

**The Ohio State University (OSU) College of Public Health (CPH)
Health Services Management and Policy (HSMP) Alumni Services Survey**

Background

In an effort to better understand the relevance and impact of the HSMP Alumni Society, an alumni survey is conducted on a biannual basis. The most recent survey was administered via email invitation in September 2014. The survey consisted of 28 questions that address the performance of the HSMP Alumni Society. The survey's primary purpose is to gain a more detailed understanding of how the society can benefit its members and current students. The results are being used to continue to improve the society's services in the future by understanding the services and support that are valued by the alumni and to learn how to help graduates feel more connected to other alumni and current students.

Methodology

The survey was distributed via e-mail to 702 graduates of the OSU HSMP program. 124 graduates responded to the survey for a response rate of 18%. The survey was administered during a 30 day period, with four reminders sent.

Results

Of the respondents, 63% are active dues-paying members of the Alumni Society. Of the 37% who are not members, 45% do not see value in joining. The majority of all respondents (whether a member of the society or not), 63% are interested in joining at least one of the society's committees. Those who are not interested in joining a committee shared that time is the greatest factor that prevents them from getting more involved.

Seventy-two percent of respondents live outside of the Columbus area. Of those who live in Columbus, 59% are interested in participating in a local social and/or program oriented event that involves alumni, students, and faculty. The best time to host this type of event is during the week over breakfast or lunch.

The respondents expressed that they are willing and interested in helping the current students with resume review, personal statement review, mock interviews, job shadowing, and summer internships. The vast majority of alumni would like to be more involved with the current students and feel a vested interest in helping them be successful.

Seven percent of the respondents felt that their organization would be willing to sponsor the annual Management Institute. Forty-one percent shared that they would like the alumni to offer certifications for professional licenses (ex. ACHE) at the Management Institute and if these certifications were available, they would be 63% more likely to attend.

As a part of this survey, graduates from the past five (since 2010) years were asked to provide feedback on the HSMP program and curriculum. Sixty-three percent of the recent graduates favorably rated the quality of teaching an 8 or higher on a 1 – 10 scale. Due to a recent loss of the finance professor, the greatest opportunity for the program is with the finance classes. However, 84% of the respondents would recommend the MHA program to a friend or colleague.

Twenty-two percent of the alumni who responded to the survey had a previous job or position as a result of a connection made through the alumni society. However, only nine percent feel that the society assists them in increasing professional knowledge/skills related to the health administration profession. In addition, 44% feel that the society assists them in learning about new developments within the HSMP program. To help improve the society's reach and to improve these scores, communication will be improved and additional online opportunities (webinars, etc.) will be made available.

Currently 87% of alumni receive the HSMP alumni society newsletter, but only 46% use the website. From the survey, the society learned that email is the most preferred way to receive communications. However, the website and the College of Public Health Alma Matters are also seen as valuable resources. In addition to receiving timely communications, the alumni members shared that having access to the Alumni Directory and the Salary/Benefit Survey are essential benefits.

Conclusions and Recommendations

Based upon feedback from the survey, the HSMP Alumni Association is pursuing actions to address the following areas:

1. Improving access to volunteer opportunities
2. Increasing the number of alumni networking opportunities both in and outside of Columbus
3. Increasing opportunities to be involved with mentoring and supporting students
4. Pursuing ACHE certification for the MI and additional continuing education offerings
5. Enhancing communication methods to reach more alumni (website, email, social media)
6. Expanding educational offerings to keep alumni abreast of hot topics in the health administration profession
7. Re-evaluating the current membership model

By creating value and increasing the number of benefits, it is the society's goal to grow membership and involvement. Please share your recommendations and ideas with any member of the HSMP Executive Committee. Their contact information can be found here, <http://cph.osu.edu/alumni/HSMPAS/committees/executive-committee>. We look forward to your insights! Go Buckeyes!