

# The Destination Survey

## From design to reporting and engaging faculties

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# Bilingual session – Conférence bilingue

- N'hésitez pas à poser vos questions en français
- Please don't hesitate to ask your questions in English



# About CaPS





# Our Story



Now what?



Good ideas never die. They simply  
wait for the right time.

*Walt Disney Imagineering*

# Seeing the need

Percolating since 2003





# Conditions are good...enough

- Access to alumni through new platform – myFuture
- Sample graduate survey
- Assessment expertise now available in Student Services
- New assessment software enabling protection of privacy



# Multiple purposes

- Where are our graduates?
- About their student experience
- Experience with CaPS
- Job search strategies





# Pilot

***If it's a good idea, go ahead and do it. It is much easier to apologize than it is to get permission.***

***Grace Hopper***



# Pilot

- Arts and Science only
- Class of 2010
- 12 months out

# Types of Questions

The usual suspects

- Who are you?
- What skills did you acquire?
- Which CaPS services did you use?
- Details about employment or education situation
- Details about job search strategies
- Geographic location

+ one more

- *How does your current situation fit your career/life plan*



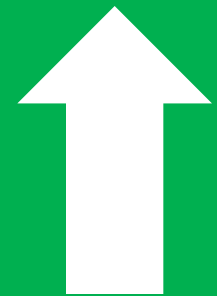
# Tweaking

Class	Target
2010	UG – Arts and Science
2011	UG & Masters - all except Management, Engineering, Law, Medicine
2012	UG & Masters – all except MBA's and medicine
2013	UG & Masters – all except MBA's and medicine



# Road Show

CaPS Road Show







# What we learned about our grads

- More than 86% found by 6 months post-graduation
- 44% pursuing further education to achieve career goals
- Employed - mostly good or excellent fit with life/career goals

Survey available at:

<http://www.mcgill.ca/caps/publications/destinationsurvey/>



# Going forward – Class of 2014

## Streamlining

- Separate survey for master's students
- No more assessment of CaPS services
- Using new skills list and including definitions (from NACE Career Readiness)

## Going forward - reporting

- Only university summary shared by CaPS
- Targeted messaging for senior admin and deans, student associations, parents of new students
- “Did you know’s”
- Promo at convocation
- Contact with internal media relations

# Lessons learned

- Keep it simple
- Try, try again (and benefit from people's competitive/curious nature)
- Take a deep breath
- Remind others - don't assume they will remember this data exists somewhere...

# Questions?