



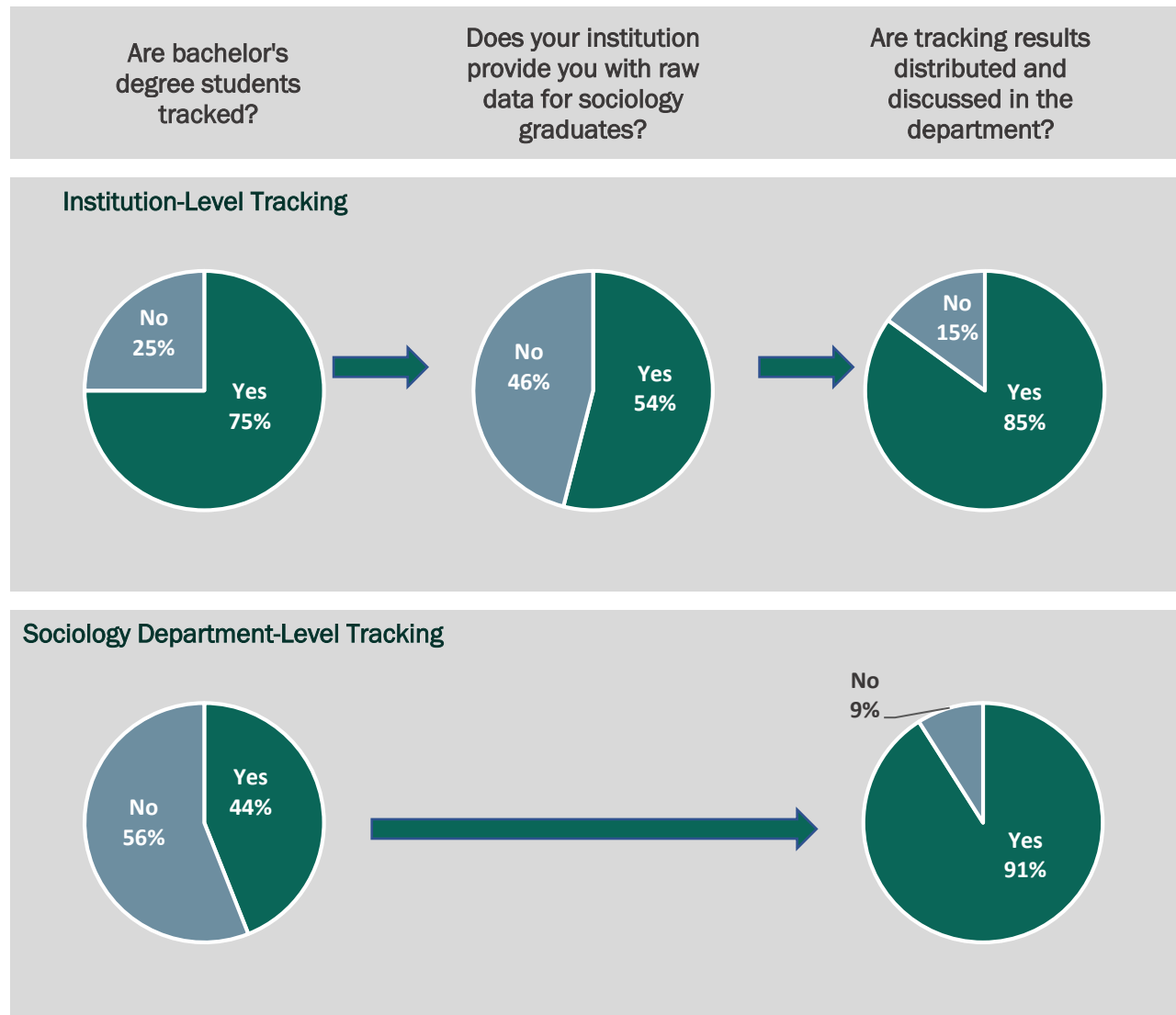
Research **SNAPSHOT**

AMERICAN SOCIOLOGICAL ASSOCIATION

2018 RS2 : 4

BA CAREER PREPARATION: OUTCOMES TRACKING

Many institutions devote resources to campus-wide tracking of alumni, but it may be beneficial for departments to track their own students after graduation. Sociology department chairs reported in a 2016 survey that even though three-quarters of their institutions track bachelor's graduates, only about half of them share the raw data with departments. Fewer than half of sociology departments (44 percent) collect their own data. These figures show that when departments have access to student outcome data, whether from the institution or through their own efforts, the data are discussed among their colleagues. Student outcome data can be used to support departments as they evaluate and update curriculum, invite speakers to courses, and establish internships.



Note: Percentages are weighted to adjust for survey nonresponse, based on the universe of sociology degree-granting departments (bachelor's or higher).

Source: American Sociological Association Department Survey, Fall 2016.