings of key University offices that the students had likely come in contact with during the college selection and admissions processes. The purpose of the survey is to provide information to targeted key offices and administrators, in order to facilitate effective operations, planning and training. There were 182 respondents.

Based on your experiences throughout the college selection and admissions process, please rate the following admission-related Howard University Offices: Admissions Office, Financial Aid Office, Residence Life Office, and Campus Police Office.

	Year	Excellent	Good	Observations
Written/On-line information	2009	21%	44%	1356
	2010	15%	30%	728
Phone/In-person responsiveness	2009	18%	39%	1356
	2010	18%	22%	728



Note:

Favorable rating refers to *Excellent* or *Good* rating. The complete rating scales also include *Fair*, *Poor* and *NA*. The percentage data are calculated based on total respondents including those who rated *NA* or skipped the items.

2010 Undergraduate Graduating Student Exit Survey

The *Howard University Undergraduate Graduating Student Exit Survey* is administered annually to prospective candidates for graduation enrolled in all undergraduate programs. The primary purpose of the survey is to obtain information about students' satisfaction with a range of academic and co-academic experiences during their matriculation and to inquire about their plans for the future. There were 945 respondents.



- ◆ **36.7%** (348) respondents said that they were First Generation College Students (first in family to attend college).
- ◆ **73.7%** (679) respondents indicated that they would recommend Howard to a prospective student.
- ◆ **81.1%** (752) respondents rated either “Very Satisfied” or “Satisfied” about “Your academic program.”

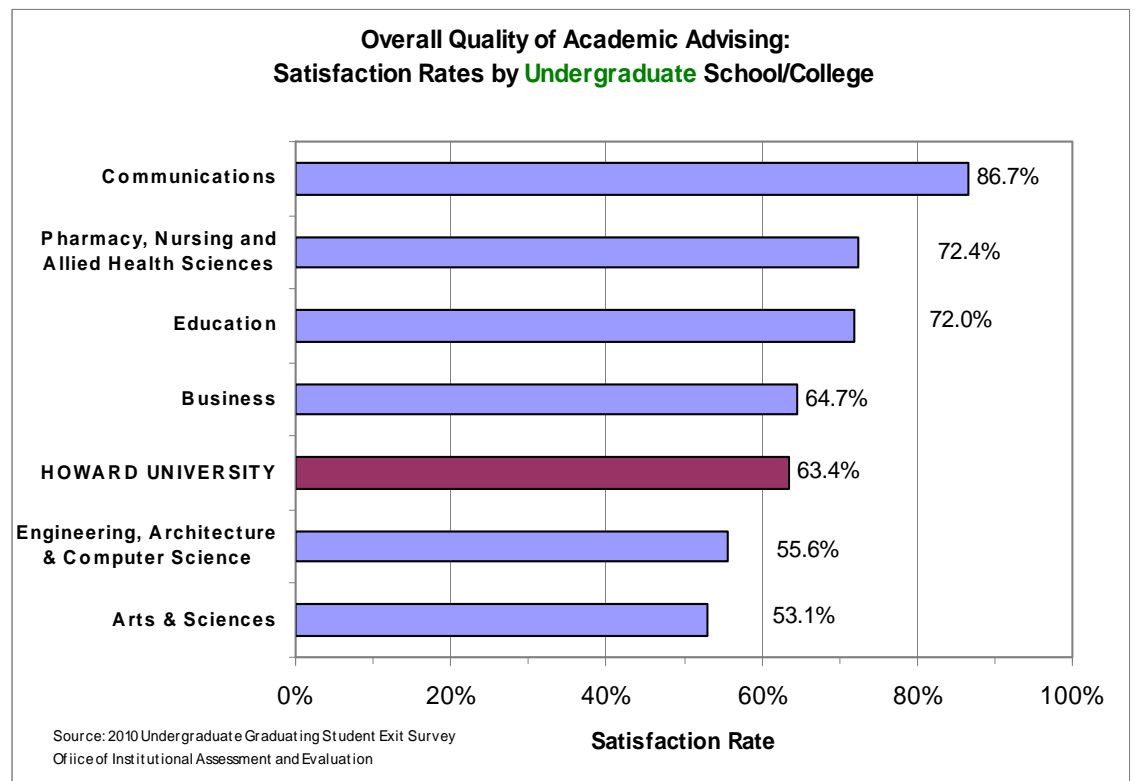
The percentages of respondents who were “Very Satisfied” or “Satisfied” with the training or development are presented below:

- ◆ Ability to Demonstrate Leadership: **92.3%**
- ◆ Team Work Skill Development: **90.0%**
- ◆ Critical Thinking and Analysis Skills: **87.6%**
- ◆ Knowledge of African American Culture: **85.9%**
- ◆ Training in Verbal Communication: **85.2%**
- ◆ Knowledge of the Social Sciences: **82.6%**
- ◆ Training in Written Communication: **80.7%**
- ◆ Knowledge of African Culture: **79.4%**
- ◆ Research Skill Development: **78.1%**
- ◆ Knowledge of the Humanities: **76.6%**
- ◆ Knowledge of Global Policies and Issues: **75.1%**
- ◆ Knowledge of Contributions of the African Diaspora to Your Major Field of Study: **70.6%**
- ◆ Knowledge of the Physical Sciences: **67.6%**
- ◆ Knowledge of Mathematics: **66.8%**
- ◆ Training in Computer Applications: **56.3%**

The following table shows the percentage of respondents who were either “Very Satisfied” or “Satisfied” with Academic Advising at HU:

Academic Advising (Undergraduate)	HU
Junior/Senior year academic advisor	69.1%
Overall quality of academic advising	63.4%
Availability of academic advisors	62.0%
Freshman/Sophomore year academic advisors	56.8%
Access to mentoring	51.3%

How did 2010 graduates rate the Overall Quality of Academic Advising?



2010 Graduate and Professional Graduating Student Exit Survey

The *Howard University Graduate and Professional Graduating Student Exit Survey* is a parallel instrument to the undergraduate exit survey. It is administered to graduate and professional students by OIAE. There were 720 respondents.

The percentages of respondents who were “Very Satisfied” or “Satisfied” with the training or development are presented below:

- ◆ Ability to Demonstrate Leadership: 90.4%
- ◆ Critical Thinking and Analysis Skills: 89.9%
- ◆ Team Work Skill Development: 85.9%
- ◆ Training in Verbal Communication: 81.3%
- ◆ Research Skill Development: 78.8%
- ◆ Training in Written Communication: 78.6%
- ◆ Knowledge of Global Policies and Issues: 70.9%
- ◆ Knowledge of Contributions of the African Diaspora to Your Major Field of Study: 69.7%
- ◆ Training in Computer Applications: 53.6%

- ◆ 41.3% (297) respondents said YES to item: “Are you the first in your family to attend graduate or professional school?”
- ◆ 70.4% (496) respondents indicated that they would recommend Howard to a prospective student.
- ◆ 84.0% (595) respondents rated either “Very Satisfied” or “Satisfied” about “Your academic program.”



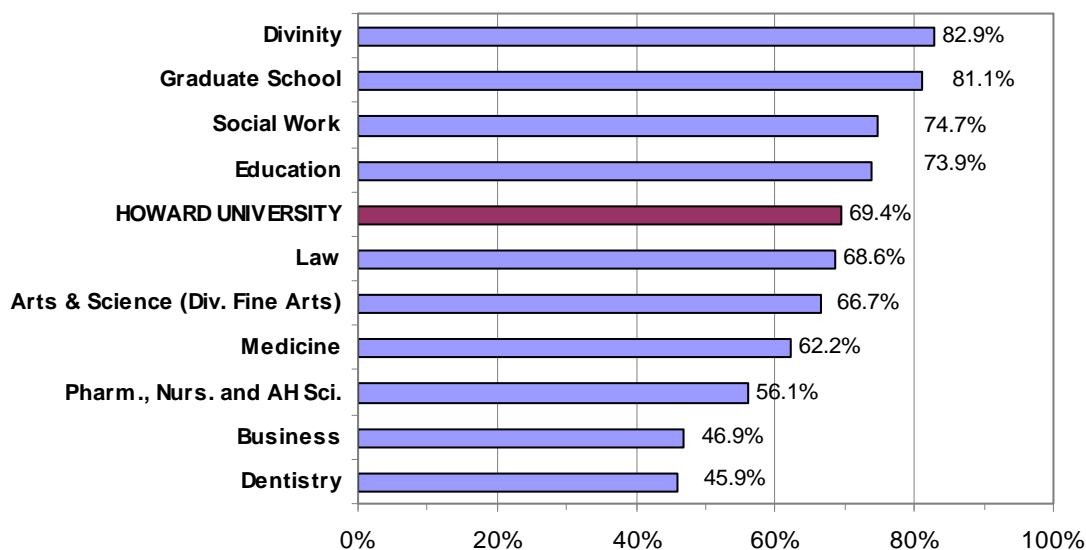
The following table shows the percentage of respondents who were either “Very Satisfied” or “Satisfied” with Academic Advising at HU:

Academic Advising (Grad. and Prof.)	HU
Your graduate/professional school advisors	74.1%
Overall quality of academic advising	69.4%
Availability of academic advisors	68.6%
Access to mentoring	62.2%

While at Howard University, you were enrolled primarily:

Full-time	Part-time
94.0% (673)	6.0% (43)

Overall Quality of Academic Advising: Satisfaction Rates by Graduate/Professional School/College



Source: 2010 Graduate/Professional Graduating Student Exit Survey
Office of Institutional Assessment and Evaluation

Satisfaction Rate

The Satisfaction Rate is the sum of those who rated “Very Satisfied” or “Satisfied.”

2009 CIRP Survey

Each year, approximately 700 two-year colleges and four-year colleges and universities administer the CIRP Freshman Survey to over 400,000 entering students during orientation or registration. The survey is a major part of the **Cooperative Institutional Research Program (CIRP)** that is coordinated by the Higher Education Research Institute at UCLA. It covers a wide range of student characteristics: parental income and education, ethnicity, and other demographic items; financial aid; secondary school achievement and activities; educational and career plans; values, attitudes, beliefs, and self-concept. The results from these surveys continue to provide a comprehensive portrait of the changing character of entering students and American society at large, and are a “widely cited source of data on college demographics and attitudinal trends”. Howard University has been involved in the CIRP since 1966. The results presented below comparing 2006, 2008, and 2009 administrations.

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Becoming successful in a business of my own

	2006	2008	2009
Essential	40%	37%	45%
Very Important	26%	24%	23%
Sample Size (n)	815	338	560

Being very well off financially

	2006	2008	2009
Essential	65%	66%	65%
Very Important	26%	25%	28%
Sample Size (n)	822	341	561

Being a community leader

	2006	2008	2009
Essential	65%	66%	65%
Very Important	25%	25%	28%
Sample Size (n)	822	341	561

The tables on the left show the importance of selected aspirations of HU freshmen. From 2006 to 2009, students responded quite consistently regarding the importance of these aspirations.

“Being a community leader” is one of the most important aspirations for freshmen. The survey results of the *2010 Undergraduate Graduating Student Exit Survey* indicates that most graduates were prepared to achieve this aspiration, as 92.3% of the respondents said that they were either very satisfied or satisfied with their “Ability to Demonstrate Leadership.”

2010 Parents of Accepted Students Survey

The *Parents of Accepted Students Survey*, developed by the OIAE, focuses on the Office of Admissions, the Office of Financial Aid, the Office of Residence Life, the Office of Campus Safety/Security, the Office of Student Accounts and the Student Health Center. Parents were asked to consider and rate the quality of printed and on-line information provided by the respective offices, and the responsiveness of the offices in providing information verbally on the telephone or in person. Parents were also asked to rate various components of the “open house” activities and the quality of information that was provided. There were 213 respondents.

The university’s overall helpfulness to students and parents during the admissions process

Item	Excellent	Good	Fair	Poor	N
To Students	34%	51%	12%	3%	160
To Parents	36%	52%	8%	5%	155