



Provider logo
(where supplied)

Dear [first name],

Could your journey at [provider name] inspire students today? We'd love to know, so in early September, you'll receive an email from HESA inviting you to take part in the **Graduate Outcomes survey**. This is a national survey that will only take **10 minutes** of your time and aims to capture and understand the destinations of graduates following their time in higher education.

We're proud to say that Graduate Outcomes is the biggest annual social survey in the UK! Since its launch in December 2018, over **XX,XXX** of your fellow 'class of 2018' graduates have completed the survey and we'd like you to join them. This survey gives current and future students the information they need to make informed choices and it helps [provider name] to evaluate and promote their courses.

As a recent graduate of [provider name], you will have completed a higher education course (or a sufficient component) around 15 months ago. This makes you eligible to complete this vital piece of research and we need to hear from you when we open the survey.

Be part of the picture

In a few weeks, you'll receive an email invitation from the Graduate Outcomes team from this address – why not whitelist or add us as a contact to make sure you receive it.

This will contain a **secure survey link** that is unique to you. Use this to complete the online survey on any device – it'll only take 10 minutes and your insight will go on to help the students of tomorrow.

A red speech bubble graphic containing the text "Be part of the picture" in white, bold, sans-serif font.

Be part
of the
picture

You may also receive text messages from 'GradOutcome' and calls so you can complete the survey over the phone.

About the survey

The UK funding and regulatory bodies require HESA (Higher Education Statistics Agency Ltd) and higher education providers to work together to deliver the Graduate Outcomes survey.

I'd also like to let you know how we obtained your contact details. [Provider name] is required to work with HESA and, as part of this, it has supplied the contact details they hold for you for the sole purpose of conducting the survey.

Please be assured that HESA takes information security extremely seriously and is committed to keeping your data secure. We have published [privacy information](#) which explains more about how your contact details and survey responses will be used.

Learn more about the Graduate Outcomes survey including FAQs at www.graduateoutcomes.ac.uk, or find us on [Twitter](#) and [LinkedIn](#).

We look forward to receiving your survey response!

Best wishes,
Rob Phillpotts
Managing Director HESA Statutory
Higher Education Statistics Agency Ltd

To find out how to opt-out of being contacted about the survey, visit www.graduateoutcomes.ac.uk/opt-out

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