# Template email to support the collection and maintenance of contact details

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It is essential that all communications about Graduate Outcomes carry the logo to ensure familiarity and brand awareness to support response rates. Visit the [HESA website](https://www.hesa.ac.uk/innovation/outcomes/providers/communications) to access logos and other resources.



Dear [first name],

A national survey capturing the activities and perspectives of graduates, known as [**Graduate Outcomes**](https://www.graduateoutcomes.ac.uk/), launched in 2018 and is the biggest annual social survey in the UK.

We need your responses to this survey to allow current and future students to make informed choices and to help us to evaluate and promote our courses. The survey only takes 10 minutes to complete online and you can access it on any device.

[Optional paragraph: outline why it’s particularly vital that your provider receives their response.]

**Be part of the picture**

You will receive an email invitation from [providername]@graduateoutcomes.ac.uk approximately 15 months after you completed your course with us. You may also receive SMS messages from ‘GradOutcome’ and calls so you can be helped to complete the survey over the phone. Please do look out for these interactions from us and the Graduate Outcomes team.

[If this is being used as a warm up email 1/2 weeks prior to the start of the contact period, make them aware they will receive an email “next week” or “in the next few weeks”.]

**Update your contact details!**

To support the survey, we are required to hold accurate personal contact details for you to enable the Graduate Outcomes team to contact you directly to obtain your survey response. This must include a personal email address, at least one direct telephone number for you, and a postal home address (this can be a parental/guardian address).

To ensure you can be contacted about the survey, we would be very grateful if you could now review and update the personal contact details we currently hold for you. This is particularly important where the details we currently hold maybe out of date e.g. where you have moved or no longer have access to shared emails / mobiles / landlines.

[Insert details of how students are able to review/amend details]

[Provider to link to their own privacy information]

**About the survey**

The survey will be delivered by the Graduate Outcomes team which is part of the Higher Education Statistics Agency (HESA) on behalf of the higher education funding and regulatory bodies and higher education providers. The funding and regulatory bodies commission the Graduate Outcomes survey and require HESA and higher education providers to work together to deliver the survey. HESA have published [privacy information for students on how your contact details will be used](https://www.graduateoutcomes.ac.uk/privacy-info).

If you have any questions or concerns, please get in touch with [Insert details of relevant contact in your provider].

Thanks and best wishes,

[Insert sign off]

## Notes for providers

We have drafted this email to support your communication activity. You are welcome to write your own email instead, or make major or minor tweaks to our suggested email.

When drafting the email, it is important that you familiarise yourself with the [Data protection guidance](https://www.hesa.ac.uk/innovation/outcomes/providers/data-protection) we’ve published, and note the [actions and implications for HE providers](https://www.hesa.ac.uk/innovation/outcomes/providers/data-protection-actions).

We advise that you contact graduates to verify their contact details when they complete their course, 6 months after course completion, and then again 12 months after course completion. It’s also advised that you make specific reference to the Graduate Outcomes survey as the reason for the requirement for updated contact details. This will ensure where graduates have supplied shared contact details or those for a third party, they are fully aware that their survey will be sent to these contact details. View further guidance on the roles and responsibilities of providers in the [collection and maintenance](https://www.hesa.ac.uk/innovation/outcomes/providers/responsibilities/collect) of accurate personal contact details. Please visit the [suggested graduate contact plan](https://www.hesa.ac.uk/innovation/outcomes/providers/communications/suggested-graduate-contact-plan) for more information and timescales.

This will ensure you have accurate personal information for the purposes of the survey, increasing the likelihood of receiving a response. If you are planning to use your graduates’ contact details for other purposes, or if you are planning to ask additional questions in the Graduate Outcomes survey, you should make this clear in your email.