**OVERVIEW**

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|  | First Destination Survey | CAFLS Exit Survey | Departmental Surveys/Interviews |
| Main Purpose/Use | Shared with BoT for University and College comparisons | Allows College to collect specific information in addition to First Destination Survey | Allows department chairs to collect more in-depth feedback |
| Questions | Standardized  | Set of in-common questions plus ability to add more for each dept | Fluid and based on departmental needs and interviewee |
| Timeframe | Conducted graduation week to 6 months post-graduation; results compiled 7 months post-graduation | Conducted last 2-3 weeks of each semester; results available immediately | Last 2-3 weeks of each semester; results available after report can be compiled |
| Administrator/Sender | Clemson’s Center for Career and Professional Development (CCPD) | Representative from each department  | Department chair or designated individual |
| Data | Collected by CCPD, disseminated and shared with Colleges | Collected by departments and available immediately | Collected by departments and available after compiling a report of findings |
| Method of Collection | Email (mobile or desktop) | Email (mobile or desktop) | Email or In-person |
| Considerations | Delay in receiving data, but most common source of employment data for University, BoT, marketing purposes, etc. Allows for college-level comparisons | Needs a person from each department who can “own” the administration process | Can provide rich details, but requires significant time and effort to collect/organize feedback and then share those results with faculty |
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How to Promote

* Student Services will produce a post-card style reminder each semester to hand out to graduating students. The cards will work best if given out in capstone or senior-level courses between midterms and the last day of classes.
* Faculty teaching courses that contain mostly second-semester seniors should be encouraged to advertise the surveys in their courses through methods such as:
	+ Handing out the postcards (or mentioning them) to students
	+ Uploading the link for the CAFLS Exit Survey within Canvas
	+ Describing the surveys as steps within an overall pre-graduation process, thereby reinforcing their importance
* If your department sends out pre-graduation guidance/instructions to seniors, consider mentioning the survey(s) here, as well.
* All students who participate in the First Destination Survey will be entered to win a CAFLS Football Tailgate package which includes 2 tickets to the assigned Clemson Football Game and a meal during the CAFLS Annual Tailgate gathering.  This game changes yearly and will be announced during the summer prior to the Fall season.
* For departmental surveys, consider incentives/prizes for participation—t-shirts or branded items that emphasize their excitement to be graduating seniors of CAFLS (e.g., “10 lucky respondents will win a limited edition AVS Class of 2020 hoodie”)

Additional Guidance

* Graduating students should be reminded that each way of collecting information is valuable and needed. These collection methods should not compete with—or replace—each other.
* Data should be consistently shared with relevant stakeholders so the surveys’ value and impact are clear to everyone.
* Note that while the college/departments administer the CAFLS Exit Survey and Departmental Surveys/Interviews, CAFLS does not control the process for the First Destination Survey.