

THE IMPLEMENTATION OF TRACER STUDIES

UNITRACE / IUCEA Conference „Integration of Tracer Studies in Quality Assurance and Management Processes of Universities“

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UNIKASSEL
VERSITÄT



INCHER-KASSEL
Internationales Zentrum
für Hochschulforschung Kassel

Main Steps of Institutional Tracer Studies

Concept & Planning

Fieldwork

Data analysis & Reporting

Main Steps of Institutional Tracer Studies

Concept & Planning

- Address database at the level of higher education institution
- Update of addresses by HE institution
- Contacts by letters and/or email
- Combination of paper and online questionnaire

Fieldwork

Data analysis & Reporting

Main Steps of Institutional Tracer Studies

Concept & Planning

Fieldwork

- Sending out of reminders (Four contacts/send outs altogether)
- High response rate should be achieved (about 50%)

Data analysis & Reporting

Main Steps of Institutional Tracer Studies

Concept & Planning

Fieldwork

Data analysis & Reporting

- Reports for different institutional levels & study programs

The ‚Tracer Study Revolution‘ in Germany

- Until 2007: only a few institutions of HE conducted regular tracer studies
- Since 2008/2009 almost all relevant institutions of HE are partners in different regional or national systems of regular tracer studies
- Coverage of Tracer Studies: about 80% of all graduates in Germany
- In the *KOAB network* about 50 % of all graduates from HE institutions in Germany are included

Recent Experiences in Eastern and Southern African Countries

UNITRACE program:

- Addis Ababa University / Ethiopia
- Kenyatta University / Kenya
- Moi University / Kenya

Planned (second) Graduate Survey in Namibia

Requirements for Successful Implementation

Structures

- Record of university's graduates
- Contact data

Ressources

Commitment

Requirements for Successful Implementation

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- Contact data

Ressources

- Personal
- Competences (empirical research/theoretical)
- Finances (Questionnaires, Invitations, support staff)

Commitment

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Ressources

- Personal
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Commitment

- Support of university leadership
- Support within faculties

Implementing Tracer Studies:

- Institutional level
- Scientific approach
- Networking & cooperation

It's not easy – but...

Yes, we can!

THANK YOU!

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