

Virginia Educated:
A Post-College Outcomes Study
Production survey update

presented to the

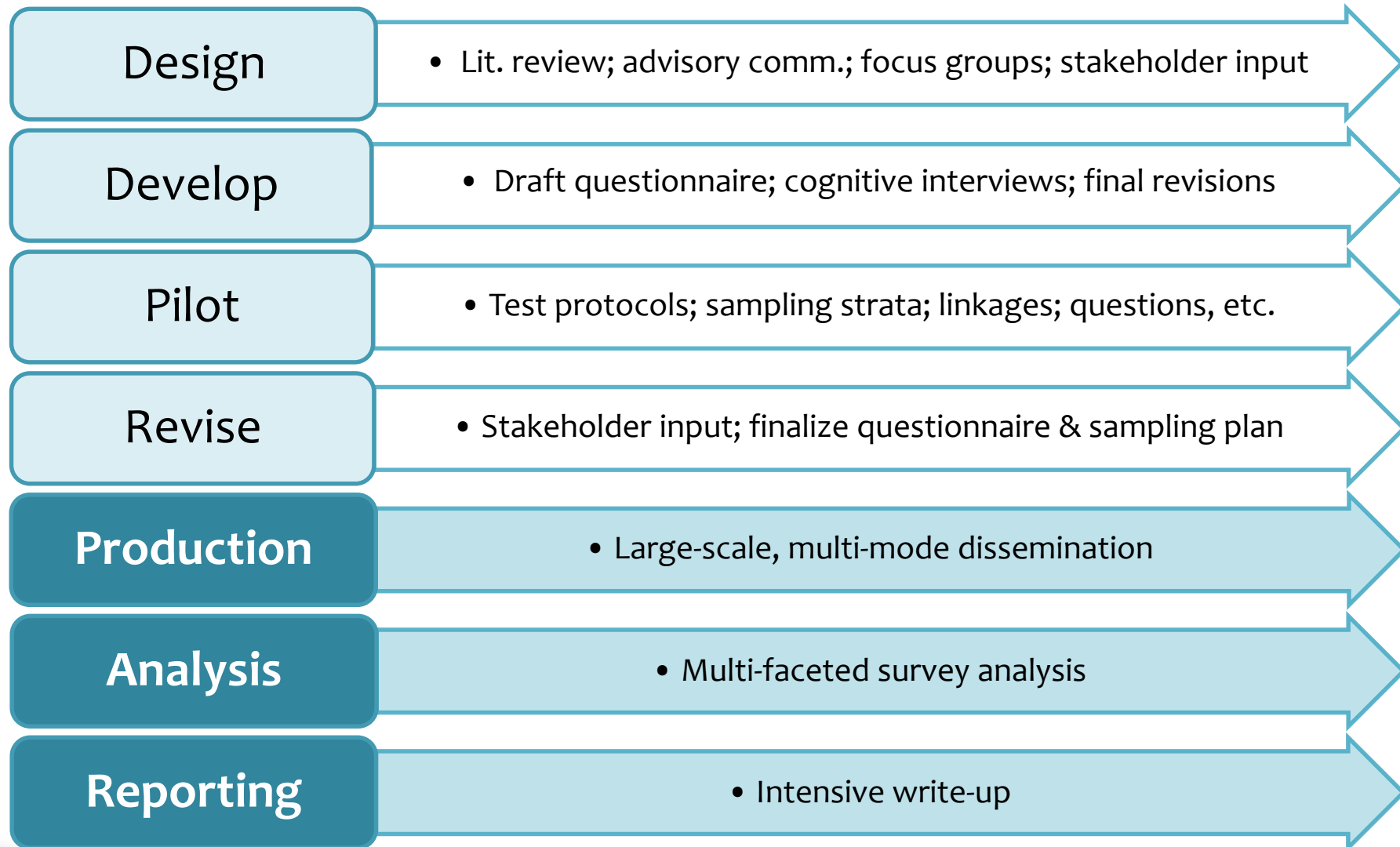
State Council of Higher Education for Virginia
Academic Affairs Committee

by the

Survey and Evaluation Research Laboratory, VCU



Project Plan



Two data collection efforts

- Probability sample (“PS”)
 - 50,495 graduates
 - Controlled for institution, race (Black/non-Black), discipline group, in/out of state, email
- Email-only supplement (“EOS”)
 - Up to 52,175 eligible, invited in waves
- Aiming for a total of 15,000 responses

Data collection status

- Probability sample (PS)
 - 11,700 completions and counting
 - Aiming for 13,000 PS completions
 - Mail service running slow - fourth mailing eliminated
- Email-only sample (EOS)
 - 1,300 completions and counting
 - Aiming for 2,000 EOS completions
- Data collection slowed due to **COVID**, but on track



Contacts: Probability sample (PS)

Date	Milestone
12/23	Contact 1: Advance letter mailed
12/30	Contact 2: Email sent to non-responders
1/2	Contact 3: Email sent to non-responders
1/29	Contact 4: Reminder Letters mailed
2/10	Contact 5: Email sent to non-responders
3/15	Contact 6a: Questionnaire paper packets mailed
3/23?	Contact 6b: Final reminder letters
3/28	Contact 7: Email to non-responders
4/5	Contact 8: Email to non-responders
4/16	Nominal last postmark date for responses
4/30	Close data collection



Key results

- So far, no unexpected issues with the data
 - Analysis is in progress
- More than two-thirds agreeing to data linkage
- About half interested in an ongoing survey panel
- Heavy use of open-ended items
 - More than 40,000 being reviewed and coded



Next steps

- Receive mailing #3 returns; send final emails
- Launch final EOS wave
- Engage new SERL staff in analysis and reporting
- SERL to mail requested survey booklet packets
- Close data collection by late April
- Weighting and completion of analysis
- Report and files delivered by June 30



Thank you!
Questions?

Contact:

Jim Ellis, Ph.D.

Survey and Evaluation Research Laboratory

Virginia Commonwealth University

jmellis@vcu.edu

804-828-2839

