

# COHORT A MIDPOINT REVIEW

C18071 2018/19

JANUARY 2020

HESA



**Graduate Outcomes**

HESA

95 Promenade

Cheltenham

GL50 1HZ

E [Liaison@hesa.ac.uk](mailto:Liaison@hesa.ac.uk)

T +44 (0) 1242 211 144

W [www.hesa.ac.uk](http://www.hesa.ac.uk)

Higher Education Statistics Agency Limited is a company limited by guarantee, registered in England at 95 Promenade, Cheltenham, GL50 1HZ. Registered No. 02766993. Registered Charity No. 1039709. Certified to ISO 27001. The members are Universities UK and GuildHE.

## SECTION 1 - INTRODUCTION

Thank you for your interest in the Graduate Outcomes survey and welcome to our cohort A 2018/19 midpoint review. We are now in week seven of cohort A.

## SECTION 2 - OUR MIDPOINT COHORT A FINDINGS

As at 16 January, the overall cohort A response rate is **23.3%** 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%	30.3%
UK domiciled, part-time	60%	29.3%
Research funded	65%	32.2%
EU domiciled	45%	26.6%
Non-EU domiciled	25%	15.9%

Please note, all response rates and results published prior to the final release of data in 2021 are provisional.

We are deliberately avoiding a comparison of response rates between cohort A in C17071 and C18071. This is due to technical issues that we experienced in year one which reduces the meaningfulness of any comparisons.

At this stage in the [engagement strategy](#), we are specifically targeting 'partial respondents'. These are graduates who have answered at least the first question but have not answered enough questions to be treated as a complete response. We are sending them bespoke emails that recognise their previous engagement and we will also be testing a few different subject lines for this group later in the cohort. We are treating them differently to the group who may have only clicked on the survey link but haven't engaged any further. As a result, open, click and completion rates for this group of graduates is higher than the rest. Refer to the [end of cohort D \(17/18\) review](#) to learn more about the email engagement data we now have access to as part of MailJet.

Our email delivery rates continue to be high at 96.8%. So far in cohort A, for just under 800 graduates, all email addresses submitted are invalid. Furthermore, for just under 1,900 graduates we do not have an email address at all.

From our analysis of year one (17/18), we know that nearly 45% of respondents have completed the survey online and most graduates who complete the survey online do so by accessing the link in their emails. This means that for the 2,700 graduates identified above, our chances of engagement and their opportunity to complete the survey are significantly reduced.

The number of graduates with all invalid telephone numbers (as identified by our contact centre) is 10,900. For these graduates, we will only be able to make contact by email – if an accurate email address has been supplied.

HESA is only able to contact graduates where accurate and up to date contact details have been supplied for them by their provider. It is essential that providers make every effort to obtain new and updated contact details during a graduate's time as a student and at key points such as their final weeks of study, at graduation and during the 15-month gap. HESA has provided [communications support materials](#) to help you with this, including some [provider case studies](#).

### Reminder – new communications materials

At the start of year two we added some new [communications materials](#) to our existing suite for use in your communications strategy for Graduate Outcomes. This includes:

- Additional social media images
- Single and double page editorial spreads (e.g. for use in Alumni magazines)
- Welsh translations of our existing short videos
- GIFs to promote the final stages of surveying for each cohort
- Powerpoint presentation that can be used for final year students.

As always, if you have any feedback on our existing resources, have ideas for new ones or would like to feature as a [case study](#), please [get in touch](#).

### SECTION 3 - SURVEY MODIFICATIONS MADE FOR COHORT A

For the first cohort of C18071 and following the completion of C17071, we have made a few changes to the survey which will improve the user experience for the graduate, questionnaire flow and data capture:

1. Following an internal data quality review, routing to [CONSTART01](#) (this data item identifies if the graduate is due to start work in the month from the census week) has been amended, with this option now being available to a graduate when they have selected [ALLACT04](#) (this data item identifies if the graduate was developing a portfolio during the census week) and not ALLACT01, 02, 03 or 05 as well. This would make the survey more comprehensive by acknowledging future employment among those developing a portfolio.
2. The second most significant change made to the survey was the addition of a new code 'Channel Islands or Isle of Man' to [EMPPLOC](#) and [BUSMPPLOC](#). Again, from our analysis, it was deemed more appropriate to make this a standalone code for graduates to choose (which now subsequently provides the option of which Channel Island to choose from in the country list – [EMPCOUNTRY/BUSEMPCOUNTRY](#)). This also brings survey data collection in line with other collections and outputs.
3. The final change made was to the currency list and the removal of 'Cypriot pounds'. This was a necessary change as Cypriot pounds are no longer in circulation and were replaced by the Euro (2008).

### SECTION 4 - COHORT A UPDATES

#### Subject line testing

As part of our response rate strategy, for this cohort, we're using three different subject lines in the first email invitation which were sent to three equal groups of graduates. The subject lines convey three different messages to understand how this impacts email open rates and response rates. Out of the three options, we have identified one front runner which led to the highest email open rates. We will be using this subject line in future cohorts, for the initial invitation, and continue to test different options for reminder emails.

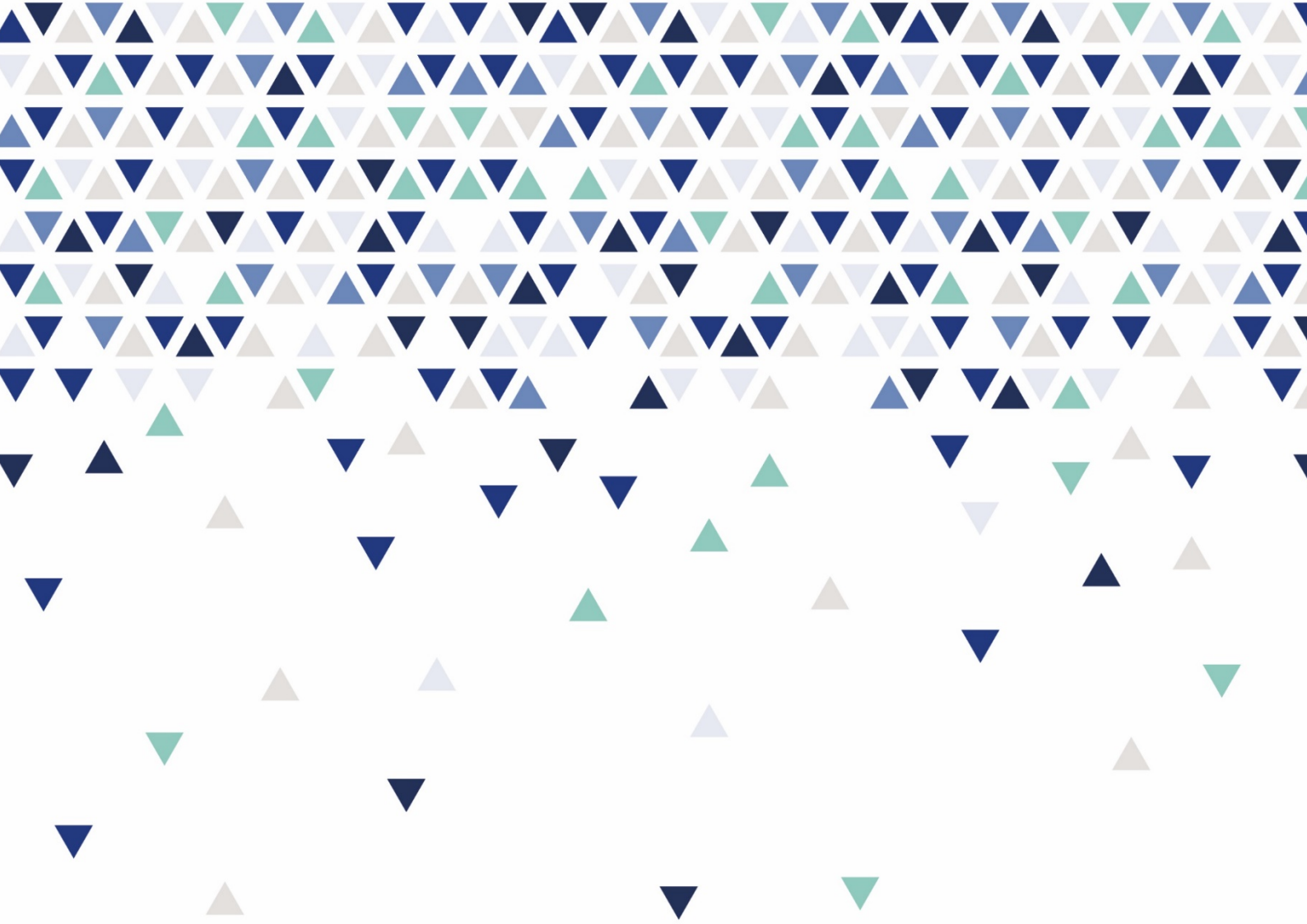
Continued...

## SECTION 5 - NEXT STEPS

### **C18071 cohort B**

Providers are reminded that the provider portal is open for submission of contact details for cohort B. English FECs do not need to submit contact details, but they should use the provider portal to review the contact details imported from their ILR record and amend / approve them if necessary.

The deadline for approval / amending cohort B contact details is **21 February 2020** and the approval function will be enabled shortly. Full details of the deadlines can be found in the [data collection schedule](#). For guidance on the submission of accurate contact data, please visit the [data specification](#).



## 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.

### **Graduate Outcomes**

HESA  
95 Promenade  
Cheltenham  
GL50 1HZ  
E [Liaison@hesa.ac.uk](mailto:Liaison@hesa.ac.uk)  
T +44 (0) 1242 211 144  
W [www.hesa.ac.uk](http://www.hesa.ac.uk)

