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**A COMPARISON OF GRADUATE
SATISFACTION AND PLACEMENT
BETWEEN SIX-MONTH FOLLOW-UP
AND COMMENCEMENT SURVEY
METHODS**



Waukesha County Technical College



WAUKESHA
COUNTY TECHNICAL
COLLEGE



WTCS Outcomes Based Funding (OBF)

1. Placement in jobs related to a program of study
2. # degrees/certificates awarded in high-demand fields
3. # programs/courses with industry-validated curriculum
4. Transition from basic education to skills training
5. # served by ABE/ELL courses
6. Participation in dual enrollment programs
7. Workforce training provided to businesses & individuals
8. Participation in collaboration or efficiency initiatives
9. Training provided to special populations or demographic groups
10. Credit for prior learning awarded



WTCS Graduate Follow-up

<p>How satisfied are you with your WCTC education?</p> <ul style="list-style-type: none">① Very Satisfied② Satisfied③ Unsatisfied④ Very Unsatisfied	<p>Which <u>one</u> of the following <u>best</u> describes your present status?</p> <ul style="list-style-type: none">① Employed full or part-time (including active military service and temporary employment)② Not employed, but looking for work③ Continuing my education④ Not available for employment...	<p>Is your current job related to your WCTC education/program?</p> <ul style="list-style-type: none">① Yes② No
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⦿ Metrics

- Placement rate
- Employed-related

⦿ OBF#1 Operational Definition

- 50% employed-related placement rate
- 50% college's share of all state graduates employed-related

⦿ Directive to increase response rates



The Exit Survey

🕒 Last resort

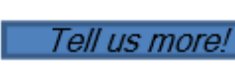
WCTC Graduate Exit Survey



WAUKESHA
COUNTY TECHNICAL
COLLEGE

Congratulations on graduating from WCTC!

1. Please take a minute to tell us what's next for you:

- ① I'm working or have a job lined up  *Tell us more!*
- ② Still looking for a job
- ③ More school for me!
- ④ Other/not sure yet

Employer:

Location:

Hours per week?

Wage (if you're willing to share): \$ _____ per

Is it related to you program? Yes No

2. How do your feel about your experiences at WCTC?

- ① I am very satisfied 😊
- ② I am satisfied 😊
- ③ I am unsatisfied 😞
- ④ I am very unsatisfied 😞

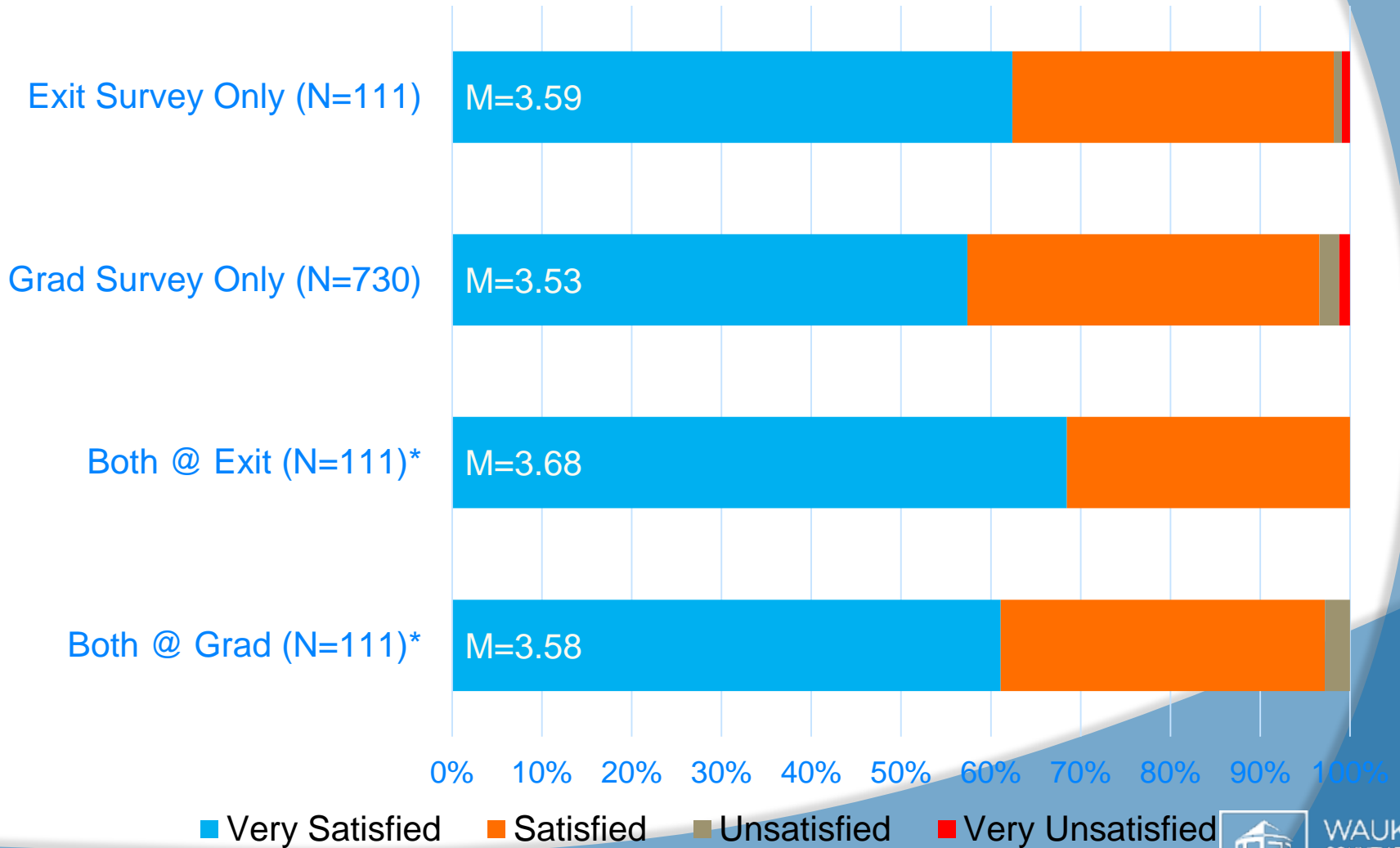
3. Any thoughts you'd like to leave us with?

4. What is your STUDENT ID?

We want to look up what program(s) you are graduating from. Don't worry, we won't be using your name on anything.



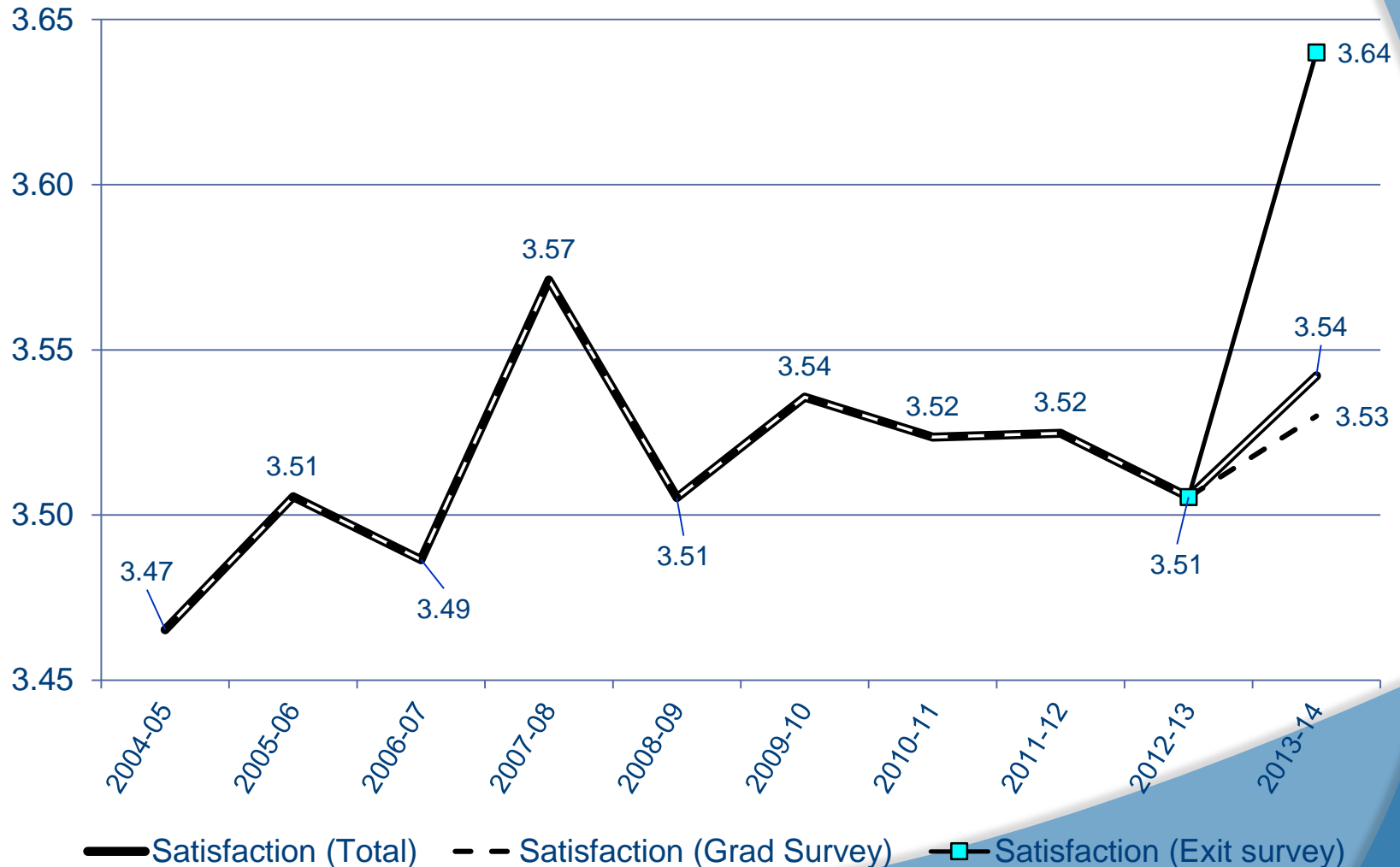
Satisfaction



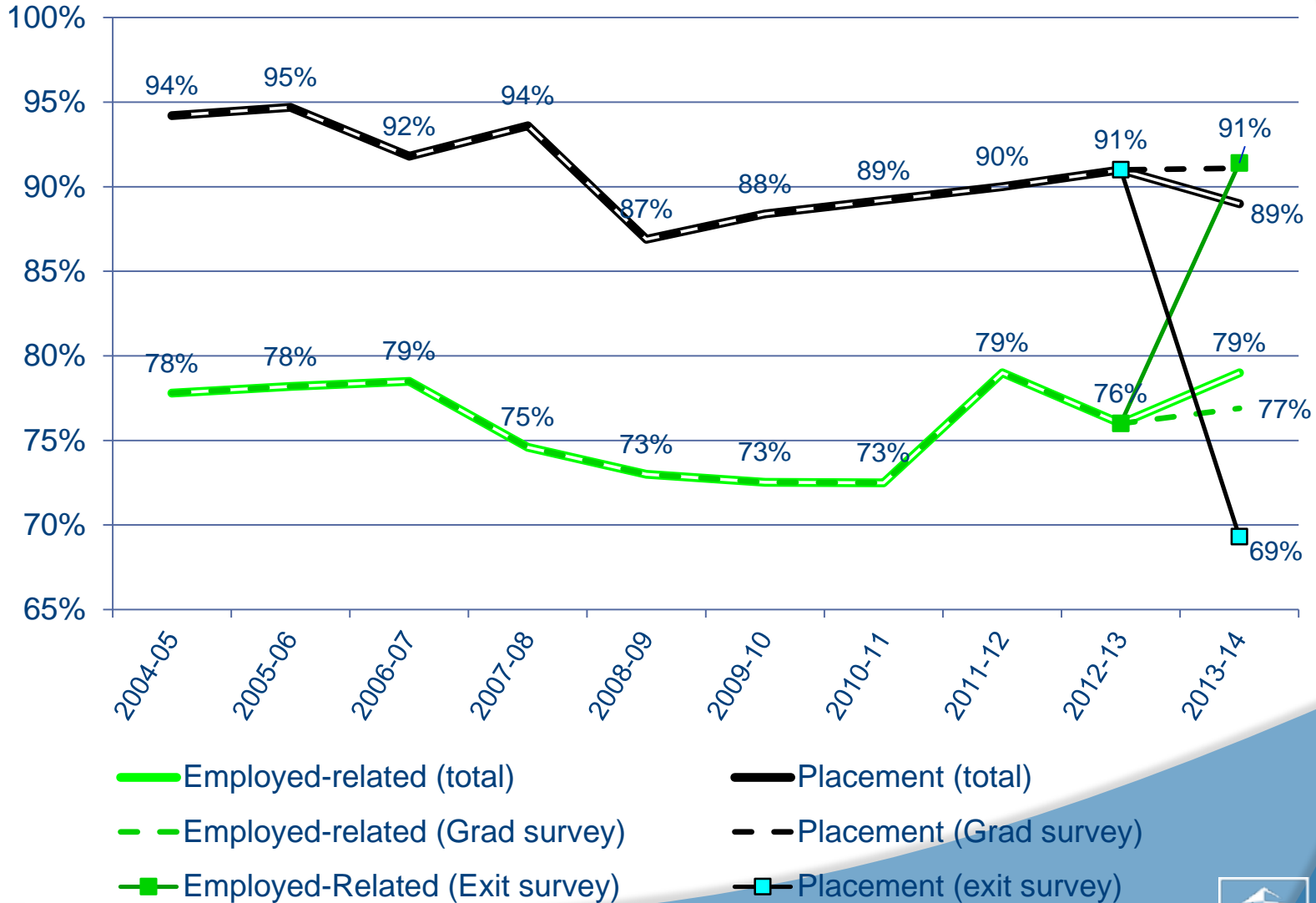
■ Very Satisfied ■ Satisfied ■ Unsatisfied ■ Very Unsatisfied



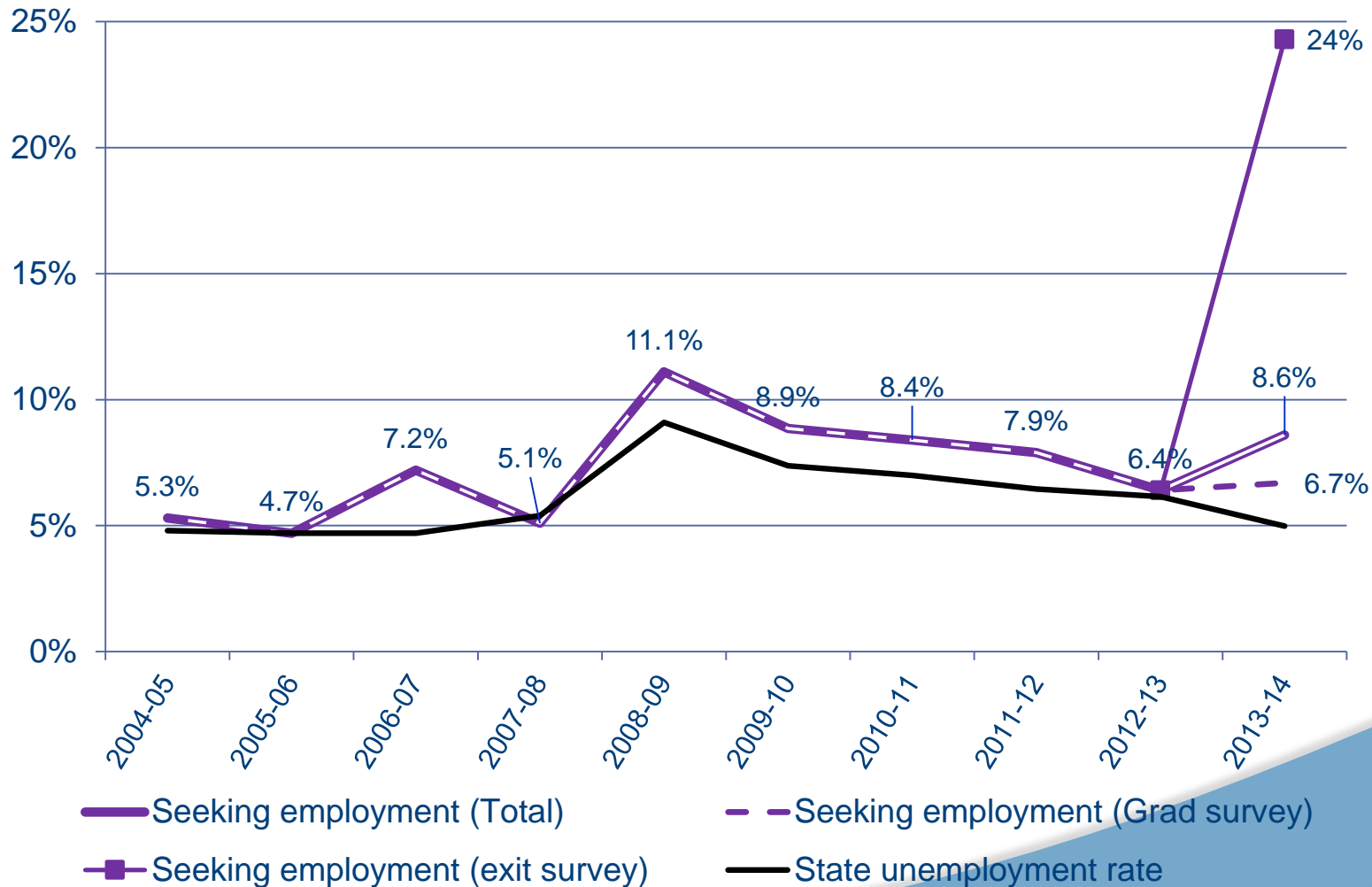
Satisfaction by survey type



Placement

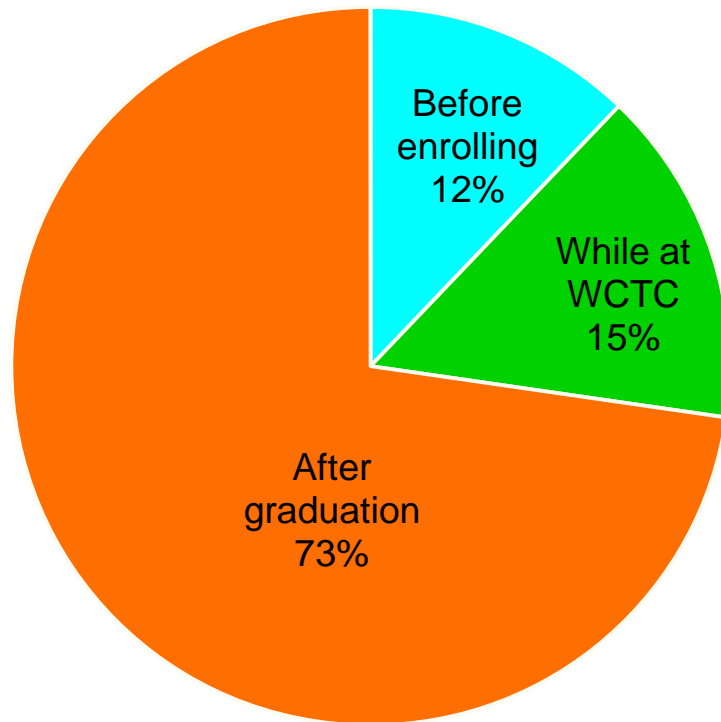


Graduate Unemployment

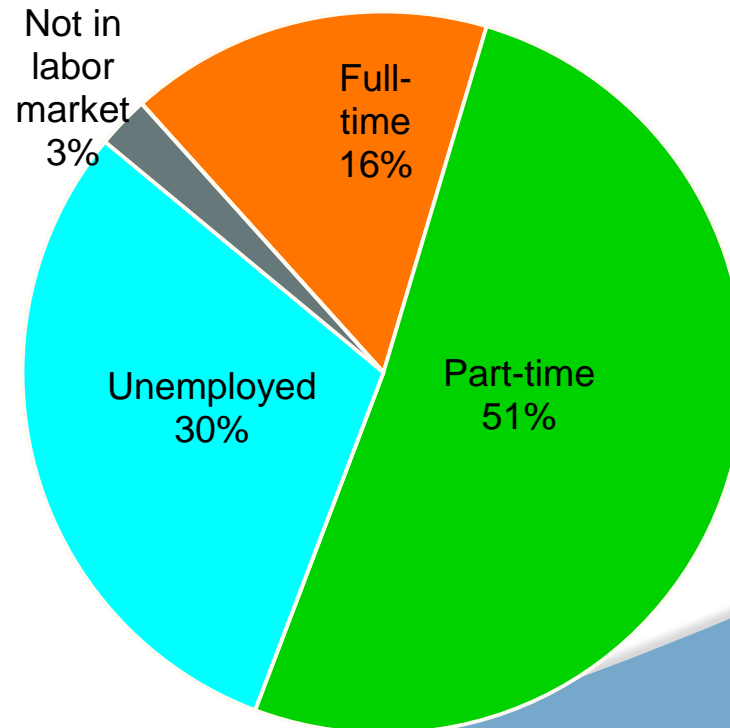


Red Flags

When grads unemployed at exit but employed at six months started their jobs (N=33)



Last reported work status at enrollment for grads unemployed at exit (N=43)



Response Bias

- Demand Characteristics



The Devil is in the Details

Graduate Survey

Which one of the following **best** describes your present status?

- ① Employed full or part-time (including active military service and temporary employment)
- ② **Not employed, but looking for work**
- ③ Continuing my education
- ④ Not available for employment...

Exit Survey

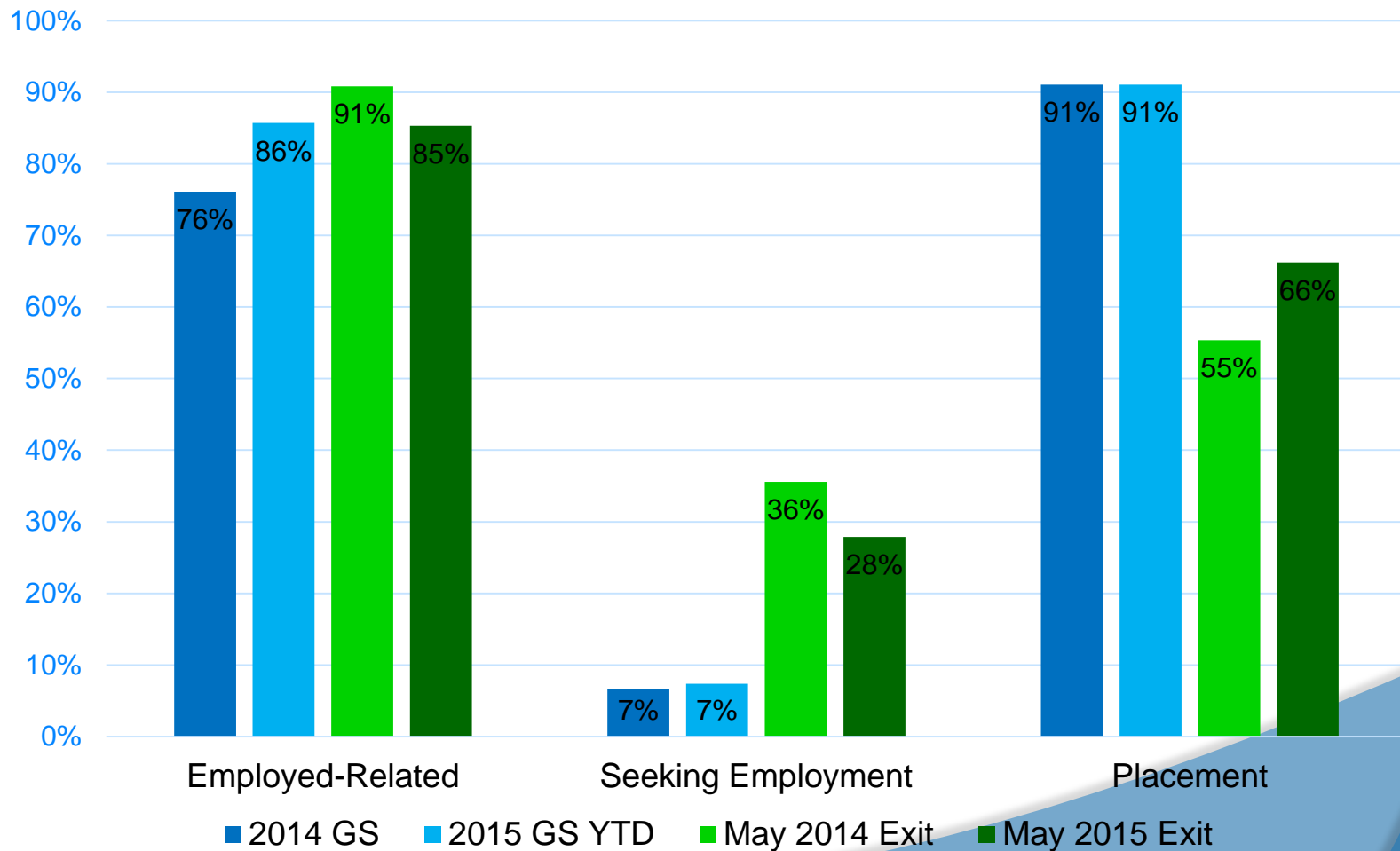
Please take a minute to tell us what's next for you:

- ① I'm working or have a job lined up
- ② **Still looking for a job**
- ③ More school for me!
- ④ Other/not sure yet

② **Not working right now, still looking**

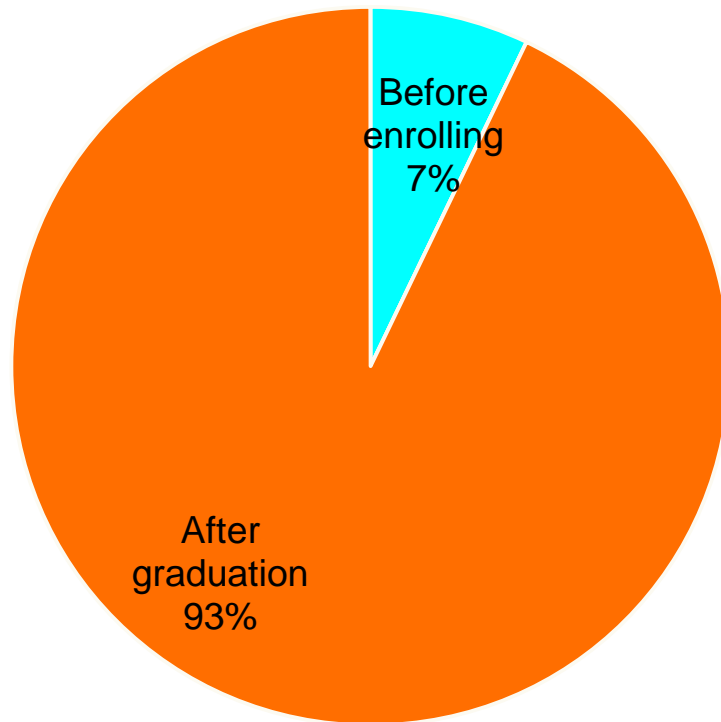


2014 vs 2015

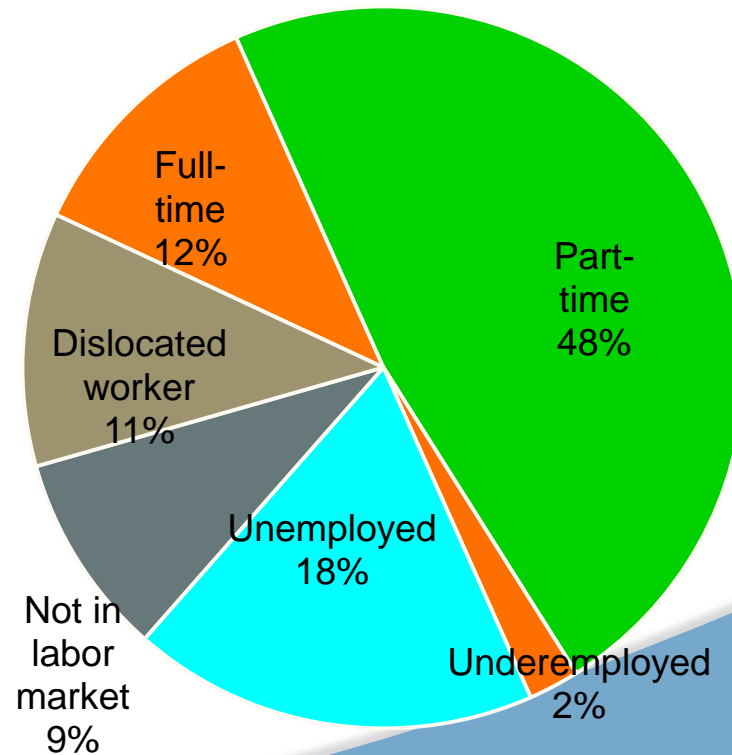


And Yet...

When grads unemployed at exit but employed at six months started their jobs (N=14)



Last reported work status at enrollment for grads unemployed at exit (N=44)





Findings

- ⦿ Increased response rate
- ⦿ Increased employed-related
 - Actual economic impact is minimal
- ⦿ No significant effect on satisfaction (yet)
- ⦿ Placement rates devastated
- ⦿ Reminded of the importance of response bias
 - Item wording
 - Demand characteristics
- ⦿ Costs versus benefits?

Questions?

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