THE IMPLEMENTATION OF TRACER STUDIES

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

Planed (second) Graduate Survey in Namibia
Requirements for Successful Implementation

**Structures**
- Record of university’s graduates
- Contact data

**Ressources**

**Commitment**
Requirements for Successful Implementation

**Structures**

- Record of university’s graduates
- Contact data

**Ressources**

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

**Commitment**
Requirements for Successful Implementation

**Structures**
- Record of university’s graduates
- Contact data

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

**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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