

## Alumni Profile

In May and June of 2014, the Department of Institutional Research conducted an electronic survey of William Woods alumni. The survey was sent to all alumni that the university had contact information for. 9,683 surveys were sent out, however it was discovered that the email address for 868 of those individuals was invalid. 1,046 individuals responded to the survey, and 1,001 of those respondents were graduates of William Woods. Thus, the overall response rate was 11.4%.

The survey revealed that approximately 72 percent of the respondents were female, and approximately 93 percent were white. The mean age of respondents was 41, and almost 70 percent of respondents graduated from William Woods within the last 10 years. Additionally, the analysis suggests that the majority of alumni stay in Missouri after graduation, as approximately 69% of respondents were currently living in Missouri. After Missouri, the three states with the most alumni were Illinois, Arkansas, and Texas. Approximately two to three percent of respondents lived in each of these three states. Additionally, approximately one percent of respondents were currently living outside of the United States.

The survey also revealed that approximately 48 percent of all respondents lived on campus during their time at William Woods, and approximately 28 percent were members of a fraternity or sorority. Additionally, approximately 14 percent of respondents were members of an athletic team. Among those who earned a bachelors-level degree, 76 percent were residential students, 48 percent were members of a fraternity or sorority, and 23 percent were members of an athletic team.

The analysis revealed that both traditional students and graduate students were well represented among respondents. Although associates degrees and doctoral degrees, and to a lesser extent specialist degrees, were relatively uncommon, approximately 56 percent of individuals had earned a bachelors degree, and approximately 48 percent of individuals had earned a masters-level

degree. Additionally, approximately 16 percent of individuals had earned more than one degree at William Woods.

Respondents were asked to classify their major into one of five categories: business, education, equestrian, liberal arts, or other major. Of the 559 respondents that had earned a bachelors degree, 205 were business majors, 95 were education majors, 92 were equestrian majors, 92 were liberal arts majors, and 150 fell into the “other” category<sup>1</sup>. Among the 475 respondents that had earned a masters-level degree, 286 were education majors, and 176 were business majors.<sup>2</sup>

The survey revealed that 85.9% of respondents were working full-time, 5.8% were attending graduate school, and 3.7% were retired, while the remaining respondents were either employed part-time, or selected “other” in response to the question. Of the respondents that were attending graduate school, the vast majority (88%) were enrolled in a traditional graduate program, rather than a medical school, law school, etc.

Respondents that were employed full-time were asked to indicate where they worked (private-for-profit company, private-not-for-profit organization, etc.). They were also asked to indicate the industry that they worked in by selecting it from a list of 20 industries. Additionally, they were also asked to indicate their current individual income level.

Among all respondents, approximately 36 percent worked for a non-profit organization such as a school or college, approximately 31 percent worked for a for-profit business or company, and approximately 18 percent worked in state government. Approximately 50 percent of respondents

---

<sup>1</sup> Respondents could select more than one major.

<sup>2</sup> A few respondents that earned a masters-level degree indicated that they majored in something other than business or education.

worked in the educational services field, and almost 11 percent worked in health care or social assistance.

When asked about their current income level, respondents indicated that on average, it fell between \$50,000 and \$59,999. 15.8% of individuals had an income below \$30,000, and 9.1% of individuals had an income above \$100,000.

The following tables illustrate these trends in more detail, as they are broken down by degree level and major. As the tables illustrate, the majority of graduates are working in an industry that is appropriate for their degree. This is further supported by the fact that when asked “to what degree is your employment related to the degree that you earned at William Woods” 68.5% of respondents indicated that they were working in the same field that they earned their degree in, and 17.4% stated that a degree was a prerequisite for their position, but that they were not working in the same field that they earned their degree in. Only 14.1% of respondents stated that a degree was not necessary for their current position.

Respondents were asked if they had borrowed money using student loans in order to finance their education at William Woods. Those that responded affirmatively were also asked to indicate how much money they had borrowed, and to rate the extent to which paying back their loans has been burdensome.

Approximately 68 percent of respondents indicated that they had borrowed money to finance their education. Additionally, the mean of 2.68 indicates that the average borrower accumulated between \$10,000 and \$20,000 in student loan debt during their time at William Woods. Approximately 24 percent of respondents indicated that repaying their debt has been “extremely burdensome.” These trends are further illustrated in the accompanying tables, which are broken-down by degree earned, and by major.

Respondents were asked a number of questions in order to assess the degree to which they have been involved with the university since graduation. Specifically, respondents were asked:

- If they had been a member of an alumni association.
- If they had donated money to the university.
- If they had attended a sporting event.
- If they had attended a campus event other than a sporting event

The primary pattern that is present in the data is that individuals that earned a bachelors degree are much more involved with the university after graduation than those that earned a graduate degree. As the associated table illustrates, bachelors-level graduates are significantly more likely to be involved with the university than respondents who earned a graduate degree in each of the above discussed areas. Additionally, the mean value of 1.24 on the involvement scale for undergraduates illustrates that the average undergraduate alumnus is involved with the university in slightly more than one of the above areas. In contrast, the mean value of .18 indicates that the average graduate-level alumnus is not involved with the university in any of the above four areas.

Respondents were asked a series of questions designed to measure their satisfaction with William Woods. Using response categories that ranged from “strongly disagree” to “strongly agree,” respondents were asked to rate their level of agreement with the following statements:

- I enjoyed my time at William Woods.
- William Woods prepared me well for my career.
- If I had children, I would send them to William Woods.

The results of the analysis demonstrated that most alumni were satisfied with their experience at William Woods. The mean score for the question that asked if respondents enjoyed their time at William Woods was 4.23 for all respondents, which equates to a level of agreement between “agree” and “strongly agree.” Likewise, the mean score for the questions that asked about preparing for their career and sending children to William Woods was 3.93 and 3.50 respectively, which equates to a level of satisfaction between “neither agree nor disagree” and “agree.” Further analysis demonstrated that in general, a respondent’s level of satisfaction with William Woods did not vary significantly with their gender, the type of degree that they earned, etc. One exception to this trend is that individuals’ that earned a bachelors degree were more likely to state that they enjoyed their time at William Woods than individuals that earned a graduate degree. The mean score on this question was 4.43 for bachelors-level alumni, and 3.98 for alumni that earned a graduate degree.

Some insight into the level of satisfaction of William Woods alumni can be drawn from an analysis of the reasons that respondents gave for choosing a school other than William Woods for the degrees that they earned after leaving William Woods. Approximately 19 percent of respondents earned a degree at another school after graduating from William Woods. When asked why they did not choose William Woods for that degree, 43 percent of respondents stated that their intended major or degree was not offered at William Woods, and 37 percent of respondents stated that it had to do with William Woods’ location. Only two percent of respondents indicated that it had to do with not being satisfied with William Woods.

In general, the results of the survey reveal a number of positive trends for William Woods. The vast majority of respondents were employed full-time, and the majority of those that are employed, are employed in a field that is appropriate for their degree. Additionally, the mean individual income level of all graduates of between \$50,000 and \$59,999 is somewhat

lower than national figures, but this is partially explained by Missouri's low cost of living.<sup>3</sup> The survey also revealed that the majority of respondents are not excessively saddled with student loan debt. The average borrower had between 10,000 and \$20,000 in student loan debt, which compares very favorably with national trends<sup>4</sup>

Additionally, it was generally found that the majority of respondents were satisfied with their experience at William Woods. Although a fair percentage of students choose a school other than William Woods for their graduate education, the choice seemed to have much more to do with the availability of degree programs and location than being dissatisfied with William Woods.

One area of concern that the survey points to is that the general trend is that alumni that earned a graduate degree are not very involved with the university after graduation. As the survey demonstrated, although alumni that earned an undergraduate degree are often involved with the university after graduation, those that earned a graduate degree typically are not. This definitely points to an area that is deserving of additional attention in the future.

---

<sup>3</sup> See [http://www.census.gov/compendia/statab/cats/income\\_expenditures\\_poverty\\_wealth/income\\_for\\_persons.html](http://www.census.gov/compendia/statab/cats/income_expenditures_poverty_wealth/income_for_persons.html) for additional details on income levels of adults in the United States, and <http://www.higheredinfo.org/dbrowser/?level=nation&mode=data&state=0&submeasure=368> for state-level data.

<sup>4</sup> See <http://nces.ed.gov/surveys/npsas/> for details.

<b>William Woods University</b>					
<b>Primary Fields of Employment</b>					
<b>Bachelors Degree Alumni</b>					
	<b>Business</b>	<b>Education</b>	<b>Equestrian</b>	<b>Liberal Arts</b>	<b>Other</b>
<b>Top Fields</b>	Finance or Insurance (17%)	Educational Services (80%)	Other Services (20%)	Educational Services (23%)	Health Care-Social Assistance (25%)
	Other Services (15%)	Health Care-Social Assistance (4%)	Forestry, Fishing, Etc. (15%)	Health Care-Social Assistance (18%)	Other Services (24%)
	Health Care-Social Assistance (10%)	Other Services (4%)	Educational Services (14%)	Other Services (15%)	Educational Services (20%)
<b>Mean Income Level</b>	5.24	4.08	3.4	5.04	4.18
Income Levels: 3=\$30,000-\$39,999, 4=\$40,000-\$49,999, 5=\$50,000-\$59,999					

<b>William Woods University</b>		
<b>Primary Fields of Employment</b>		
<b>Masters Degree Alumni</b>		
	<b>Business</b>	<b>Education</b>
<b>Top Fields</b>	Health Care-Social Assistance (24%)	Educational Services (98%)
	Educational Services (21%)	
	Finance or Insurance (13%)	
<b>Mean Income Level</b>	6.35	4.75
Income Levels: 3=\$30,000-\$39,999, 4=\$40,000-\$49,999, 5=\$50,000-\$59,999, 6=\$60,000-\$69,999		

**William Woods University**

**Student Loan Borrowing**

**Bachelors Degree Alumni**

	<b>Business</b>	<b>Education</b>	<b>Equestrian</b>	<b>Liberal Arts</b>	<b>Other</b>
Percent Borrowing	58	51	65	68	64
Mean Amount Borrowed	3.08	2.84	3.31	2.9	3.24
Percent Repaying "Extremely Burdensome"	22	23	37	26	26
Mean Income Level	5.24	4.08	3.4	5.04	4.18
Income Levels: 3=\$30,000-\$39,999, 4=\$40,000-\$49,999, 5=\$50,000-\$59,999					
Amount Borrowed Levels: 1=\$10,000 or less, 2=\$10,001-\$20,000, 3=\$20,001-\$30,000					

<b>William Woods University</b>		
<b>Student Loan Borrowing</b>		
<b>Masters Degree Alumni</b>		
	<b>Business</b>	<b>Education</b>
Percent Borrowing	65	79
Mean Amount Borrowed	2.58	2.12
Percent Repaying "Extremely Burdensome"	22	18
Mean Income Level	6.07	4.93
Income Levels: 4=\$40,000-\$49,999, 5=\$50,000-\$59,999, 6=\$60,000-\$69,999		
Amount Borrowed Levels: 1=\$10,000 or less, 2=\$10,001-\$20,000, 3=\$20,001-\$30,000		

<b>William Woods University</b>		
<b>Alumni Involvement</b>		
	<b>Bachelors-Level</b>	<b>Graduate-Level</b>
Member alumni association	22%	6%
Donate money	40%	5%
Attend sporting event	21%	4%
Attend campus event	47%	7%
Total Involvement (mean)	1.24	0.18