

*ASPPH Presents Webinar Series*

# **Collecting and Utilizing Graduate Outcomes Data**

Tuesday, October 18, 2016  
2:00 pm-3:00 pm Eastern

ASPPH.ORG

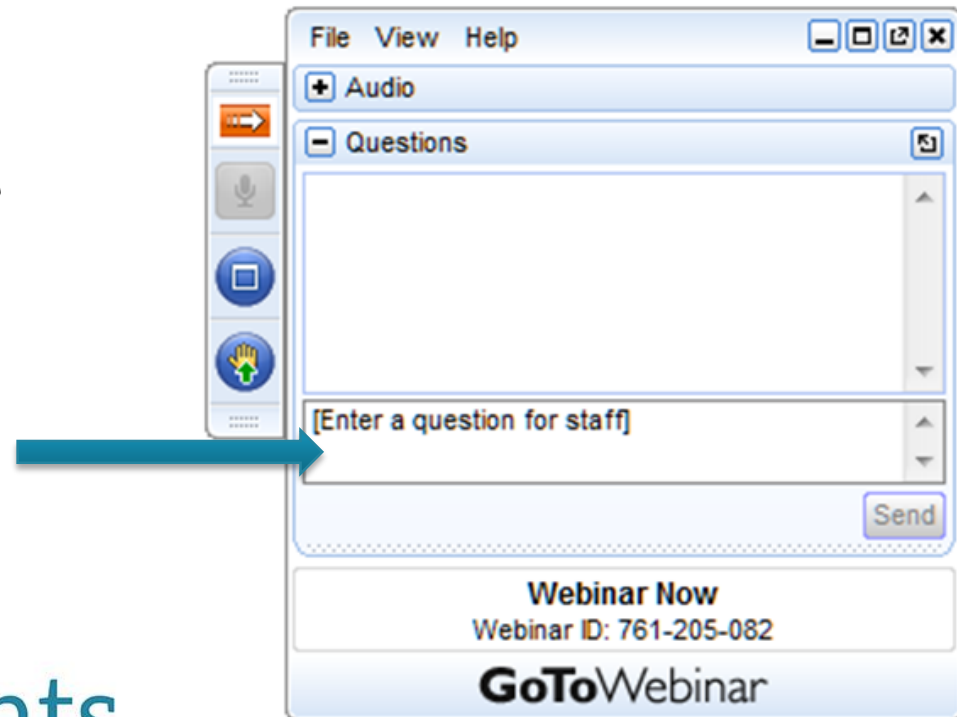
1900 M Street NW, Suite 710  
Washington, DC 20036  
Tel: (202) 296-1099  
Fax: (202) 296-1252

**ASPPH Presents**  
 **WEBINAR**

# Method for Submitting Questions

## 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.



**ASPPH** Presents  
▶ WEBINAR

# Today's Presenters

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**Christine Plepys, MS**  
ASPPH



**Megan Garber, MEd**  
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

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**Christine Plepys, MS**  
Director of Data Analytics  
ASPPH

# ASPPH Graduate Employment - History

**ASPH**  
ASSOCIATION OF  
SCHOOLS OF  
PUBLIC HEALTH

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

August 30, 1992  
Nicholas Parlette, MPH  
Richard Brand, PhD  
Daniel Gentry, MHSA  
Michael Gemmell, CAE

This study was supported by PHS/HRSA contracts 69-488(P) and 240-90-0052,  
and by a grant from the Henry J. Kaiser Family Foundation 90-8102.

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### ASPH Survey of New Graduates 2005

4.

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)

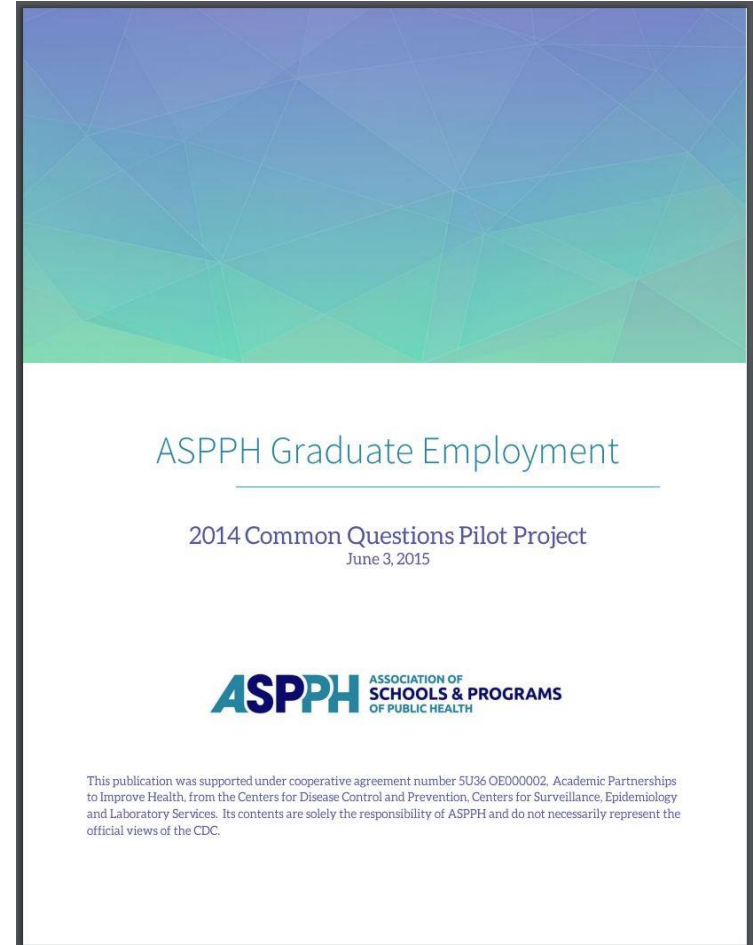
# 2014 Pilot Project

## 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

### Graduate Outcomes

 [Instructions](#)  [Demonstration](#)

 [Graduate Outcomes - BETA](#) [Upload]  
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### Faculty

 [Instructions](#)  [Demonstration](#)

 [Faculty](#) [Upload]  
Editing Mode

 [Head Counts](#)  
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](#)  
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# Data Elements

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- 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

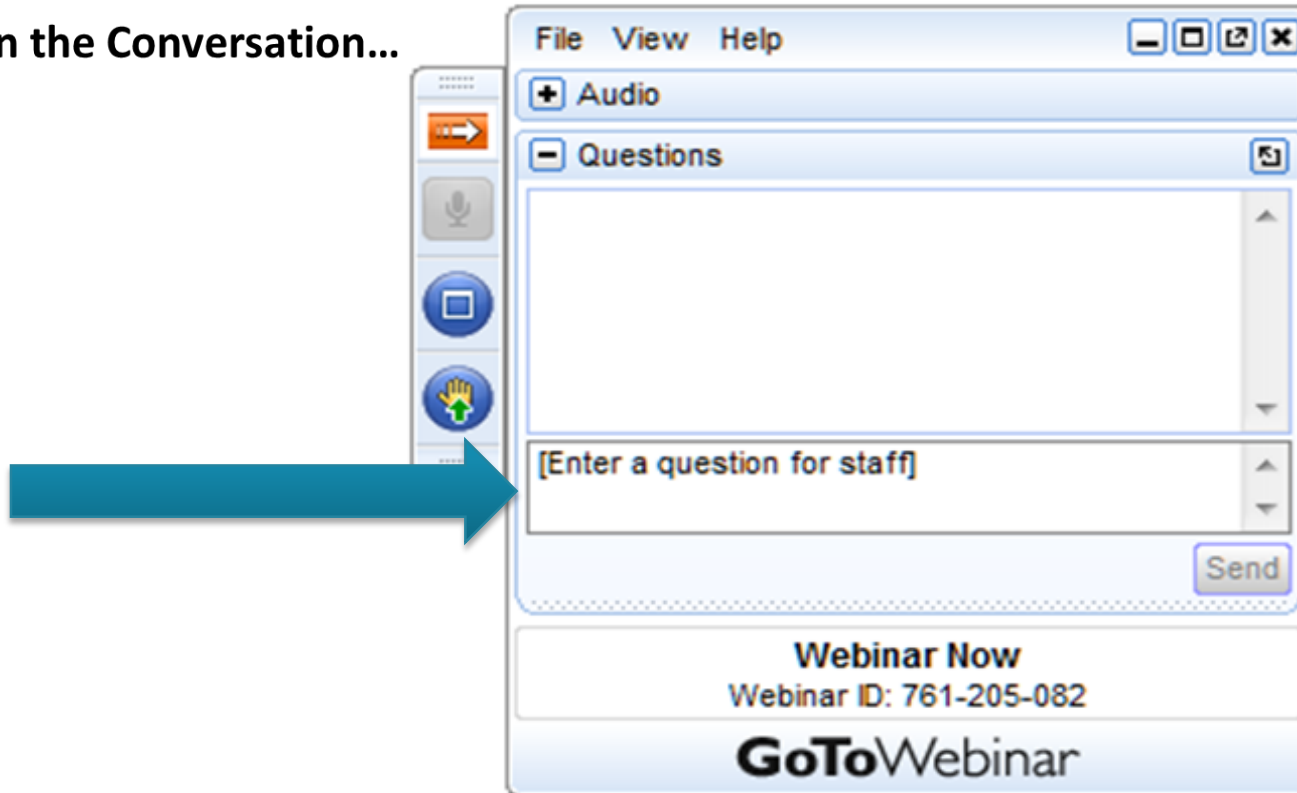
## Resources for Members:

- Instructions and Definitions
- Methodology
- Sample Survey
- Alumni Tracking Ideas



# Questions or Comments?

Join the Conversation...



# Presenter

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**Megan Garber, MEd**  
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

UNIVERSITY  
OF MIAMI



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

UNIVERSITY  
OF MIAMI



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# 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

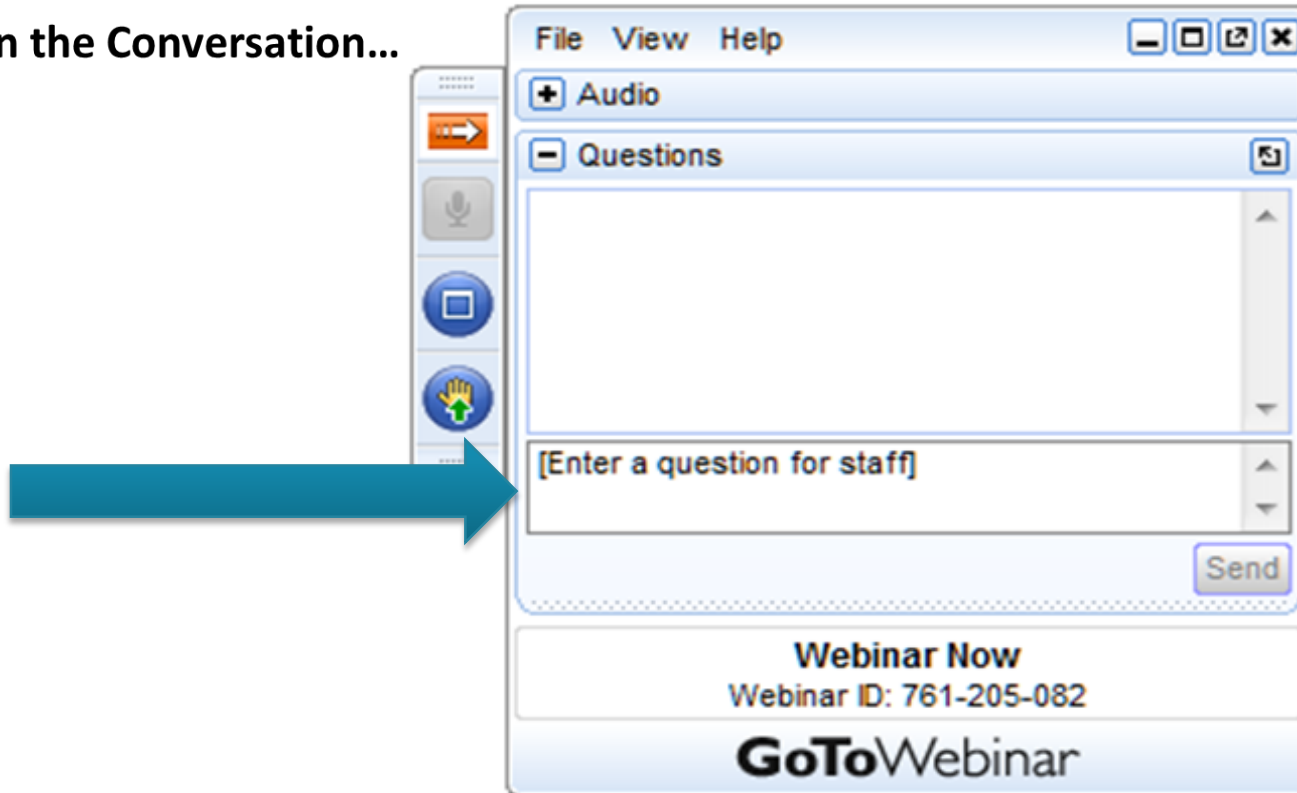
- Outcomes survey easier to track completion when it's identifiable
- Students more likely to complete a survey when they are actively taking classes
- Asking the same questions each year makes comparing the data much easier
- We want to know where students are working as soon as students complete courses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

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OF MIAMI



# Questions or Comments?

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# Presenter

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**Vic Massaglia, MA**  
Director, Career & Professional Development  
University of Minnesota School of Public Health





Public Health

# CAREER & PROFESSIONAL DEVELOPMENT CENTER





Public Health

# OUR MISSION

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

estudio

YEESSS!...  
FOUND ONE!...



# School of Public Health

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School of Public Health Career Survey and Alumni Employment Updates

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Give Feedback





Public Health



# Career & Professional Development Center

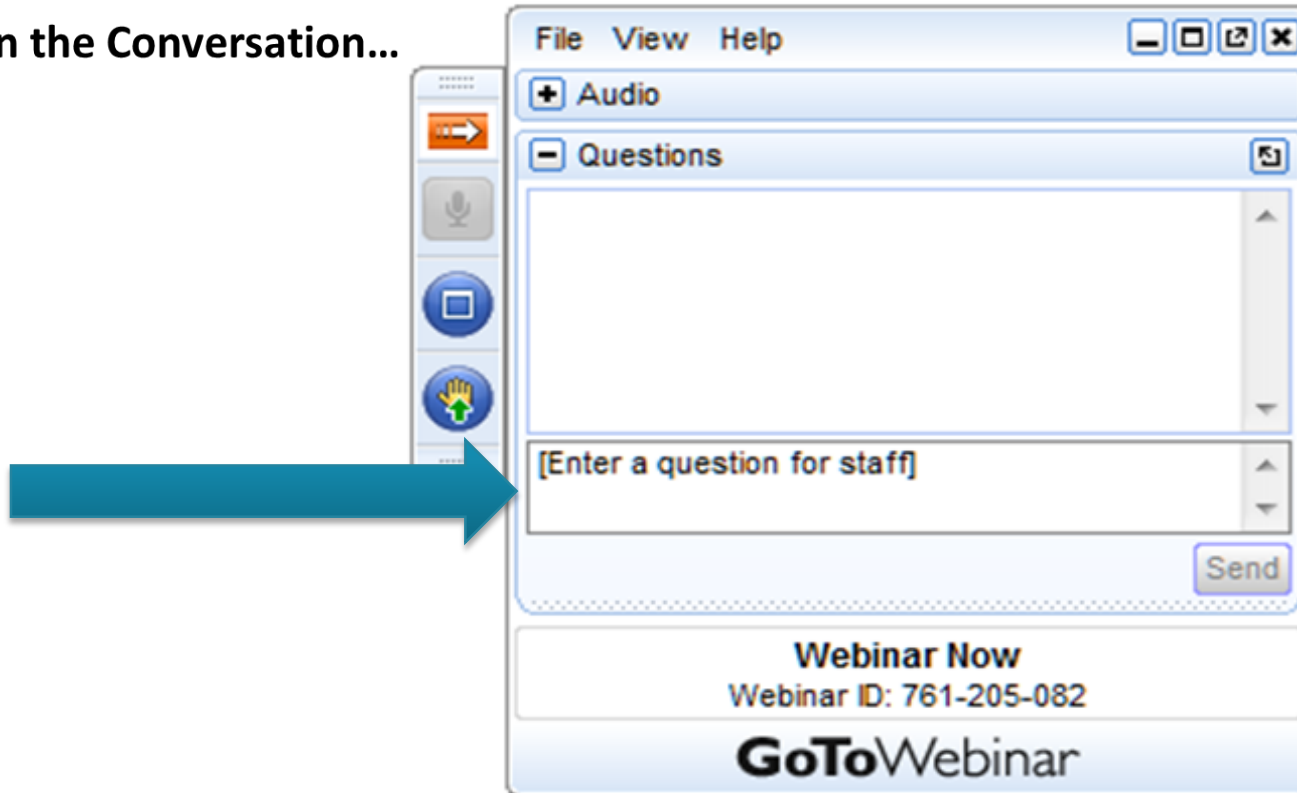
<http://www.sph.umn.edu/careers>

612.626.5443

[sphcareers@umn.edu](mailto:sphcareers@umn.edu)

# Questions or Comments?

Join the Conversation...



# Presenter

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**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](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](http://cahme.org))
  - Employment outcomes obtained within 3 months of graduation, target=80%

\* *data is required for accreditation*

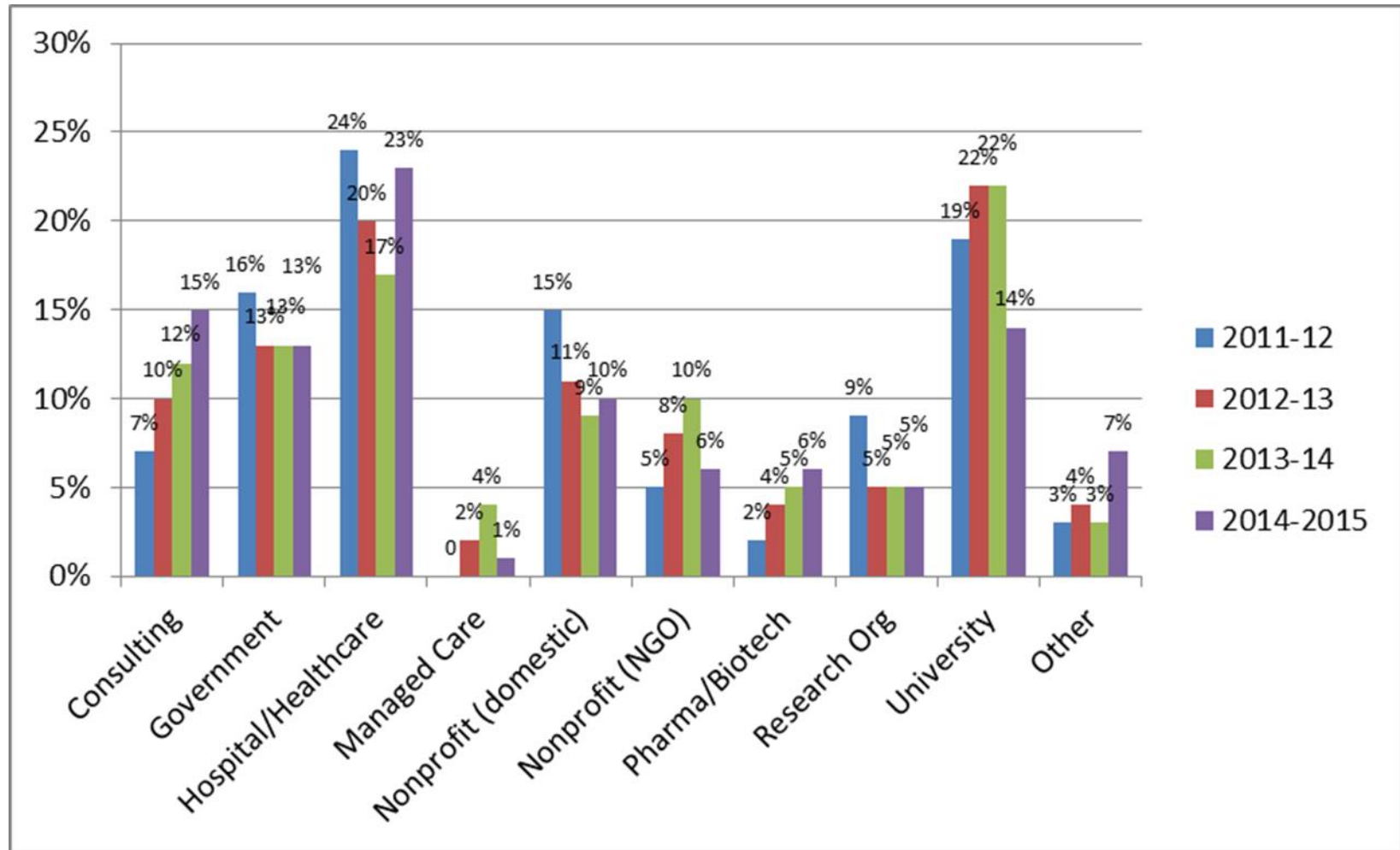
# Internal Reports

- 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)

Industry	Average Salary	Median Salary	Salary Minimum (Approximate)	Salary Maximum (Approximate)
Consulting	\$72,989	\$73,000	\$45,000	\$140,000
Government	\$58,778	\$56,555	\$36,000	\$100,000
Hospital/Long Term Care	\$65,892	\$65,000	\$41,000	\$140,000
Nonprofit	\$57,908	\$57,000	\$33,000	\$105,000
NGO (International)	\$47,250	\$53,500	\$27,000	\$62,000
Other	\$98,421	\$66,000	\$42,000	\$500,000
Pharma/Biotech	\$91,800	\$76,000	\$48,000	\$190,000
Research	\$64,536	\$58,500	\$42,000	\$120,000
University	\$52,261	\$53,250	\$35,000	\$65,000
All Industries	\$66,916	\$60,000	\$27,000	\$500,000

# 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

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**Christine Plepys, MS**  
ASPPH



**Megan Garber, MEd**  
University of Miami  
Miller School of Medicine



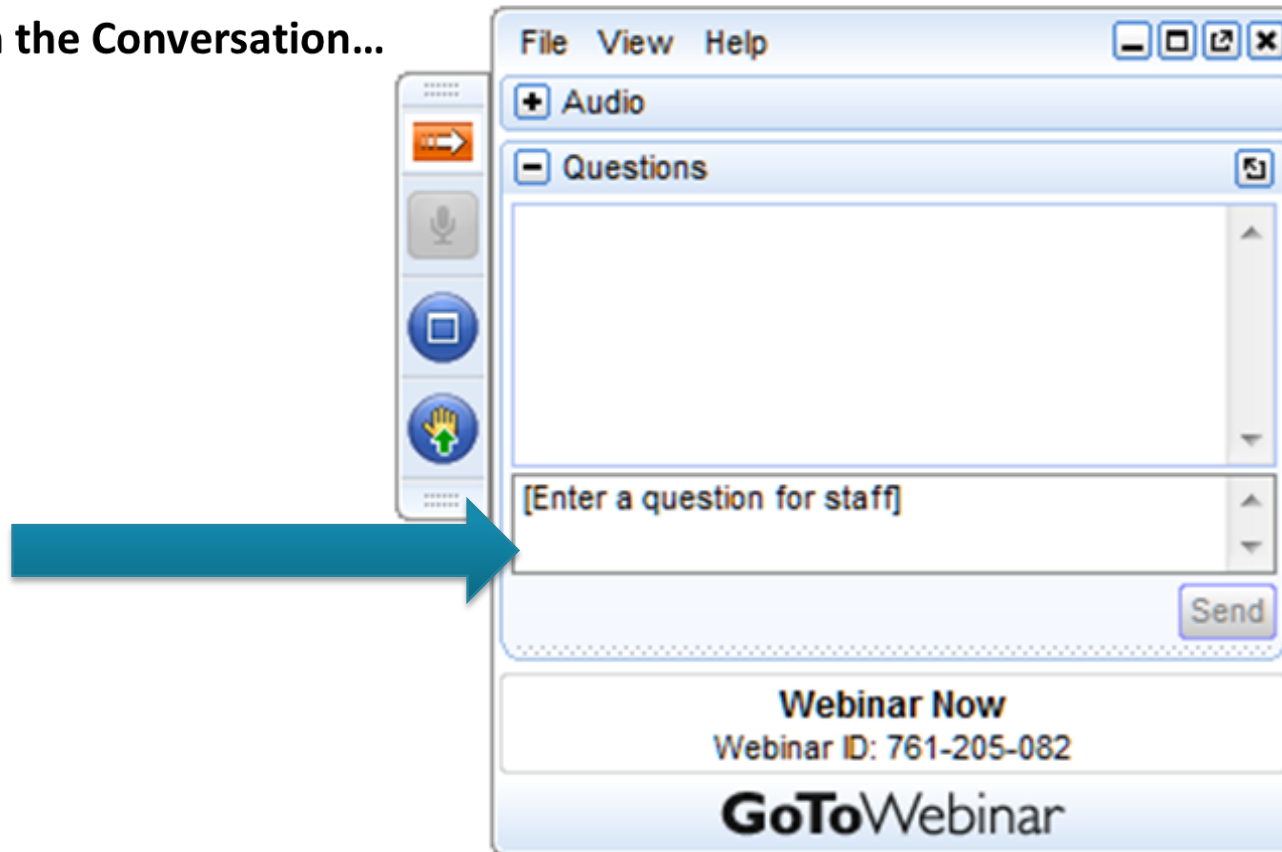
**Vic Massaglia, MA**  
University of Minnesota  
School of Public Health



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Columbia University  
Mailman School of Public Health

# Questions or Comments?

Join the Conversation...



# Today's Presenters

Now taking questions.



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ASPPH



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University of Miami  
Miller School of Medicine



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University of Minnesota  
School of Public Health



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

# Thank You!

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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](mailto:webinars@aspph.org)

**CPHCE**  
*Credits*

# Coming Attractions...

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# ASPPH Presents

 WEBINAR

## **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/>

# Coming Attractions...

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Undergraduate Summit call for abstracts open through tomorrow, October 19, 2016.

Visit: <http://www.aspph.org/event/2017undergraduatepublichealthsummit/>



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**ANNUAL MEETING**  
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Thank you!