



# COHORT D MIDPOINT REVIEW

C17071 2017/18

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HESA



**Graduate Outcomes**

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## SECTION 1 - INTRODUCTION

Thank you for your interest in the Graduate Outcomes survey and welcome to our cohort D midpoint review. We are now in week seven of cohort D and only six weeks from the end of the first collection year of Graduate Outcomes.

## SECTION 2 - OUR MIDPOINT COHORT D FINDINGS

As at 17 October, the overall cohort D response rate is **28.9%** which is broken down into target groups in the table below:

Main target group	Response rate target	Current response rate
UK domiciled, full-time	60%	30.9%
UK domiciled, part-time	60%	26.5%
Research funded	65%	37.6%
EU domiciled	45%	29.3%
Non-EU domiciled	25%	19.6%

After just over six weeks of survey fieldwork, we are over the half-way mark against the target for full-time home domiciled, EU and overseas graduates. This may seem lower than what we achieved over the same period in previous cohorts but, given the sheer size of this cohort, it is still a significant achievement.

The number of survey responses collected in cohort D so far is 1.6 times the total responses collected across cohorts A, B and C combined. We are confident that by the end of this cohort, we would have at least achieved response rates that are similar to previous cohorts.

Our contact centre has undertaken a large recruitment exercise to be able to meet the level of interviews required in cohort D. In order to train everyone to the required standard, telephone interviewing has seen a gradual ramping up of volumes. It reached a peak in week six and is likely to continue at this rate until the sample starts getting tired, which will inevitably result in fewer responses towards the end of survey field period.

A slow start on CATI (telephone interviewing) has meant that we have achieved a high volume of responses online. As we've always said, we want to increase the online response rate, not just because it improves the response rate overall, but because online completion is significantly cheaper. This saving is one that will directly impact provider costs. Of all survey completions in cohort D, 57% were completed online, with 40% on a mobile device and the remaining 17% on a desktop. With the help of MailJet, our email delivery rate is very high at 97%, complemented by a high SMS delivery rate of 87%.

### SECTOR LEVEL SURVEY RESPONSE RATES REPORT

A report is available within the [provider portal](#), that allows providers to view the current sector level survey response rates for a cohort. This means the above information is available on demand to users that hold the survey results role.

## SECTION 3 - OUR MIDPOINT UPDATES

### GUIDANCE ON CONTACT WITH GRADUATES MID-COHORT

We have previously supplied guidance that once a cohort has commenced surveying, providers **should not be making direct contact with graduates** for risk of over-communication, creation of potential bias and the fact that we cannot report on those who've chosen to opt out (providers should be respecting their wishes).

We have been exploring this in more detail within our response rate strategy work and have determined that there is considerable risk of bias and more importantly, HESA will not be able to measure and/or control it. This outweighs the possible benefits of getting some engagement from a hard to reach group. Therefore, the guidance above remains our position and we will not be pursuing the reporting of opt-outs.

#### What providers should not do

- We strongly advise providers not to make direct contact (for example by email or phone) with graduates currently being surveyed.

#### What providers can do

- Focus on brand recognition communications using non-direct channels such as provider websites and social media platforms including LinkedIn and Twitter. We have provided a suite of [communications materials](#) for this purpose.
- If you're sending a regular email campaign with the primary purpose of sharing a general update, for example your Alumni newsletter sent to a mass audience, you could include a small feature about Graduate Outcomes. Just make sure the content included about Graduate Outcomes is low in prominence – it should not be more than 50% focused on Graduate Outcomes.

Providers play a vital part in the success of Graduate Outcomes. It's important that providers are engaging with the cohort population directly in the build up to the contact period commencing as well as other key points in the student to graduate lifecycle. So, whilst contact mid-cohort is not advised, there are plenty of other opportunities to build awareness of the survey. [Find out more.](#)

## PROVIDER PORTAL DEVELOPMENT

We are always working on new functionality for the portal to support our providers' and statutory customers' needs. We are currently working on the following new reports:

- Contact details currently stored in the provider portal - an XML file that will contain all contact details that are currently stored in the provider portal for the requesting provider. It can then be re-uploaded into the portal as required
- Graduates identified as having no working contact details - this will report all graduates that the provider portal has been notified by Confirmit as not having any working contact details i.e. Confirmit has tried all the contact details supplied and none of them have worked. This will highlight to the provider that 'better' / 'different' contact details are required for these graduate(s)

These reports will be available to providers with the contact details user role very soon.

## SECTION 4 - C18071

### COHORT A CONTACT DETAILS

Shortly, we will be opening the [provider portal](#) for submission of contact details for cohort A. The deadlines for approval are **8 November 2019** for Student collection (C18051) and **27 November 2019** for AP Student collection (C18054).

Full details of the deadlines can be found in the 2018/19 [data collection schedule](#). The provider portal user guide is available to support providers with the submission of contact details. There are also a number of other important guidance materials in the [coding manual](#) to help with the submission.

### SURVEY PERSONALISATION

The provider portal is open for personalisation users to carry out the various personalisation activities. This entails checking and updating the provider logo and careers URL by **29 November** and selecting the opt-in question banks required for graduates in 18/19. The deadline for opt-in question banks is **25 October**.

## FIND OUT MORE ABOUT GRADUATE OUTCOMES

Website: [www.hesa.ac.uk/innovation/outcomes](http://www.hesa.ac.uk/innovation/outcomes)  
Graduate website: [www.graduateoutcomes.ac.uk](http://www.graduateoutcomes.ac.uk)  
Twitter: [https://twitter.com/grad\\_outcomes](https://twitter.com/grad_outcomes)  
LinkedIn: <https://www.linkedin.com/company/graduate-outcomes>

If you have any queries regarding this update, please email [liaison@hesa.ac.uk](mailto:liaison@hesa.ac.uk) or call +44 (0) 1242 211 144.



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