



Lincoln University  
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[www.lincoln.edu](http://www.lincoln.edu)

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# 2018 Undergraduate Alumni Survey

SUMMARY REPORT

August 2018

**Mission:** Lincoln University, the nation's first degree-granting Historically Black College & University (HBCU), educates and empowers students to lead their communities and change the world.

# Undergraduate Alumni Survey

- Developed by the Office of Institutional Effectiveness, Research, and Planning (OIERP) in collaboration with the Alumni Relations and Career Development offices
- Objective: to collect, analyze and disseminate data regarding undergraduate alumni experiences after their graduation from Lincoln University.
- Target population: 10, 5 and 1 year undergraduate alumni classes (2008, 2013 or 2017 graduates of an undergraduate program)

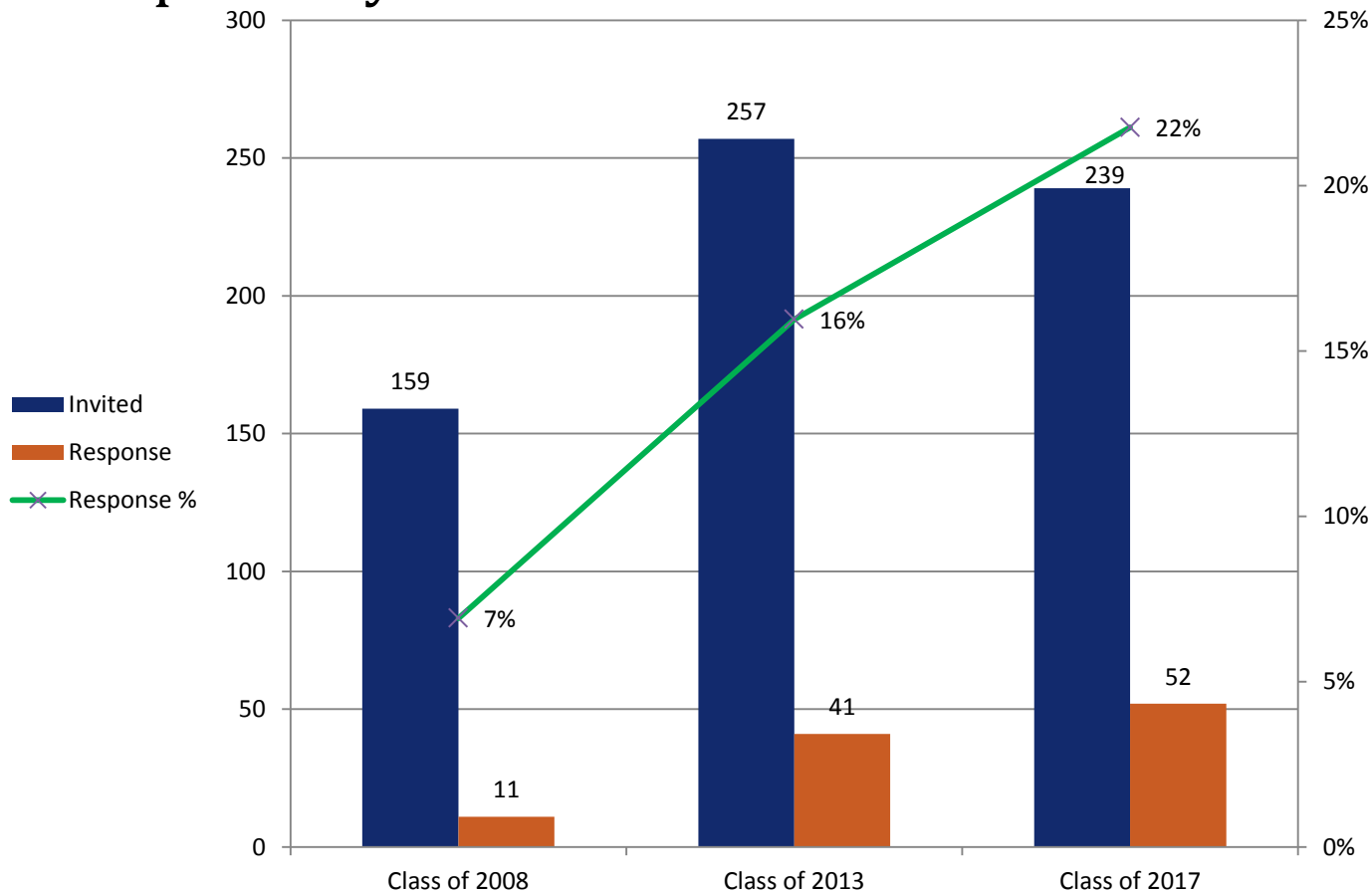
The survey questions are categorized into:

- Additional Education
- Current Employment
- Lincoln University Experience
- Alumni Experience
- Open Response

# Response Rate

- 655 alumni invited to participate
- 104 responses received
- 16% overall response rate

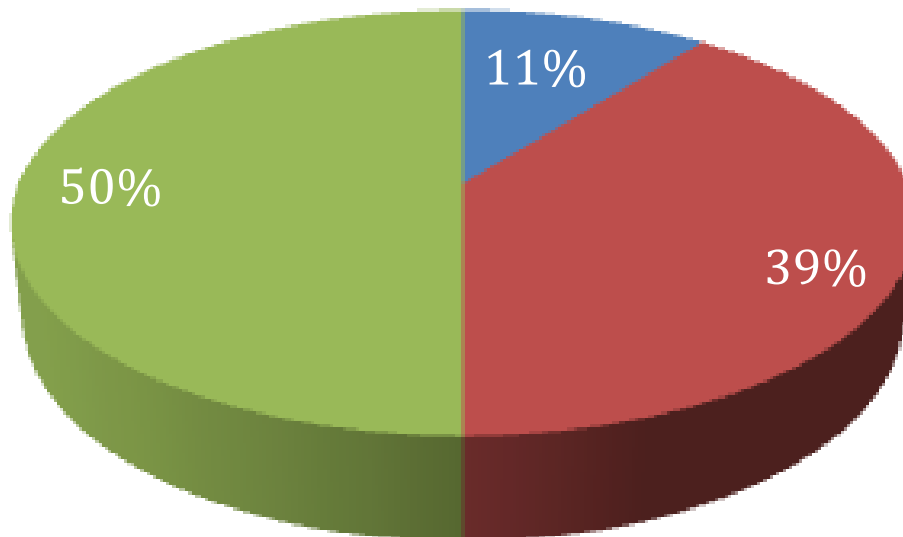
Response by alumni class:



# Respondents' Year of Graduation

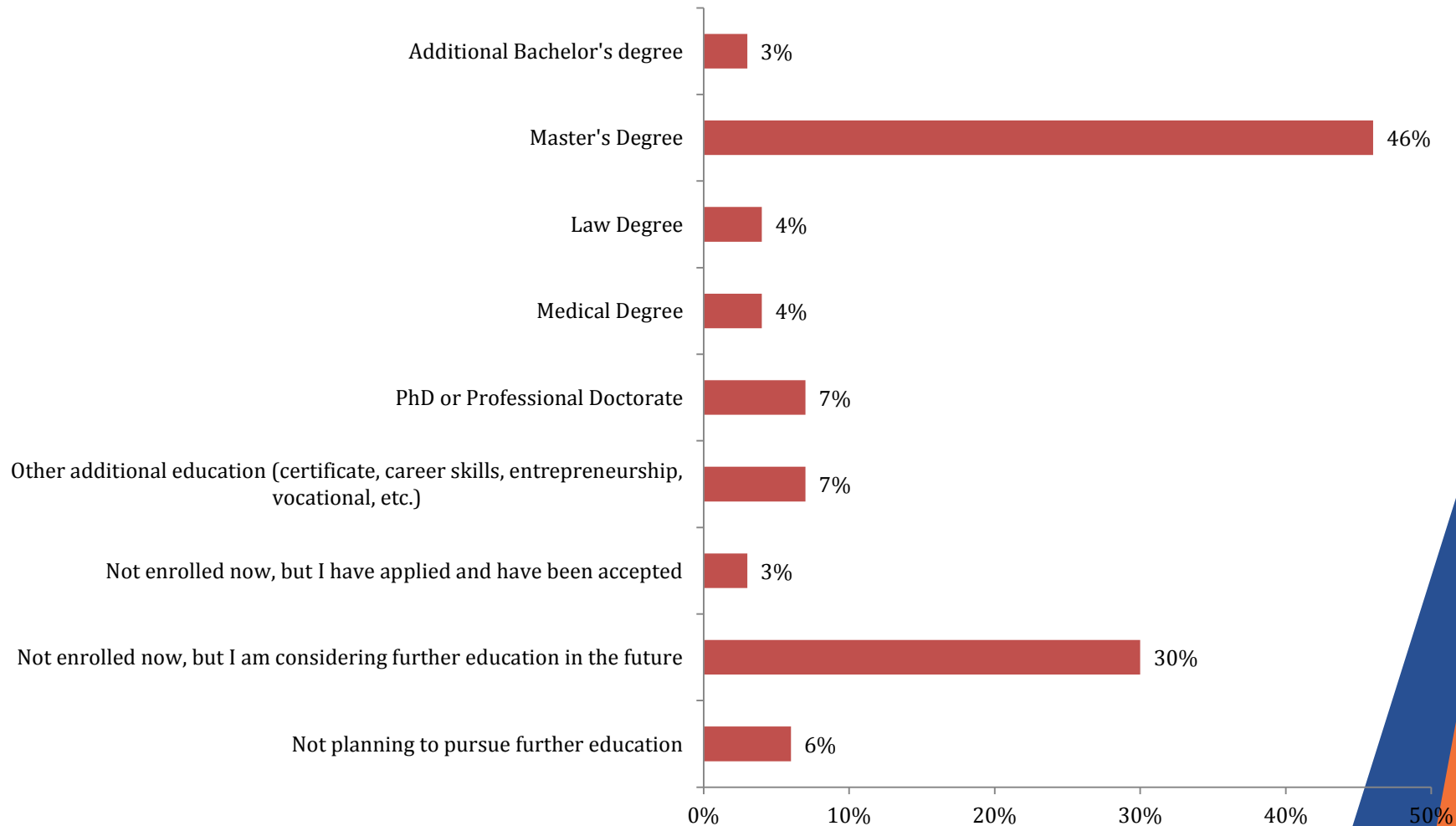
- 50% of respondents are from the most recent Alumni class

■ Class of 2008   ■ Class of 2013   ■ Class of 2017



# Additional Education

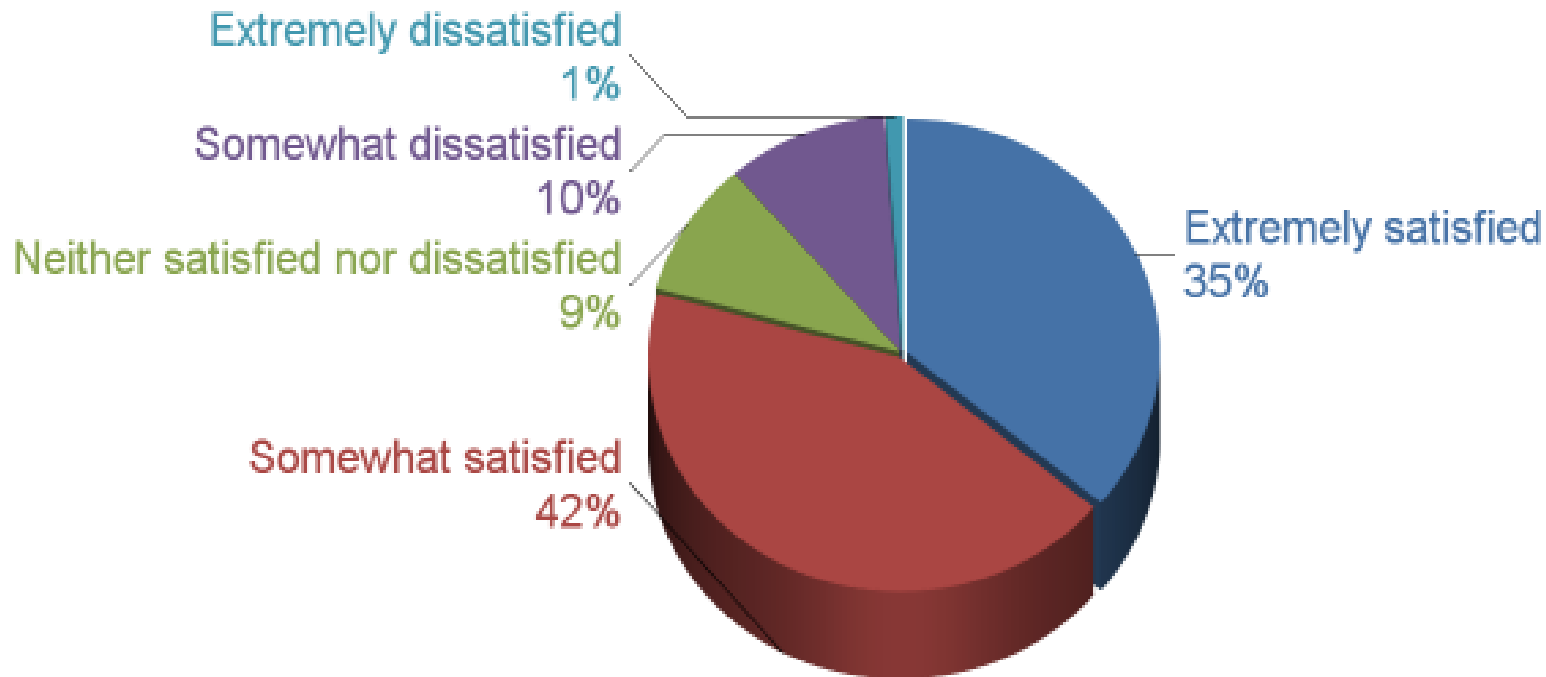
- 46% of respondents have enrolled in Master's Degree programs
- Most frequently attended: Lincoln University, Drexel University, Temple University, University of Delaware and West Chester University



# Satisfaction with Preparation for Additional Education

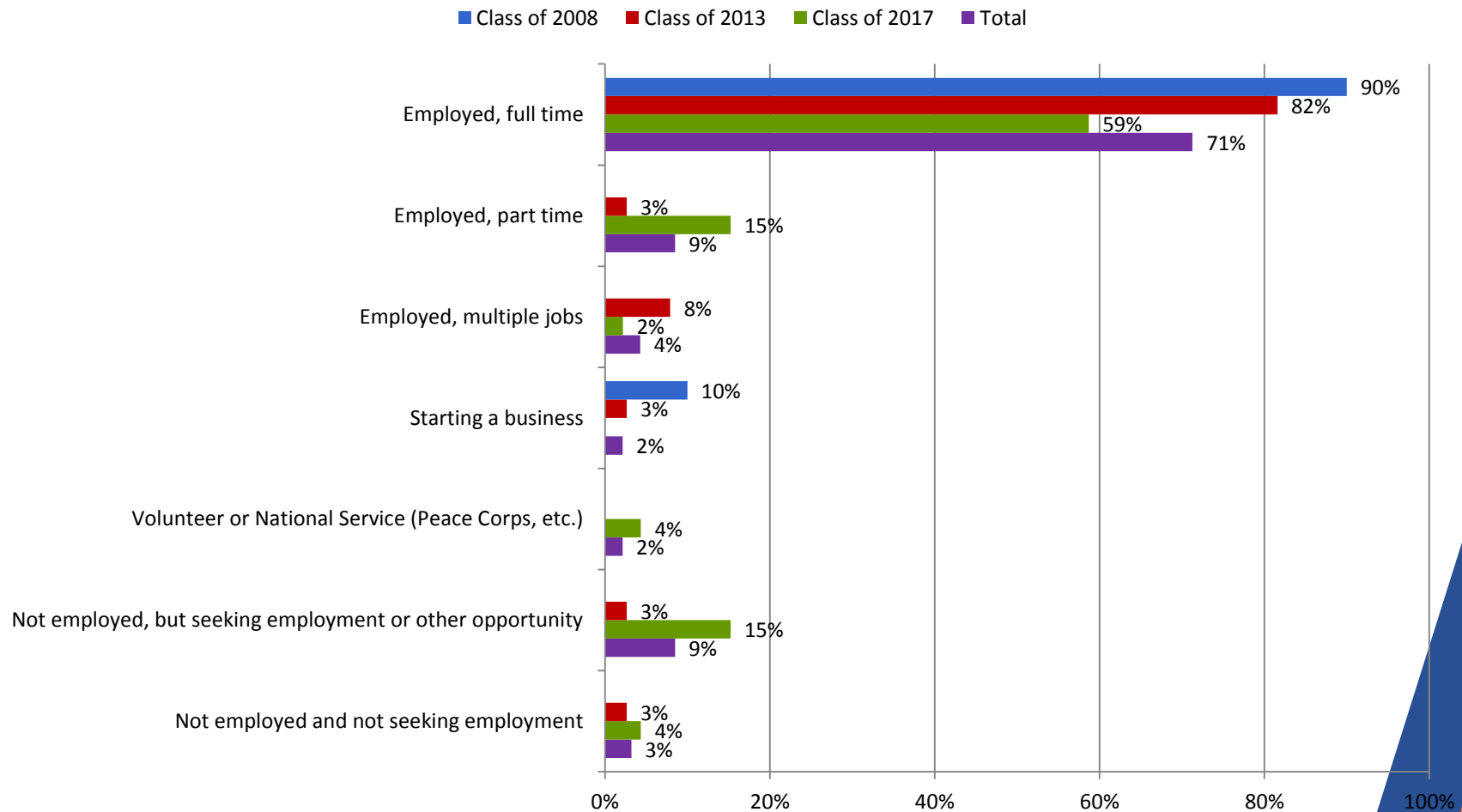
**How satisfied are you with the preparation you received from Lincoln University for further education?**

- 77% responded Extremely or Somewhat satisfied



# Current Employment

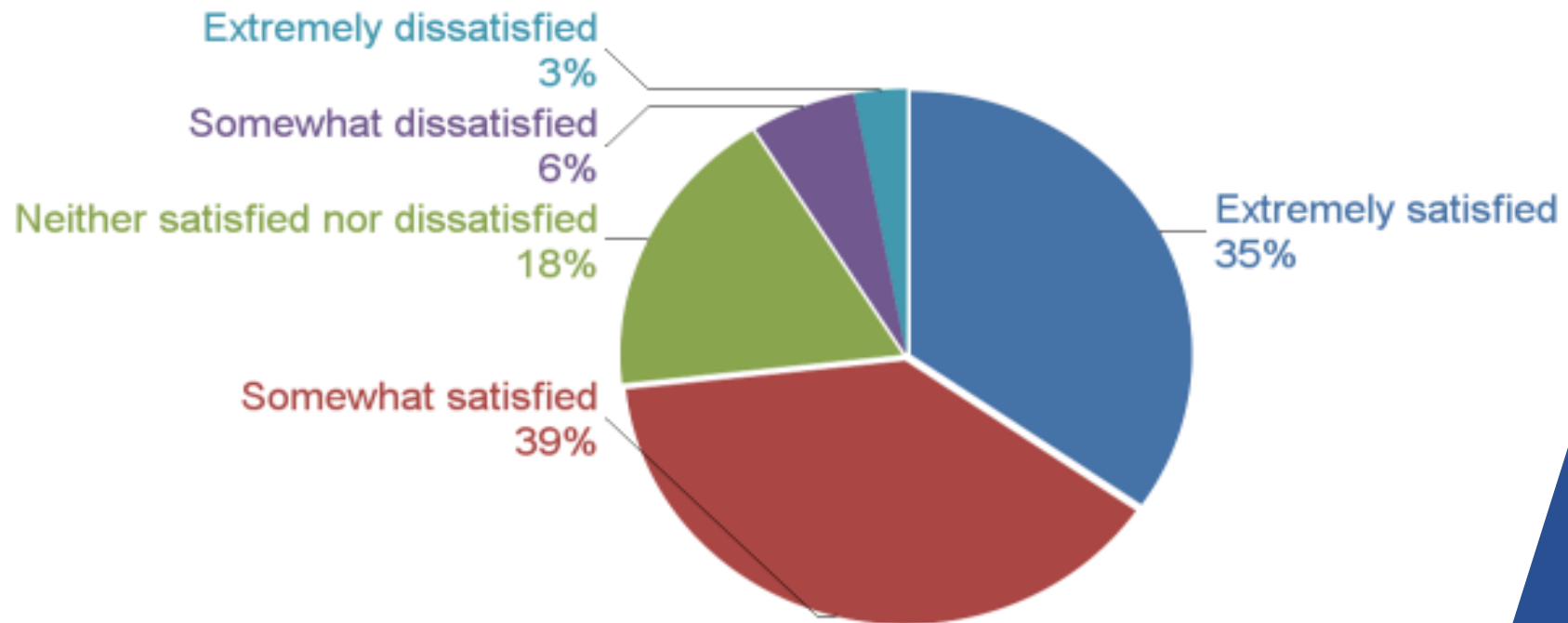
- 86% of respondents are currently employed
- 9% are seeking employment
- 61% report salaries of \$40,000 or higher



# Satisfaction with Preparation for Employment

**How satisfied are you with the preparation you received from Lincoln University for employment or business ventures?**

- 74% Extremely or Somewhat satisfied

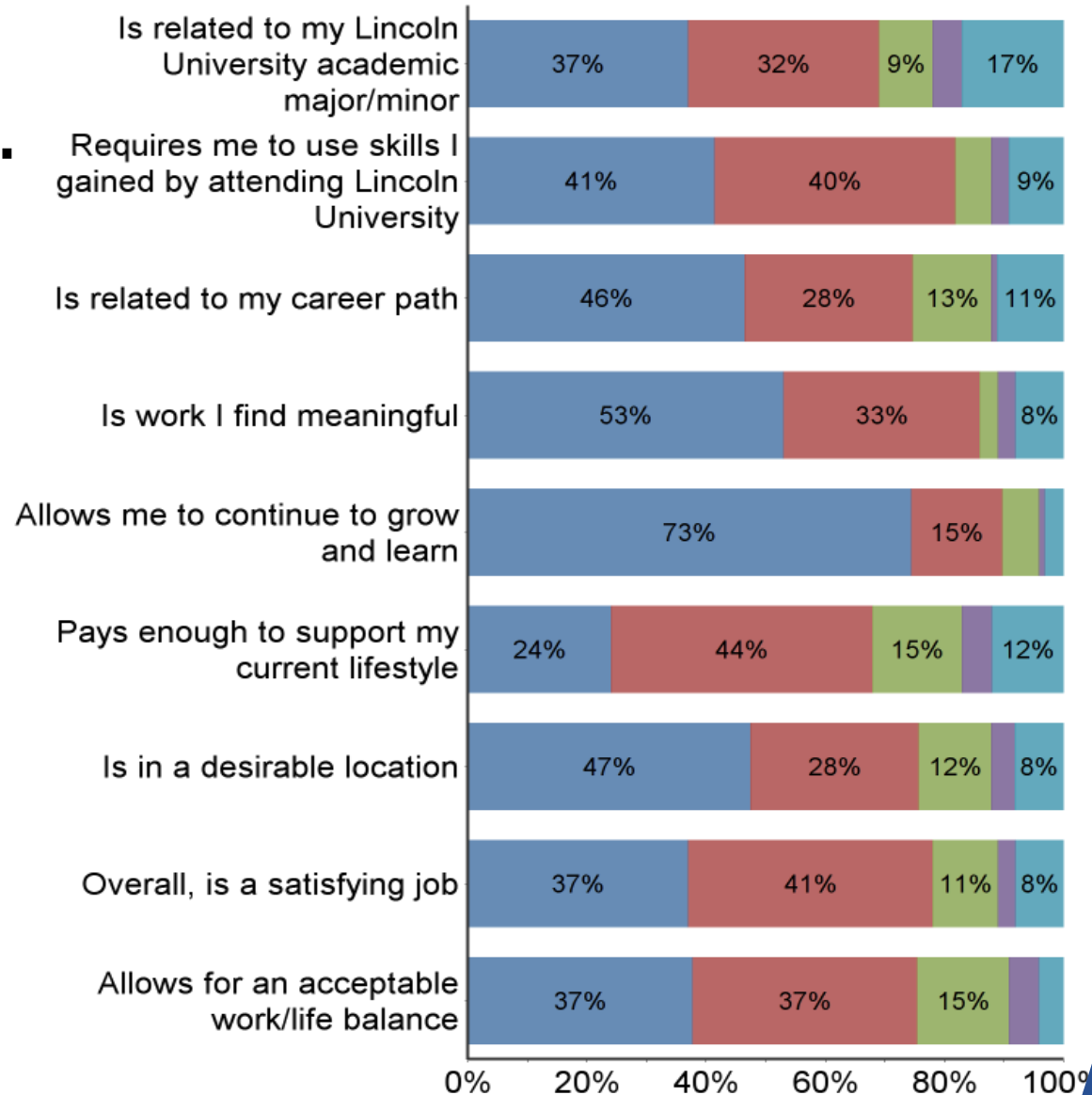




■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree  
 ■ Somewhat disagree   ■ Strongly disagree

## My current employment...

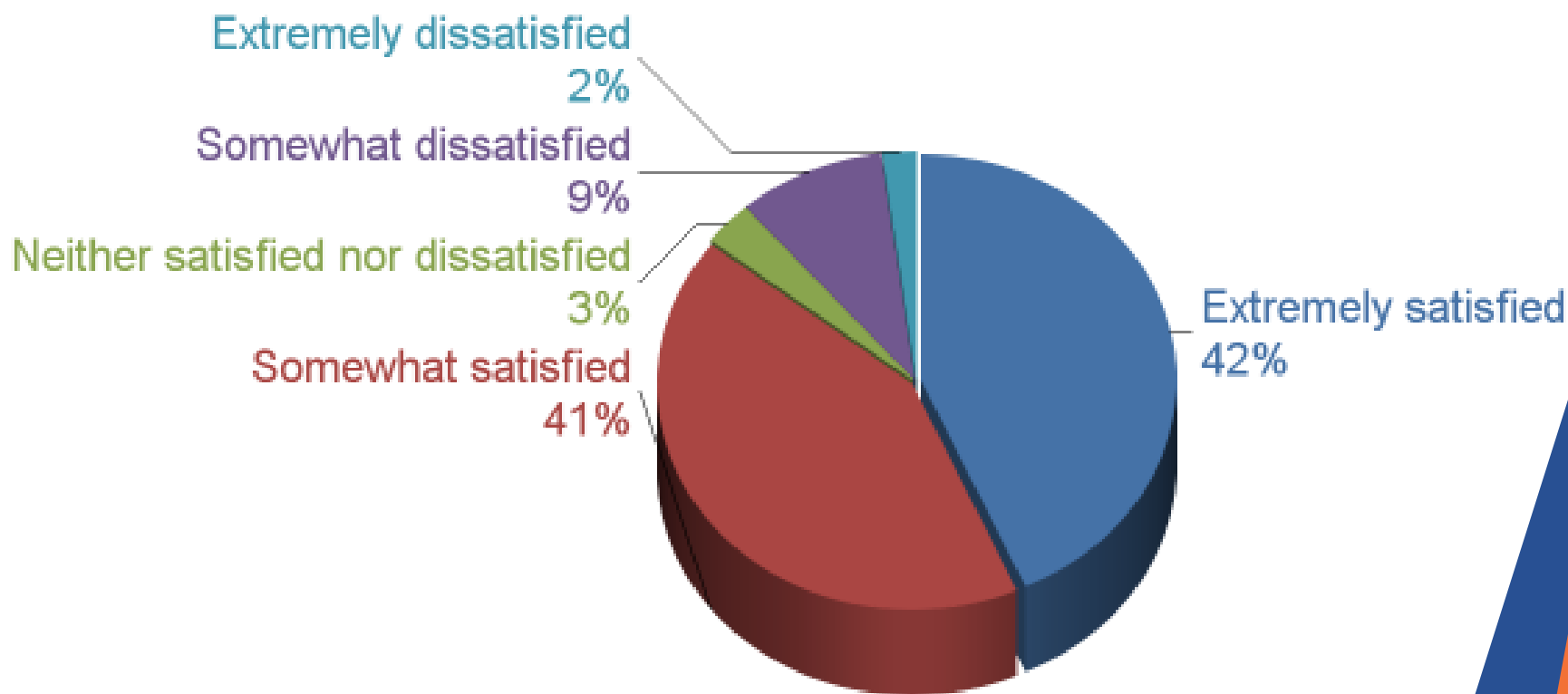
- 81% use skills acquired at Lincoln
- 86% find their work meaningful
- 88% indicate their employment allows them to continue to grow and learn



# Overall Lincoln Experience

**How satisfied are you with your educational experience at Lincoln?**

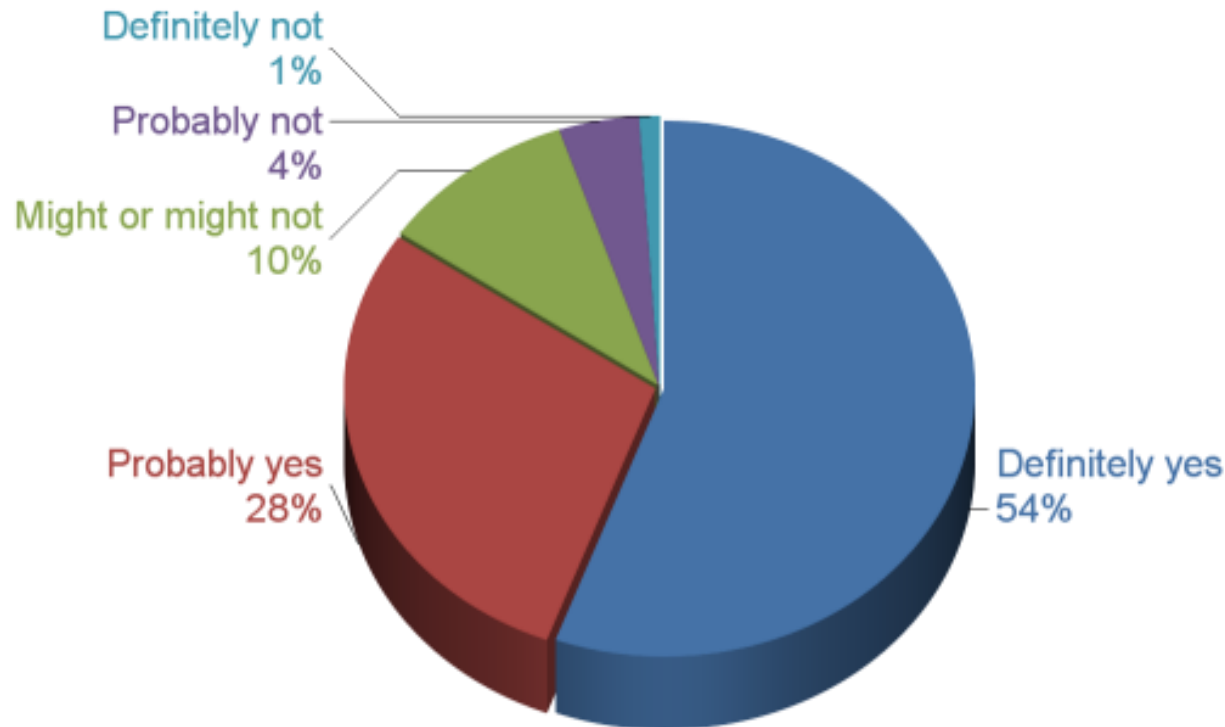
- 83% respond Extremely or Somewhat satisfied



# Encourage Someone to attend Lincoln?

**Would you encourage someone who has a similar background, interests and abilities as you to attend Lincoln?**

- 82% respond Definitely or Probably would encourage a similar person to attend Lincoln



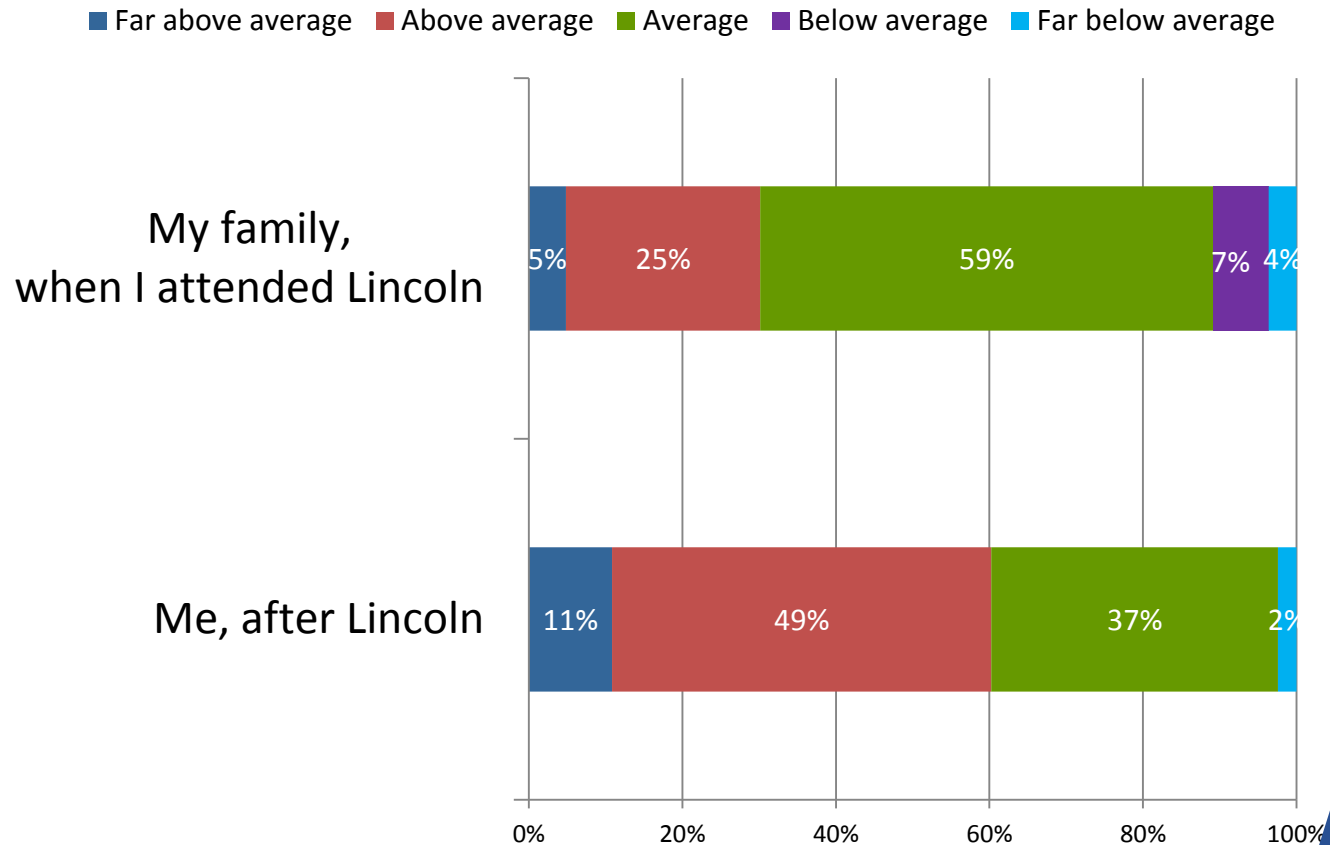
# Standard of Living Comparison

## When attending Lincoln:

- 30% indicate a Far above average or above average standard of living

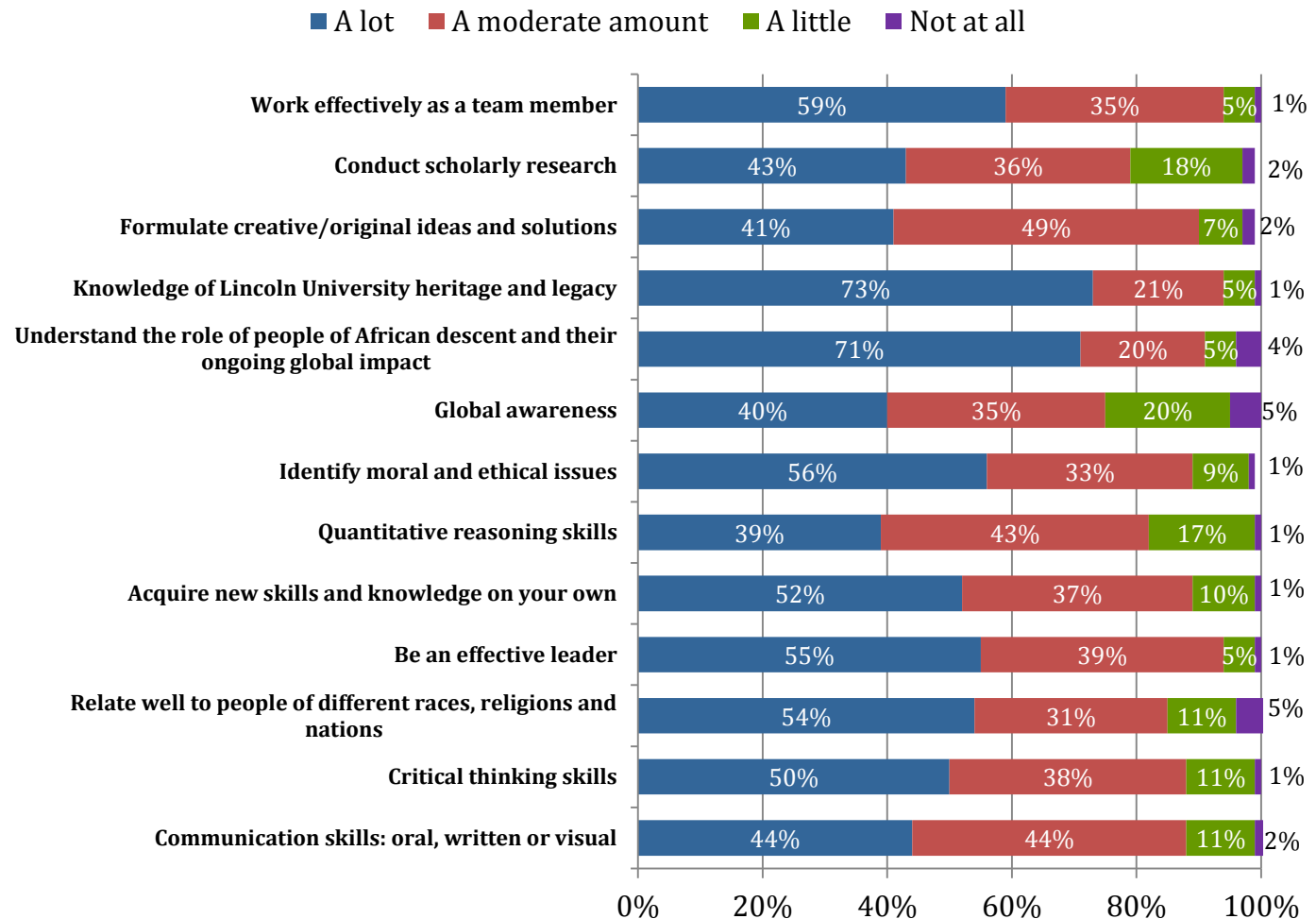
## As alumni of Lincoln:

- 60% indicate a Far above average or Above average standard of living



# How has your experience at Lincoln contributed to your Knowledge, Skills and Personal Development?

- 88% (on average) indicated experience at Lincoln contributed a lot or a moderate amount to their knowledge, skills and personal development
- The knowledge, skills, and personal development topics assessed in this survey are directly correlated with Lincoln University's Institutional Learning Outcomes (ILOs)



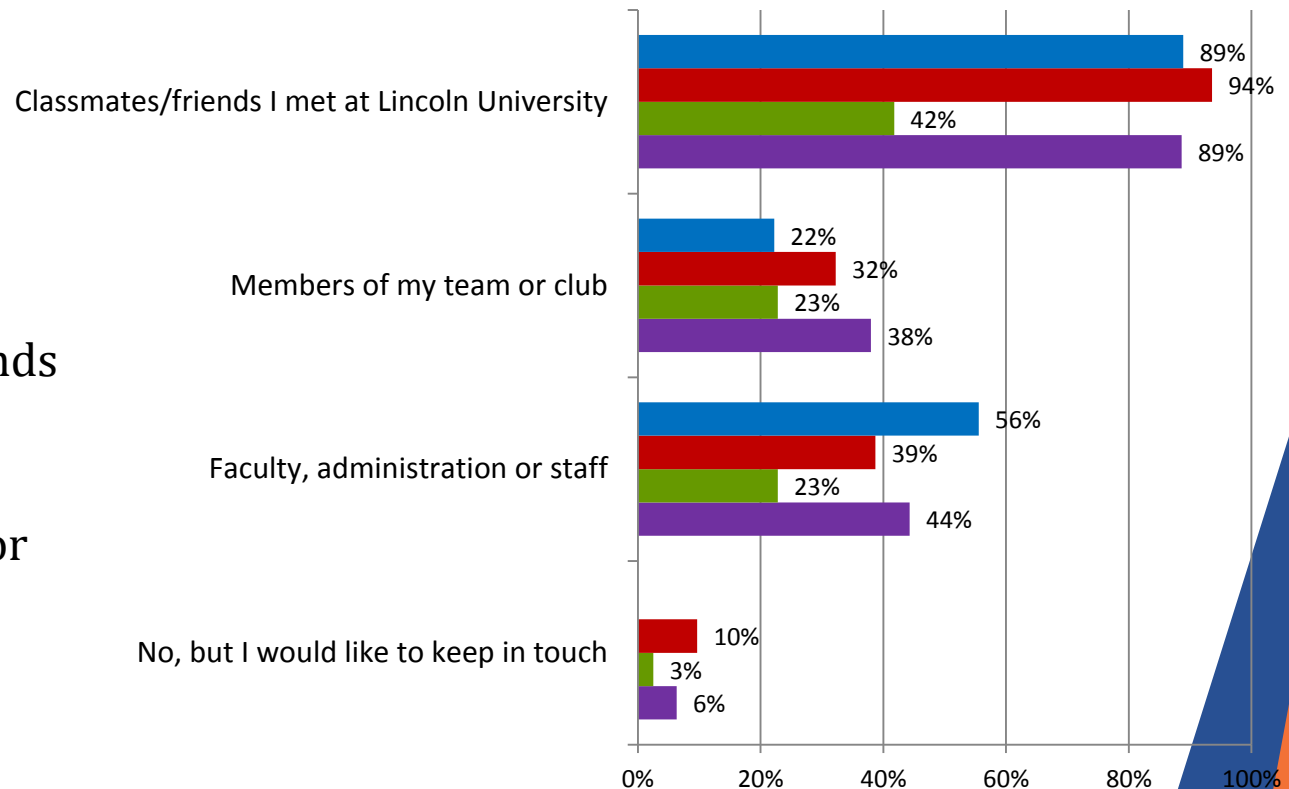
# Connection to Lincoln

66% feel Very or Moderately connected to Lincoln

In the past five years:

- 84% have visited the main campus
- 64% have attended a reunion, homecoming, or other main campus event

■ Class of 2008 ■ Class of 2013 ■ Class of 2017 ■ Total

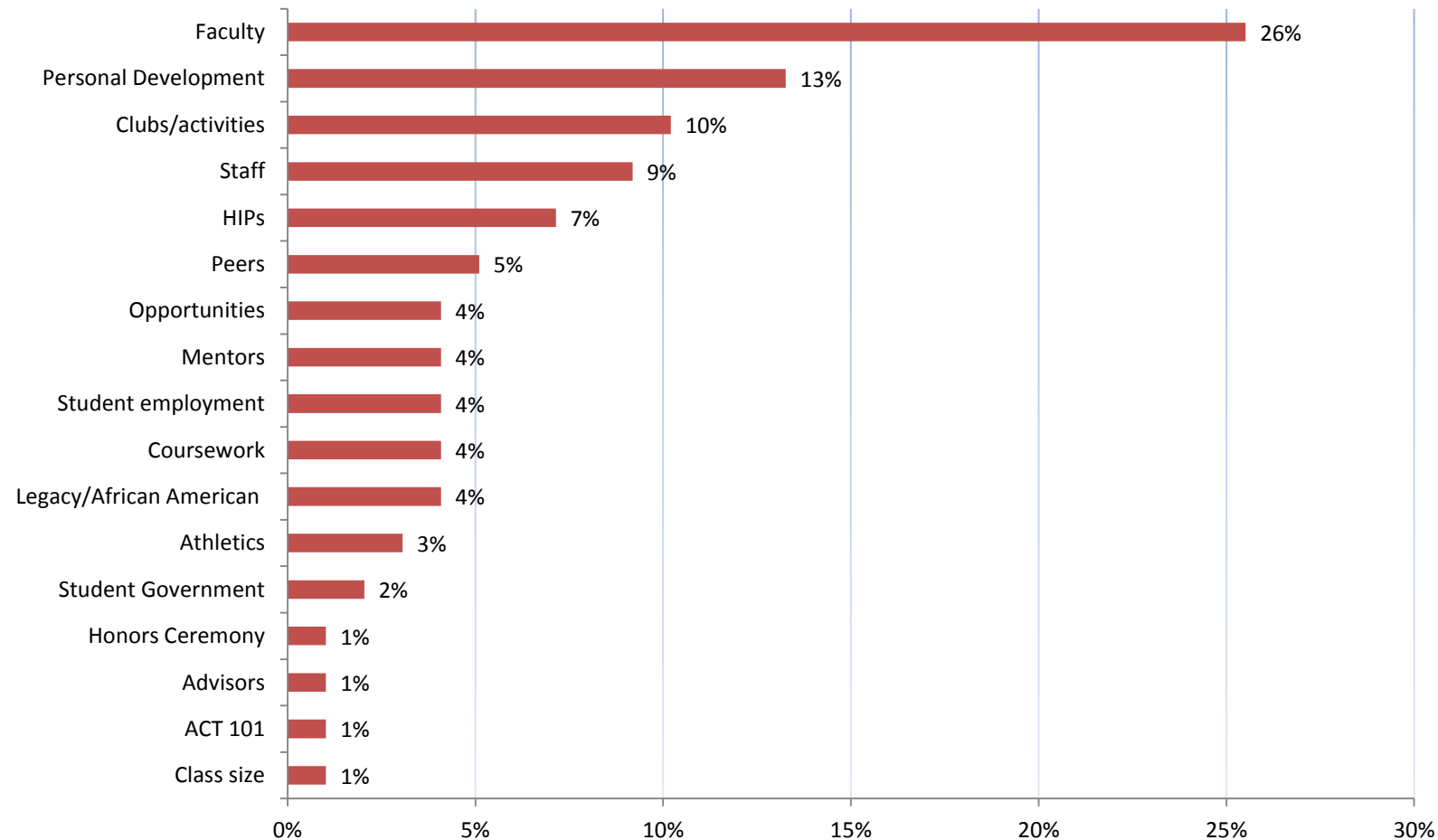


Respondents are regularly in touch with:

- Lincoln classmates/friends (89%)
- Faculty, administration or staff (44%)

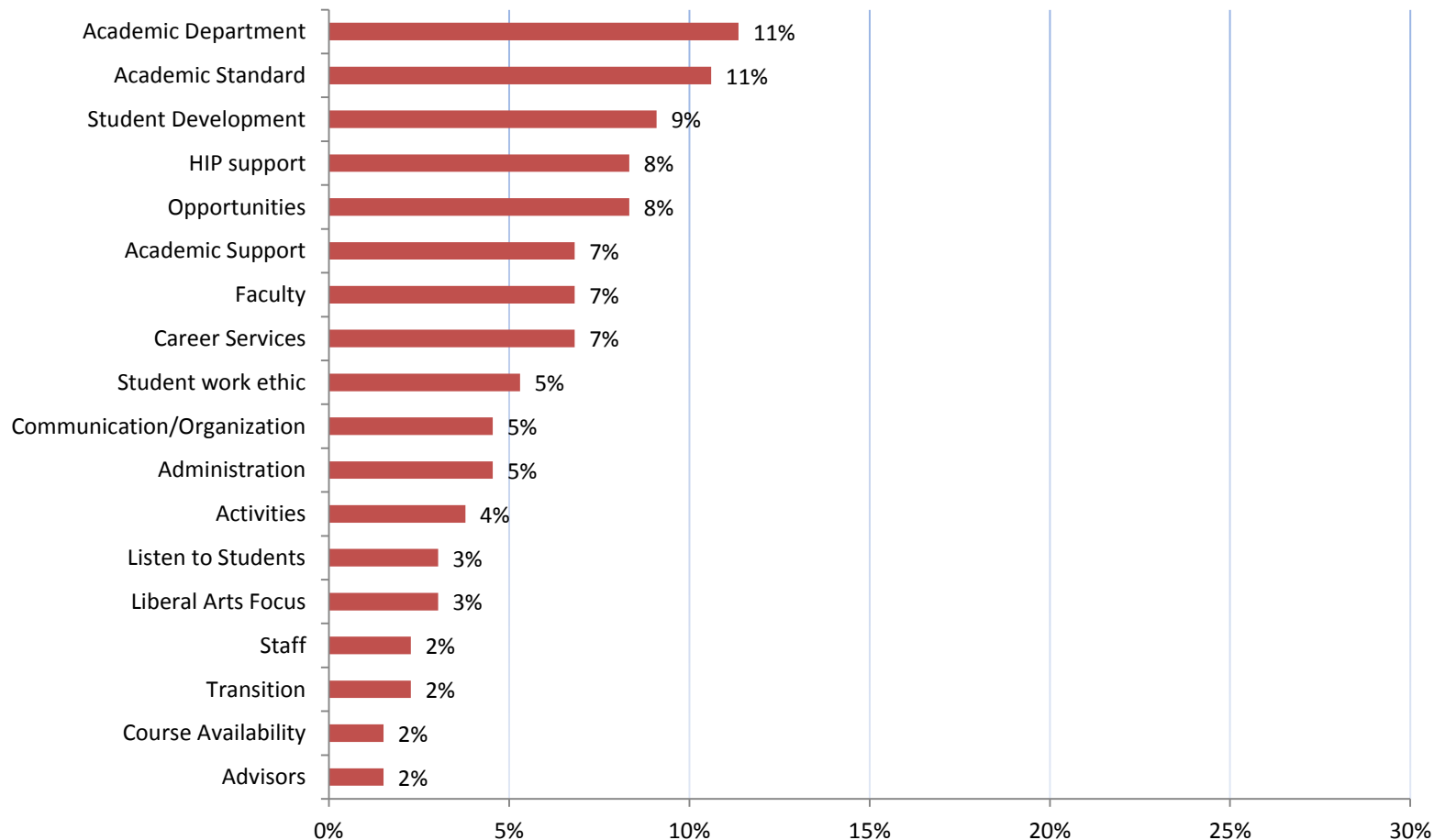
# What was/had the most positive impact on your undergraduate experience?

- Most frequent response was specific faculty showing attention/interest to indicate they cared about the student



# What can be done to improve the undergraduate experience?

- Most frequent responses indicated Academic rigor and support





# Conclusions & Recommendations

**Survey Administration:** Updated email contact information is needed

## **Accolades:**

- Satisfied with preparation from Lincoln University for employment and educational experiences
- Satisfied with their undergraduate experiences and would recommend a similar person to attend Lincoln
- Alumni are comfortable with networking and identifying opportunities
- As an undergraduate, faculty support and HIP experiences were important
- Alumni want to:
  - re-engage with the institution
  - renew Lincoln pride
  - provide non-monetary support

# Conclusions & Recommendations (cont'd)

## Areas of Improvement:

- Increase the undergraduate academic rigor and encourage/strengthen the student work ethic
- Review/update the undergraduate academic programs so that they are relevant to current employment positions and standards
- Increase academic, student development and HIP support for undergraduates
- Increase support from career development for undergraduates and alumni
- Increase support during transition from undergraduate to employment/graduate work
- Communication/Institutional Organization
  - Both undergraduate and alumni: improve communication/institutional organization
  - Alumni: lack of communication and/or perception that communication is focused on funding requests

# Closing the Loop

## Academic Rigor:

- Restructuring of the academic program review process
- Restructuring of the First Year Program:  
<https://www.lincoln.edu/departments/dean-students/first-year-program>

## Communication & Connection:

- “Lion-to-Lion: Ask the President”: open forum for faculty and staff to ask questions of the president
- Re-design of campus activities/events to encourage alumni participation:  
<https://www.lincoln.edu/news-and-events/events/alumni>
- Implementation of webforms allowing alumni to easily share information with Lincoln (contact information, news, etc.):  
<https://www.lincoln.edu/alumni-friends>

## Customer service:

- Administration of a Needs Assessment Survey to inform actions regarding support of professional and personal development for Lincoln employees
- Administration of a Campus Climate Survey to determine perceptions/satisfaction of stakeholders (students, faculty, staff) and to inform actions needed to improve/enhance the campus climate
- Utilize feedback regarding communication/organization and orientation/transition efforts from a focus group of new students to improve services to new students
- Spring 2019 Faculty and Staff conference focusing on cultural sensitivity and diversity

# Closing the Loop

## Organization:

- Development of a Strategic Enrollment Management Executive Council with supporting functional teams from multiple areas of the institution:
  - Data Analytics Team: collect, share and work with functional teams to assess data
  - Marketing and Recruitment Team: recommend strategies for identifying and recruiting students best able to take advantage of a Lincoln University education
  - Persistence, Retention and Completion Team: recommend strategies for retaining students once enrolled and helping them to persist to graduation in a timely manner

## Student support:

- Reorganization of the student support units and creation of the Division of Student Success:  
[https://www.lincoln.edu/sites/default/files/pdf/organizational\\_charts/SSOrganizationalChart.pdf](https://www.lincoln.edu/sites/default/files/pdf/organizational_charts/SSOrganizationalChart.pdf)
- Creation of new high impact co-curricular student engagement units (<https://www.lincoln.edu/departments/student-success>), including :
  - Undergraduate Research
  - Internships
  - Community Engagement & Service Learning
  - Co-curricular Pre-Professional Program



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# Questions? Contact:

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