ACTION PLAN & REPORT: 2011 Alumni Survey

This Action Plan/Report describes the steps taken by the Assessment Committee and Assessment Program in response to Marylhurst’s 2011 alumni survey.

Action Step 1: Assessment Committee discussion & formation of Alumni Survey Task Group
In the fall of 2011, the Assessment Committee developed the Alumni Survey Task Group as a result of discussions regarding 2011 alumni survey findings. This task group was charged with reviewing the survey tool and process, gathering and synthesizing feedback from stakeholders regarding needs for alumni data, making recommendations for a revised tool and process, and supporting the Assessment Program in subsequent revision.

Action Step 2: Publish & present overview survey findings
In the fall of 2011 Alumni Survey Results report was shared with the Marylhurst community via email and published to the Marylhurst website. The Assessment Program presented an overview of findings at the March 2012 Board of Trustees meeting. These efforts resulted in greater awareness and interest in data across Marylhurst, and also confirmed the need for review and revision, particularly with attention to a desire for actionable data at multiple levels throughout the university (i.e., for departments as well as the university as a whole).

Action Step 3: Task Group information gathering, synthesis, and reframing of survey
Over approximately 6 weeks in early 2012, the task group members met with a wide variety of institutional stakeholders including survey authors, departments with particular needs for information (both academic and support services), alumni, and students. Two key actions emerged:
   1. A draft survey framework including a purpose statement and outline were developed in order to support tool revision.
   2. Several recommendations regarding how best to engage stakeholders in considering and making use of the data from future alumni surveys (e.g. how and with whom to share results) were identified.

Action Step 4: Development of revised survey tool for 2012
In March 2012, the task group engaged with university leadership (deans and Provost’s Council) to refine the survey framework, and to discuss and confirm content and process revisions. The survey was drafted in consultation and collaboration with academic departments requiring data for specialized accreditation and other stakeholder groups.

Action Step 5: 2012 Survey administration
An inclusive testing process was established and conducted; a number of stakeholders were invited to test prior to final revision and administration of the survey. The survey opened on April 26, 2012. The survey period was 3 weeks long, ending May 18, 2012.

Action Step 6: Reflection on work done in response to 2011 alumni survey
The Alumni Survey Task Group has thus far noted the following valuable reflections regarding the work done to date:
   - Awareness building has been a valuable result and purpose for the process to date.
   - The inclusive process undertaken has also supported community building.

Given experiences thus far, the Alumni Survey Task Group has begun planning for engaging the Marylhurst community with the findings from the 2012 survey.