
To	Te Poari Iho Quality Alignment Board	From	Lai Kei Pang, Reporting Analyst Rosemary Dewerse, Lead Quality Systems Te Korowai Kahurangi
Title	Graduate Survey Working Group	Date	17 September 2019

Recommendation/s

That the Committee discuss the recommendations of the temporary Graduate Survey Working Group and Te Korowai Kahurangi noted in this memo, approving proposed actions for the 2020 and 2021 waves of the Graduate Survey.

Purpose

In the Quality Alignment Board meeting in August, the 2019 Graduate Survey results were presented along with some identified issues that require improvement. Te Korowai Kahurangi was tasked with the setting up of a temporary Working Group to discuss the issues and make recommendations to the Committee.

The recommendations aim to increase the response rate of the Graduate Surveys held twice a year, provide a solution to the issues identified and make suggestions on the membership of a full Working Group to steer the direction of future Graduate Surveys.

Background

A temporary Working Group (members as detailed below) was set up and discussed possible options to address issues in a preliminary meeting. It was considered 'temporary' because those participating believe wider membership is needed (Point 2 below).

Issues identified include:

- Ongoing concern over the low response rate – 36.4% of those emailed in 2019
- The need for greater input from Schools to empower a thorough review of the length and complexity of the Survey, the ongoing relevance of assumptions in and generic nature of the questions, and details of its ongoing delivery
- Mismatched email addresses in the last survey round, which required problem-solving and a second mailout

The Working Group agreed on the following recommendations to be presented for Committee level endorsements.

Recommendations from the temporary Graduate Survey Working Group:**1. Ways to increase the response rate:**

- Offer more attractive incentives rather than just prezzy cards , e.g. iPad;
- Rename the survey to "New Alumni Survey" as graduates are more likely to relate to the alumni status;
- Personalise the survey with a beginning statement addressed by the Head of School and possibly with a photo of the Head;
- Diversify the distribution channels – not just by email but also by SMS (the cost for the latter is estimated to be \$0.13 per text; so with a sample size of 3600 as in the 2019 survey, approximately \$468 will be required);

- Improve the presentation of the survey with the help of the Marketing team.

2. Membership of a Graduate Survey Working Group to replace the temporary one

- The Working Group be open to all the Schools and other support teams like Student Experience and the International Office;
- Invitations be sent to ideally get one representative from each School / relevant support team;
- The permanent Working Group to review the overall Survey content – its length and the nature of its questions – and further delivery, including timing, of the Graduate Surveys from the 2021 wave onwards (i.e. from October 2020 Graduate Survey onwards).

Note: Because the timeframe for change for the next Graduate Survey wave (starting October 2020 through April 2020) is very tight, only the recommendations presented here will be able to be actioned at this stage. In terms of content for the 2020 wave, the focus is on including Graduate Profile Outcome statements for 70+ programmes to support Consistency Reviews.

3. Ways to avoid mismatched email addresses for graduates

- PeopleSoft to replace the spreadsheet manually maintained by the Graduation Office as the single source of truth, so that all up-to-date email contacts of the graduates are retrievable from the system at the time the survey is sent out.

One further recommendation from Te Korowai Kahurangi

Since the working group met it has been discovered that emails obtained from the Application to Attend the Graduation Ceremony Form are now being recorded into PeopleSoft but are not yet being earmarked in any way, leaving the potential for mismatching to continue.

- It is thus recommended that this Board ask the Graduation Office staff to assign a “Preferred” status to the email addresses so that retrieval of the last updated email is possible using the “Preferred” status as the criteria.

Next Steps

Once discussed and approved, the recommendations will be actioned by the Graduation Office, the Marketing Team and Te Korowai Kahurangi.

Contributors

The following staff were members of the temporary Graduate Survey Working Group who attended the preliminary meeting and contributed to the development of the recommendations:

- Lai Kei Pang, Specialist – Quality Reporting Analyst, Te Korowai Kahurangi
- Dila Beisembayeva, Academic Programme Manager, School of Computing and Information Technology
- Heather Stonyer, Director, Campus Development
- Quentin Williams, Academic Advisor - Work Based Learning and Assessment of Prior Learning, Te Puna Ako
- Bob Stewardson, Insights Business Partner, Marketing

Apologies for the preliminary meeting:

- Simon Tries, Manager, Te Korowai Kahurangi
- Rosemary Dewerse, Lead (Quality Systems), Te Korowai Kahurangi
- Chantelle Daniels, Operations Manager, Operations