

2024-2025 Graduate Survey Report

Student Success Council



Arkansas State University – Beebe

Mission: Transforming lives through quality learning experiences

Introduction

Arkansas State University-Beebe (ASUB) aims to provide its students with the highest quality educational experiences. ASUB embraces continuous improvement in the delivery of learning experiences and student satisfaction. By capturing the student's perception of their experience, ASUB is better equipped to understand the student experience and align strategic priorities for the desired outcomes. The Graduate Exit Survey is used to capture, collect, and present findings regarding the student experience. Our intent with administering this anonymous survey is to convey our dedication to improving the student experience.

Methods

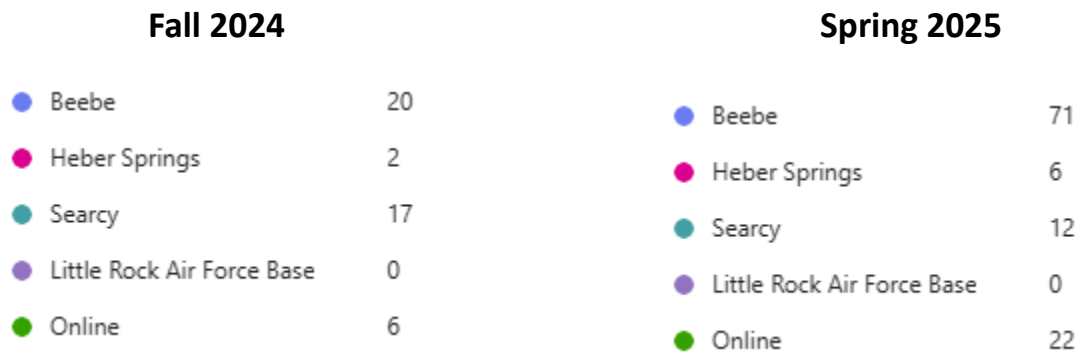
ASUB students are provided with the survey when they apply for graduation. The survey link is sent to their college email address using our learning management system (Canvas). A follow-up reminder is then texted to the students at a later date using our student engagement system (Element 451). The survey is implemented using the Microsoft Forms software tool. The survey is voluntary and anonymous. Survey results are presented in an overview report document and can be downloaded into an Excel file for further analysis.

The survey includes seventeen questions. The first seven questions collect information about the student and their future academic plans. The next four questions use a Likert five-point scale to measure student use of and opinions on academic engagement, student services, campus, and information technology at the college. The next three questions collect information regarding student use of our college's social media platforms. The last three questions determine how likely the student would be to recommend the college to family or friends and to provide additional feedback through open response questions.

Results

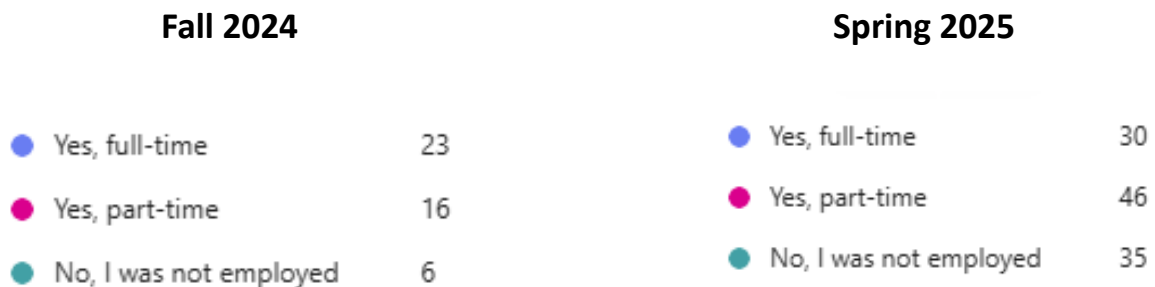
We had 45 responses from the 145 students who applied for graduation in the Fall 2024 semester (a 31.0% response rate) and 111 responses from the 354 students who applied for graduation in the Spring 2025 semester (a 31.4% response rate). The combined total number of responses was 156 of the 499 graduates (a 31.3% response rate). The average time spent to take the survey was 6 and a half minutes.

Question 1. Which campus did you primarily attend?



Overall, 58% of our graduates primarily attended the Beebe campus, 5% attended the Heber Springs campus, 19% attended the Searcy campus, and 18% identified as primarily Online students.

2. Were you employed while studying at ASU-Beebe?



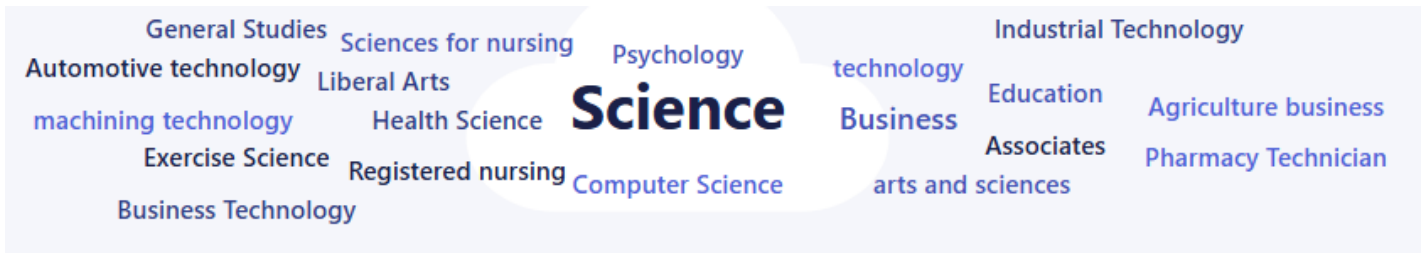
Overall, 34% of our graduates worked full-time in addition to taking courses, while 40% worked part-time, and 26% were not employed. The percentage of students employed to some extent totaled 74%.

Question 3. What was your educational history before attending ASU-Beebe?

Overall, 30% of our students reported that they enrolled at ASUB directly after graduating high school, 36% took a break after high school before enrolling at ASUB, 17% took concurrent classes in high school and then enrolled at ASUB, and 17% transferred from another institution.

Question 4. What is your field of study?

Fall 2024



Spring 2025



Question 5. Are you planning to transfer to a four-year university?

Overall, 57% indicated that they planned to transfer to a four-year university.

Question 6. If you do not plan to transfer to a four-year college, what is the most applicable reason?

Overall, 45% indicated that they did not need a four-year degree for their career, 16% indicated that they planned to complete another degree or certificate at ASUB, 12% that they could not afford it financially or that they needed to have an income, 4% that they did not like school enough to continue, and 3% reported that they planned to join the military or continue with military service. No one reported feeling academically unprepared or having low grades as a reason for not transferring. There were 15 responses (22%) of "Other", most responses in this category could be classified under not needing a degree for their career, but we had several responses of students that were transferring to a different 2-year program.

7. What course delivery method did you prefer (select all that apply)?

Fall 2024

Spring 2025

● In-Person: Day	22	● In-Person: Day	68
● In-Person: Night	5	● In-Person: Night	6
● Online	34	● Online	70
● Zoom	5	● Zoom	3
● Hybrid Course (combination Zoom/Online and in-person)	6	● Hybrid Course (combination Zoom/Online and in-person)	22

Overall, 43% of respondents indicated a preference for online courses, 37% for in-person day courses, 12% for hybrid courses combining Zoom/online with in-person meetings, 5% for in-person night courses, and 3% for Zoom courses.

Question 8. Academic Engagement – Please share your satisfaction with the following areas

Fall 2024

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall			
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Instructors' interest in students' learning	4.04	0	0%
Academic advising	3.82	1	2%
Class availability	4.09	0	0%
Class size	4.27	1	2%
Class location	4.10	5	11%
Class quality	3.88	3	7%
Class delivery method	3.87	0	0%
Preparation for employment	3.74	3	7%
Preparation to continue education	4.00	0	0%

Spring 2025

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall			
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Instructors' interest in students' learning	4.15	3	3%
Academic advising	4.07	5	5%
Class availability	4.20	2	2%
Class size	4.36	7	6%
Class location	4.20	11	10%
Class quality	4.09	2	2%
Class delivery method	3.93	4	4%
Preparation for employment	3.93	9	8%
Preparation to continue education	4.09	3	3%

Overall, graduates indicated that faculty were interested in their learning, availability, size, location and preparation to continue education. They had lower scores for advising, delivery method and preparation for employment, though all of these rated Satisfactory. Scores for all areas ranged from 3.74 to 4.36 on a 5-point scale.

9. Student Services Engagement – Please share your satisfaction with the following areas

Fall 2024

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall					
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Number of Was Not Aware Of	Percent WNAO
Admissions	4.20	2	4%	2	4%
Bookstore	3.83	3	6%	2	4%
Career Placement Services	4.11	17	35%	4	8%
Cashier's Office	3.95	5	10%	2	4%
Counseling Services	4.24	18	38%	6	13%
Disability Services	4.41	21	44%	7	15%
Financial Aid	4.16	8	17%	0	0%
Intramural Sports	4.36	23	48%	8	17%
Library	4.33	17	35%	1	2%
Registrar's Office	4.20	9	19%	1	2%
Registering for classes	4.16	1	2%	0	0%
Testing Services	4.30	9	19%	3	6%
Transfer Services	4.08	17	35%	4	8%
Tutoring	4.47	26	54%	4	8%
Veteran Services	4.17	26	54%	7	15%

Spring 2025

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall					
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Number of Was Not Aware Of	Percent WNAO
Admissions	4.17	5	5%	0	0%
Bookstore	4.05	6	5%	16	14%
Career Placement Services	3.90	45	41%	1	1%
Cashier's Office	4.11	17	15%	14	13%
Counseling Services	4.12	58	52%	6	5%
Disability Services	4.31	65	59%	0	0%
Financial Aid	4.33	11	10%	11	10%
Intramural Sports	4.00	71	64%	2	2%
Library	4.30	40	36%	1	1%
Registrar's Office	4.14	21	19%	0	0%
Registering for classes	4.16	4	4%	2	2%
Testing Services	4.15	37	33%	4	4%
Transfer Services	4.15	45	41%	4	4%
Tutoring	4.25	74	67%	9	8%
Veteran Services	3.85	75	68%	0	0%

Overall, graduates indicated that each service area met with their satisfaction or above satisfaction, scoring each of these areas within a range from 3.83 to 4.47 on a 5-point scale.

Question 10. Campus and Atmosphere– Please share your satisfaction with the following areas

Fall 2024

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall					
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Number of Was Not Aware Of	Percent WNAO
Campus & Building Appearance	3.95	3	6%	0	0%
Campus Safety	4.13	7	15%	0	0%
Food Services	4.00	23	48%	0	0%
Parking	3.81	8	17%	0	0%
Residential Life	4.33	31	65%	2	4%
Student Activities	4.26	24	50%	2	4%

Spring 2025

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall					
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU	Number of Was Not Aware Of	Percent WNAO
Campus & Building Appearance	3.92	16	14%	0	0%
Campus Safety	3.97	21	19%	2	2%
Food Services	3.59	45	41%	0	0%
Parking	4.08	19	17%	2	2%
Residential Life	3.53	71	64%	1	1%
Student Activities	4.04	53	48%	0	0%

Once again, graduates indicated that each service area met with their satisfaction or above satisfaction, scoring each of these areas within a range from 3.53 to 4.33 on a 5-point scale.

Question 11. Technology– Please share your satisfaction with the following areas

Fall 2024

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall			
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Campus Wi-Fi – Accessibility	3.95	11	23%
Canvas	4.42	0	0%
Computer Labs	4.34	10	21%
Mobile App	4.42	0	0%
Vanguard Portal – Accessibility	4.09	1	2%
Website	4.24	8	17%

Spring 2025

Response	Score
Very Poor	1
Poor	2
Satisfactory	3
Good	4
Very Good	5

Overall			
Area	Score (Out of 5)	Number of Did Not Use	Percent DNU
Campus Wi-Fi – Accessibility	3.83	20	18%
Canvas	4.07	0	0%
Computer Labs	3.97	30	27%
Mobile App	4.08	2	2%
Vanguard Portal – Accessibility	4.00	0	0%
Website	3.98	19	17%

The Technology areas also met or exceeded graduate satisfaction, with graduates scoring each of these areas within a range from 3.83 to 4.42 on a 5-point scale.

Question 12. Do you follow us on any of our social media platforms?

Overall, 47% of respondents indicated that they do follow us on at least one of our social media platforms.

Question 13. Which of ASU Beebe's social medias do you follow (select all that apply)?

Fall 2024		Spring 2025	
● ASU Beebe Mobile App	5	● ASU Beebe Mobile App	20
● Facebook	13	● Facebook	42
● Instagram	8	● Instagram	22
● LinkedIn	1	● LinkedIn	4
● X (Twitter)	0	● X (Twitter)	0
● YouTube	1	● YouTube	0
● Other	0	● Other	0

Overall, Facebook and Instagram were the most favored of our social media platforms. The ASUB mobile app is also in use by about a third of the students. The other sites were not of major use by our students.

Question 14. What is the primary reason you do not follow any of ASU Beebe's social media?

Of those graduates that had not used any of our social media sites, 46% indicated that the primary reason was that they were not aware that we had social media sites. Additionally, 24% indicated that our social media does not offer them useful content or is not engaging and 22% indicated that they did not have or use social media at all. There may be an opportunity here to better advertise our social media platforms and/or reduce their number to the ones most favored by our students (Facebook and Instagram).

Question 15. How likely are you to recommend ASU-Beebe to your family and/or friends?

Overall, 72% of graduates responded that they would be likely or very likely to recommend ASUB to family or friends, whereas only 8% indicated that they would be unlikely to do so. The remaining 20% were neutral.

Open Response Question 16. Is there anything specific you liked about ASU-Beebe?

Overall, 37 of the 156 graduates (24%) responded with a not applicable or no response. Those that commented included the following:

- Availability of online courses
- Welcoming and passionate faculty and staff
- Smaller campus/class size
- Warm/Down to Earth atmosphere
- Affordability

Open Response Question 17. Is there anything specific you would change about ASU-Beebe?

Overall, 92 of the 156 graduates (59%) responded with a not applicable or no response. Those that commented included the following:

- Better education on scholarships and grants
- More classes available online
- Make specific classes available In-Person
- More continuity of instructors in the nursing program
- More study places on campus/outdoor areas for recreation
- Residence hall repairs/cleanliness
- More hands-on experiences