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MONITORING TRENDS IN VIETNAMESE GRADUATES EMPLOYMENT

MOTIVE

www.motive-euproject.net/
https://motive-euproject.net/vi/home-page-in-vietnamese/

Project meeting, 28th – 30th March 2023
Graz, Austria
WP.7 Third Quality Report presentation
Dr Daria Luchinskaya, University of Strathclyde

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WP.7 Quality report presentation Overview

WP.7 Quality report presentation

- Introduction
- Main indicators achieved
- Conclusion
- Recommendations for the future

This report evaluates the performance of the MOTIVE project **in its third year** (project months 19-35).

Calendar month	Pre-Covid month number	Post-suspension month number
Oct-21	Month 22	Month 19
Nov-21	Month 23	Month 20
Dec-21	Month 24	Month 21
Jan-22	Month 25	Month 22
Feb-22	Month 26	Month 23
Mar-22	Month 27	Month 24
Apr-22	Month 28	Month 25
May-22	Month 29	Month 26
Jun-22	Month 30	Month 27
Jul-22	Month 31	Month 28
Aug-22	Month 32	Month 29
Sep-22	Month 33	Month 30
Oct-22	Month 34	Month 31
Nov-22	Month 35	Month 32
Dec-22	Month 36	Month 33
Jan-23		Month 34
Feb-23		Month 35
Mar-23		Month 36

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Introduction

Role of External Quality Expert is to assess:

- project framework and design
- project management
- project performance

in a systematic and objective way.

Evaluation focuses on:

- Work Package activities,
- Logical Framework Matrix,
- Project Gantt chart,
- Information and documents provided by the Project Coordinator

Project budget is outside the scope of the Quality Evaluation

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MOTIVE Project at a glance

General objective:
Ensure that the HE system addresses the challenges of reform policy implementation on graduates tracking in Vietnam

Specific objectives:

- Strengthen Vietnamese capacities on graduates tracking release
- Build up Vietnamese skills for exploiting graduates' data for policy reform and quality assurance
- Increase cooperation between Vietnamese universities and MOET on graduates tracking
- Reinforce linkages between higher education sector and society

Work Packages

- **WP.1** Capacity building for graduates studies based on IT tools
- **WP.2** Development of tools and methodologies for Graduates tracking in Vietnam
- **WP.3** Vietnamese Pilot Graduates tracking survey
- **WP.4** Enhancing staff capabilities to support the reform policies
- **WP.5** Dissemination
- **WP.6** Vietnamese National Center for Graduates Tracking
- **WP.7** Quality tools for project implementation
- **WP.8** Project Management

PROJECT COORDINATOR

ALMALAUREA

Interuniversity Consortium

PROJECT PARTNERS

Vietnam

Hanoi University

Posts and Telecommunications Institute of Technology

National University of Art Education

Vietnam National University of Agriculture

Thai Nguyen University

Academy of Journalism and Communication

Hanoi University of Home Affairs

Hanoi Tourism College

Halong University

Ministry of Education and Training

Hanoi Small and Medium Enterprises Association

European Union

FH JOANNEUM, University of Applied Sciences

Universitat de Barcelona

International Consulting and Mobility Agency Sociedad de Responsabilidad Limitada

Agencia Nacional de Evaluacion de la Calidad y Acreditacion

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Third Quality Report: Main achievements

Congratulations on:

1. The **successful implementation of the first pilot survey and data analysis**.

- The First Pilot Survey collected over 4,100 usable responses, analysed in the First Pilot Survey Report;
- The success of the pilot survey is such that a second pilot is taking place, tracking the graduates of 2021.

2. The **establishment of the Higher Education Institution Center for Graduate Tracking (HEICGT)**

- The Center represents the interests of three key stakeholder groups: Students and Graduates, Universities, and Companies, and links them together in the Portal, where students can register and upload their CVs, and companies can register, conduct CV searches, and post job offers;
- Growth of stakeholder engagement has been impressive over the course of the MOTIVE project;
- As well as the Portal, the Center hosts important research on graduate tracking, news, events, and other publications.

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MOTIVE Project Extension

The Project continued to develop well and to overcome difficulties caused by the COVID-19 pandemic, and the strength of the network and use of online platform are **evidence of project success**.

On 28 November 2022, the Project made a further request for a nine-month extension in order to accommodate four project aims:

(1) Carrying out a **second survey on graduate tracking**;

(2) Increasing the **impact of capacity transfer** for Vietnamese staff;

(3) Rescheduling of the two last meetings planned to avoid clashes with national holidays and to increase dissemination impact;

(4) Organizing an **additional dissemination event** in South Vietnam and contributing to growing the Project network.

The request for extension was **granted by the EACEA on the 18th January 2023**. In line with EU funded projects, this nine-month extension in addition to the earlier three-month suspension use up the 12-month allowance for extension.

No further extension of the eligibility period will be granted.

The new end date is now 14 January 2024.

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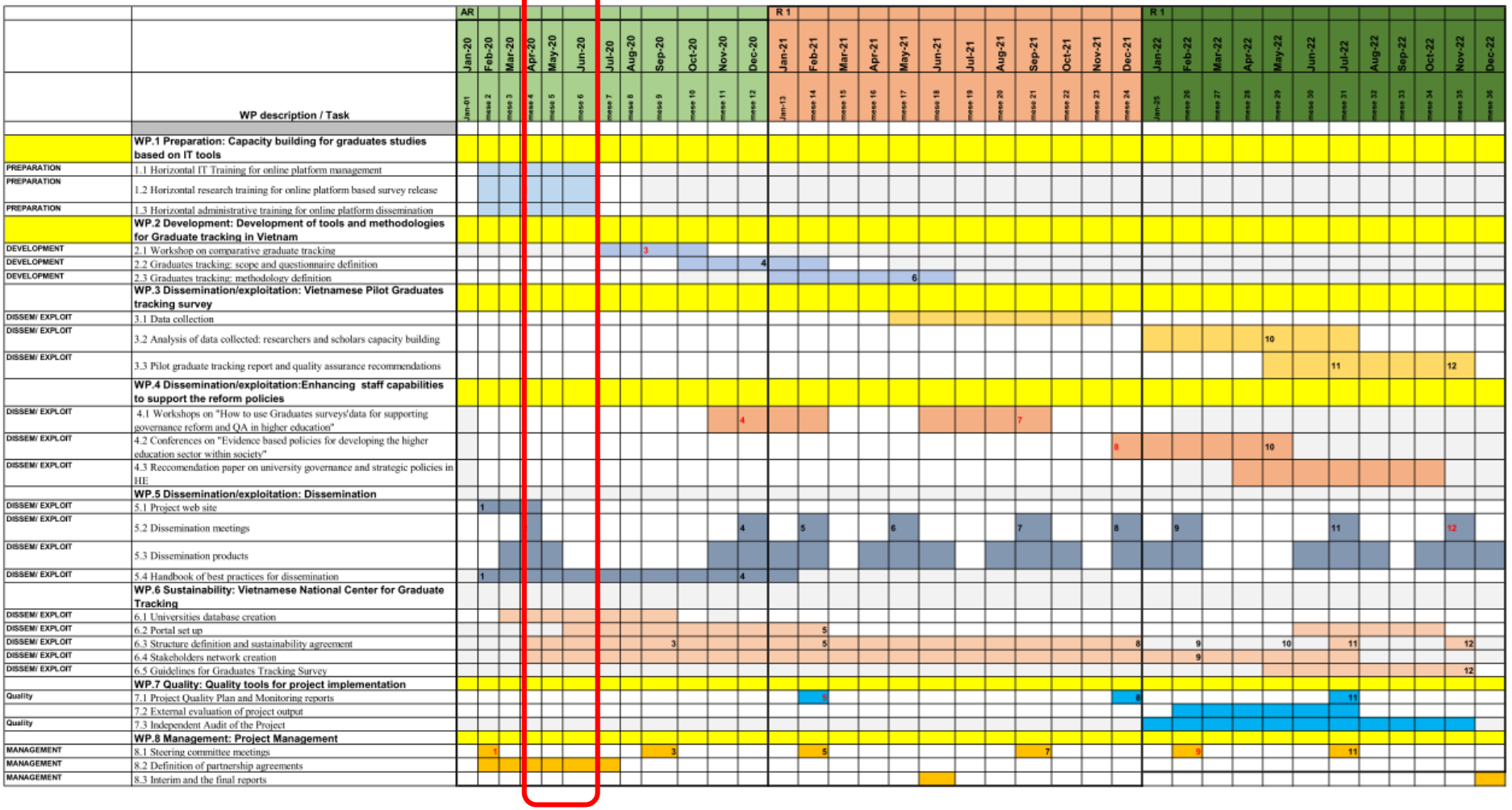
MOTIVE Project Gantt Chart

Covid-19-related suspension (April, May and June 2020)



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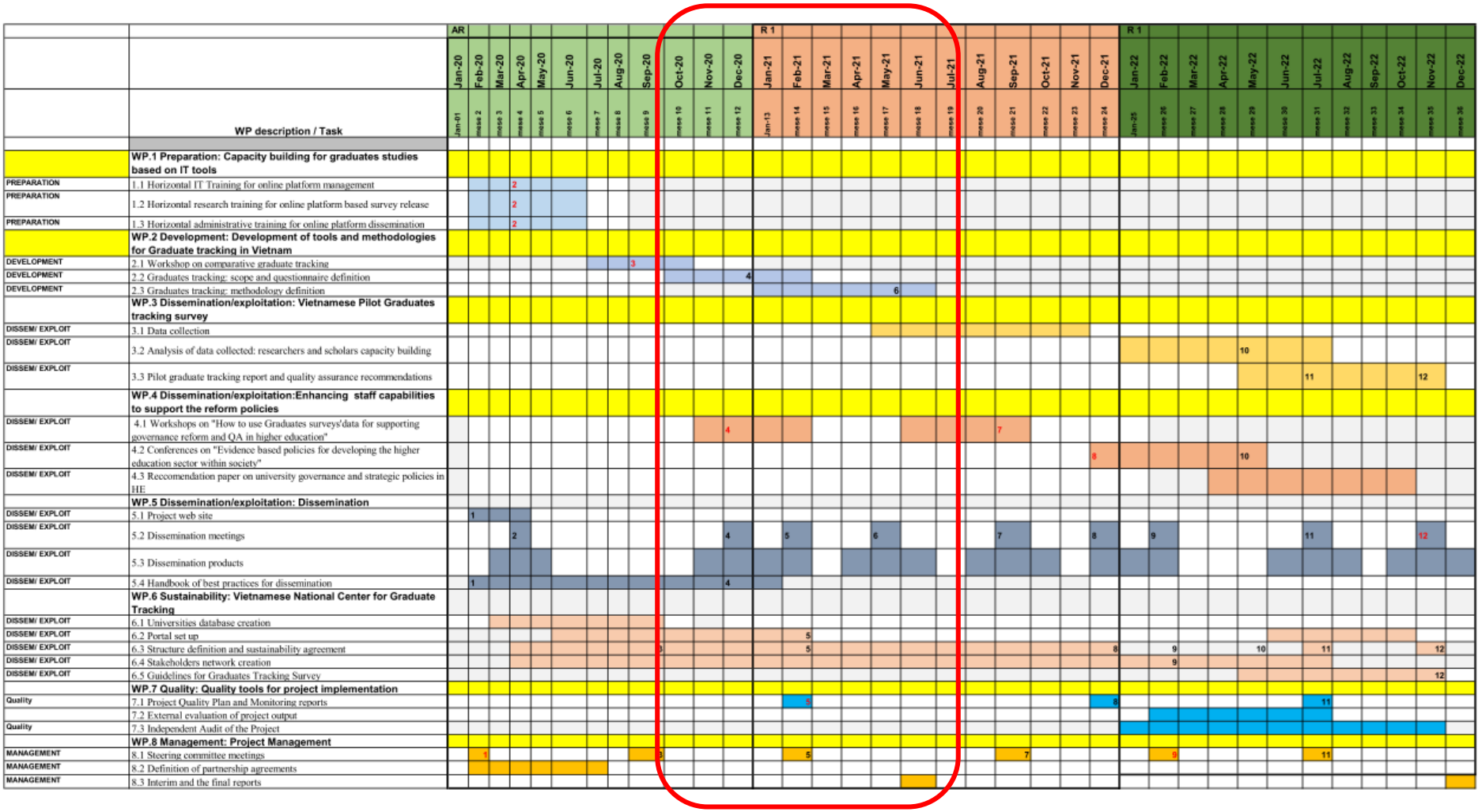
MOTIVE Project Gantt Chart

Focus of Second Quality Report – Months 10-18



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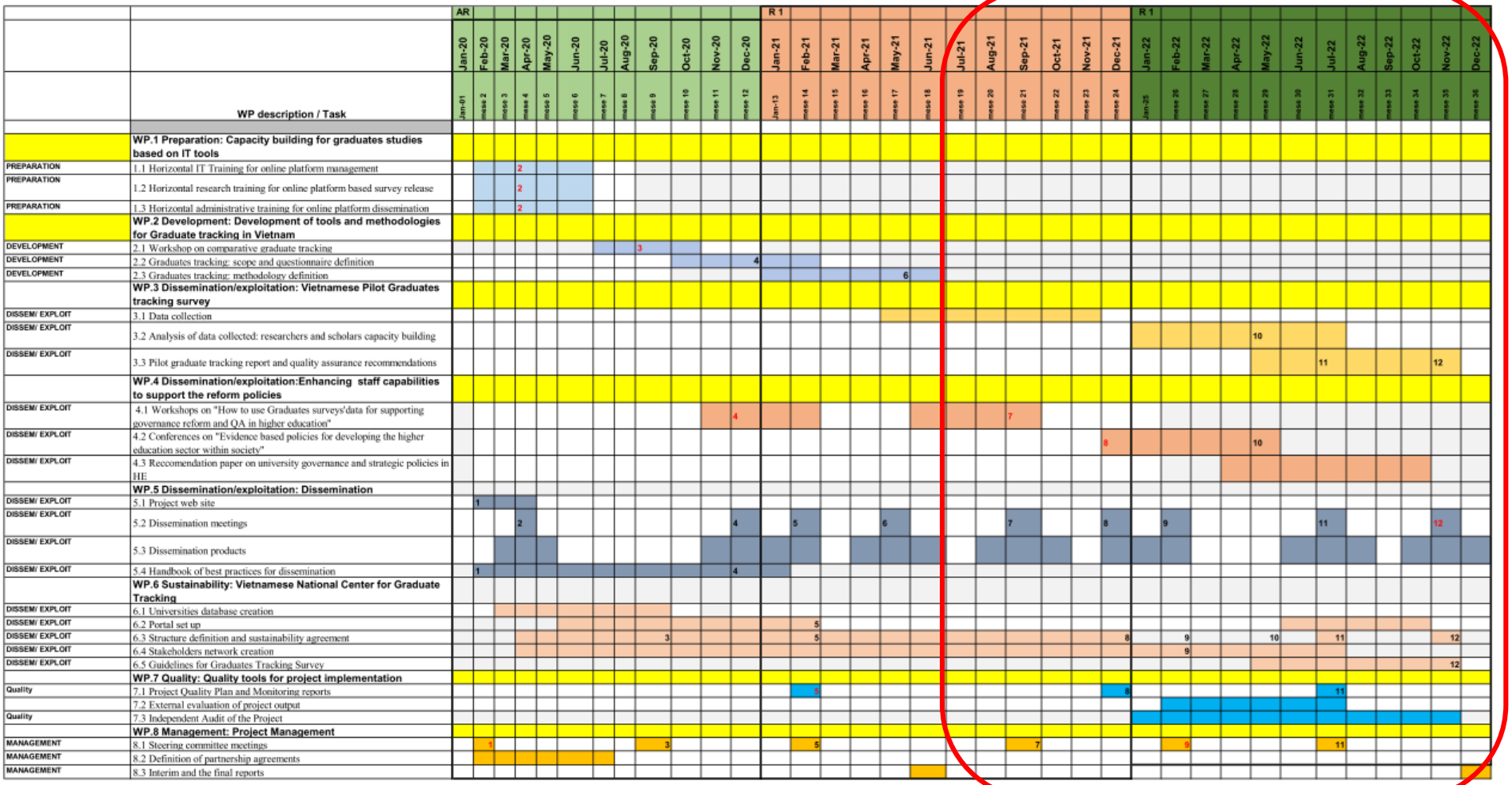
MOTIVE Project Gantt Chart

Focus of Third Quality Report – Months 19-35



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Work packages at a glance

WP1) Staff appointment following competences description required; definition of training contents; preparation of training materials; training delivering.

WP2) Preparation and delivering of workshop; review of graduates questionnaire used; definition of a unique questionnaire and methodology for survey running; analysis of the most recent graduates dataset and administrative data archives of the nine universities; draft of methodological recommendation paper.

WP3) Gathering of graduates' data through CAWI and CATI methodology; definition of graduates tracking report structure; draft of the report.

WP4) Organization of 2 workshops and 2 conferences; identification of relevant stakeholders to be invited to the events; launch of the call for papers addressed to students to be involved in the 1st conference and appointment of the assessment commission; draft of recommendation paper.

WP5) Build-up and continuous update of project website; design and translation of promotional materials; organization of 9 dissemination events; identification of topics for the presentation by relevant stakeholders of workshops/conferences-related studies; gathering of EU best dissemination practices; draft of the handbook.

WP6) Integration of newcomer universities in the common Centre database; set-up of Centre structure and portal; definition of sustainability agreement; creation of stakeholders network; creation of working paper series.

WP7) Appointment of quality committee; draft of project quality plan; gathering of information for the draft of the monitoring reports and the conduction of the audit; contracting of external evaluator and independent auditor; sharing of evaluator's reports with partners.

WP8) Appointment of Steering Committee (SC); organization of SC meetings; sharing of SC resolutions with partners; definition of partnership agreements; draft of intermediate and final reports.

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Main indicators achieved: WP3) Vietnamese Pilot Graduates tracking survey *achieved*

WP3) Pilot survey

- **WP3.1 Data collection & researchers' and scholars' capacity building**
  Data collection started in September 2021 (month 18) and took place over the rest of the year.
- Online survey disseminated to 2020 graduates from the following Project member institutions:
  - Thai Nguyen University
  - Halong University
  - Hanoi University
  - Academy of Journalism and Communication
  - Vietnam National University of Agriculture
  - Posts and Telecommunications Institute of Technology
  - Hanoi Tourism College
  - Hanoi University of Home Affairs
  - National University of Art Education
- Target population 12,727; Survey population (contacted graduates) 9,477 (74.4%).
- First pilot survey raw responses: 5,657 (59.9% of the survey population).
- Usable responses after data cleaning: 4,112 usable responses (72.7% of the total number of graduates in the survey; 43.5% of the survey population; 32.3% of the target population).
- To help build scholars' capacity, training sessions were run:
  - First short training on data cleaning, Almalaurea (meeting TNU 26-29 October 2021)
  - Second training on data cleaning, AlmaLaurea (meeting HTC 12-15 September 2022)

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Main indicators achieved: WP3) Vietnamese Pilot Graduates tracking survey *achieved*

WP3) Pilot survey

Of the 4,112 usable responses, 26% were male and 74% - female. (Slightly more female-dominated than the target population student composition at the 9 institutions (40% male and 60% female).

The data were analysed on the following dimensions:

- Overall employment, unemployment and inactivity rate;
- Analysis of graduates in work after graduation; including:
- Analysis of graduates not in work after graduation;
- Analysis of unemployed graduates by gender, fields of study, and degree classification;
- Analysis of graduates in employment by type of employment, self-evaluation of work, and differences by gender

First Pilot Survey Report (2020 Graduates' Employability Tracking, 1st Pilot report, Hanoi, December 2022) – Thank you Vietnamese colleagues and project team members for your hard work.

Demonstrates **good quality data on graduate cohort**.

Success of first pilot survey has led to a **second pilot survey**: to be presented during this meeting by the Consortium of Vietnamese researchers.

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Suggestions for developing a shared statistical vocabulary

The following suggestions are taken from the European Commission Collaboration in Research and Methodology for Official Statistics (CROS) Portal Glossary (https://ec.europa.eu/eurostat/cros/content/glossary_en) and other statistical sources. Using the First Pilot Survey as an example…

Population

Population is the total membership or population or "universe" of a defined class of people, objects or events. **A target population is the population … about which information is to be sought and a survey population is the population from which information can be obtained in the survey.** The target population is also known as the scope of the survey and the survey population is also known as the coverage of the survey.

- Target population 12,727 (scope of the survey)
- Survey population 9,477 (coverage of the survey)

Response rate

The number of observation units for which data have been received, as a proportion of the number of observation units for which data was sought. [Suggest incomplete responses be included.]

- This would be 5,657/9,477
- We could also specify the response rate with complete responses only divided by the survey coverage

Usable responses

The number of responses, after data cleaning, that can be used for analysis (e.g. once incomplete and ineligible responses are removed). See, for example, https://www.hesa.ac.uk/news/16-06-2022/sb263-higher-education-graduate-outcomes-statistics

- 4,112 usable survey responses

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Main indicators achieved: WP4) Enhancing staff capabilities to support the reform policies

WP4.1) Enhancing staff capabilities: Workshops

- **Workshop 2 "Self-assessment tool on scanning the key competences for employability acquired along the degree studies"**
  Took place at Halong University, Uong Bi City, Vietnam, 13-16 July 2022 (month 28). Halong University dissemination event and Workshops "skills, key competences and employment" – MOTIVE Project (motive-euproject.net)

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Main indicators achieved: WP4) Enhancing staff capabilities to support the reform policies

WP4.2) Enhancing staff capabilities: Conferences

- **Conference 1 "Graduates and labour market",** Almalaurea, Bologna, Italy, 18-20 May 2022 (month 26). This conference highlighted examples of capturing data on graduate tracking and skill development. https://motive-euproject.net/events/bologna-motive-meeting-capacity-transfer-and-1st-conference-graduates-and-labour-market-18-20-may-2022/
- **Conference 2 "Evidence-based policy and higher education: progress, pitfalls and promise",** Academy of Journalism and Communication, Hanoi, Vietnam, 31 October – 2 November 2022 (months 31-32). https://motive-euproject.net/events/motive-erasmus-project-conference-evidence-based-policy-and-higher-education-progress-pitfalls-and-promise-at-academy-of-journalism-and-communication-hanoi-vietnam/

Main indicators achieved: WP5) Dissemination
all WPs developing well

WP5) Dissemination

WP5.1) The MOTIVE website

MOTIVE
Monitoring Trends In Vietnamese graduates' Employment

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Homepage in English and Vietnamese:
www.motive-euproject.net/
https://motive-euproject.net/vi/home-page-in-vietnamese/

Working papers, meeting presentations and minutes etc. are available (Key documents are being made available in English and in Vietnamese).

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Main indicators achieved: WP5) Dissemination

News and events

2022, June 02, Participation at "University – Employer Forum and Students Career Day 2022" at Halong University, Province of Quang Ninh

MOTIVE Erasmus+ Project: Conference "Evidence Based Policy and Higher Education: Progress, Pitfalls and Promise" at Academy of Journalism and Communication, Hanoi, Vietnam

MOTIVE Project local dissemination event and workshops, Da Lat Center, Da Lat City, Vietnam 19-21 September 2022

Hanoi Tourism College dissemination event, Workshops and training on "Graduates data analysis: role and importance", 12-15 September 2022

Halong University dissemination event and Workshops "skills, key competences and employment"

MOTIVE Project presentation at Symposium "ERASMUS+ capacity building programmes of yesterday and tomorrow"

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Main indicators achieved: WP5) Dissemination

WP5.2) Nine dissemination meetings in months 19-35 (Third Quality Report).

1. **3rd Dissemination event**, TNU, 26-29 October 2021, Thai Nguyen City, Vietnam.
2. **4th Dissemination Event**, HUHA branch, 14-18 March 2022, Quang Nam City, Vietnam.
3. **5th Dissemination event & 1st Project Conference and Capacity building activities**, AlmaLaurea, 18-20 May 2022, Bologna, Italy.
4. **6th Dissemination Event & 2nd Thematic Workshop**, HALOU, 13-16 July 2022, Uong Bi City, Vietnam.
5. **7th Dissemination Event & Training and Management meetings**, HTC, 12-15 September 2022, Hanoi, Vietnam.
6. **8th Dissemination Event & 2nd Conference and Dissemination event**, AJC, 31 October – 2 November 2022, Hanoi, Vietnam.

In addition, two further local dissemination events took place:

1. 2022, May 19-20, Participation at Symposium "ERASMUS+ capacity building programmes of yesterday and tomorrow" ICISE, Quy Nhon, Vietnam. https://motive-euproject.net/events/
2. 2022, June 02, Participation at "University – Employer Forum and Studens Career Day 2022" at Halong University, Province of Quang Ninh, 2022, September 19-21, Local dissemination event at da Lat Center, Da Lat City.

See also https://motive-euproject.net/meetings-and-events/

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WP5) September 2022 dissemination meeting

Hanoi Tourism College dissemination event, Workshops and training on "Graduates data analysis: role and importance", 12-15 September 2022, https://motive-euproject.net/events/hanoi-tourism-college-meeting-12-15-september-2022/

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WP5) September 2022 dissemination meeting

MOTIVE Project local dissemination event and workshops, Da Lat Center, Da Lat City, Vietnam 19-21 September 2022, https://motive-euproject.net/events/2022-september-19-21-local-dissemination-event-at-da-lat-center-da-lat-city/

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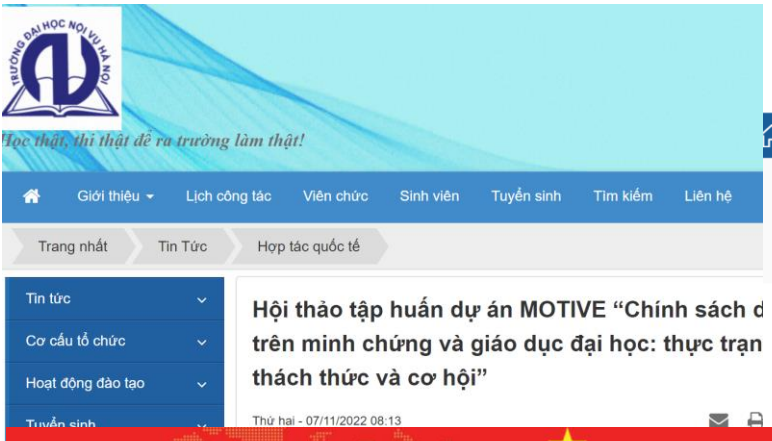
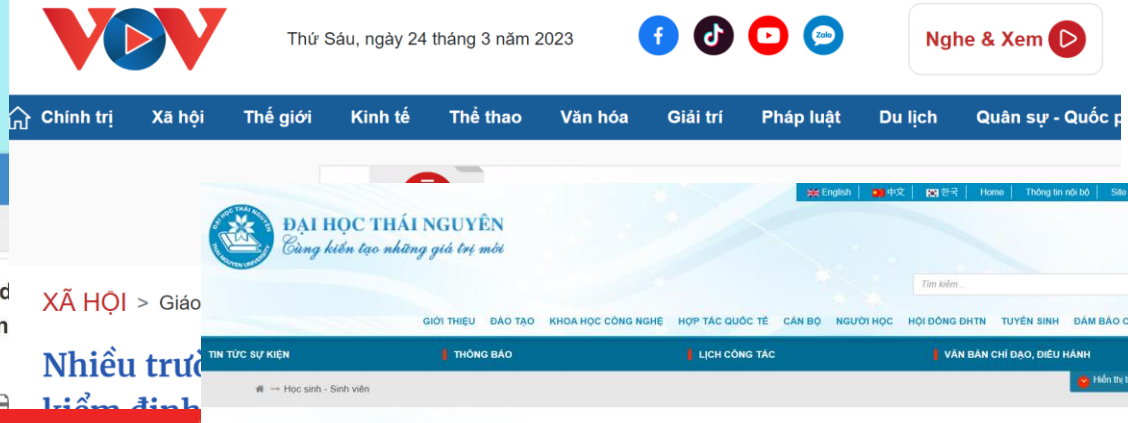
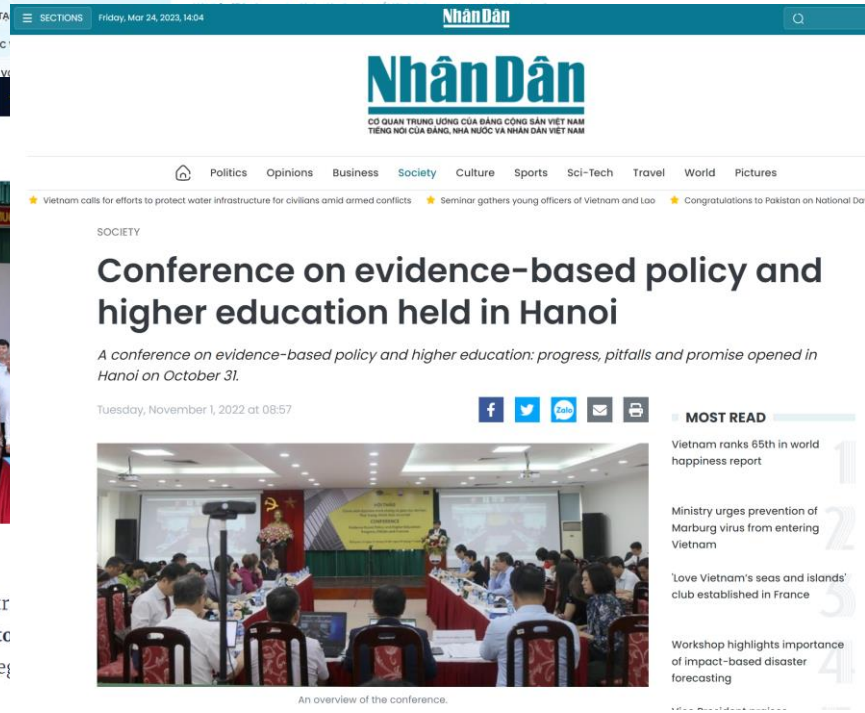
WP5) News items (3rd Quality Report)







Main indicators achieved: WP6) Higher Education Institutions Center for Graduate Tracking (HEIGT) set up

WP6) Higher Education Institutions Center for Graduate Tracking (HEIGT)

HIGHER EDUCATION INSTITUTIONS CENTER FOR GRADUATE TRACKING

IMPROVE THE VALUE OF YOUR DEGREES

MOTIVE PLATFORM HELPS GRADUATES AND ENTERPRISES TO EASILY CONNECT EACH OTHER

BỘ GIÁO DỤC VÀ ĐÀO TẠO
MINISTRY OF EDUCATION AND TRAINING

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MOTIVE

The Center is supported by the Vietnamese Ministry of Education and Trainning

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LIST OF UNIVERSITIES | LIST OF JOBS | LIST OF COMPANIES

A PICTURE TAKEN FROM THE FINAL CONFERENCE OF MOTIVE PROJECT

Statement that summarizes the vision of the Higher Education Institutions Centre for Graduates Tracking

The Higher Education Institutions Centre for Graduates Tracking support the governance of the higher education system in the country by running students and graduates surveys thus monitoring the Vietnamese graduates' university-labour market transition as well as the employment status of the graduates in the labour market.

The main mission of the Centre is to publish surveys (especially on graduates tracking), promotion of research activities, networking and represents as well the extension of the placement platform available for students and graduates, as well as a hub for jobs and internship offers published by companies.

The Centre for graduates tracking is hosting a working paper section, created within Erasmus+ MOTIVE Project, for allowing students, new graduates, researchers, experts in the field of higher education, graduates studies, labour market and international cooperation to make their work visible.

One value added of the project stays in the creation of a database of stakeholders at disposal of the Centre to be periodically contacted for advice and for taking part to consultation for tuning up graduate/students tracking surveys.

The Consortium and especially the Vietnamese partners (particularly the National Coordinator, University of Hanoi), performed an impressive and fruitful work!

Thank you!

http://news.motive.edu.vn/

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Main indicators achieved: WP6) Higher Education Institutions Center for Graduate Tracking (HEIGT)

WP6) Higher Education Institutions Center for Graduate Tracking (HEIGT)

The Centrer Portal has been merged with the VOYAGE platform developed as part of the VOYAGE project. This capitalises on the synergies between the two platforms and simplifies the registration process for HEIs, students, and companies.

The presence as partner of the Vietnamese Ministry of Higher Education and Training (MOET) is important and increases the impact of the MOTIVE Project at national level. As consequence, a higher number of Universities than initially planned joined the system and there are **28 Vietnamese HEIs** on the platform at time of writing.

The number of students registered exceeded the number planned **by 2.5 times.** In February 2023 (month 35), there were **30,577 students and graduates registered**. The planned number of registered students and graduates by month 36 was 12,000.

There are also **over 300 companies registered**, and over 160 jobs and placements advertised!

Stakeholders network creation

The stakeholder network has expanded! Please see the appendix at the end of the Quality report.

The Consortium and especially the Vietnamese partners (particularly the National Coordinator, University of Hanoi), performed an impressive and fruitful work!

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MOTIVE Project baseline

Capitalize the **Erasmus+ 561656 VOYAGE Project** (http://voyage-project.eu/)

Where we were (end of VOYAGE Project, October 2018)

Indicators of achievement

- networking of Vietnamese universities (6 partner universities)
- students data: **5,727 students registered, 4,285 CVs stored**
- **company data: 300 cv search performed, 89 companies registered, 63 job offer**

- End 2020
  - networking of Vietnamese universities (11 partner universities)
  - students data: 14,431 students registered, 9,072 CVs stored
  - company data: 377 cv search performed, 153 companies registered, 151 job offer.

- **February 2023**
  - **networking of Vietnamese universities (28 partner universities)**
  - **students data: 30.577 students registered, 21.523 CVs stored**
  - **company data: 672 cv search performed, 314 companies registered, 168 job insert.**

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Main indicators achieved: WP6) Vietnamese National Center for Graduates Tracking

WP6) Vietnamese National Center for Graduates Tracking (Third Quality Report)

WP6.5) Working paper series

Working Papers/Publications (16 March 2023).

Articles & scientific publications

- Mining Bigdata in Tourism Education and Training-HTC
- Graduates on line working and job perceptions during Covid-19 in Italy
- Graduates employment status during Covid-19 in Italy
- Vietnamese-graduates-in-Italy
- Covid-Impact-report-on-E-KA2-Project-INCOMA-2021

CfP 'Graduates and labour market' students' papers:

- BEST ARTICLE: Career intention of university final year students in Vietnam in the context of COVID-19
- Mismatch between teacher training and requirement policies of the labour market in Vietnam
- Quality of Vietnam's University System
- The Role of Internship in Students's Future Career
- Training high quality human resources of Ha-Noi University of Home Affairs inHo-Chi-Minh city campus
- University demand of ethnic minority students at Hanoi University of Home Affairs Campus in Ho-Chi-Minh City

Handbook of best practices for dissemination
Guidelines for Graduates Tracking Survey

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Third Quality Report: Conclusions

- Planned Project results have been achieved (months 19-35).
- The graduate tracking fieldwork and analysis (WP.3.) has developed further since the Second Quality Report. The First Pilot Survey Report will be available shortly.
- Project meetings and Dissemination events have been held in person (with online options as well). This acts to reinforce the visibility of the Project and to contribute to the appeal of the successful and growing Stakeholder network (WP.5. and WP.6.). Thank you to the Project Team!
- Regular meeting evaluations as recommended in the Second Quality Report have been implemented well.
- In summary, the implementation of the planned project activities in months 18-35 has continued to be **on-target**. The Project is in a good place to conclude with its planned activities.

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Third Quality Report: Recommendations

- **Sustain the momentum** generated in the first & second years of the Project;
- Organize **local meetings** where possible to keep an active dissemination activity and consider **reaching out to companies to engage with dissemination events**, possibly through the Business Community Stakeholder network;
- From July 2022 onwards, the coordinator organized **on-site monitoring visits** at Vietnamese partners to support project implementation and project documentation, and took part in **dissemination meetings**. Feedback has been very positive. It is recommended that **such activity continues as appropriate**;
- It is strongly suggested to **continue organizing dissemination events in person** in the later part of the project, and providing an **online link** to accommodate those who cannot travel, to further enhance impact and stakeholder engagement;
- Sustain **successful social media engagement**, to amplify the visibility of HEICGT and the MOTIVE Project and encourage buy-in. Cross-linking between dissemination tools can help facilitate this. It is further suggested to engage with companies' social media to boost company stakeholder interest;
- It is recommended that **future meetings** continue adopting a **hybrid approach**, ensuring a face-to-face component and retaining the online option;
- Feedback was highly positive for all meeting aspects. Comments were very positive. Main suggestions continue to include giving **more time for team breakout sessions** and continuing organizing hybrid (on-person and online) meetings.

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Thank you

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