



Graduate Business Program
Economics and Business Department

2016 Post-Graduation Assessment Survey Results

The first annual post-graduate survey was conducted by Moravian College's Economics and Business Department this past Fall, closing on 11/30/16. Seventeen May 2016 graduates were solicited for participation in the survey with six responding, a 35% response rate.

Survey items included open-ended and multiple choice questions. Two demographic questions were required of respondents, their Master's degree program and employment status. Based on the answer to the employment status question, optional questions were mapped to the respondent's unique situation. Questions included in all sections are noted below with an asterisk (*), but do not denote a required response.

Respondent data

Of the respondents, 50 percent were MSHRM graduates, 33 percent were MBA program graduates, and 17 percent were MHA graduates. Eighty-three percent of these graduates were employed full-time while 17 percent were seeking full-time employment. Of the respondents, 80 percent reported working in the Allentown area with one person working in Breinigsville, PA. Companies employing the respondents were medium to large companies, including Coca-Cola North America, Lehigh Valley Health Network, Computer Aid, Inc., Air Products, and Nestle USA. The salaries of respondents ranged from \$30,000 to \$100,000 with an average of \$65,000.

Sixty percent of respondents reported they were not seeking new career opportunities while 40 percent responded that they were seeking new opportunities. After graduating from the program, 60 percent of respondents received one new job offer while 40 percent received two new job offers.

Survey questions

1. *How related to your degree is your current position?**

The respondents rated their degrees' relevance to their current position with 60 percent responding "Very Related," 20 percent responding "Related," and 20 percent responding "Unrelated."

2. *What did you personally find most beneficial in our program toward your current position?*

Feedback from respondents was mixed with half of the responses having a theme focusing on the benefit of leadership classes. Written responses included:

- “Networking and Professors that bring real work experiences into the classroom”
- “Employment Laws”
- “ONLY the leadership classes”
- “Training and Development and Leadership Competencies”

3. *How much value does your employer place on the skills you learned in your program at Moravian College?*

Respondents answered that 20 percent “Extremely Valuable,” 20 percent “Moderately Valuable,” 40 percent “Somewhat Valuable” and 20 percent “Slightly Valuable.”

4. *How much value do you place on the skills you learned in your education program at Moravian?**

All the respondents rated the personal value of their degree as “Moderately Valuable” on a five point scale from “Not at all valuable,” to “Extremely Valuable.”

5. *What did you personally find most beneficial in our program toward your goals?**

One respondent responded to this open-ended question with “The knowledge and the additional skill sets that i[sic] learned during my studies.”

Recommendations from Respondents

Respondents were asked to provide their ideas on how to improve the program. One theme found in those responses was the availability of career services after graduation. Specific responses to that item included:

- “Make more resources readily available in regards to post graduation employment. I would have liked to receive assistance with Career Services or any resources that would have been helpful in securing employment. I felt these services were not advertised within the business programs.”
- “How to gain work experience required for HR positions”

Graduates also commented on other areas of the program, as follows:

- “Bring more Professors in that work in the Business World. This allow students to learn real time.”
- “Only class availability, but I think that issue has been addressed”
- “Improve on curriculum and professors”

Comments on career services and class availability were also noted in the 2016 Graduate Business Student Satisfaction Survey conducted from May through August 2016. Quality of professors may also tie with class availability, as the Economics and Business Department must assess a pool of adjunct faculty who have the relevant competencies to teach a specialized course and whose availability may be limited.

Analysis and Takeaways

Overall, graduates of the MBA, MSHRM, and MHA programs viewed their degree as being very related to their current work status and moderately valuable personally. All respondents indicated that their employers perceive value in the degrees they earned. Employers, though, saw less value for the degree than graduates. A majority of the graduate students work full-time while also attending classes. Employers may perceive lesser value for the degrees than graduates as only the degree is only one component of graduates' work-related competencies.

Graduates noted that the Master's programs in the Economics and Business Department should include more career services to supplement their education, as some respondents were seeking employment or new positions post-graduation. As mentioned above, comments on career services and class availability were also noted in the 2016 Graduate Business Student Satisfaction Survey conducted from May-August 2016. This is an area to focus upon for expanding and further tailoring the programs. These results will be shared with Amy Saul, Associate Dean of Career and Civic Engagement.

The positive responses about the value of the leadership components of the curriculum to the graduates supported the decision to have such a focus in the curriculum. The focus on leadership is a distinction of the Moravian MBA program in comparison with the programs at other area college and universities.

Prospective candidates for the graduate program often ask what related job outcomes students experience after completing their graduate program. The results of this survey provide an answer to that inquiry. All of the respondents received an offer for a new job after graduation; 40 percent received two new job offers. Although the small number of respondents limits generalizability of these results, there is here the suggestion that graduates benefit from completing their MBA, MSHRM, or MHA degrees.

Limitations

The number of potential respondents was limited by the number of graduating students in the 2015-16 academic year. While the overall response rate was 35 percent, only 17 graduates of the Graduate Business Program were contacted to complete the survey.

The value of these results are in the baseline created for comparative use of results from future administration of the instrument. The number of respondents limits the ability to generalize the results, though there are takeaways that are actionable.

This instrument will be administered to future graduating students with the purpose of creating year-to-year comparisons of outcomes, as well as a larger data set to use for assessing the outcomes of the program for students.