



THE FACTORS THAT AFFECTING ALUMNI SATISFACTION AND RECOMMENDATION LEVELS OF THE INSTITUTION

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“Stay Together”

BAU NETWORK



education beyond borders

One of the most important resources that universities have is their own graduates. It is important for educational institutions to establish sustainable and long-term good relations with their graduates in terms of institution reputations.



The biggest handicap of alumni relations management is generally measurability.

The topic that alumni professionals think about the most is “How to Measure Alumni Communication?” comes the question.



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Alumni Management & Corporate Reputation



Create



Evaluate



Reputate



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The Alumni Satisfaction Survey

- Sent to **9,200 BAU Alumni** in total and remained open between 25 June 2021 and 4 August 2021.
- 9,200 alumni, 4100 alumni opened the e-mail and a total of **582 alumni answered** the survey.
- The results of 582 graduates who answered the survey were based on 532 people and the data of 50 people with missing values were not included in the analysis.
- Two-way between-group ANOVA analysis was carried out over the independent variables of “educational status” (associate degree, undergraduate or graduate) and “gender”, and the dependent variables of “satisfaction status” and “level of recommending the university”. The two research questions put forward were tested by performing two different two-way between-group ANOVA analysis.



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The question pattern of the survey was made as follows:

1. Demographic Information:
 - a. Gender
 - b. Age,
2. Education Information:
 - a. General Education Level
 - b. Graduated Faculty/Institute/Program
3. Information about the program they graduated from
 - a. Graduated Faculty
 - b. Graduated Departments
 - c. Graduation Years
4. Working and study Information&Experience:
 - a. Working Status
 - b. Worked Sectors
 - c. Position
 - d. Total Work Experience
 - e. COOP Making Status
 - f. First Job After Graduation
 - g. Income Status

M1	My current or most recent job is related to the field I graduated from.
M2	The professional knowledge / theory that I have gained at BAU is enough for my current occupation.
M3	The professional skills and experiences that I have gained at BAU are enough for my current occupation.
M4	The level of competence of the academic staff of the department I graduated from is high.
M5	Adequate internship opportunities are provided.
M6	I have adequate foreign language to communicate in my field.
M7	BAU has given me an advantage in my employment and career development.
M8	I can recommend BAU and my program to my acquaintances.
M9	I prefer BAU for master's degree and/or doctorate.
M10	Technological opportunities are sufficient.
M11	Library opportunities are sufficient.
M12	Laboratory opportunities are sufficient.
M13	Career possibilities (CO-OP etc.) are adequate.
M14	International cooperation possibilities are adequate..
M15	Sports and socio-cultural opportunities are adequate.

- Satisfaction Levels were measured using a 5-point Likert scale (*strongly agree, agree, undecided, disagree, strongly disagree*) with the following 15 different expressions on the survey used



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- **Research Question - 1:** Does the "satisfaction level" differ according to the education level (associate degree, undergraduate or graduate) or gender of the alumni?

*reliability analysis was performed on the data set then, factor analysis was applied to the data set via SPSS.



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- **Research Question - 2:** Does the “level of recommending” a university differ according to the educational background (associate degree, undergraduate or graduate) or gender of the alumni ?

*reliability analysis was performed on the data set then, factor analysis was applied to the data set via SPSS.



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As a result of correlation analyzes and parallel analysis, it was determined that alumni satisfaction would be gathered under 3 factors. These factors are listed as follows:

- **Factor 1:** Academic Competence
- **Factor 2:** Physical Facilities (Campus facilities)
- **Factor 3:** Career Opportunities



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FINDINGS & OUTPUTS



