# review of graduate destinations and outcomes data – working group 4

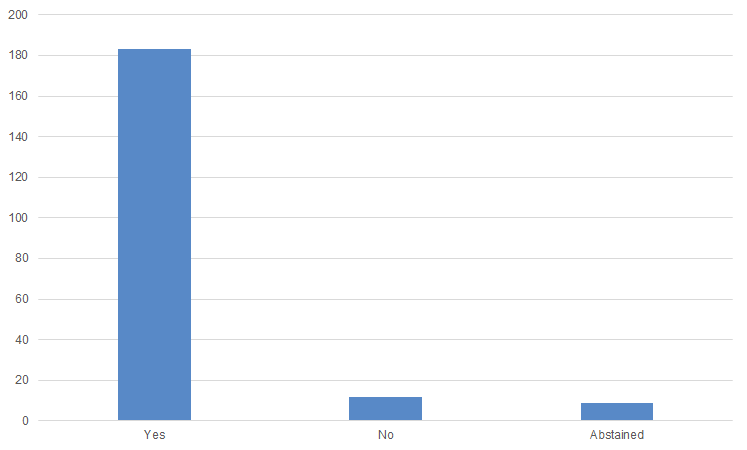
## 24October 11:00 – 25 october 14:30

## HESA OFFICES, 95 the promenade, cheltenham, gl50 1hz

# paper no: 4

# Alternative measures of graduate outcomes

The consultation asked whether we should find new measures for graduate outcomes:



The consultation also asked respondents to consider the benefits of a range of alternative measures of graduate outcomes in NewDLHE.

Themes from the free text responses on skills for life were:

* This is important evidence from HE (38)
* Useful for less vocational courses (5)
* Too dependent on the self-reflection of graduates (26)
* There should be more than one question (9)

Themes from the free text responses on links to previous surveys were:

* It is difficult to compare between different unique surveys (32)
* This would offer a baseline to compare to (15)
* Likely to be costly/burdensome (25)

Themes from the free text responses on student engagement were:

* Engagement doesn’t necessarily equal good destination (12)
* Helps to understand how HE employability measures work (21)
* Depends how you define/measure it (24)
* Lower priority than other measures (3)
* Should be captured through NSS/other surveys (18)
* Link to UKES (25)

Themes from the free text responses on subjective wellbeing were:

* Take the ONS approach (3)
* Important factor in graduate outcomes (53)
* Subjective measure which is too reliant on external factors (55)
* Need comparable data pre-university/on entry to compare (17)
* A measure which providers cannot influence (20)

Themes from the free text responses on net promoter score were:

* Include an option to ask why they scored that way (7)
* Too blunt a tool for this complex issue (19)
* Too subjective (22)
* Simple effective measure (18)

## Net promoter score question options

The consultation asked respondents to provide the precise wording of the net promoter score question they would prefer:

* How likely are you to recommend - **to a friend** (27)
* How likely are you to recommend - **to a prospective student** (12)
* How likely are you to recommend - **to a colleague** (10)
* How likely are you to recommend - **to others** (6)
* How likely are you to recommend **your university** to – (36)
* How likely are you to recommend **your course** to – (26)
* How likely are you to recommend **your HE experience** to – (3)
* How likely are you to recommend - to - **for employability** (21)

## subjective WELL-BEING QUESTIONS

The ONS subjective well-being questions are:

* Overall, how satisfied are you with your life nowadays?
* Overall, to what extent do you feel the things you do in your life are worthwhile?
* Overall, how happy did you feel yesterday?
* Overall, how anxious did you feel yesterday?

Scale: People are asked to respond on a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”.

## Questions for the working group

1. Is there a mandate for this?
2. What should be the principles underpinning our approach?
3. What other advice should we take on board?