ASPPH Presents Webinar Series

Collecting and Utilizing Graduate Outcomes Data

Tuesday, October 18, 2016
2:00 pm-3:00 pm Eastern
Join the Conversation...

• You can ask questions in writing anytime during the webinar.

• Simply type them in the “Questions” field on the right side of your screen.
Today’s Presenters

Christine Plepys, MS
ASPPH

Megan Garber, MSEd
University of Miami
Miller School of Medicine

Vic Massaglia, MA
University of Minnesota
School of Public Health

Heather Krasna, MS
Columbia University
Mailman School of Public Health
Presenter

Christine Plepys, MS
Director of Data Analytics
ASPPH
ASPPH Graduate Employment - History

LONGITUDINAL STUDY OF
GRADUATES, SCHOOLS OF PUBLIC HEALTH
1956-1985

August 30, 1992
Nicholas Parlette, MPH
Richard Brand, PhD
Daniel Carty, MHA
Michael Gemeel, CAE

This study was supported by PHS/NASA contracts 88-486F and 84-09-00182, and by a grant from the Henry J. Kaiser Family Foundation 50-81192.

© Copyright 1992, Association of Schools of Public Health, Washington D.C.

ASPPH Survey of New Graduates 2005

12. Will you be working on a full-time basis or a part-time basis upon graduation?

- Full-time
- Part-time

13. Which of the following best describes the type of organization for which you work or will work?

- Federal government (U.S. or Foreign)
- Military
- State or local government
- Hospital or other health care provider
- Association, foundation, voluntary, NGO, or other non-profit organization
- Consulting firm
- Pharmaceutical, biotech, or medical device firm
- Other industrial or commercial firm
- University or college
- Self-employed
- Other (please specify)

(Area of Speciation)
2014 Pilot Project

Assertions:

✓ A pilot year is needed to guide the project for future implementation.

• ASPPH members need to recognize the benefit to their institution, as well as ASPPH, to encourage participation.

• The project will take time to implement across ASPPH member institutions.

Report available on the ASPPH Data Center website:
http://www.aspph.org/connect/data-center/resources/
2016 Annual Data Collection

ASPPH Data Center Member Portal

Demographics
- Instructions
- Demonstration
- Applications [reopen]
  Submitted by Data Center Demo, 09/27/16
- Acceptances [Upload]
  Editing Mode
- New Enrollments [Upload]
  Editing Mode
- Students [Upload]
  Editing Mode
- Graduates [Upload]
  Editing Mode

Faculty
- Instructions
- Demonstration
- Faculty [Upload]
  Editing Mode
- Head Counts
  Editing Mode

Graduate Outcomes
- Instructions
- Demonstration
- Graduate Outcomes - BETA [Upload]
  Editing Mode

Salary
- Instructions
- Demonstration
- Non-Administrators [Upload]
  Non-administrative Primary Faculty
  Editing Mode
- Administrators [Upload]
  Administrative Faculty and Staff
  Editing Mode

Financial
- Instructions
- Demonstration
- Sources of Revenue
  Editing Mode

ASSOCIATION OF SCHOOLS AND PROGRAMS OF PUBLIC HEALTH
Data Elements

• Primary Graduate Outcome, aligned with CEPH (employed/fellowship/volunteer, continuing education, seeking/not seeking employment)

• Employment details
  • Full-time/Part-time
  • Employment Sector (e.g. government)
  • Employment Sector Detail (e.g. Federal, state, local, non-US)
  • Employed in the same position while pursuing degree
  • Salary and first-year bonus

• Continuing education details

• Debt

Resources for Members:
  ➢ Instructions and Definitions
  ➢ Methodology
  ➢ Sample Survey
  ➢ Alumni Tracking Ideas
Questions or Comments?

Join the Conversation...

[Image of a web conference interface showing a chat box with the text: "[Enter a question for staff]" and a webinar identifier: "Webinar ID: 761-205-082".]
Megan Garber, MSEd
Associate Director, Career and Professional Development, Department of Public Health Sciences
University of Miami Miller School of Medicine
UNIVERSITY OF MIAMI
MILLER SCHOOL OF MEDICINE

GRADUATE PROGRAMS
IN PUBLIC HEALTH

Megan Garber
Associate Director, Career and Professional Development
SIZE OF OUR GRADUATE PROGRAMS

- 200 MPH, MSPH, MD/MPH, MS and PhD students
- Graduate Programs Staff
  - 1 Executive Director
  - 3 Directors
    - Director of Accreditation and Doctoral Administration
  - 3 Managers
    - Associate Director of Career & Prof. Dev.
  - 2 Senior Program Coordinators
    - Sr. Program Coordinator, Events and Outreach
HOW & WHEN WE COLLECT DATA

• 2 surveys via Qualtrics sent through email
• Satisfaction survey – sent 2 weeks before graduation to all who apply for graduation
  – Anonymous
  – Sent three times per year
  – Sent by Senior Management of Enrollment
• Career exit survey – sent to those cleared for graduation
  – Identifiable by name
  – Sent as students complete capstone or thesis project
  – Sent by Associate Director, Career and Professional Development
  – Incentive - $50 Amazon gift card raffle
• NEW for 12/2016: Exit interviews
  – Conducted by Senior Program Coordinator
LESSONS LEARNED

• Outcomes survey easier to track completion when it’s identifiable
• Students more likely to complete a survey when they are actively taking classes
• Asking the same questions each year makes comparing the data much easier
• We want to know where students are working as soon as students complete courses
  – Will be implementing an exit interview to grow young alumni network
Questions or Comments?

Join the Conversation...

Enter a question for staff

Webinar Now
Webinar ID: 761-205-082

GoToWebinar
Vic Massaglia, MA
Director, Career & Professional Development
University of Minnesota School of Public Health
CAREER & PROFESSIONAL DEVELOPMENT CENTER
We believe that every individual has unique potential and should have the opportunity to pursue a meaningful and fulfilling career.

**OUR VISION**
As the leader in career and professional development, we aim to deliver cutting-edge, life-long learning opportunities that prepare individuals to meet the grand challenges of public health.

**OUR VALUES**
- Integrity
- Relationships
- Quality
- Evidence-based Approach
- Diversity
- Innovation
YEESSS!... FOUND ONE...
School of Public Health

Career Survey

School of Public Health Career Survey and Alumni Employment Updates

U of M Login

Don't know your U of M internet ID?
Career & Professional Development Center

http://www.sph.umn.edu/careers

612.626.5443

sphcareers@umn.edu
Questions or Comments?

Join the Conversation...

[Enter a question for staff]
Heather Krasna, MS
Assistant Dean and Director, Career Services
Columbia University Mailman School of Public Health
Columbia University
Mailman School
Using Employment Outcomes Data
Data Gathering Methodology

1. Obtain list of graduating students from registrar
2. Email survey using Qualtrics, 1-2 weeks prior to graduation
   - Use gift card incentive; say it’s required
3. Download Qualtrics data to Excel and match with registrar data using v-lookups
4. Gather ad-hoc data via email reports to career advisors and add to Excel
   - Send follow-up outreach to job-seekers
5. Send follow-up survey in December using Qualtrics
6. Search non-responders via LinkedIn and outreach to respective academic departments
Data Analysis

- Using Excel data from final outcomes (cleaned by late Dec./early January):
  - Analyze industry, job function, salary, and employment outcomes by academic department
  - Create lists of job titles by department and by certificate
  - Analyze industry trends over time
  - Analyze salary by degree, by pre-existing degree, and by industry
  - Salary increase (compare prior to Mailman/after graduation salary)
  - Geographic location of graduates
  - Employment outcomes for F1 visa students
- Also analyze program utilization and evaluation data
Reporting for Accreditation/ to External Parties

• CEPH*: (http://ceph.org/assets/Job_placement_FAQ.pdf)
  – Survey is sent 12 months after graduation, and reported 6 months later; target=80%

• ASPPH

• NACE (http://www.naceweb.org/):
  – Reported 6 months out (close survey on Dec. 31, 2016 for students who graduated July 1, 2015-June 30, 2016)

• CAHME* (cahme.org)
  – Employment outcomes obtained within 3 months of graduation, target=80%

* data is required for accreditation
Internal Reports

• Presentations to each academic department, including:
  – School-wide industry vs. department industry
  – School-wide salary vs. department salary
  – School-wide industry trends vs. department trends
  – Sample job titles by department
  – Program utilization (career services appointments, events attendance, networking database usage) by department vs. school-wide
### Example: Salary by Industry (excluding PhD/executives/MDs)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Salary</th>
<th>Median Salary</th>
<th>Salary Minimum (Approximate)</th>
<th>Salary Maximum (Approximate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>$72,989</td>
<td>$73,000</td>
<td>$45,000</td>
<td>$140,000</td>
</tr>
<tr>
<td>Government</td>
<td>$58,778</td>
<td>$56,555</td>
<td>$36,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Hospital/Long Term Care</td>
<td>$65,892</td>
<td>$65,000</td>
<td>$41,000</td>
<td>$140,000</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>$57,908</td>
<td>$57,000</td>
<td>$33,000</td>
<td>$105,000</td>
</tr>
<tr>
<td>NGO (International)</td>
<td>$47,250</td>
<td>$53,500</td>
<td>$27,000</td>
<td>$62,000</td>
</tr>
<tr>
<td>Other</td>
<td>$98,421</td>
<td>$66,000</td>
<td>$42,000</td>
<td>$500,000</td>
</tr>
<tr>
<td>Pharma/Biotech</td>
<td>$91,800</td>
<td>$76,000</td>
<td>$48,000</td>
<td>$190,000</td>
</tr>
<tr>
<td>Research</td>
<td>$64,536</td>
<td>$58,500</td>
<td>$42,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>University</td>
<td>$52,261</td>
<td>$53,250</td>
<td>$35,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>All Industries</td>
<td>$66,916</td>
<td>$60,000</td>
<td>$27,000</td>
<td>$500,000</td>
</tr>
</tbody>
</table>
Example: School-wide Industry Trends Over Time
Other Internal Reports/Uses

• Feedback to curriculum committee re: employment outcomes by Certificates, departments etc.

• Data is used to inform employer outreach efforts
  – Programs with more difficulty finding jobs receive extra employer outreach to their target employers

• Preliminary analysis of those graduates who are still unemployed 6 months post-graduation is used to improve career services interventions

• Long version of the report is extremely helpful for current student career advising
External Reports/Uses

• Admissions:
  – Focus on 97-98% “employed/continuing study/no longer seeking” percentage
  – Employers who recruit on campus
  – Data for F1 visa students used to answer questions regarding sponsorship options/chances

• Advocacy:
  – Focus on nonprofit/government careers has been used on the national level to advocate for more funding for public health education
Thank you to today’s Presenters

Christine Plepys, MS
ASPPH

Megan Garber, MSEd
University of Miami
Miller School of Medicine

Vic Massaglia, MA
University of Minnesota
School of Public Health

Heather Krasna, MS
Columbia University
Mailman School of Public Health
Questions or Comments?

Join the Conversation...
Today’s Presenters

Now taking questions.

Christine Plepys, MS
ASPPH

Megan Garber, MSEd
University of Miami
Miller School of Medicine

Vic Massaglia, MA
University of Minnesota
School of Public Health

Heather Krasna, MS
Columbia University
Mailman School of Public Health
Thank You!

See the webinar event page on the ASPPH website for a link to the archived webinar:

http://www.aspph.org/event/aspph-presents-collecting-and-utilizing-graduate-outcomes-data/

Contact: webinars@aspph.org
Coming Attractions...

ASPPH Presents: Bioethics for Every Generation – Incorporating Bioethics Education into Curricula
Thursday, October 20, 1:00 – 2:00 p.m. Eastern

ASPPH Presents: Graduate School Financial Aid for Beginners
Tuesday, October 25, 1:00 p.m. – 2:00 p.m. Eastern

For more information about and to register for upcoming webinars, visit the ASPPH Events page:
http://www.aspph.org/events/category/webinar/
Undergraduate Summit call for abstracts open through tomorrow, October 19, 2016.
Visit: http://www.aspph.org/event/2017undergraduatepublichealthsummit/
Thank you!