

Graduation & Destination Survey FAQ



WHAT DOES THE SCHOOL OF BUSINESS DO WITH MY INFORMATION?

The School of Business uses students' data in summary form to report to such entities as:

- **Kansas Board of Regents**, which provides an interactive online tool reviewing cost and earnings data from real graduates for each undergraduate degree program offered at a public university in the state of Kansas.
- **KU Office of the Chancellor** (and other internal university administrators), in an effort to ensure university excellence.
- **KU recruiting partners**, who use the data to benchmark their outgoing salaries to ensure their competitive standing in the employment market.
- **Prospective students** and their parents/families, who use the data to evaluate future return on investment.
- **National media outlets**, such as Bloomberg/Business Week and U.S. News & World Report, who use the data to rank business schools across the nation. This is important to you as an alum because it helps to determine, in part, how positively or negatively employers will view your degree.

Individual student data is NEVER shared.

Visit the Employment & Salary Statistics section of our website to see how data will be summarized and shared.

<https://business.ku.edu/employment-salary-statistics>

WHY DOES THE SCHOOL OF BUSINESS COLLECT THIS INFORMATION?

The Kansas Board of Regents requires each state-supported institution to report graduation statistics, including such information as percentage of students with jobs, average salary, employers, etc. This information also helps the Business School gauge the effectiveness of its programs and maintain employer relations. Lastly, this information helps incoming students to get a richer picture of what the University of Kansas School of Business has to offer.

IS MY INFORMATION KEPT CONFIDENTIAL?

Yes! All data points are combined and reported in a summary or aggregate form—no information about a specific student is released without the student's written consent. Staff members uphold all FERPA (Family Educational Right to Privacy Act) regulations when handling student data. The information is NEVER shared with other departments, such as the Alumni Center or KU Endowment for the purpose of solicitation. In other words, you will NEVER be asked for donations as a result of participating in the post-graduation destination survey.

DO I HAVE TO SUBMIT MY DATA?

Although students are not required to submit their information, cooperation with graduation reporting allows the School of Business to gauge the effectiveness of its programs and make improvements if necessary. Completing the survey will allow you a smooth check-in at the Business School Recognition Ceremony. Our office will continue to follow up by phone and email with individuals who have not submitted post-graduation destination plans.

WILL I RECEIVE ANY FOLLOW-UP CONTACT WITH GRADUATION REPORTING?

Yes. The School of Business may follow-up, by phone or email, with students at 3 and 6 months post-graduation. We sincerely appreciate your cooperation with this process.

WHAT IF I DON'T HAVE A JOB AT GRADUATION?

Business Career Services will continue to offer support to Business School alumni, including a complimentary extension of your KU Career Connections account. To learn more about services for alumni, contact our office! Be sure to also join KU LinkedIn groups to stay connected. <https://business.ku.edu/networking>