

# Tracer Study ITS Surabaya

Pusat Pengembangan Karir SAC ITS

# Outline

- General Concepts
- Strategy
- Survey Question
- Implementation results
- Issue with Tracer Study
- Future works of Tracer

# General Concept

- Why we need tracer study?
  - Curriculum Improvement
- Who involve in the tracer study
  - ITS
  - Faculty
  - Department

# Tracer Study Strategy

- Strategy to manage internally
- Strategy to capture alumni

# Strategy to manage internally

- Integrated Collaboration
  - SAC is the only coordinator of all tracer study efforts within ITS
  - SAC provides infrastructure, Department provides information
- Openness
  - No hidden information in SAC, all information are accessible
  - Departments can manage survey by themselves
    - Question
    - Statistics Result

# Strategy to capture alumni

- Consists of two:
  - Localization
  - Multiple Touch points
- **Localization:**
  - To **exploit emotional closeness** between alumni with their undergraduate's department
- **Multiple touch points**
  - **multiplying channels** to contact alumni (online and offline)

# Strategy to capture alumni

**Table 3 Using media to apply localization**

<b>No.</b>	<b>Used Media</b>	<b>Description</b>
1	Video	Featuring departmental head remarks (people component), asking for completing the survey by explaining direct benefit to the department
2	Photo	Showing academic activities by students and lecturer (people component), also showing recent condition of places within department (places component)
3	Forum	Allowing alumni in the same department to interact each other, giving comments and sharing about anything (event component)

□

# Strategy to capture alumni

**Table 2 Three components to exploit localization and their examples**

No.	Components	Example
1	People	<ul style="list-style-type: none"><li>- Figure from faculty member</li><li>- Figure from successful alumni</li><li>- Figure from academic staffs</li></ul>
2	Place	<ul style="list-style-type: none"><li>- Place of learning and teaching (e.g. classroom, laboratory, etc.)</li><li>- Canteen</li><li>- Sport center</li><li>- Bank</li></ul>
3	Event	<ul style="list-style-type: none"><li>- Independence day festivals</li><li>- First days of freshmen</li><li>- Religious festivals</li></ul>



# Strategy to capture alumni

**Table 4 MTS implementation examples and their nature**

<b>No.</b>	<b>Methods</b>	<b>Channel Example</b>	<b>Nature of invitation</b>
1	Online	Short Message System (SMS), Email, Blogs, Micro blogging, Social Networking, Social Bookmarking, Live casting.	Suggestion
		Phone	Incitement
2	Offline	Legalize copy diplomas, career markets held by ITS	Obligation
		Alumni gathering,	Incitement

# Strategy to capture alumni

## Localization



Username

Password

Login

Pendaftaran login baru SAC  
Lupa password SAC

Multiple Touchpoint

Login Dengan Facebook



SHARE

Tandai dan bagikan

- |               |             |
|---------------|-------------|
| Facebook      | Twitter     |
| Google        | Favorit     |
| Cetak         | Email       |
| Messenger     | Myspace     |
| Blogger       | StumbleUpon |
| Lagi... (322) |             |

# Survey Question

- **Departmental Survey**

- More localized to department
- very specific to graduate profile
- e.g. “Does java programming contribute positively to your first job?”
- Managed by each department within ITS

- **University Survey**

- Broader question
- Most department think the same things, ITS managed it
- e.g. “How much was your first salary?”
- Managed by SAC ITS

# Survey Question

Welcome Arif Wibisono



Home



Pertanyaan



Urutkan Pertanyaan



Pertanyaan Chart



Preview Pertanyaan



Log Out

Create Survey Question

Combo Box

Text Field

Choice

MultiCheck

Likert

Save Urutan

Daftar Pertanyaan

Berapakah Indeks Prestasi Kumulatif (IPK) anda?	Choice	<a href="#">Preview</a>   <a href="#">Edit</a>   <a href="#">Delete</a>
Keanggotaan Organisasi di kampus dulu ? (boleh lebih dari satu)	MultiCheck	<a href="#">Preview</a>   <a href="#">Edit</a>   <a href="#">Delete</a>
Penyebab anda tidak lulus tepat waktu adalah? (boleh lebih dari satu)	MultiCheck	<a href="#">Preview</a>   <a href="#">Edit</a>   <a href="#">Delete</a>
Keaktifan berorganisasi sewaktu kuliah	Likert	<a href="#">Preview</a>   <a href="#">Edit</a>   <a href="#">Delete</a>

# Survey Question

1. Berapakah Indeks Prestasi Kumulatif (IPK) anda?

- ☐  $3.5 < x \leq 4$
- ☐  $3.0 < x \leq 3.5$
- ☐  $2.5 < x \leq 3.0$
- ☐  $2.0 < x < 2.5$

**Choice**

31. Siapakah nama dosen wali anda semasa kuliah dahulu?

Dr.Eng Febrilliyen Samopa, M.Kom

**Textfield**

2. Penyebab anda tidak lulus tepat waktu adalah? (boleh lebih dari satu)

- ☐ Alasan keuangan
- ☐ Tidak lulus ujian tugas akhir (mengulang)
- ☐ Mengulangi matakuliah tertentu
- ☐ Penulisan skripsi lambat
- ☐ Nilai TOEFL tidak memenuhi syarat
- ☐ Alasan Keluarga
- ☐ Kesehatan
- ☐ Saya lulus tepat waktu

**Multicheck**

4. Keaktifan berorganisasi sewaktu kuliah

Sangat aktif    ☐ 1 ☒ 2 ☐ 3 ☐ 4 ☐ 5    Sangat pasif

**Likert**

# Survey Question

Welcome Arif Wibisono



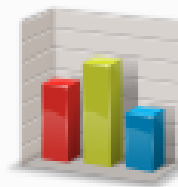
Home



Pertanyaan



Urutkan Pertanyaan



Pertanyaan Chart



Preview Pertanyaan



Log Out

Sorting Question

- Keanggotaan Organisasi di kampus dulu ? (boleh lebih dari satu) - MultiCheck
- Penyebab anda tidak lulus tepat waktu adalah? (boleh lebih dari satu) - MultiCheck
- Berapakah Indeks Prestasi Kumulatif (IPK) anda? - Choice
- Alasan anda tidak bersedia di tempatkan di daerah - Choice
- Keaktifan berorganisasi sewaktu kuliah - Likert
- Apakah anda bersedia di tempatkan di daerah? - Choice
- Apakah saat ini, anda sudah bekerja atau pernah bekerja? - Choice

**Drag gable Question**

# Survey Question



43 dari 76

44. Ketika anda lulus, bagaimana kemampuan komunikasi tertulis anda?

Sangat Baik

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

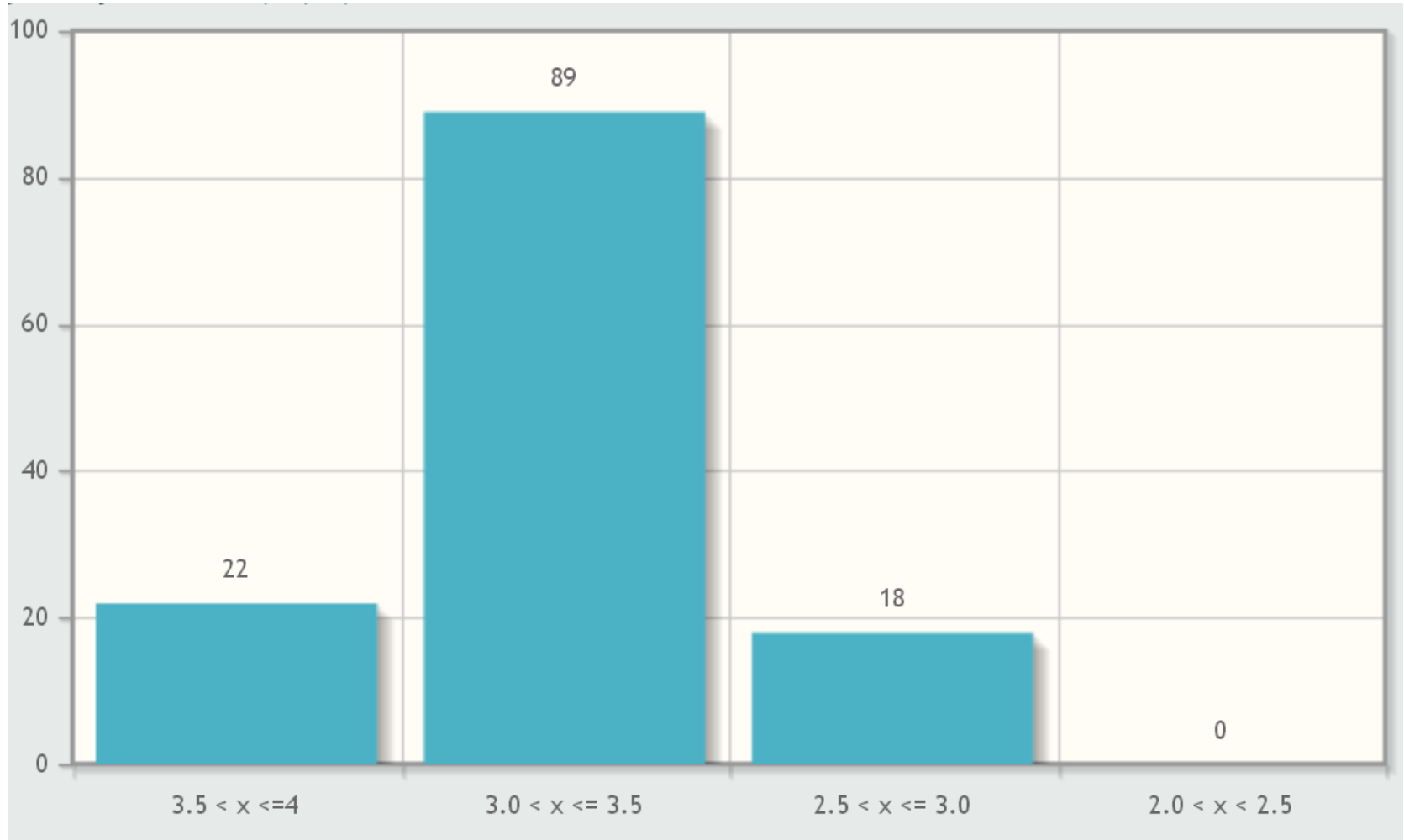
Sangat Buruk



Simpan dan Lanjut

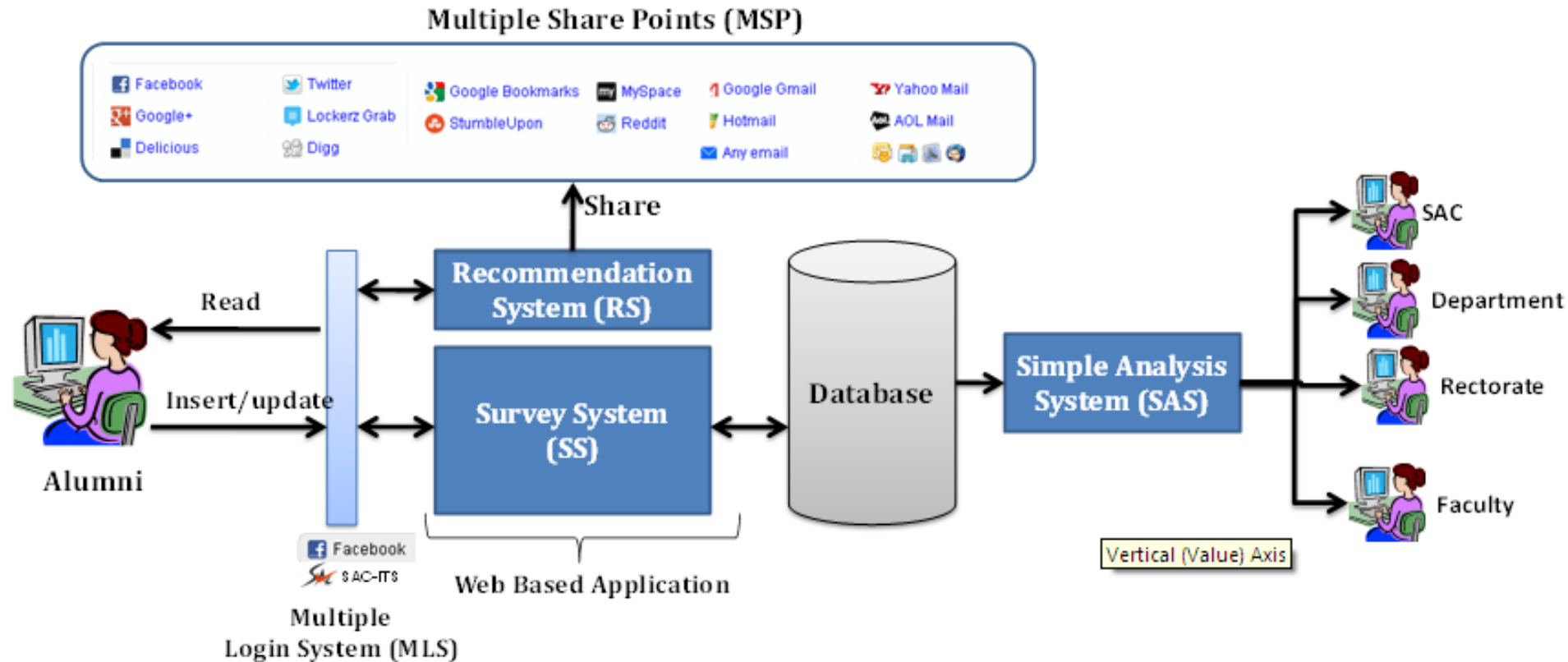
# Survey Question

- Ketika anda lulus berapakah IPK anda?





# ITSS Architecture

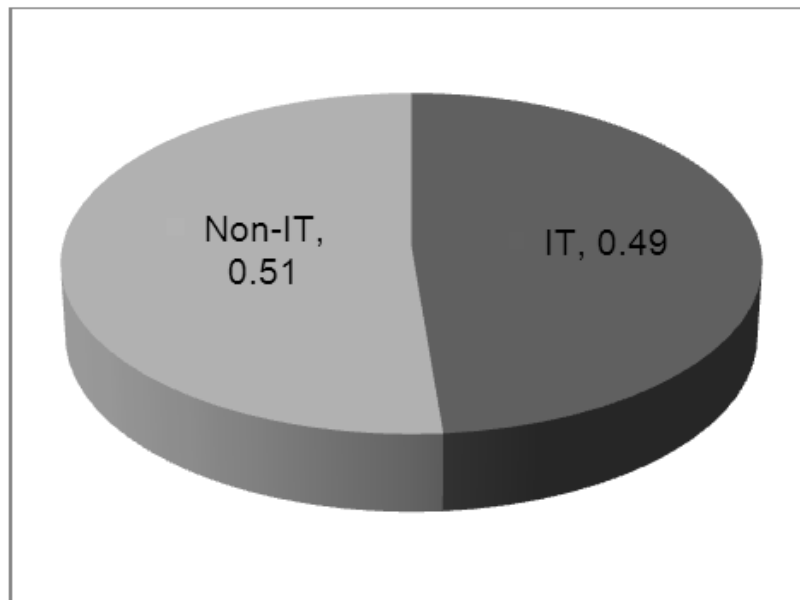


**Figure 2. Architecture of Integrated Tracer Study System**

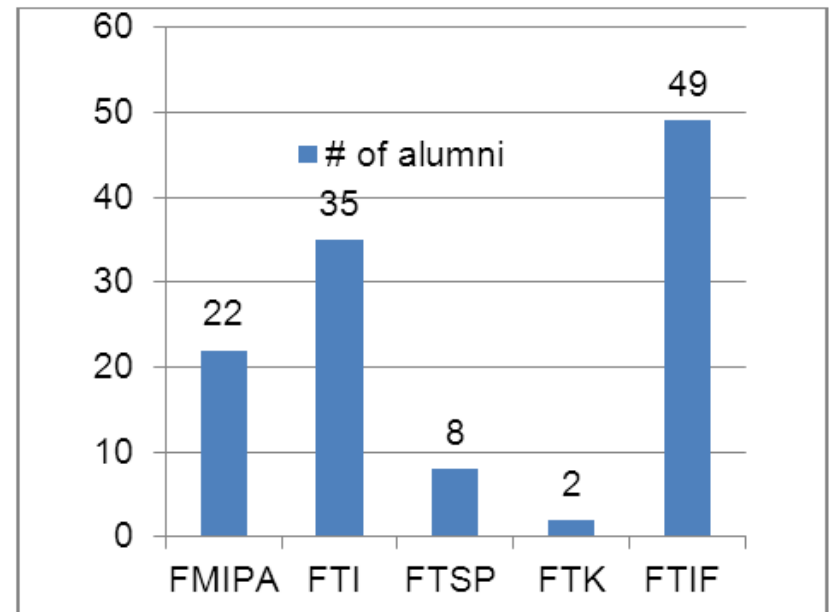
# Issues with tracer study

- Only successful alumni are willing to fill the survey
- Time consuming
- Privacy issue

# Implementation results

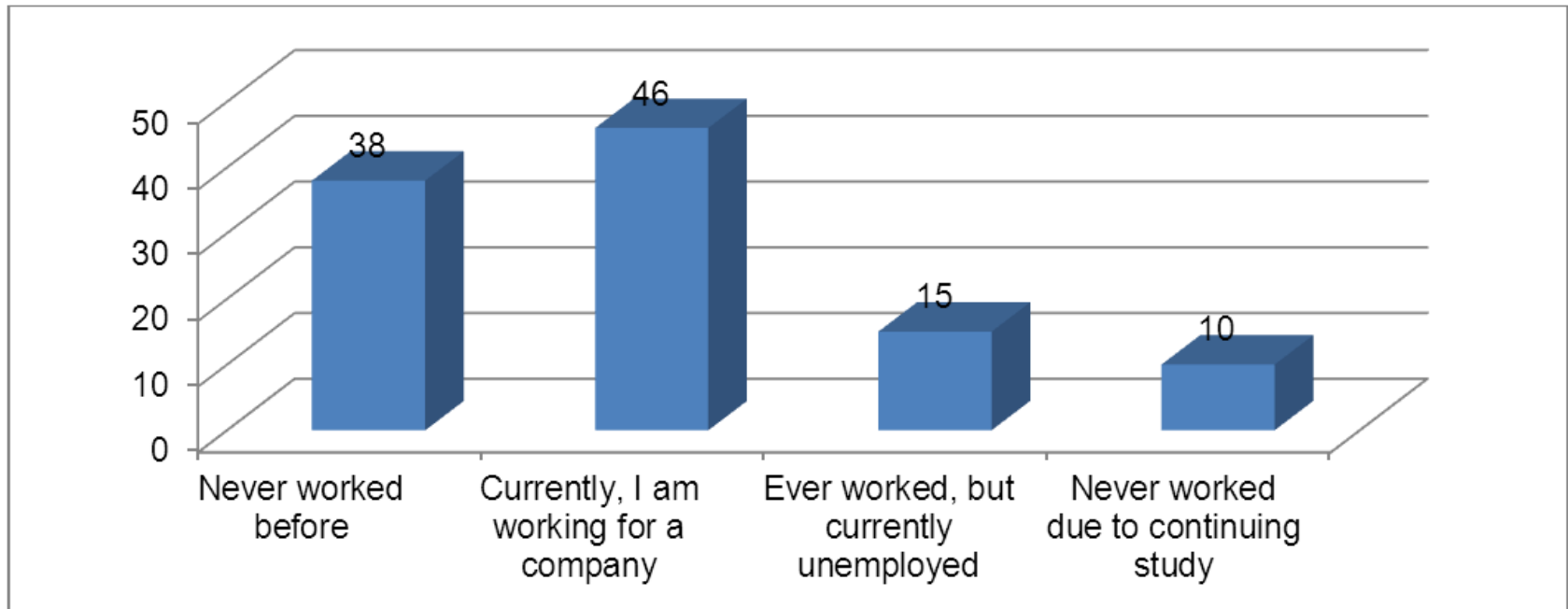


**Figure 3.** Percentage of IT and Non-IT alumni who participate in the survey



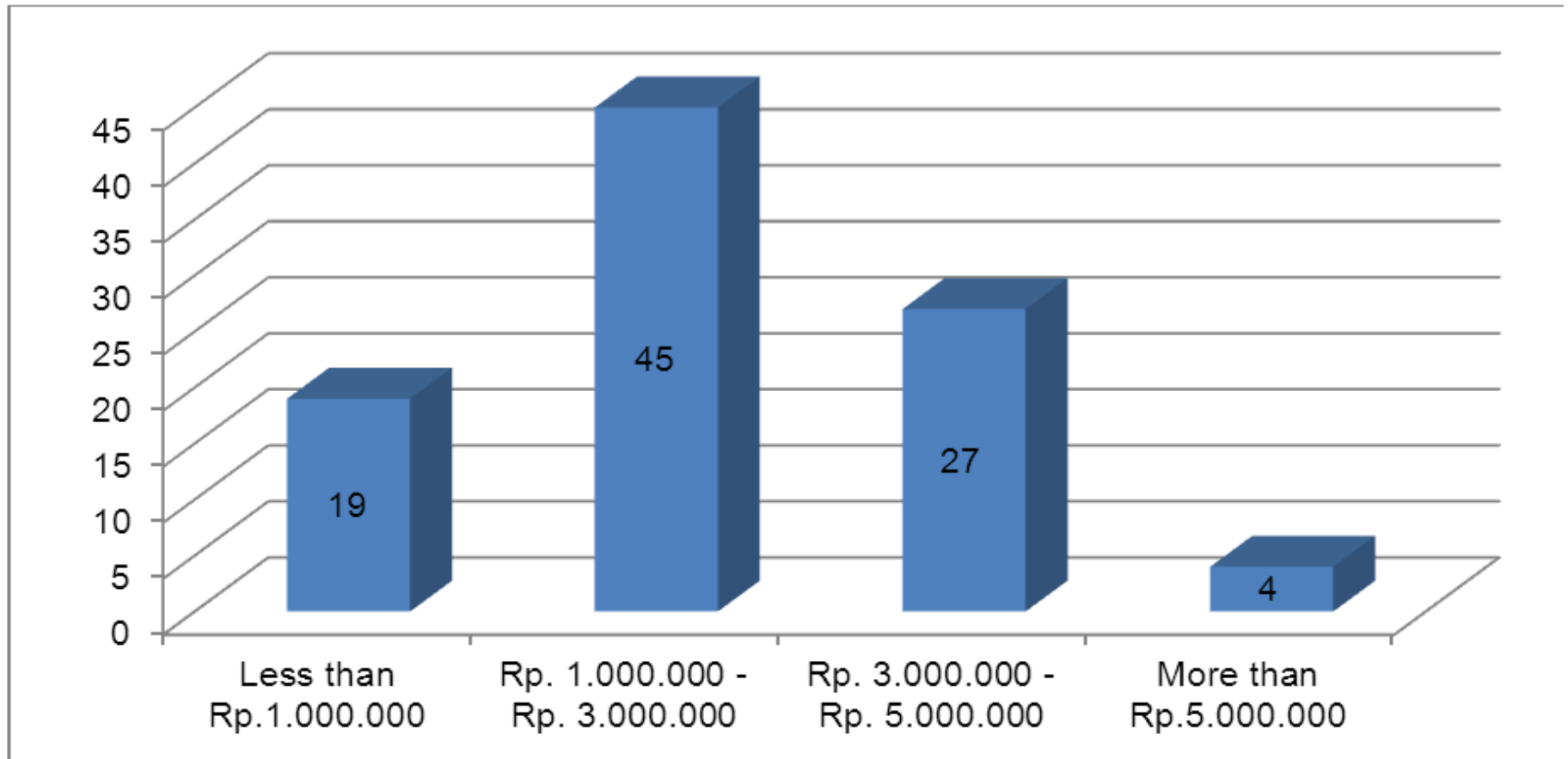
**Figure 4.** Number of participating alumni based on their faculties

# Implementation results



**Figure 5. Are you employed?**

# Implementation results



**Figure 6.** If you are employed or was employed what was your first salary?

# Future works for tracer study

- It is necessary to make “One stop alumni service”
- One stop alumni service: (Possible services)
  - Finding Job (Fresh Graduate)
  - Advancing Career (Old Graduate)
  - Alumni mobile reunion
  - Legalized Diplomas
  - Professional presentation in campus

**Thank You**