

This Month's Topic: CHC Alumni Survey Findings Fall 2019

This volume offers the campus community an overview on the Crafton Hills College (CHC) alumni survey findings. The Office of Institutional Effectiveness, Research and Planning (OIERP) worked with the Foundation Office to develop an online survey to gather feedback from CHC alumni. This Did You Know offers an overview of the results and implications.

Methodology

The online survey asked former students about degree(s) earned, program major(s), continued education, and interest in CHC engagement opportunities. The survey also provided an opportunity for alumni to share their experiences in the context of life after CHC (i.e., current occupation/industry). There was a total of 248 survey entries included in the analysis. Please note, respondents were not required to provide an answer to each question.

Table 1. Respondents self-reported age range.

Age	#	%
19 or younger	2	1.1
20 - 30 years old	25	13.8
31 - 40 years old	40	22.1
41 - 50 years old	42	23.2
51 - 60 years old	30	16.6
61 - 70 years old	38	21.0
Over 70 years old	4	2.2
Total	181	100

Note: Not all respondents reported their age.

Alumni were most likely between the ages of 41-50 years old (23%), followed by those between 31-40 years old (22%).



Table 2 demonstrates that 52% of alumni indicated professors and staff members made a significant impact in their life while at CHC.



Table 2. Respondents' impressions on who made a significant impact in their life.

Please indicate who at Crafton made a significant impact in your life.	#	%
Professors	92	42.4
Staff members	20	9.2
Former classmates	24	11.1
None of the above	81	37.3
Total	217	100.0

Table 3. Respondents' self-reported educational achievement goal.

While at Crafton, I ultimately:	#	%
Earned an AA (AA-T) or AS (AS-T)	150	44.9
Transferred to a 4-year College or University	100	29.9
Earned a Certificate	60	18.0
Other (please specify below)	24	7.2
Total	335	100

Alumni were most likely to earn an AA/AA-T or AS/AS-T (45%), followed by those that transferred to a 4-year college or university (30%).



Table 4 demonstrates that 53% of alumni keep in touch with CHC professors, staff members, and former classmates.



Table 4. Respondents' self-reported connection to the campus.

Do you keep in touch with any of the following?	#	%
Professors	53	20.2
Former classmates	53	20.2
Staff members	33	12.5
None of the above	124	47.1
Total	263	100.0

Table 5. Respondents' self-reported academic program of study at Crafton.

Program/Major of Study at CHC	#
Fire	58
Emergency Medical Services	38
Psychology	27
Health Services	23
Business Administration	22
Mathematics	21
Liberal Arts	13

Table 5 shows the top seven self-reported program/major of study at Crafton.



Table 6 highlights the various organizations and clubs' alumni participated in while at CHC.



Table 6. Respondents' self-reported participation in student organization and club while at CHC.

*Alpha Gamma Sigma	*Library
*Art	*MECHA
*ASL Club	*Psychology Club
*College Honors Institute	*Respiratory Club
*Computer Science	*ROP tutor
*DACA	*Science club
*Drama	*Spanish Club
*English	*Student Senate
*EOPS	*Students Council
*Experimental Music	*Technology Club
*Fire Tech Club	*Tennis
*Health Sciences	*Theater
*Hentai	*Veterans Club
*Jazz Band	

Table 7. Respondents' self-reported employment status.

Which of the following describes your current employment?	#	%
Full-time	138	66.7
Part-time	17	8.2
Not employed - looking for work	7	3.4
Not employed- not looking for work	9	4.3
Retired	36	17.4
Total	207	100.0

Sixty-seven percent of alumni reported being employed full-time, followed by 17% who indicated a retired employment status. ←

Table 8 highlights the various occupations and/or industries that employ CHC alumni. →

Table 8. Respondents' self-reported current occupation and work industry.

❖ Administrator (K-12)
❖ Behavioral Health
❖ Clinical Laboratory Scientist
❖ Computer Technician / IT
❖ Emergency Medical Services
❖ Environmental Compliance
❖ Firefighter
❖ Law enforcement
❖ Marketing (Non-Profit)
❖ Radiologic Technologist
❖ Registered Nurse
❖ Respiratory Therapist
❖ Teacher (K-12)
❖ Therapist (Marriage and Family)

Table 9. Respondents' self-reported interest in alumni engagement opportunities.

Which of the following alumni engagement opportunities would appeal the most to you?	#	%
Share Your Crafton Story - your success story could be featured on our Alumni page	34	10.5
CHC theatre or art shows	33	10.2
Mentor program to help current CHC students	33	10.2
Guest speaker presentations	32	9.9
Reunion for class/program	32	9.9
Career networking events	28	8.6
Community service projects	25	7.7
Major campus events	23	7.1
Professional development (resume writing, job fairs, etc.)	23	7.1
Other (please specify)	19	5.9
Connect with CHC professors	17	5.2
Connect with current CHC students	11	3.4
Financial planning resources	7	2.2
Fundraising	7	2.2
Total	324	100.0

Table 9 demonstrates the most appealing alumni engagement opportunities included sharing their Crafton story, participating in a mentor program to help current CHC students and engaging in CHC theatre or art shows.

Table 10. Respondents' self-reported social media use.

What social networks do you use?	#	%
Facebook	137	31.4
Instagram	104	23.9
Twitter	53	12.2
LinkedIn	68	15.6
Snapchat	32	7.3
Other (please specify)	2	0.5
None	40	9.2
Total	436	100.0

Table 10 demonstrates the most utilized social networks amongst alumni were Facebook (31%) followed by Instagram (24%).

Potential Implications and Limitations

- A limitation of these findings is that the 248 respondents completing the survey may not be representative of all CHC alumni.
- Respondents identified Facebook and Instagram as the most heavily utilized social media platforms.
- Findings point to the viability of periodic alumnus "Tell us your CHC Story" newsletters that can be featured on the CHC webpage or mobile app and can be used to help market upcoming CHC engagement opportunities (e.g., CHC Annual Gala).