

Survey Analysis of Current Students & Alumni of the Instructional Design Graduate Program

University of Massachusetts Boston
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Presented by

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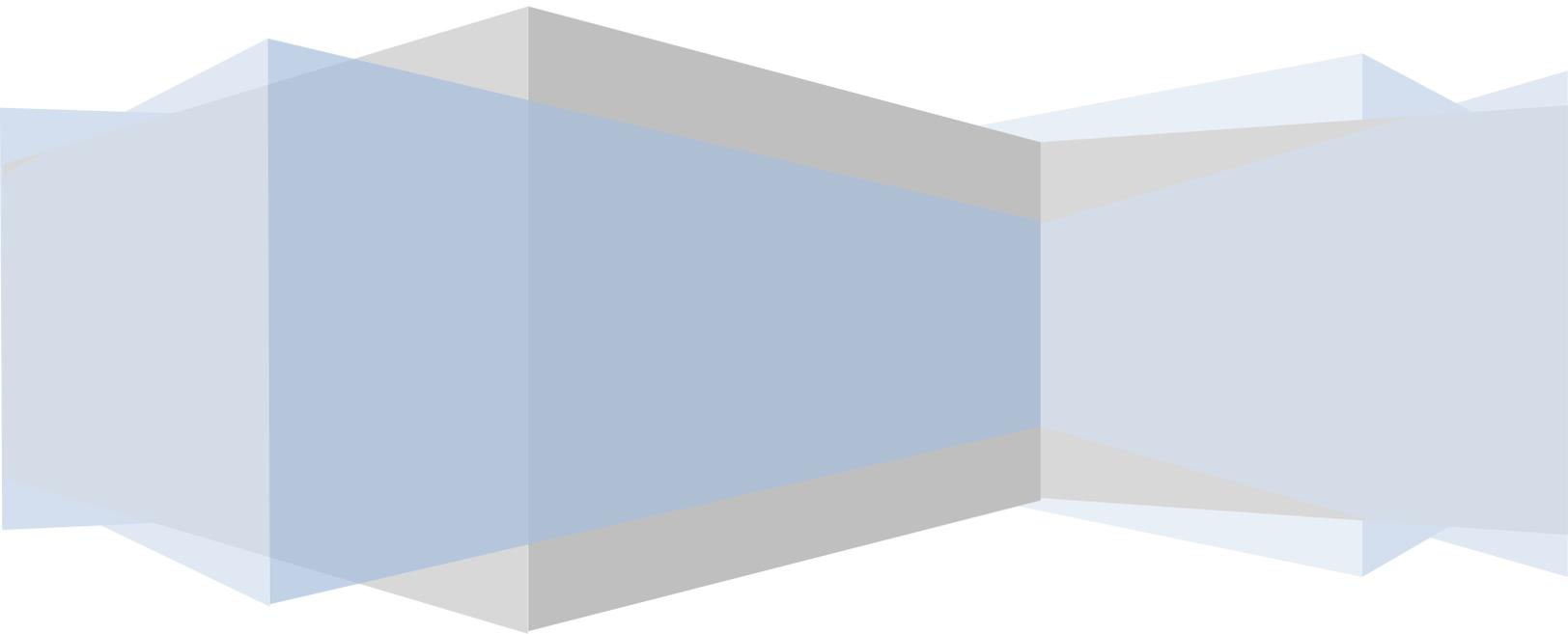


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Foreward

This survey analysis was created by Angela Jiménez and Kendra Chambers for the Instructional Design Graduate Program at the University of Massachusetts Boston. Kendra Chambers designed and administered the survey (in conjunction with the Instructional Design Program's Acting Director Judith Erdman, M.Ed.) and provided some initial authorship and analysis. Angela Jiménez provided primary authorship of the analysis and completed the final draft.

Introduction

This past semester the Instructional Design Graduate Program at the University of Massachusetts Boston conducted an anonymous survey of current students and alumni to gather information and data in an attempt to assess how well the program is meeting the needs of its students as well as to inform program revisions and future developments.

Current students, as well as a sampling of alumni who graduated from the program post 2002, were asked to respond to questions with issues ranging from: access to faculty and advising services, access to core and elective courses, satisfaction level with on-line and on-campus courses, community-building within the program, technology training, professional preparation, and overall satisfaction with the program as a whole.

In both cases, respondents were asked to answer a series of multiple choice questions and, in most instances, participants were allowed to provide written comments. Generally speaking, while the quantitative data is mostly very positive, the written comments provide valuable information as well and offer insights that reveal areas for potential growth and enhancement. Both the quantitative and qualitative data provide a wealth of information that should be helpful in assessing the needs of the program moving forward.

Major trends uncovered by the survey are:

1. Current students and alumni are very satisfied with their overall experience with the program.
2. The vast majority of students and alumni are satisfied with the availability of online and on campus courses as well as access to the faculty and the program director.
3. Many participants would like to see additional technology courses offered as well as improvements in advising.

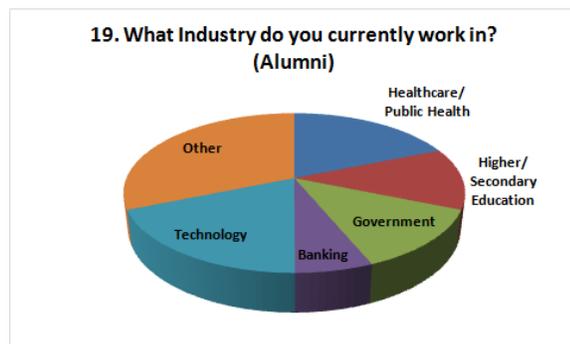
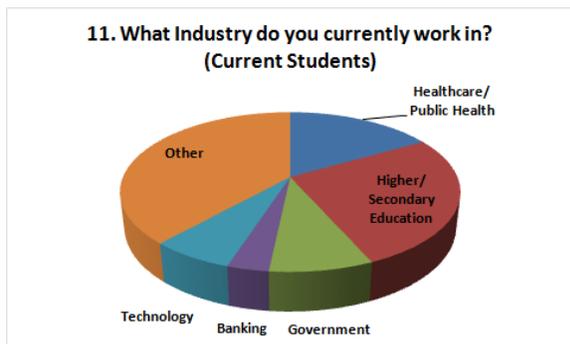
Methodology and Sample

Two separate surveys were conducted over the course of two weeks in February and March of 2010 using the online marketing website, constantcontact.com. The first survey asked 29 questions to 152 current students with 54 responding. The second survey asked 26 questions to 39 alumni with 15 responding.

The majority of current students who answered the survey were between the ages of 30 and 39 (37%), with 65% falling between the ages of 30 and 50 years old. Just over 10% of respondents were under the age of 30, and 17% were over the age of 50.

Current students who responded to the survey were evenly split between those just beginning the program and those near completion. 42.5% percent of students surveyed have taken less than 6 courses, 42.5% percent have taken between 7 and 10 courses, and 15% have taken 11 or more courses.

As is shown in the follow charts, both current students and alumni have experience working in many different industries with the majority working in healthcare, education and technology. Other industries represented are government, banking, financial services, non-profit, insurance, and biotech/pharmaceutical.



Survey Analysis - Current Students

The first group of questions are related to how pleased current students are in terms of overall experience in the program, availability of program advising services, program director's availability to address program needs, faculty availability to address course questions and concerns, level of community building and networking emphasized in the program, and availability of core and elective courses in the program. The following tables present results to those questions:

How pleased are you with your overall experience in the UMass Instructional Design Graduate program so far?		
	Number of Response(s)	Response Ratio
Very pleased	22	40.7%
Mostly pleased	29	53.7%
Somewhat pleased	3	5.5%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	54	100%
How pleased are you with the availability of the program's advising services to help you with your plan of study or other program concerns?		
	Number of Response(s)	Response Ratio
Very pleased	10	18.5%
Mostly pleased	13	24.0%
Somewhat pleased	15	27.7%
Not very pleased	11	20.3%
Not at all pleased	5	9.2%
No Responses	0	0.0%
Total	54	100%

How pleased are you with the Program Director's availability to address your program needs?		
	Number of Response(s)	Response Ratio
Very pleased	22	40.7%
Mostly pleased	16	29.6%
Somewhat pleased	10	18.5%
Not very pleased	3	5.5%
Not at all pleased	3	5.5%
No Responses	0	0.0%
Total	54	100%
How pleased are you with Faculty's availability to address your course questions and concerns?		
	Number of Response(s)	Response Ratio
Very pleased	24	44.4%
Mostly pleased	22	40.7%
Somewhat pleased	7	12.9%
Not very pleased	1	1.8%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	54	100%
How pleased are you with the level of community building and networking emphasized in the program?		
	Number of Response(s)	Response Ratio
Very pleased	25	46.2%
Mostly pleased	10	18.5%
Somewhat pleased	17	31.4%
Not very pleased	2	3.7%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	54	100%
How pleased are you with availability of Core courses in the program? (Core courses are INSDSG601, INSDSG602, INSDSG604, INSDSG618, and INSDSG690.)		
	Number of Response(s)	Response Ratio
Very pleased	16	29.6%
Mostly pleased	26	48.1%
Somewhat pleased	9	16.6%
Not very pleased	2	3.7%
Not at all pleased	1	1.8%
No Responses	0	0.0%
Total	54	100%

How pleased are you with availability of Elective courses in the program? (Elective courses are all other courses not listed in the previous question.)		
	Number of Response(s)	Response Ratio
Very pleased	7	12.9%
Mostly pleased	26	48.1%
Somewhat pleased	14	25.9%
Not very pleased	6	11.1%
Not at all pleased	1	1.8%
No Responses	0	0.0%
Total	54	100%

When asked about how well they feel the program addresses their professional learning needs, current students answered the following: very well 46.2%, mostly well, 42.55%, somewhat well 9.2%, and not very well 1.8%.

How well do you feel the program addresses your professional learning needs?		
	Number of Response(s)	Response Ratio
Very well	25	46.2%
Mostly well	23	42.5%
Somewhat well	5	9.2%
Not very well	1	1.8%
Not at all well	0	0.0%
No Responses	0	0.0%
Total	54	100%

In relation to course topics suggested for the program to further enhance their education in instructional design, students answered the following:

What course topics would you suggest adding to the program that would further enhance your education in Instructional Design?
Graphic design project management for ID
Instructional Design in Broadcasting
More about using web services that aren't specifically for education
Blazingly new technologies for education
Customer service and Ethics in design
Allowing html or other programming language courses
Mobile e-learning
Graphic design, Photoshop
Scenario building

Advanced PPT skills, e.g., Tom Kuhlman, for branching, developing scenarios
Project Management
Web design course
More on designing instruction for a subject you know nothing about
Writing evaluations
A virtual worlds learning course
Developing policy and procedure, then instructing employees
Software programs
More on online or blended learning methodology
Critical Thinking
Better classes on developing online courses (616, 640)
Specific ID programs, such as Captivate, Lectora, etc.
Designing synchronous online learning
Working within a non-corporate environment
More Organizational Development Class
Creating courses using Adobe Captivate
Creating courses using Camtasia
Creating courses using Adobe Articulate
More behavioral learning in the vein of Enhancing Adult Motivations to Learn.
A regular offering of a class on Universal Design.
A class that addresses accessing multiple intelligences through media.
A separate course on data analysis would be useful
A course specifically focused on web 2.0 as it relates to ID
An entry level technology course
Presentation Skills for Various Instructional Dynamics
Just more emphasis on production and writing.
Visual productions

As shown in the next table, current students have a wide variety of job titles:

What is your current job title?
Training Specialist
New Media Specialist
Graduate Assistant
Assistant Director
Regional Education Nurse
Performance Solutions Consultant
Standardized patient instructor
Training Specialist III
Adjunct Instructor
Training Manager
Specialist
Teaching Fellow
Synchronous Support Specialist
I work as an independent contractor [adjunct]
Nurse Educator

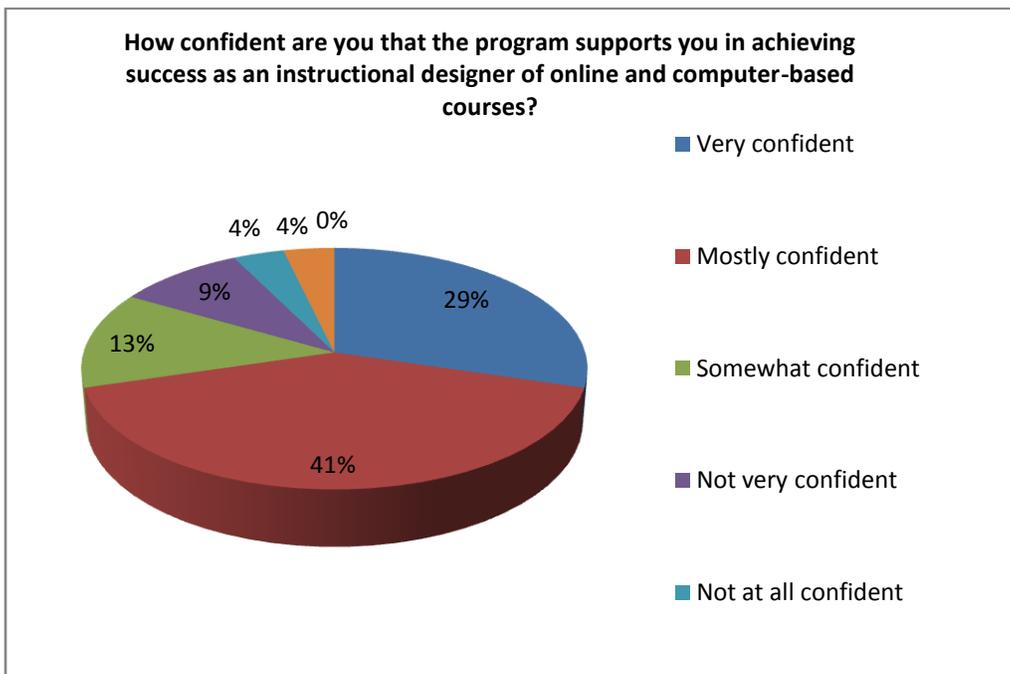
Faculty physician
Coordinator, Distance Learning
Technology Training Coordinator
Owner
Training Operations Manager
ESL instructor
Senior Learning Facilitator
Online Learning
Instructional designer/training specialist
Instructional Designer
Social worker
Unemployed
Training Instructor
Education Technology Coordinator
Training Consultant
Manager of Education and Development
Distance Learning Specialist
Program Manager
Instructional Designer
Student
Training Specialist
Performance measures consultant
Clinical Coordinator for Medical Radiography
Instructional Designer
Program Officer
Instructional Designer
Corporate Communications Specialist
Training Coordinator
Faculty
Meeting Coordinator
Police Officer/Trainer
Senior Producer & Video Services Supervisor
Instructional Designer
Asst Director, Academic Tech/Instructional Design
Librarian
Curriculum Coordinator

The next group of questions is related to how pleased current students are in terms of course topics offered on campus, face-to-face interaction with on campus instructors, overall on campus interaction with peers, course topics offered online, online interaction with instructors, overall online interaction with peers, and level of "group work" emphasized in the program. The following tables present the results to those questions:

How pleased are you with the course topics offered on campus?		
	Number of Response(s)	Response Ratio
Very pleased	14	25.9%
Mostly pleased	16	29.6%
Somewhat pleased	4	7.4%
Not very pleased	1	1.8%
Not at all pleased	1	1.8%
I have not taken an on campus course in the program	18	33.3%
No Responses	0	0.0%
Total	54	100%
How pleased are you with your face-to-face interaction with on campus instructors?		
	Number of Response(s)	Response Ratio
Very pleased	26	48.1%
Mostly pleased	8	14.8%
Somewhat pleased	3	5.5%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I have not taken an on campus course in the program.	17	31.4%
No Responses	0	0.0%
Total	54	100%
How pleased are you with your overall on campus interaction with peers?		
	Number of Response(s)	Response Ratio
Very pleased	16	29.6%
Mostly pleased	16	29.6%
Somewhat pleased	2	3.7%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I have not taken an on campus course in the program.	20	37.0%
No Responses	0	0.0%
Total	54	100%

How pleased are you with the course topics offered online?		
	Number of Response(s)	Response Ratio
Very pleased	15	27.7%
Mostly pleased	20	37.0%
Somewhat pleased	11	20.3%
Not very pleased	3	5.5%
Not at all pleased	0	0.0%
I have not taken an online course in the program yet.	5	9.2%
No Responses	0	0.0%
Total	54	100%
How pleased are you with your online interaction with instructors?		
	Number of Response(s)	Response Ratio
Very pleased	18	33.3%
Mostly pleased	22	40.7%
Somewhat pleased	5	9.2%
Not very pleased	3	5.5%
Not at all pleased	0	0.0%
I have not taken an online course in the program yet.	6	11.1%
No Responses	0	0.0%
Total	54	100%
How pleased are you with your overall online interaction with peers?		
	Number of Response(s)	Response Ratio
Very pleased	27	50.0%
Mostly pleased	8	14.8%
Somewhat pleased	12	22.2%
Not very pleased	1	1.8%
Not at all pleased	1	1.8%
I have not taken an online course in the program yet.	5	9.2%
No Responses	0	0.0%
Total	54	100%
How pleased are you with the level of "group work" emphasized in the program?		
	Number of Response(s)	Response Ratio
Very pleased	17	31.4%
Mostly pleased	15	27.7%
Somewhat pleased	16	29.6%
Not very pleased	3	5.5%
Not at all pleased	3	5.5%
No Responses	0	0.0%
Total	54	100%

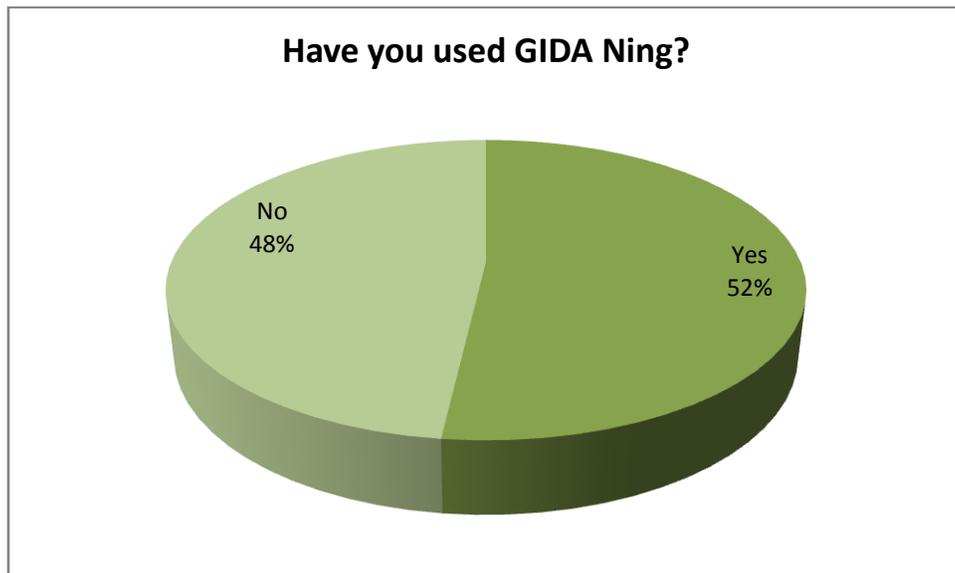
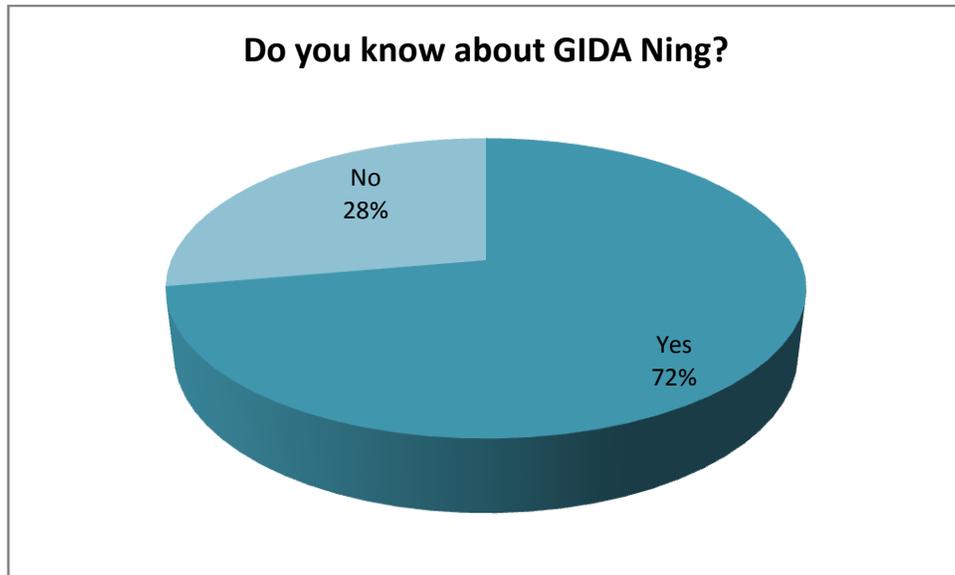
In relation to how confident current students are that the program supports them in achieving success as instructional designers of online and computer-based courses, 29.6% are very confident, 40.7% are mostly confident, 12.9% are somewhat confident, and 9.2% are not very confident.



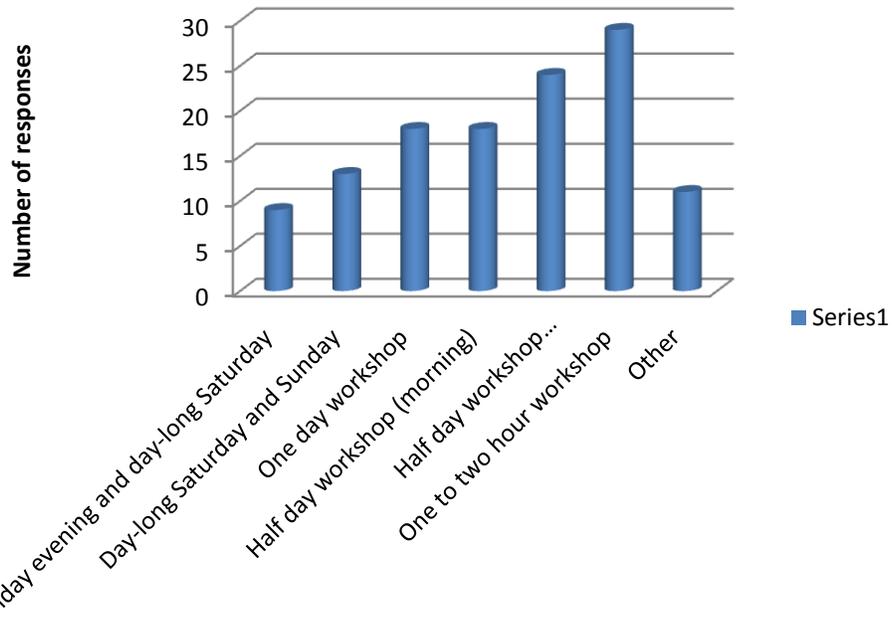
When asked how often current students develop face to face learning versus online learning, they answered the following:

How often do you develop face-to-face learning (traditional classroom/instructor led) vs. online learning (e-Learning, computer-based training modules)?		
	Number of Response(s)	Response Ratio
50% face-to-face - 50% online	8	14.8%
25% face-to-face - 75% online	13	24.0%
75% face-to-face - 25% online	10	18.5%
100% face-to-face (I don't develop online courses)	8	14.8%
100% online (I don't develop face-to-face courses)	4	7.4%
I'm not currently working in the human performance / learning field	11	20.3%
Total	54	100%

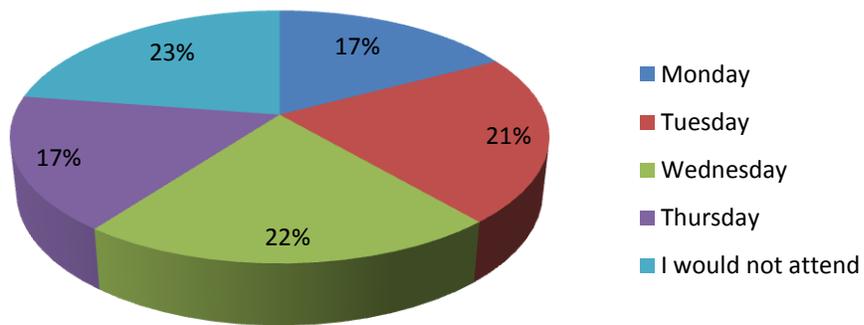
The following questions are related to GIDA (Graduate Instructional Design Association). Current students answered as follows:



If GIDA offered non-credit workshops, which weeknight would you most likely attend?



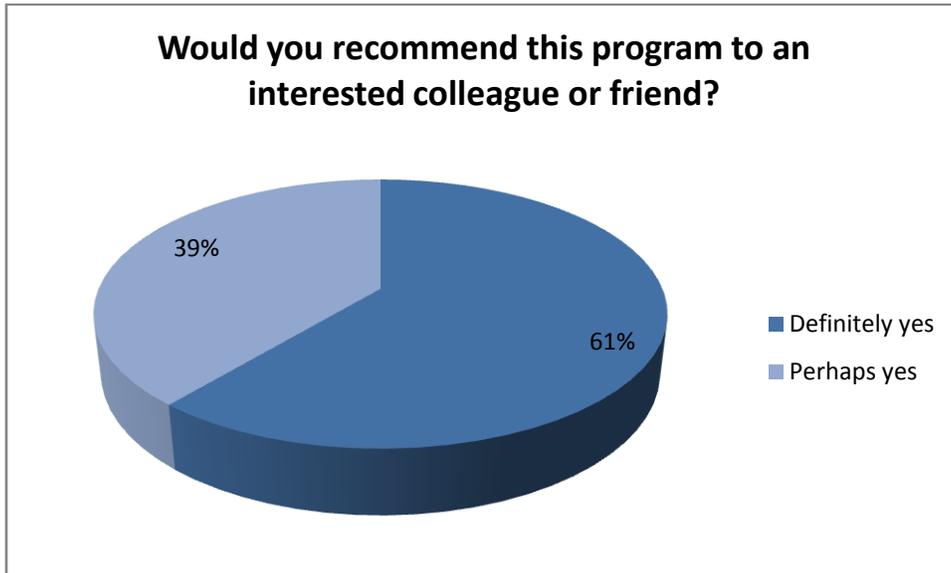
If GIDA offered non-credit workshops, which weeknight would you most likely attend?



The last question related to GIDA asked what topics students would like to see covered if the association offered non-credit workshops in Instructional Design.

If GIDA offered non-credit workshops in Instructional Design, what topics would you like to see covered?
Graphic design
Career workshops
Establishing instructional design company, Networking
HTML, self-tutorial course development, Dream Weaver or other program.
Mobile e-learning, Updating and new trends
Using social media in course design
Useful tricks/techniques for improving course design
Advanced tips/techniques using a specific software program
Courses on software packages like captivate
Professional Networking
Web design, software training
Working with SMEs to develop instructional content
Overview of the popular instructional design tools (e.g. captivate, illuminate, etc) and their functionalities
Interactivity in online learning
How to use software programs associated with Instructional design
language learning online
Copyright
Working with SMEs
Captivate and Lectora or any other widely used applications, in depth.
Designing for synchronous virtual learning, keeping learners engaged, games
Overcoming resistance to training
Time management
Instructional design for eLearning courses
Practical and proven short cuts
Developing courses electronically and for mobile devices
Practical project management and flow (use of storyboards, signoff sheets)
Creating e-learning, Instructional Design Best Practices.
E-learning and education technology
In-depth eLearning development tools
Industry trends and applications
Measurement of online strategies
Seminars with professionals working in different areas of ID.
Software training (Using Flash and Captivate to build interactive activities
Having Practicing IDs speak on what they are currently working on---new technologies preferable
Social Networking tools
The types of workshops Mass ASTD offers
Adobe E-learning Suite of ID Dev. Tools
Presentation skills, Multi Media Options, and Marketing Trainings
Technical Writing
Visual production

As shown in the chart below, 61% of current students of the Master of Education in Instructional Design definitely would recommend this program to an interested colleague or friend, and 39 % perhaps definitely would recommend this program to an interested colleague or friend.



The last question of the survey for current students is related to additional comments or suggestions for the program, which are summarized in the following table:

Do you have any additional comments/suggestions for the program?
List textbooks in the course catalog on CCDE so you don't have to wait for the course to start to know what text you need (sometimes I email ahead of time). Or, could send a mass email; 604 did that ahead of time and it was very helpful!
On question 27, I had to select a day in order to proceed. However, I live in Virginia so would not be able to attend any in-person workshops.
Keep up the good work - and continue improving the website, communications re: Registration issues, good job on new mail system.
I think this is a decent good quality program. I think that it needs retooling to offer more online classes and make better use of available technology. The curriculums of the on campus classes such as 602/ 604 need to be updated. I have spoken to people who took the classes 10 years ago. It sounds like exactly the same material is getting covered.
I am very happy with the program thus far.
So far so good.
Broaden the topics to include non-traditional settings.

<p>Ensure online instructors are trained to use all Blackboard and Wimba tools. I had a couple of classes where the instructor held online sessions and we were delayed because they didn't know how to use the tools. Also some instructors did not post materials in a timely manner and were not addressing questions on the discussion board very promptly.</p>
<p>Cut down on the 'group' activities!!!!</p>
<p>I'm pleased to be part of this program. I wish GIDA could get off the ground because that link to your professional network is critical.</p>
<p>A tracking system that reaches out to students as they progress and offers course advisement</p>
<p>Assess the weighting of group vs. individual assignments and provide a guide for professors. No class should be heavily weighted toward either.</p>
<p>Offer more learning theory classes. Technology comes and goes. Learning theory is much slower to change.</p>
<p>I encourage the department to use more surveys and address any deficiencies that come up when students are not able to contact the department for assistance.</p>
<p>Thank you! - Wonderful experience and instructors</p>
<p>It would be very helpful if all electives were offered every semester, even just online. I am losing out on some classes I really wanted to take because I am graduating soon. I wasn't aware some classes were only offered certain semesters. I also wish the f2f faculty knew more about the online offerings.</p>
<p>More interaction with the administration with the classes ... if only stopping in for an introduction. As we are studying at night it is as if there is no presence other than the instructor's to represent the program. An earlier question mentioned guidance and I was up until now near the end of my program that any was available.</p>
<p>I think there have been recent efforts in this regard but the website course descriptions etc. And the actual course descriptions have been quite different!</p>

Survey Analysis - Alumni

The first group of questions are related to how pleased alumni are in terms of their overall experience in the program, availability of program advising services, the program director's availability to address program needs, faculty availability to address course questions and concerns, level of community building and networking emphasized in the program, and availability of core and elective courses in the program. The following tables present the results to those questions:

How pleased were you with your overall experience in the UMass Instructional Design Graduate program?		
	Number of Response(s)	Response Ratio
Very pleased	6	40.0%
Mostly pleased	8	53.3%
Somewhat pleased	1	6.6%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%
How pleased were you with the availability of the program's advising services to help you with your plan of study or other program concerns?		
	Number of Response(s)	Response Ratio
Very pleased	2	13.3%
Mostly pleased	7	46.6%
Somewhat pleased	6	40.0%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%

How pleased were you with the Program Director's availability to address your program needs?		
	Number of Response(s)	Response Ratio
Very pleased	3	20.0%
Mostly pleased	8	53.3%
Somewhat pleased	2	13.3%
Not very pleased	2	13.3%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%
How pleased were you with Faculty's availability to address your course questions and concerns?		
	Number of Response(s)	Response Ratio
Very pleased	6	40.0%
Mostly pleased	7	46.6%
Somewhat pleased	2	13.3%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%
How pleased were you with the level of community building and networking emphasized in the program?		
	Number of Response(s)	Response Ratio
Very pleased	5	33.3%
Mostly pleased	5	33.3%
Somewhat pleased	4	26.6%
Not very pleased	1	6.6%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%

How pleased were you with availability of Core courses in the program? (Core courses are INSDSG601, INSDSG602, INSDSG604, INSDSG618, and INSDSG690.)		
	Number of Response(s)	Response Ratio
Very pleased	9	60.0%
Mostly pleased	5	33.3%
Somewhat pleased	0	0.0%
Not very pleased	1	6.6%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%
How pleased were you with availability of Elective courses in the program? (Elective courses are all other courses not listed in the previous question.)		
	Number of Response(s)	Response Ratio
Very pleased	2	13.3%
Mostly pleased	8	53.3%
Somewhat pleased	5	33.3%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
No Responses	0	0.0%
Total	15	100%

When asked about how well alumni feel the program addressed their individual learning needs, they answered the following: very well 53.3%, mostly well, 26.66%, somewhat well 13.3%, and not very well 6.6%.

How well do you feel the program addressed your individual learning needs?		
	Number of Response(s)	Response Ratio
Very well	8	53.3%
Mostly well	4	26.6%
Somewhat well	2	13.3%
Not very well	1	6.6%
Not at all well	0	0.0%
No Responses	0	0.0%
Total	15	100%

In relation to course topics they would suggest adding to the program to further enhance their education in instructional design, alumni answered the following:

What topics would you suggest adding to the program that would have further enhanced your education in Instructional Design?
Any subjects that relate to design and development of training in real world situations
How to teach in and design for the online classroom
Additional training around technology, facilitating webinars
More of a focus on eLearning
Learning Theory, How Adults Learn, Motivating Learners
Content could be related to computer apps or regarding the theory of eLearning
Experience actually designing a course or training using Blackboard or other pre-packaged software.
E-learning specific topics. Introduction to specific tools: Dreamweaver, Camtasia, Captivate, Articulate, etc.
A technical writing class - how to write and design user manuals. A class on Lectora would be helpful.
More use of technology and asynchronous learning.
Visual Literacy should be updated to become more practical for IDs and less of a photography course.
More technology, e.g. LMS and SCORM technical details

The next group of questions is related to how pleased alumni were in terms of course topics offered on campus, face-to-face interaction with instructors, overall on campus interaction with peers, course topics offered online, online interaction with instructors, and overall online interaction with peers. The following tables present the results to those questions:

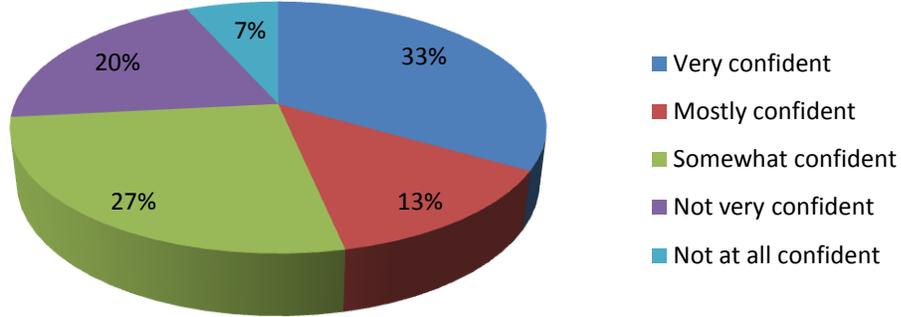
How pleased were you with the course topics offered on campus?		
	Number of Response(s)	Response Ratio
Very pleased	6	40.0%
Mostly pleased	6	40.0%
Somewhat pleased	1	6.6%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I didn't take on campus courses in the program	2	13.3%
No Responses	0	0.0%
Total	15	100%

How pleased were you with your face-to-face interaction with instructors?		
	Number of Response(s)	Response Ratio
Very pleased	10	66.6%
Mostly pleased	4	26.6%
Somewhat pleased	0	0.0%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I didn't have any face-to-face interaction with instructors while I was in the program.	1	6.6%
No Responses	0	0.0%
Total	15	100%
How pleased were you with your overall on campus interaction with peers?		
	Number of Response(s)	Response Ratio
Very pleased	6	40.0%
Mostly pleased	4	26.6%
Somewhat pleased	3	20.0%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I didn't take on campus courses in the program	2	13.3%
No Responses	0	0.0%
Total	15	100%
How pleased were you with the course topics offered online?		
	Number of Response(s)	Response Ratio
Very pleased	3	20.0%
Mostly pleased	8	53.3%
Somewhat pleased	4	26.6%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I didn't take online courses in the program	0	0.0%
No Responses	0	0.0%
Total	15	100%

How pleased were you with your online interaction with instructors?		
	Number of Response(s)	Response Ratio
Very pleased	2	13.3%
Mostly pleased	6	40.0%
Somewhat pleased	6	40.0%
Not very pleased	0	0.0%
Not at all pleased	0	0.0%
I didn't take online courses in the program	1	6.6%
No Responses	0	0.0%
Total	15	100%
How pleased were you with your overall online interaction with peers?		
	Number of Response(s)	Response Ratio
Very pleased	5	33.3%
Mostly pleased	4	26.6%
Somewhat pleased	3	20.0%
Not very pleased	2	13.3%
Not at all pleased	0	0.0%
I didn't take online courses in the program	1	6.6%
No Responses	0	0.0%
Total	15	100%

In relation to how confident alumni were that the program supported them in achieving success as instructional designers of online and computer-based courses, 33% are very confident 13% are mostly confident, 26% are somewhat confident, 20% are not very confident, and 6% not at all confident.

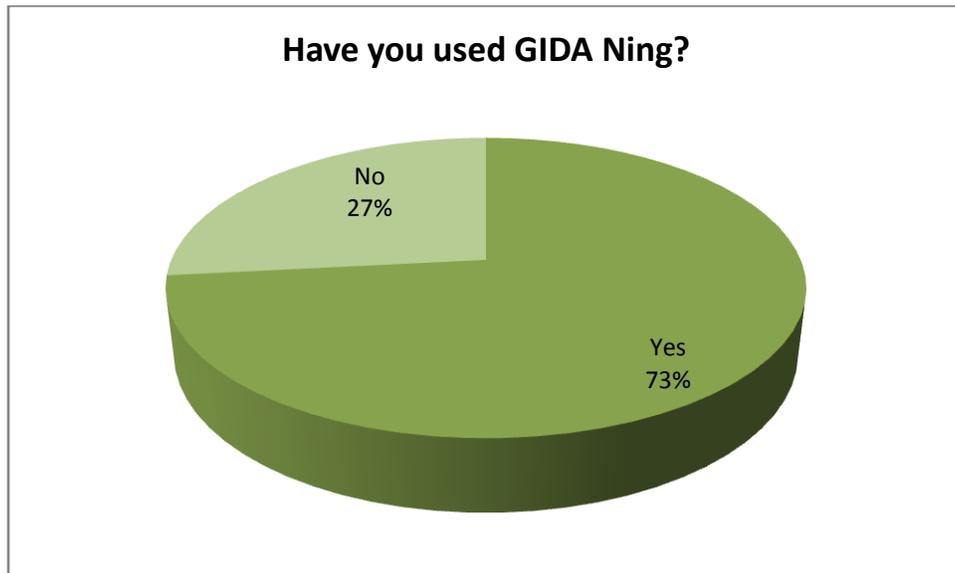
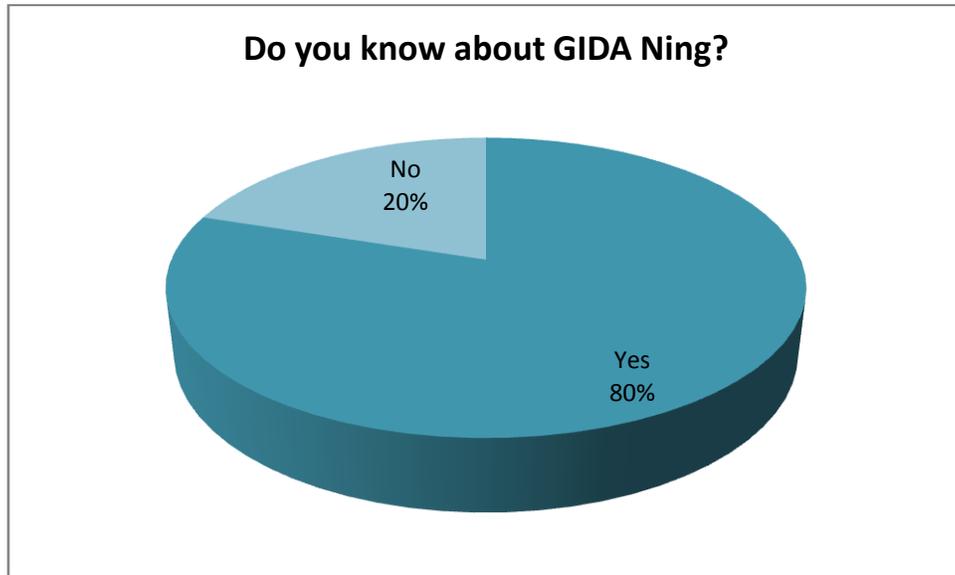
How confident were you that the program supported you in achieving success as an instructional designer of online and computer-based courses?

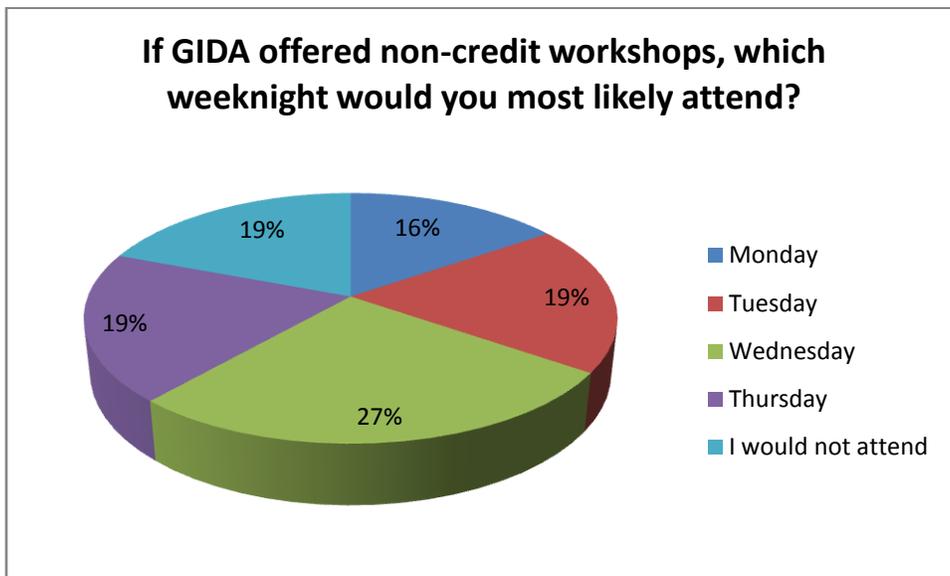
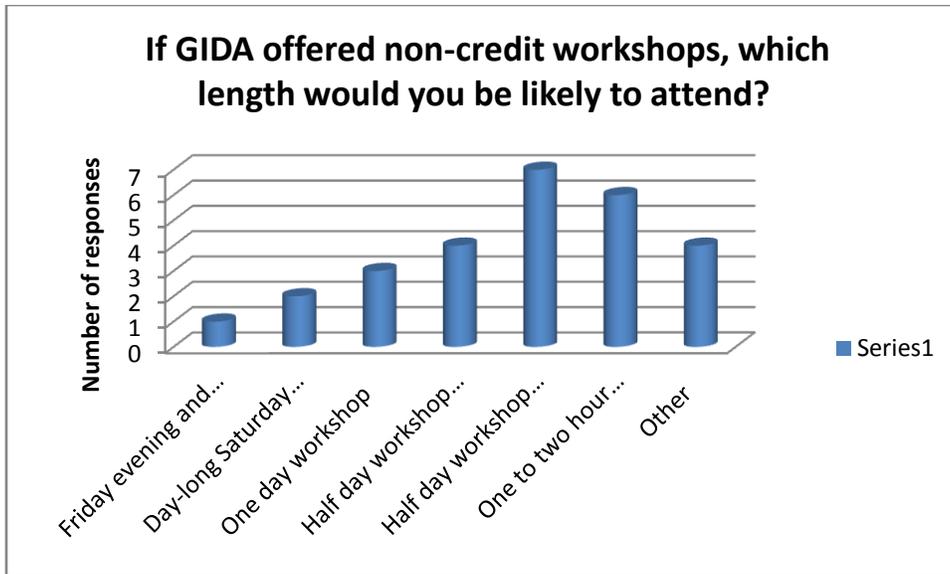


When asked about how often alumni develop face to face learning versus online learning, they answered the following:

How often do you develop face-to-face learning (traditional classroom/instructor led) vs. online learning (e-Learning, computer-based training modules)?		
	Number of Response(s)	Response Ratio
50% face-to-face - 50% online	7	46.6%
25% face-to-face - 75% online	4	26.6%
75% face-to-face - 25% online	1	6.6%
100% face-to-face (I don't develop online courses)	1	6.6%
100% online (I don't develop face-to-face courses)	2	13.3%
Not currently working in the human performance / learning field	0	0.0%
No Responses	0	0.0%
Total	15	100%

The following questions are related to GIDA (Graduate Instructional Design Association). Alumni answered as follows:





The last question for alumni is related to additional comments or suggestions for the program, in which they responded: “Reach out to virtual students with workshops. Keep inviting us to on-campus activities, too... in case we are in town”; “I heart the program”; and “I’ve recommended this program to many of my friends and colleagues. I felt it was a valuable and worthwhile program to advance my career and develop my skills as an instructional designer”.