

TRACER STUDY AT MOI UNIVERSITY-

Methodology, Opportunities & Challenges



12/2/2013 (11:30 – 13:00). KUCC- Tracer Studies in Eastern Africa:
Findings and their Relevance for University Strategies and Curriculum
Development

Moi University- MUTRACE

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Why Universities must consider tracer studies;

- **Feedback in study programmes**
- **Derive indicators of relevance of study programmes**
- **Accreditation and evaluation of university programs,**
- **Curricular review and development, for University affiliation, ranking and presently to get a Charter**

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- **Information instrument to Stakeholders including students, academic staff, parents, management staff, IUCEA/CUE**

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- **Link between study and labour market**
- **Compare nationally and internationally**



Introduction

- **MUTRACE was part of a wider University Tracer initiative – UNITRACE that took place between the year 2010 and 2012/13**
- **Driven by a series of three training and interactive tracer studies workshops (2010> 2011> 2012)**
- **MUTRACE started with the training of two researchers from Moi University in graduate tracer Surveys**
- **A universal UNITRACE questionnaire was adopted to survey graduate cohort 2009**
- **Eastern Africa, Central America, East Asia & INCHER Kassel**

UNITRACE TEAM

Eastern Africa region

- Kenya (Moi University)
- Kenya (Kenyatta University)
- Ethiopia (University of Addis Ababa)

Central America

- Costa Rica
- Nicaragua
- Guatemala

South East Asia

- Indonesia
- Vietnam
- The Philippines).





Objectives of MUTRACE

- The objectives of MUTRACE were;
 - to develop an address data bank;
 - to conduct a tracer survey (pilot & first one);
 - to analyze the tracer survey data and;
 - to disseminate the results of the survey.

Methodology (steps)



UNITRACE workshop I- 2010

- preparation survey
- exposure to relevant theories
- survey designs
- questionnaire



Address data bank- 2011

- sensitize & seek goodwill
- sources; alumni, schools
- names, Tel, email & P.O. Box= 722
- Ms Excel data bank arranged by degree of study



Sample design

- population of 873, an address data bank of 722 seven faculties
- 470 graduates were reached for the survey
- (n)= 191
- 3 months
- RR= 41%.



Survey conduct

- first call to confirm email addresses, purpose & seek consent
- email with questionnaire attached
- Tel. reminder I, II & III
- thank you email



Data

- Data obtained are both quantitative (most) and qualitative
- Data obtained from - 5 areas;
 1. Sociobiographic characteristics
 2. Study conditions, provisions and experiences
 3. Job search and transition to work
 4. Employment and work
 5. Work and competencies- study & work link
- Data Analysis - entered in excel and analyzed in SPSS
- Dissemination on going (MUIAC, Alumni, Reports, Conference Bali, Papers, briefs)- See sister presentation on dissemination plans



Opportunities

Methodological

- UNITRACE threefold training workshops
- Pair-up (benefits to work as team and varied inputs)
- email & tel. survey
- Positive response from graduates & their enthusiasm
- Methodology capacities and potential for cascading
- Presentation in Seminars, Workshops, and conferences
- Scholarly research and Publication platform
- Customized dissemination strategy



Opportunities

Systemic

- DAAD funding and support
- Moi University financial support
- UNITRACE initiative
- UNITRACE network of 3 continents
- Nascent Collaboration networks Eastern Africa & Africa
- Ongoing multiplier interests (DIES multiplication proposal, CUE and AGGN)



Challenges

Methodological

- The use of email attachment
- Bulky questionnaire
- Response rates and representativeness

Systemic

- Dearth of addresses and contacts
- Goodwill from the University
- Graduate tracer culture
- Mainstreaming tracer studies



Results- Selected

Obtain from 5 questionnaire fields:

1. Sociobiographic characteristics
2. Study conditions, provisions and experiences
3. Job search and transition to work
4. Employment and work
5. Work and competencies- study & work link



Results 1

Gender

- 55% males
- 45% females

Sociobiographic

Age

- 27 mean
- 24-51 range

variables

Degree

- Arts- 25%
- Information sciences- 22%
- Law- 20%
- Engineering- 18%
- Medicine, nursing, public health- 15%

University Education

Results 2

● Overall, learning conditions and facilities at Moi University were rated average by 37%

- 92% completed study in time
- Lectures are a mode of learning very highly emphasized (78%), research (53%), internship (57%), practical exercise, field course/practicum (62%) and discussions (59%)
- Demonstrations less emphasized (33%)
- Community services neglected (21%)
- Graduates undertook additional education training during their degree study
- Relationship between study field and area of work rated very highly (70%)
- Job search- 21% through work placement, internship and attachment. Career office, internet, fairs, Government and commercial agencies NOT USED
- 75% gained required competence for job and 64% indicate University contributed to this

Study and employment

Results 3

- 92% completed study in time
- 52% of the graduates took some course when at University and after graduation to prepare themselves for the workplace. These trainings were mainly strategic to add advantage for competition in job search and were useful at work
- **Job search-** career office, job fairs, Government and commercial agencies NOT USED. Most graduates (54%) relied on adverts in newspapers. 32% through parents, relatives and friends
- Relationship between the field of study for graduates and the area of work was rated very highly (70%)

Job search

Results 4

- They start looking for jobs 5 months before graduation
- Most (54%) relied on adverts in newspapers. 21% through work placement, internship and attachment
- Half checked through the internet. Only 10% established an e-network for job search
- Career office, job fairs, Government and commercial agencies NOT USED.
- They contacted at least 10 (mode) institutions to seek employment
- Job search trends corroborate with the actual job acquisition pattern
- 42% consider salary to select job

Work situation

Results 5

- 79% graduates were employed by the time of the survey but 21% were not employed one year after graduation
- 56% of graduates work for private employer. Only 25% public & 12% NGO. And 6% were self employed
- **Where occupied-** Research 12%, legal work 10%, mechanical and technical work 8%, ICT 7%, writing, publishing and media 5%, business, marketing and commerce 5%, administrative assignments 5% and in patients' treatment and management 5%
- Approximate monthly gross income from current major job excluding overtime is Kshs. 41,870 per month = 511 USD\$

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- Relationship between the field of study for graduates and the area of work was rated very highly (70%,)
- 75% indicate gained required competence for jobs at graduation

Employer consideration in recruiting

Results 6

From which university are you and what degree do you hold?

- 46% study programme important
- 65% University reputation important
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- 64% grades not important
- 52% specialization not important
- 52% computer skills not important
- 71% experience not important (surprise)
- 75% organizational skills not important



Recommendation

- Given the importance of graduate tracer study results, Moi University should mainstream this activity in its operations and regularize their conduct
- Goodwill for tracer studies from the CEO Moi is imperative here
- Though study programs are deemed relevant to job, there is still room for improvement
- Moi University need strengthen outreach, demonstration and practice based learning
- UNITRACE has offered great potential in methodological capacities for tracer studies- these capacities should be built further and multiplied at university level, national and regional
- There are available opportunities for implementing and utilizing tracer study results for Moi and other HEIs in Kenya (human and partner resources). We must start utilizing these opportunities now.



Important Lessons Learnt

- ✓ Proffered skills and motivation from UNITRACE
- ✓ Pairing up to divide but cross examine tasks
- ✓ Mentorship of others- one graduate student
- ✓ Plans to train alumni officers, administrators, academics
- ✓ On going calls for tracer collaboration-DIES, CUE, AGGN, REAL, IUCEA
- ✓ Simple and easy to use results for MU e.g., outreach
- ✓ Dissemination (UNITRACE, DAAD, AGGN, CUE, MU)
- ✓ 6 reports and 2 scientific papers
- ✓ Proposal for Graduate Tracer Research Center at MU
- ✓ Tracer Study should be a culture in all Universities and should be incorporated in their Vision, Mission and Philosophy.



End

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