In Fall 2010, the Six-month Alumni Survey (the Survey) was sent via email to 126 undergraduate accounting alumni. The response rate for the Survey was 34.13%.

**Number of Surveys Sent** 126  
**Responses Received** 43  
**Response Rate** 34.13%

**Results:**

**Demographics**
- **Age:**  
  - 25 or under 66.7%  
  - 26 to 29 27.3%
- **Gender:**  
  - Female 39.4%  
  - Male 60.6%
- **Ethnicity:**  
  - Asian 32.4%  
  - Caucasian 35.3%  
  - Hispanic/Latino 17.6%
- **Student Status:**  
  - California resident student 91.2%  
  - International student 5.9%  
  - Out-of-state student 2.9%

**Employment**
- Employed full-time – 32.6%  
- Employed part-time – 32.6%  
- Unemployed but seeking employment – 25.6%
- Employers:  
  - Local or regional corporation 28.6%  
  - Local public accounting firm 21.4%  
  - National/International corporation 14.3%  
  - Regional public accounting firm 10.7%  
  - Self-employed 10.7%  
  - “Big 4” public accounting firm 7.1%  
  - National public accounting firm 3.6%  
  - Non-profit organization 3.6%
- Job was well related or strongly related to their major – 34.9%  
- Job was somewhat related to their major – 20.9%  
- Job was not related to their major – 11.6%
Current annual salary:
- Less than $10,000 26.5%
- Between $10,000 and $19,999 17.6%
- Between $20,000 and $29,999 14.7%
- Between $40,000 and $49,999 11.8%
- Between $50,000 and $59,999 14.7%

**Educational Effectiveness**

- Time period for completing the degree program
  - 51.3% felt it took longer than expected
  - 46.2% felt it matched with the expected time
- A five-point scale was used (1 to 5 – low to high)
- Satisfaction with the education quality at the Department of Accounting:
  - Oral communication 3.53
  - Quantitative skills 3.91
  - Analytical reasoning 3.82
  - Writing skills 3.62
  - Problem solving skills 3.85
  - Working with others 3.82
  - Information gathering skills 3.74
  - Computer proficiency 3.85
  - Leadership skills 3.50
  - Business ethics awareness 3.91
  - Innovative thinking 3.56
  - Risk taking 3.47
  - International business awareness 3.32
- Relevance of Accounting courses to jobs.
  - Relevance to getting current job 3.52
  - Relevance to potential career progression 4.32
  - Relevance to understanding the business environment 4.32

**Department Effectiveness**

- A five-point scale was used (1 to 5 – low to high)
- Overall satisfaction with the Department of Accounting 3.82
- Satisfaction with each of these attributes while studying in Department of Accounting:
  - Accessibility of faculty 3.68
  - Faculty/student interaction 3.59
  - Career advising by faculty 3.29
  - Academic reputation of the department 3.97
  - Employability of graduates 3.29
  - Opportunities for interacting with the business world during academic year 3.59
  - Quality of student body 3.42
  - Networking opportunities after graduation 3.38
  - Total cost of attending the program 4.12
  - Availability of student financial aid 3.41
  - Overall quality of the curriculum 3.74
  - Availability of classes 3.21
  - Quality of faculty 3.44
The reasons for students to choose the Department of Accounting:
- Academic reputation: 3.97
- Area of specialization/concentration: 3.97
- Location: 3.94
- Cost: 3.94

Recommend Department of Accounting to a friend
- Strongly: 71.9%
- Recommend with some reservations: 21.9%

Additional Comments
- Some instructors in the accounting department were not effective in teaching students.
- The school really needs to find a way to keep teachers based on the quality and their ability to teach students and not on a tenure program.
- Remove thesis because it was not anything like we write in the real world.
- The education felt like an equivalent to many online schools because most professors usually read the slides or just gave short quick answers to homework problems (cheaper to get a solution manual than pay for a class). If that was the education, then might as well just offer students a cumulative test they can take to avoid taking the class.
- A technical course using actual accounting software would be nice. Not just a homework assignment or a project, but a whole semester of using QuickBooks, ACL, XBRL, and some big business software would be extremely helpful.