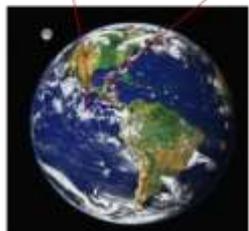




The experience of Graduates Tracer Studies at Universidad del Valle de Guatemala (UVG): Design, Implementation and Dissemination of the Results.



Guatemala



Eduardo M. Alvarez
Studies Director

Harry Debroy M.

Information Systems Director

Tracer Studies in Central America:
Findings and their relevance for University
Strategies and Curriculum Development.

San José, Costa Rica

February 28, 2013



Agenda

- Some data about UVG
- Graduate Tracer Study:
 - I. Design
 - II. Implementation
 - III. Dissemination strategy



The Universidad del Valle de Guatemala was founded in 1966, is an apolitical, non-denominational institution of higher education, governed by an independent, non-profit board of trustees.

It aims to contribute to the development of Guatemala through science, technology and education.

- University College
- School of Science and Humanities
- School of Engineering
- School of Education
- School of Social Sciences
- The Research Institute



Graduate Tracer Study Design

Main Objectives

- Develop a Graduate Tracer Study for the Engineering Faculty Graduates between 2007 and 2011.
- Develop a permanent methodology for Graduate Tracer Studies at UVG.

Research Questions

- What was the quality of the study experiences and conditions for the UVG Engineering Graduates?
- How was the quality of the services during their Engineering Studies at UVG?
- What were the experiences of the Engineering Graduates during the study work transition?
- What are the relevant elements in the relation between study and work for the UVG Engineering Graduates?
- What types of communication and collaboration want to have the UVG Engineering Graduates with the University?

UVG

UVG

- More than 8500 graduates

UVG

- Degree studied “Licensee”

Faculty	Percentage of Graduates
Engineering (Faculty selected)	58
Education	20
Science and Humanities	16
Social Sciences	6

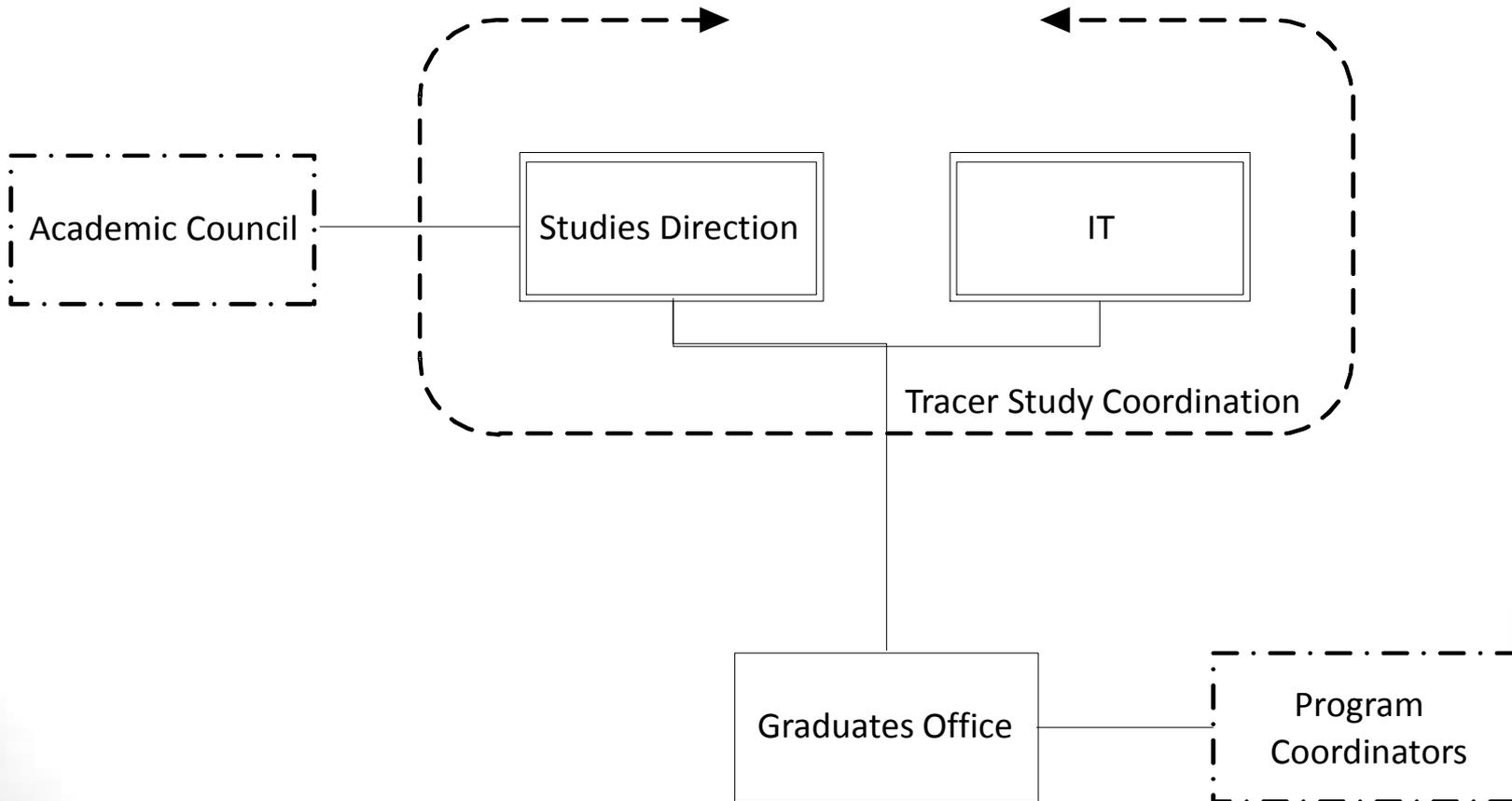
Target Population

Graduates from 2007 to 2011



■ Social Sciences ■ Humanities ■ Education ■ Engineering

UVG Tracer Study Team Organization

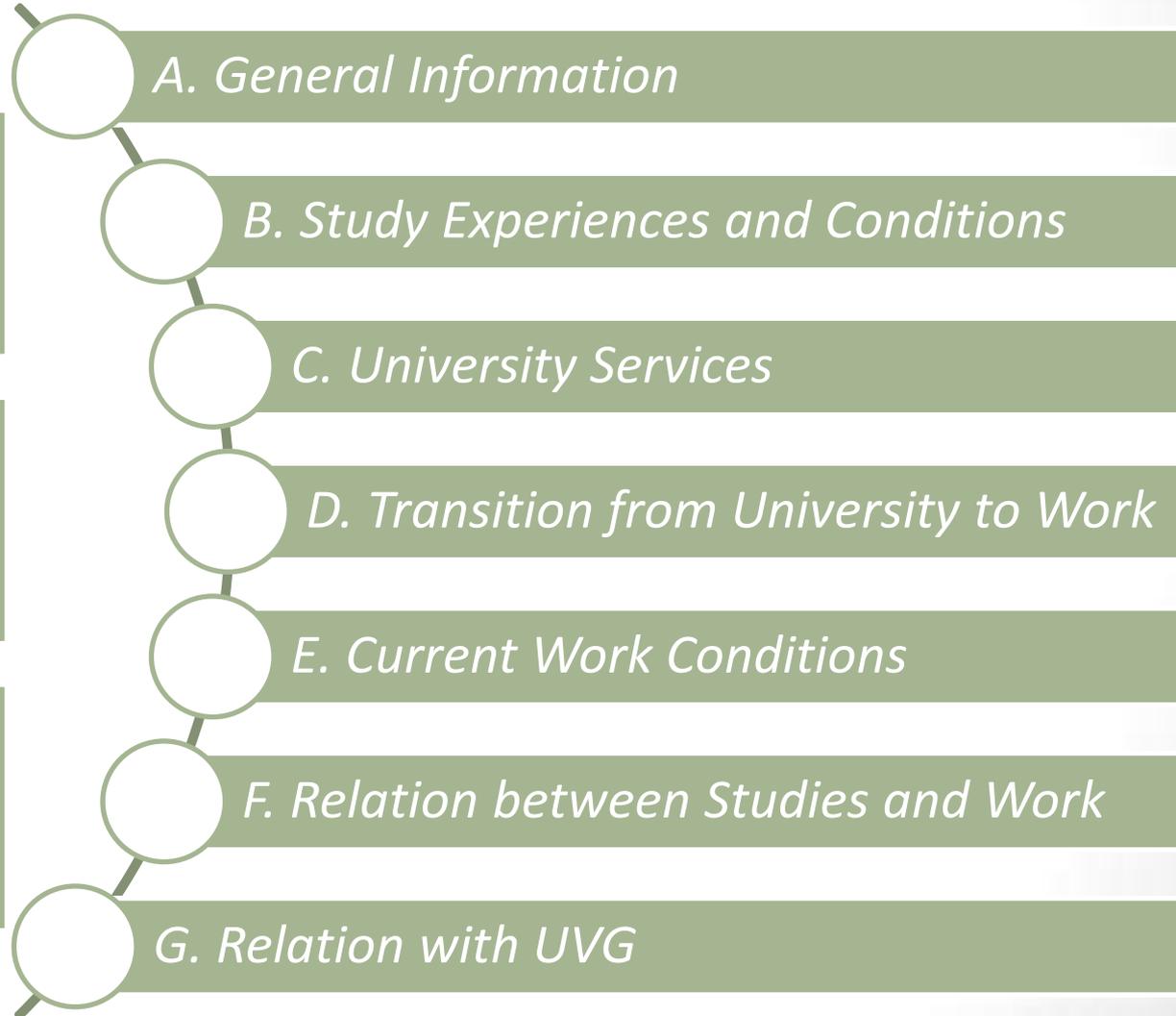


Design of the Questionnaire

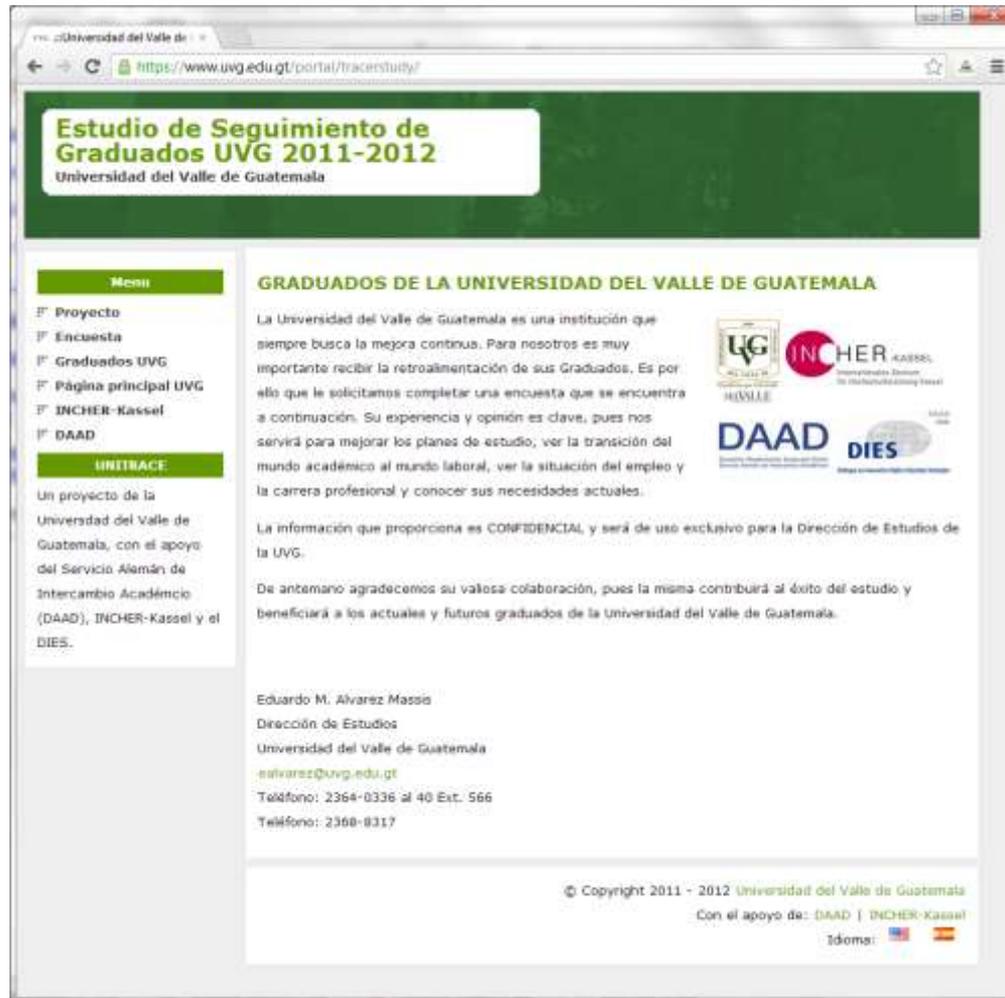
63 Questions

283 Variables

7 Areas



Website of the Project



The screenshot shows a web browser window with the URL <https://www.uvg.edu.gt/portal/tracestudy/>. The page title is "Estudio de Seguimiento de Graduados UVG 2011-2012" and the institution is "Universidad del Valle de Guatemala".

Menu

- Proyecto
- Encuesta
- Graduados UVG
- Página principal UVG
- INCHER-Kassel
- DAAD

UNITRACE

Un proyecto de la Universidad del Valle de Guatemala, con el apoyo del Servicio Alemán de Intercambio Académico (DAAD), INCHER-Kassel y el DIES.

GRADUADOS DE LA UNIVERSIDAD DEL VALLE DE GUATEMALA

La Universidad del Valle de Guatemala es una institución que siempre busca la mejora continua. Para nosotros es muy importante recibir la retroalimentación de sus Graduados. Es por ello que le solicitamos completar una encuesta que se encuentra a continuación. Su experiencia y opinión es clave, pues nos servirá para mejorar los planes de estudio, ver la transición del mundo académico al mundo laboral, ver la situación del empleo y la carrera profesional y conocer sus necesidades actuales.

La información que proporciona es CONFIDENCIAL y será de uso exclusivo para la Dirección de Estudios de la UVG.

De antemano agradecemos su valiosa colaboración, pues la misma contribuirá al éxito del estudio y beneficiará a los actuales y futuros graduados de la Universidad del valle de Guatemala.

Eduardo M. Álvarez Massis
Dirección de Estudios
Universidad del Valle de Guatemala
emalvarez@uvg.edu.gt
Teléfono: 2364-0336 al 40 Ext. 566
Teléfono: 2368-8317

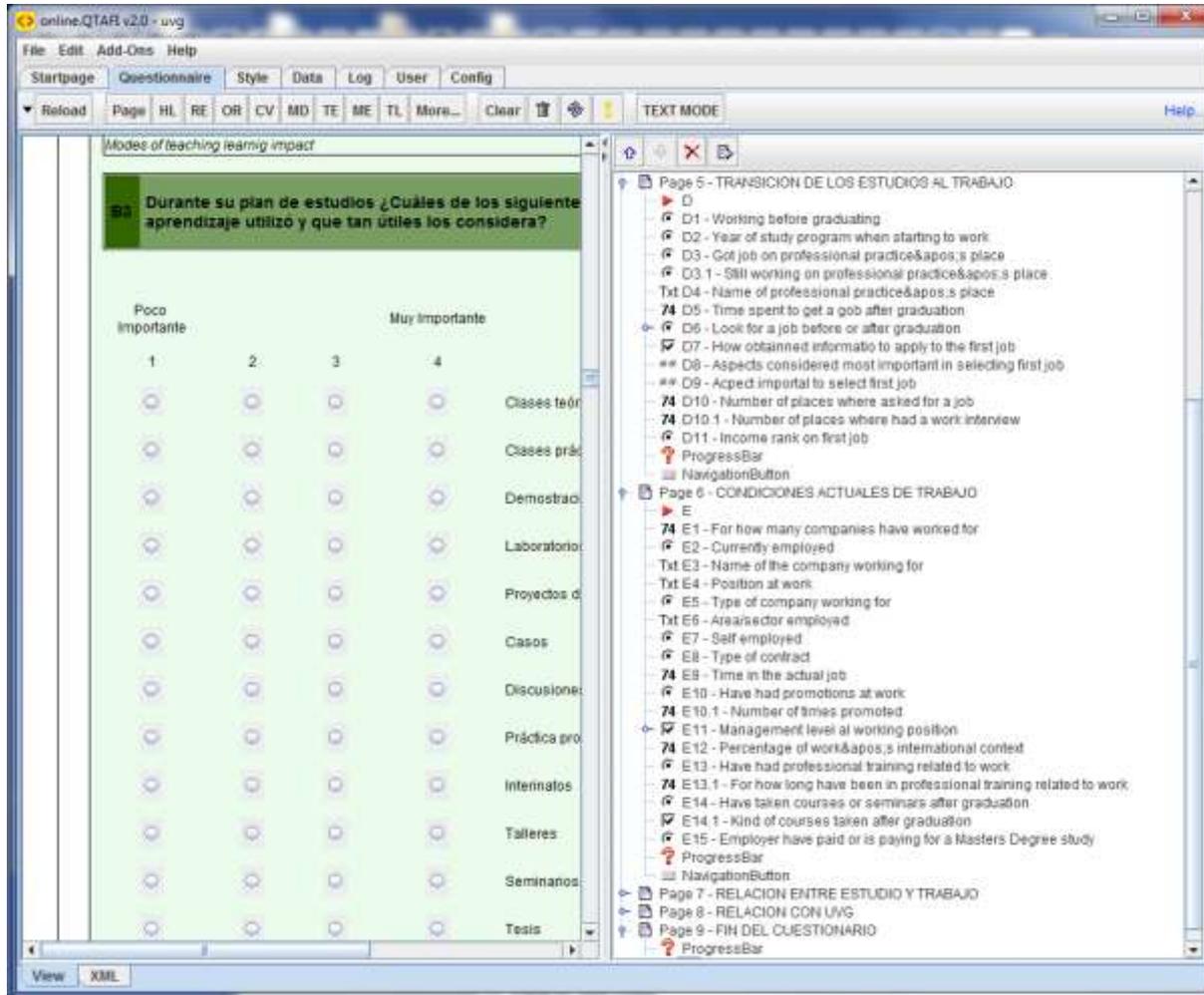
Logos: UVG, INCHER KASSEL, DAAD, DIES

© Copyright 2011 - 2012 Universidad del Valle de Guatemala
Con el apoyo de: DAAD | INCHER-Kassel
Idioma: 

Survey

- The survey was conducted using an OnLine Closed Survey on the University's Website.
- The software used was QTAFI (developed by INCHER-Kassel) for data gathering and it was integrated with the University's Information Systems for the dissemination.

Questionnaire Definition (QTAFI)



Questionnaire Definition

XML

```
Questionnaire.xml
467 <variable label="Su persona">M16_4_S01</variable>
468 <variable label="Sus padres">M16_3_S01</variable>
469 <variable label="Beca(s)">M16_1_S01</variable>
470 <variable label=" Préstamo(s)">MS01_4_1</variable>
471 <variable subitem="M16_5_S01_T" label="Otro">M16_5_S01</variable>
472 <value label="Si">1</value>
473 <value label="No">2</value>
474 <value label="no answer" missing="true">-9</value>
475 <children>
476 <TE>
477 <filter>
478 <enable_if variable="M16_5_S01" value="1"/>
479 </filter>
480 <id>U16_5_S01_T</id>
481 <subject>Other studying costs covering specification</subject>
482 <invisible/>
483 <variable label="Detalle" behind="">M16_5_S01_T</variable>
484 <prefilled>por favor especifique</prefilled>
485 <size>50</size>
486 </TE>
487 </children>
488 </MD>
489 <OR>
490 <id>U18</id>
491 <subject>Modes of teaching learnig impact</subject>
492 <number>B3</number>
493 <text>Durante su plan de estudios ¿Cuáles de los siguientes métodos de enseñanza y aprendizaje utilizó y que tan
494 <variable label=" Clases teóricas">M18_1_S01</variable>
495 <variable label=" Clases prácticas">MS01_5_1</variable>
496 <variable label=" Demostraciones">M18_2_S01</variable>
497 <variable label=" Laboratorios">MS01_5_2</variable>
498 <variable label=" Proyectos de investigación">M18_3_S01</variable>
499 <variable label=" Casos">MS01_5_3</variable>
500 <variable label=" Discusiones">M18_6_S01</variable>
501 <variable label=" Práctica profesional">M18_5_S01</variable>
502 <variable label=" Interinatos">M18_4_S01</variable>
503 <variable label=" Talleres">MS01_5_4</variable>
```

QTAFI User Definition (Generated by UVG System)

```
Users.xml
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <qtafi>
3 <userdefinition>
4 <user>
5 <user>
6 <N>1</N>
7 <pin>0126058</pin>
8 </user>
9 <user>
10 <N>2</N>
11 <pin>020421065</pin>
12 </user>
13 <user>
14 <N>3</N>
15 <pin>064275453</pin>
16 </user>
17 <user>
18 <N>4</N>
19 <pin>930451903</pin>
20 </user>
21 <user>
22 <N>5</N>
23 <pin>01054281</pin>
24 </user>
25 <user>
26 <N>6</N>
27 <pin>01050381</pin>
28 </user>
29 <user>
30 <N>7</N>
31 <pin>01318548</pin>
32 </user>
33 <user>
34 <N>8</N>
35 <pin>02002690</pin>
36 </user>
37 <user>
38 <N>9</N>
39 <pin>02008946</pin>
40 </user>
41 <user>
42 <N>10</N>
```

Codebook

Graduates Codebook UUG - V.1.1 - Paper.pdf - Adobe Reader

Click on Tools to convert PDF documents to Word or Excel.

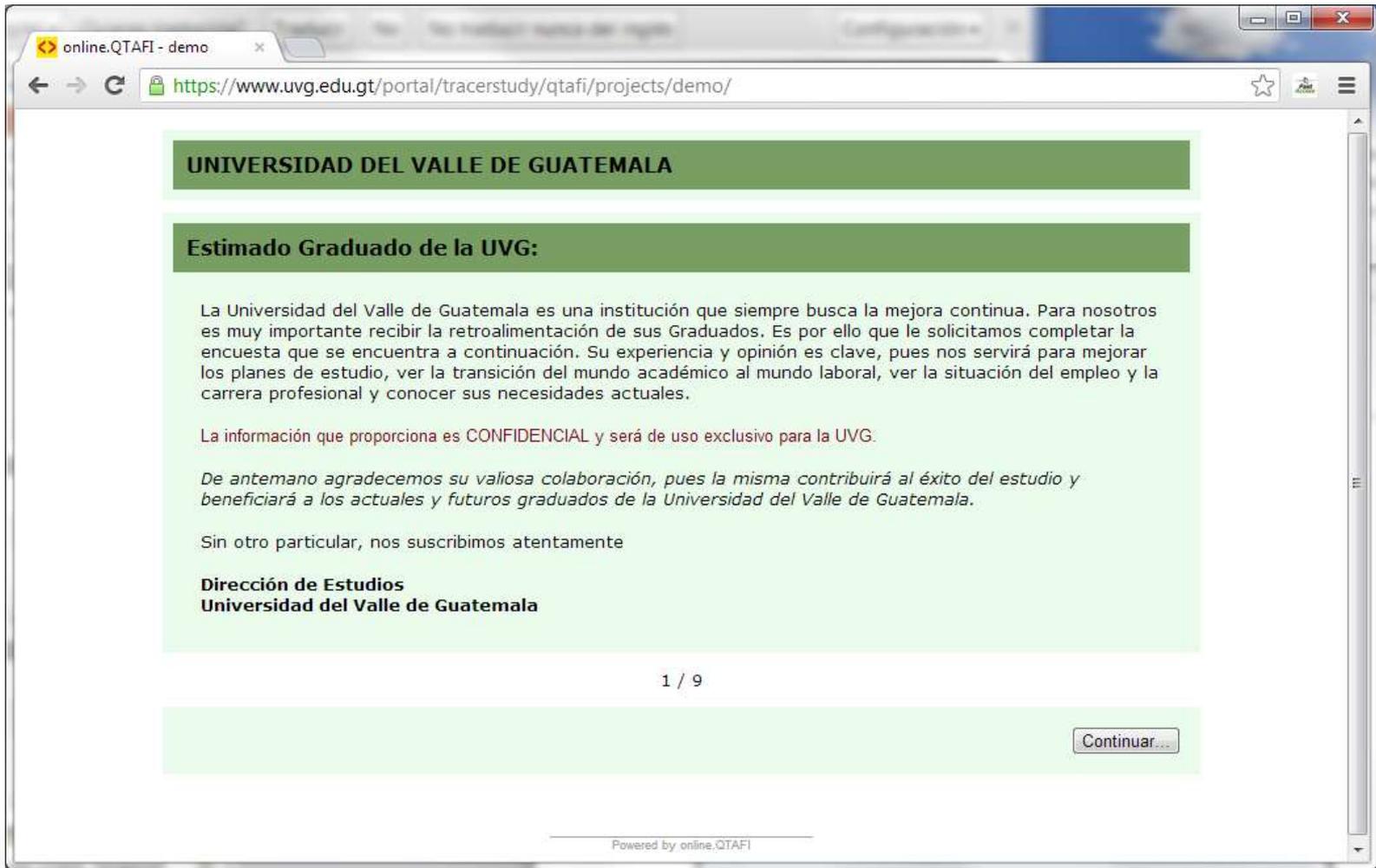
H1	A	INFORMACION GENERAL
QU	A1	Nombre
GR	Remark	
ID	US01_1	
VN	Variable name	Variable label
TE	MS01_1_T	Nombre del Graduado
OT	Other information	Text
SU	Subject	Graduate Name
FT	Filter text	
IS	Indicators	
CR	Check	
MV	Missing value	
QL	Questionnaire	
DA	Data analysis	
CO_QN	Comment	
QU	A2	Carpet
GR	Remark	
ID	US01_2	
VN	Variable name	Variable label
TE	MS01_2	Carpet del Estudiante
OT	Other information	Text
SU	Subject	Student ID
FT	Filter text	
IS	Indicators	
CR	Check	
MV	Missing value	
QL	Questionnaire	
DA	Data analysis	
CO_QN	Comment	
QU	A3	Género
GR	Remark	
ID	U1	
VN	Variable name	Variable label
CV	M1_501	Género
VV	Value labels	Value label
CC_1	1	Masculino
CC_2	2	Femenino
CC_-9	-9	no answer
OT	Other information	Text
SU	Subject	Gender
FT	Filter text	
IS	Indicators	
CR	Check	

Graduates Codebook UUG - V.1.1 - Paper.pdf - Adobe Reader

Click on Tools to convert PDF documents to Word or Excel.

QL	Questionnaire	
DA	Data analysis	
CO_QN	Comment	
H1	B	CONDICIONES Y EXPERIENCIAS DE ESTUDIO
QU	B1	¿Completó sus estudios en el tiempo establecido en su plan de carrera?
GR	Remark	
ID	U13	
VN	Variable name	Variable label
CV	M13	Completó Estudios en Tiempo
VV	Value labels	Value label
CC_1	1	Si
CC_2	2	No
OT	Other information	Text
SU	Subject	Completed Studies on Time
FT	Filter text	
IS	Indicators	
CR	Check	
MV	Missing value	
QL	Questionnaire	
DA	Data analysis	
CO_QN	Comment	
QU	B1.1	¿A cuál(es) de esta(s) razón(es) atribuye no haber completado sus estudios en el tiempo establecido en su plan de carrera?
GR	Remark	
ID	U14_501	
VN	Variable name	Variable label
MD	M14_1_501	Razones financieras
MD	M14_2_501	Reprobó cursos de su plan de estudios
MD	M14_4_501	Razones familiares
MD	M14_5_501	Razones de salud
MD	M14_3_501	Realización de su trabajo de graduación
MD	M14_6_501	Otra
VV	Value labels	Value label
CC_1	1	Si
CC_2	2	No
CC_-9	-9	Ninguna
OT	Other information	Text
SU	Subject	Reasons for not completing studies on time
FT	Filter text	

Questionnaire (QTAFI)



online.QTAFI - demo

https://www.uvg.edu.gt/portal/tracerstudy/qtafi/projects/demo/

UNIVERSIDAD DEL VALLE DE GUATEMALA

Estimado Graduado de la UVG:

La Universidad del Valle de Guatemala es una institución que siempre busca la mejora continua. Para nosotros es muy importante recibir la retroalimentación de sus Graduados. Es por ello que le solicitamos completar la encuesta que se encuentra a continuación. Su experiencia y opinión es clave, pues nos servirá para mejorar los planes de estudio, ver la transición del mundo académico al mundo laboral, ver la situación del empleo y la carrera profesional y conocer sus necesidades actuales.

La información que proporciona es CONFIDENCIAL y será de uso exclusivo para la UVG.

De antemano agradecemos su valiosa colaboración, pues la misma contribuirá al éxito del estudio y beneficiará a los actuales y futuros graduados de la Universidad del Valle de Guatemala.

Sin otro particular, nos suscribimos atentamente

Dirección de Estudios
Universidad del Valle de Guatemala

1 / 9

Continuar...

Powered by online.QTAFI

Questionnaire (QTAFI) (2)

The screenshot shows a web browser window with the URL <https://www.uvg.edu.gt/portal/tracerstudy/qtafi/projects/demo/>. The page title is "online.QTAFI - demo".

B CONDICIONES Y EXPERIENCIAS DE ESTUDIO

B1 ¿Completó sus estudios en el tiempo establecido en su plan de carrera?

Si No

B2 Durante sus estudios universitarios, ¿el costo de los mismos fue cubierto por? (marque todos los que apliquen)

Su persona
 Sus padres
 Beca(s)
 Préstamo(s)
 Otro

B3 Durante su plan de estudios ¿Cuáles de los siguientes métodos de enseñanza y aprendizaje utilizó y que tan útiles los considera?

Poco Importante		Muy Importante		
1	2	3	4	
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Clases teóricas
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Clases prácticas
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Demostraciones
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Laboratorios
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Proyectos de investigación
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Casos
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Discusiones
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Práctica profesional



Graduate Tracer Study Implementation

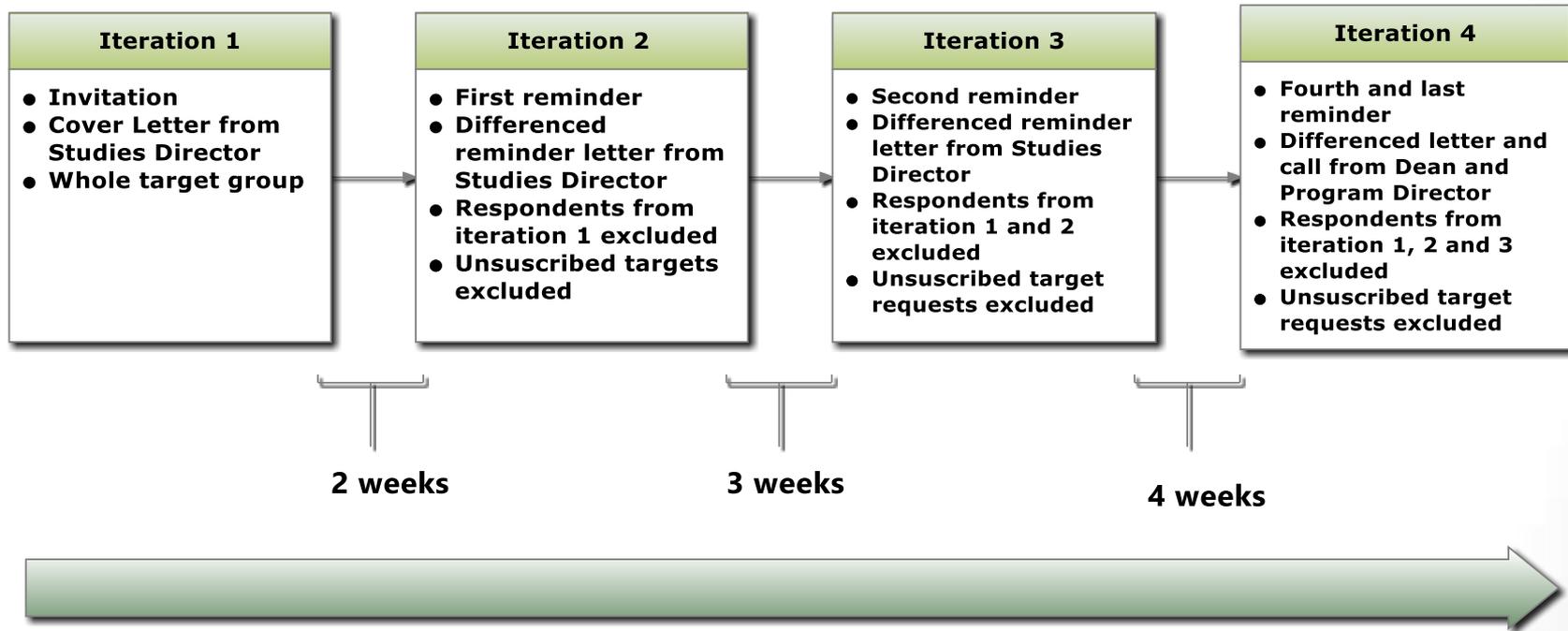
Response Strategy

- It was implemented using the following tools:
 - University portal and Email,
 - A cover letter,
 - The use of the concept CRM (Customer Relationship Management).
- A CRM open source software is used to enhance the level of control in the activities carried on, not only in the field phase preparation, but also as a tracking information tool during the development of the study.

Process

- The survey was conducted using a process that included four iterations (reminders).
- The time between first and second iteration was two weeks, between the second and the third iteration was three weeks, and between the third and the fourth iteration was four weeks.
- It was directed to the graduates that did not respond in the previous iteration.

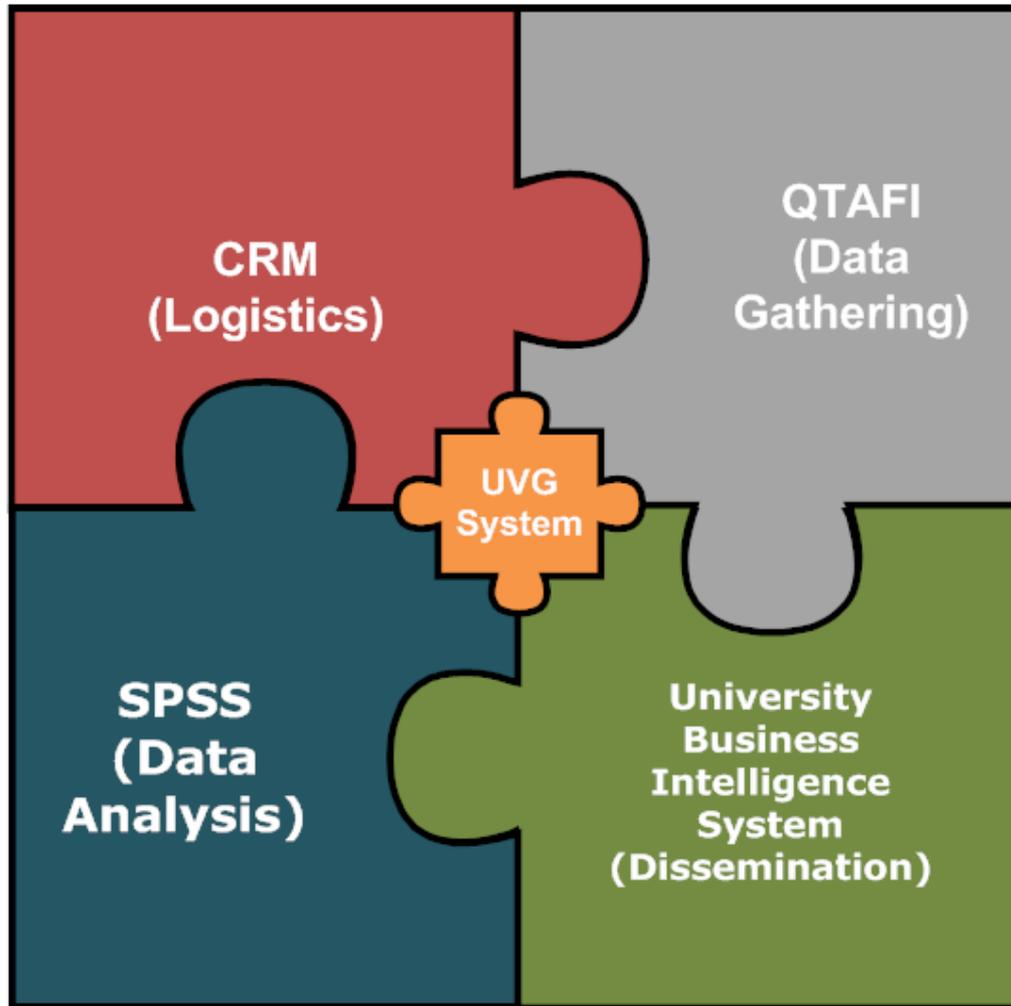
TRACER STUDY PHASE CYCLE



Analysis

- The survey was conducted and the information obtained was analyzed using the SPSS software. Also it was possible to develop some instant reports about the results and the procedure.

Tools Working Together



Field Phase

The graduates were contacted by e-mail. The addresses were obtained from the UVG data base.

- Invitations to participate in the study were send out using Campaigns from the CRM software.
- The Campaign details included:
 - a) Dates for the campaign.
 - b) Target list (Graduates to be contacted).
 - c) Tracker URLs (Register response).
 - d) Email template (mail merge).
 - e) Campaign response progress monitoring.
 - f) Incident management

Invitation Email

UVG - Invitación a participar en Estudio de Seguimiento de Graduados

Universidad del Valle de Guatemala <no-reply@uvg.edu.gt>
Reply-To: Oficina de Graduados UVG <graduados@uvg.edu.gt>
To: LIC. PAVEL VOHN STEPHAN <pstephan@gmail.com>

Thu, May 24, 2012 at 6:33 AM



UNIVERSIDAD DEL VALLE DE GUATEMALA

18 Avenida 11-85, zona 15 Vista Hermosa 3
Apartado Postal No. 82
Dirección de Estudios Of. J-203
Guatemala, Guatemala C.A.

Estimado LIC. PAVEL VOHN STEPHAN (05332), graduado en 2010 de esta casa de estudios en la carrera de LICENCIATURA EN MATEMÁTICA:

La Universidad del Valle de Guatemala es una institución que siempre busca la mejora continua. Para nosotros es muy importante recibir la retroalimentación de nuestros Graduados. Es por ello que le solicitamos completar la encuesta que se encuentra a continuación. Su experiencia y opinión es clave, pues nos servirá para mejorar los planes de estudio, ver la transición del mundo académico al mundo laboral, ver la situación del empleo y la carrera profesional y conocer sus necesidades actuales.

Esta encuesta es personal y privada, por lo que necesitará un PIN para poder acceder a ella y llenarla. El PIN que podrá utilizar para acceder es el siguiente: **053321416**. Este PIN es personal, podrá ser utilizado para regresar y continuar llenando el cuestionario si así lo desea. El cuestionario puede ser modificado siempre y cuando aún no haya sido enviado y finalizado. Por favor haga clic en el siguiente enlace para acceder a la encuesta:

[::: Encuesta de Graduados :::](#)

Si experimenta algún problema o necesita soporte, por favor comuníquese a la Oficina de Graduados de la Universidad Tel. (502) 23640336/40 Ext. 641, acuda a la Oficina B-203 en las instalaciones de la Universidad o a través del correo electrónico graduados@uvg.edu.gt donde gustosamente le atenderán para resolver sus dudas.

La información que proporciona es CONFIDENCIAL y será de uso exclusivo para la UVG.

De antemano agradecemos su valiosa colaboración, pues la misma contribuirá al éxito del estudio y beneficiará a los actuales y futuros graduados de la Universidad del Valle de Guatemala y consecuentemente al prestigio de los graduados de UVG en el mercado laboral.

Sin otro particular, me suscribo atentamente,

Lic. Eduardo M. Álvarez Masís

Dirección de Estudios

Universidad del Valle de Guatemala

Confidentiality

UVG - Invitación a participar en Estudio de Seguimiento de Graduados

Universidad del Valle de Guatemala <no-reply@uvg.edu.gt>
Reply-To: Oficina de Graduados UVG <graduados@uvg.edu.gt>
To: LIC. PAVEL VOHN STEPHAN <pstephan@gmail.com>

Thu, May 24, 2012 at 6:33 AM



UNIVERSIDAD DEL VALLE DE GUATEMALA

18 Avenida 11-85, zona 15 Vista Hermosa 3
Apartado Postal No. 82
Dirección de Estudios Of. 2-208
Guatemala, Guatemala C.A.

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Sin otro particular, me suscribo atentamente,

Lic. Eduardo M. Álvarez Masías

Dirección de Estudios

Universidad del Valle de Guatemala

**Confidentiality
Agreement**

Campaign Details

Iteration data

Target list

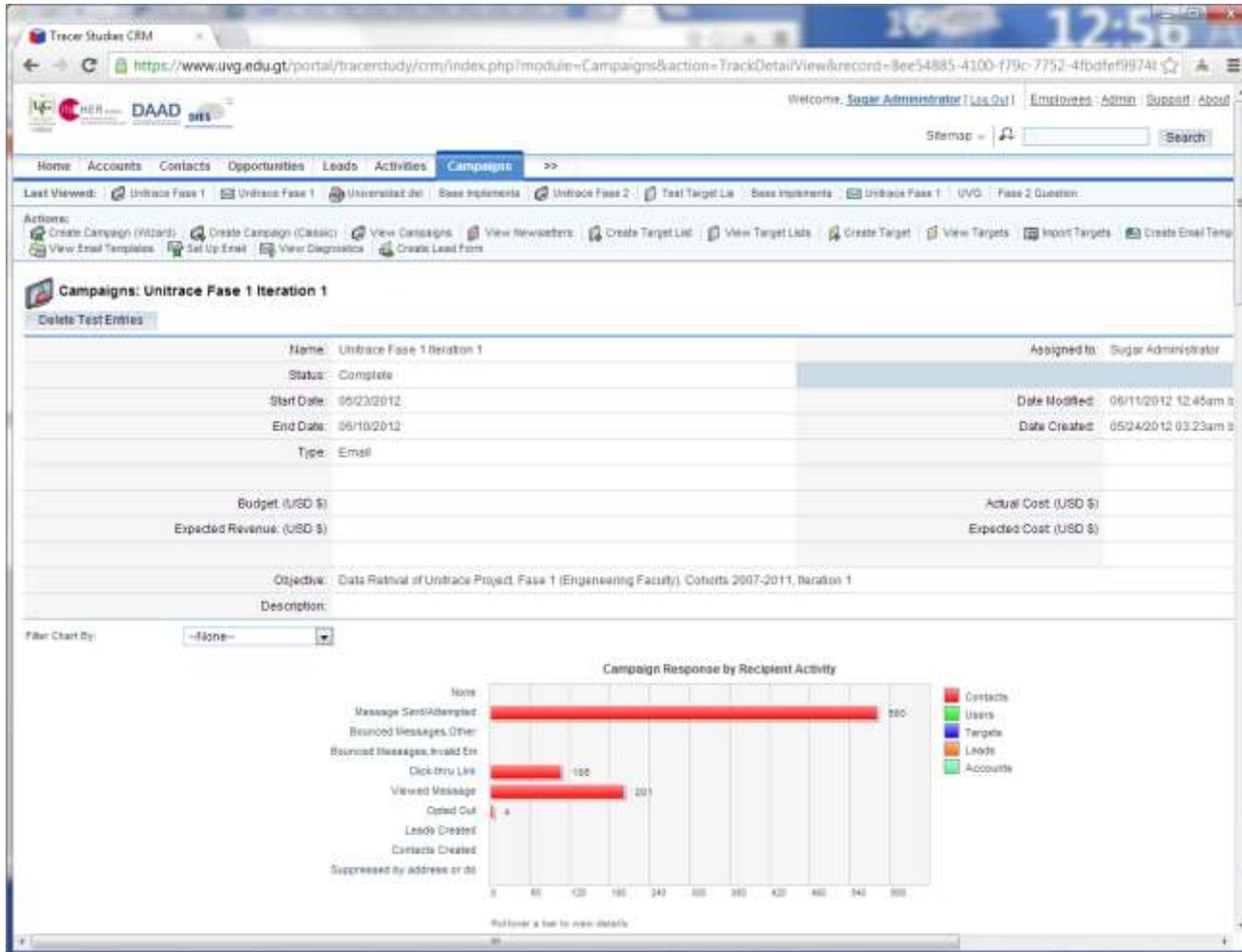
Tracker URL

Email template

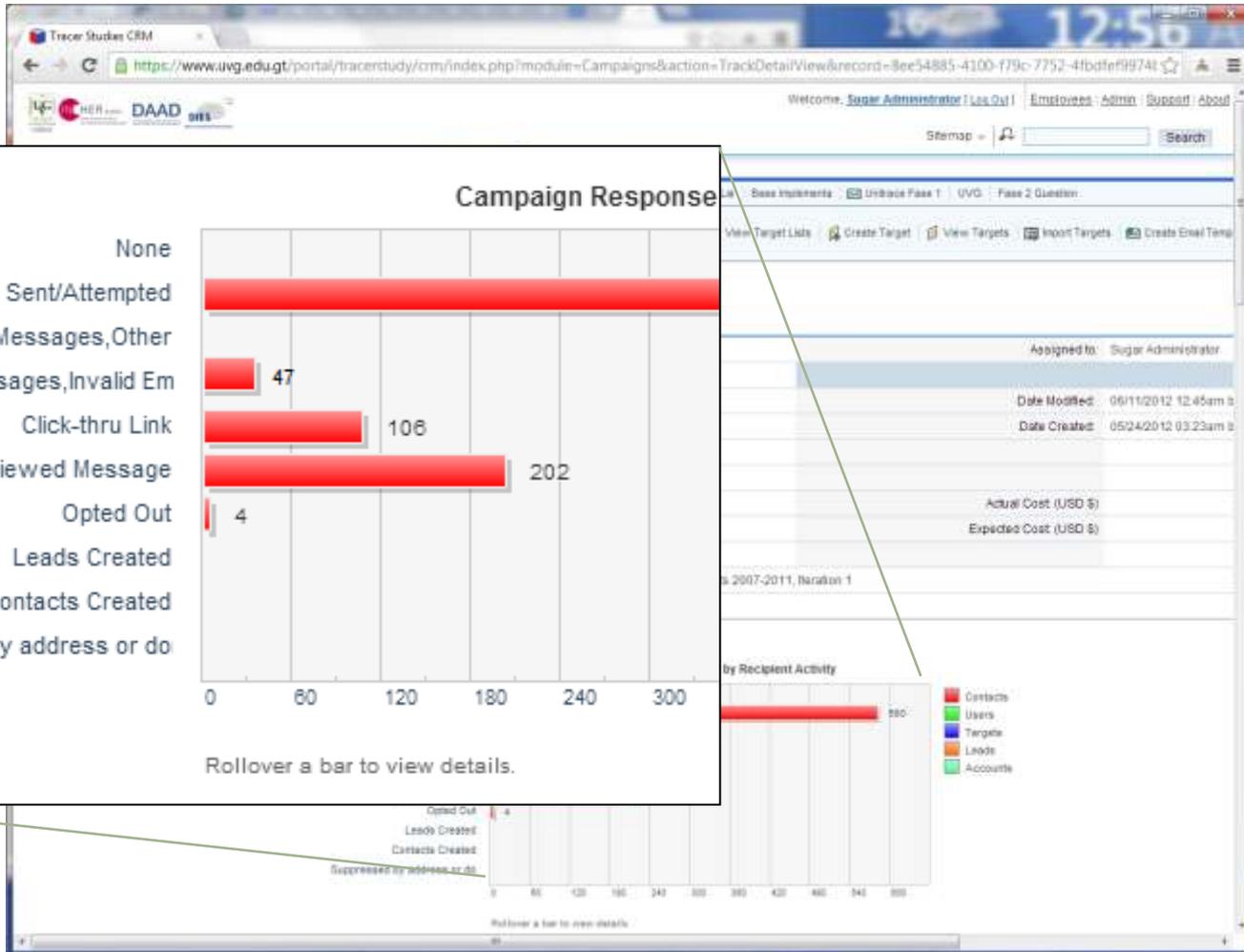
The screenshot displays the 'Unitrace Fase 1 Iteration 1' campaign details in the Tracer Studies CRM. The interface includes a navigation bar with buttons for 'Edit', 'Duplicate', 'Delete', 'Send Test', 'Send Emails', 'Mail Merge', and 'View Change Log'. The main content area is divided into several sections:

- Campaign Overview:** A table showing campaign details such as Name, Start Date, End Date, Status, Type, Budget, Actual Cost, Expected Cost, and Expected Revenue.
- Other:** Information about the assigned user (Sugar Administrator) and the date the campaign was created.
- Target List:** A table listing target lists with columns for Name, Description, Type, and Targets in List.
- Tracker URLs:** A table listing tracker URLs with columns for Name, URL, and Key.
- Email Marketing:** A table listing email marketing campaigns with columns for Name, Start Date, Status, and Email Template.

Campaign Response Monitoring



Campaign Response Monitoring



Campaign Response Details

Message sent/
attempted

Tracer Studies CRM

http://www.uvg.edu.gt/portal/tracerstudy/crm/index.php?module=Campaigns&action=TrackDetailView&record=9ee54885-4100-f79c-7752-4fbdfef9974f

A Message Sent/Attempted

Add To Target List

Recipient Name	Recipient Email	Marketing Id	Activity Type	Activity Date	Related
OLIVER HENRY SCHAMBACH BATRES	oliverschambach@hotmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:11am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
HECTOR JOSE MORALES MOLINA	hctj56@hotmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:20am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
EDGAR RENE SALAZAR RABBE	edgar_ranes@hotmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:11am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
CESAR EDUARDO SILVA SALAZAR	cesilva_29@hotmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:05am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
DIEGO LARIOS CASTAÑEDA	diegotanos@hotmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:20am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
CYNTHIA REBECA MOLINA FERNANDEZ DE SCHLOSSER	schlosser@infanet.net.gt	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:05am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
DAVID ALEJANDRO BARRILLAS BARRERA	alejandrobarrillas@gmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:05am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
ESTEBAN MASAYA MALDONADO	estebanmasaya@gmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 06:57am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
JACOBO EFRAIN CRUZ CALDERON	jakecruz@gmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:20am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p
ANDRES BARRIOS SOSA	andresbarrios_gt@gmail.com	F111 Email Campaign	Message Sent/Attempted	05/24/2012 07:11am	Unitrace Fase 1 Iteración 1 UVG - Invitación a p

Viewed
message

A Viewed Message

Add To Target List

Recipient Name	Recipient Email	Marketing Id	Activity Type	Activity Date	Related
OSCAR GUILLERMO ECHEVERRIA DE LEON	oscarcmo@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:47pm	
JOSE ALEJANDRO LEON LIU	aleliuonliu@gmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:10am	
MARIO RAFAEL MARROQUIN MOYA	m_marroquin@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 08:03am	
RUDY ALEXANDER ESPINOZA CHACON	wanostoy@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 10:43pm	
KARL AUGUST WILHELM BOER REYES	karlboer@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:34am	
JOSE RODRIGO SANDOVAL MOSCOSO	checosan@gmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:03am	
JUAN JORGE CORZO MARTINEZ	juanjocorzo@gmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:16am	
VINICIO GABRIEL PAZ CALDERON	viniciopaz@gmail.com	F111 Email Campaign	Viewed Message	05/24/2012 07:57am	
RONY JOSE HERRARTE ESTEVEZ	ronyherrarte@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 08:40am	
OSCAR FERNANDO GARCIA OSORIO	osca4296@hotmail.com	F111 Email Campaign	Viewed Message	05/24/2012 02:57pm	

Click thru link

A Click-thru Link

Add To Target List

Recipient Name	Recipient Email	Marketing Id	Activity Type	Activity Date	Related
CARLOS FERNANDO ALVAREZ SCHUMANN	c.alvarezschumann@gmail.com	F111 Email Campaign	Click-thru Link	05/27/2012 03:59pm	https://www.uv
NANCY ARACELY LINDE CORADO	nlinde@utopia.com	F111 Email Campaign	Click-thru Link	05/26/2012 09:29am	https://www.uv
DANIEL ALEJANDRO SALIN CALDERON	dasalem11@hotmail.com	F111 Email Campaign	Click-thru Link	05/24/2012 11:27am	https://www.uv

Email Template

Template
Email
Data (Mail
Merge)

The screenshot displays the Tracer Studies CRM interface. The browser address bar shows the URL: https://www.uvg.edu.gt/portal/tracerstudy/crm/index.php?module=EmailTemplates&offset=1&stamp=11350025093058006700&return_module=EmailTemplat. The page header includes the UG logo and navigation links like 'Home', 'Accounts', 'Contacts', 'Opportunities', 'Leads', 'Activities', and 'Emails'. The main content area shows details for an email template named 'Unitrace Fase 1 Iteration 2 Intivation'. The template body contains the following text:

UNIVERSIDAD DEL VALLE DE GUATEMALA
18 Avenida 11-95, zona 15 Vista Hermosa 3
Apartado Postal No. 12
Dirección de Estudios Of. J.200
Guatemala, Guatemala C.A.

Estimado `contact_salutation` `contact_first_name` `contact_last_name` (`contact_come_c`), graduado en `contact_aniograduacion_c` de esta casa de estudios en la carrera de `contact_carrera_c`:

Hace algunas semanas enviamos a usted una invitación a participar en el Estudio de Seguimiento de Graduados que la Universidad del Valle de Guatemala está llevando a cabo. Nuevamente le invitamos a tomarse unos minutos llenando esta encuesta. Sabemos lo valioso de su tiempo y podemos asegurarle que la información que pueda proveernos a través de esta encuesta ayudará enormemente a la Universidad en la búsqueda de la excelencia académica, identificando las áreas de mejora en pro de los egresados de nuestra universidad.

Esta información también nos ayudará a establecer las bases para comprender las demandas actuales de las empresas en el ambiente laboral, con lo que buscamos alinear nuestras estrategias y apoyar a nuestros actuales y futuros egresados en su desarrollo y crecimiento profesional y en su posicionamiento en el mercado laboral.

De antemano agradecemos su fina participación y colaboración con esta importante iniciativa.

Esta encuesta es personal y privada, por lo que necesitará un PIN para poder acceder a ella y llenarla. El PIN que podrá utilizar para acceder es el siguiente: `contact_pin_c`. Este PIN es personal, podrá utilizado para regresar y continuar llenando el cuestionario si así lo desea. El cuestionario puede ser modificado siempre y cuando aún no haya sido enviado y finalizado. Por favor haga clic en el siguiente enlace para acceder a la encuesta.

[Encuesta de Graduados](#)

Target Details

Data from
the graduate

The screenshot displays the 'Tracer Studies CRM' interface. The browser address bar shows the URL: https://www.uvg.edu.gt/portal/tracerstudy/crm/index.php?module=Contacts&offset=4&stamp=1350025360093661600&return_module=Contacts&action=De. The user is logged in as 'Sugar Administrator'. The main navigation menu includes 'Home', 'Accounts', 'Contacts', 'Opportunities', 'Leads', 'Activities', and 'Documents'. The 'Contacts' tab is active, showing a list of contacts with 'ING. PEDRO PABL' selected. The contact details for 'ING. PEDRO PABLO ROSSI SOLIS' are displayed below, including fields for Name, Campus, Facultad, Carrera, Carnet, PIN, Title, Department, Account Name, Primary Address, Email Address, and Description. The 'More Information' section includes 'Reports To', 'Lead Source', 'Campaign', 'Sync to Outlook', and 'Do Not Call'. The 'Other' section shows 'Assigned to: Sugar Administrator', 'Date Modified: 05/24/2012 03:05am by Sugar Administrator', and 'Date Created: 05/24/2012 03:05am by Sugar Administrator'. The 'Activities' section at the bottom has buttons for 'Create Task', 'Schedule Meeting', 'Log Call', and 'Compose Email'.

Contact Overview	
Name:	ING. PEDRO PABLO ROSSI SOLIS
Campus:	CAMPUS CENTRAL
Facultad:	FACULTAD DE INGENIERIA
Carrera:	LICENCIATURA EN INGENIERIA QUIMICA
Carnet:	06071
Year of Graduation UVG:	2010
PIN:	060711112
Title:	
Department:	
Account Name:	
Primary Address:	
Email Address:	rossai297@hotmail.com (Primary)
Description:	

More Information	
Reports To:	
Lead Source:	
Campaign:	
Sync to Outlook:	<input type="checkbox"/>
Do Not Call:	<input type="checkbox"/>

Other	
Assigned to:	Sugar Administrator
Date Modified:	05/24/2012 03:05am by Sugar Administrator
Date Created:	05/24/2012 03:05am by Sugar Administrator

Activities

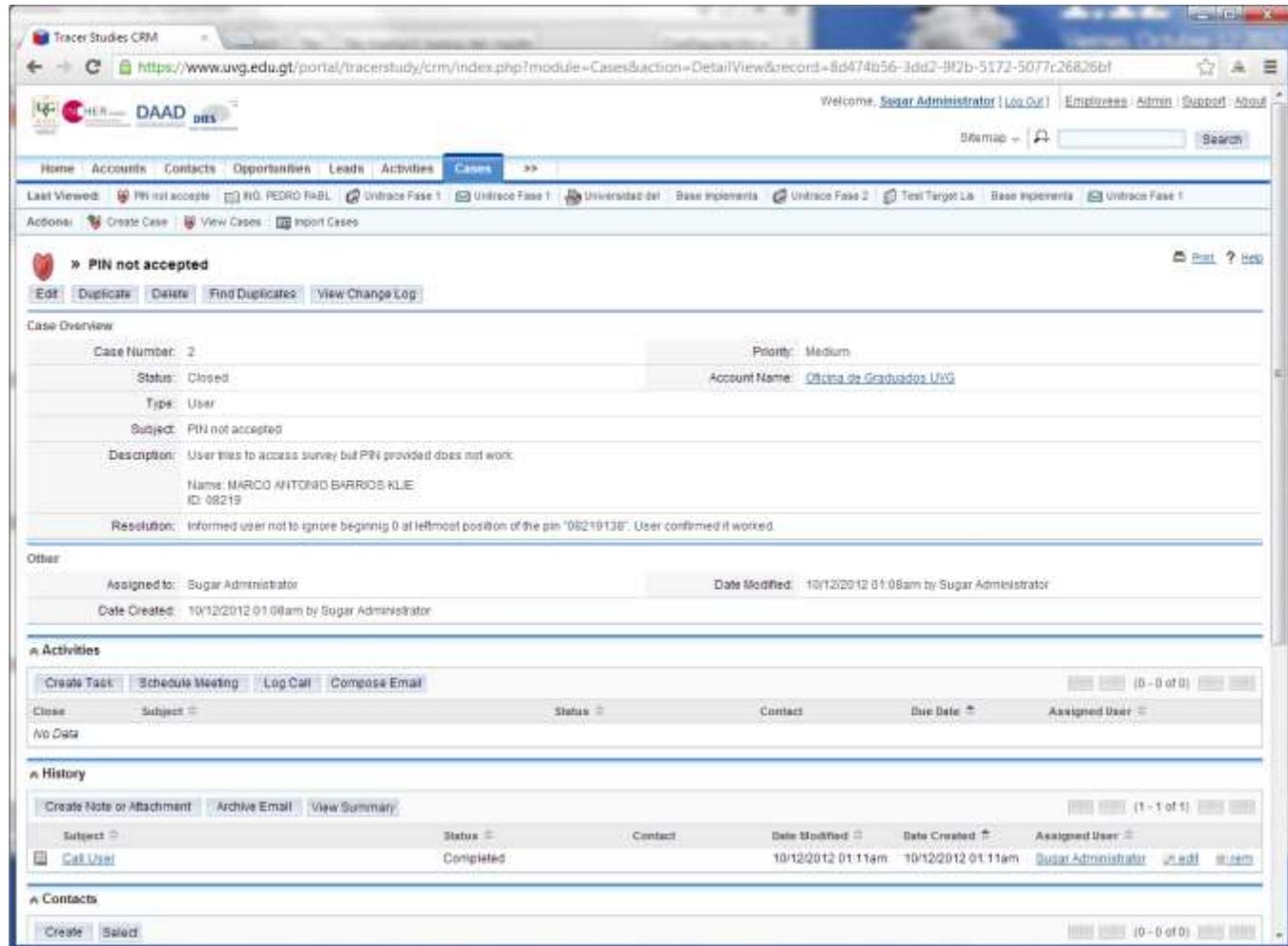
Create Task | Schedule Meeting | Log Call | Compose Email

Case (Incident) Management

Case
overview

Activities

History



The screenshot shows a web browser window displaying the 'Tracer Studies CRM' interface. The URL is <https://www.uvg.edu.gt/portal/tracerstudy/crm/index.php?module=Cases&action=DetailView&record=8d474b56-3dd2-3f2b-5172-5077c26826bf>. The user is logged in as 'Sugar Administrator'. The main navigation menu includes Home, Accounts, Contacts, Opportunities, Leads, Activities, and Cases. The 'Cases' tab is active, showing a list of cases with columns for 'Last Viewed', 'PIN not accepted', 'ID', 'PEDRO FABL', 'Unitrace Fase 1', 'Unitrace Fase 1', 'Universidad del', 'Base Implementa', 'Unitrace Fase 2', 'Test Target La', 'Base Implementa', and 'Unitrace Fase 1'. Below the navigation, there are action buttons: 'Create Case', 'View Cases', and 'Import Cases'. The main content area displays a case titled 'PIN not accepted'. It includes a 'Case Overview' section with fields for Case Number (2), Status (Closed), Type (User), Subject (PIN not accepted), Description (User tries to access survey but PIN provided does not work), Name (MARCO ANTONIO BARRIOS KLE, ID: 08219), and Resolution (Informed user not to ignore beginning 0 at leftmost position of the pin '0821013B'. User confirmed it worked.). There is also an 'Other' section with 'Assigned to: Sugar Administrator', 'Date Modified: 10/12/2012 01:08am by Sugar Administrator', and 'Date Created: 10/12/2012 01:08am by Sugar Administrator'. Below this, there are sections for 'Activities' and 'History'. The 'Activities' section has buttons for 'Create Task', 'Schedule Meeting', 'Log Call', and 'Compose Email', and a table with columns for 'Class', 'Subject', 'Status', 'Contact', 'Due Date', and 'Assigned User'. The 'History' section has buttons for 'Create Note or Attachment', 'Archive Email', and 'View Summary', and a table with columns for 'Subject', 'Status', 'Contact', 'Date Modified', 'Date Created', and 'Assigned User'. The 'Contacts' section has buttons for 'Create' and 'Select'.

Automation of Relevant Process Areas

Area	Tool
Obtain target contact information	UVG System Integration with CRM
Validation of contact information	UVG System
Generation of PIN for QTAFI Closed Survey	UVG System Integration with QTAFI
Mass mailing of invitations	CRM Software
Electronic questionnaire data gathering	QTAFI
Continuous monitoring of response	CRM Software
Incident and support management	CRM Software
Complement questionnaire data with additional information to analyze	UVG BI* System –QTAFI
Generation of ready to use indicators (process and results)	UVG BI* System – QTAFI

* Business Intelligence

Response

- A net response rate of 30% from the total valid email addresses using the CRM concept and the Online survey.
- Only about 8% of the addresses were bounced.
- The response rate increased in 11% from one iteration to another one.
- Less than 1% indicated that they don't want to participate in the survey.

Response (2)

Target population	580
Messages sent	580
Bounced messages due to invalid emails	45
Opted out (do not want to participate)	2
Click-thru the message and don't answered	73
Questionnaires answered	162

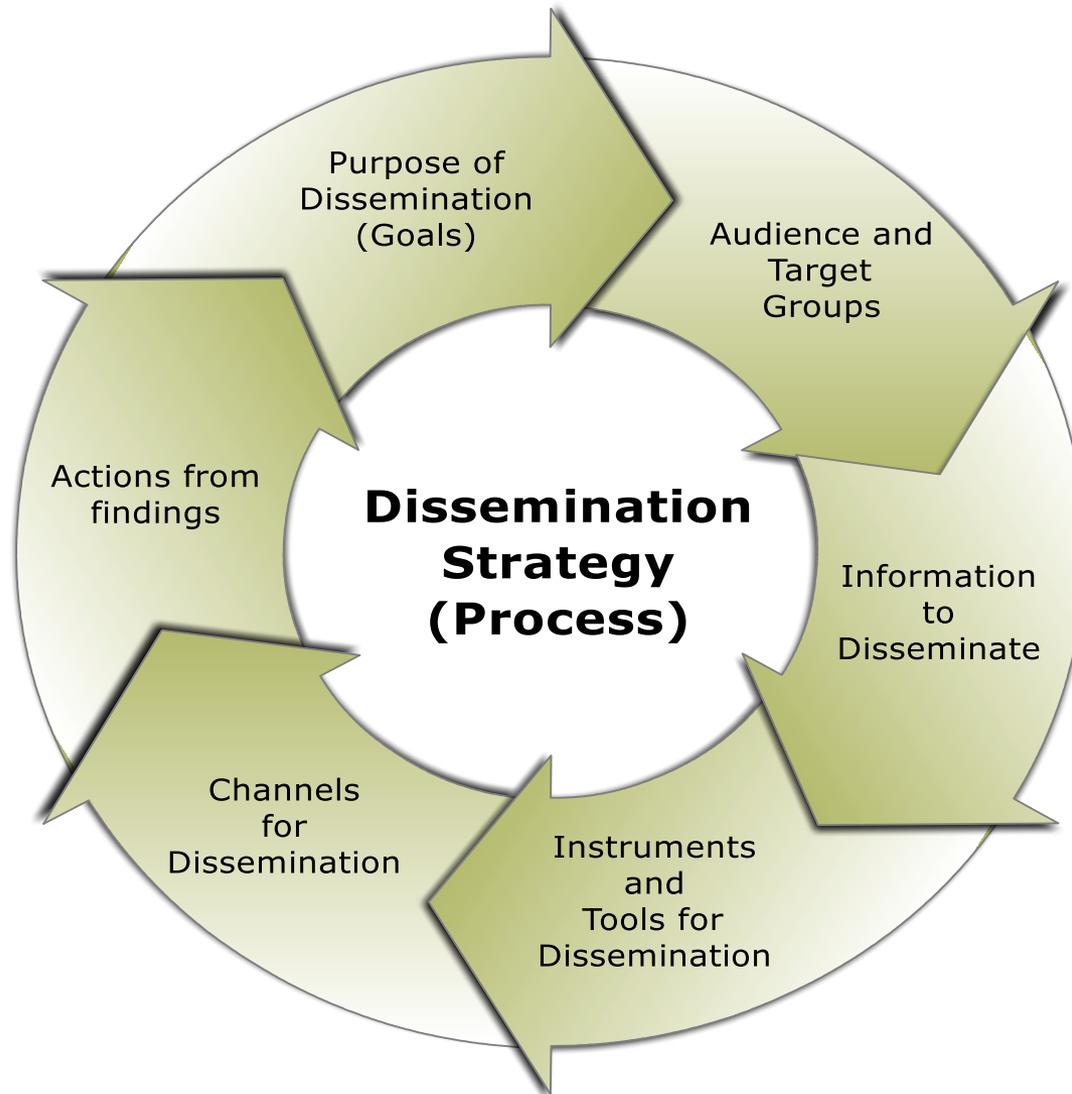


Graduate Tracer Study Dissemination of results

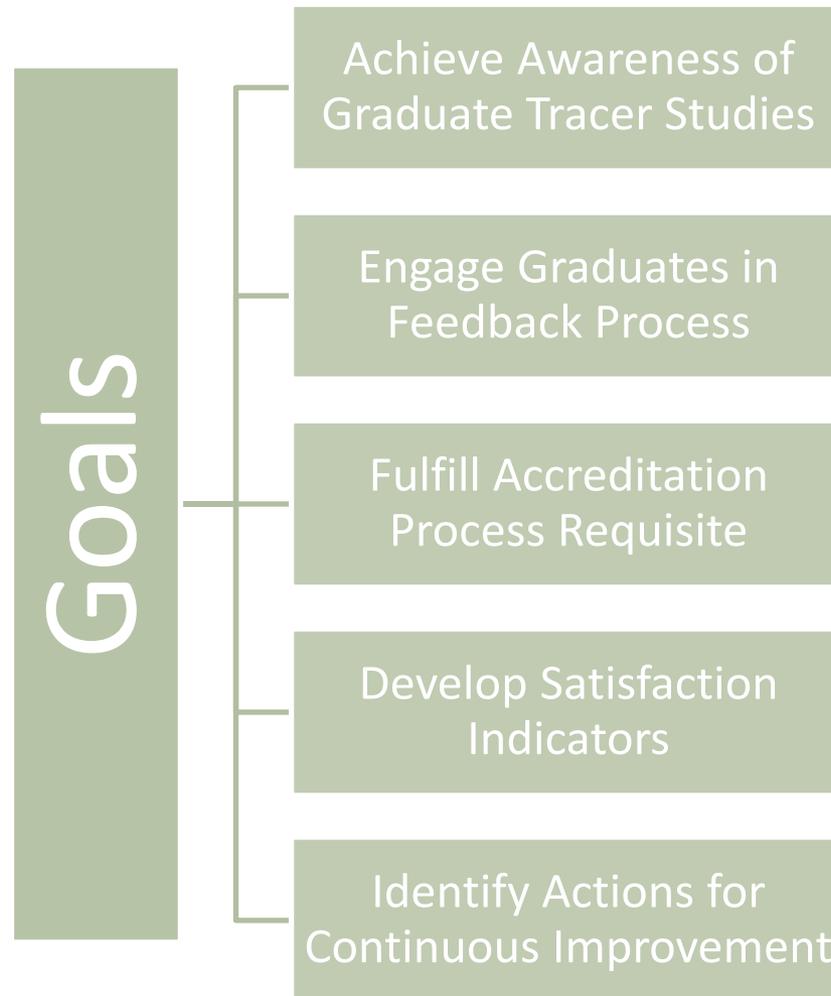
Strategy

- Purpose (goals)
- Audience and target groups
- Information to disseminate
- Instruments and tools for dissemination
- Channels for dissemination
- Actions for findings

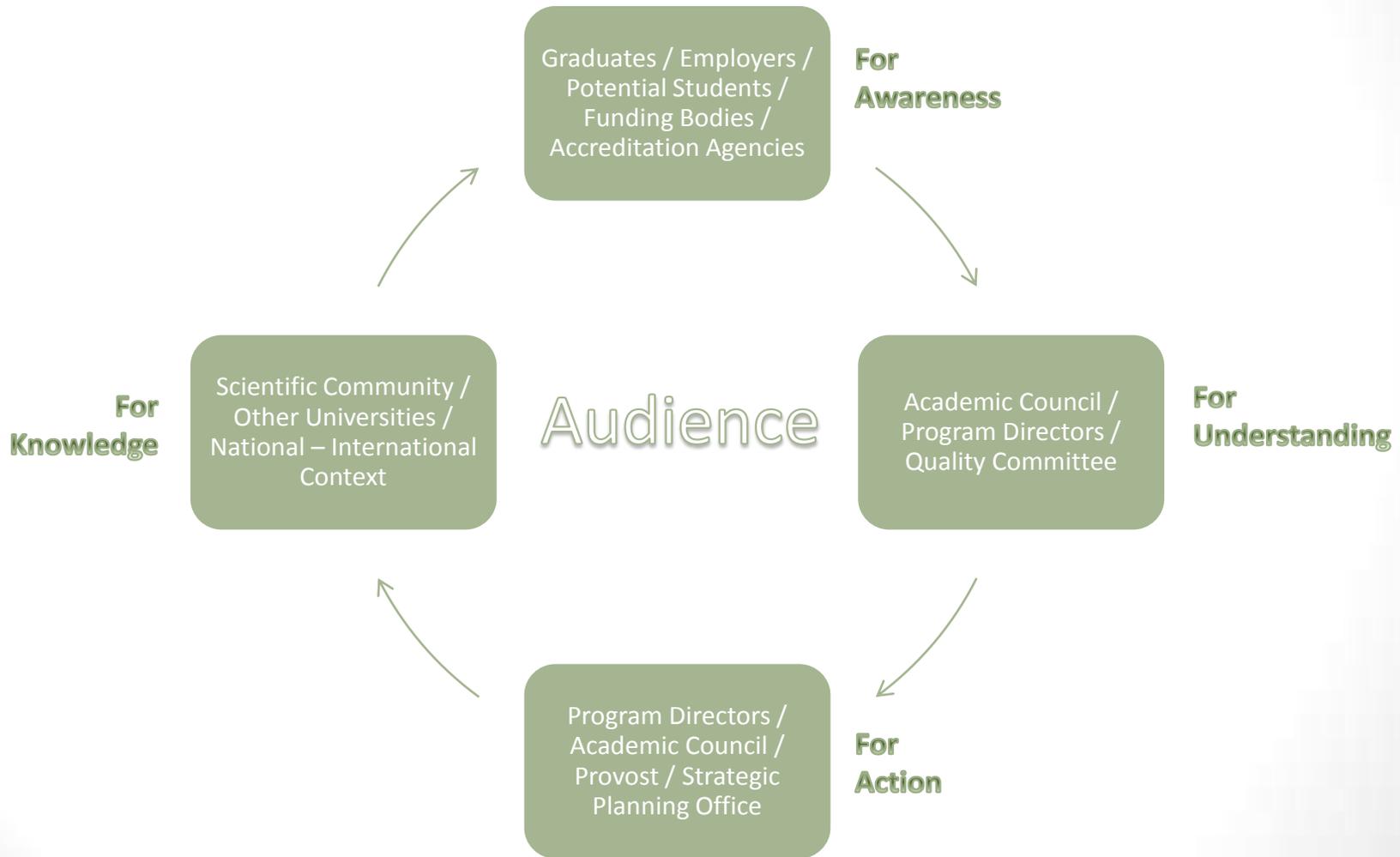
Dissemination



Dissemination (Purpose)



Dissemination (Audience)



Dissemination (Audience 2)

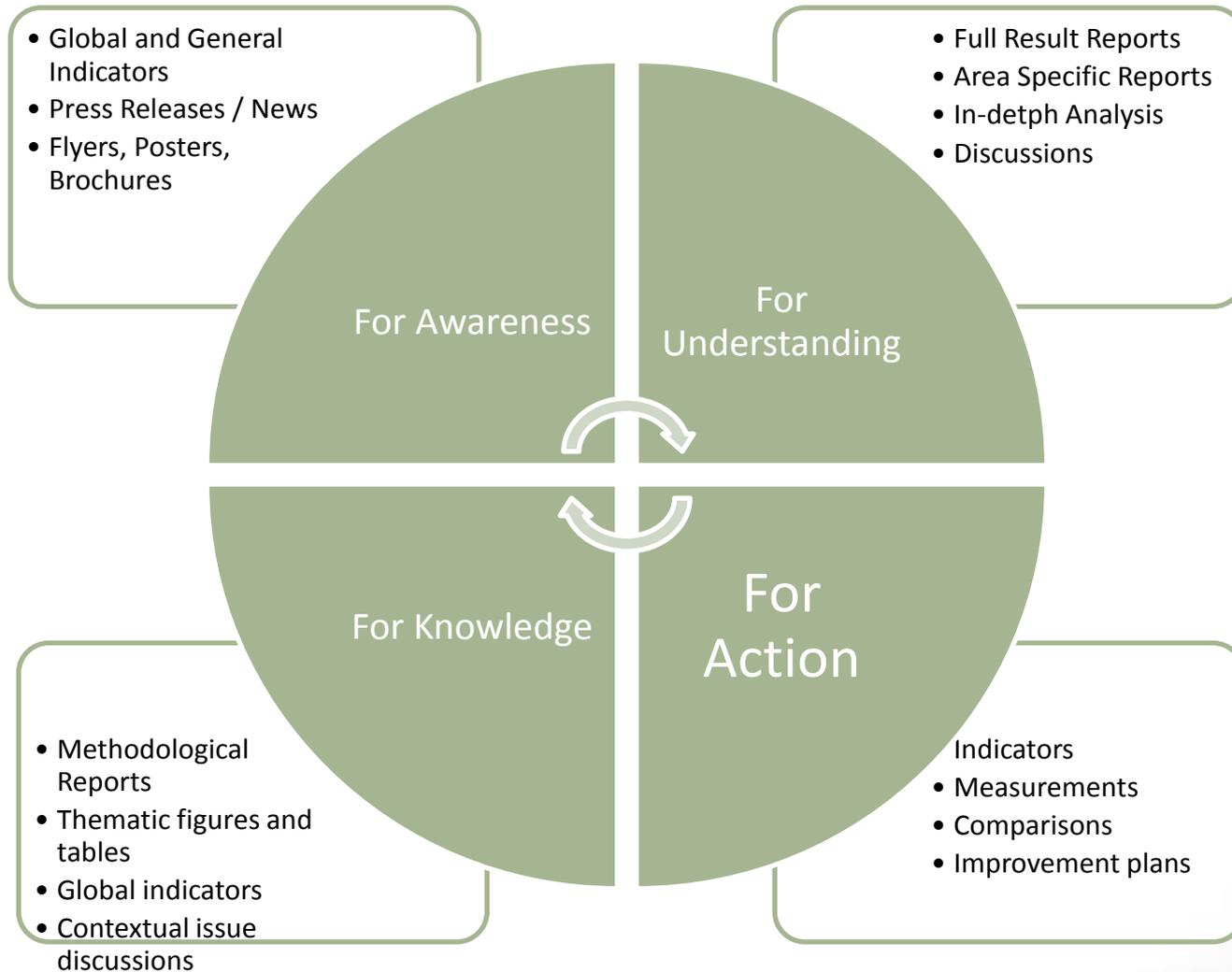
Internal

- Academic Council
- Program Directors
- Quality Committee
- Strategic Planning Office
- ...

External

- Graduates
- Prospect Students
- Accreditation Agencies
- Funding Bodies
- ...

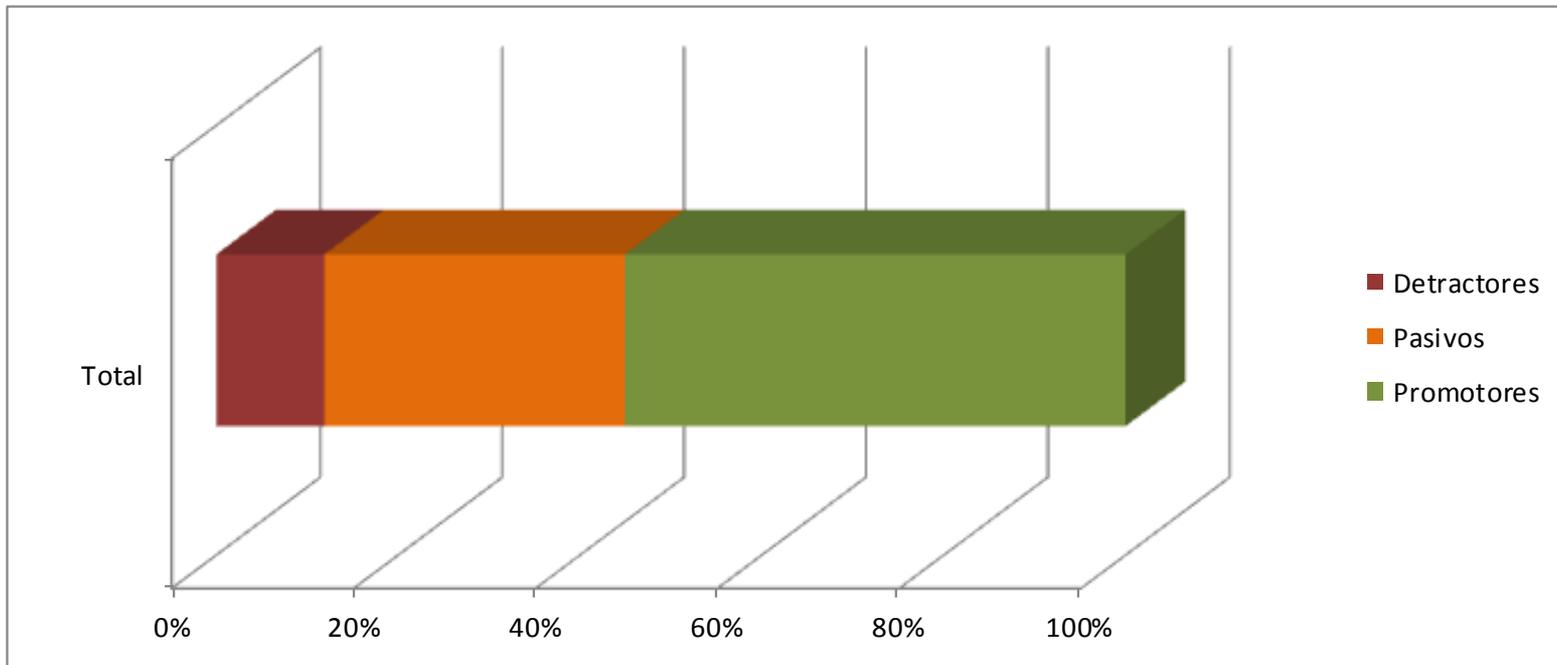
Dissemination (Information)



Dissemination (Information Examples)

NET PROMOTOR SCORE INDICATOR

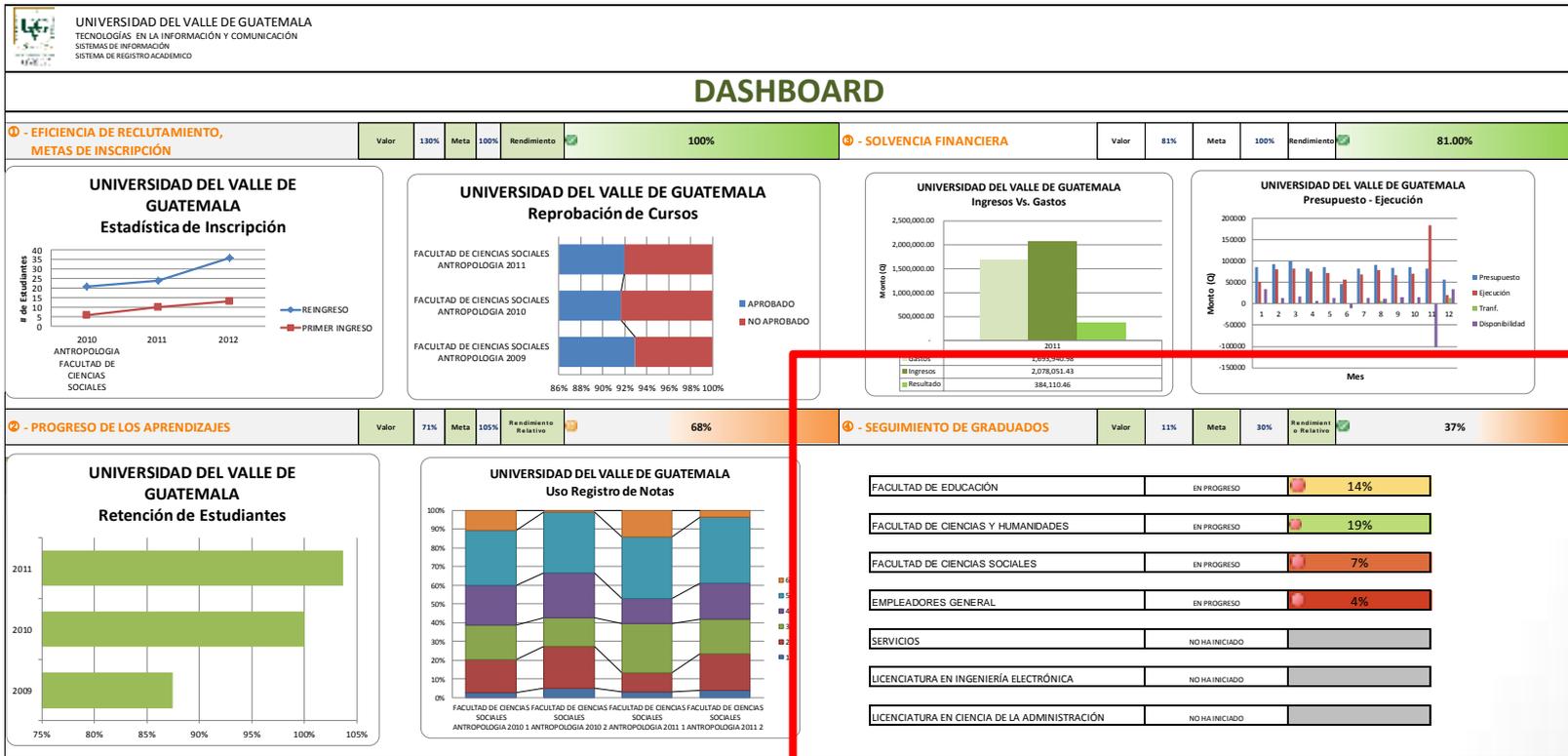
NPS Status	NPS	Detractores	Pasivos	Promotores
	43.19%	427	1189	1980



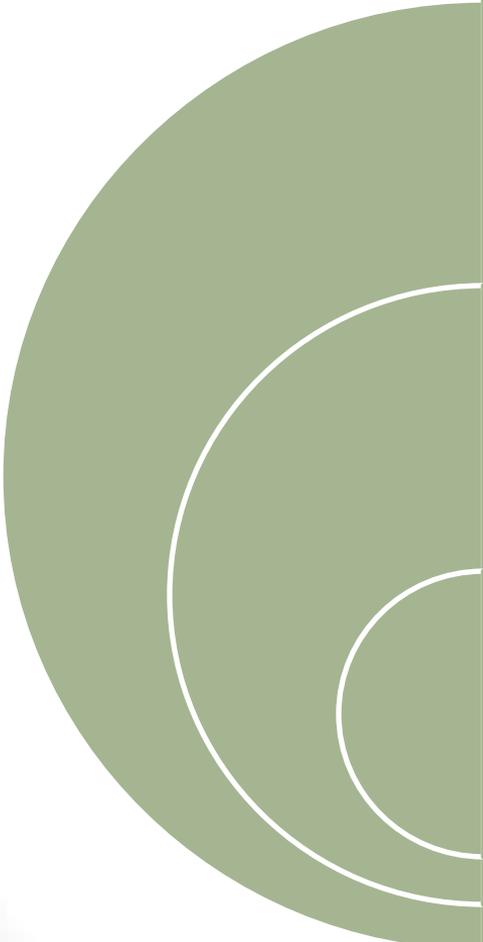
Dissemination (Information Examples)

- Printed material
- Speeches and presentations
- Intranet
- Web page
- Target driven availability of indicators in Business Intelligence Platform and Reporting
- University magazine publication of selected results
- Dashboard
- Full Report
- Tables
- Figures

Tracer Studies in University Dashboard



Dissemination (Channels)



Physical	<ul style="list-style-type: none">• Reports• Flyers• Promotional
Electronic	<ul style="list-style-type: none">• Websites• RSS Channels• Forums, blogs, podcasts
Collaborative	<ul style="list-style-type: none">• Journals• Conferences• Panel discussions

Dissemination (Actions)



- Curricular Revisions
- Profile adjustment
- Methods for teaching
- Staff development
- Infrastructure
- Priorities
- ...

General Results for the Implementation of the Project

- It was possible to integrated different systems.
- It was developed a set of indicators that gave us a characterization of the graduates.
- The automation of the processes gave us the opportunity to manage many tasks and we used an open software.
- A permanent methodology was developed for this topic at UVG.

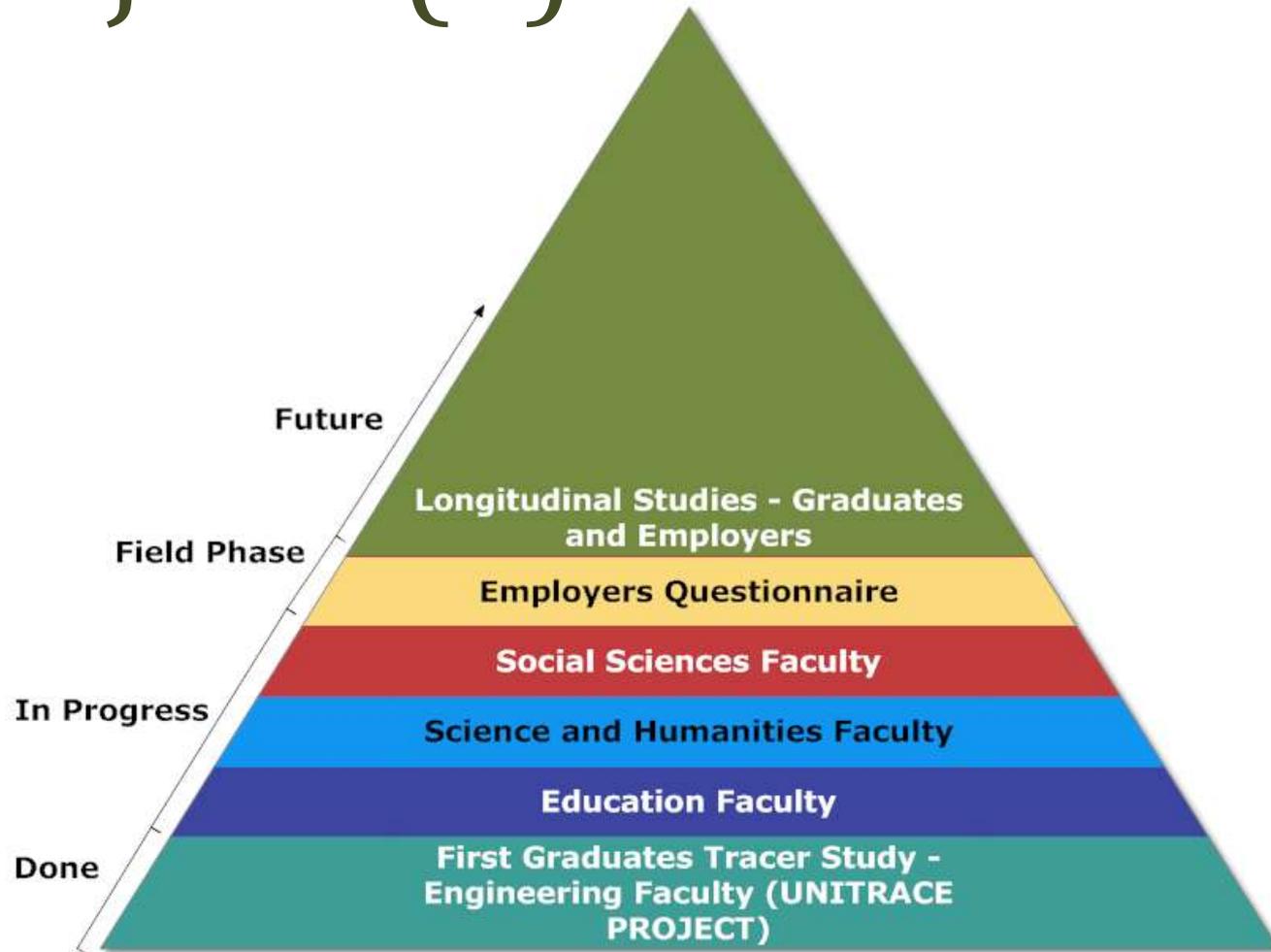
Risks Identified

RISK	DESCRIPTION	MITIGATION STRATEGY
Outdated contact information	Contact information can get outdated through time	<ul style="list-style-type: none"> Data update by graduates through Institutional University Portal* Use of information validity range Voluntary and mandatory
Invalid contact information	Email address and telephone data could be invalid	<ul style="list-style-type: none"> Portal* data update form validation by Regular expressions (telephone, email) Various techniques of email validation (domain validation, SMTP , POP)
Inability to contact only by email	Response rate could be affected by using only one method of contact	<ul style="list-style-type: none"> Include in the latest iterations phone calls from Program Directors and Deans Send physical invitation letters
Confidentiality	The graduate may have uncertainty about confidentiality	<ul style="list-style-type: none"> Institutional confidentiality agreement Reference to agreement on all input forms, including survey
Security and Information Recovery	Information could be compromised or lost	<ul style="list-style-type: none"> QTAFI and CRM databases are separated from application servers Databases including QTAFI and CRM are protected by institutional infrastructure

Present and Future Projects

- After finishing this project, we started a new process in which are included the following aspects:
- Implementation of Graduate tracer studies for other Faculties of the University.
- Implementation of an Employer's survey.
- Implementation of a longitudinal study for Graduates.

Present and Future Projects (2)



Conclusions

- It is possible to conduct a Graduated Tracer Study using automation methodologies, integrating systems and using a low budget if it's well planned.
- A permanent methodology has been developed in this topic at UVG.
- It is possible to use the methodology developed to do national studies.
- It is necessary to use other tools to increase the respond rate, this can be done by using telephone call or other kind of messages. However this also can be done using CRM as support tool.

The experience of Graduates Tracer Studies at Universidad del Valle de Guatemala (UVG): Design, Implementation and Dissemination of the Results.

Thanks for your attention!



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debroy@uvg.edu.gt

