

THE OFFICE OF INSTITUTIONAL RESEARCH'S SURVEY PROJECTS ^a

Year One (2006/2007 Academic Year):

CMU Awareness/Familiarity Survey of Michigan Residents

Designed to explore the perception of Central Michigan University with the general public in Michigan. A cross-tabulation of particular interest was the parents of teenage children.

Foundations of Excellence in the First College Year

Designed to evaluate and improve Central Michigan University students' first year of college. This evaluation provides a model enabling CMU both to confirm its strengths and to recognize the need for improvement. The Coordinator of Survey Research administered the survey and made contributions to the report but was not responsible for the final product.

Admitted, Non-enrolled Survey (ANS)

Designed to determine reasons why candidates who were accepted for admission chose not to matriculate into Central Michigan University. A cross-tabulation of particular interest is students paying an orientation fee.

Withdrawing Student Survey (WSS)

Designed to determine the reasons students leave Central Michigan University prior to completing a degree. The target population is on-campus undergraduates who were in good academic standing and did not continue their enrollment.

National Survey of Student Engagement (NSSE)

Designed to identify the extent to which students are engaged in effective educational practices. The target population is first- and senior-year students. The results compare Central Michigan University to normative data (Carnegie norms and NSSE norms).

Year Two (2007/2008 Academic Year):

Alumni Outcomes Survey (AOS)

Designed to assess alumni importance, impact, and satisfaction with their Central Michigan University education. The target population is alumni graduating from Central Michigan University 2-5 years ago. The results compare Central Michigan University to normative data. A cross-tabulation of particular interest is year of graduation.

Student Satisfaction Inventory (SSI)

Designed to identify students' perceptions regarding the importance and satisfaction with Central Michigan University's programs, services, and environment. The target population is junior-year on-campus, off-campus, and online students. The on-campus results compare Central Michigan University to normative data and selected "peers". The on-campus, off-campus, and online results are compared to one another.

Graduating Student Exit Survey (GSES): Learning Outcomes

Designed to reveal student perceptions of Central Michigan University's contribution to a variety of college outcomes. The results include students' perceptions of their knowledge gained from both their General Education and major-specific coursework. The target population is students approaching graduation.

a: The survey research cycle is subject to change as deemed necessary by the Survey Research Advisory Board (SRAB).

Year Three (2008/2009 Academic Year):

CIRP Freshman Survey (CIRP)

Designed to provide a profile of incoming first-year students on many personal and academic attributes. The results compare Central Michigan University to normative data. The project will help Central Michigan University target future students for recruitment efforts and better serve a changing student population.

Employer Survey (ES)

Designed to determine how Central Michigan University graduates perform in the workplace across a variety of professions and organizations, and to advise the university on current employer needs for graduates. The target population is corporate partners where Central Michigan University graduates are actively employed.

National Survey of Student Engagement (NSSE)

Designed to identify the extent to which students are engaged in effective educational practices. The target population is first- and senior-year students. In addition, Central Michigan University elected to participate in the Consortium for the Study of Writing in College (CSWC). The results compare Central Michigan University to normative data (Consortium "peers", Carnegie norms, and NSSE norms).

Graduating Student Exit Survey (GSES): Student Services

Designed to examine how frequently students use selected student services and their level of satisfaction with the selected student services. The target population is students approaching graduation.

Year Four (2009/2010 Academic Year)

Admitted, Non-enrolled Survey (ANS)

Designed to determine reasons why candidates who were accepted for admission chose not to matriculate into Central Michigan University. A cross-tabulation of particular interest is students paying an orientation fee.

Withdrawing Student Survey (WSS)

Designed to determine reasons students leave Central Michigan University prior to completing a degree. The target population is on-campus undergraduates who were in good academic standing and did not continue their enrollment.

National Survey of Student Engagement (NSSE)

Designed to identify the extent to which students are engaged in effective educational practices. The target population is first- and senior-year students. The results compare Central Michigan University to normative data (Carnegie norms and NSSE norms).

Graduating Student Exit Survey (GSES): Learning Outcomes

Designed to reveal student perceptions of Central Michigan University's contribution to a variety of college outcomes. The results include students' perceptions of their knowledge gained from both their General Education and major-specific coursework. The target population is students approaching graduation.

Year Five (2010/2011 Academic Year)

Student Satisfaction Inventory (SSI)

Designed to identify students' perceptions regarding the importance and satisfaction with Central Michigan University's programs, services, and environment. The target population is junior-year on-campus, off-campus, and online students. The on-campus results compare Central Michigan University to normative data and cumulative responses from 7 institutions with characteristics similar to Central Michigan University. The on-campus, off-campus, and online results are compared to one another.

Alumni Outcomes Survey (AOS)

Designed to assess alumni importance, impact, and satisfaction with their Central Michigan University education. The target population is alumni graduating from Central Michigan University 2-5 years ago. The results compare Central Michigan University to normative data. A cross-tabulation of particular interest is year of graduation.

National Survey of Student Engagement (NSSE)

Designed to identify the extent to which students are engaged in effective educational practices. The target population is first- and senior-year students. The results compare Central Michigan University to normative data (Carnegie and NSSE peers).

Graduating Student Exit Survey (GSES): Student Services

Designed to examine how frequently students use selected student services and their level of satisfaction with the selected student services. The target population is students approaching graduation.

Year Six (2011/2012 Academic Year)

CIRP Freshman Survey (CIRP)

Designed to provide a profile of incoming first-year students on many personal and academic attributes. The results compare Central Michigan University to normative data. The project will help Central Michigan University target future students for recruitment efforts and better serve a changing student population.

Employer Survey (ES)

Designed to determine how Central Michigan University graduates perform in the workplace across a variety of professions and organizations, and to advise us on current employer needs for graduates. The target population is corporate partners where Central Michigan University graduates are actively employed.

National Survey of Student Engagement (NSSE)

Designed to identify the extent to which students are engaged in effective educational practices. The target population is first- and senior-year students. The results compare Central Michigan University to normative data (Consortium "peers"; Carnegie norms; NSSE norms).

Graduating Student Exit Survey (GSES): Learning Outcomes

Designed to examine how frequently students use selected student services and their level of satisfaction with the selected student services. The target population is students approaching graduation.