



Dissemination of Graduate Tracer Study Results in Higher Education Institutions: Opportunities and Challenges

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Presentation Outline

- Graduate studies defined
- Objectives of GTS
- Scope of GTS
- Dissemination of tracer study results
- Key areas of KU tracer study results
- Objectives of KU GTS results
- Dissemination opportunities & challenges
- Some discussion questions





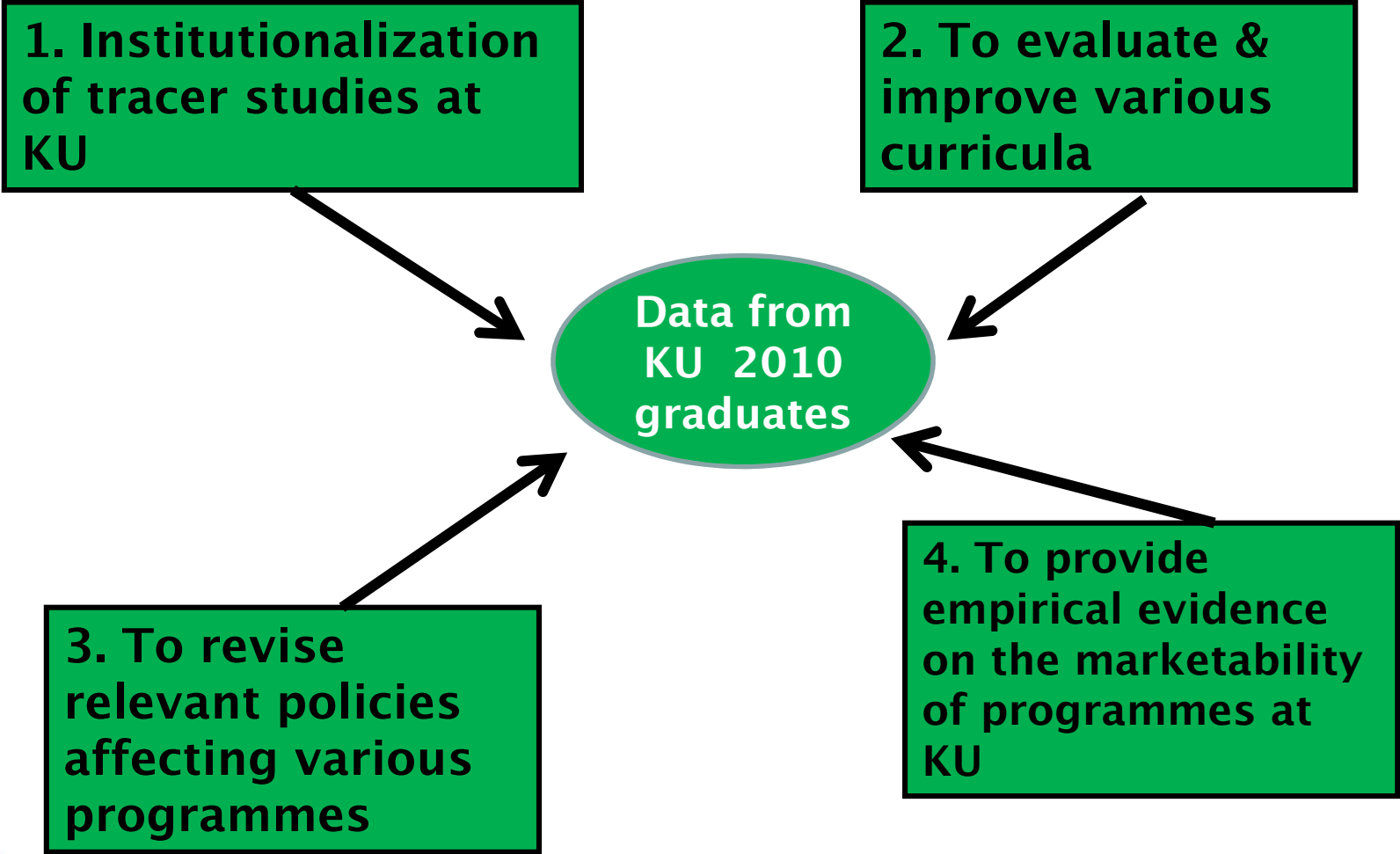
Graduate studies defined

- **Similar terms found in literature:**
 - Graduate survey (40,700 Google hits)
 - Tracer study (98,000 Google hits)
 - Alumni research (U.S.; 99,000 hits)
 - Follow-up study (graduates) (179,000 hits)
 - Graduate career tracking (Hungary; 6 hits)
- **Target population:**
 - Graduates of an institution of higher education (regardless of degree type)
 - Normally surveyed after graduation





Objectives of KU graduate tracer studies





DISSEMINATION OF TRACER STUDIES RESULTS





Key areas of KU tracer study results

- **Socio–Biographic Characteristics, Education and Work Before Study**
- **Study Conditions and Provisions, Study experiences**
- **Job Search and Transition to Work**
- **Employment and Work**
- **Work and Competencies, Relationship Between Study and Work**





Objectives of KU GTS dissemination of results

- To inform students and parents on career choices – which degree programmes are marketable
- To inform Deans of Schools and lecturers if the degree course matches the skills being taught in various programmes
- To inform university management on quality of programme and need for curriculum review, if study conditions are optimal,
- At macro level, results to help Commission for University Education (CUE)– inform policy on new programmes and curricula designs
- Share knowledge on GTS methodology with other researchers





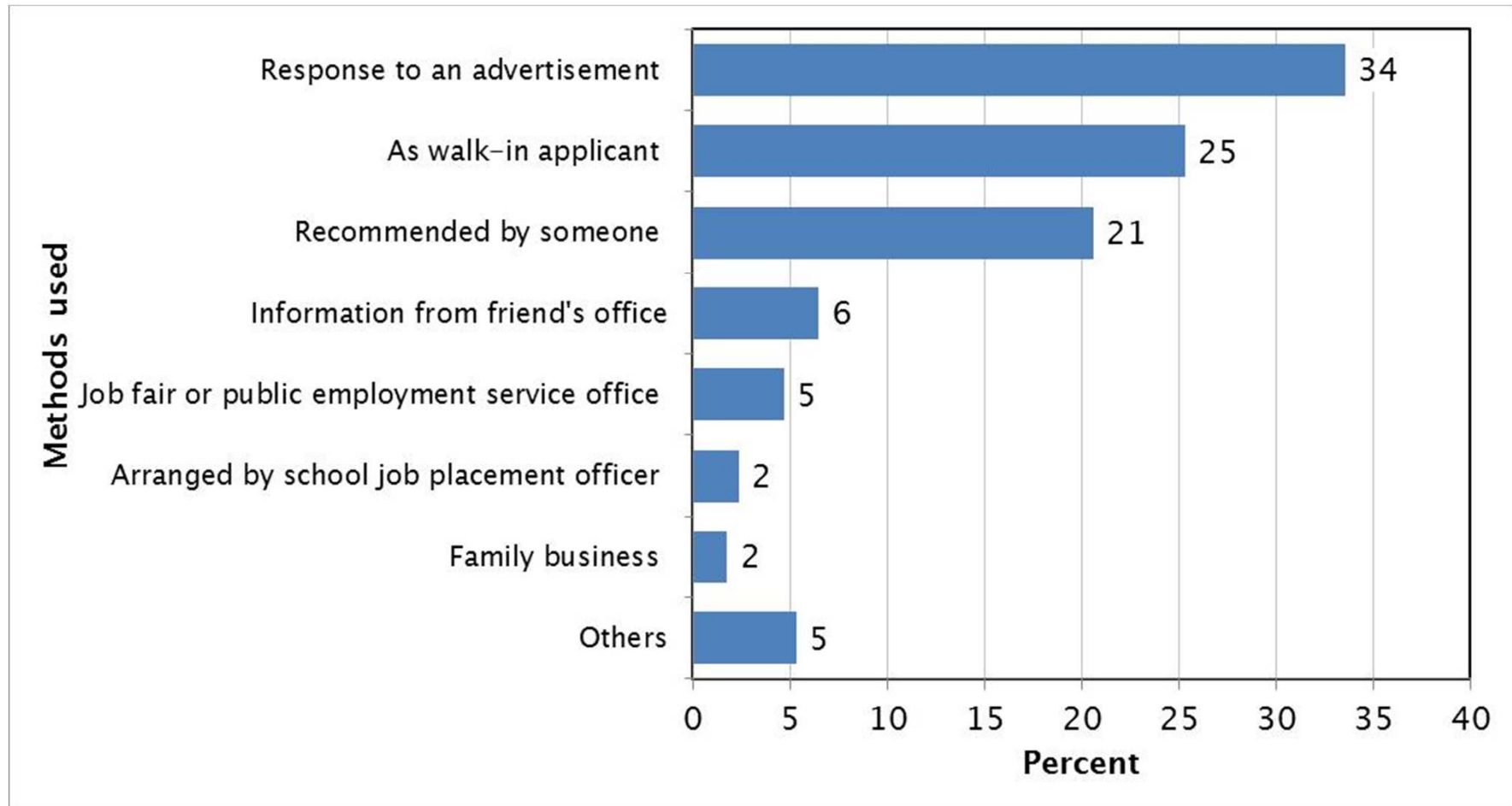
Dissemination opportunities at Kenyatta University (KU)

- Featured on KU website
- Appeared in the KU internal weekly newsletter
- At macro-level: We hope to publish results in peer-reviewed Journals and book chapters
- Presentations at faculty and universitywide seminars
- University self appraisal report presented to CUE





How did you find your first job?





Dissemination challenges at KU

- Tracer studies less understood
- Tracer studies not yet institutionalised at KU
- Pessimism amongst the target groups
- Low level of awareness amongst the target groups at KU





Some discussion questions

- How best can we package key messages from tracer study results for the different target groups?
- How can we overcome overall dissemination challenges experienced in our tracer studies?
 - Having disseminated tracer studies results in our institutions, what would you do differently next time?
 - What is the future of tracer studies in our institutions?





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