

**BE A GRADUATE
OUTCOMES SUPPORTER!**





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Be a Graduate Outcomes supporter

Biggest
UK annual
social survey

Surveying
700,000
graduates
annually

Show your
support
for the **future**
of UK HE

What is the Graduate Outcomes survey?

The Graduate Outcomes survey is the biggest annual social survey in the UK and captures the perspectives and current status of graduates. All graduates who completed a higher education course in the UK after August 2017 will be asked to take part in the survey 15 months after they finish their studies.

Each response adds to the collective voice of graduates and the results will give current and future students an insight into career destinations and development. Responses will also help universities / colleges to evaluate and promote their offerings.

It's not just universities / colleges that access the results, the survey has large-scale national significance too. It helps the Government, charities, journalists, researchers and others to understand the higher education sector and the state of the graduate labour market.

History in a nutshell

The survey is delivered by HESA (Higher Education Statistics Agency) who has delivered a survey of graduates since 1994/95 under the name of Destination of Leavers from Higher Education (DLHE). DLHE captured the 'destinations' (what graduates did after education) of millions of graduates over the years. In 2016, HESA carried out a full review and as a result, created the Graduate Outcomes survey.



The survey

Who runs the survey?

The survey is delivered by HESA to understand the outcomes from higher education.

The UK higher education funding and regulatory bodies commission the survey and require HESA and higher education providers to work together to deliver it. The survey is a statutory requirement, not market research.

How are graduates surveyed?

The survey is taken 15 months after completion of a higher education (HE) course. As this varies across the year (different course types complete at different times in the year), to ensure the timings are consistent, we've split them into four groups which we call 'cohorts'. This means we manage the same survey four times annually, with 13 weeks of fieldwork in each group.

What does the survey ask?

It looks to understand whether eligible graduates are in employment, have continued with further study or are doing something else and also, to what extent their qualification played a part. We want to gain insight into whether the student experience delivered what was promised, from a learning and potential employment perspective. We don't expect every path or destination to be totally straightforward.





Support us

Why we need your support

Graduate Outcomes as a 'brand' launched externally for the first time in December 2017 meaning awareness at this early stage is low. Before this, providers had been doing a fantastic job in promoting it within their institution in readiness for the first survey.

The Graduate Outcomes brand must be embedded throughout the student to graduate lifecycle.

Any new brand takes time to build and become established. The previous version of the survey (DLHE) was well established over many years and had the benefit of 25 years of promotion.

Ensuring that students and graduates have an awareness of

Graduate Outcomes means that they will understand its importance at the point we start surveying. This will give us a stronger chance of survey completion, which is vital in providing high quality data to the sector.

Supporting Graduate Outcomes

As an organisation focused on driving and supporting graduate success, you have built a strong and engaged audience that is likely to be full of students and graduates who will be eligible to receive the survey. We'd like to work with you to harness your audience so we can raise vital awareness for the survey.

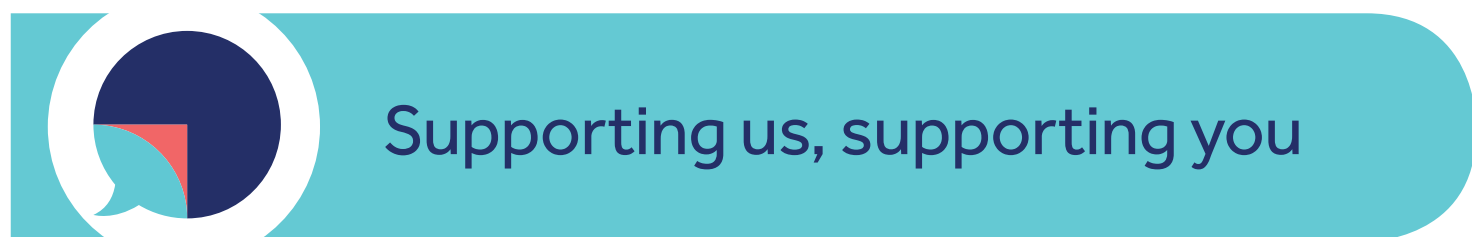
We'd like to work with you to harness your audience so we can raise vital awareness for the survey.



You can help us by:

- Sharing social media posts about Graduate Outcomes across all of your platforms.
- Including editorial content in newsletters, email campaigns, websites, and printed material.
- Including display advertising on your website(s) / apps with a link through to the Graduate Outcomes website.
- Displaying promotional material at any conferences, events and workshops.

The survey is statutory, so HESA will not share personal data. See page five to view the public data outputs and uses.



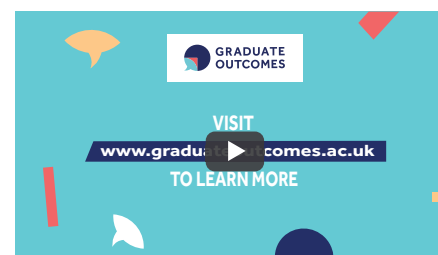
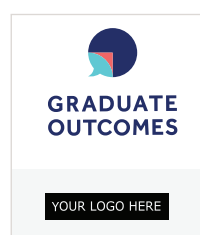
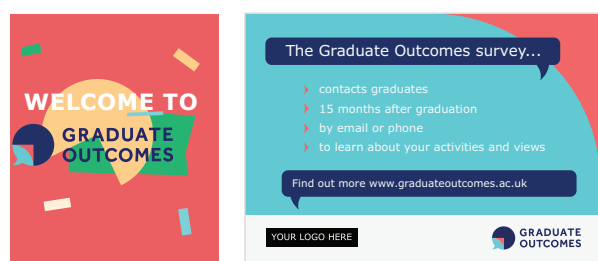
Supporting the promotion of Graduate Outcomes offers many benefits to your organisation:

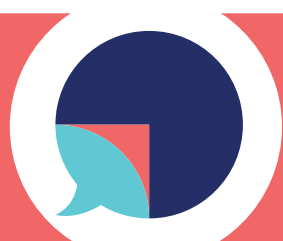
- Benefit from the positive PR of being involved in the UK's largest annual social survey.
- Demonstrate your support for the future and enhancement of UK Higher Education.
- Positively promote your support for the collection of graduate destinations data.
- Help extend the reach of the survey giving us rich, insightful and comprehensive data about the destinations of graduates post-higher education.
- Your audience will associate the survey with your organisation which demonstrates your commitment for the graduate career path.
- Join us in celebrating the sector's success!

Materials we can supply

Graduate Outcomes has a strong and vibrant brand presence and lots of engaging materials for you to use on your social media, websites, display advertising, editorial content, videos / gifs and more.

We can create materials to your size / specification so it can be embedded into your channels quickly and easily. See samples of these below:





What happens next?

Be part of the picture

HESA's official first release of Graduate Outcomes data is expected in Spring 2020 in the form of a Statistical Bulletin. This will provide the sector with:

- A National Statistics statistical bulletin.
- UK Performance Indicators on employment of leavers.
- A complete publication of survey responses and linked data.
- Experimental statistics presenting the new measures of graduate outcomes.

Your support in the promotion of Graduate Outcomes means the data we share about the destinations of graduates will be more

comprehensive and meaningful, giving us a strong insight into the meaning of "graduate success"!

Where can I find out more?

Graduate Outcomes has an online presence via:



[Website](#)



[Twitter](#)



[LinkedIn](#)

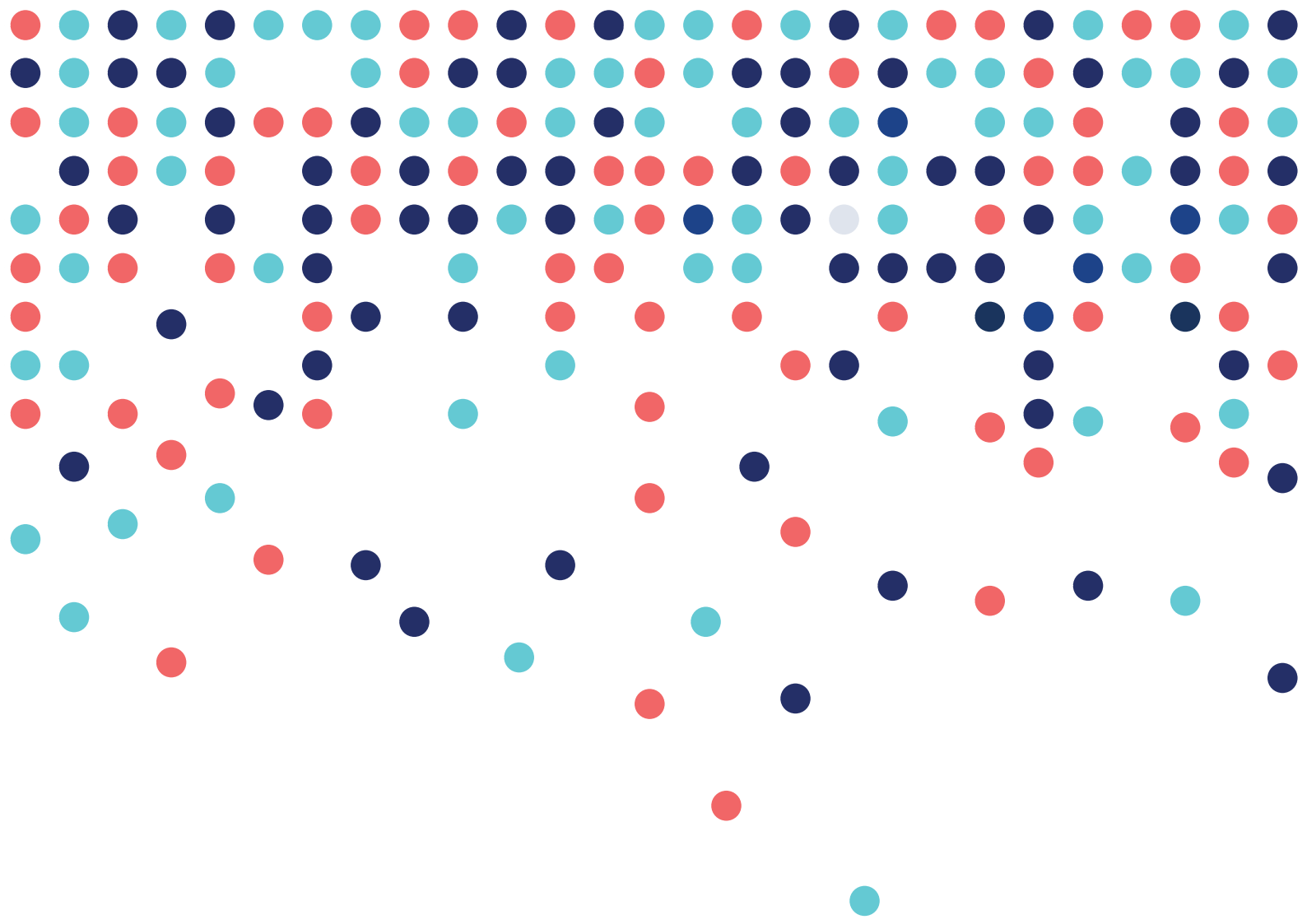


[YouTube \(HESA channel\)](#)

Many of the providers (universities / colleges) taking part in Graduate Outcomes have their own online presence for Graduate Outcomes, such as a webpage on their main website or social media account. They are encouraged to use the supplied creative materials and direct graduates towards the main **[Graduate Outcomes website](#)** for more information.

Get in touch

We would love to work with you to create awareness for Graduate Outcomes so we can ensure every graduate is part of the picture. If you'd like to get involved or have any questions, please contact us at **communications@hesa.ac.uk**.



Stay in touch

To keep up-to-date with news from
Graduate Outcomes please visit us at:

www.graduateoutcomes.ac.uk

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