

# **Survey of Masters Degree Alumni Spring 2023**

**MA Strategic Communication Alumni**



**Institutional Research**

SOUTHEASTERN LOUISIANA UNIVERSITY

**Southeastern Louisiana University**

**Institutional Research**

**January 2024**

# MA Strategic Communication

## Satisfaction with Degree Program

Number of Respondents: 8					
	Very Dissatisfied - 1	2	3	4	Very Satisfied - 5
<b>Ability to read and listen carefully to ideas and information, to understand those ideas, and to convey them to other people using both language and modes (written, oral, digital) appropriate to the intended audience</b>					
MA Strategic Communication	0.0%	0.0%	0.0%	25.0% (2)	75.0% (6)
<b>Ability to define and to respond to problems, challenges, and opportunities by employing logical, informed, and creative solutions</b>					
MA Strategic Communication	0.0%	0.0%	0.0%	50.0% (4)	37.5% (3)
<b>Ability to balance personal and professional challenges, to respond to changing realities, and to persevere through difficulty and unexpected situations</b>					
MA Strategic Communication	0.0%	0.0%	12.5% (1)	25.0% (2)	50.0% (4)
<b>Ability to work respectfully and productively with people from diverse backgrounds, identities, and perspectives</b>					
MA Strategic Communication	0.0%	0.0%	25.0% (2)	0.0%	75.0% (6)
<b>Ability to learn, to actively pursue knowledge, and to continuously self-evaluate in current circumstances</b>					
MA Strategic Communication	0.0%	0.0%	0.0%	25.0% (2)	62.5% (5)
<b>Ability to develop perspectives and understanding of the human experience</b>					
MA Strategic Communication	0.0%	0.0%	12.5% (1)	25.0% (2)	50.0% (4)
<b>Ability to communicate effectively in writing</b>					
MA Strategic Communication	0.0%	0.0%	0.0%	12.5% (1)	87.5% (7)
<b>Ability to work as a team member</b>					
MA Strategic Communication	0.0%	0.0%	12.5% (1)	12.5% (1)	75.0% (6)
<b>Ability to work as a team leader</b>					
MA Strategic Communication	0.0%	0.0%	0.0%	25.0% (2)	62.5% (5)
<b>Ability to accept responsibility</b>					
MA Strategic Communication	0.0%	0.0%	12.5% (1)	12.5% (1)	62.5% (5)

Satisfaction with Degree Program					
Number of Respondents: 8					
	Very Dissatisfied - 1	2	3	4	Very Satisfied - 5
Ability to engage with people from different local and global cultures					
MA Strategic Communication	0.0%	0.0%	25.0% (2)	25.0% (2)	50.0% (4)
Ability to understand and demonstrate effective work habits and act in the interest of the larger community and workplace					
MA Strategic Communication	0.0%	0.0%	0.0%	37.5% (3)	62.5% (5)
Satisfaction with Degree Program					
	No		Yes		
2. Would you recommend Southeastern to someone interested in what you majored in?					
MA Strategic Communication	12.5% (1)		87.5% (7)		

### **Graduate Professional Education**

One (12.5%) of the respondents is currently enrolled in a doctoral program, one (12.5%) plans on enrolling in a doctoral program in the future and six (75.0%) have no plans for further education. The respondent with graduate experience indicated that Southeastern "Very Effectively" prepared them for further graduate/professional and the degree program they are enrolled in is "Not at All Related" to their Southeastern degree.

### **Employment**

Five (62.5%) of the respondents are currently employed full-time, two (25.0%) are not employed but seeking employment, and one (12.5%) is employed part-time and satisfied with part-time work. The rest of them employment information is based on those who are employed full-time. All alumni (100.0%, n=5) are employed in the state of Louisiana. Two (40.0%) are employed in higher education, one (20.0%) in business, one (20.0%) in a nonprofit, and one (20.0%) in K-12 education. Two (40.0%) respondents indicated their education was "Very Effective" in preparing them for employment or improving their job performance, two (40.0%) indicated it was "Effective", and one (20.0%) indicated it was "Ineffective". Four (80.0%) of the respondents are employed in an area related to their Southeastern master's degree and one (20.0%) in an unrelated area. Two (40.0%) respondents indicated a salary range of \$30,001-\$40,000, two (40.0%) indicated \$40,001-\$50,000 and one (20.0%) greater than \$50,000.

### **Overall Satisfaction with Southeastern**

In general, respondents were satisfied with Southeastern. Thirty-eight percent (37.5%, n=3) had a Very Positive general attitude toward Southeastern, and an additional 62.5% (n=5) had a Positive general attitude toward Southeastern. When asked if they would recommend Southeastern to a friend or family member considering graduate education, 62.5% (n=5) said they would with no reservations and 37.5% (n=3) indicated they would with some reservations.

The majority (87.5%, n=7) of the respondents indicated that if they were to do it again, they would elect to attend Southeastern for their Master's degree and one (12.5%) were not sure if they would. Respondents were also asked if their college education had improved the quality of their life, regardless of the financial benefits. The majority (75.0%, n=6) of the respondents indicated that the quality of their life had improved.