



UNIVERSITAT DE
BARCELONA



Catalan University System
experience in collecting
information through surveys of
Graduates

MOTIVE Project consortium meeting
and capacity transfer

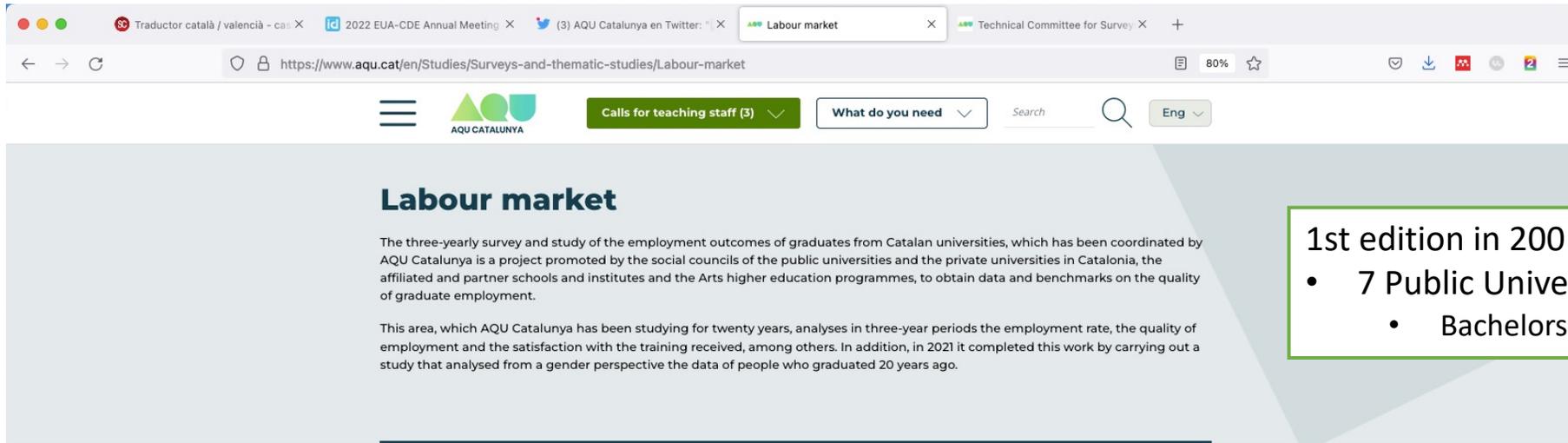
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Labour market surveys - Catalan University System

For universities to secure access for their graduates to the best possible employment, it is crucial to have a good diagnosis.



The screenshot shows a web browser window with the URL <https://www.aqu.cat/en/Studies/Surveys-and-thematic-studies/Labour-market>. The page features the AQU Catalunya logo and navigation menus. The main heading is "Labour market".

Labour market

The three-yearly survey and study of the employment outcomes of graduates from Catalan universities, which has been coordinated by AQU Catalunya is a project promoted by the social councils of the public universities and the private universities in Catalonia, the affiliated and partner schools and institutes and the Arts higher education programmes, to obtain data and benchmarks on the quality of graduate employment.

This area, which AQU Catalunya has been studying for twenty years, analyses in three-year periods the employment rate, the quality of employment and the satisfaction with the training received, among others. In addition, in 2021 it completed this work by carrying out a study that analysed from a gender perspective the data of people who graduated 20 years ago.

1st edition in 2001 (academic year 1997-1998)

- 7 Public Universities
 - Bachelors

Seventh edition of the survey

From 8 January to 31 March 2020, more than 78.000 graduates of the higher education system in Catalonia will be surveyed in order to know their employability.

The survey, which is promoted by the public universities in Catalonia through their social councils, together with 12 private universities, 37 affiliated and partner schools and institutes and the Ministry of Education, is one of the most representative and important in Europe.

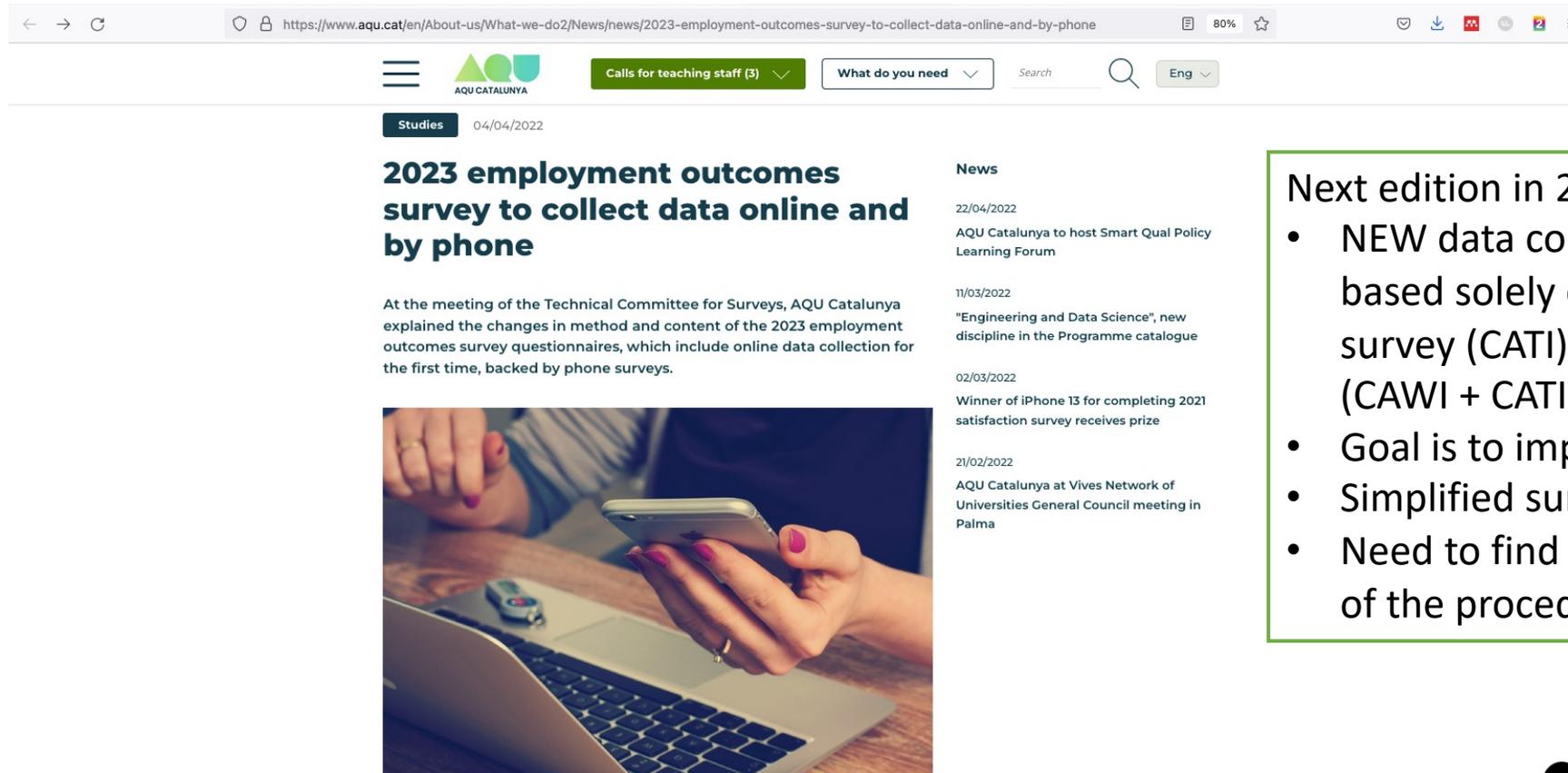
In the 2020 survey, 35,000 people were interviewed during the first three months of the year (17,500 graduates of undergraduate Bachelor programmes and Arts higher education programmes, 12,000 Master's graduates and 2,500 graduates of doctoral programmes), which accounted for 50% of the reference population (students of Bachelor-level degrees who graduated in 2016, except for graduates of Medicine, who graduated in 2013, graduates Arts higher education programmes and Master's graduates and doctoral degree holders who completed their programmes in 2015 and 2016).

New developments have been included in the 2020 questionnaire, and population of 2005 edition of the study will be surveyed again in order to know the gender-based differences in their employability 20 years after they finished their studies.

7th edition in 2020 (academic year 2016-2017)

- 11 Universities (public + private) + 39 HEI associated
 - Bachelor
 - Master
 - PhD
 - Fine Arts HEI
- Gender Labour market (2008 & 2011)
- 30.000 Bachelors, 27.500 Master, 4.200 PhD & 1.500 Fine Arts
- Surveys to graduates and employers

From CATI to CAWI + CATI



The screenshot shows the AQU Catalunya website. The main article is titled "2023 employment outcomes survey to collect data online and by phone". The article text states: "At the meeting of the Technical Committee for Surveys, AQU Catalunya explained the changes in method and content of the 2023 employment outcomes survey questionnaires, which include online data collection for the first time, backed by phone surveys." Below the text is a photograph of a person's hands holding a smartphone over a laptop keyboard. To the right of the main article is a "News" section with several items, including "AQU Catalunya to host Smart Qual Policy Learning Forum", "Engineering and Data Science", and "Winner of iPhone 13 for completing 2021 satisfaction survey receives prize".

2023 employment outcomes survey to collect data online and by phone

At the meeting of the Technical Committee for Surveys, AQU Catalunya explained the changes in method and content of the 2023 employment outcomes survey questionnaires, which include online data collection for the first time, backed by phone surveys.

News

- 22/04/2022
AQU Catalunya to host Smart Qual Policy Learning Forum
- 11/03/2022
"Engineering and Data Science", new discipline in the Programme catalogue
- 02/03/2022
Winner of iPhone 13 for completing 2021 satisfaction survey receives prize
- 21/02/2022
AQU Catalunya at Vives Network of Universities General Council meeting in Palma

Next edition in 2023

- NEW data collection method: from a process based solely on conducting a telephone survey (CATI) to a mixed collection process (CAWI + CATI)
- Goal is to improve the response rate
- Simplified survey to facilitate on-line format
- Need to find a balance between the length of the procedure and the budget

Why such a change?

Because of the difficult balance between having enough answers (representative sample) and having detailed information

1. Need to improve the response rate
 - a. The more answers the better information
 - b. There is a need (or demand from universities) to improve the detail of the surveys (universities, centres, degrees, etc.)
2. Changing times
 - a. There was a decreasing response rate (invasiveness of phone, not living anymore at the same place, difficulties to track people for years...)
 - b. There is a willingness to follow up graduates for several years
 - c. The forms of communication have changed, with the predominance of on-line communication + young people hardly talk on the phone
 - d. There is an increasing rate of “international” students
 - e. There is an increasing rate of graduates being employed abroad
3. Benchmarking suggested it was a good idea
 - a. Alma Laurea Consortia in Italy
 - b. Graduate Outcomes Survey in the UK (<https://www.graduateoutcomes.ac.uk/>)

How we plan to increase the response rate?

The five steps strategy:

- 1. To develop a concise information about the survey** (what it is for, its relevance, which will the procedure, etc.) that reassures the future interviewee and persuades him/her of the importance of his/her answer.
- 2. To disseminate such information** through reliable institutional channels (website, free telephone line, institutional mail including the contact person...)
- 3. To contact future surveyed individually**, in the most personalised way possible (first contact by post and second contact by email). The letter should contain the whole explanation, the link to the questionnaire, incentives - if any- and the contact details of those responsible for the study.
- 4. To remind it** by email or text-message
- 5. Conducting the survey** (The most cost-effective way is to start with the CAWI method and move on to CATI in case of doubts or no response.)

What is bettered, and what is not, by using mixed technology (compared to CATI alone)?

Quality of information is a slightly poorer, but it compensates because of quantity

Issue	Better, worse, equal
Costs	Better
Coverage of the survey	Better
No answer	Better
Effect of the sequence of answers (Survey design)	Better
Acquiescence	Better
Status quo	Worse
Non-differentiation (Survey design)	Equal
To answer "I don't know"	Worse
Random answer (Survey design)	Equal
Answers Socially preferable	Better
Outcomes because of design	Worse
Consistency check	Equal
Length of the procedure	Better



MOnitoring **T**rends in **V**ietnamese graduates' **E**mployment

Thank you for your attention!
Aurelia Mañé-Estrada

To learn more about the Catalan Labour-market surveys:

<https://www.aqu.cat/en/Studies/Surveys-and-thematic-studies/Labour-market>



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