



# **Dublin City University Strategic Plan**

*Alumni Survey*

*Initial Results – Closed Questions Only*

*August 2005*

## **Introduction:**

The first Alumni questionnaire was carried out via the web in early 2005, as part of the Dublin City University Strategy Process. The current plan, 'Leading Change' is due to finish at the end of 2005, and in line with statutory requirements and to aid the strategic development of the university, the process to develop a new plan was started in December 2004.

In keeping with our desire to involve key stakeholders of DCU, three groups were identified for direct feedback from a questionnaire and focus group process. These were Alumni, Students and Staff. This is the first of the reports on the results of this process, from the Alumni group.

In total 987 respondents for this questionnaire were analysed, with a target of 1,000 being the optimum number. This report is an analysis of the 'closed questions' from the survey. The 'open questions' are currently being analysed at School and Faculty level, as well as being part of the strategy process for the main university strategy and related component plans (Research Strategy, Learning Innovation Strategy etc).

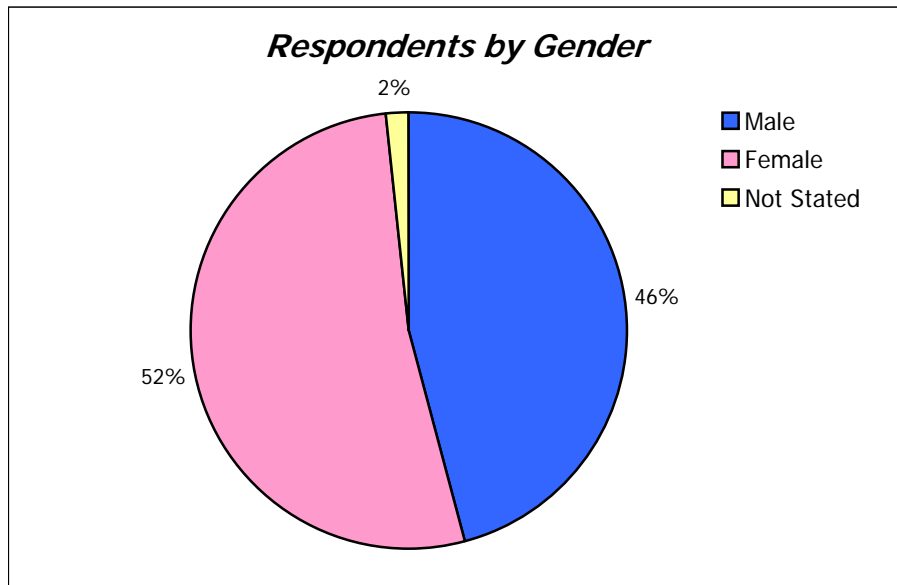
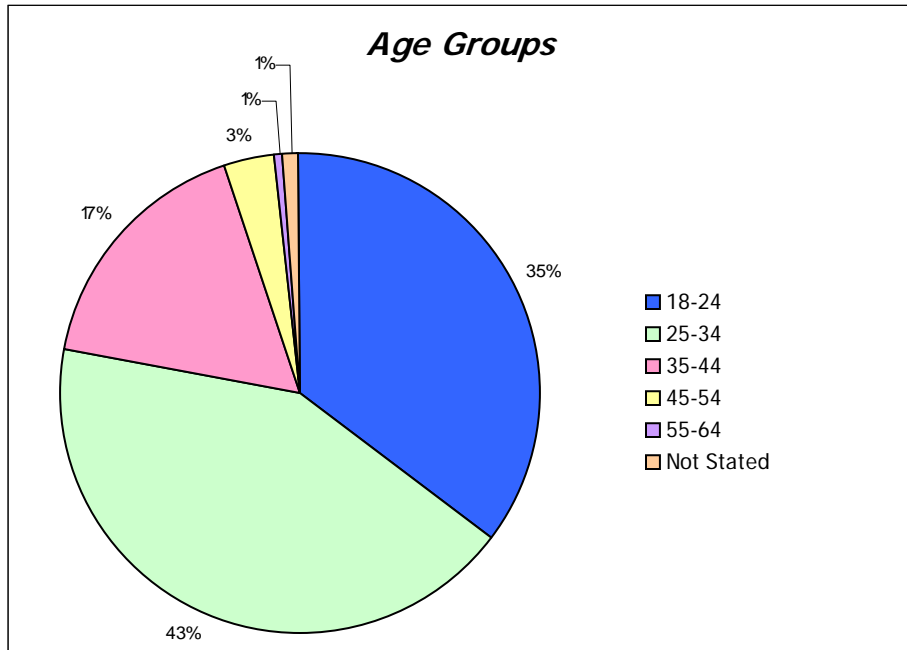
On behalf of the DCU President, Professor Ferdinand von Prondzynski, I would like to thank all those who participated in this process, both the Alumni and staff volunteers from the Feedback team.

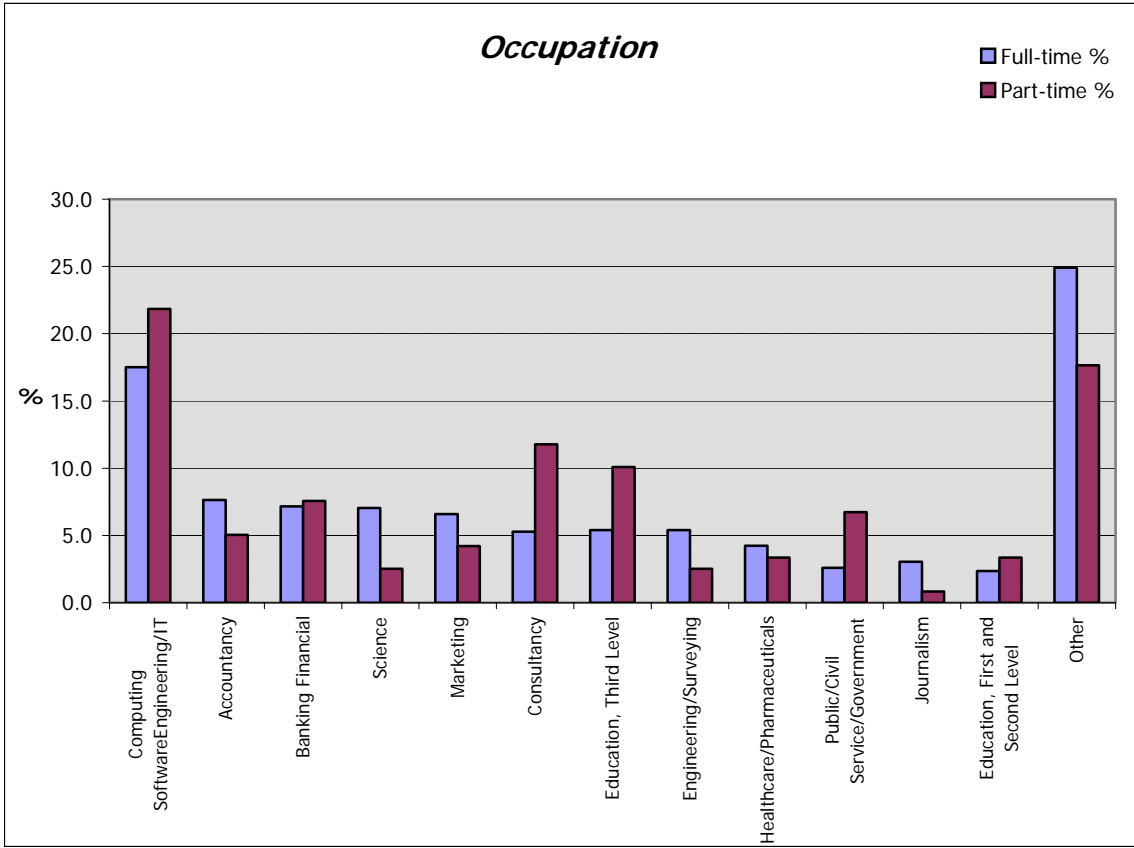
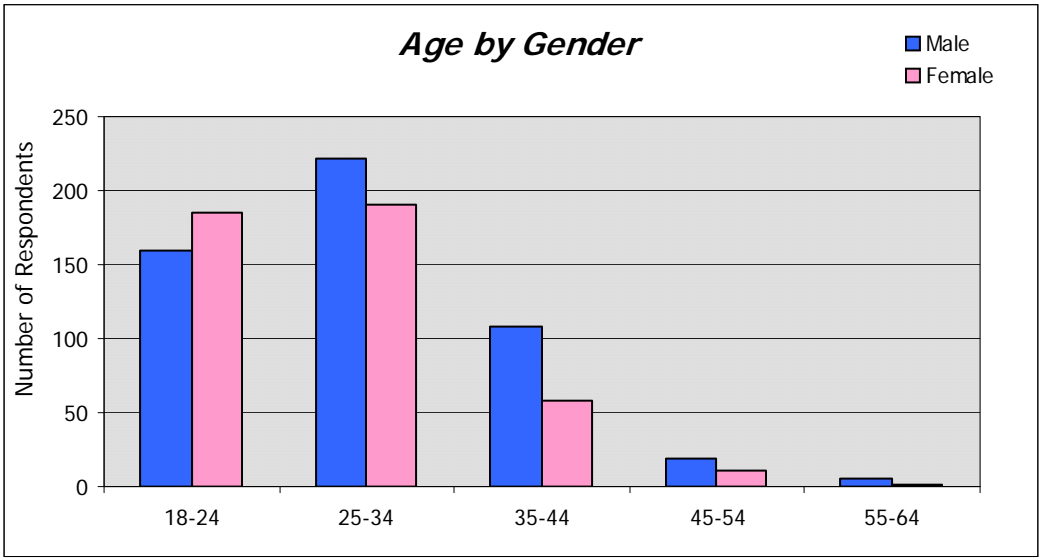
Regards,

Gordon McConnell  
Head of Strategic Projects

Feedback Team:  
Michael Murphy, Educational Trust  
Maura McGinn, Presidents Office  
Martin Whyte, Business School  
Yvonne McLoughlin, Student Affairs

## General Background Of Respondents:





## University Related Background of Respondents:

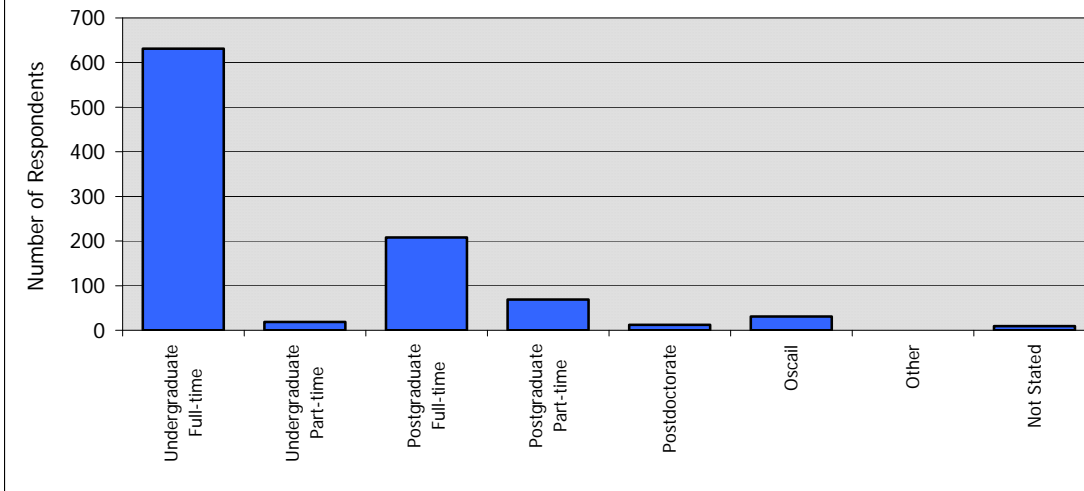
### Respondents Breakdown -

<b>COURSE</b>	<b>Number</b>	<b>%</b>
Undergraduate Full-time	631	64.5
Undergraduate Part-time	19	1.9
Postgraduate Full-time	208	21.2
Postgraduate Part-time	69	7.0
Postdoctorate	12	1.2
Oscail	31	3.2
Other		0.0
Not Stated	9	0.9
Total	979	100

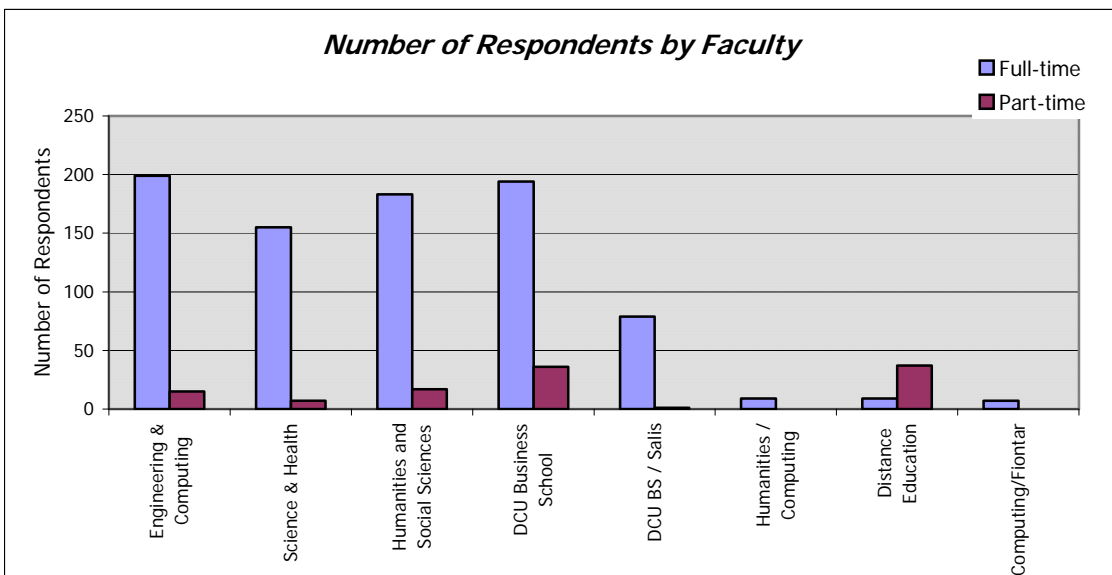
### Latest Graduation Year -

<b>Year</b>	<b>Number</b>	<b>%</b>
Pre 1985	20	2.0
1986-1990	55	5.6
1991-1995	92	9.4
1996-2000	129	13.2
2001-2005	673	68.7
Not Stated	10	1.0
Total	979	100

### Award Level

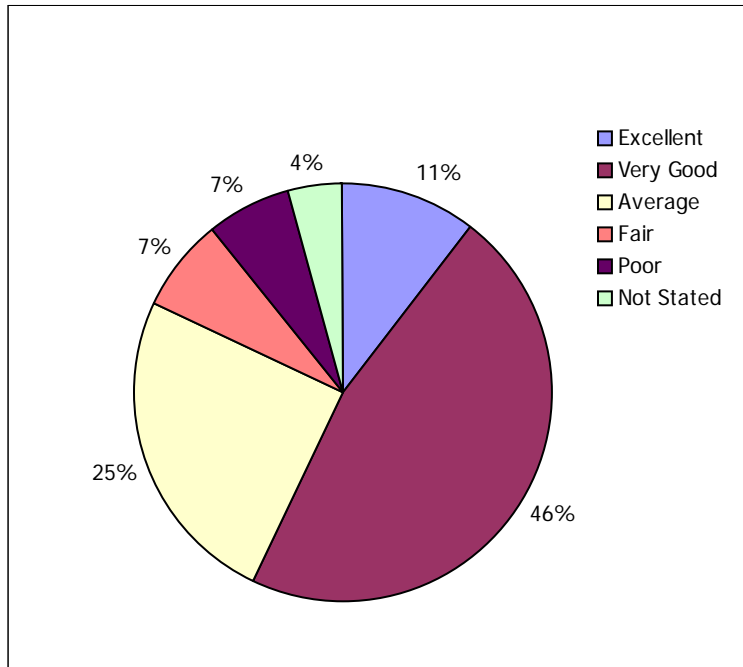


### Number of Respondents by Faculty



**Alumni Survey Results:**

*Q. How well did DCU prepare you for the 'real world'?*

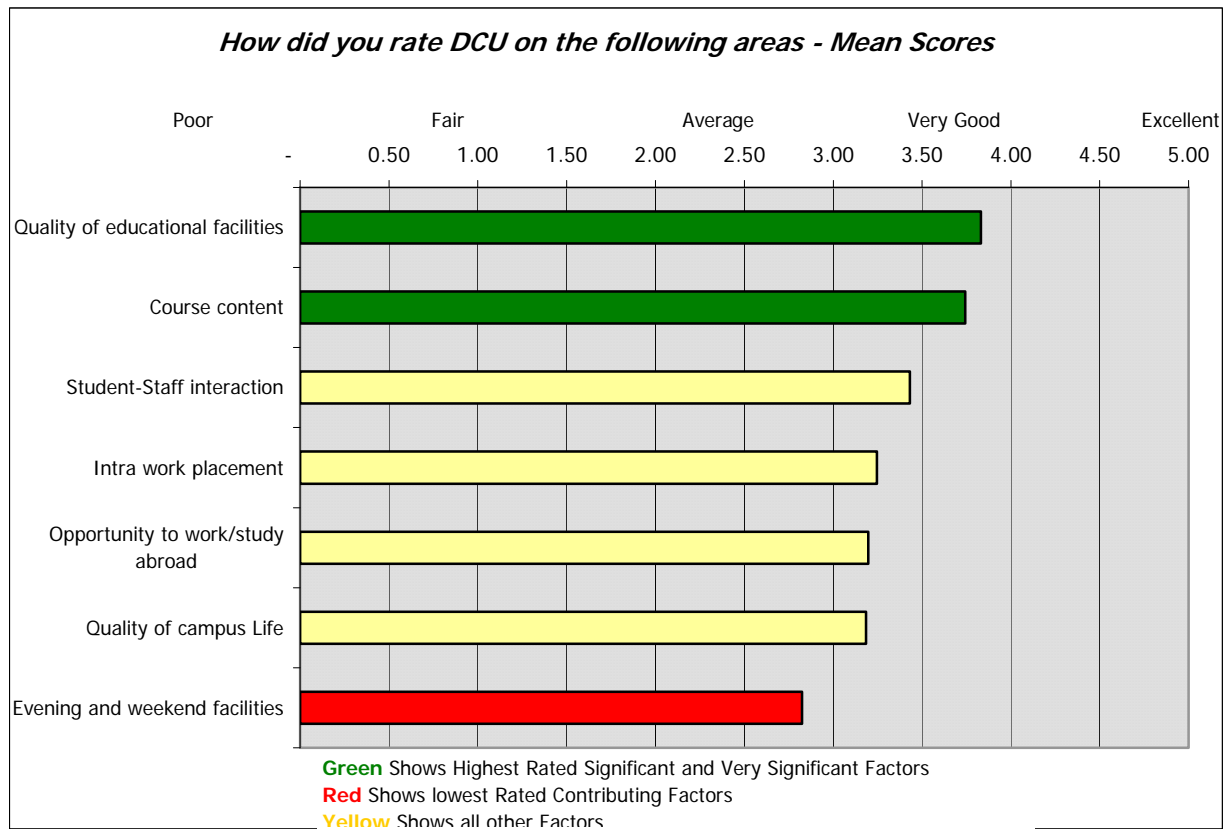


*Q. How would you rate the following benefits you gained from your time in DCU?*

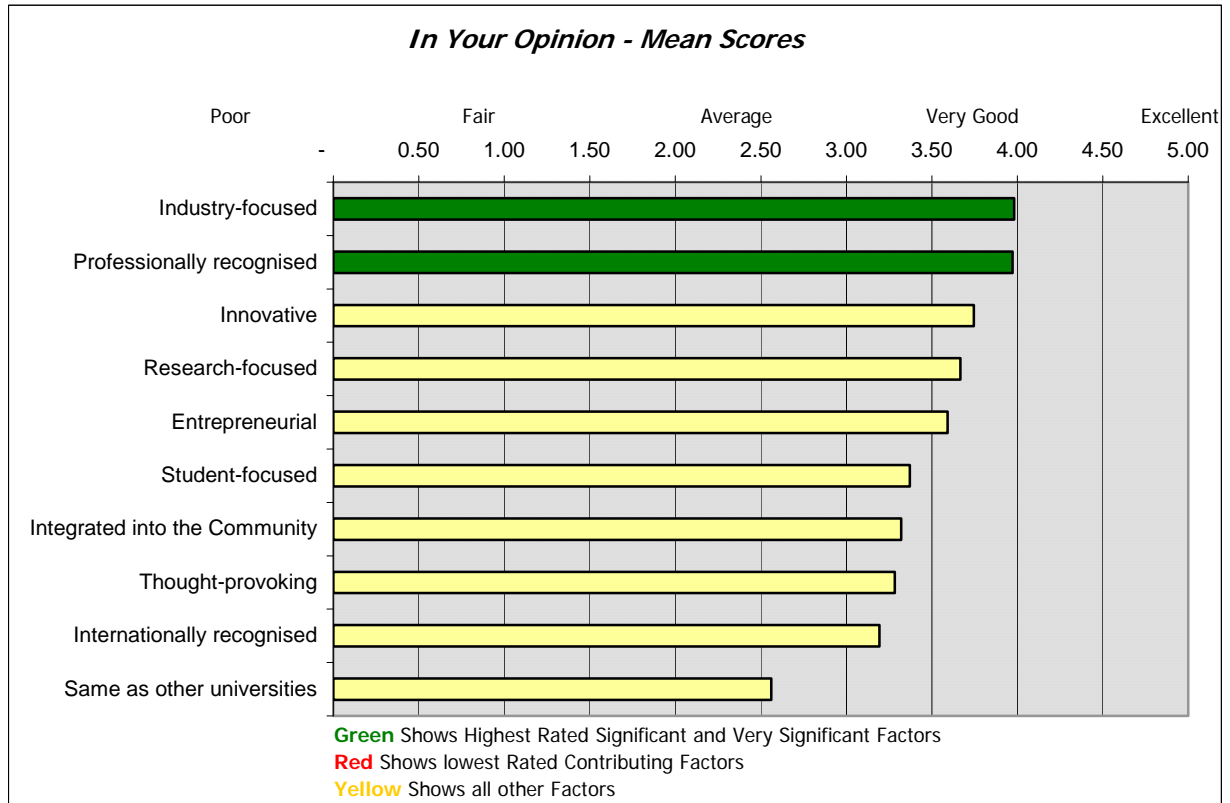


Note: All Factors were rated above average for this question

Q. How did you rate DCU on the following areas:

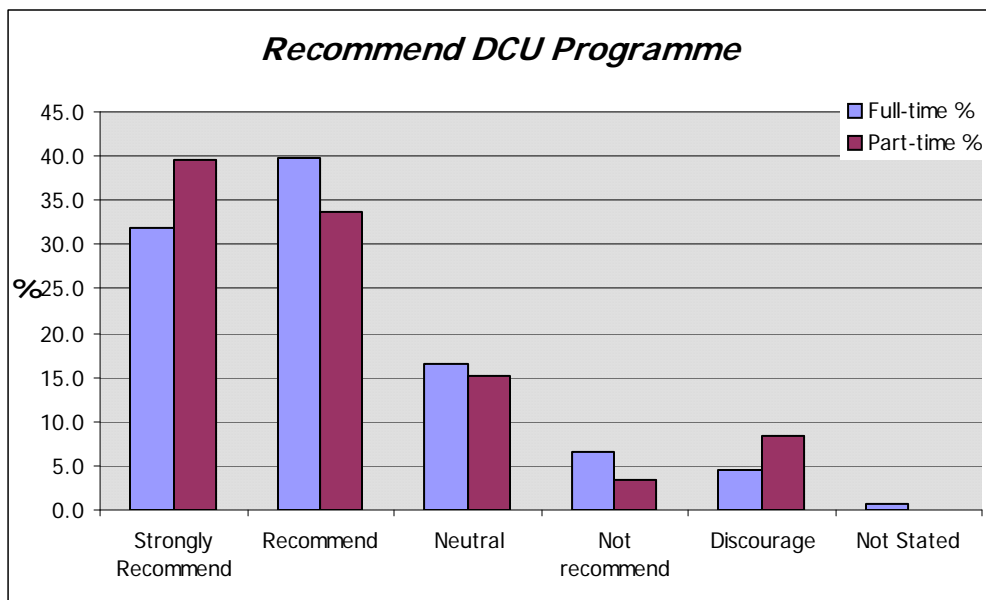


Q. In Your Opinion is DCU:

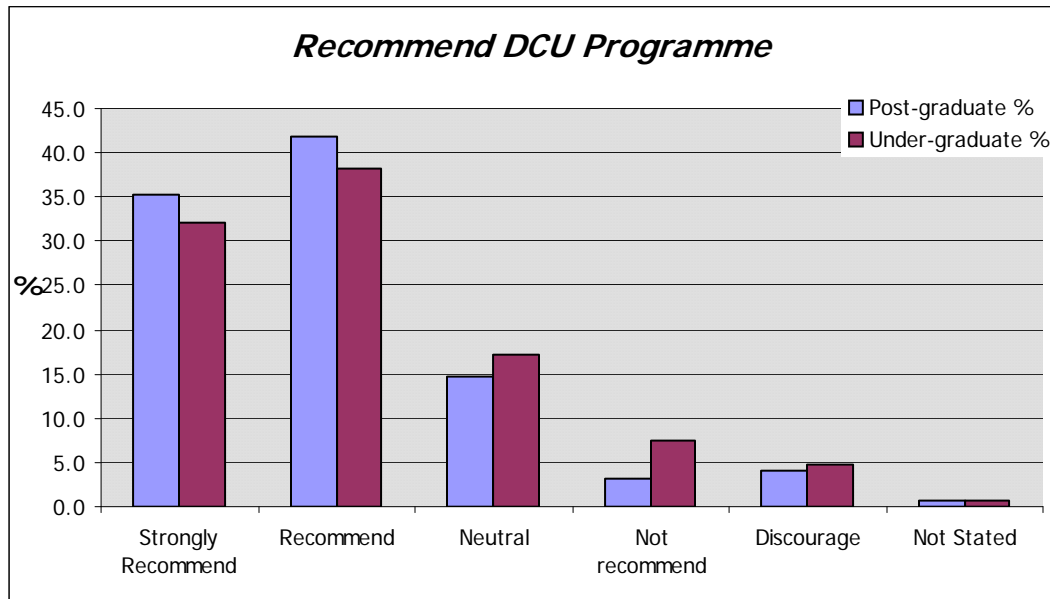


Note: All Factors were rated above average for this question

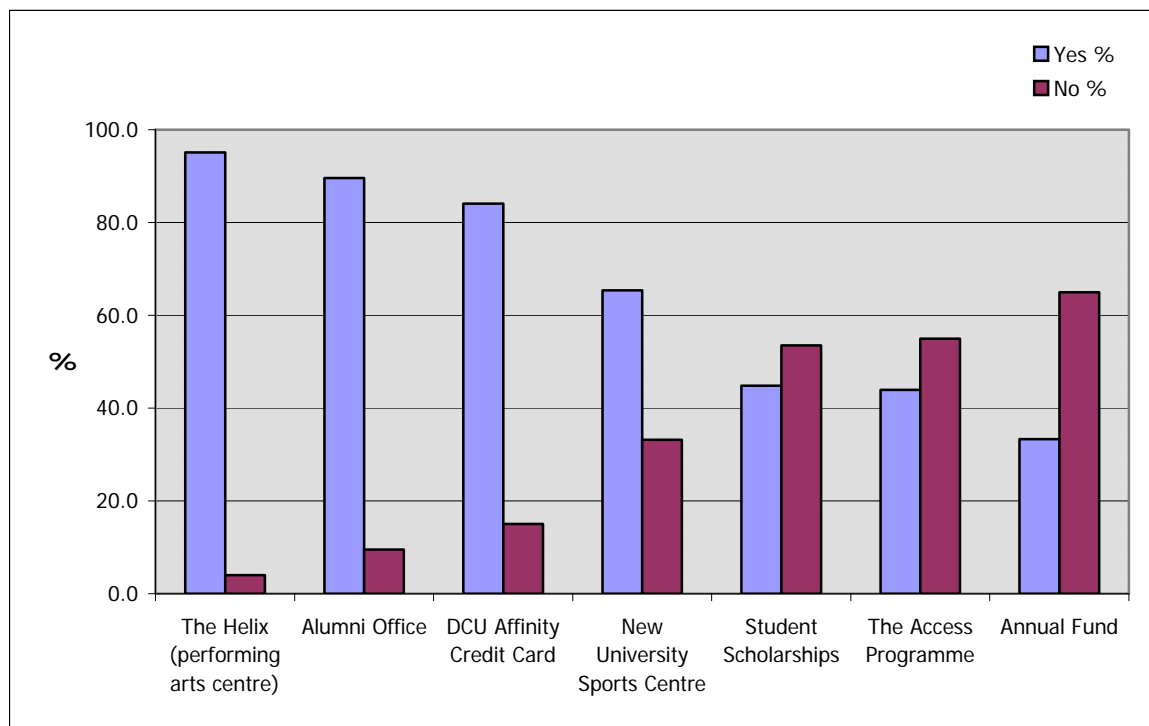
Q13. Would you recommend your Programme of Study (Course) to others considering going to university?



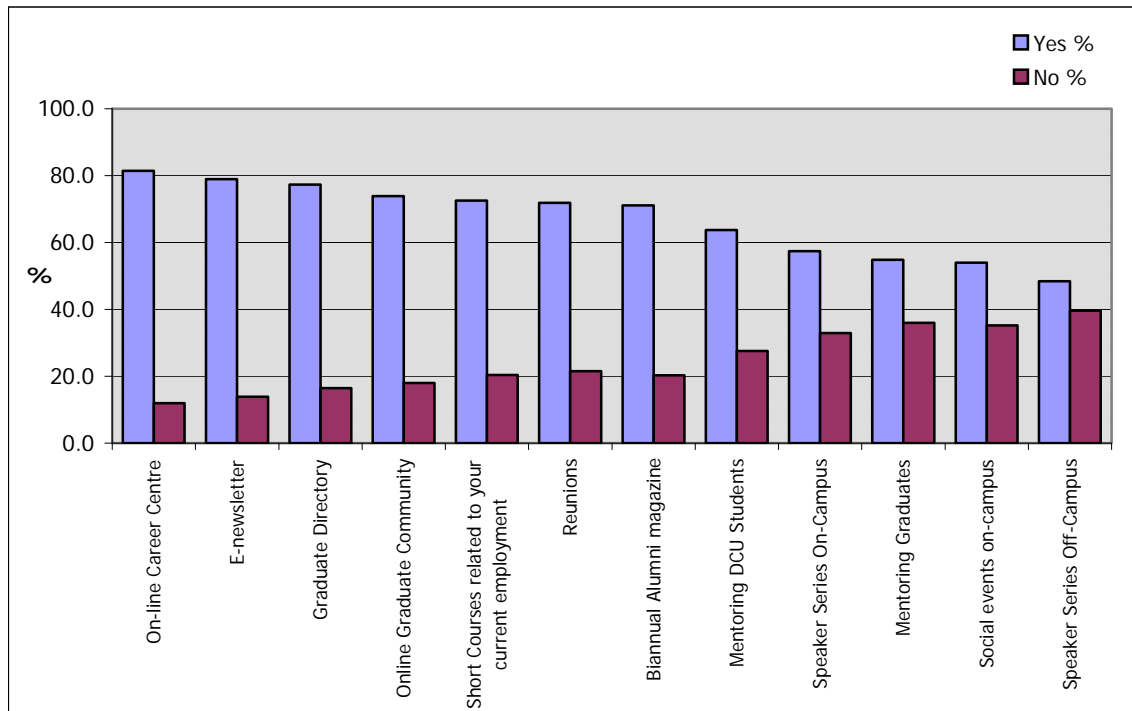
Q. Recommend Programme to Others - Level of Study



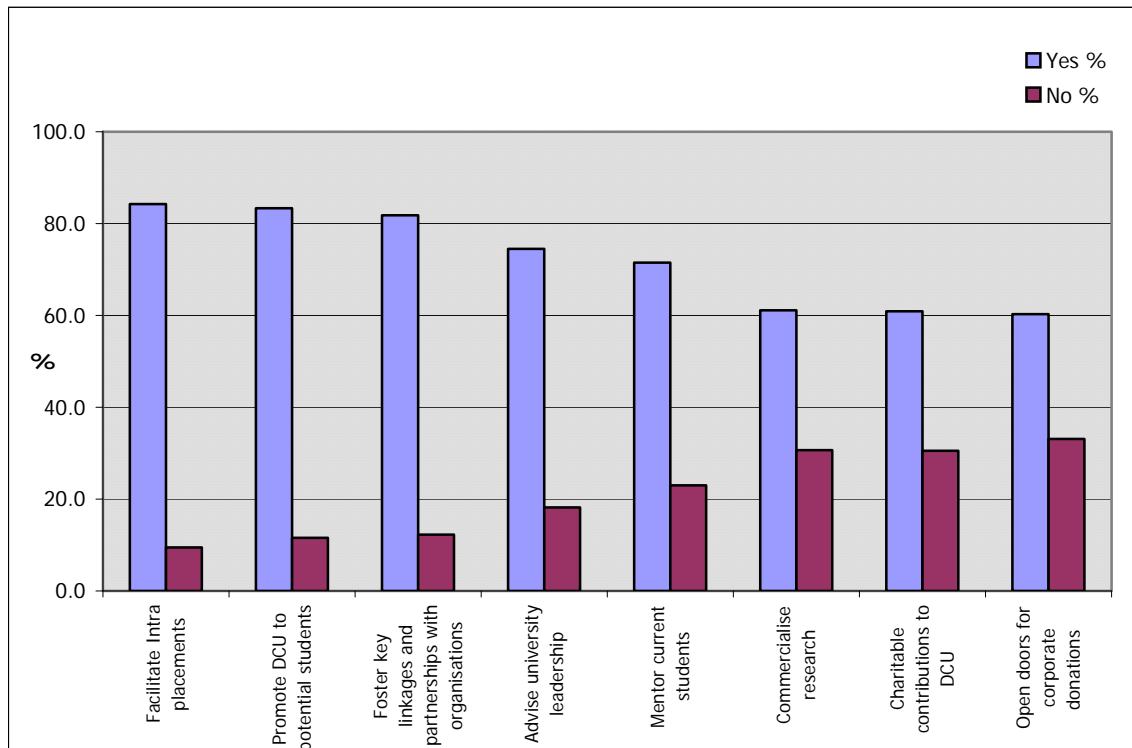
Q. Are you aware of the following DCU initiatives and services?



Q. What Alumni activities and services would you like DCU to offer?



Q. Should graduates play a role in the following areas?



## **APPENDIX 1.**

### **Alumni Survey**

***DCU Strategic Plan  
Alumni Questionnaire***

DCU needs your help! We are in the process of developing our new Strategic Plan.

We would like to invite all NIHE/DCU graduates to assist with the development of the plan, to ensure that the University continues to thrive in the changing times ahead. Your participation would be invaluable and by completing this online questionnaire, your responses directly contribute to the development of DCU. The questionnaire will be made available from 11th April until 10th June 2005 and will take approximately 10 minutes to complete. All responses are anonymous and confidential.  
Thank you for your support.

*Professor Ferdinand von Prondzynski  
President*

*Mark Mortell  
Chair, DCU Alumni Council*

Start Questionnaire

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## About You and Your Student Days

**Q1. Which of the following best describes the course you studied in DCU? (You may select more than one)**

1. Undergraduate Full-time
2. Undergraduate Part-time
3. Postgraduate Full-time
4. Postgraduate Part-time
5. Postdoctorate
6. Distance Education (e.g. Oscail)
7. Other, please specify

**Q2. Based on this, when did you last graduate from DCU?**

(Drop down menu – start with most recent year, i.e., 2005, 2004, .....1983)

**Q3. What Programme (Course) did you study?**

(Graduates will type in their course)

**Q4. Do you identify more with DCU or your Programme of Study (Course)?**

DCU  Programme of Study

**Q5. Which of the following age categories do you fall into? (Show as a drop down menu)**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 and over

**Q6. Are you:**

Male?  Female?

**Q7. Where do you currently live?**

(Drop down menu – see attached file)

**Q8. Which of the following best describes your current occupation?**

(Drop down menu containing the following:)

- Accountancy
- Advertising
- Agriculture, Forestry, Fish
- Auctioneering

Banking/Financial  
Broadcasting  
Bar Staff/Entertainment  
Building/Construction  
Catering  
Charity  
Communications/Public Relations  
Computing/Software Engineering/IT  
Consultancy  
Education – First and Second Level  
Education – Third Level  
Engineering/Surveying  
Factory Work  
Garda/Armed Forces/Security  
Health/Beauty  
Healthcare/Pharmaceuticals  
House Person  
Human Resources  
Insurance  
Journalism  
Legal  
Manual Employee  
Marketing  
Medical  
Non-Commercial State Sponsored Body  
Other Clerical  
Public/Civil Service/Government  
Retail  
Retired  
Science  
Shopkeeping  
Sport  
Transport  
Tourism  
Other, please specify

<b>About your DCU Experience</b>
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**Q9.How well did DCU prepare you for the ‘real world’?**

5=Excellent 4=Very Good 3=Average 2=Fair 1=Poor

**Q10. How would you rate the following benefits you gained from your time in DCU? (Grade all that apply)**

5=Excellent 4=Very Good 3=Average 2=Fair 1=Poor

- Skills required for the workplace \_\_\_\_\_
- Preparation for a job \_\_\_\_\_
- Knowledge in your academic field \_\_\_\_\_
- Understanding of other people & their point of view \_\_\_\_\_
- Ability to be independent and self-reliant \_\_\_\_\_
- Ability to be adaptable \_\_\_\_\_
- Ability to be creative, innovative and entrepreneurial \_\_\_\_\_

**Q11. How did you rate DCU on the following areas; (Grade all that apply)**

5=Excellent 4=Very Good 3=Average 2=Fair 1=Poor

- Student-Staff interaction \_\_\_\_\_
- Quality of campus Life \_\_\_\_\_
- Intra work placement \_\_\_\_\_
- Course content \_\_\_\_\_
- Quality of educational facilities \_\_\_\_\_
- Opportunity to work/study abroad \_\_\_\_\_
- Evening and weekend facilities \_\_\_\_\_

**Q12. In your opinion is DCU: (Grade all that apply)**

5=Strongly Agree 4=Agree 3=Don't Know 2=Disagree 1=Strongly Disagree

- 1. Industry-focused \_\_\_\_\_
- 2. Student-focused \_\_\_\_\_
- 3. Research-focused \_\_\_\_\_
- 4. Internationally recognised \_\_\_\_\_
- 5. Professionally recognised \_\_\_\_\_
- 6. Entrepreneurial \_\_\_\_\_
- 7. Innovative \_\_\_\_\_
- 8. Integrated into the Community \_\_\_\_\_
- 9. Thought-provoking \_\_\_\_\_
- 10. Same as other universities \_\_\_\_\_
- 11. Other, please specify \_\_\_\_\_

**Q13. Would you recommend your Programme of Study (Course) to others considering going to university?**

5=Strongly Recommend 4=Recommend 3= Neutral 2=Not Recommend 1=Discourage

Please elaborate on your response...

<b>About your relationship with DCU today and in the future</b>
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**Q14. Are you aware of the following DCU initiatives and services?**

1. Alumni Office	Yes	No
2. DCU Affinity Credit Card	Yes	No
3. New University Sports Centre	Yes	No
4. The Helix (performing arts centre)	Yes	No
5. The Access Programme	Yes	No
6. Student Scholarships	Yes	No
7. Annual Fund	Yes	No

**Q15. What Alumni activities and services would you like DCU to offer?**

Short Courses related to your current employment	Yes	No
Speaker Series On-Campus	Yes	No
Speaker Series Off-Campus	Yes	No
Graduate Directory	Yes	No
On-line Career Centre	Yes	No
Online Graduate Community	Yes	No
Reunions	Yes	No
Mentoring DCU Students	Yes	No
Mentoring Graduates	Yes	No
Social events on-campus	Yes	No
Biannual Alumni magazine	Yes	No
E-newsletter	Yes	No
Other, please specify		

**Q16 Should graduates play a role in the following areas?**

Promote DCU to potential students	Yes	No
Mentor current students	Yes	No
Facilitate Intra placements	Yes	No
Foster key linkages and partnerships with organisations	Yes	No
Open doors for corporate donations	Yes	No
Commercialise research	Yes	No
Advise university leadership	Yes	No
Charitable contributions to DCU	Yes	No
Other, please specify		

**Finally, we would really value your opinions on the following**

**Open Questions:**

Q17. What do you see as DCU's unique strengths?

Q18. What do you feel are the current challenges facing DCU?

Q19. How would you like DCU to move forward?

Q20. As a graduate, what are your ongoing expectations in your relationship with DCU?

Thank you for completing the questionnaire. If you would like to get further involved with the development of the new DCU Strategic Plan or if you require any information about programmes or services offered by the Alumni Office or DCU, please contact [alumni@dcu.ie](mailto:alumni@dcu.ie) or 00353-1-7005080.