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

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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]

<table>
<thead>
<tr>
<th>SN</th>
<th>Activity</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| 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]

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

# Target Graduates

<table>
<thead>
<tr>
<th>SN</th>
<th>School</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business</td>
<td>310</td>
</tr>
<tr>
<td>2</td>
<td>Humanities and Social Sciences</td>
<td>262</td>
</tr>
<tr>
<td>3</td>
<td>Pure and Applied Sciences</td>
<td>242</td>
</tr>
<tr>
<td>4</td>
<td>Health Sciences</td>
<td>141</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>955</strong></td>
</tr>
</tbody>
</table>

The net response rate was 22%
How did you find your first job?

- 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

Office of Vice Chancellor

Alumni Board

Director

General Administrator

Data Clerk 1

Data Clerk 2

Data Clerk 3

Secretarial Department

Graduate Survey Administrator

Data Analyst 1

Data Analyst 2

Data Analyst 3
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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Kenyatta University,
www.ku.ac.ke