

Today's Discussion

- Resources linked to 2005 Bachelor's and Beyond Project (B&B I)
- Departmental uses of B&B materials
- Resources linked to 2012 Bachelor's and Beyond Project
- Department Surveys
- Other ASA data sources

2005 Bachelor's & Beyond Project

NSF-funded longitudinal project
to answer the question:
“What can I do with a bachelor’s
degree in sociology?”

Homepage

http://www.asanet.org/research/bacc_survey/bachelorsandbeyond.cfm



B&B resources “solve” common assessment problems

- Lack of faculty time to work on assessment
- Lack of departmental consensus about what should be assessed
- Lack of student commitment to engage seriously in assessment activities
- Lack of comparative data
- Concern about reliance on “self reports”

Questionnaires from Three Waves Available

Phase I: 1,700 majors in senior year from about 100 colleges/universities (2005)

http://www.asanet.org/images/research/docs/pdf/BandB_web_questionnaire.pdf

Participating institutions received summary of aggregated data from their students

Use of data for assessment by participating institution

Central Michigan University

- Presentation of percentage distributions for our students from 2005 B&B
- No benchmarking but enhanced credibility because of link to national study
- Minimal faculty time commitment

Enhanced use of B&B questionnaire

Hunter College

(under the direction of Michael Wood)



Enhanced use of B&B questionnaire

- Replication of most questions from B&B Phase I questionnaire using Survey Monkey
- Links survey administration to required final graduation audit appointment (high response rate)
- Computers available--ease of access for students
- Addition of objective questions focused on theory and methods (as well as GPA)
- Addition of questions required by administrators

Hunter College Survey of Students Graduating with a Major in Sociology

The Department of Sociology at Hunter invites you to participate in this survey. Your responses to the questions will help the faculty to improve the quality of the educational experience of sociology majors here at Hunter. The questionnaire, originated by the American Sociology Association, will ask questions such as why you chose to major in sociology, skills that you may or may not have been taught, and your level of satisfaction with different facets of your educational experience as a major in sociology. You also will be asked about a few background characteristics. The survey should take just about 10-13 minutes to complete. The survey is totally confidential. Please feel free to respond to the questions in a candid fashion. We thank you very much for your participation in this survey.

Objective theory question

While doing research on crime, Professor Middler noted that crime creates jobs in law enforcement and related careers. He also noticed that crime reinforces norms when criminals are caught and punished. Professor Middler has probably adopted a(n) _____ approach to the study of crime.

Objective methods question

Professor Tilton measured the variable “feelings toward drafting women into the military” with the categories “strongly agree,” “agree somewhat,” “neither agree nor disagree,” “disagree somewhat,” and “strongly disagree.” Professor Tilton was using the _____ level of measurement.

Table-reading (methods) questions

This page contains two questions asking you how to read a table that compares one variable to another (or, "crossclassification table").

Table 1 below relates the age of individuals to whether or not they listen to religious programs.

Table 2 below relates age to listening to religious programs while controlling for level of education.

Institution-specific administrative requirements

The Dean of Arts and Sciences collects the names of sociology students who have been admitted to graduate or professional school. Please allow the Dept. of Sociology to submit your name to the Dean as evidence of your achievements at Hunter by notifying one of the Advisors (Prof. Mueller or Prof. Wood), or simply write your name in here.

Reports from Hunter data

Descriptive reports (with benchmarking)

Analytical reports answering these questions:

- Does student learning correlate with student grade point average (GPA)?
- Does student learning correlate with correct answers to “objective” questions?
- Does student learning correlate with overall satisfaction with the sociology degree?
- Does overall satisfaction with the sociology degree correlate with GPA?
- Does overall satisfaction with the sociology degree correlate with correct answers to “objective” questions?
- Do correct answers to “objective” questions correlate with GPA?

Benchmarking options: Wave I Chartbook

<http://www.asanet.org/images/research/docs/pdf/Phase%20I%20Findings.pdf>

Give thought to benchmarking issues

- Assessment should remain in faculty hands
- Assessment should be locally controlled
- Assessment should be interpreted by department faculty

Available Chartbook data

Percentage distributions on all key variables from Wave I

- Demographics
- Reasons for majoring
- Conceptual abilities
- Top eight skills gained
- Skills listed on résumés
- Participation in learning activities
- Satisfaction
- Future Plans

Other Questionnaires Available

Phase II: ~ 780 respondents in early 2007

<http://www.asanet.org/images/research/docs/pdf/Bphase2questionnaire.pdf>

Phase III: ~ 350 respondents in Spring, 2009

<http://www.asanet.org/images/research/docs/pdf/BPhaseIIIQ.pdf>

Numerous Research Briefs: Downloads available

- “Idealists v. Careerists: Graduate School Choices of Sociology Majors” (Wave II)
- “Decreasing the Leak from the Sociology Pipeline: Social and Cultural Capital to Enhance the Post-baccalaureate Sociology Career” (Wave II)
- “Mixed Success: Four Years of Experiences of 2005 Sociology Graduates” (Wave III)

Types of Occupations of Sociology Bachelor's Degree Recipients (2007)

Occupation	Example	%
Social Services, Counselors, Psychologists	Oversee AIDS outreach team	26.5
Administrative Support	Scheduler for a state representative	15.8
Management	Handle employment and labor relations	14.4
Marketing	Planning and developing marketing strategies	10.1
Services	Crime scene technician	8.3
Teachers, librarians	Provide reference, research, and database searching	8.1
Social Science, Researchers	Research climate change policies	5.7
Other professionals	Website design	6.8
Other	N/A	4.4

Source: ASA Research and Development Department, *What Can I Do With a Bachelor's in Sociology? A National Survey of Seniors Majoring in Sociology Wave II, 2007*

What Do They Study in Graduate School? (in percents)

Professional Degree Fields	34.8
Social work/human services	18.3
Law, pre-law, or legal studies	8.4
Health professional and related sciences	8.1
Sociology	13.0
Other Degree Fields	24.6
Education	6.4
Psychology	5.0
Business	3.1
Criminology	2.7
Library Science	1.9
Political Science	1.6
Visual and performing arts	1.6
Languages, linguistics, literature, and letters	1.5
Area and Ethnic Studies	0.4
Urban and religious services	0.4
Other/Joint Programs	27.6
TOTAL	100.0

Source:
ASA Research and
Development
Department, *What
Can I Do With a
Bachelor's Degree
in Sociology?* Wave
III

2012 Bachelor's & Beyond Project

Homepage for Social Capital, Organizational Capital, and the Job Market for New Sociology Graduates

http://www.asanet.org/research/bacc_survey/jobs_for_sociology_majors.cfm

2012 Bachelor's & Beyond Project

- Almost 2,700 respondents graduating in May, August, or December, 2012
- 160 colleges/universities represented
- Aggregated data will be returned to participating departments in the Fall
- Two draft research briefs available

Surveys of Departments

“What’s Happening in Your Department? A Comparison of Findings from the 2001 and 2007 Department Surveys”

- <http://www.asanet.org/images/research/docs/pdf/Whats%20Happening%20in%20Your%20Dept.pdf>

Example:

Data on assessment activities

“What’s Happening in Your Department with Assessment?” *(2008 Department Survey)*

<http://www.asanet.org/images/research/docs/pdf/ASAdptsvybrief3.pdf>

Percent of departments doing assessment	
Research	76.9 %
Master’s Comprehensive	91.5%
Baccalaureate	84.0%

Types of Assessment Data Used (2007)

Student Survey	58.3%
Senior Thesis or Project	47.7%
Exit Interview	39.4%
Department Exam	17.5%
Portfolio	22.4%
External Exam	28.9%
Employer Survey	6.4%
Other	17.9%
Weighted N	816

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- 2012 Survey of Departments in the Field
 - Data available in early 2013
 - Peer analysis will be available at some point

Master's Degree Project

What Can I Do with
a Master's Degree in
Sociology?

[http://www.asanet.org/
research/masters.cfm](http://www.asanet.org/research/masters.cfm)



- Survey of Graduate Program Directors
- Three-wave survey of Master's students
 - Questionnaires available for download
 - Three research briefs available

Data on Trends in the Discipline and Profession

- [http://asanet.org/research/statistical information.cfm](http://asanet.org/research/statistical_information.cfm)
- Benchmarking possibilities (or idea for future development)

Example:

Concentrations Available

Concentrations Available in Sociology Departments, AY 2000/01 and 2006/07				
<i>Concentrations Available in Sociology Departments, AY</i>	<i>AY 2000/01</i>		<i>AY 2006/07</i>	
	<i>N</i>	<i>%</i>	<i>N</i>	<i>%</i>
Crime, Law & Society	189	30.6%	128	21.8%
Social Service	84	13.6%	83	14.1%
Gerontology	46	7.4%	30	5.1%
Family and Demography	42	6.8%	39	6.6%
Applied Sociology/Research	34	5.5%	28	4.8%
Medical or Healthcare	26	4.2%	21	3.6%
Anthropology	25	4.0%	13	2.2%
International/Global Development	23	3.7%	24	4.1%
Rural, Urban, Environment	20	3.2%	38	6.5%
Organizations, Business, Work, Occupations	19	3.1%	13	2.2%
Social Justice, Inequality, and Social Institutions	18	2.9%	42	7.1%
Race, Ethnicity, Diversity	18	2.9%	31	5.3%
Gender/Women's Studies	15	2.4%	23	3.9%
Social Policy	14	2.3%	13	2.2%
Other	45	7.3%	62	10.5%
Total	618	100.0%	588	100.0%

THANKS!

- Question/Issues?
- What's missing?