



Graduate Destinations Surveys

An Institutional “Must Have” In Today’s Climate

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Agenda

- Introduction
- Institutional Value
- The Surveys
- Data Collection
- Reporting
- Data Utilization



Telling the Story of Our Graduates

UNIVERSITY OF WESTERN ONTARIO
Department of Secretarial Science

March 31, 1941

The response to our questionnaire has been most enthusiastic and we are very grateful to all who have helped us with information and suggestions.

Our graduates now total 175 (36 in Honour Business Administration and Secretarial Science; 139 in Pass Secretarial Science.) In addition, 99 others have spent an average of $1\frac{1}{4}$ years in the course and have later graduated in General Arts or have left the University. Five men cheered us by their presence. Questionnaires were sent to all for whom we had recent addresses, as under:

Sent to	Grads 172	Others 24	Total 196
Replies from	" 116	" 8	" 124

which is a response of 67.4% by the graduates of the course. The remaining 32.6% probably includes a number who have moved from their old addresses. We have reserve copies on hand for them.

Of the 124 replying: 52 are married; 80 are at present in employment, including 10 married; 1 is at home, and 1 in training.

The following tables illustrate the relationship between salaries and experience. The greater number of our graduates have worked for less than five years; and their numbers fit in with the under \$100 per month salary groups. (Teachers in city vocational schools are, of course, in a special salary class!)

Number of Years in Employment

Approx. Years	11	10	9	8	7	6	5	4	3	2	1
No. of Graduates	3	5	7	3	7	14	9	16	16	22	22 = 124

Salary Groups (Maximum salary per month)

Over \$200	\$175	\$150	\$125	\$100	\$85	\$70	Under \$70
Grads	4	3	3	10	23	31	25



2018

LAURIER 
Inspiring Lives!

Ryerson
University

Career Centre
Student Affairs

Institutional Value

- Value proposition for the Career Centre
- Audiences:
 - Faculty
 - Academic Program Reviews
 - Senior Administration
 - Institutional Planning
 - Recruitment & Admissions
 - Employers
 - Career Centre - Advising and Employer Relations
- De-mystifying the outcomes of graduates

The Surveys - What We Both Collect

- Employment rates (F/T & P/T)
- Further study destinations
- Salary information
- Necessity of degree to obtaining employment
- Employment location
- Top Employers
- Industry sectors where graduates are working
- Work during academic studies

An aerial photograph of a city, likely Toronto, showing a dense urban landscape. In the foreground, there are green trees and a grassy area. The middle ground is filled with various buildings, including a large, modern, light-colored building complex. In the background, the city skyline is visible, featuring several tall skyscrapers and the prominent CN Tower. A blue rectangular box is overlaid on the image, containing white text.

The Survey RU Specific

RU Survey

What we asked about



- Measurement at 6 months after convocation
- Salary ranges
- EDI related info -
Racialized, Disabilities, Indigenous, International, First Destination (2017)
- Job duties
- Finding employment
- Collaboration on survey design

Question Design - RU



- Multi-select and single select answers - Pros and Cons
- “Other” and “Prefer Not to Answer” options
- Survey Logic
- Answer choices that reduce the chance for error
- Choose a suitable platform to host your survey

Laurier Survey



- Measurement within 12 months of graduation
- Salary
- Disclosure
- Survey question consistency



Data Collection

Laurier Data Collection Process

- Convocation (65%)
- Return to Laurier (1%)
- Other (1%)
- Follow-up:
 - Email (7%)
 - Mail (3%)
 - Phone (11%)
 - LinkedIn (12%)

*% for 2017 data

Laurier Data Collection

- Considerations
 - Staffing
 - Partnerships
 - Cleaning data
 - Coding data

RU Data Collection

Process

- Email
- Call Centres
- Social Media campaigns
- Faculty Champions
- LinkedIn InMail messaging

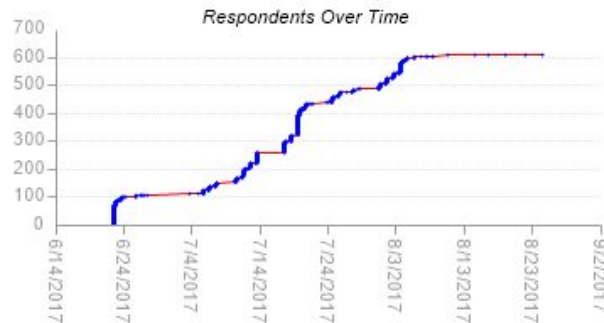
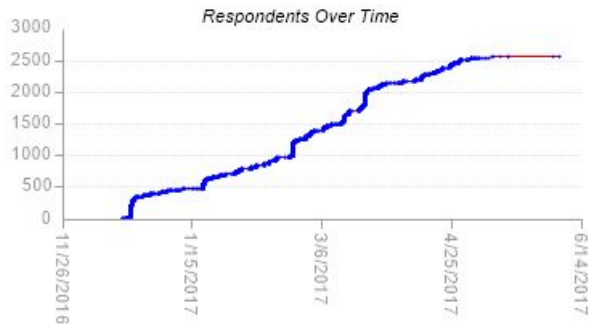
Considerations

- Budget, staffing levels
- Training & staff skill sets



RU Data Collection

- A visual depiction of response rates for Ryerson from the June and October 2016 graduating classes
- Steps, slopes and flat-lining
- What worked and what didn't



Key Findings - RU



Key Findings: Ryerson



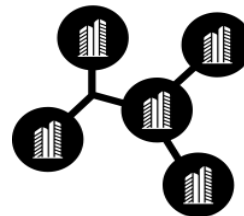
45%

% of full-time employed graduates who indicated that their Ryerson degree was a formal job requirement



47%

% of graduates pursuing further education doing so to secure better employment



1,413

Unique Employers across 41 Industries

Top 5

- Healthcare
- Education
- Financial Services
- Retail
- Government

Key Findings

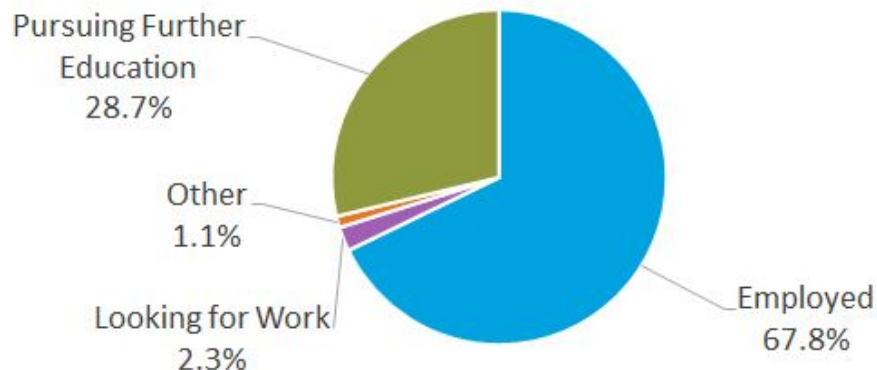


Key Findings: Laurier

2017 Laurier Graduate Outcomes

Total Number of Graduates: 4234

Response rate: 82.9%



81.5%

2017 graduates who are employed indicated that a degree was a formal requirement or an asset in the hiring process

Location of Employment

Toronto
Kitchener-Waterloo
Hamilton

Top 5 Career Choices

Social Service/Recreation/Health
Administrative/Customer Service
Sales/Business Development
Finance
Accounting

The background of the slide is a blue gradient with a network of white nodes and connecting lines, resembling a molecular or data network structure.

Data Utilization

Examples of Data Utilization

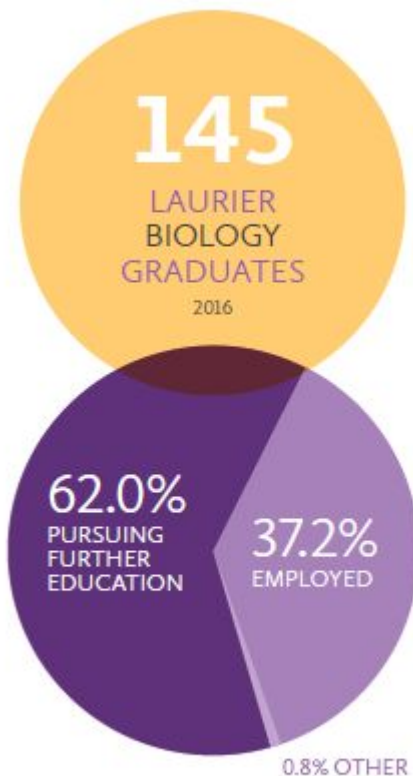
LAURIER GRADS ARE SUCCESSFUL!

SAMPLE JOBS WITHIN THE FIRST YEAR AFTER GRADUATION:

Biological technologist
Lab analyst
Quality assurance technician
Research assistant

SAMPLE FURTHER EDUCATION PROGRAMS WITHIN THE FIRST YEAR AFTER GRADUATION:

Doctor - Medicine, Naturopathic Medicine,
Chiropractic
Master's Degree - Biology, Molecular & Cellular
Biology, Integrative Biology, Neuroscience
College Program - Biotechnology,
Respiratory Therapy, Environmental Engineering
Bachelor's Degree - Nursing, Education,
Radiological Technology



Wilfrid Laurier University Graduate Survey
Social Work (2009-2016)

Year	Degree	Total No. of Graduates	Respondents	Pursuing Further Education	Employed	Other	Unemployed	Placement Rate (%)
2016	MSW	152	124	2	118	3	1	99.2%
	PhD	1	1	-	1	-	-	100.0%
2015	MSW	149	127	2	118	-	7	94.5%
	PhD	3	2	-	2	-	-	100.0%
2014	MSW	144	123	1	113	3	6	95.1%
	PhD	3	2	-	2	-	-	100.0%
2013	MSW	167	140	1	135	-	4	97.1%
	PhD	7	6	-	6	-	-	100.0%
2012	MSW	186	159	3	150	3	3	98.1%
	PhD	7	5	-	5	-	-	100.0%
2011	MSW	161	123	6	111	-	6	95.1%
	PhD	2	2	-	2	-	-	100.0%
2010	MSW	164	121	2	113	4	2	98.3%
	PhD	5	2	-	2	-	-	100.0%
2009	MSW	146	108	4	95	2	7	93.6%
	PhD	4	1	-	1	-	-	100.0%

- Surveyed within 12 months of graduation

Grad Surveys Inform:



Financial
Services
=
not just for
Business
Grads



Racialized
graduates find
their jobs in
different ways



LinkedIn -
ineffective or
simply under
Utilized for
finding work?

Faculty-Specific Reports

			Draft For Discussion: April 30, 2018	
			For Faculty Planning Purposes	
2016 Graduate Destinations Survey: Initial Transition Six Months After Graduation				
Project Lead: Ryerson Career Centre in partnership with the University Planning Office				
SECTION A - SNAPSHOT				
Table 1. Response rate				
	FEAS	Ryerson		
Total responses	440	2,836		
Total graduates	1,141	7,318		
Response rate	38.6%	38.8%		
Table 2. Type of degree obtained				
	FEAS	Ryerson		
Bachelor's	70.0%	81.7%		
Master's or Doctorate	30.0%	18.3%		
Total	100.0%	100.0%		
Table 3. Initial transition six months after graduation				
	FEAS	Ryerson		
Employment rate* (6 months)	85.5%	88.2%		
Positive destinations rate** (6 months)	88.1%	88.3%		
Full-time employment rate* (6 months)	73.0%	62.8%		
*For those respondents in the labour force				
**Employed, Studying F/T or Due to start a job within the next month				

Grad Surveys

Demystify



- Sources for finding a job - Are they what they think they are?
- Pain points for faculties
- Start-ups - less of a trend than expected?
- Varying paths for Graduates
#RoadFromRyerson



Questions & Follow-Up:

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