

# **Review of Destinations of Leavers from Higher Education (EDLHE) Survey**

## **Review outcomes**

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# The review...

- Fundamental review of the survey and supporting systems in advance of 2011/12 implementation...
- ...with particular reference to:
  - coverage
  - the content of the questionnaire
  - methodology
  - functionality of the DLHE Online Survey System
  - possible technical update
  - interaction between the EDLHE and Longitudinal (LDLHE) surveys

# The review...

- Commenced March 2010
- Two key deadlines:
  - 30 April 2011 – publish coding manual and questionnaire
  - 31 December 2011 – implement supporting tools and system
- Review Group of HESA Statutory Customers, institutional representatives and technical experts have been working on the development of proposals for change

# The review...

- Significant interest in destinations data at a political level, in particular the provision of careers information to prospective students, and so the review also had to take into account:
  - Outcomes from external research funded by BIS (International Student Tracking Study)
  - Outcomes from external research funded by HEFCE (Evaluation of Longitudinal Destinations of Leavers from Higher Education)
  - Outcomes from the Browne Report (Securing a Sustainable Future for Higher Education in England)
  - Anticipated outcomes from 2011 Higher Education White Paper
  - Development of the Key Information Set (KIS)

# What has been reviewed?

- The review areas can be categorised as follows:
  - Timing of the survey
  - Changes to the survey coverage
  - Questionnaire content and format
  - Methodology
  - How SIC coding is undertaken
  - Working with SOC 2010 and how coding is undertaken
  - DLHE Online System – how it can work better for institutions
- Plus the record is being updated to XML format

# Survey timing

- Explored alternative timings
- Analysis undertaken using EDLHE and LDLHE data
- No evidence that six months is sufficiently poor at indicating leavers' outcomes that it must be changed
- EDLHE must be complemented by the later LDLHE Survey
- If the LDLHE Survey does not continue then the timing of the EDLHE Survey will need to be reconsidered

# Coverage

- Four changes to coverage which means that overall more leavers will be surveyed
  - One change to qualification awarded (QUAL) criteria
  - One change to mode of study (MODE) criteria
  - One change to exchange (EXCHANGE) criteria
  - Extension to all overseas students
- There will be a wider range of students for whom good contact details will be required
- Student Record contacts need to work closely with DLHE contacts in order to ensure that the right students will be surveyed



# Change to QUAL

- From 2011/12 the EDLHE Survey population will be extended to include all HE qualification types apart from credits
- This change is to reflect the increasing numbers of students studying professional qualifications
- Will still exclude intercalated degrees, and also awards for visiting students

# Change to MODE

- From 2011/12 the EDLHE Survey population will include all qualifying postgraduate research students (including those who qualify from dormant status)
- Large numbers of leavers have previously been excluded from the survey population because of their dormant status

# Change to EXCHANGE

- From 2011/12 the EDLHE Survey population will no longer include incoming exchange and visiting students
- These leavers (approximately 1000) are excluded from other populations

# Extension to all overseas students

- From 2011/12 the EDLHE Survey population will include all non-EU international leavers
- This decision was made having considered the recommendations from the BIS-commissioned International Student Tracking Study and sector feedback on practicalities
- These leavers must be contacted electronically (use of the paper questionnaire and telephone methods is optional)

# Extension to all overseas students (continued)

- For 2011/12 and 2012/13 surveying these leavers will be seen as a pilot
  - No publication of this data until it has been reviewed
  - If published it will be summary level data
  - No target response to be set
  - Assessment of the two years of surveying these leavers will inform the decision about the continued inclusion of them in the survey population

# Questionnaire content

- A number of changes to the questionnaire content, the most significant changes are:
  - Section A
  - Collection of salary data
  - Use of JACS for coding subject of study, training or research
  - Removal of part-time motivation questions
  - Introduction of employability and entrepreneurship questions
- The reviewed content will allow for the capture of more complete information about graduate activity

# Section A

- Similar approach to LDLHE questionnaire
- A single list of options including work and study
- Asks for all activities and then which of them is the most important
- Will capture more information about the range of activities a leaver may be involved in
- New set of publication categories for activity

# Salary

- Three-part salary question:
  - Annual pay for 'main' job
  - Part-time hours
  - Estimated total earnings
- Will allow the capture of total earnings
- Leavers will have indicated how many other jobs they are doing on the census date in order to contextualise the salary data
- This information will be used to form part of the KIS – average salary six months after completing course



# JACS

- JACS replaces SIC for coding subject of study
- JACS 3.0 has recently been developed by HESA and UCAS
- Will be used to capture subject of further study, training or research for EDLHE from 2011/12
- Will be used ahead of implementation for the Student Record and Staff Record (2012/13) to save making changes in two consecutive years

# Part-time motivation

- The three part-time motivation questions will be removed
- Have long been considered out of place on the EDLHE questionnaire
- Motivation for undertaking the original course part-time will be considered for collection as part of the Student Record during the next review

# Employability and Entrepreneurship

- Strong political interest in collecting information about how HE prepares students for work and setting up and running their own business
- A question each to capture this information, plus a question about preparation for further study will be included as the new Section E

# Questionnaire design

- Improvements to 'look and feel'
- Advice sought from accessibility bodies
- Coding boxes removed
- Questions and design underwent cognitive testing

# Methodology

- Relaxed methodology allowing each institution to choose the data capture methodology which enables them to achieve the best level of response
- Single version of the questionnaire for use for all methods of contact
- No reduced set of questions for telephoning
- Minimum set of questions which should be answered in order for the response to count
- Minimum set for use when speaking with a third party

# SIC coding

- Centralised coding exercise
- Size of organisation (in terms of employees and financial terms) will be additional data available
- Institutions will be able to see the coding prior to signing off their data
- HESA is currently exploring options for how this will work and will tender for this service

# SOC

- SOC 2010 will be used from 2011/12
- 5<sup>th</sup> digit required in places –work being undertaken by Charlie Ball at HECSU
- SOC coding will not be centralised
- Obtain an upgrade of CASCOT to include this fifth digit or...
- ...use an alternative coding tool e.g. Automated Coding by Text Recognition (ACTR)
- Offer training and good practice guidance on SOC coding

# DLHE Online System

- No development of a separate input-only version
- Some enhancements can be made to the online version to facilitate institutions using it as an input tool
- Storage of the data
- Accessibility to the system – surveying non-EU international leavers means it will need to be available 24/7



# XML

- EDLHE 2011/12 will be returned in XML
- Will be the second of the record-based collections to be moved to XML following the Student Record for 2007/08
- Some training will be provided as part of wider EDLHE 2011/12 implementation seminars

# Roll out of the revised DLHE Record and related processes

- April 2011:
  - Publication of manual
  - Final questionnaire available
- May – December 2011:
  - Incorporating new SIC processes
  - SOC and related coding tool (plus good practice)
  - Any changes to DLHE Online Survey and storage of EDLHE online data
  - Updating Good practice guide
  - Training - September

# Changes for 2010/11

- National Statistics Country Classifications 2006 (NSCC) adopted for the EDLHE Survey
- Compulsory to ask for salary data when speaking with a leaver on the telephone
- LDLHE opt-out question should not be asked to third parties

# Any questions...?