

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



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Presentation Outline

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





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Graduate tracer studies are important as a way of understanding the relevance and quality of programmes offered by the Universities as well as the labour market.





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">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Pre-launching of the survey tool• Sending tokens through email and bulk Sms	August to September 2011
4	<ul style="list-style-type: none">• Sending reminders• Compiling returns	September to October 2011
5	<ul style="list-style-type: none">• 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 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/ Most Visited New Tab New Tab Getting Started Latest Headlines

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...

KENYATTA UNIVERSITY
Elimu Ni Nguvu

Home About KU Administration Academics Publications Research Faculty Profiles Students Library

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

http://www.ku.ac.ke/index.php/news-a-events/565-ku-alumni-undergraduate-survey

5:41 PM
8/23/2011





Link to the Survey Tool

The screenshot shows the Kenyatta University website in a Mozilla Firefox browser window. The address bar displays <http://www.ku.ac.ke/>. On the left side, there is a vertical navigation menu with the following items: Alumni, Library, News & Events, Services, Vacancies, 2011/2012 Intake, University Visitors, Conferences & Seminars, University Press, and Tracer Survey. The 'Tracer Survey' item is circled in red. Below the menu, there are several featured sections: 'Launch of KU Foundation' with a 'TOP' badge and a 'More Info' link, 'KU's 25 Anniversary', and a row of logos for 'northcoast BEACH HOTEL' and 'CISCO'. The main content area features a news article titled 'Chandaria Business Innovation and Incubation Centre Launched' and a welcome message from Prof. Olive Mugenda, Vice Chancellor. The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:08 PM on 9/5/2011.

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



www.ku.ac.ke



Introduction page

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

File Edit View History Bookmarks Tools Help

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
Elimu Ni Nguvu

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The KU Graduate Tracer Study

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

**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

Kenyatta University Alumni - Mozilla Firefox
Efile Edit View History Bookmarks Tools Help

Yahoo! Kenyatta University Alumni Kenyatta University Webmail - Signout

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

Norton Safe Web Identity Safe

Kenyatta University Survey

KU Graduate Tracer Survey

2010 ALUMNI

This is a controlled survey. You need a valid token to participate.
If you have been issued a token, please enter it in the box below and click continue.

Token

Continue

Waiting for survey.ku.ac.ke...

5:38 PM 8/23/2011





Target Graduates

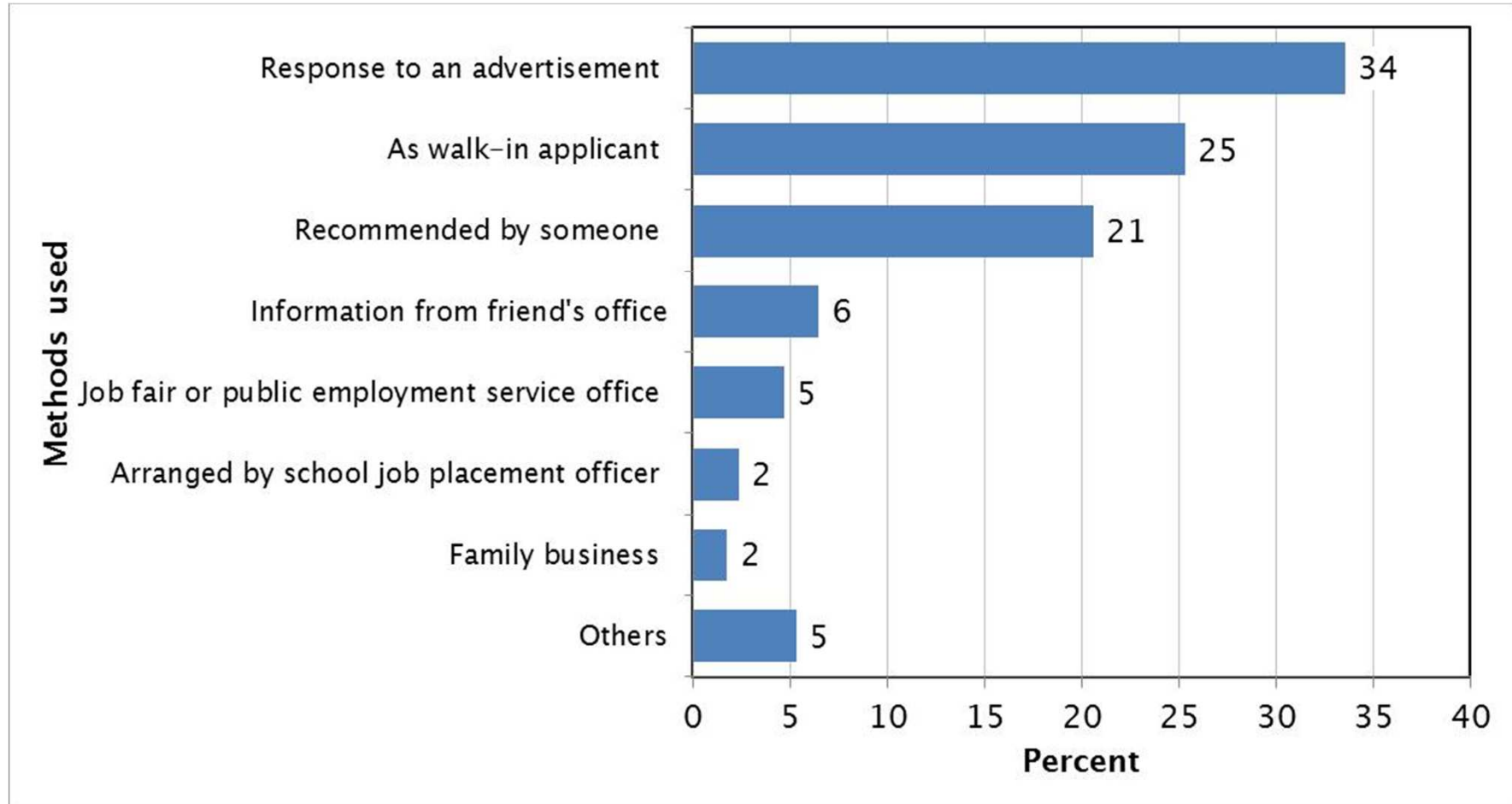
SN	School	Number
1	Business	310
2	Humanities and Social Sciences	262
3	Pure and Applied Sciences	242
4	Health Sciences	141
	Total	955

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.





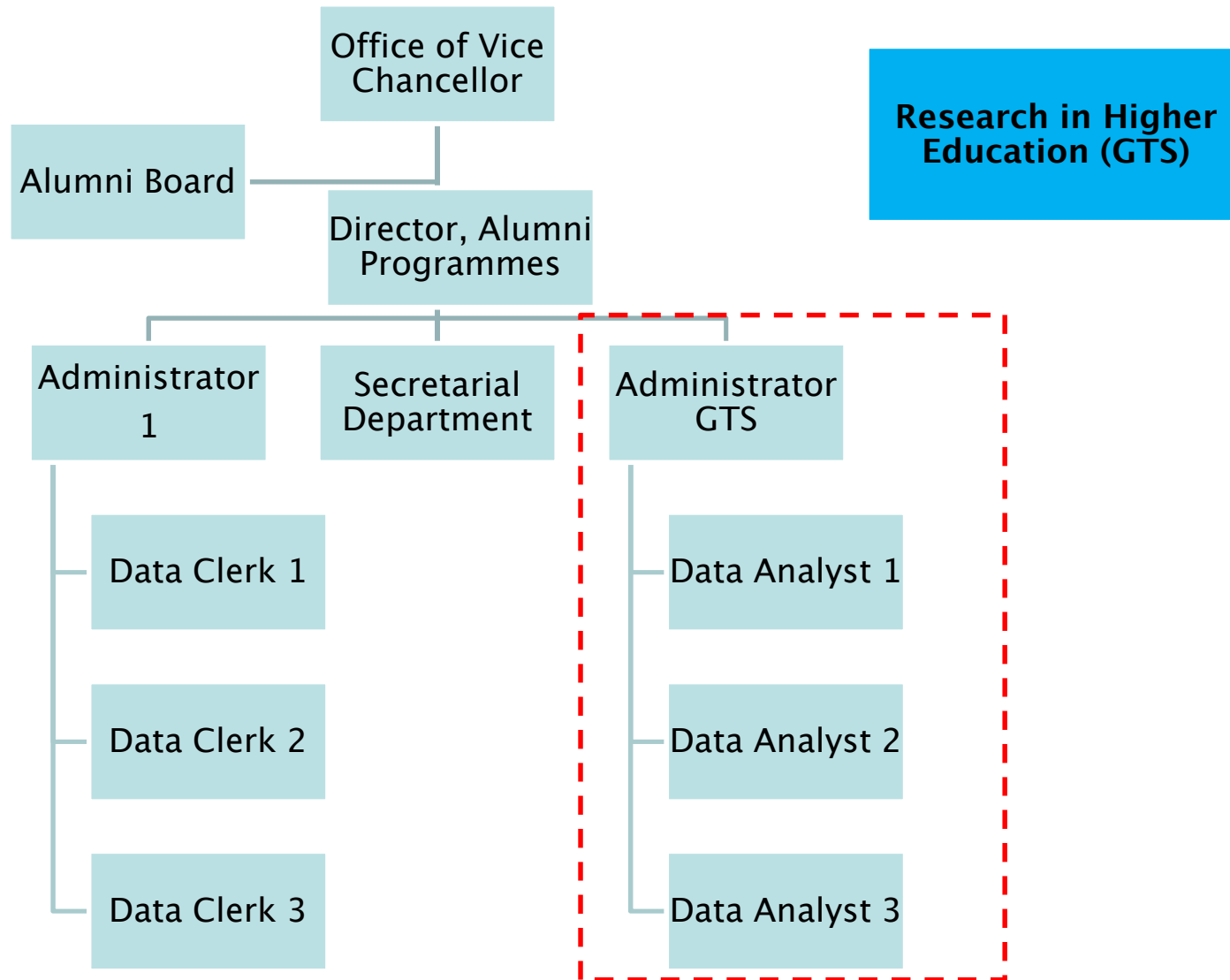
Institutionalizing Tracer Studies [2]

- 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.



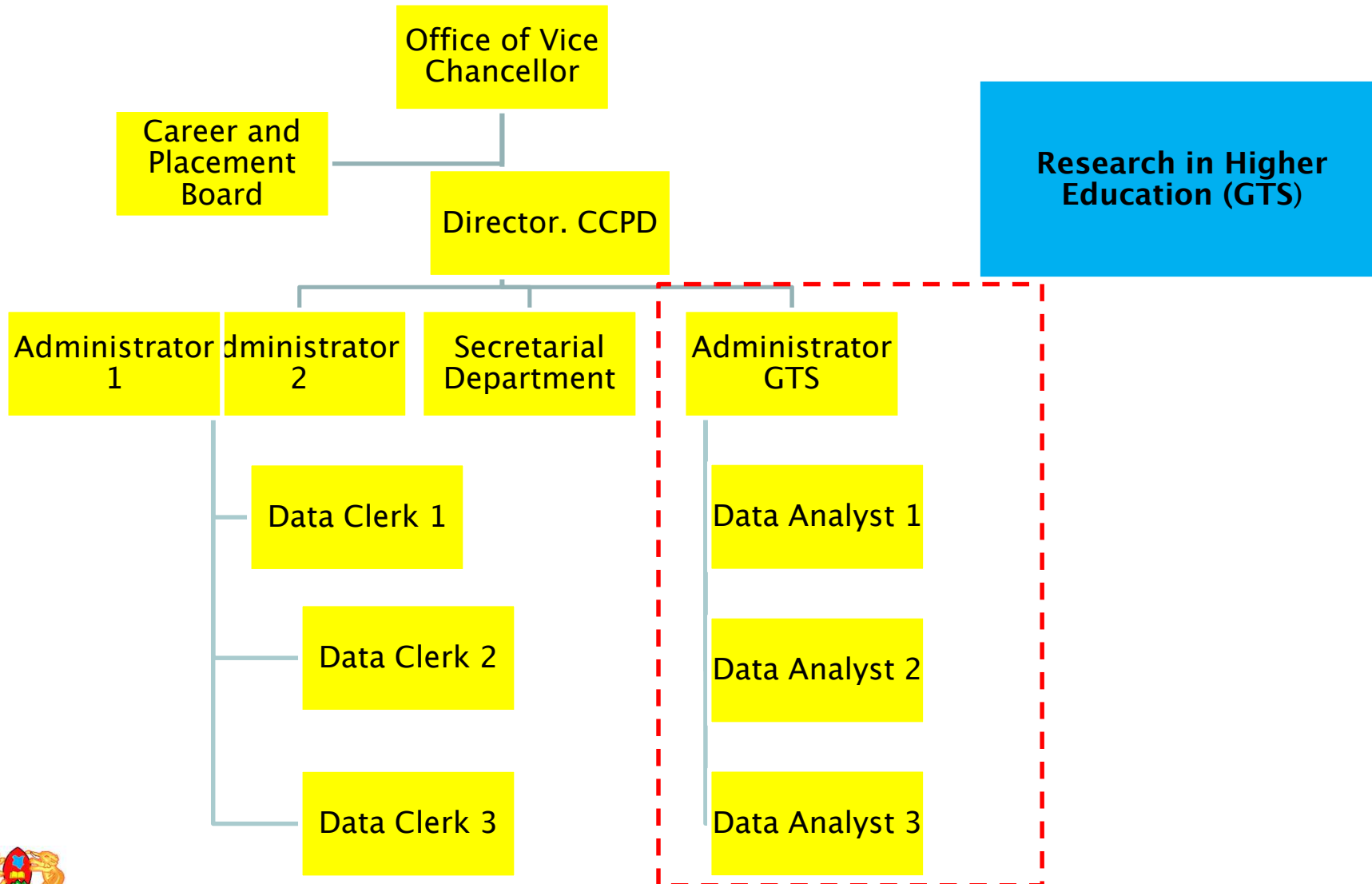


Proposed Structure [1]



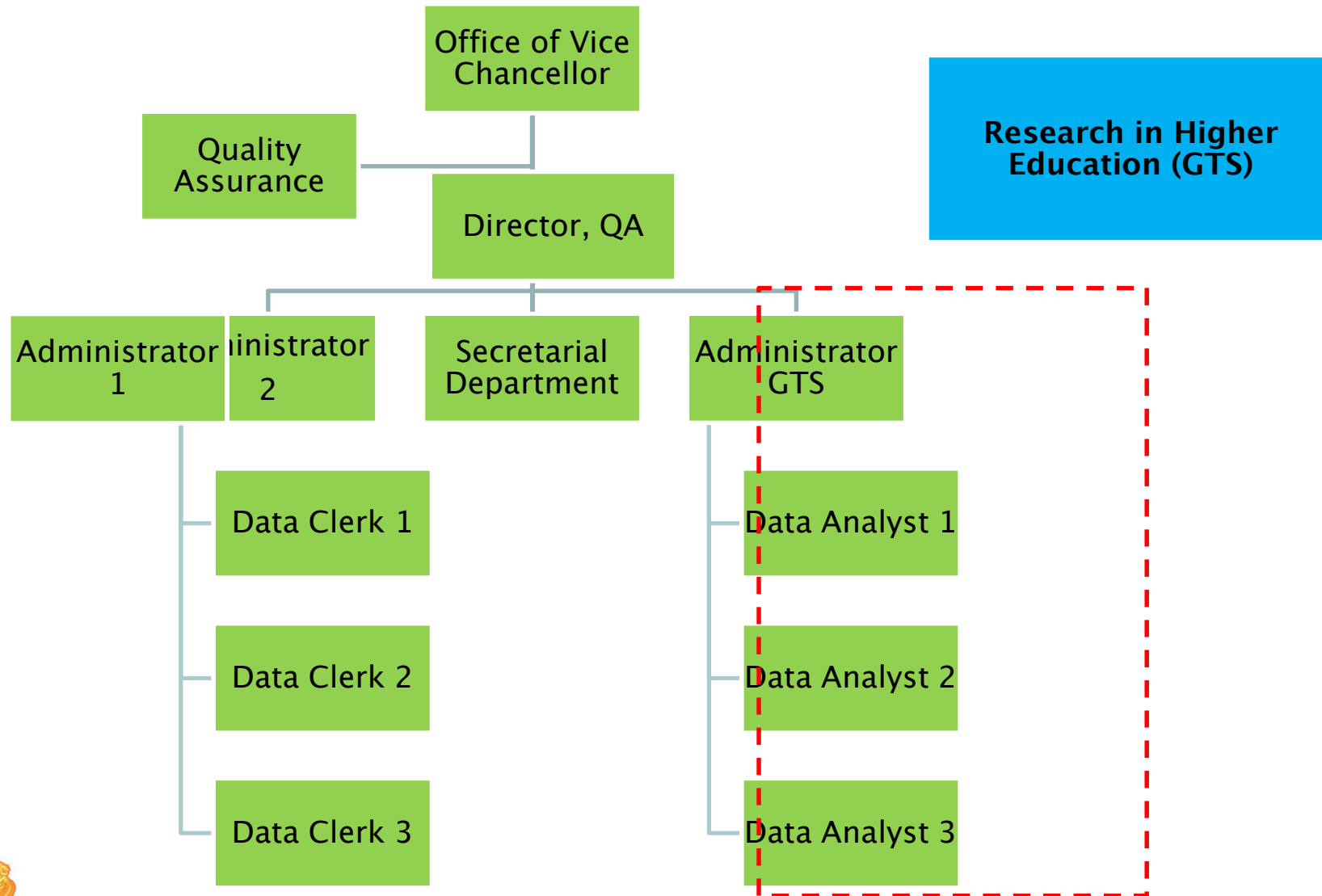


Proposed Structure [2]



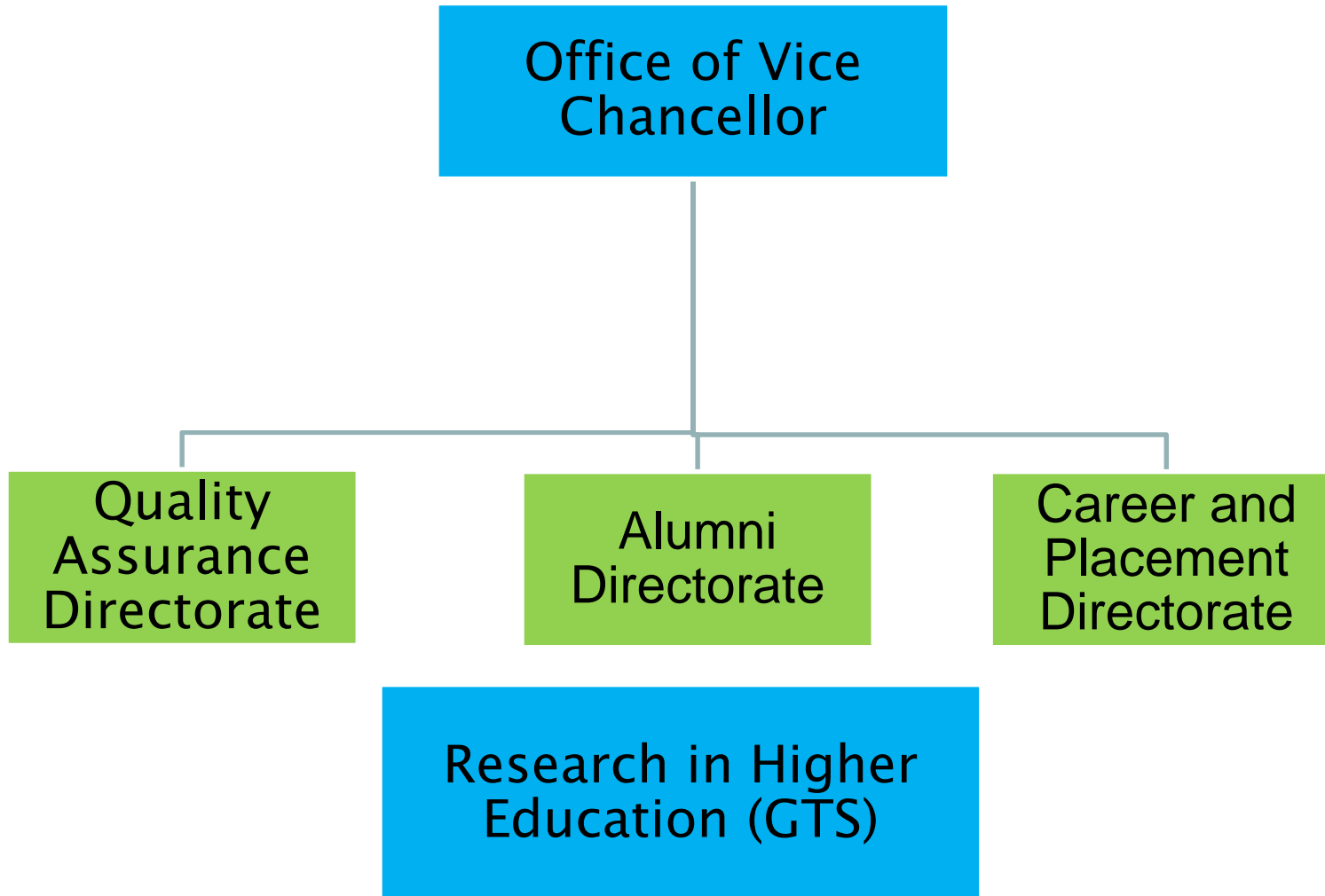


Proposed Structure [3]





Proposed Structure [4]





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,
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V E R S I T Ä T



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