

APPENDIX C. SMC ALUMNI SURVEY

1. Experience at Loyola

1. What year did you graduate? (Please enter 4 digit year.)

*2. What was your sequence at Loyola?

- Advertising
- Broadcasting
- Journalism
- Photography
- Public Relations
- Media Studies

3. How would you rate your professional education in mass communication at Loyola?

- excellent
- above average
- average
- below average

4. How would you rate your writing training at Loyola?

- excellent
- above average
- average
- below average

5. How would you rate your training regarding the use and presentation of images?

- excellent
- above average
- average
- below average

6. Based on your education in mass communication at Loyola, how aware are you of the principles and laws of freedom of speech?

- very aware
- aware
- a little aware
- not at all

7. Based on your education in mass communication, how aware are you of freedom of the press concepts?

- very aware
- aware
- a little aware
- not at all

8. Based on your education in communication, how aware are you of media history concepts?

- very aware
- aware
- a little aware
- not at all

9. Based on your education in communication, how aware are you of cultural diversity concepts?

- very aware
- aware
- a little aware
- not at all

10. Based on your education in communication, how aware are you of the concepts of media theory as relating to the use and presentation of information?

- very aware
- aware
- a little aware
- not at all

11. Based on your education in communication, how aware are you of concepts relating to media ethics?

- very aware
- aware
- a little aware
- not at all

12. How competent do you feel you are in critical thinking based on your learning experience at Loyola?

- very competent
- competent
- a little competent
- not competent at all

13. How competent are you in thinking creatively based on your learning experience at Loyola?

- very competent
- competent
- a little competent
- not competent at all

14. How competent are you in thinking independently based on your learning experience at Loyola?

- very competent
- competent
- a little competent
- not competent at all

15. How competent are you in conducting research for the communication profession based on your learning experience at Loyola?

- very competent
- competent
- a little competent
- not competent at all

16. Would you recommend Loyola's School of Mass Communication to a friend considering college?

- Yes, with no reservations
- Yes, with some reservations
- Yes, with strong reservations
- No, probably not
- No, under no circumstances

2. Employment

1. Are you employed now (including military or self-employment)?

- Yes, in the communication field
- Yes, but in a different field, by my choice
- Yes, in a different field, NOT by my choice
- I'm not employed

2. If you are currently employed in a communications-related job, how long did it take to secure employment?

- Job continued from before graduation
- Job obtained before graduation
- Job obtained within 1-3 months
- Job obtained within 4-9 months
- Job obtained within 9-12 months
- Job obtained after a year
- Did not seek a job, attended graduate school
- I've never had job, and I'm not seeking employment
- I had a job, but I'm now unemployed

3. What is your job title?