

**Guilford College**  
**2010 Graduating Senior Survey**  
**August 16, 2010**

Executive Summary

Each spring, prior to graduation, the Office of Academic Support Services sends an electronic satisfaction survey to seniors who are scheduled to graduate in May or July. Seniors are asked what they liked or disliked about their Guilford experience, about their future employment and/or education plans, and various questions regarding the College's impact on their lives. The students' responses are an important part of Guilford's assessment process because they inform the College as to what it is doing well and what might possibly be changed for the better.

The Office of Institutional Research and Assessment summarized the data separately for Traditional students and for Center of Continuing Education students. Thirty-four percent of Traditional seniors and 30% of CCE seniors responded to the survey, return rates that are valid for both populations at a 95% confidence level. For each group of seniors, Traditional and CCE, the following charts interpret graphically and succinctly the findings from this year's survey.

Highlights from the data reveal that seniors:

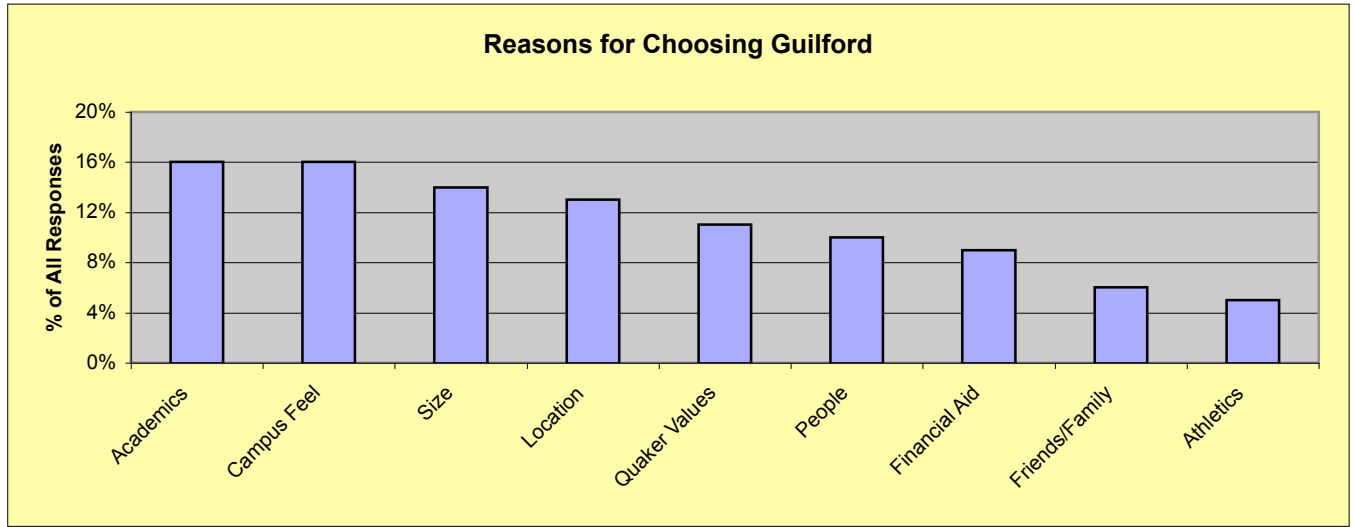
- chose to attend Guilford primarily for its academic programs
- feel that the Guilford community (faculty, staff and friends) was the most important aspect of their college experience
- believe that Guilford deeply impacted their lives on multiple levels
- are highly satisfied (98% of all seniors) with their Guilford experience
- would choose to attend Guilford if they had to do it all over again (94% of Traditional and 95% of CCE)
- have tentative plans for employment (63% of Traditional and 68% of CCE) or continuing their education (29% of Traditional and 18% of CCE)

Suggestions for improvement were varied and reflected typical frustrations with student services such as housing, financial aid, parking, and (although not a service) academic rigor. Refreshingly, seniors also voiced academic concerns such as a renewed interest in the core values of a Guilford education, better advising, more diversity, and a narrowing of a perceived division between Traditional and CCE students and programs.

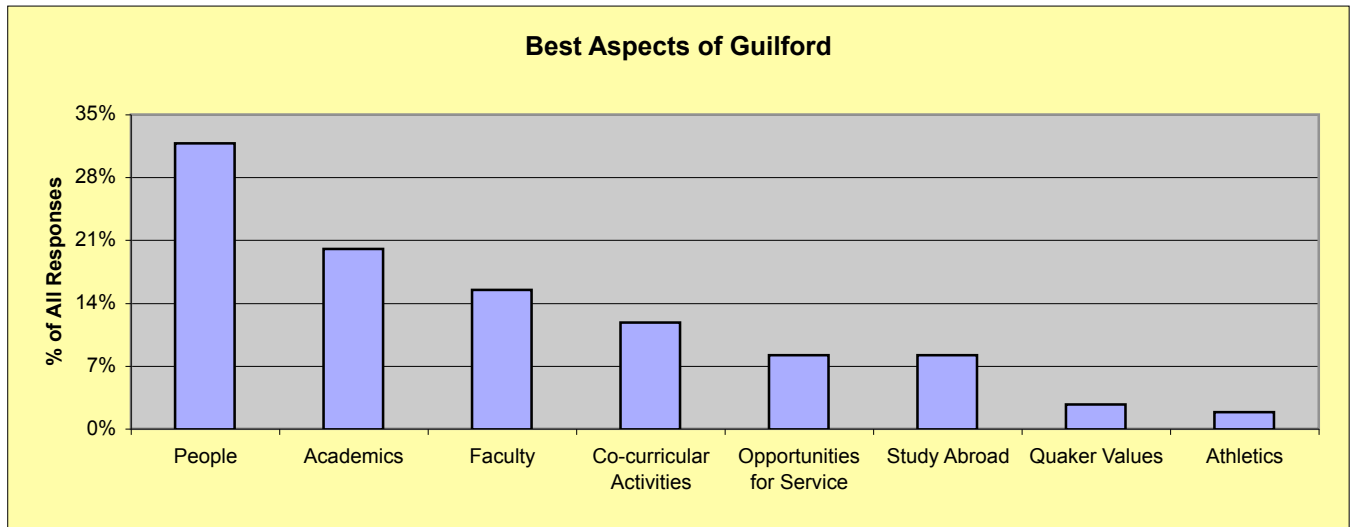
Satisfaction surveys are not empirical studies—that is, their purpose is not to prove anything, but to *improve* something. As you review the following data, please do so with this question in mind—How can Guilford improve the educational experience of its students?

# Guilford College 2010 Senior Survey: Traditional

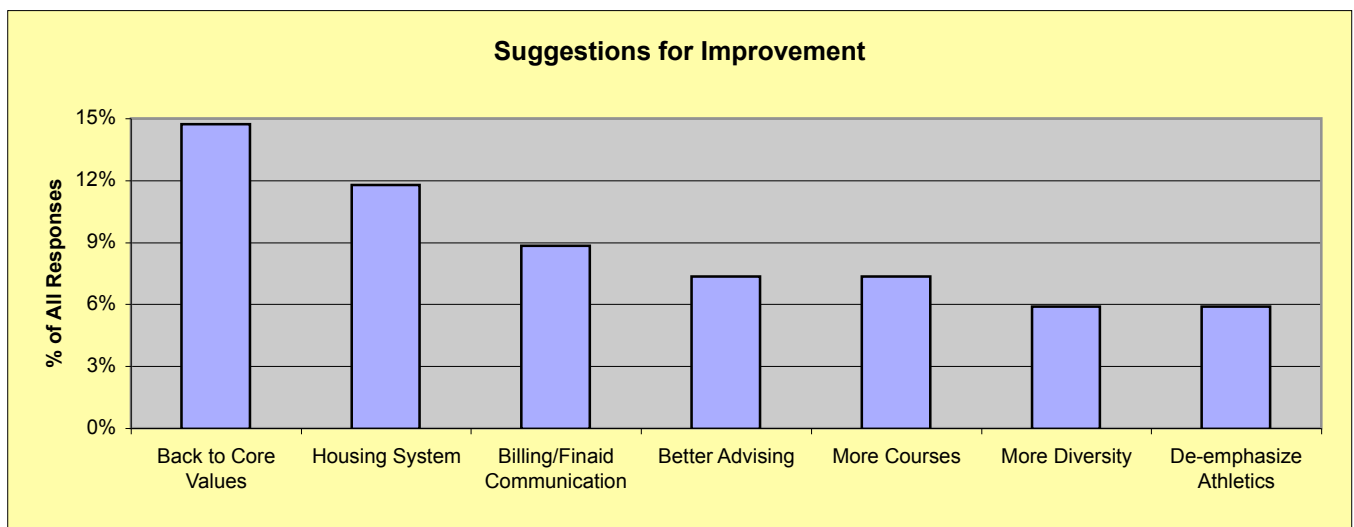
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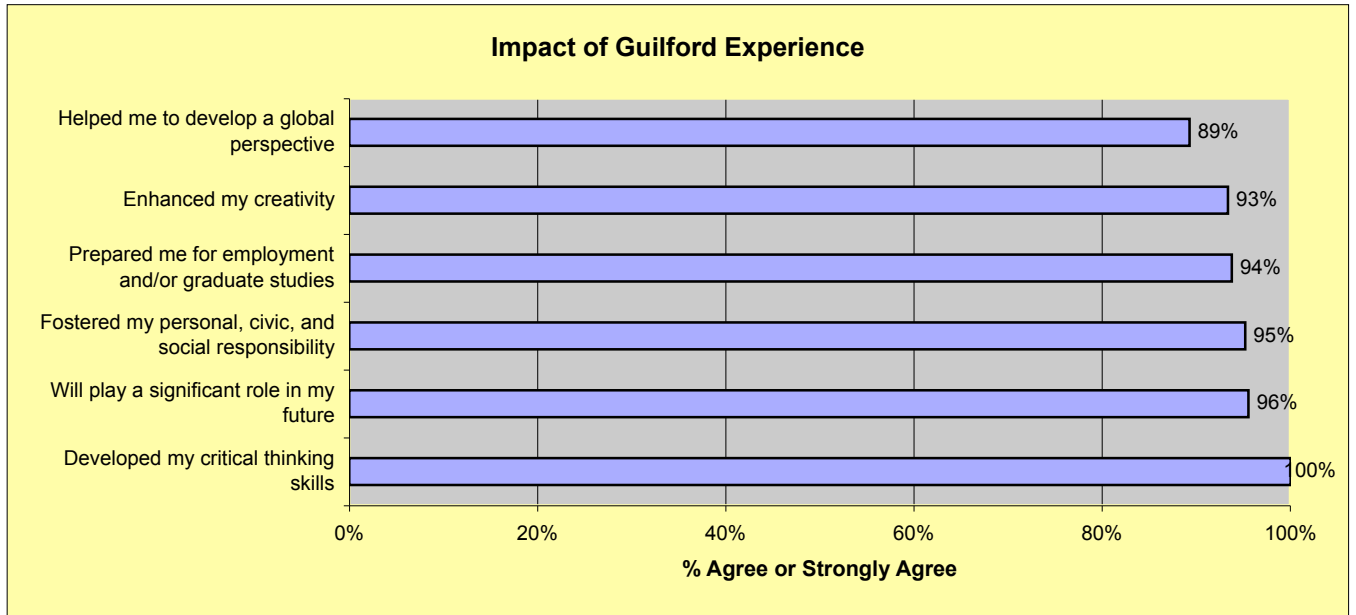


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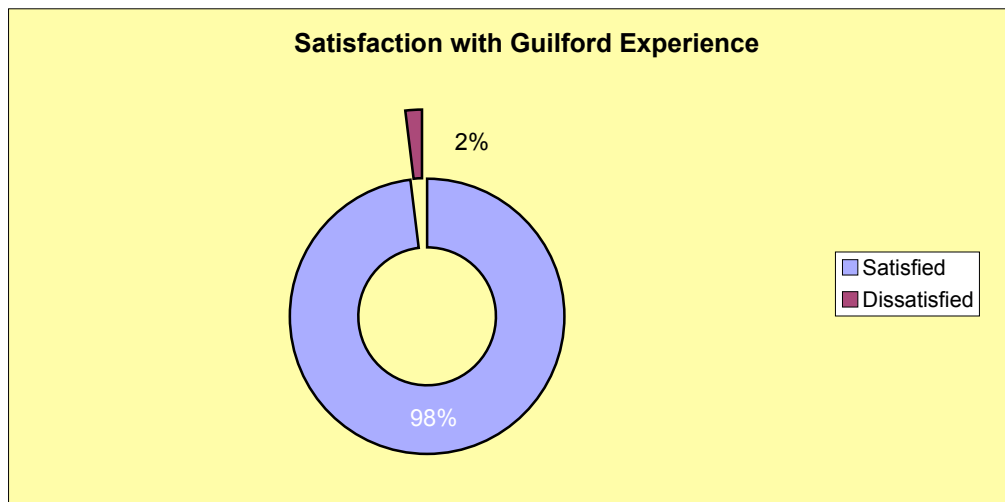


**Guilford College  
2010 Senior Survey: Traditional**

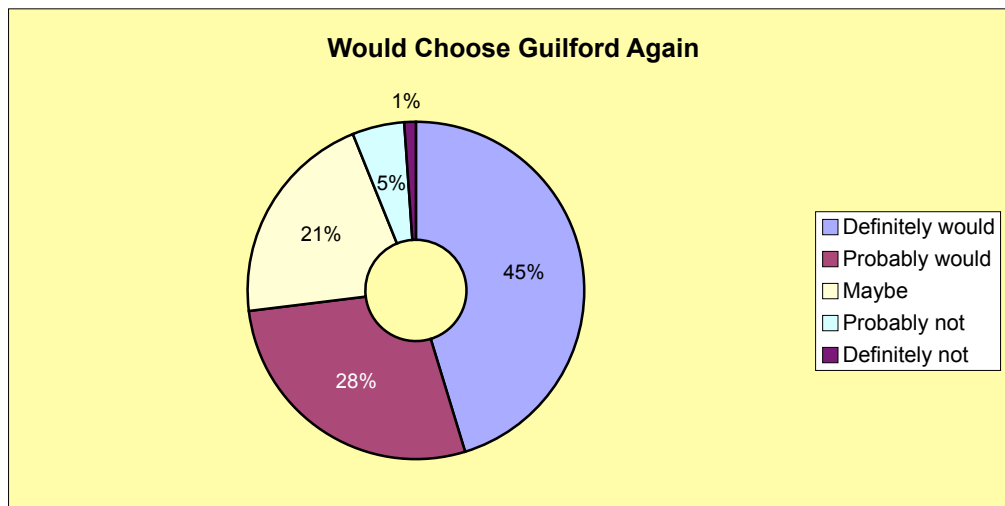
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**Guilford College  
2010 Senior Survey: Traditional**

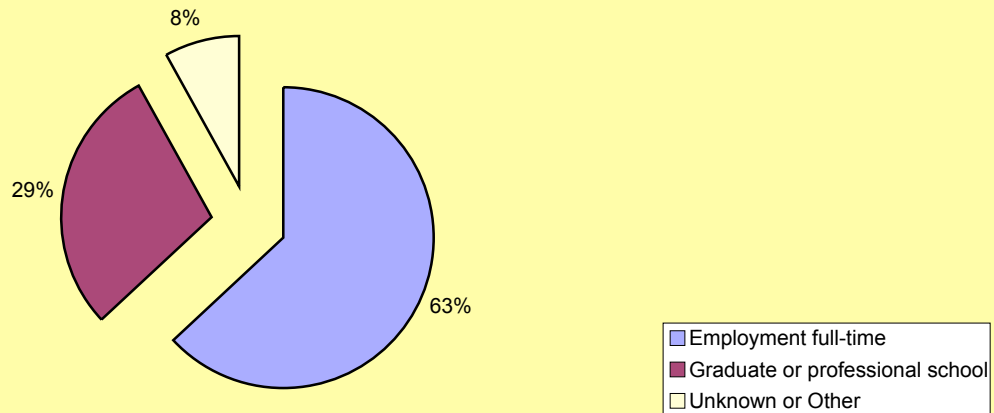
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**Activities or Resources Participated in or Used during College  
(Percentage of Seniors Responding)**

Hege Library	78%
Independent study / research	56%
Learning Commons	54%
Career Center	50%
Study abroad (semester or year)	46%
Internship (off-campus during a semester)	46%
Health Center	42%
Counseling Center	33%
Internship (off campus during summer)	26%
Travel abroad during the summer (not for credit)	24%
Leadership training	22%
Apply for a grant or fellowship	17%
Attended a racial/cultural awareness program	13%
Gender studies program	12%
Disability Services	12%
Anti-Racism training	10%
Residence hall assistantship (RA)	8%
Sexual harrassment program	1%

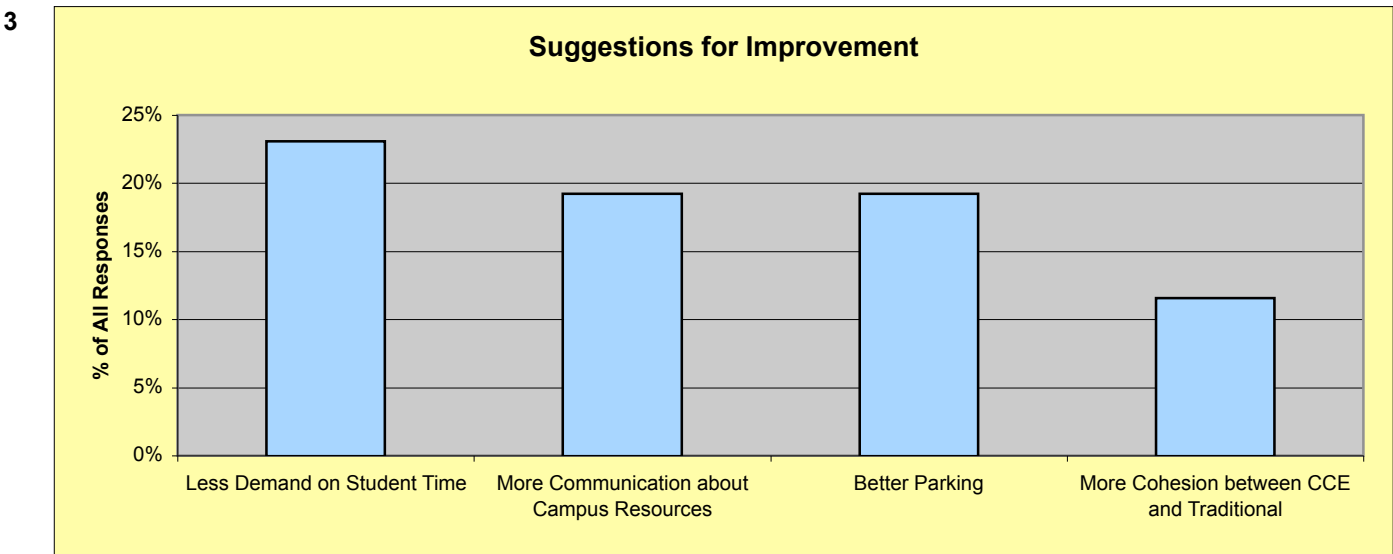
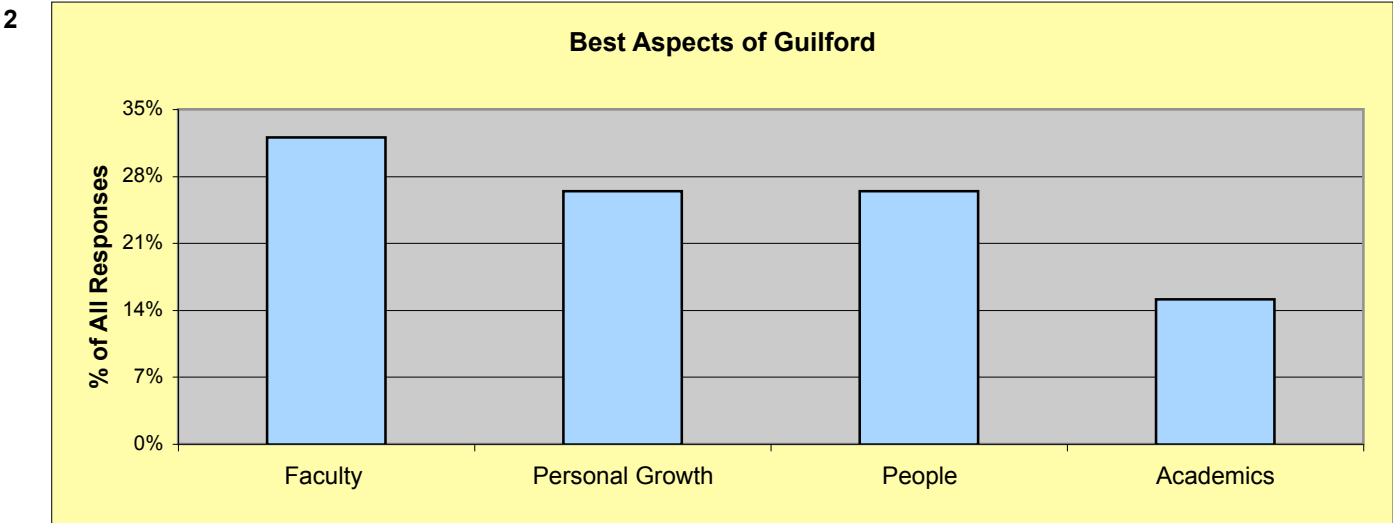
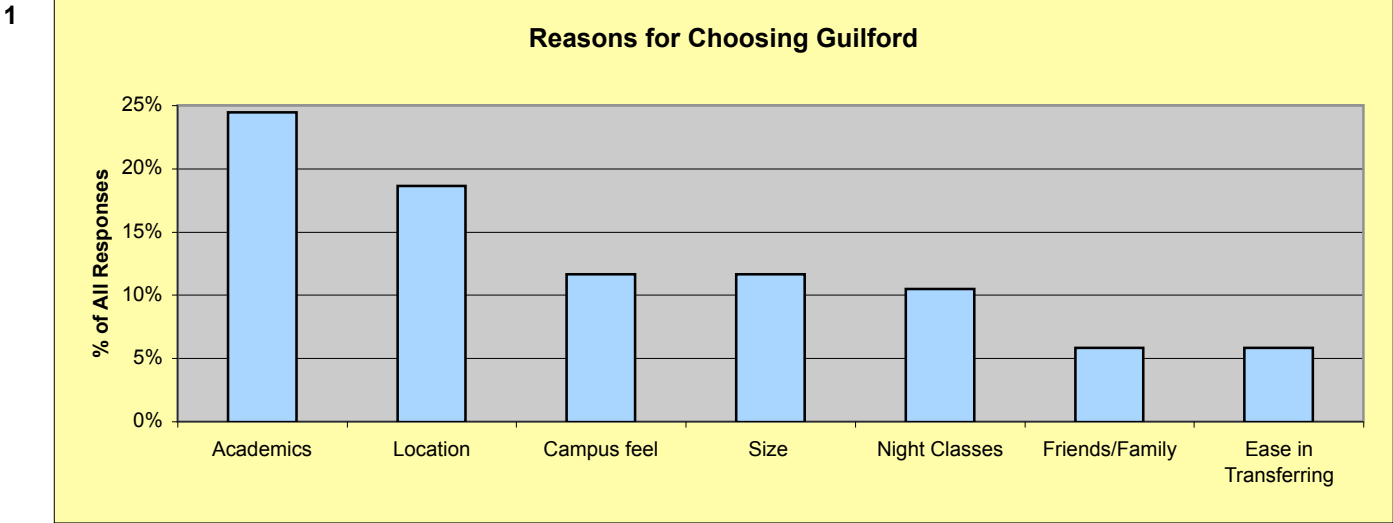
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**Plans for the Next Year**



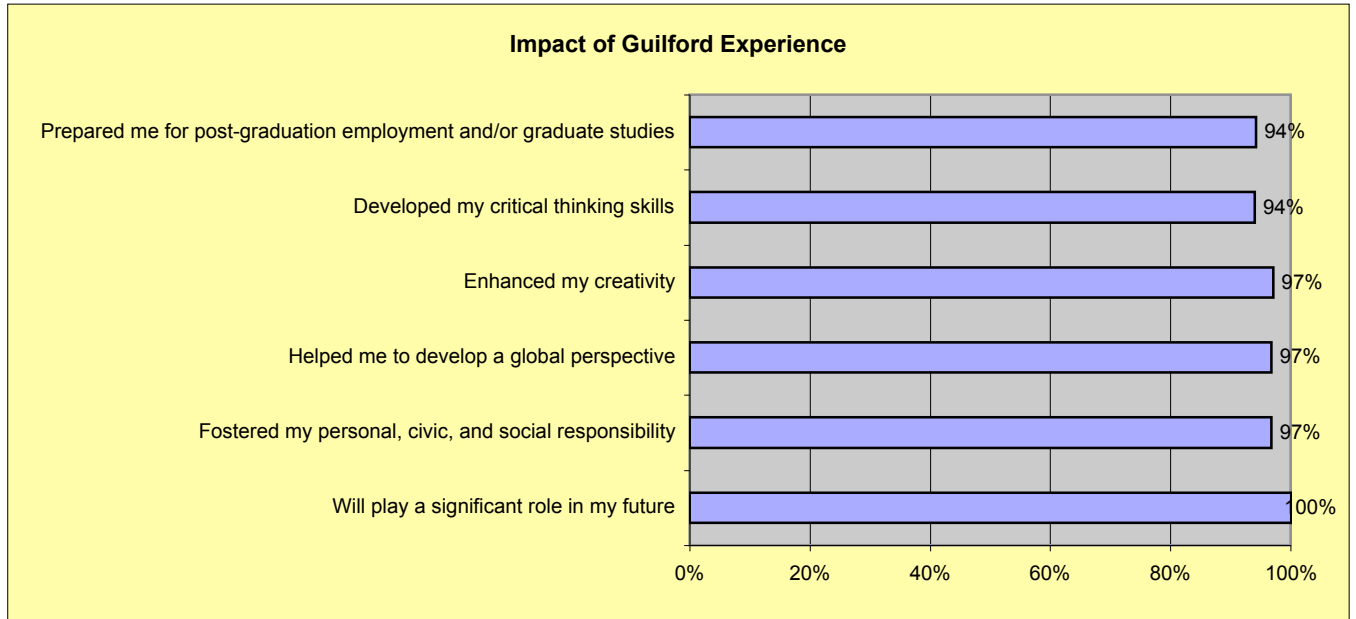
**Note: Survey sent via email in March/April 2010 to all prospective graduates. Eighty-two of 240 Traditional seniors responded which represents 34% of the population.**

**Guilford College  
2010 Senior Survey: CCE**

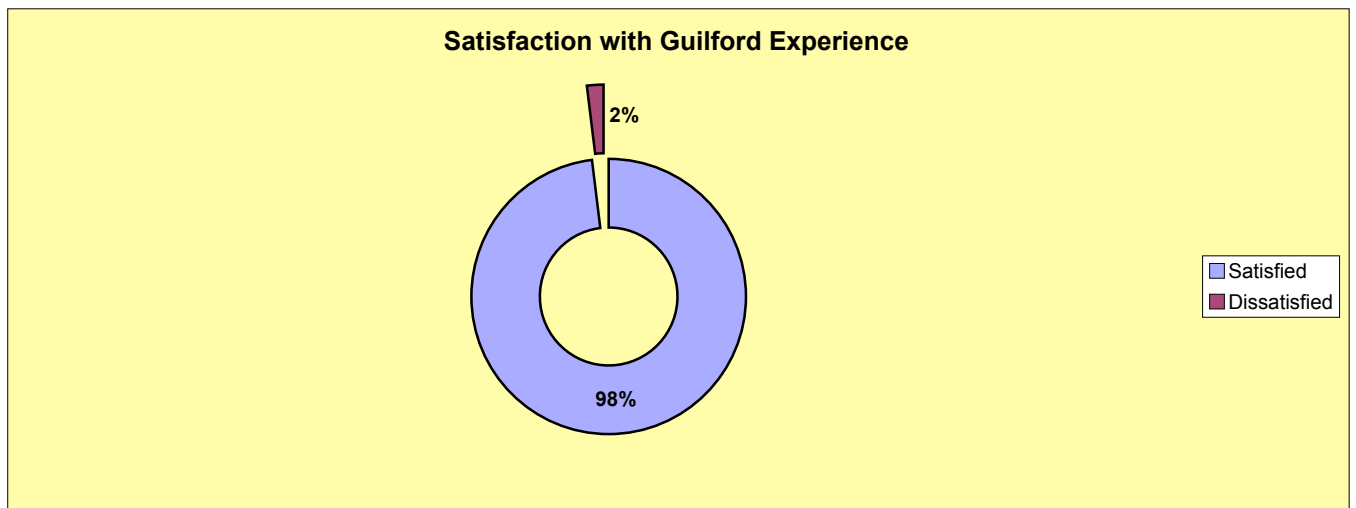


**Guilford College  
2010 Senior Survey: CCE**

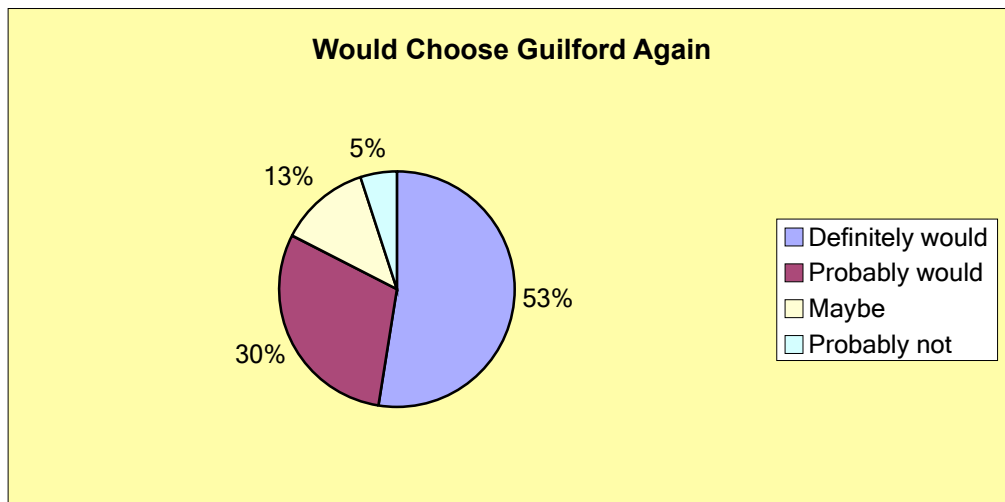
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**Guilford College  
2010 Senior Survey: CCE**

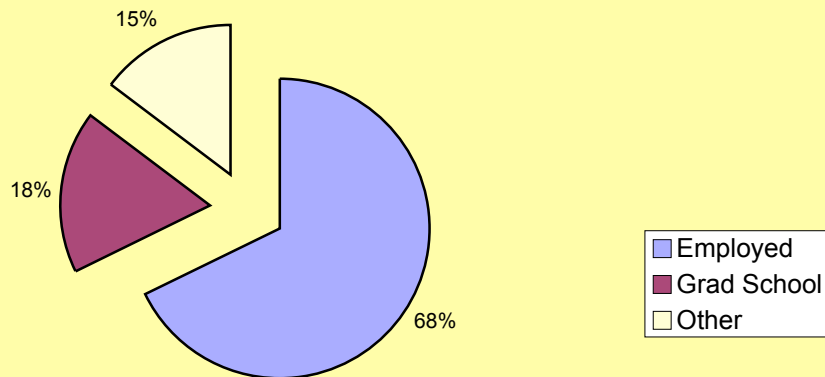
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**Activities or Resources Participated in or Used during College  
(Percentage of Seniors Responding)**

Hege Library	84%
Learning Commons	49%
Independent study / research	46%
Career Center	22%
Internship (off campus during a semester)	14%
Racial / cultural awareness program	14%
Disability Services	14%
Health Center	14%
Apply for a grant or fellowship	11%
Multicultural Education	11%
Internship (off campus during summer)	8%
Anti-Racism training	8%
Counseling Center	8%
Gender studies program	5%
Leadership training	3%
Study abroad or Travel Abroad in Summer	0%
Residence hall assistantship (RA)	0%
Sexual harrassment program	0%

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**Plans for the Next Year**



**Note: Survey sent via email in March/April 2010 to all prospective graduates. Forty of 133 CCE seniors responded which represents 30% of the population.**