



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

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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	<ul style="list-style-type: none"><li>• Report to Vice Chancellor (VC) on UNITRACE on importance of Graduate Tracer Studies (GTS)</li><li>• Proposal to VC for implementation of GTS</li><li>• Constitution of committee</li><li>• Budget submission for GTS</li></ul>	Committee of twelve October 2010 to June 2011
2	<ul style="list-style-type: none"><li>• New approach initiated by reconstituting implementation committee</li><li>• Identification of appropriate online survey tool</li><li>• Development of survey tool</li><li>• Discussion and consensus building with stakeholders</li><li>• Cleaning the data</li><li>• Pre-testing survey tool</li></ul>	Committee of six (one month) July 2011

# The Process [2]

SN	Activity	Remarks
3	<ul style="list-style-type: none"><li>• Pre-launching of the survey tool</li><li>• Sending tokens through email and bulk Sms</li></ul>	August to September 2011
4	<ul style="list-style-type: none"><li>• Sending reminders</li><li>• Compiling returns</li></ul>	September to October 2011
5	<ul style="list-style-type: none"><li>• Data analysis</li><li>• Report writing and dissemination</li></ul>	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 xxxxxxxx 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

Kenyatta University | Welcome | Bienvenue | Karibu | - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Yahoo! Kenyatta University Alumni Kenyatta University | Welcome | Bien... x +

http://www.ku.ac.ke/

Norton Safe Web Identity Safe

Tuesday, 23 August 2011

Home Page | Sitemap | About KU | Students Online Services | Student Email | Staff Email | Contacts

Search KU Site...

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**Breaking News**

>> [The KU Graduate Tracer Study](#)

Schools & Departments  
Distance Education & e-Learning  
Institutional Based Programmes  
International Programs & Services  
Students' Online Services  
Centres & Directorates  
Alumni  
Library

Kenyatta University  
WE ARE P  
Orange

5:41 PM  
8/23/2011





# Link to the Survey Tool

Alumni  
Library  
News & Events  
Services  
Vacancies  
2011/2012 Intake  
University Visitors  
Conferences & Seminars  
**University Press**  
Tracer Survey

**Chandaria Business Innovation and Incubation Centre Launched:**  
Dr Manu Chandaria presents a cheque worth Kshs 25M to the VC towards the construction of the Chandaria Business Innovation and Incubation Centre

Welcome Upcoming Events Newsletter Resources KU Radio KUCC

Hello and welcome to Kenyatta University. When you come to Kenyatta University, you discover that you have arrived at a special place. The University's main campus is set on a 1,000 acres pleasant surrounding conducive to academic work, and has a rich tradition like the annual culture week which endears people from diverse backgrounds

Kenyatta University is home to some of the world's top scholars, researchers and experts in their fields. We pride ourselves on providing high quality programmes that attract individuals who wish to be globally employable. And we have invested heavily to offer our students technologically advanced facilities, strong academic programmes and a nurturing environment in which to learn and grow. By continuing to invest in internationally excellent research and by providing an outstanding learning environment for talented students from all backgrounds. [Read more...](#)

[Why Choose Kenyatta University?](#)

Prof. Olive Mugenda - Vice Chancellor

KU's 25 Anniversary

northcoast BEACH HOTEL

CISCO

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





# Introduction page

Kenyatta University | Welcome | Bienvenue | Karibu | - The KU Graduate Tracer Study - Mozilla Firefox

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Kenyatta University | Welcome | Bien... x Kenyatta University Surveys - x Welcome to DAAD Nairobi x +

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

**KENYATTA UNIVERSITY**  
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## The KU Graduate Tracer Study

PDF

Dear Graduate,

Kenyatta University has commissioned a tracer study aimed at tracking the various destinations of our graduates as far as job placement, work and career development are concerned. The tracer study is the first of its kind and is informed by the following concerns;

- That tracing our graduates enables Kenyatta University to express our concern for our Alumni beyond graduation.
- That tracking the work destinations of our graduates enables the University to evaluate its programmes and curricula based on information on what programmes lead to faster and relevant job placement for regular improvement of our curricula.
- That a tracer study provides relevant data for evaluating career development of our graduates.

This first phase of the tracer study is targeting 'Class 2010' as the pilot cohort and will be later up-scaled to include other past graduating classes as well as those of later years. As one of the 'Class 2010', kindly enter and submit your details on the tracer survey on <http://survey.ku.ac.ke>

Please note that the information you give concerning yourself will be treated with outmost confidentiality and will only be used for the purposes of this study. If you have any further questions concerning this study, please do not hesitate to contact:

Directorate of Alumni Programmes (Office: Nigeria 14)  
P.O Box 43844 - 00100 GPO Nairobi  
Tel. 8710901-20 Ext. 57537, Fax - 8711575  
E-mail: [director-alumni@ku.ac.ke](mailto:director-alumni@ku.ac.ke)

Directorate of Alumni  
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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

http://survey.ku.ac.ke/limesurvey/index.php?sid=66693





# Target Graduates

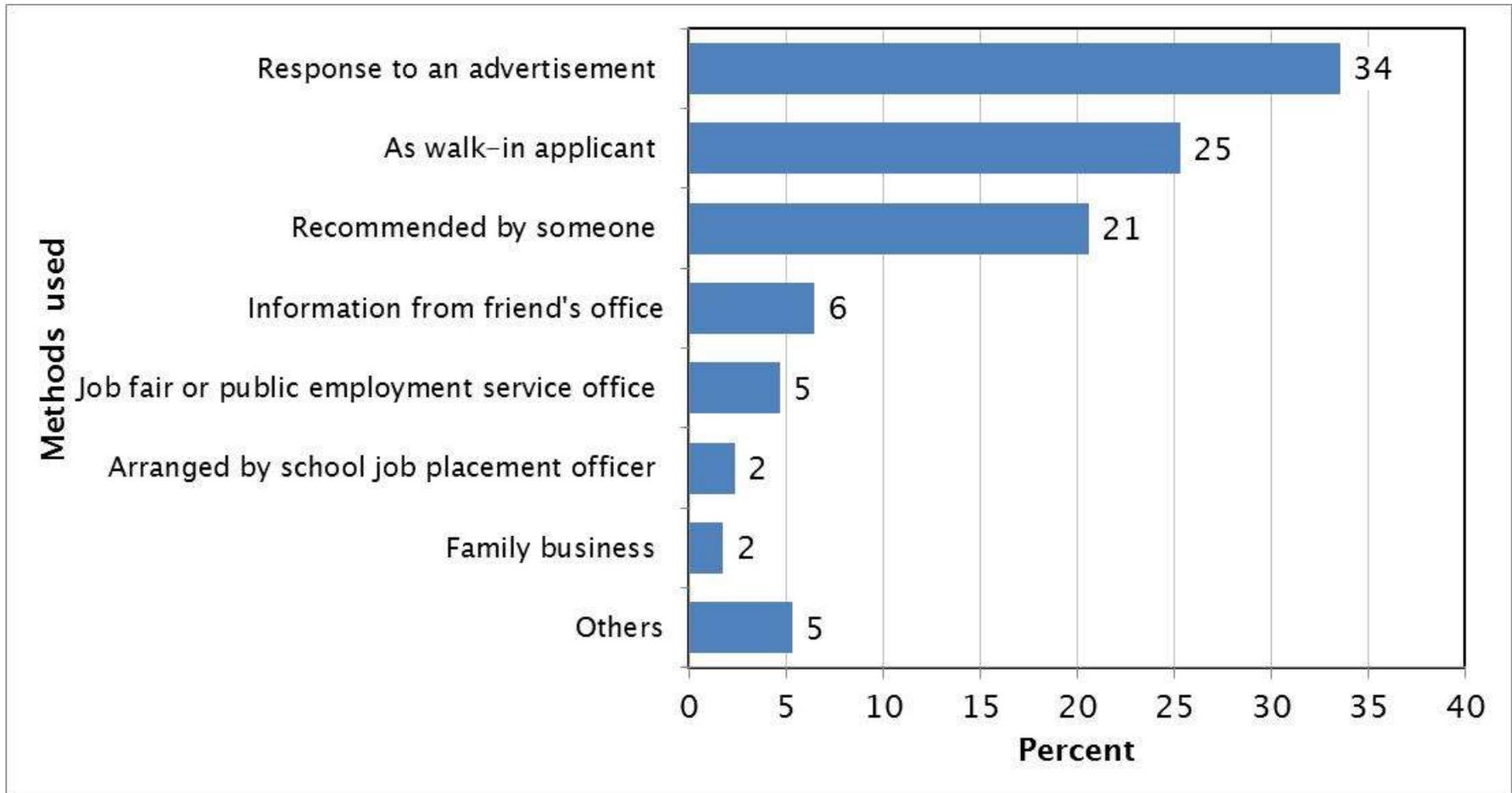
SN	School	Number
1	Business	310
2	Humanities and Social Sciences	262
3	Pure and Applied Sciences	242
4	Health Sciences	141
	Total	955

The net response rate was 22%





# How did you find your first job?





# 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.





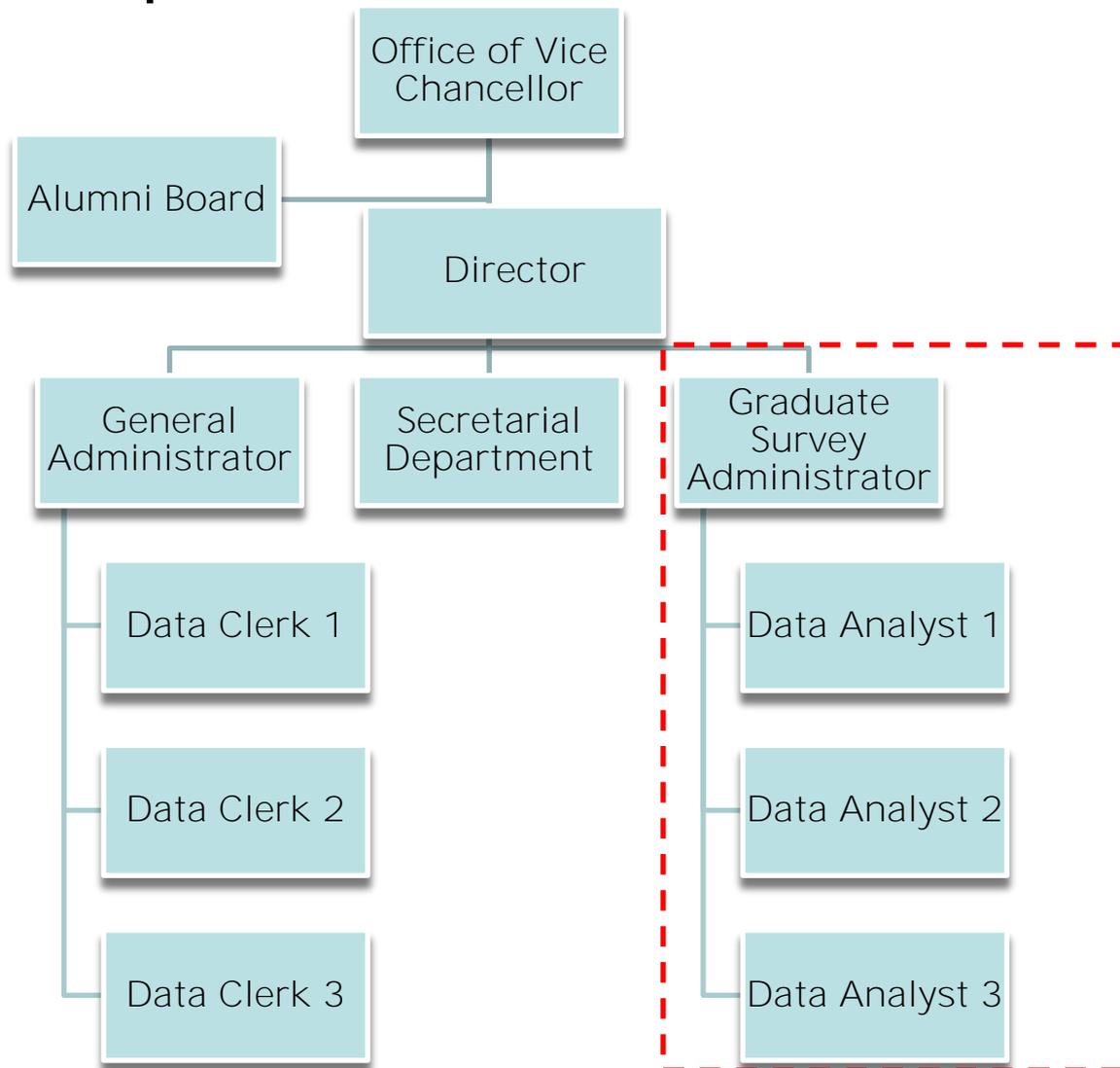
# Institutionalizing Tracer Studies [2]

- 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

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German Academic Exchange Service



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[www.ku.ac.ke](http://www.ku.ac.ke)



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