Follow-Up Surveys of Graduates

A follow-up survey of graduates is conducted every two years. The survey is mailed in the fall semester to graduates from the previous two years by the Associate Dean in the School of Business with results compiled by a secretary, assuring accuracy in terms of data compilation. The results are then circulated to the Program Director, program faculty, the department chair, and the Dean. Along with employment data such as their current position, graduates are asked their overall perception of how well they have met standards related to teaching and business curricula using a scale with the categories of excellent, good, fair, and poor.

Since follow-up survey data is gathered every other year, only results of the survey conducted in the summer of 2008 are provided in this report. Of the 15 graduates responding to the survey, 10 indicated the quality of the curriculum was excellent, 3 indicated it was good, 2 indicated it was fair, and 0 indicated it was poor. Eight of the graduates indicated, the preparation they received to teach business and computer subjects was excellent, five indicated it was good, and 2 indicated it was fair.

Their current job titles, as listed below, indicate they are working in their field of preparation in business and computer education.

- Secondary Education - Marketing Instructor
- Career Development Coordinator
- Assistant Professor - Adult and Career Education
- Online Adjunct Instruction - Business and Communication
- Business Education Teacher (4)
- Computer Instructor
- Computer/Business Teacher
- Business Instructor
- Department Chair - Business - Winfield High School
- Business Education Instructor
- CBE/Marketing Teacher
- Business Technology Teacher

Ten of the graduates are making between $40,000, one is making less than $40,000 and four are making $50,000 or more per year.

Focus Groups

Focus groups are used to gather information concerning courses to be offered as electives to meet the inservice needs of the business teachers in the program and to recommend curricular changes to the program. Since candidates are from all parts of the country, the focus groups meet electronically. In 2007, one focus group recommended topics for elective courses. See data below for Based on their recommendations, the following elective courses have been offered in marketing education, online business course development, entrepreneurship education, and web site creation.
Focus Group for Elective Course Recommendations

Fall 2007
9 surveys returned

The data shown below indicates the number of candidates in the focus group who are interested in having the various elective courses offered.

<table>
<thead>
<tr>
<th># of Candidates</th>
<th>Elective Course Topics Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Marketing education</td>
</tr>
<tr>
<td>5</td>
<td>Online business course development</td>
</tr>
<tr>
<td>5</td>
<td>Entrepreneurship Education</td>
</tr>
<tr>
<td>5</td>
<td>Web site creation</td>
</tr>
<tr>
<td>5</td>
<td>International business</td>
</tr>
<tr>
<td>4</td>
<td>Microsoft Office</td>
</tr>
<tr>
<td>4</td>
<td>Multimedia</td>
</tr>
</tbody>
</table>