

Kansas Educator Alumni and Employer Survey
Spring/Summer 2022 Survey Administration
Kansas State University

Background

This report provides a summary of the spring/summer 2022 survey administration of the Kansas Educator Alumni and Employer Survey with comparison to previous survey administrations where appropriate. Surveys were first distributed in spring of 2013 and are administered each year.

Survey Administration for Regent Institutions

The Office of Educational Innovation and Evaluation (OEIE) contacted the seven regent institutions to secure commitment for participation in the statewide Alumni and Employer survey. Four institutions [Fort Hays State University (FHSU), Kansas State University (KSU), The University of Kansas (KU), Washburn University] provided permission for OEIE to survey their Alumni and Employers as part of this initiative. Emporia State University (ESU) conducted their own survey administration (using the same survey instrument as used by OEIE) and provided OEIE their data to include in the statewide results. Starting in 2016, Pittsburg State University (PSU) administered their own surveys noting they obtained higher response rates when sending the survey directly. PSU edited some of the survey items; therefore, their responses could not be included in the 2016 - 2022 statewide results. In 2022, Wichita State University (WSU) decided to no longer participate in the statewide survey.

Summaries of the spring/summer 2022 survey administration for both the Alumni and Employer survey follow. The summaries are based on the four institutions for which OEIE distributed the surveys and data provided by ESU where applicable.

Contact Information for Alumni and Employers

The Kansas State Department of Education (KSDE) collects the contact information of the individuals with an education degree from one of the seven regent institutions who received a first-time teaching license from KSDE between June 1, 2020, and August 31, 2021, and were teaching in the state of Kansas during the 2021 - 2022 school year (referred to as Alumni). Also included in the data were the names and email addresses of Principals (referred to as Employers) who employed the Alumni during the 2021 - 2022 school year. These data did not capture individuals that were licensed or teaching in other states.

Each year OEIE contacts KSDE to determine when the contact information for Alumni and Employers are available. This information is only available once all districts have reported their personnel data; this typically occurs in April or May. See Table 1 for a summary of KSDE data release dates.

Table 1: Dates KSDE released Alumni and Employer Contact Information

Year	Date released from KSDE
2022	May 6
2021	April 7
2020	May 7
2019	April 18
2018	April 11
2017	May 2
2016	April 14

Year	Date released from KSDE
2015	May 15
2014	May 29
2013	May 17

While not the optimal time for Alumni and Employers to be completing surveys, the initial survey request email was sent before the end of the school year.

In previous years, KSDE provided OEIE the contact information directly. Beginning 2017, the institutions were required to obtain their own data from the KSDE IHE Portal and forward it on to OEIE for survey distribution. KSDE data sharing protocols make it difficult for the agency to share contact information, e.g., KSDE can provide “district” or “work” email, but not personal contacts. An issue with the KSDE data from previous years was the large number of Alumni and Employers without email addresses. For the past few years, all Alumni and Employers had contact information. Another previously recurring issue regarding email address was that USD 259 provided the same email address for all Alumni hired by the district. This limitation has been rectified in the past few years.

Survey Distribution

Several strategies were used to encourage Alumni and Employers to be aware of the survey and prompt them to complete the survey. Deans of Education sent notices to Alumni encouraging them to complete the survey. In addition, OEIE requested KSDE post a notice on the KSDE Administrators listserv in spring 2022. The message requests Principals and Superintendents to complete the Employer survey and to encourage their first year educators to look for and complete the Alumni survey.

The Alumni and Employer surveys were distributed on May 6, 2022. Reminders generated by the survey system were distributed to non-responders on May 6, 2022, May 24, 2022, June 14, 2022, June 20, 2022, and June 28, 2022. To address concerns that emails may be going directly to junk email folders due the email generated by the survey system, OEIE distributed reminders via the office email merge on May 10, May 16, June 1, June 9, and June 23.

When surveys were administered, a few bounce backs occurred (Alumni = 22; Employers = 14). In principle, over 97% of Alumni and 98% of Employers should have received the survey request. However, many school districts may have firewalls that block delivery without sending bounce back messages.

OEIE opened the survey again in late July as a strategy to increase the response rate. OEIE relaunched the survey on July 11, 2022 to those Alumni and Employers who had not previously responded. OEIE collaborated with FHSU and KU providing a non-respondent list on July 15, 2022. FHSU and KU monitored and sent reminders to those non-respondents in July. OEIE sent reminders via the survey system on August 2 and August 9 via a mail merge. Table 2 shows the percentage of survey responses received each year during this secondary administration (ESU not included in this analysis). Efforts in late July and August 2022 improved the overall response rate; 21% of responses for Alumni and 19% of responses for Employers occurred during the second survey administration period.

Table 2: Percent of Responders During the Second Administration of Survey

Year	Alumni	Employers
2022	21%	19%
2021	7%	6%
2020	19%	11%
2019	12%	13%
2018	25%	19%
2017	16%	13%

Response Rates

Each year response rates are calculated. The response rates for the Alumni survey appear in Table 3 and the response rates for the Employer survey appear in Table 4.

Alumni

Alumni response rates across the institutions in 2022 ranged from 16% to 28% with an overall response rate across institutions of 18%, the lowest since 2013. All the institutions surveyed showed decreased response rates from 2021 (ESU, FHSU, KSU, KU, and Washburn). Washburn had a large decrease from 2021, with nearly 18% less respondents completing the survey. FHSU had the highest response rate (28%) in 2022 across institutions.

Employer

Employer response rates across institutions in 2022 ranged from 14% to 39%, with an overall response rate across institutions of 23%. All institutions had large decreases in response rates from 2021, ranging from 15% to 25%. The largest decline was KU, from 46% in 2021 to 19% in 2022. However, FHSU had the largest response rate (39%) across the institutions in 2022.

Completion Rates

OEIE calculates completion rates for Alumni and Employers (number completing survey/number opening the survey). These raw data are embedded in the survey system and are not included in the report; rather, percentages are included. ESU data are not included in this percentage since they administer their own survey.

Alumni

The percentage of Alumni who completed the survey in 2022 has declined to 65% compared to 90% in 2021. The completion rate in this year was similar to previous years from 2017 to 2020 (2020: 61%; 2019: 63%; 2018: 64%; 2017: 66%), except for 2021 (90%), 2016 (72%), and 2015 (71%).

Employer

Seventy-five percent of the Employers completed the survey in 2022. This shows a twenty percent decrease from 2021, which is close to the completion rate in 2018 (77%) and lower than any of the previous years (2021: 95%; 2020: 82%; 2019: 81%; 2018: 77%; 2017: 87%; 2016: 84%; 2015: 81%).

Findings

Only completed surveys were used in the analysis. The surveys distributed by OEIE require a response to each item, while the surveys distributed by ESU do not require a response to each item; therefore, some

item totals vary. Each year a few institutions represent the majority of the survey responses. These institutions may vary each year.

Alumni

Approximately 33% of the Alumni completing the 2022 survey represent KSU Alumni, 26% ESU Alumni, and 24% represent FHSU Alumni. The remaining participants who completed a survey were from KU (14%) and Washburn (4%). In 2022 and for the past few years, KSU Alumni represent the majority of responders, with the remaining institutions representing smaller, similarly-sized participation rates for the year.

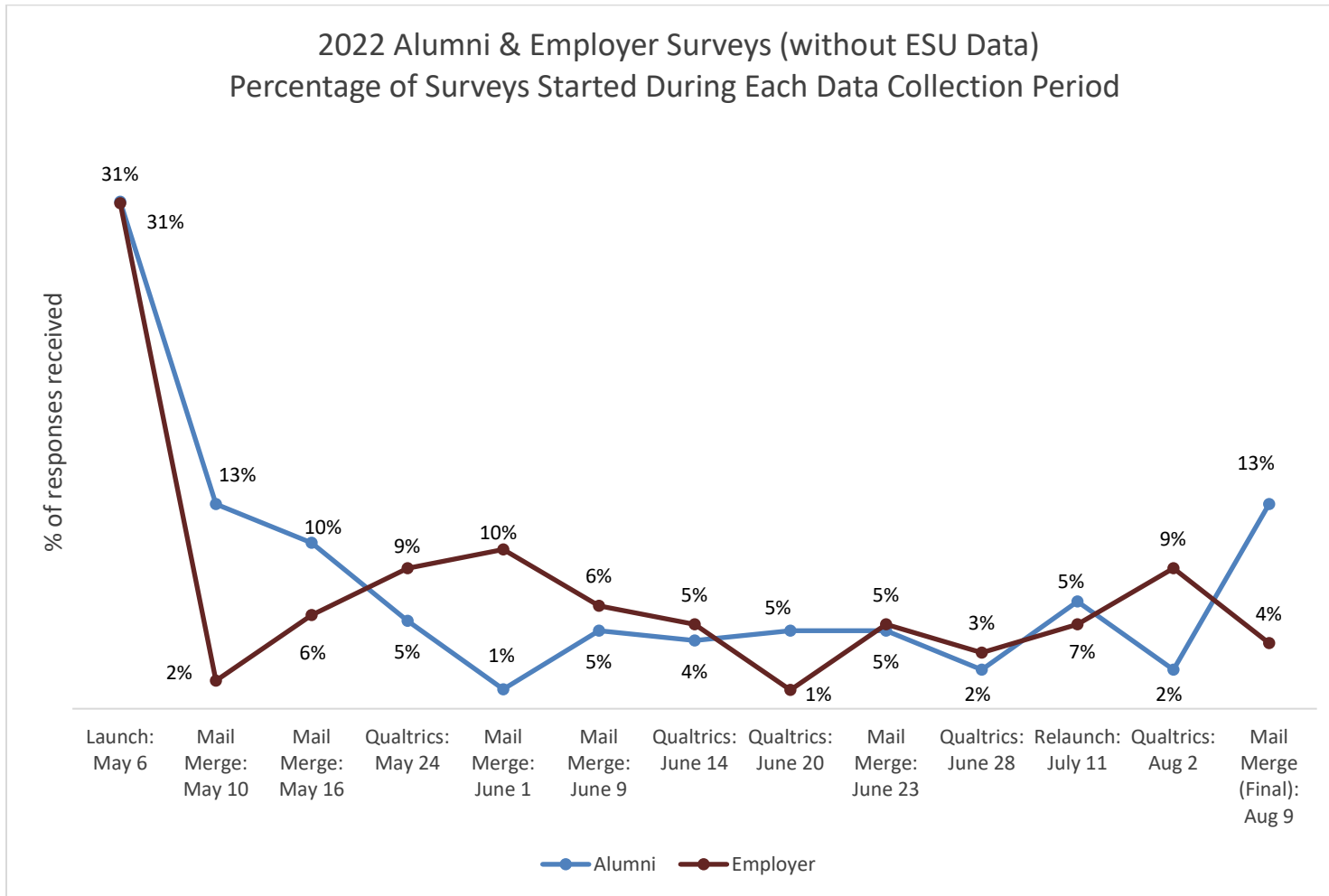
Employer

In 2022, employers of KSU teachers comprised 36% of the respondents and 28% of respondents represented employers of FHSU graduates. Employers represented graduates from ESU (17%), KU (13%) and Washburn (5%). This follows a similar trend in previous years (2016-2021), where employers of Alumni were primarily represented by KSU and FHSU, together representing more than half of the employers completing the survey. Employers of Washburn graduates had the lowest percentage of respondents, similar to previous years.

OEIE charted the percentage of surveys completed during each of the data collection periods (see Figure 1 for results without ESU).

For Alumni and Employer, the highest percentage of the responders were at the initial launch. The trend of survey completion of Alumni and Employer was similar in some ways; the consistency was from June 9, June 14, June 23, and June 28 to July 11 (The completion percentage fluctuated from 1% to 7%). However, the trend also showed some differences at several time points. That said, the reminders on June 1 (Mail Merge), June 20 (Qualtrics), August 2 (Qualtrics), and the final reminder (August 9) demonstrated the opposite trend from both Alumni and Employer; when one was high, the other was low in those distributions and vice versa. It is challenging to conclude which method to send the survey invite (Qualtrics or Mail Merge) would bring more respondents. The use of sending the reminder through OEIE's email merge rather than the survey system did not appear to influence responses. Overall, Alumni responses were highest initially and the first week of August. Employers responded initially and also in early June as well as the first week of August.

Figure 1: Alumni & Employer Surveys (without ESU Data) - Percentage of Surveys Started During Each Data Collection Period



Qualtrics: Represents reminders sent directly from the survey system

Mail Merge: Represents reminders sent from the OEIE email system (showing OEIE as the sender)

Note. Data in Figure 1 includes those who chose to opt-out of the survey; Data does not include ESU data

Table 3: Alumni Potential Survey Recipients and Response Rates

Institution	Surveys Distributed to Known Email Addresses	Survey Bounce-backs	Total Potential Alumni Survey Recipients	Number of Completed Surveys	2022 Response Rate (%)	2021 Response Rate (%)	2020 Response Rate (%)	2019 Response Rate (%)	2018 Response Rate (%)	2017 Response Rate (%)	2016 Response Rate (%)	2015 Response Rate (%)	2014 Response Rate (%)	2013 Response Rate (%)
Emporia State University	245	4	241	38	16%	28%	25%	26%	35%	28%	26%	25%	26%	39%
Fort Hays State University	127	4	123	35	28%	37%	26%	28%	33%	26%	37%	22%	16%	25%
Kansas State University	289	11	278	49	18%	28%	33%	34%	38%	29%	36%	30%	22%	32%
Pittsburg State University	Did not participate											29%	28%	36%
University of Kansas	112	2	110	20	18%	29%	24%	23%	21%	26%	28%	24%	19%	30%
Washburn University	52	1	51	6	12%	30%	32%	34%	17%	26%	24%	20%	38%	32%
Wichita State University	Did not participate					29%	35%	25%	25%	37%	25%	30%	14%	30%
Total	825	22	803	148	18%	30%	29%	29%	31%	29%	30%	26%	20%	32%

Table 4: Employer Potential Survey Recipients and Response Rates

Institution	Surveys Distributed to Known Email Addresses	Survey Bounce-backs	Total Potential Alumni Survey Recipients	Number of Completed Surveys	2022 Response Rate (%)	2021 Response Rate (%)	2020 Response Rate (%)	2019 Response Rate (%)	2018 Response Rate (%)	2017 Response Rate (%)	2016 Response Rate (%)	2015 Response Rate (%)	2014 Response Rate (%)	2013 Response Rate (%)
Emporia State University	211	4	207	28	14%	29%	25%	28%	23%	30%	25%	22%	33%	27%
Fort Hays State University	119	5	114	45	39%	51%	38%	45%	53%	48%	46%	49%	44%	43%
Kansas State University	238	4	234	58	25%	44%	39%	41%	44%	46%	44%	41%	36%	26%
Pittsburg State University	Did not participate											42%	26%	34%
University of Kansas	110	1	109	21	19%	46%	30%	36%	30%	28%	26%	32%	24%	26%
Washburn University	45	0	45	8	18%	37%	49%	34%	31%	47%	50%	33%	24%	26%
Wichita State University	Did not participate					46%	34%	39%	49%	38%	36%	33%	25%	27%
Total	723	14	709	160	23%	42%	35%	38%	39%	40%	38%	37%	31%	29%