

RESEARCH BRIEF



Institutional Research & Enterprise Data Management

November 2023 – Brief 1

TRENDS IN GRADUATE EDUCATION FOR UNCG BACCALAUREATE DEGREE HOLDERS PART ONE: WHERE ARE THEY STUDYING?

Mark A. Davenport, PhD

SUMMARY

We extended our examination of our National Student Clearinghouse (NSC) analysis of the cohort of baccalaureate degree awardees from the 2006-07 academic year to 2015-16 (*May 2023 – Brief 1*) to further examine their post-graduate careers. In this brief, we look at where our graduates were enrolling in graduate school. We found that roughly a third of all graduates from our ten largest degree programs enrolled in a master's or doctoral program at UNCG. A sizable number of those enrolling elsewhere did so at online institutions. Only a single out-of-state institution appears in the list of 16 top destination schools (Liberty University in Virginia). However, it is the second most popular destination behind UNCG, and ahead of all other in-state institutions.

DATA

The master population for this study contained 27,280 bachelor's graduates (one degree per student) from the 2006-07 academic year to 2015-16. From this population we chose only those graduates from the ten most populous bachelor's degree majors at UNCG: Business Administration (BADM), Nursing (NURS), Psychology (PSYC), Elementary Education (ELED), Biology (BIOL), Communication Studies (CMST), Human Development/Family Studies (HDFS), English (ENGL), Public Health Education (PHTH), and Sociology (SOCI). This cohort of 12,347 graduates was submitted to the NSC. Of these, 2,785 records were returned from the NSC indicating post-graduate enrollment in a master's/doctoral program, had enough data to identify if the student enrolled in a graduate program within six years of graduation, where that graduate's enrollment was, and into what program the student enrolled. The majors used in this study are those as recorded in BANNER and reflect the undergraduate major.

METHODOLOGY

To create the subsequent enrollment record, we used the NSC Detail Report showing the earliest term that a student was enrolled in what would be their first reported master's or doctoral program. Certificates and specialist programs were not included. Due to the non-standard nature of the names provided by the NSC, we standardized the institution names as best we could. For example, 'U. Texas' and 'Univ. of Texas' are renamed 'University of Texas', etc. In cases where a record of enrollment is provided but no institution name is discernable, the data were excluded.

As we were limited in our reporting space, Table 1 only shows those 16 institutions for which UNCG sent 25 or more enrollees to graduate school across the ten graduation cohort years used for this study. All other institution enrollees are summed in the 'All others' row. The top ten bachelor's degree-granting programs are shown in alphabetical order, not in size order. Institution of enrollment is rank-ordered in terms of the number of enrollees from the ten programs shown.

RESULTS

In our earlier summary of degree-holders (*May 2023-Brief 1*), we showed that, on average, about 31% of UNCG graduates enrolled in a graduate program within six years of graduating with a bachelor's degree, and about 8.6% of those graduates enrolled at UNCG. These findings were consistent across the ten-year span of that study, 2006-07 to 2015-16. Breaking these numbers down for our most productive bachelor's degree programs highlights some interesting differences hidden within that older study.

For instance, five of the ten programs we examined placed between 27% and 30% of their bachelor's graduates into graduate programs within six years of graduation: (PSYC-30.3%, PHTH-30.0%, NURS-27.8%, HDFS-27.3%, ENGL-27.1%). During the same period, ENGL, NURS, and ELED placed roughly 40% or more of their graduates in a UNCG graduate program (44.9%, 43.9%, 39.6%, respectively). On average, 22.6% of these bachelor's graduates enrolled in any graduate program within six years. Of those that did enroll, 32.1% enrolled in a UNCG graduate program.

TABLE 1: NUMBER OF ENROLLEES FOR OUR TOP TEN MAJORS FROM 2006-07 TO 2015-16 AND THE INSTITUTIONS THEY ENROLLED IN, FOR INSTITUTIONS WHEREIN MORE THAN 25 OF OUR GRADUATES WERE ENROLLED

Name of Institution	BADM	BIOL	CMST	ELED	ENGL	HDFS	NURS	PHTH	PSYC	SOCI	# of enrollees
UNIVERSITY OF NORTH CAROLINA-GREENSBORO	65	69	56	67	119	80	189	60	112	78	895
LIBERTY UNIVERSITY	18	3	9	9	12	32	11	38	26	15	173
UNIVERSITY OF NORTH CAROLINA-CHAPEL HILL	9	30	4	10	10	16	28	18	26	6	157
EAST CAROLINA UNIVERSITY	18	11	3	10	12	5	11	14	12	6	102
CAPELLA UNIVERSITY	7	4	6	2	2	10	7	16	23	5	82
WALDEN UNIVERSITY	5	6	3	2	2	6	13	13	5	6	61
GRAND CANYON UNIVERSITY	5	1	2	6	3	12	3	4	11	11	58
STRAYER UNIVERSITY- WASHINGTON	15	2	6	3	1	12		9		6	54
UNIVERSITY OF NORTH CAROLINA-WILMINGTON	2	4	2	6	4	8	10	2	9	3	50
UNIVERSITY OF PHOENIX	8	3	2	2	5	5	5	5	1	1	37
UNIVERSITY OF NORTH CAROLINA-PEMBROKE	10	1	1	3		4		2	7	2	30
PURDUE UNIVERSITY GLOBAL	1		4			2	2	8	3	8	28
THE UNIVERSITY OF ARIZONA GLOBAL CAMPUS	6	2	2	2	1	10		2	1	1	27
DUKE UNIVERSITY		1					21	1	3		26
WAKE FOREST UNIVERSITY	7	2	1	1	2	2	3	1	6	1	26
NORTH CAROLINA A&T STATE UNIVERSITY	2	1	3	1	1	1		3	10	3	25
Total enrolled in TOP institutions	178	140	104	124	174	205	303	196	255	152	1,831
All others	122	116	57	45	91	67	128	83	168	77	954
Total enrolled in grad school within six years	300	256	161	169	265	272	431	279	423	229	2,785
Total not enrolled in grad school within six years	2,055	787	841	1,029	714	723	1,120	651	974	668	9,562
TOTAL GRADUATES	2,355	1,043	1,002	1,198	979	995	1,551	930	1,397	897	12,347

RATIOS OF DIFFERENT SETS OF INSTITUTIONS WITHIN MAJOR

% of tabled major BA/BS grads that enrolled in ANY institution -- (Total enrolled within 6 years/Total Graduates)	12.7%	24.5%	16.1%	14.1%	27.1%	27.3%	27.8%	30.0%	30.3%	25.5%	22.6%
% of tabled major BS/BA grads that enrolled in TOP institutions -- (Total enrolled at top institutions/Total graduates)	7.6%	13.4%	10.4%	10.4%	17.8%	20.6%	19.5%	21.1%	18.3%	16.9%	14.8%
% of tabled enrolled major BA/BS grads that enrolled at UNCG -- (Enrolled in UNCG graduate program/Total enrolled in 6 years)	21.7%	27.0%	34.8%	39.6%	44.9%	29.4%	43.9%	21.5%	26.5%	34.1%	32.1%

NOTES: Institutions in orange are either largely or entirely online; in light-grey are North Carolina institutions; dark-grey are NC System institutions

Also apparent from the table above is that a substantial number of our graduates are taking advantage of online degree programs (seven of the above 16 institutions). If UNCG offers a similar online program, we might ask why UNCG was not the institution of choice for these students. Six of the 16 schools above are UNC System institutions. It might be of benefit to ask what these other system on-campus programs offer that makes them attractive over UNCG. This is particularly true of programs that would require the student to relocate from the UNCG area.

This study concentrated on the question of destination. It will be beneficial to look at the type of graduate program that these students are enrolling in. This particular question will be addressed in the second part of this study: *Trends In Graduate Education For UNCG Baccalaureate Degree Holders Part Two: What Are They Studying?*

If you have questions or comments about this brief, please contact: Mark Davenport at M_Davenport@uncg.edu

REFERENCES

National Student Clearinghouse (2023) <https://www.studentclearinghouse.org/about/>