



*America's Brightest ORANGE*

## Oklahoma State University

### University Assessment and Testing

2019 OSU Alumni Survey

Survey Report – Multimedia Journalism

The OSU Alumni Survey is a survey designed to collect information about OSU graduated students. More specifically, it is designed to collect information on their career, educational achievements, and their experience with OSU. This information will be used to improve academic programs and student experiences at OSU for generations to come. This survey targeted alumni of undergraduate and graduate programs who received their degree in 2013 and/or 2017. The survey was administered online by OSU-University Assessment and Testing (UAT) in April 2019 through June 2019. Departments may request additional information by contacting UAT ([assessment@okstate.edu](mailto:assessment@okstate.edu)).

#### Survey Questions

Respondents were asked 37 institutional level items. Institutional level items were given to all OSU alumni and the items consisted of six topics: continuing education, well-being and community, demographic information, academic satisfaction, career reflection, and current job or career information.

#### Target Population / Response Rate – Multimedia Journalism

	OSU Degree Received:		
	<u>2013</u>	<u>2017</u>	<u>Total</u>
Number of graduates ( <i>n</i> )	12	22	34
Number of survey respondents ( <i>n</i> )	4	7	11
Response rate	33.3%	31.8%	32.4%

1. Since graduating from OSU, how would you describe your activity? (Select all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Not engaged in paid employment, nor enrolled in graduate or professional school	0	0.0	0	0.0
Enrolled in graduate or professional school	0	0.0	0	0.0
Employed full-time or part-time	3	75.0	4	57.1
Both employed (other than graduate assistant) and continuing my education	1	25.0	3	42.9
Self-employed	0	0.0	0	0.0

2. Whether or not you are currently employed, in what area is your principal occupation?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Engineering	0	0.0	0	0.0
Computer Science, Programming or Technology	0	0.0	0	0.0
Science, Social Science, or Mathematics	0	0.0	0	0.0
Health or Mental Health	1	25.0	0	0.0
Business or Management	1	25.0	0	0.0
Finance or Accounting	0	0.0	0	0.0
Education, Training, or Library	1	25.0	0	0.0
Legal	0	0.0	1	14.3
Writing, Journalism, or Design	0	0.0	3	42.9
Public Service, Policy, or Politics	0	0.0	0	0.0
Public Relations, Marketing, or Sales	1	25.0	2	28.6
Architecture	0	0.0	0	0.0
Art, Performing, or Athletics	0	0.0	0	0.0
Participating in a volunteer or service program	0	0.0	0	0.0
Serving in the U.S. military	0	0.0	0	0.0
Other occupational area (INSERT FIELD)	0	0.0	1	14.3



## Continuing Education

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
3. What graduate or professional degree are you pursuing or, if you completed a degree, what degree did you complete? (Select all that apply)*				
Graduate Certificate	0	0.0	0	0.0
Master's	0	0.0	2	66.7
Doctoral	1	100.0	0	0.0
Medical (includes nursing, osteopathy, dental, vet, and more)	0	0.0	0	0.0
Law	0	0.0	1	33.3
Other (INSERT FIELD)	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

	2013	2017
	4. What was the name of your graduate or professional school?*	
Cooley Law School	0	1
Dominican University	1	0
North Texas	0	1
Oklahoma State University	0	1

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
5. How well did your OSU program prepare you for graduate or professional education program?*				
Very well	1	100.0	2	66.7
Adequately	0	0.0	1	33.3
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

\*For items 3 through 5 do not include alumni who responded: 'not engaged in paid employment, nor enrolled in graduate or professional school', 'Employed full-time or part-time', or 'self-employed' in item 1.



## Well-being & Community

6. How connected do you feel to OSU?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very connected	0	0.0	2	28.6
Moderately connected	3	75.0	3	42.9
Somewhat connected	1	25.0	1	14.3
Not very connected	0	0.0	1	14.3

7. Are you regularly in touch with people you met at OSU? (Mark all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Yes, with my advisor(s)	0	0.0	0	0.0
Yes, with professors or staff	1	25.0	3	42.9
Yes, with members of my team, club, or sorority/fraternity	0	0.0	3	42.9
Yes, with classmates/friends I met at OSU	4	100.0	6	85.7
No	0	0.0	1	14.3

8. How much has your overall quality of life been enhanced by your Oklahoma State University experience?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Much	3	75.0	4	57.1
Somewhat	1	25.0	1	14.3
Little	0	0.0	2	28.6
None	0	0.0	0	0.0

9. In the past twelve months, how often have you participated in unpaid volunteer work?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
More than once a week	0	0.0	0	0.0
About once a week	0	0.0	1	14.3
About once a month	1	25.0	0	0.0
Every few months	1	25.0	1	14.3
Once or twice in the past year	2	50.0	2	28.6
Not at all	0	0.0	3	42.9



**How would you change the emphasis OSU placed on these aspects of education and college life?**

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>10. Making ethical and thoughtful decisions</b>				
Reduce a great deal	0	0.0	1	14.3
Reduce somewhat	0	0.0	0	0.0
Keep about the same	2	50.0	4	57.1
Increase somewhat	0	0.0	1	14.3
Increase a great deal	1	25.0	1	14.3
I don't know	1	25.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>11. Exploring alternative values, perspectives, and beliefs from around the world</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	1	14.3
Keep about the same	0	0.0	2	28.6
Increase somewhat	3	75.0	1	14.3
Increase a great deal	1	25.0	3	42.9
I don't know	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>12. Improving written and oral communication skills</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	1	25.0	4	57.1
Increase somewhat	0	0.0	3	42.9
Increase a great deal	3	75.0	0	0.0
I don't know	0	0.0	0	0.0



13. Improving ability to think critically (analytically and logically)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	1	25.0	2	28.6
Increase somewhat	2	50.0	4	57.1
Increase a great deal	1	25.0	1	14.3
I don't know	0	0.0	0	0.0

14. Ability to interact positively with people who are different from you	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	0	0.0	1	14.3
Increase somewhat	1	25.0	3	42.9
Increase a great deal	2	50.0	3	42.9
I don't know	1	25.0	0	0.0

15. Developing good health habits and physical fitness	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	3	75.0	2	28.6
Increase somewhat	1	25.0	2	28.6
Increase a great deal	0	0.0	3	42.9
I don't know	0	0.0	0	0.0



## Demographics

16. Which OSU campus do you most identify with?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Stillwater	4	100.0	7	100.0
Tulsa	0	0.0	0	0.0
Equally Stillwater or Tulsa	0	0.0	0	0.0
Online	0	0.0	0	0.0

17. What is your current 5-digit zip code?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
CO	1	100.0	0	0.0
IL	1	100.0	0	0.0
NC	0	0.0	1	100.0
OK	2	100.0	2	100.0
PA	0	0.0	1	100.0
TX	0	0.0	1	100.0



## Academic Satisfaction

Please rate your degree of satisfaction with each of the following items:

18. The quality of teaching at OSU.	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	1	14.3
Satisfied	4	100.0	4	57.1
Neutral	0	0.0	0	0.0
Dissatisfied	0	0.0	2	28.6
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

19. Availability of courses needed for your degree program	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	1	25.0	1	14.3
Satisfied	3	75.0	4	57.1
Neutral	0	0.0	2	28.6
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

20. OSU academic facilities (e.g. classrooms, labs, buildings, etc.)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	0	0.0
Satisfied	1	25.0	3	42.9
Neutral	2	50.0	1	14.3
Dissatisfied	1	25.0	3	42.9
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

21. OSU academic advising	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	0	0.0
Satisfied	2	50.0	4	57.1
Neutral	1	25.0	1	14.3
Dissatisfied	0	0.0	1	14.3
Very Dissatisfied	0	0.0	1	14.3
Not applicable	1	25.0	0	0.0





	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>22. Preparation to handle non-career related goals (e.g. family, finances, etc.)</b>				
Very Satisfied	0	0.0	0	0.0
Satisfied	1	25.0	1	14.3
Neutral	2	50.0	2	28.6
Dissatisfied	1	25.0	3	42.9
Very Dissatisfied	0	0.0	1	14.3
Not applicable	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>23. Availability of internship/practicum experiences</b>				
Very Satisfied	1	25.0	2	28.6
Satisfied	2	50.0	2	28.6
Neutral	0	0.0	1	14.3
Dissatisfied	0	0.0	2	28.6
Very Dissatisfied	0	0.0	0	0.0
Not applicable	1	25.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>24. Overall education at OSU</b>				
Very Satisfied	0	0.0	1	14.3
Satisfied	4	100.0	5	71.4
Neutral	0	0.0	0	0.0
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	1	14.3
Not applicable	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>25. If you start over, would you still choose to attend Oklahoma State University?</b>				
Definitely yes	3	75.0	2	28.6
Probably yes	1	25.0	4	57.1
Uncertain	0	0.0	0	0.0
Probably no	0	0.0	0	0.0
Definitely no	0	0.0	1	14.3



### Career Reflection

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
26. How closely is your job related to your field of study?*				
Not related	2	50.0	0	0.0
Somewhat related	1	25.0	2	28.6
Directly related	1	25.0	5	71.4

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
27. How well did OSU prepare you for meaningful employment?*				
Very well	2	50.0	3	42.9
Adequately	2	50.0	4	57.1
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
28. Overall, how satisfied are you with your career?*				
Very Satisfied	1	25.0	5	71.4
Satisfied	3	75.0	0	0.0
Neutral	0	0.0	1	14.3
Dissatisfied	0	0.0	1	14.3
Very Dissatisfied	0	0.0	0	0.0

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



### Current Job or Career

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
29. Are you employed full-time (on average 30 hours or more per week) or part-time (on average less than 30 hours per week)?*				
Full-time	3	75.0	4	66.7
Part-time	1	25.0	2	33.3

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
30. How long did it take to find your first employment after graduating from OSU?*				
Employed by graduation	4	100.0	4	66.7
3 months after graduation	0	0.0	1	16.7
6 months after graduation	0	0.0	1	16.7
9 months after graduation	0	0.0	0	0.0
1 year after graduation	0	0.0	0	0.0
over 1 year after graduation	0	0.0	0	0.0

31 & 32 Alumni Employer Names and Position Titles*	
Current employer	Job Title
Chicago Public Schools	Teacher
Dallas Cowboys	Video Intern
Love's Travel Stops	Internal Communications Specialist
Driver iQ	Sales Support Assistant
Oklahoma State University Student Union	Digital Media Specialist
Broken Arrow Public Schools	Mental Health Therapist
Riggs Abney	Legal Intern
Microbac Laboratories	Creative media specialist
Tegna	Videographer
WCTI NewsChannel 12	TV News Reporter/Anchor

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



33. Which of the following best describes your employer?*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
A corporation, partnership, or private business	2	50.0	5	83.3
----- Military	0	0.0	0	0.0
Other governmental entity	0	0.0	0	0.0
Charity or other nonprofit entity	0	0.0	0	0.0
Educational institution	2	50.0	1	16.7
Other	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

34. Does your job require: (mark all that apply)*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Technology skills	4	100.0	3	50.0
Conducting research	0	0.0	3	50.0
Extensive training	2	50.0	1	16.7
Math skills	2	50.0	2	33.3
Problem solving/analytic reasoning	3	75.0	4	66.7
Speaking to a group	4	100.0	6	100.0
Use of specialized machinery	1	25.0	1	16.7
Use of specialized software	2	50.0	4	66.7
Working with a diverse group of people	4	100.0	6	100.0
Writing reports, memos, papers, publications, etc.	3	75.0	6	100.0

35. Does your job require: (mark all that apply)*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Less than \$15,000	0	0.0	1	16.7
\$15,000 but less than \$25,000	0	0.0	0	0.0
\$25,000 but less than \$35,000	1	25.0	2	33.3
\$35,000 but less than \$45,000	1	25.0	1	16.7
\$45,000 but less than \$55,000	2	50.0	0	0.0
\$55,000 but less than \$65,000	0	0.0	1	16.7
\$65,000 but less than \$75,000	0	0.0	0	0.0
\$75,000 but less than \$100,000	0	0.0	0	0.0
\$100,000 but less than \$125,000	0	0.0	0	0.0
\$125,000 but less than \$150,000	0	0.0	0	0.0
Over \$150,000	0	0.0	0	0.0
Prefer not to answer	0	0.0	1	16.7

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



36. What could OSU have done to better serve you?

Not much. I have a degree in journalism but am not a journalist nor have a high paying job so I wish I could have been steered toward a business degree.

More faculty with internship connections to major organizations would have been nice. I would love for OSU to update its journalism building; OSU has a great program, but I felt prospective students were turned off by the building itself. As a former journalist turned communications professional, it would be nice to see a more integrated curriculum, combining strategic comms and multimedia journalism courses.

Better facilities and technology in the journalism building

Hire better advisors in general that actually ADVISE and help/guide young students. In my opinion, that's OSU's biggest flaw.

Put less money into football and Greek life and put more into education

Eliminate some of the general education requirements. I enjoyed the classes outside of my major, but the extra student loans were not worth it.

Upgrade the journalism building, that thing is so old.

37. What additional information would you like OSU to know?

I have many memories in Stillwater I will never forget. Go Pokes





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## Oklahoma State University

### University Assessment and Testing

2019 OSU Alumni Survey

Survey Report – Sports Media

The OSU Alumni Survey is a survey designed to collect information about OSU graduated students. More specifically, it is designed to collect information on their career, educational achievements, and their experience with OSU. This information will be used to improve academic programs and student experiences at OSU for generations to come. This survey targeted alumni of undergraduate and graduate programs who received their degree in 2013 and/or 2017. The survey was administered online by OSU-University Assessment and Testing (UAT) in April 2019 through June 2019. Departments may request additional information by contacting UAT ([assessment@okstate.edu](mailto:assessment@okstate.edu)).

#### Survey Questions

Respondents were asked 37 institutional level items. Institutional level items were given to all OSU alumni and the items consisted of six topics: continuing education, well-being and community, demographic information, academic satisfaction, career reflection, and current job or career information.

#### Target Population / Response Rate – Sports Media

	OSU Degree Received:		
	<u>2013</u>	<u>2017</u>	<u>Total</u>
Number of graduates ( <i>n</i> )	17	35	52
Number of survey respondents ( <i>n</i> )	4	10	14
Response rate	23.5%	28.6%	26.9%

1. Since graduating from OSU, how would you describe your activity? (Select all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Not engaged in paid employment, nor enrolled in graduate or professional school	0	0.0	1	10.0
Enrolled in graduate or professional school	0	0.0	2	20.0
Employed full-time or part-time	4	100.0	7	70.0
Both employed (other than graduate assistant) and continuing my education	0	0.0	0	0.0
Self-employed	0	0.0	0	0.0

2. Whether or not you are currently employed, in what area is your principal occupation?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Engineering	0	0.0	0	0.0
Computer Science, Programming or Technology	0	0.0	0	0.0
Science, Social Science, or Mathematics	0	0.0	0	0.0
Health or Mental Health	0	0.0	0	0.0
Business or Management	0	0.0	0	0.0
Finance or Accounting	0	0.0	0	0.0
Education, Training, or Library	0	0.0	0	0.0
Legal	0	0.0	1	10.0
Writing, Journalism, or Design	1	25.0	3	30.0
Public Service, Policy, or Politics	0	0.0	0	0.0
Public Relations, Marketing, or Sales	2	50.0	4	40.0
Architecture	0	0.0	0	0.0
Art, Performing, or Athletics	0	0.0	1	10.0
Participating in a volunteer or service program	0	0.0	0	0.0
Serving in the U.S. military	0	0.0	0	0.0
Other occupational area (INSERT FIELD)	1	25.0	1	10.0



### Continuing Education

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	%	<i>n</i>	%
<b>3. What graduate or professional degree are you pursuing or, if you completed a degree, what degree did you complete? (Select all that apply)*</b>				
Graduate Certificate	0	0.0	0	0.0
Master's	0	0.0	1	50.0
Doctoral	0	0.0	0	0.0
Medical (includes nursing, osteopathy, dental, vet, and more)	0	0.0	0	0.0
Law	0	0.0	1	50.0
Other (INSERT FIELD)	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

	<u>2013</u>		<u>2017</u>	
	<b>4. What was the name of your graduate or professional school?*</b>			
Oklahoma State University	0		1	
University of Kansas	0		1	

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	%	<i>n</i>	%
<b>5. How well did your OSU program prepare you for graduate or professional education program?*</b>				
Very well	0	0.0	0	0.0
Adequately	0	0.0	2	100.0
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

\*For items 3 through 5 do not include alumni who responded: 'not engaged in paid employment, nor enrolled in graduate or professional school', 'Employed full-time or part-time', or 'self-employed' in item 1.





## Well-being & Community

6. How connected do you feel to OSU?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very connected	1	25.0	2	22.2
Moderately connected	2	50.0	5	55.6
Somewhat connected	1	25.0	1	11.1
Not very connected	0	0.0	1	11.1

7. Are you regularly in touch with people you met at OSU? (Mark all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Yes, with my advisor(s)	0	0.0	0	0.0
Yes, with professors or staff	2	50.0	4	44.4
Yes, with members of my team, club, or sorority/fraternity	1	25.0	3	33.3
Yes, with classmates/friends I met at OSU	4	100.0	8	88.9
No	0	0.0	1	11.1

8. How much has your overall quality of life been enhanced by your Oklahoma State University experience?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Much	2	50.0	6	66.7
Somewhat	2	50.0	3	33.3
Little	0	0.0	0	0.0
None	0	0.0	0	0.0

9. In the past twelve months, how often have you participated in unpaid volunteer work?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
More than once a week	0	0.0	0	0.0
About once a week	0	0.0	1	11.1
About once a month	0	0.0	2	22.2
Every few months	2	50.0	2	22.2
Once or twice in the past year	0	0.0	2	22.2
Not at all	2	50.0	2	22.2



**How would you change the emphasis OSU placed on these aspects of education and college life?**

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>10. Making ethical and thoughtful decisions</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	0	0.0	3	33.3
Increase somewhat	4	100.0	5	55.6
Increase a great deal	0	0.0	0	0.0
I don't know	0	0.0	1	11.1

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>11. Exploring alternative values, perspectives, and beliefs from around the world</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	2	50.0	1	11.1
Increase somewhat	1	25.0	5	55.6
Increase a great deal	1	25.0	3	33.3
I don't know	0	0.0	0	0.0

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>12. Improving written and oral communication skills</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	1	25.0	5	55.6
Increase somewhat	0	0.0	3	33.3
Increase a great deal	3	75.0	1	11.1
I don't know	0	0.0	0	0.0



13. Improving ability to think critically (analytically and logically)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	1	25.0	4	44.4
Increase somewhat	1	25.0	3	33.3
Increase a great deal	2	50.0	2	22.2
I don't know	0	0.0	0	0.0

14. Ability to interact positively with people who are different from you	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	0	0.0	3	33.3
Increase somewhat	3	75.0	2	22.2
Increase a great deal	1	25.0	3	33.3
I don't know	0	0.0	1	11.1

15. Developing good health habits and physical fitness	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	1	11.1
Keep about the same	2	50.0	1	11.1
Increase somewhat	1	25.0	3	33.3
Increase a great deal	1	25.0	3	33.3
I don't know	0	0.0	1	11.1



## Demographics

16. Which OSU campus do you most identify with?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Stillwater	4	100.0	9	100.0
Tulsa	0	0.0	0	0.0
Equally Stillwater or Tulsa	0	0.0	0	0.0
Online	0	0.0	0	0.0

17. What is your current 5-digit zip code?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
CO	1	100.0	0	0.0
FL	0	0.0	1	100.0
KS	0	0.0	2	100.0
LA	0	0.0	1	100.0
OK	1	100.0	4	100.0
TX	2	100.0	0	0.0
VA	0	0.0	1	100.0



## Academic Satisfaction

Please rate your degree of satisfaction with each of the following items:

18. The quality of teaching at OSU.	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	1	25.0	4	44.4
Satisfied	3	75.0	3	33.3
Neutral	0	0.0	2	22.2
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

19. Availability of courses needed for your degree program	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	1	25.0	4	44.4
Satisfied	3	75.0	2	22.2
Neutral	0	0.0	3	33.3
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

20. OSU academic facilities (e.g. classrooms, labs, buildings, etc.)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	1	25.0	1	11.1
Satisfied	2	50.0	1	11.1
Neutral	0	0.0	1	11.1
Dissatisfied	1	25.0	5	55.6
Very Dissatisfied	0	0.0	1	11.1
Not applicable	0	0.0	0	0.0

21. OSU academic advising	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	1	25.0	3	33.3
Satisfied	0	0.0	2	22.2
Neutral	2	50.0	3	33.3
Dissatisfied	1	25.0	1	11.1
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0



	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>22. Preparation to handle non-career related goals (e.g. family, finances, etc.)</b>				
Very Satisfied	0	0.0	0	0.0
Satisfied	0	0.0	1	11.1
Neutral	3	75.0	3	33.3
Dissatisfied	0	0.0	3	33.3
Very Dissatisfied	1	25.0	1	11.1
Not applicable	0	0.0	1	11.1

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>23. Availability of internship/practicum experiences</b>				
Very Satisfied	0	0.0	3	33.3
Satisfied	3	75.0	5	55.6
Neutral	0	0.0	0	0.0
Dissatisfied	1	25.0	1	11.1
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>24. Overall education at OSU</b>				
Very Satisfied	2	50.0	5	55.6
Satisfied	1	25.0	3	33.3
Neutral	1	25.0	1	11.1
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>25. If you start over, would you still choose to attend Oklahoma State University?</b>				
Definitely yes	2	50.0	8	88.9
Probably yes	2	50.0	0	0.0
Uncertain	0	0.0	1	11.1
Probably no	0	0.0	0	0.0
Definitely no	0	0.0	0	0.0

### Career Reflection



26. How closely is your job related to your field of study?*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Not related	2	50.0	0	0.0
Somewhat related	0	0.0	1	14.3
Directly related	2	50.0	6	85.7

27. How well did OSU prepare you for meaningful employment?*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very well	1	25.0	5	71.4
Adequately	3	75.0	2	28.6
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

28. Overall, how satisfied are you with your career?*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	0	0.0	4	57.1
Satisfied	3	75.0	2	28.6
Neutral	0	0.0	1	14.3
Dissatisfied	1	25.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



### Current Job or Career

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
29. Are you employed full-time (on average 30 hours or more per week) or part-time (on average less than 30 hours per week)?*				
Full-time	3	75.0	7	100.0
Part-time	1	25.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
30. How long did it take to find your first employment after graduating from OSU?*				
Employed by graduation	0	0.0	3	42.9
3 months after graduation	3	75.0	2	28.6
6 months after graduation	0	0.0	0	0.0
9 months after graduation	0	0.0	1	14.3
1 year after graduation	0	0.0	1	14.3
over 1 year after graduation	1	25.0	0	0.0

31 & 32 Alumni Employer Names and Position Titles*	
Current employer	Job Title
Russell Reynolds Associates	Project Manager
Paycom	Marketing Writer
Salem Red Sox	Production Manager
Davis Law, PLLC	Client Services and Marketing
Women's Premier Soccer League	Communications Director
National Football Foundation & College Hall of Fame, Inc.	Assistant Director of Communications
Gannett	Reporter
The Wichita Eagle	High school sports reporter
Claremore Daily Progress	Sports Editor
Florida's University Athletic Association	Communications Assistant
Tailgate Guys	Regional Sales Manager

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.





33. Which of the following best describes your employer?*	2013		2017	
	n	%	n	%
A corporation, partnership, or private business	1	25.0	4	57.1
Military	0	0.0	0	0.0
Other governmental entity	0	0.0	0	0.0
Charity or other nonprofit entity	1	25.0	0	0.0
Educational institution	0	0.0	1	14.3
Other	2	50.0	2	28.6
Prefer not to answer	0	0.0	0	0.0

34. Does your job require: (mark all that apply)*	2013		2017	
	n	%	n	%
Technology skills	3	75.0	5	71.4
Conducting research	3	75.0	5	71.4
Extensive training	1	25.0	1	14.3
Math skills	1	25.0	2	28.6
Problem solving/analytic reasoning	4	100.0	5	71.4
Speaking to a group	4	100.0	4	57.1
Use of specialized machinery	0	0.0	1	14.3
Use of specialized software	3	75.0	6	85.7
Working with a diverse group of people	3	75.0	6	85.7
Writing reports, memos, papers, publications, etc.	3	75.0	7	100.0

35. Does your job require: (mark all that apply)*	2013		2017	
	n	%	n	%
Less than \$15,000	0	0.0	0	0.0
\$15,000 but less than \$25,000	1	25.0	0	0.0
\$25,000 but less than \$35,000	0	0.0	5	71.4
\$35,000 but less than \$45,000	1	25.0	2	28.6
\$45,000 but less than \$55,000	1	25.0	0	0.0
\$55,000 but less than \$65,000	0	0.0	0	0.0
\$65,000 but less than \$75,000	0	0.0	0	0.0
\$75,000 but less than \$100,000	1	25.0	0	0.0
\$100,000 but less than \$125,000	0	0.0	0	0.0
\$125,000 but less than \$150,000	0	0.0	0	0.0
Over \$150,000	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



36. What could OSU have done to better serve you?
Updates to the journalism building and technology
Upgrade the Paul Miller School of Broadcasting & Journalism building
Building a job network with alumni and companies to further enhance hiring of grads (internships and careers) in a difficult, shrinking job market in my field (journalism/media).
Better awareness of groups
Make me feel more included
have more classes focused on the insight to the actual work force. Not all internships did a great job showing what the day to day and week to week look like whether that's in an office setting or different.

37. What additional information would you like OSU to know?
I learned so much at Oklahoma State, especially in my field, and remain in contact with many of these professors that taught me invaluable skills. However, a lot of my classmates and myself are often S.O.L. in additional similar job fields because my education was so specific and our industry is slashing jobs globally.
OSU gave me depression because of my social interactions there.





*America's Brightest ORANGE*

## Oklahoma State University

### University Assessment and Testing

2019 OSU Alumni Survey

Survey Report – Strategic Communication

The OSU Alumni Survey is a survey designed to collect information about OSU graduated students. More specifically, it is designed to collect information on their career, educational achievements, and their experience with OSU. This information will be used to improve academic programs and student experiences at OSU for generations to come. This survey targeted alumni of undergraduate and graduate programs who received their degree in 2013 and/or 2017. The survey was administered online by OSU-University Assessment and Testing (UAT) in April 2019 through June 2019. Departments may request additional information by contacting UAT ([assessment@okstate.edu](mailto:assessment@okstate.edu)).

#### Survey Questions

Respondents were asked 37 institutional level items. Institutional level items were given to all OSU alumni and the items consisted of six topics: continuing education, well-being and community, demographic information, academic satisfaction, career reflection, and current job or career information.

#### Target Population / Response Rate – Strategic Communication

	OSU Degree Received:		
	<u>2013</u>	<u>2017</u>	<u>Total</u>
Number of graduates ( <i>n</i> )	92	108	200
Number of survey respondents ( <i>n</i> )	30	35	65
Response rate	32.6%	32.4%	32.5%

1. Since graduating from OSU, how would you describe your activity? (Select all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Not engaged in paid employment, nor enrolled in graduate or professional school	0	0.0	1	2.9
Enrolled in graduate or professional school	1	3.3	5	14.3
Employed full-time or part-time	25	83.3	30	85.7
Both employed (other than graduate assistant) and continuing my education	5	16.7	4	11.4
Self-employed	1	3.3	0	0.0

2. Whether or not you are currently employed, in what area is your principal occupation?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Engineering	0	0.0	0	0.0
Computer Science, Programming or Technology	0	0.0	0	0.0
Science, Social Science, or Mathematics	0	0.0	0	0.0
Health or Mental Health	1	3.3	0	0.0
Business or Management	2	6.7	2	5.7
Finance or Accounting	0	0.0	0	0.0
Education, Training, or Library	3	10.0	2	5.7
Legal	1	3.3	2	5.7
Writing, Journalism, or Design	4	13.3	1	2.9
Public Service, Policy, or Politics	2	6.7	2	5.7
Public Relations, Marketing, or Sales	12	40.0	21	60.0
Architecture	0	0.0	0	0.0
Art, Performing, or Athletics	1	3.3	1	2.9
Participating in a volunteer or service program	0	0.0	0	0.0
Serving in the U.S. military	0	0.0	0	0.0
Other occupational area (INSERT FIELD)	4	13.3	4	11.4



## Continuing Education

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
3. What graduate or professional degree are you pursuing or, if you completed a degree, what degree did you complete? (Select all that apply)*				
Graduate Certificate	1	20.0	0	0.0
Master's	4	80.0	3	42.9
Doctoral	0	0.0	1	14.3
Medical (includes nursing, osteopathy, dental, vet, and more)	0	0.0	0	0.0
Law	1	20.0	2	28.6
Other (INSERT FIELD)	0	0.0	1	14.3
Prefer not to answer	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
4. What was the name of your graduate or professional school?*				
Baylor University	1		0	
Oklahoma Baptist University (transferring)	0		1	
Oklahoma State University	0		1	
Southeastern Oklahoma State University	1		0	
Stetson University College of Law	0		1	
UC San Diego	0		1	
University of Kansas	1		1	
University of Leeds	1		0	
University of Notre Dame	0		1	
University of Oklahoma	1		1	

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
5. How well did your OSU program prepare you for graduate or professional education program?*				
Very well	3	60.0	3	42.9
Adequately	2	40.0	4	57.1
Not very well	0	0.0	0	0.0
Not at all	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

\*For items 3 through 5 do not include alumni who responded: 'not engaged in paid employment, nor enrolled in graduate or professional school', 'Employed full-time or part-time', or 'self-employed' in item 1.



## Well-being & Community

6. How connected do you feel to OSU?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very connected	3	12.5	11	33.3
Moderately connected	10	41.7	9	27.3
Somewhat connected	9	37.5	10	30.3
Not very connected	2	8.3	3	9.1

7. Are you regularly in touch with people you met at OSU? (Mark all that apply)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Yes, with my advisor(s)	1	4.2	0	0.0
Yes, with professors or staff	4	16.7	4	12.1
Yes, with members of my team, club, or sorority/fraternity	8	33.3	14	42.4
Yes, with classmates/friends I met at OSU	19	79.2	27	81.8
No	1	4.2	2	6.1

8. How much has your overall quality of life been enhanced by your Oklahoma State University experience?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Much	15	62.5	19	57.6
Somewhat	9	37.5	12	36.4
Little	0	0.0	1	3.0
None	0	0.0	1	3.0

9. In the past twelve months, how often have you participated in unpaid volunteer work?	2013		2017	
	<i>n</i>	%	<i>n</i>	%
More than once a week	4	16.7	1	3.0
About once a week	1	4.2	1	3.0
About once a month	7	29.2	1	3.0
Every few months	5	20.8	4	12.1
Once or twice in the past year	6	25.0	18	54.5
Not at all	1	4.2	8	24.2



**How would you change the emphasis OSU placed on these aspects of education and college life?**

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>10. Making ethical and thoughtful decisions</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	11	45.8	20	60.6
Increase somewhat	7	29.2	6	18.2
Increase a great deal	5	20.8	5	15.2
I don't know	1	4.2	2	6.1

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>11. Exploring alternative values, perspectives, and beliefs from around the world</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	8	33.3	13	39.4
Increase somewhat	8	33.3	11	33.3
Increase a great deal	7	29.2	8	24.2
I don't know	1	4.2	1	3.0

	<u>2013</u>		<u>2017</u>	
	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
<b>12. Improving written and oral communication skills</b>				
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	12	50.0	13	39.4
Increase somewhat	5	20.8	15	45.5
Increase a great deal	7	29.2	4	12.1
I don't know	0	0.0	1	3.0



13. Improving ability to think critically (analytically and logically)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	1	4.3	1	3.0
Keep about the same	3	13.0	7	21.2
Increase somewhat	11	47.8	16	48.5
Increase a great deal	6	26.1	8	24.2
I don't know	2	8.7	1	3.0

14. Ability to interact positively with people who are different from you	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	0	0.0	0	0.0
Reduce somewhat	0	0.0	0	0.0
Keep about the same	7	29.2	10	30.3
Increase somewhat	7	29.2	13	39.4
Increase a great deal	9	37.5	9	27.3
I don't know	1	4.2	1	3.0

15. Developing good health habits and physical fitness	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Reduce a great deal	1	4.2	0	0.0
Reduce somewhat	0	0.0	1	3.0
Keep about the same	9	37.5	10	30.3
Increase somewhat	8	33.3	13	39.4
Increase a great deal	5	20.8	8	24.2
I don't know	1	4.2	1	3.0





## Demographics

16. Which OSU campus do you most identify with?	2013		2017	
	<u>n</u>	<u>%</u>	<u>n</u>	<u>%</u>
Stillwater	23	95.8	33	100.0
Tulsa	1	4.2	0	0.0
Equally Stillwater or Tulsa	0	0.0	0	0.0
Online	0	0.0	0	0.0

17. What is your current 5-digit zip code?	2013	2017
AR	0	1
CO	2	0
DC	0	1
FL	0	2
GA	0	1
IN	0	1
KS	0	1
MN	1	0
MO	1	1
NY	0	1
OK	11	16
OR	0	1
TN	0	1
TX	7	6



## Academic Satisfaction

Please rate your degree of satisfaction with each of the following items:

18. The quality of teaching at OSU.	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	7	30.4	6	18.8
Satisfied	15	65.2	21	65.6
Neutral	1	4.3	4	12.5
Dissatisfied	0	0.0	1	3.1
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

19. Availability of courses needed for your degree program	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	8	34.8	6	18.8
Satisfied	14	60.9	16	50.0
Neutral	0	0.0	5	15.6
Dissatisfied	1	4.3	5	15.6
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

20. OSU academic facilities (e.g. classrooms, labs, buildings, etc.)	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	4	17.4	5	15.6
Satisfied	10	43.5	10	31.3
Neutral	6	26.1	7	21.9
Dissatisfied	2	8.7	8	25.0
Very Dissatisfied	1	4.3	1	3.1
Not applicable	0	0.0	1	3.1

21. OSU academic advising	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Very Satisfied	4	17.4	9	28.1
Satisfied	9	39.1	10	31.3
Neutral	9	39.1	8	25.0
Dissatisfied	1	4.3	5	15.6
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0



	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>22. Preparation to handle non-career related goals (e.g. family, finances, etc.)</b>				
Very Satisfied	0	0.0	0	0.0
Satisfied	4	18.2	1	3.1
Neutral	4	18.2	8	25.0
Dissatisfied	12	54.5	15	46.9
Very Dissatisfied	2	9.1	6	18.8
Not applicable	0	0.0	2	6.3

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>23. Availability of internship/practicum experiences</b>				
Very Satisfied	3	13.0	0	0.0
Satisfied	10	43.5	7	21.9
Neutral	6	26.1	11	34.4
Dissatisfied	3	13.0	8	25.0
Very Dissatisfied	1	4.3	4	12.5
Not applicable	0	0.0	2	6.3

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>24. Overall education at OSU</b>				
Very Satisfied	8	34.8	10	31.3
Satisfied	15	65.2	19	59.4
Neutral	0	0.0	3	9.4
Dissatisfied	0	0.0	0	0.0
Very Dissatisfied	0	0.0	0	0.0
Not applicable	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
<b>25. If you start over, would you still choose to attend Oklahoma State University?</b>				
Definitely yes	15	65.2	19	59.4
Probably yes	5	21.7	9	28.1
Uncertain	3	13.0	2	6.3
Probably no	0	0.0	1	3.1
Definitely no	0	0.0	1	3.1



### Career Reflection

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
26. How closely is your job related to your field of study?*				
Not related	2	8.7	6	20.7
Somewhat related	11	47.8	10	34.5
Directly related	10	43.5	13	44.8

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
27. How well did OSU prepare you for meaningful employment?*				
Very well	7	30.4	9	31.0
Adequately	13	56.5	15	51.7
Not very well	2	8.7	4	13.8
Not at all	1	4.3	1	3.4
Prefer not to answer	0	0.0	0	0.0

	2013		2017	
	<i>n</i>	%	<i>n</i>	%
28. Overall, how satisfied are you with your career?*				
Very Satisfied	8	34.8	10	34.5
Satisfied	13	56.5	10	34.5
Neutral	2	8.7	6	20.7
Dissatisfied	0	0.0	1	3.4
Very Dissatisfied	0	0.0	2	6.9

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



### Current Job or Career

	2013		2017	
29. Are you employed full-time (on average 30 hours or more per week) or part-time (on average less than 30 hours per week)?*	<i>n</i>	%	<i>n</i>	%
Full-time	22	95.7	28	96.6
Part-time	1	4.3	1	3.4

	2013		2017	
30. How long did it take to find your first employment after graduating from OSU?*	<i>n</i>	%	<i>n</i>	%
Employed by graduation	11	47.8	13	44.8
3 months after graduation	7	30.4	5	17.2
6 months after graduation	1	4.3	4	13.8
9 months after graduation	1	4.3	2	6.9
1 year after graduation	1	4.3	3	10.3
over 1 year after graduation	2	8.7	2	6.9

31 & 32. Alumni Employer Names and Position Titles*	
Current employer	Job Title
College of Liberal Arts, The University of Texas at Austin	Digital Content Producer
Mindshare	Senior Associate Strategist
GiveHear	Marketing Coordinator
Autry Technology Center	Public Relations Coordinator
The Encompass Group	Recruiter
Kyvos Insights	Account Executive
Reaching Souls International	Communications Coordinator
Fathom Events	Marketing Manager
National Reining Horse Association	Youth Programs Advisor/Communications Coordinator
Grand Prairie Independent School District	Teacher
Seton Foundations	Strategy Manager
Diana R. Garland School of Social Work with Baylor University	Assistant Director of Admissions
MultiView	Sr. Content Marketing Strategist
Orkin Pest Control	Sales inspector
Rokkan Media	Social Media Strategy Associate
Southwest Airlines	Flight Attendant

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



31 & 32. Alumni Employer Names and Position Titles* (Continued)	
Current employer	Job Title
Ponca City News	Senior Classified Account Manager
Griffin Communications	Newscast Producer
Cubic Inc.	Digital Strategist
Aluminum Association	Public Affairs Specialist
WEHCO Video, Inc.	Marketing Consultant
Oklahoma City Zoo and Botanical Garden	Social Media Content Coordinator
Tulsa World	Multi Media Advertising Consultant
City of Liberty, Missouri	Marketing and Special Events Supervisor
Express Employment Professionals	Online Learning Coordinator
Kiewit Engineering & Design Co.	Marketing Specialist
Bridges Strategies	VP of Project Management
Love's Travel Stops and Country Stores	Digital Media Production Specialist
University of Missouri-Kansas City Foundation	Donor Relations Specialist
TNT Dental	Account Manager
Inceed	Senior Technical Recruiter
Oklahoma House of Representatives	Legislative Assistant
St. Thomas the Apostle Catholic Church	Echo Apprentice
Skyline Media Group	Social Coordinator
TMT Oklahoma, Inc.	General Manager
Where Food Comes From, Inc.	Marketing Coordinator
Nike Factory Store	Sales Associate
Claremore First	Preschool teacher
TEAM Professional Services	TEAM Lead I Implementation
Moore Public Schools	Teacher
Opcity INC. - Realtor.com	Business development
Coppell ISD	Teacher
Boy Scouts of America	Development Director
Event Architecture	Sales Consultant
White's Chapel United Methodists Church	Content Manager
Enterprise Holdings	Sales Communication Coordinator
Oklahoma Dental Association	Special Project Manager
Top Corner Marketing	Marketing Administrator

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



33. Which of the following best describes your employer?*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
A corporation, partnership, or private business	13	56.5	17	58.6
Military	0	0.0	0	0.0
Other governmental entity	1	4.3	2	6.9
Charity or other nonprofit entity	4	17.4	8	27.6
Educational institution	5	21.7	1	3.4
Other	5	21.7	1	3.4
Prefer not to answer	0	0.0	0	0.0

34. Does your job require: (mark all that apply)*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Technology skills	14	60.9	21	75.0
Conducting research	12	52.2	14	50.0
Extensive training	7	30.4	5	17.9
Math skills	5	21.7	4	14.3
Problem solving/analytic reasoning	18	78.3	22	78.6
Speaking to a group	21	91.3	24	85.7
Use of specialized machinery	2	8.7	3	10.7
Use of specialized software	14	60.9	18	64.3
Working with a diverse group of people	19	82.6	24	85.7
Writing reports, memos, papers, publications, etc.	17	73.9	20	71.4

35. Does your job require: (mark all that apply)*	2013		2017	
	<i>n</i>	%	<i>n</i>	%
Less than \$15,000	1	4.3	2	6.9
\$15,000 but less than \$25,000	0	0.0	2	6.9
\$25,000 but less than \$35,000	1	4.3	5	17.2
\$35,000 but less than \$45,000	2	8.7	9	31.0
\$45,000 but less than \$55,000	10	43.5	6	20.7
\$55,000 but less than \$65,000	4	17.4	3	10.3
\$65,000 but less than \$75,000	1	4.3	0	0.0
\$75,000 but less than \$100,000	4	17.4	2	6.9
\$100,000 but less than \$125,000	0	0.0	0	0.0
\$125,000 but less than \$150,000	0	0.0	0	0.0
Over \$150,000	0	0.0	0	0.0
Prefer not to answer	0	0.0	0	0.0

\*For items 26 through 35 do not include alumni who responded 'not engaged in paid employment, nor enrolled in graduate or professional school' or/and 'enrolled in graduate or professional school' in item 1.



36. What could OSU have done to better serve you?
Required classes in personal budget and finance prior to graduation. Given adequate funding to the School of Journalism, ESPECIALLY the facilities.
OSU could have invested more money into the journalism school and quality professors who have real experience in the advertising world.
I would have liked to of had more required graphic design classes that allowed you to work with print vendors and how that process works. I also would have liked a few more professor options for some classes. Of course, students have the responsibility to adequately perform in a class, but not every teaching style is right for every student and if the student just can't follow a specific teaching style well it can be a great hindrance.
Make a blend of Marketing and Business. A ton of advertising majors and business majors end up in Sales. Provide more courses for hybrids.
I received a degree in Strategic Communications, and due to the broadness of the degree, I was unsure as to what type of jobs I should apply for, or even which positions existed (by title). When searching on sites like LinkedIn or Indeed, it is important to know exactly what to look for...and I didn't. I would type in broad terms like marketing and communications or public relations and miss out on potential opportunities.
Nothing, I had a wonderful experience!
Have a class, during senior year, that specializes in after graduation success. Job applications, interviews, and others. We were required to participate in freshman orientation, we should do an exiting class that prepares us for real world experience.
More strategic thinking; practical instruction on how to be successful in a work environment
There were a lot of instances where my degree specific programs did not prepare me for real world scenarios. We had several classes where it was very easy to slack off or do enough to get by to make an A.
Had a financial peace plan for students and a class for first generation students to see what to learn from college their sophomore year.
Made the environment more inclusive and hired professors more mature
More specific field education and job exploration, more networking in the advertising industry
I would have a class on employers benefits helpful. For example information on 401K investment, health insurances plans and financial investments in general.
It was difficult to commute and made it hard to find meaningful internships/jobs while attending OSU. I've also found it more difficult to find work where I'm compensated fairly than before I attended OSU. Prior to finishing my degree, I had multiple years of experience, so it would have been nice to have more support for older students/continued education students and not fit them into the cookie-cutter advice from advisors.
Focus more on a public relations career path for communications students (I.e. how to talk to a reporter, develop a message that aligns with a strategic plan, etc.)
There is a lack of availability with much-needed courses. Every enrollment date was incredibly stressful.
I think it would be cool if internships were required. I feel like I didn't get a lot of on the job experience.
More classes focused on practical skills vs theoretical knowledge. AP Style class was the most applicable one I took. More coursework about social media or BUSINESS (not personal use), social media advertising, booking advertising in general, how to pitch stories, working with media, how to interview, etc.
I wish I had gotten more information on how to use the OSU job board - honestly I only remembered it after I graduated and even then I didn't really feel comfortable with it.
Talk to students more about student loans and how those loans impact your future
I loved OSU and will always be loyal and true. But, the buildings and classrooms were outdated during my time at OSU. Since I left, the new business building has opened and while I understand new facilities aren't free, I do think that the Journalism School could use a face lift.
Taught more real life education, lessened the amount of credits I had to take that was totally irrelevant (electives like entomology), had better internship opportunities, had more job fairs, had better connections with businesses and corporations that hire people with the degree I was getting, adjusted curriculum to match what jobs are actually needing new hires to do rather than just teaching what has always been taught.
The journalism building is pretty sad in terms of classrooms. It needs a major upgrade.





36. What could OSU have done to better serve you? (Continued)
I think a required Gen-ed "lifestyle" class should be made for all Freshmen or Senior capstone. A class where you learn about Banking, Taxes, Mortgages, 401K's and Healthcare. All of that is vital to living on your own and something I never learned in a classroom setting.
Career Services doesn't work for every major. Greater emphasis on portfolio and writing work for Strategic Communication students, allowing them access to entry level jobs
I think OSU lacks practical skills teaching (finances, business etiquette, etc. - especially in the Journalism school).
Helping with budgeting skills, taxes and other life skills. Helping me really figure out what career I want.
It's really my fault for not taking college as seriously as I should have, but turned out fine and have a great job paying me extremely well.
Better academic advisors
I wish there were more ways to get OSU related internships. I had to stay in stillwater and work full time between semesters so most internships weren't an option for me. More (both in quantity and field diversity) internships on campus would have been incredible.

37. What additional information would you like OSU to know?
Although I am satisfied with my education, I know there were many things lacking from a budget point of view in my school (Paul Miller). We did not have access to enough platforms necessary for the job we would be doing post-grad. It seems quite obvious from a student point of view which departments mattered and which ones the university didn't care much about.
I had a great time in Stilly at OSU and will cherish many of the memories I made there.
Great Campus, great experience, try not to lose Stillwaters old feel as you grow.
I would be cool with receiving more alumni communications.
I moved to Denver, CO after graduating, and I worked at a restaurant for a year before I was able to secure a job in my field. I had an amazing experience at OSU, and I wouldn't change a thing! I feel nostalgia for it all the time. Although I enjoyed most of my classes and learned a lot, my best experiences revolved around my favorite extracurricular activities - Latin Dancing and Cultural Club, Camp Cowboy, and Chi Omega.
Overall, I'm glad I picked my major and picked OSU. However, when I hear about other programs from other schools, I feel like their students were more adequately prepared for a job
I loved ok state I have not found a job how every because I don't have enough experience which is my fault but I would have liked a class teaching me how to handle my self to get the most out of my college experience
I'm willing to share more with SMSC
I loved my time at OSU and I would never pick another school. Go Pokes!
There are a lot of SMSC grads across the country that want to help create networks for current OSU students. Utilize that network to help broaden students' perceptions of where they can go and what they can do with the degree.
It was the best four years of my life. I miss it everyday and have so many wonderful memories. I made lifelong friendships, met the love of my life and received an incredible education. I wouldn't trade my time there for the world.
Regarding the top ten seniors or top ten freshman honorary programs, I feel that the selection process is somewhat biased and favors Greek students heavily. For those individuals who pay for their own school, work through college, acquire internships, remain involved and get exceptional grades - it doesn't seem to hold as much weight as students who were a part of Greek life in college. Many of those individuals were not required to work, so their time was spent with Greek activities and volunteer opportunities. I feel this selection process should be re-evaluated and that the university should also focus on the individuals who are not involved in Greek life and also work incredibly hard for their future.
In general, I had an awesome college experience. I loved every minute at OSU and it has definitely changed my life. 10/10 would recommend
I loved my time at OSU. Go Pokes!
The alumni base is incredible. I've met many friends at OSU and many more after.
OSU gave way to so many opportunities and helped shape me into who I am today.



37. What additional information would you like OSU to know? (Continued)

The Paul Miller Journalism building desperately needs to be modified.

I talk HIGHLY about OSU and the program I was in. I would do it again.

On the question "if you were to start over, would you still have attended OSU," I selected "probably not." It's nothing to do with my experience being negative! After 7 semesters, I realized that my true passion and career goal is filmmaking (thank you XXX and XXX) which isn't something you can focus on at OSU. If I could start over, I would have gone to film school instead of a traditional university. Go Pokes always though!!

