

Institutional Learning Outcomes Assessment Activity Plan

Assessment activity	Alumni Survey (UG + HD)
What does it measure?	<p><i>Alumni feedback concerning</i></p> <p><i>(a) learning gains directly related to graduate attributes and associated institutional learning outcomes for the undergraduate degree level as specified by the LTC and WGOBE (paper LTC-WGOBE/2/A2, revised).</i></p> <ul style="list-style-type: none"> • <i>competent professional (items 1a-b)</i> • <i>critical thinker (items 1c-e)</i> • <i>effective communicator (items 1f-g)</i> • <i>innovative problem solver (items 1h-i)</i> • <i>lifelong learner (items 1j-k)</i> • <i>ethical leader (items 1l-n)</i> • <i>other aspects of learning often discussed at PolyU but not specifically mentioned in the above paper – included to maintain more flexibility in the instrument so as to avoid major changes in the items over time. These aspects include: teamwork, global outlook, entrepreneurship, and healthy lifestyle (items 1o-r).</i> • <i>Overall gain (item 1s)</i> <p><i>(b) How well the programme prepared undergraduates for:</i></p> <ul style="list-style-type: none"> • <i>entry-level professional positions</i> • <i>pursuing higher degree or further studies in the future</i> • <i>becoming an educated citizen (all-around development)</i> <p><i>(c) Overall satisfaction with learning experiences</i></p> <p><i>(d) Satisfaction with various aspects of their undergraduate experiences, including</i></p> <p><u><i>Academic Experiences:</i></u></p> <ul style="list-style-type: none"> • <i>academic advising by department (survey for 4-year curriculum graduates will include additional item for OGUR advising)</i> • <i>interactions with teachers</i> • <i>quality of teaching</i> • <i>subjects offered within their disciplinary-related program/major, as well as for GE/GUR requirements.</i> • <i>WIE experiences</i> • <i>non-local experiences</i> <p><u><i>Services and Facilities:</i></u></p> <ul style="list-style-type: none"> • <i>career services</i> • <i>library resources</i> • <i>laboratory and equipment</i> • <i>recreation/athletics</i> • <i>cultural activities</i> • <i>catering quality/options</i> • <i>residential life</i> <p><i>(e) Employment Outcomes</i></p> <p><i>(f) Further degrees/professional qualifications obtained since graduation</i></p>

	<i>(g) Open-ended comments about their programme</i>
Who develops it?	<i>A questionnaire locally developed by EDC</i>
Who takes it?	<i>All graduates of subdegree (HD), FT Ug (UGC-funded), FT Ug (self-financed), and PT Ug programmes.</i>
When is it conducted, and how often?	<i>18-24 months after graduation. Conducted annually, commencing in November 2012.</i>
Which office administers it, and processes the data and analyses the results?	<i>EDC. Data will be reported on the item-level, plus average scale scores will be reported for the ILOs (as indicated above).</i>
To whom are the results distributed?	<i>Institutional-Level report (overall results): VP(AD) and LTC (also made available to all PolyU staff) Faculty-Level reports: Respective Deans Departmental reports: HoDs and Programme Leaders concerned</i>
Who are responsible for reviewing the results to plan improvement actions?	<i>LTC: Institutional effectiveness based on PolyU overall results Faculty Boards: Effectiveness of constituent departments based on Faculty reports Departments and programme teams: Programme effectiveness based on Departmental reports</i>
Who owns the data?	<i>VP(AD)</i>
Method of administration	<i>Maintain paper-based for initial administrations. Future consideration to be given to developing an online system; however, this necessitates a valid record-keeping system of active, permanent personal email addresses of graduates by the University or the Departments.</i>
Coordination with Alumni Surveys conducted by Faculties/Departments	<i>In order to streamline the data collection process to reduce redundancies and avoid over-burdening students with separate surveys, it is proposed that faculties/departments not conduct a separate exercise - - but rather be encouraged to include up to <u>one sheet of additional questions</u> especially relevant for their purposes (e.g., feedback on the attainment of intended programme learning outcomes).</i>



Alumni Survey on Learning Experiences and Outcomes

As part of our ongoing effort to improve the quality of our educational provisions, we are soliciting your views on your overall learning experiences and outcomes of studying at PolyU. Your feedback will help us identify the strengths as well as the areas for improvement in our work. All data will be kept confidential, and will only be used by the University for evaluation and improvement purposes.



Part A Your Learning Gains

1. To what extent have you developed in the following areas as a result of your overall learning experience at PolyU (e.g., your programme and subjects taken, WIE, co-curricular activities etc.)?

	Very much	Adequate			Very little
a. Acquiring knowledge and skills useful for your profession	(5)	(4)	(3)	(2)	(1)
b. Applying what you learned at PolyU in your work	(5)	(4)	(3)	(2)	(1)
c. Critiquing other person's arguments or viewpoints	(5)	(4)	(3)	(2)	(1)
d. Judging the credibility of information	(5)	(4)	(3)	(2)	(1)
e. Making rational judgements based on logical reasoning	(5)	(4)	(3)	(2)	(1)
f. Communicating effectively in English in professional and daily contexts	(5)	(4)	(3)	(2)	(1)
g. Communicating effectively in Chinese in professional and daily contexts	(5)	(4)	(3)	(2)	(1)
h. Identifying problems and their causes	(5)	(4)	(3)	(2)	(1)
i. Generating innovative solutions to deal with problems encountered in professional and daily contexts	(5)	(4)	(3)	(2)	(1)
j. Recognizing the need to continually upgrade your skills and knowledge	(5)	(4)	(3)	(2)	(1)
k. Planning and managing your own continual self and/or professional development	(5)	(4)	(3)	(2)	(1)
l. Being prepared to lead a team at work	(5)	(4)	(3)	(2)	(1)
m. Knowing your ethical responsibilities as a professional in the workplace	(5)	(4)	(3)	(2)	(1)
n. Becoming aware of your social and national responsibilities as a citizen	(5)	(4)	(3)	(2)	(1)
o. Being able to work effectively in a team	(5)	(4)	(3)	(2)	(1)
p. Understanding global trends in your discipline	(5)	(4)	(3)	(2)	(1)
q. Understanding the concept and importance of entrepreneurship	(5)	(4)	(3)	(2)	(1)
r. Pursuing a healthy lifestyle	(5)	(4)	(3)	(2)	(1)
s. OVERALL gains in your learning	(5)	(4)	(3)	(2)	(1)

2. Overall, how well has your learning experience at PolyU prepared you to:

	Very much	Adequate			Very little	Not Applicable
a. Work competently as an entry-level professional in your chosen field of study?	(5)	(4)	(3)	(2)	(1)	(NA)
b. Pursue a higher degree or further studies?	(5)	(4)	(3)	(2)	(1)	(NA)
c. Develop all-around as a person?	(5)	(4)	(3)	(2)	(1)	

	Very satisfied	Generally satisfied			Very dissatisfied
3. Overall satisfaction with your learning experience at PolyU	(5)	(4)	(3)	(2)	(1)

Part B Your Undergraduate Experience at PolyU

4. Looking back on your experiences at PolyU now, please rate the following in supporting your learning and development.

	Excellent	Acceptable	Poor		
a. Academic advising by your department	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
b. Interactions with teachers	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
c. Overall quality of teaching and learning	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
d. Choices of subjects within your major/programme	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
e. Choices of General Education subjects	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
f. WIE experiences	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
g. Non-local experiences (e.g., academic exchange, non-local study trips, service learning projects)	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
h. Library resources	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
i. Computing/IT support and facilities	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
j. Laboratory and equipment for supporting learning	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
k. Career services	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
l. Recreation/athletics	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
m. Cultural activities	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1
n. Catering quality/options	<input type="radio"/> 5	<input type="radio"/> 4	<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1

Part C: Employment

5. Please indicate your current employment status

- | | |
|--|--|
| <input type="radio"/> Employed full-time | <input type="radio"/> <u>Not</u> employed, engaged in full-time study |
| <input type="radio"/> Employed part-time | <input type="radio"/> <u>Not</u> employed, but seeking employment |
| <input type="radio"/> Self-employed (e.g. free-lance/own business) | <input type="radio"/> <u>Not</u> employed, and <u>not</u> seeking employment |

6. What is your current (or last if not currently employed) annual income (including basic salary, allowance and other benefits)?

- | | |
|---|---|
| <input type="radio"/> <u>Not</u> employed since graduation | <input type="radio"/> Between HK\$350,001 and HK\$400,000/annum |
| <input type="radio"/> Less than HK\$100,000/annum | <input type="radio"/> Between HK\$400,001 and HK\$450,000/annum |
| <input type="radio"/> Between HK\$100,001 and HK\$150,000/annum | <input type="radio"/> Between HK\$450,001 and HK\$500,000/annum |
| <input type="radio"/> Between HK\$150,001 and HK\$200,000/annum | <input type="radio"/> Between HK\$500,001 and HK\$550,000/annum |
| <input type="radio"/> Between HK\$200,001 and HK\$250,000/annum | <input type="radio"/> Between HK\$550,001 and HK\$600,000/annum |
| <input type="radio"/> Between HK\$250,001 and HK\$300,000/annum | <input type="radio"/> HK\$600,001 or more/annum |
| <input type="radio"/> Between HK\$300,001 and HK\$350,000/annum | |

7. Is your current (or last if not currently employed) employment or full-time study programme related to your major in your undergraduate programme?

- Yes, it is in the same/a closely related field
- Not exactly, but it is somewhat related to my major/programme
- No, it is in a completely different field

8. Your current job title/position: _____

Part D: Further Degrees/Professional Qualifications

9. Further degrees and/or professional qualifications undertaken since graduating (Please choose all that apply):

- Bachelor degree (in addition to my previous study at PolyU)
- Professional qualification in my discipline of study at PolyU
- Professional qualification in another discipline
- Master or doctoral degree in my discipline of study at PolyU
- Master or doctoral degree in another discipline
- Others (please specify) _____

Part E: Comments about your programme

10. Please describe the ONE best aspect of your programme.

11. Please describe the ONE aspect of your programme that most needs improvement.

Thank you for completing the questionnaire