Institutionalizing Tracer Studies in Higher Education Institutions in Africa: The Experience of Kenyatta University

Obando, J. and Shisanya, C.,
obandojoy@yahoo.com, shisanya@yahoo.com
Maina, L., Kisiang'ani, E., Njoroge, G. & Chacha, B.

Session B: Experiences with Tracer Studies as a Tool for Institutional Development and National Monitor

EXLIMA – October 23 2012, Negara Room, Bali – Indonesia

Presentation Outline

- Introduction
- The Process
  - Survey Preparation
  - Database construction
  - Launching the survey
- Institutionalizing Tracer Studies
- Way Forward

Introduction

- Demand for empirical evidence regarding the professional relevance of Higher Education Institutions (HEIs) study programs using graduate tracer studies.

- HEIs require graduate tracer studies for accreditation of study programmes.

- HEIs interested in feedback from their graduates on the quality of education.

The Process [1]

SN	Activity	Remarks
1	• Report to Vice Chancellor (VC) on UNITRACE on importance of Graduate Tracer Studies (GTS) • Proposal to VC for implementation of GTS • Constitution of committee • Budget submission for GTS	Committee of twelve October 2010 to June 2011
2	• New approach initiated by reconstituting implementation committee • Identification of appropriate online survey tool • Development of survey tool • Discussion and consensus building with stakeholders • Cleaning the data • Pre-testing survey tool	Committee of six (one month) July 2011

The Process [2]

SN	Activity	Remarks
3	• Pre-launching of the survey tool • Sending tokens through email and bulk Sms	August to September 2011
4	• Sending reminders • Compiling returns	September to October 2011
5	• Data analysis • Report writing and dissemination	In process

Survey Preparation

- Online closed survey, no paper questionnaire.

- Questionnaire with 21 questions, 71 variables, 7 pages.

- Uploading of questionnaire on the KU Server by ICT Team using Lime Survey

- Online testing and corrections of questionnaire.

Database Construction

- Graduate information available in Alumni Office.
- The target population was 955 graduates from four schools.
- Cleaning the data in a spreadsheet.
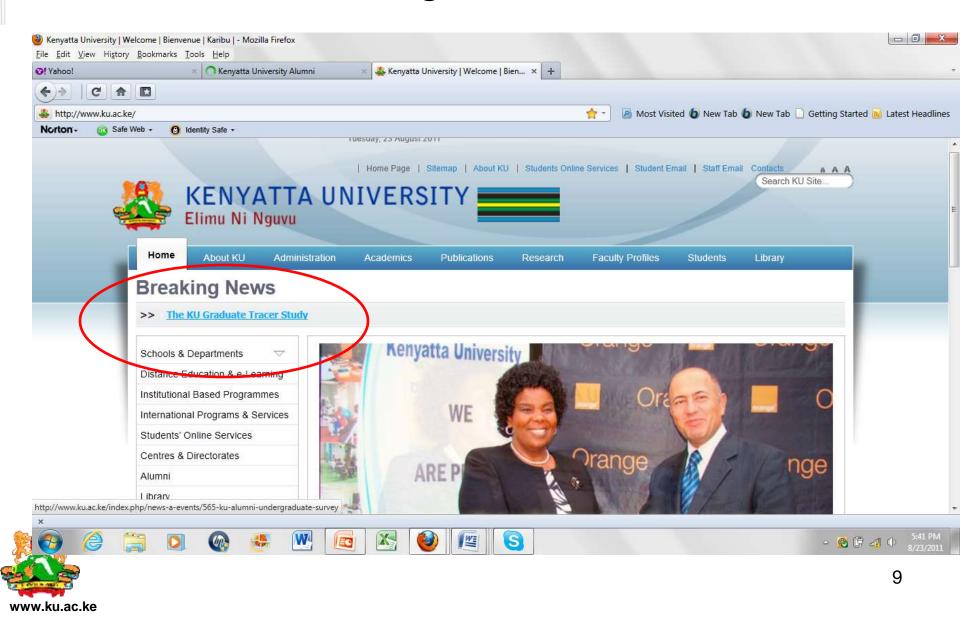- Checking for accuracy of name, email and mobile telephone numbers of graduates.
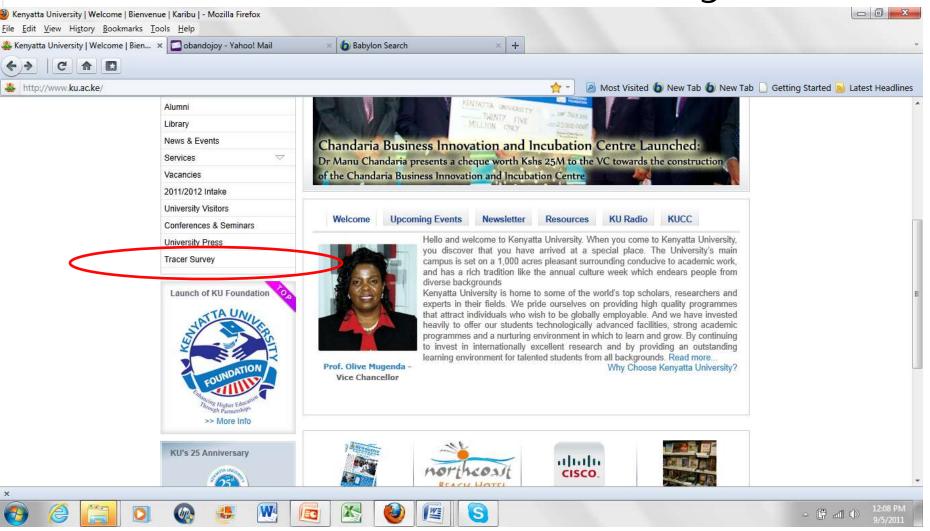
Launching the Survey

- Breaking news on KU website to sensitize on the survey.
  - Generation of tokens, sending email and sms to target group in August and reminders in September 2011.
  - Dear 2010 graduate, kindly fill in the questionnaire on work and career. Use this token xxxxxxx to access it on http://etd-library.ku.ac.ke/limesurvey.
  - Bulk sms allows up to 20,000 sms to be sent at once up to 160 characters.

The Survey on KU Website
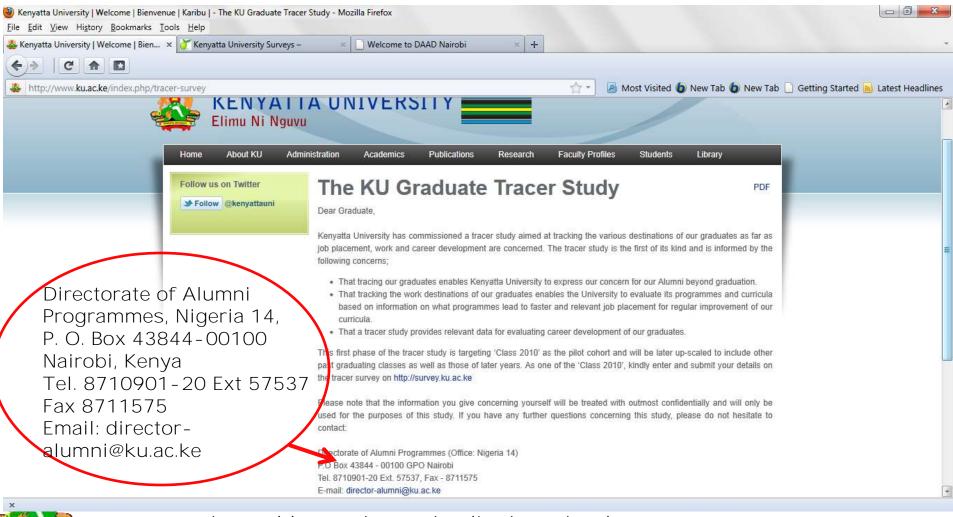
Link to the Survey Tool

http://www.ku.ac.ke/index.php/tracer-survey

Introduction page

Directorate of Alumni
Programmes, Nigeria 14,
P. O. Box 43844-00100
Nairobi, Kenya
Tel. 8710901-20 Ext 57537
Fax 8711575
Email: director-
alumni@ku.ac.ke

http://www.ku.ac.ke/index.php/tracer-survey

Controlled Survey

www.ku.ac.ke

Target Graduates

SN	School	Number
1	Business	310
2	Humanities and Social Sciences	262
3	Pure and Applied Sciences	242
4	Health Sciences	141
	Total	955

The net response rate was 22%

How did you find your first job?

A horizontal bar chart titled "Methods used" (y-axis) versus "Percent" (x-axis):

- Response to an advertisement: 34
- As walk-in applicant: 25
- Recommended by someone: 21
- Information from friend's office: 6
- Job fair or public employment service office: 5
- Arranged by school job placement officer: 2
- Family business: 2
- Others: 5

Institutionalizing Tracer Studies [1]

- Institutionalizing GTS in Alumni Office with a budget & full time personnel.
- Sensitization of all stakeholders of the process and the results.
- Adequate time for the planning process.
- Database accuracy.
- Reminders to the target group.
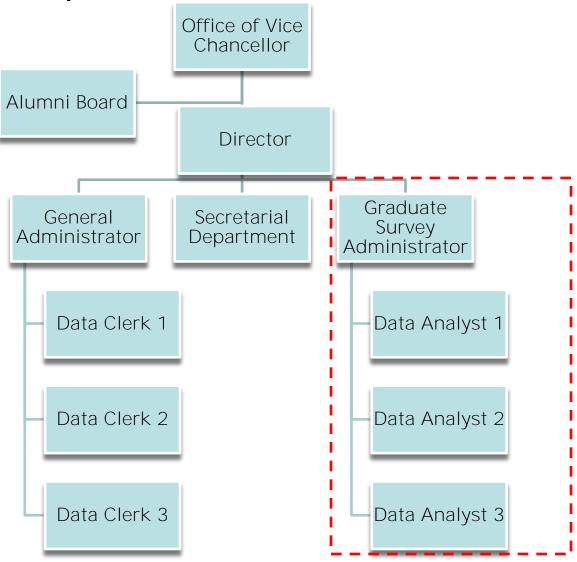- The survey should take at least 4 months.

Institutionalizing Tracer Studies [2]

- Introducing GTS in Higher Education studies.

- Sensitizing on GTS during graduation day.

- Disseminating results to stakeholders for feedback.

- Using results for enhancing quality of education in the university.

Proposed Structure

Way Forward

- Data analysis and dissemination of the Graduate Tracer Study (GTS) results.

- Up scaling of the pilot GTS to target all programmes.

- Working with other universities for a nationwide GTS.

- Providing expertise to Commission of Higher Education on GTS.

- Working with other expertise within the UNITRACE framework at regional level.

Acknowledgements

DAAD Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

Kenyatta University,
www.ku.ac.ke

www.ku.ac.ke