

GALLUP®



**THE UNIVERSITY OF
NORTH CAROLINA SYSTEM**

UNC SYSTEM ALUMNI OUTCOMES STUDY

UNDERSTANDING ALUMNI EXPERIENCES IN AND OUT OF SCHOOL

THE GALLUP ALUMNI SURVEY ASSESSES

ALUMNI PERCEPTIONS OF THEIR UNIVERSITY

EXPERIENCES AND HOW THOSE EXPERIENCES

RELATE TO THEIR WELLBEING AND JOB

QUALITY LATER IN LIFE.

OVERVIEW

- ABOUT THE STUDY
- ALUMNI EMPLOYMENT OUTCOMES
- EDUCATIONAL VALUE
- ALUMNI LIFE OUTCOMES
- ALUMNI EXPERIENCES
- DRIVER ANALYSES

The Gallup Survey of UNC System Alumni

UNC SYSTEM STRATEGIC PLAN: FULFILLING THE GOAL TO PROVIDE ALL STUDENTS WHAT THEY NEED TO SUCCEED IN A GLOBAL ENVIRONMENT

*Provide **all students** with outstanding academic and experiential learning opportunities to acquire “all useful learning” needed to be responsible citizens, productive members of the workforce, and life-long learners in a global environment.*

Metric: By 2018, the University will implement a survey of current students and alumni that will measure the degree of engagement during their academic careers and satisfaction in postgraduate life. (Potential indicators: student learning gains; involvement in campus organizations, internships, and research; job placement and earnings; and well-being.)

THE 2018 STUDY OF UNC SYSTEM ALUMNI

UNC System undergraduate alumni
(1940–2018)

Gallup Alumni Survey
plus additional items. Overall results are
weighted to known institution graduate targets.

Web survey
Nov. 15, 2018 – Feb. 1, 2019

77,695

completed surveys
10% participation rate

DATA ARE COMPARED WITH GRADUATES FROM ...

National Alumni Database: Gallup Alumni Survey representative sample of college graduates, 1940–2016 (n=71,183)

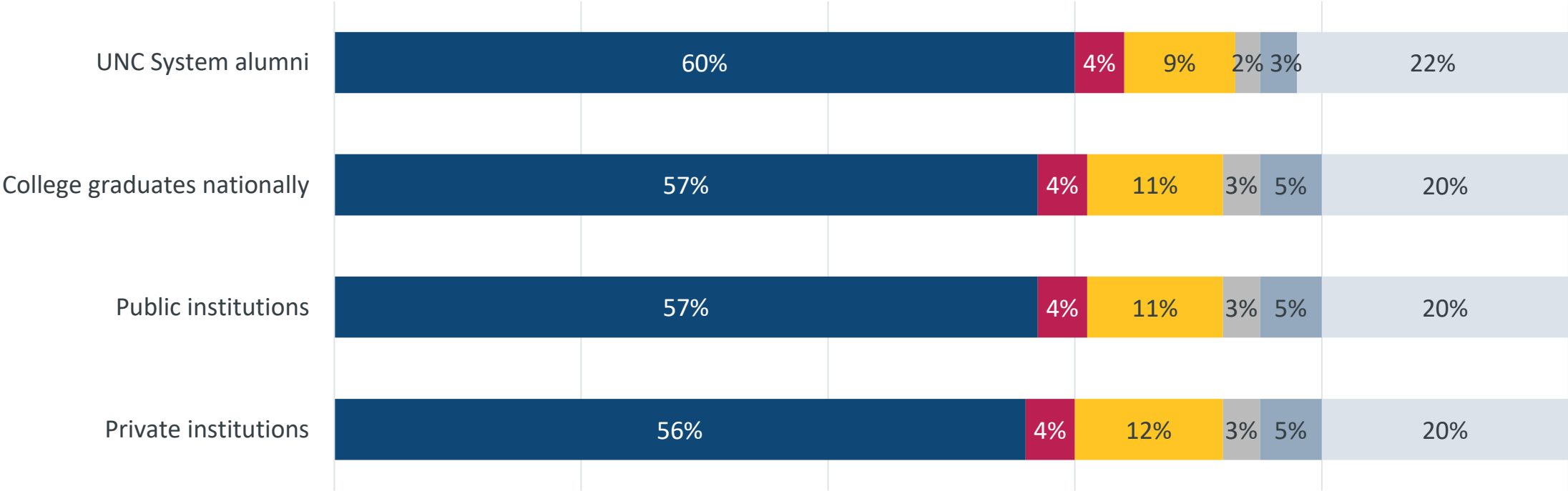
Public Institution Alumni Database: Representative sample of alumni from public sector institutions, 1940–2016 (n=44,824)

Private Institution Alumni Database: Representative sample of alumni from private sector institutions, 1940–2016 (n=23,714)

	RESPONDENT PROFILE: UNC SYSTEM ALUMNI	RESPONDENT PROFILE: GALLUP ALUMNI NATIONAL DATABASE
Average age	47.7	47.6
Male	48%	48%
Female	52%	52%
Race/Ethnicity:		
White	77%	80%
Black	18%	9%
Asian	2%	3%
Hispanic	2%	7%
Other race	1%	1%
First-generation student	47%	48%
Highest education level: Post-graduate work or degree	49%	36%
In-state student	85%	N/A

UNC System Alumni Employment Outcomes

UNC SYSTEM ALUMNI EMPLOYMENT STATUS



■ % Employed full time (employer)
 ■ Employed full time (self)
 ■ % Employed part time, do not want full time
■ % Unemployed
 ■ % Employed part time, want full time
 ■ % Not in workforce

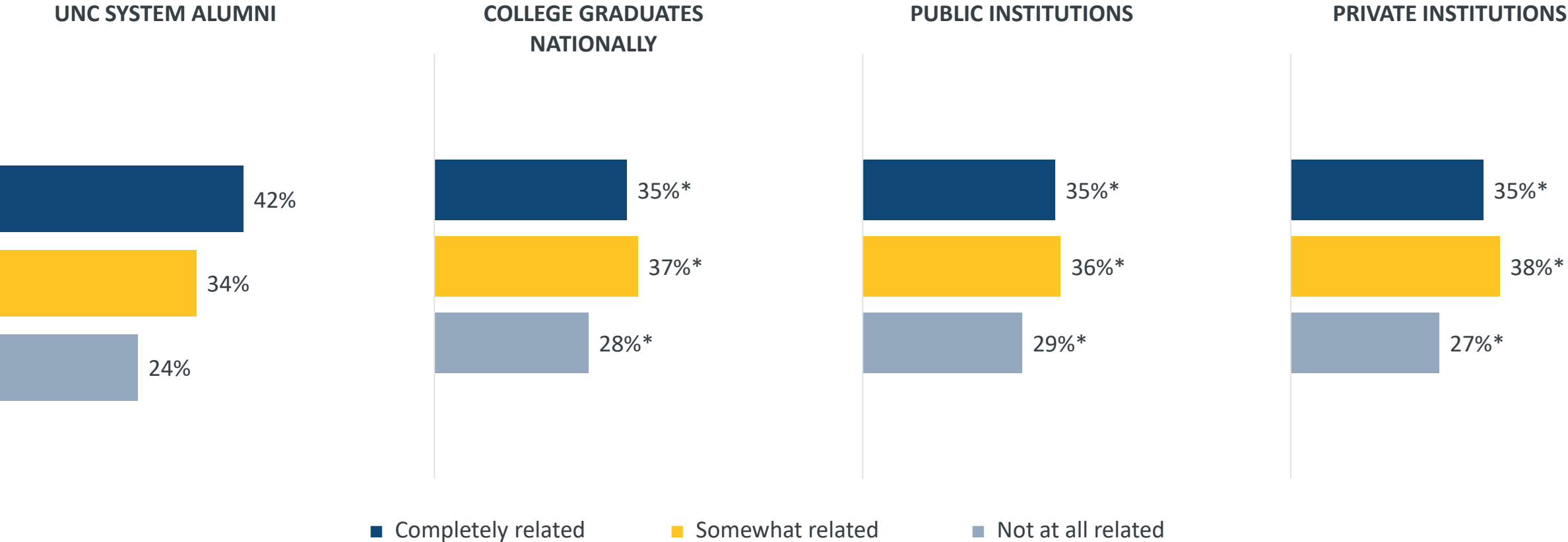
UNC SYSTEM ALUMNI SURVEYED REPORT HIGHER PERSONAL AND HOUSEHOLD INCOME AND LOWER LOAN AMOUNTS

	RESPONDENT PROFILE: UNC SYSTEM ALUMNI	RESPONDENT PROFILE: GALLUP ALUMNI NATIONAL DATABASE
Average personal income	\$86,291	\$74,964
Average household income	\$124,512	\$117,863
Average loan amount*	\$12,175	\$16,179

*In 2018 dollars

UNC SYSTEM ALUMNI ARE DOING WORK RELEVANT TO THEIR MAJOR

Relevancy of Current Work to Major Field of Study

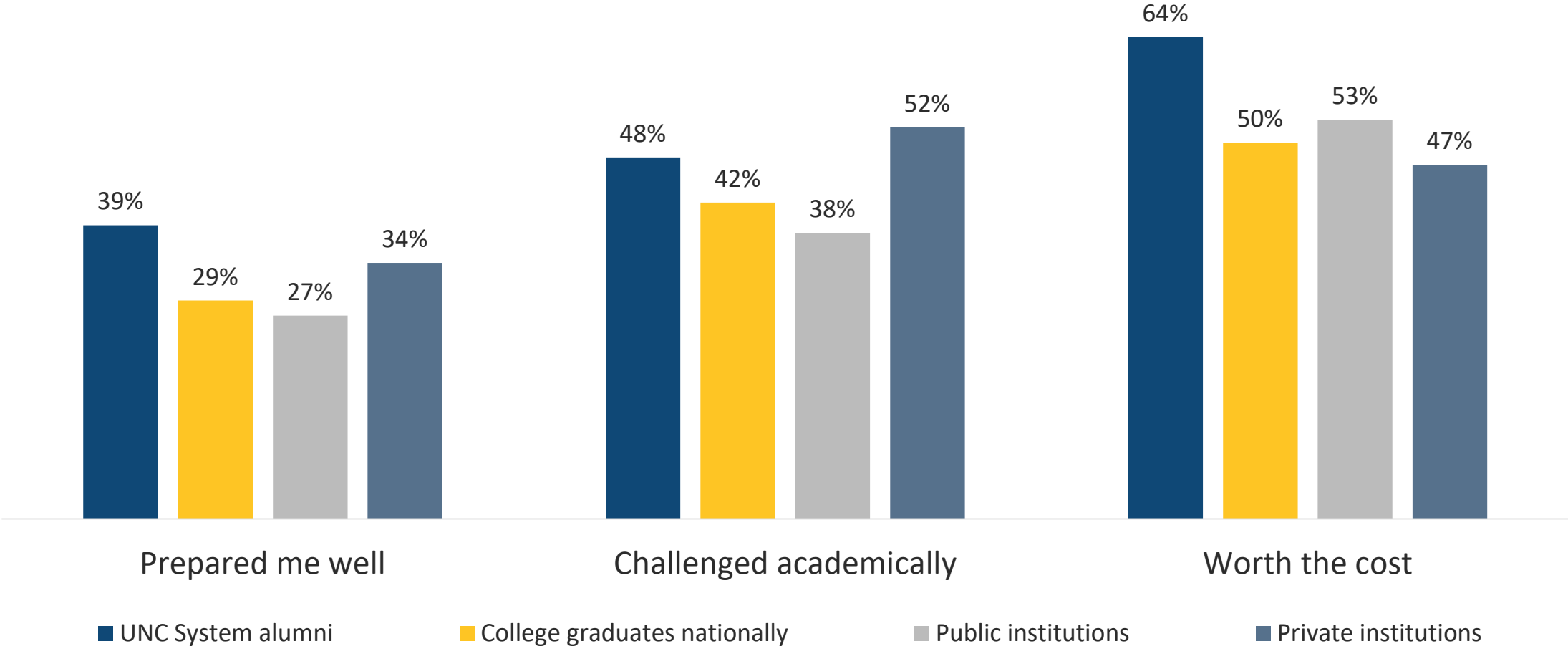


*A comparison group's result is statistically different from UNC's result at the 95% confidence level

Assessing Educational Value for UNC System Alumni

UNC SYSTEM ALUMNI EDUCATIONAL VALUE STATEMENTS

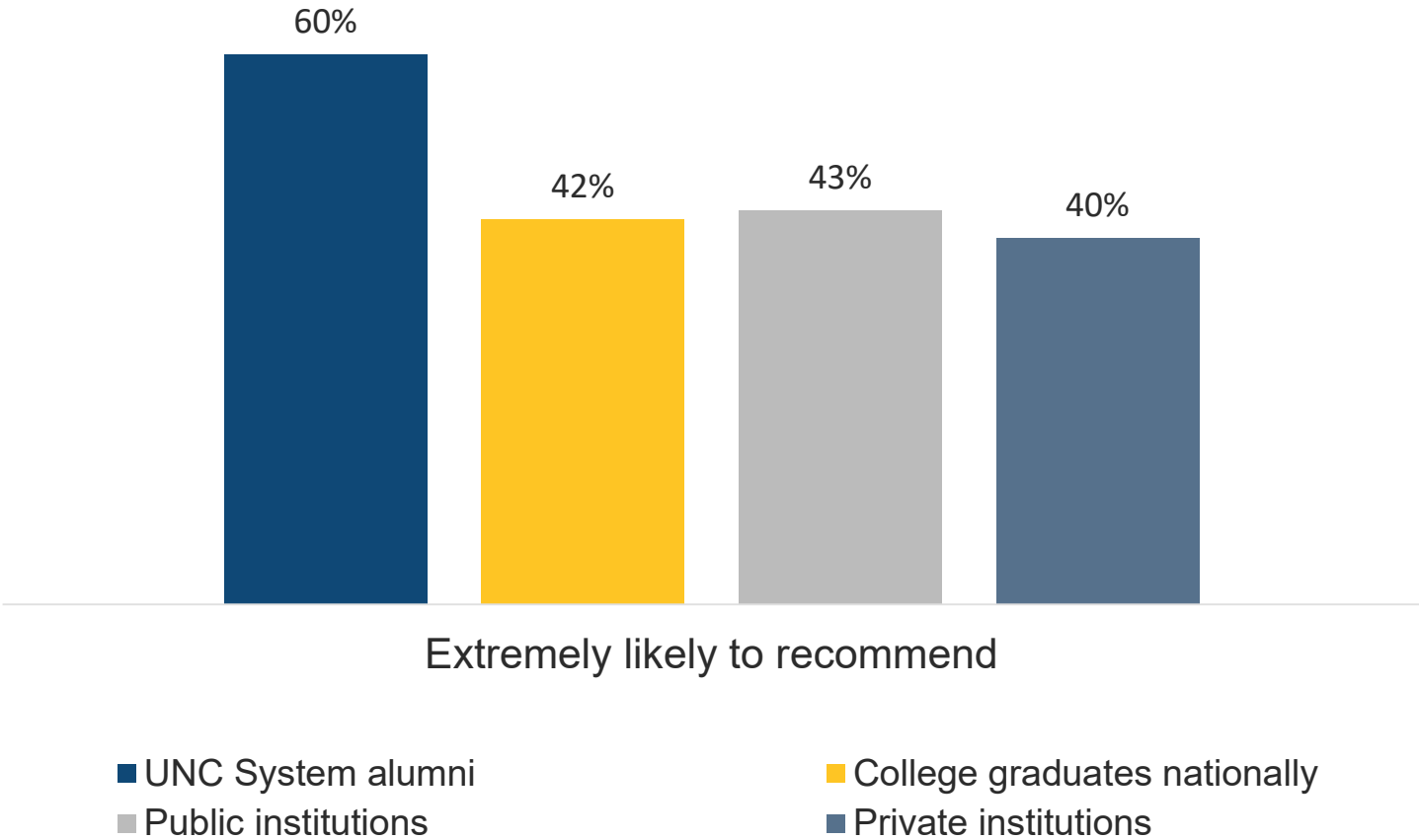
%5 – STRONGLY AGREE



NOTE: All comparison group results are statistically different from UNC's result at the 95% confidence level

UNC SYSTEM ALUMNI SURVEYED ARE MORE LIKELY TO RECOMMEND THEIR ALMA MATER THAN COMPARISON GROUPS

%10 – EXTREMELY LIKELY



NOTE: All comparison group results are statistically different from UNC's result at the 95% confidence level

Net Promoter Score (NPS)*

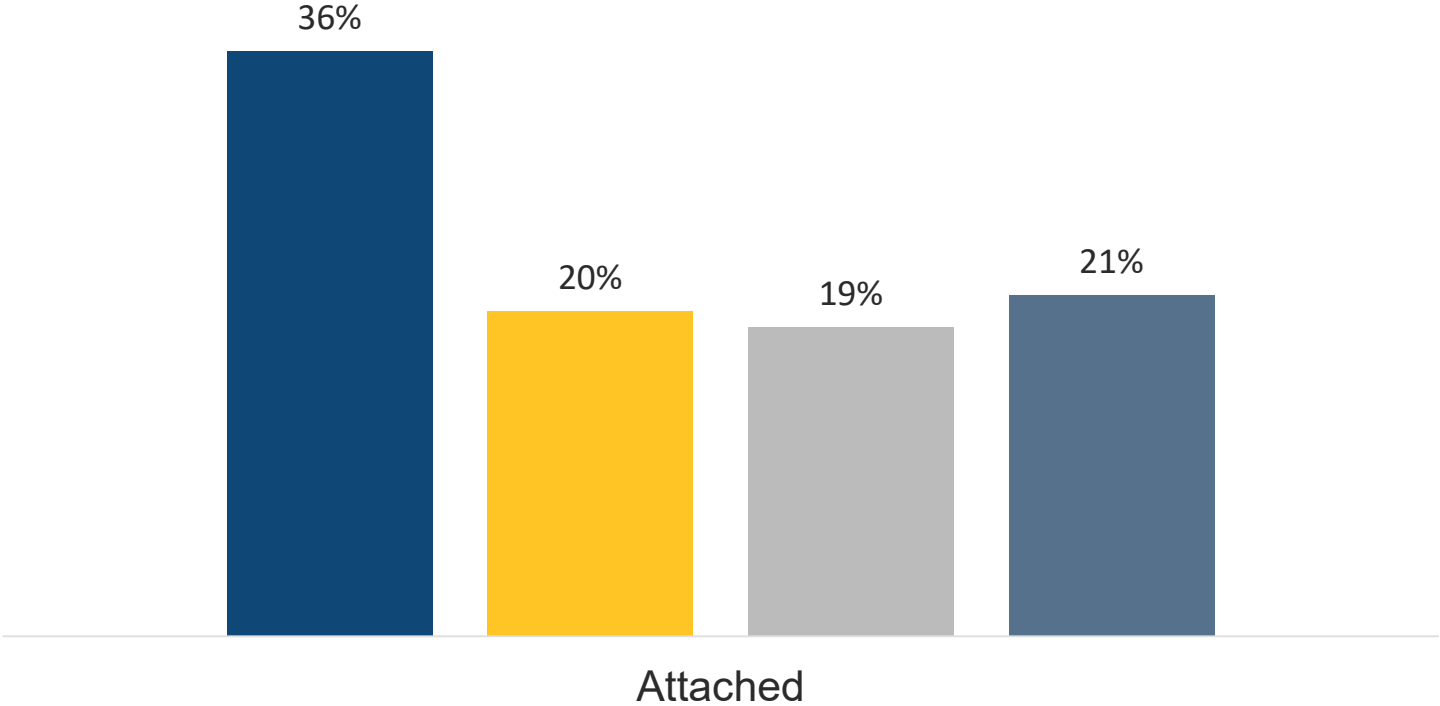
- 61%** UNC System alumni
- 32%** College graduates nationally
- 37%** Public institutions
- 29%** Private institutions

*NPS is the difference between the percentage of promoters and the percentage of detractors.

Promoters: 9 or 10
Passives: 7 or 8
Detractors: 0 to 6

UNC SYSTEM ALUMNI SURVEYED ARE MORE ATTACHED TO THEIR INSTITUTION THAN COMPARISON GROUPS

% ATTACHED



- UNC System alumni
- College graduates nationally
- Public institutions
- Private institutions

Attachment Items (% Strongly agree)

I can't imagine a world without [Institution]. (45%)

[Institution] was the perfect school for people like me. (48%)

NOTE: All comparison group results are statistically different from UNC's result at the 95% confidence level

UNC System Alumni Life Outcomes

WHAT DOES A GREAT JOB LOOK LIKE?

Engagement is **involvement** and **enthusiasm** for work. It is not a measure of happiness or satisfaction. It is about providing employees with the **clarity, encouragement** and **growth** they need to perform at their best. **Based upon responses** to items in the **Employee Engagement Index**, employees are categorized as engaged, not engaged or actively disengaged.

Engaged

Employees are **highly involved in and enthusiastic** about their work and workplace. They are psychological “owners,” drive performance and innovation, and move the organization forward.

Not Engaged

Employees are **psychologically unattached** to their work and company. Because their engagement needs are not being fully met, they’re putting time — but not energy or passion — into their work.

Actively Disengaged

Employees aren’t just unhappy at work — they are resentful that **their needs aren’t being met** and are acting out their unhappiness. Every day, these workers potentially undermine what their engaged coworkers accomplish.

BREADTH AND DEPTH OF GALLUP'S EMPLOYEE ENGAGEMENT RESEARCH

1,165

Organizations

29M

Employees

3.4M

Workgroups

21

Industries

Gallup's research shows engagement leads to positive work outcomes. Studies show that engaged employees are...

2x

MORE LIKELY to say that they are extremely satisfied with their personal life


4x

MORE LIKELY to evaluate their condition of life as excellent

11x

MORE LIKELY to indicate that they are extremely satisfied with their current company as a place to work

Majority of U.S. Employees are Not Engaged

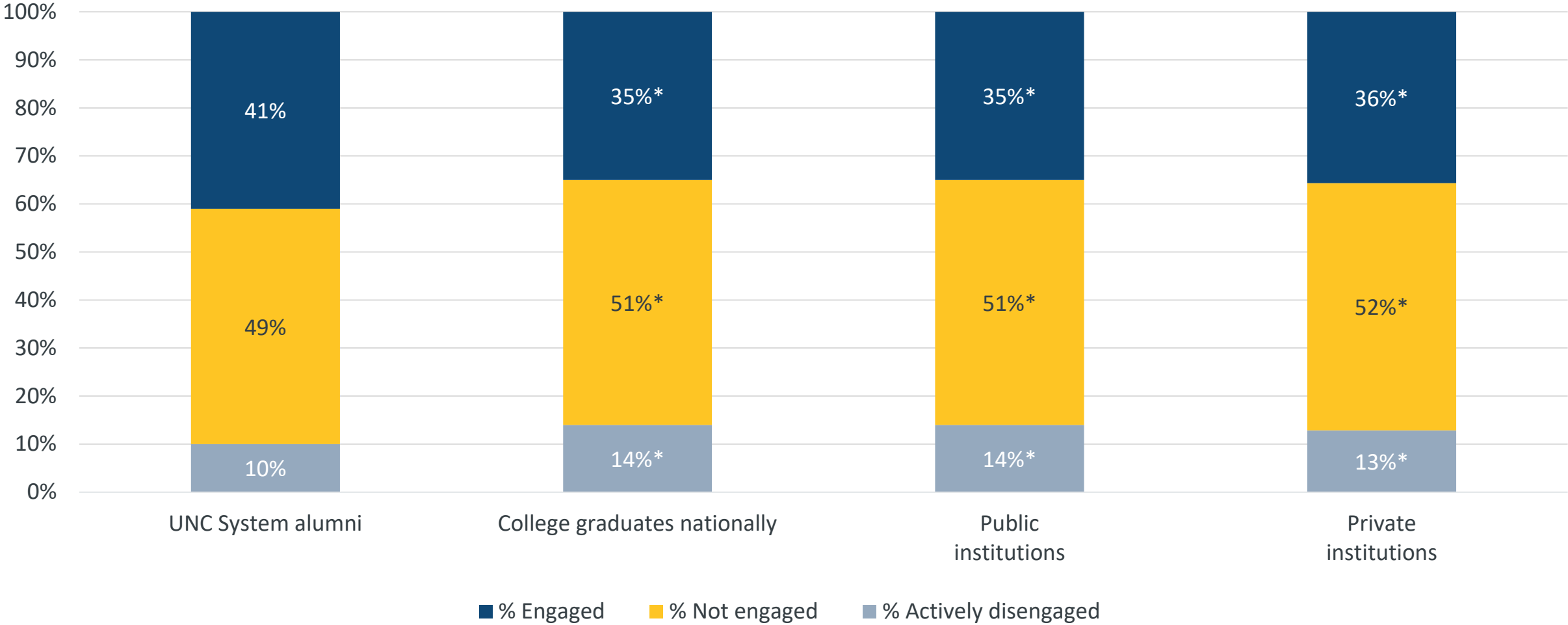


33%
ENGAGED

51%
NOT ENGAGED

16%
ACTIVELY DISENGAGED

MORE UNC SYSTEM ALUMNI SURVEYED ARE ENGAGED IN THE WORKPLACE THAN UNDERGRADUATE ALUMNI NATIONALLY



*A comparison group's result is statistically different from UNC's result at the 95% confidence level

THE FIVE ESSENTIAL ELEMENTS OF WELLBEING

High wellbeing means a **life well-lived** — things that are important to each of us, **what we think about and how we experience our lives**. Wellbeing comprises five elements, and all five are interrelated and interdependent.

PURPOSE

Liking what you do each day and being motivated to achieve goals

SOCIAL

Having supportive relationships and love in your life

FINANCIAL

Managing your economic life to reduce stress and increase security

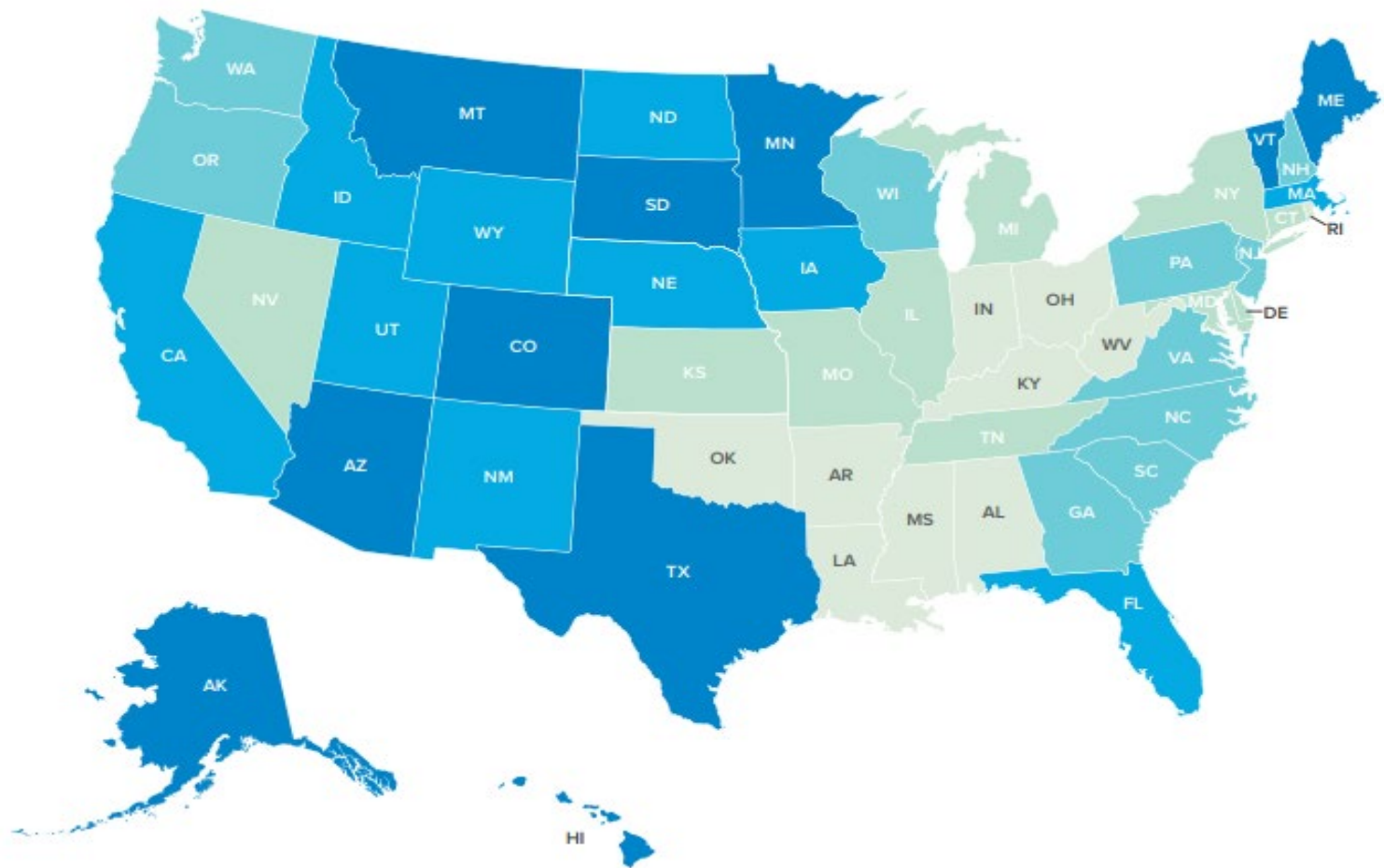
COMMUNITY

Liking where you live, feeling safe and having pride in your community

PHYSICAL

Having good health and enough energy to get things done daily

2016 STATE WELLBEING RANKINGS

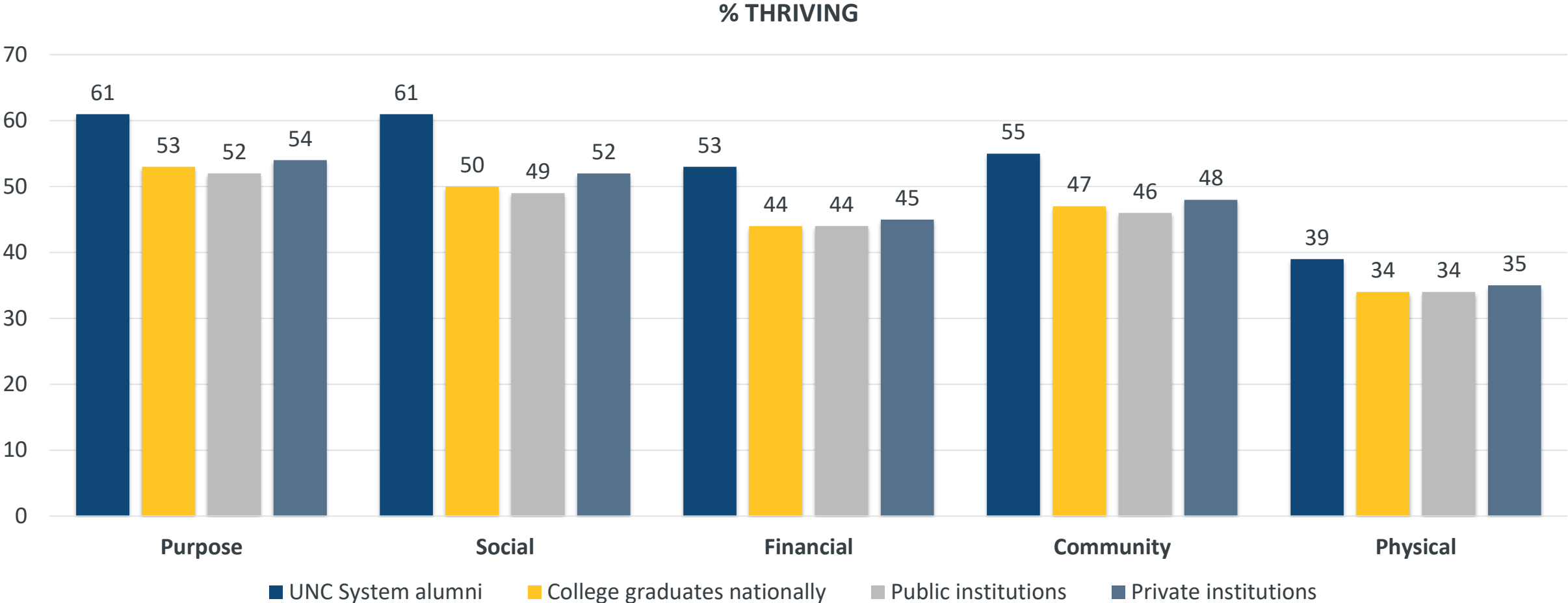


Gallup's wellbeing research yields insights for leaders to strengthen communities and workplaces.

- Five wellbeing elements are included in the wellbeing index score.
- Hawaii, Alaska and South Dakota have high track records of wellbeing.
- There are regional wellbeing patterns. In particular, Northern Plains states, the Mountain West, and some Atlantic states report higher wellbeing levels, while states in the South and Midwest lag in key elements.

Note: Results from the State of American Well-Being: 2016 State Well-Being Rankings.

UNC SYSTEM ALUMNI SURVEYED REPORT HIGHER WELLBEING IN ALL FIVE ELEMENTS THAN COMPARISON GROUPS



NOTE: All comparison group results are statistically different from UNC's result at the 95% confidence level

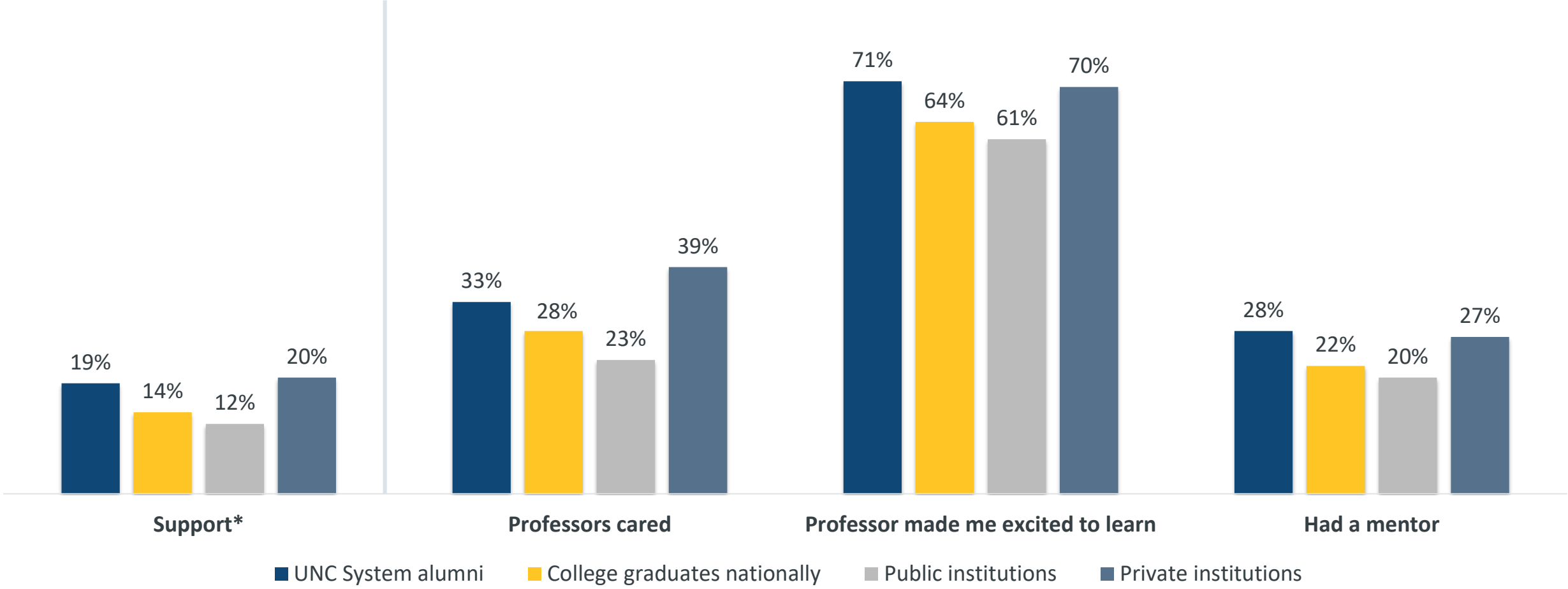
UNC System Alumni Experiences

NATIONAL STUDIES AMONG U.S. COLLEGE GRADUATES SHOW A LINK BETWEEN GALLUP'S "BIG SIX" EXPERIENCES AND WORKPLACE ENGAGEMENT AND WELLBEING

SUPPORTIVE RELATIONSHIPS	WORKPLACE ENGAGEMENT	WELLBEING
Had professors who cared about you as a person	1.7x	1.4x
Had at least one professor who made you excited about learning	1.7x	1.4x
Had a mentor who encouraged you to pursue your goals and dreams	1.9x	1.4x
EXPERIENTIAL LEARNING		
Had a job or internship that allowed you to apply what you were learning in the classroom	1.8x	1.3x
Worked on a project that took a semester or more to complete	1.7x	1.2x
Was extremely active in extracurricular activities and organizations	1.6x	1.2x

“BIG SIX”: MEASURES OF SUPPORT AMONG UNC SYSTEM ALUMNI

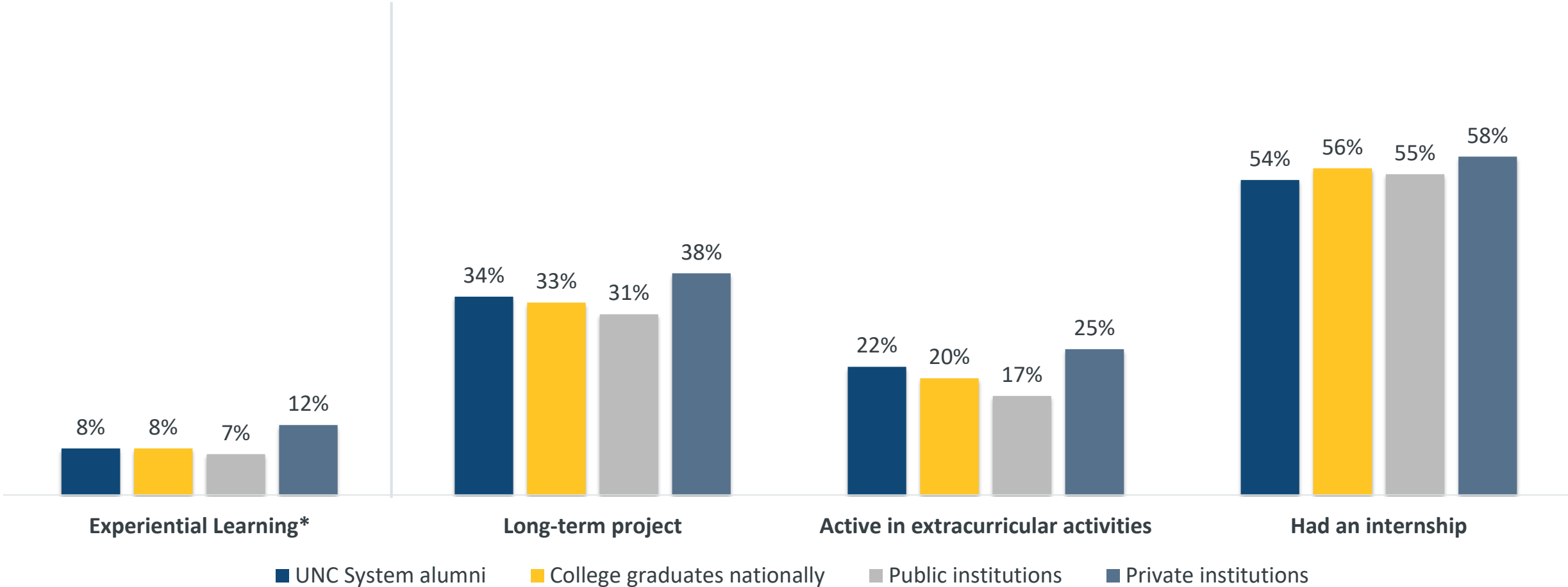
% 5 – STRONGLY AGREE



*Support group includes respondents who strongly agreed with all three items.
 NOTE: All comparison group results are statistically different from UNC System’s result at the 95% confidence level

“BIG SIX”: MEASURES OF EXPERIENTIAL LEARNING AMONG UNC SYSTEM ALUMNI

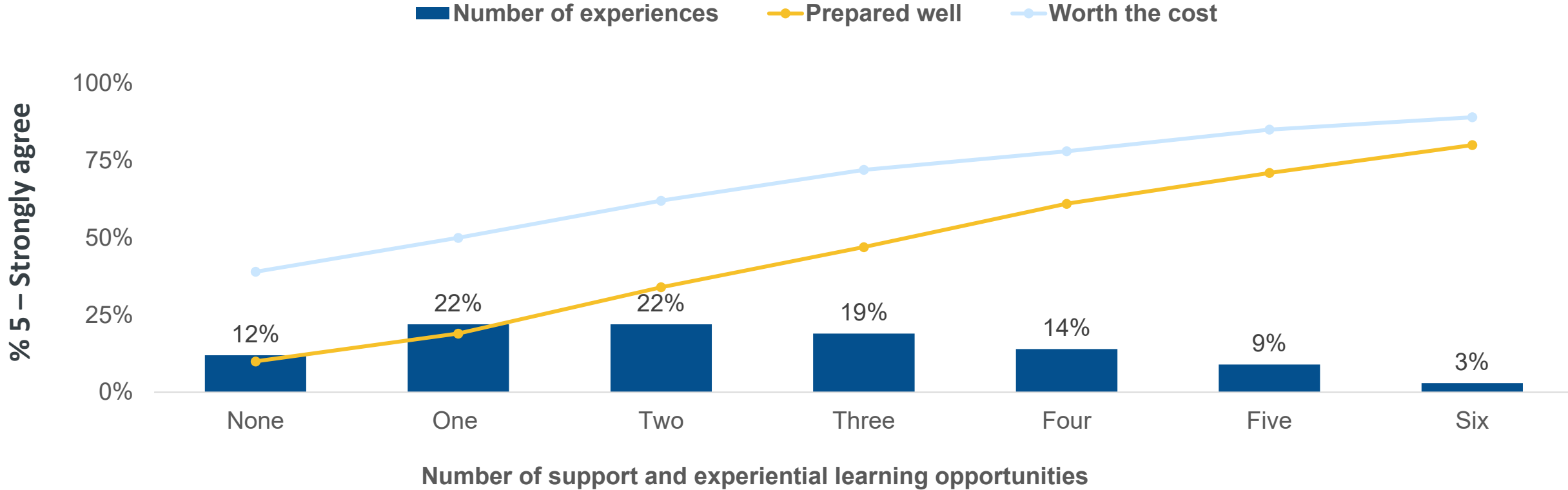
% 5 – STRONGLY AGREE / % YES



*Experiential Learning group includes respondents who strongly agreed with all three items.

NOTE: Only the Public institution comparison result for “Had an internship” is *not* statistically different from UNC System’s result at the 95% confidence level

“BIG SIX” EXPERIENCES ARE LINKED TO THE PERCEIVED VALUE OF A UNC SYSTEM EDUCATION AND PREPAREDNESS FOR LIFE OUTSIDE OF COLLEGE



Driver Analyses

TOP THREE DRIVERS OF LIKELIHOOD TO RECOMMEND AND SAYING MY EDUCATION WAS WORTH THE COST

	Likelihood to Recommend	Worth the cost
I was challenged academically at [Institution].	1	1
My professors at [Institution] cared about me as a person.	2	2
I had at least one professor at [Institution] who made me excited about learning.	3	3

Note: Numerals indicate rank order of the strength of relationship, as indicated by odds ratios.

UNC SYSTEM ALUMNI: KEY DRIVERS OF BEING PREPARED WELL FOR LIFE OUTSIDE OF COLLEGE

- My professors at [Institution] cared about me as a person.
- I was challenged academically at [Institution].
- I had at least one professor at [Institution] who made me excited about learning.
- While attending [Institution], I had a mentor who encouraged me to pursue my goals and dreams.

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