



MONITORING TRENDS IN VIETNAMESE GRADUATES EMPLOYMENT

MOTIVE

www.motive-euproject.net/

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

Project meeting, 11th – 14th December 2023

Hanoi, Vietnam

WP.7 Fourth Quality Report presentation

Dr Daria Luchinskaya, University of Strathclyde



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 final stages** (project months 36-44; March-November 2023).

Calendar month	Post-suspension month no.	Extension period
Mar-23	Month 36	Initial project end date
Apr-23	Month 37	Project extension (approved Jan 2023)
May-23	Month 38	
Jun-23	Month 39	
Jul-23	Month 40	
Aug-23	Month 41	
Sep-23	Month 42	
Oct-23	Month 43	
Nov-23	Month 44	
Dec-23	Month 45	
Jan-24	Month 46	New project end date
Feb-24	Month 47	
Mar-24	Month 48	Final project report due



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



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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Fourth Quality Report: Main achievements

Congratulations on:

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

- The success of the pilot survey enabled the second pilot to take place, tracking the graduates of 2021.
- The Second Pilot Survey was carried out online in late 2022, obtained over 6,600 valid responses (49% response rate) from nine Vietnamese project members, demonstrating an increase in engagement compared to the First Pilot Survey.
- The First Pilot Survey yielded over 4,100 usable respondents (43% response rate).
- Comparative report 'Graduates' employability tracking comparative report: 2021-2020 graduates' published in November 2023;
- Demonstrates sustainability and replicability of survey tool designed as part of MOTIVE project.

2. **Establishment and development of the Higher Education Institution Center for Graduate Tracking (HEICGT)**

- The Center continues to attract student and graduate, university, and employer users to the platform.



MOTIVE Project Extension

The strength of the survey tool, networks and use of online platform via the HEICGT are **evidence of project success**.

The project is operating in its 9-month extension period 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. The new end date is now 14 January 2024.

During the extension period, the **Project delivered on its four aims:**

- (1) Carrying out a **second survey on graduate tracking;**
- (2) Increasing the **impact of capacity transfer** for Vietnamese staff;
- (3) **Running the last two meetings;**
- (4) Organizing an **additional dissemination event** in South Vietnam and contributing to growing the Project network.



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.



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

WP3) Second Pilot Survey

- **WP3.1 Data collection**

9 Project member institutions (3.7% of all HEIs in Vietnam)

2022 Data collection started in late 2022 online.

13,701 Contacted graduates (6.0% of total graduate population in Vietnam).

6,689 Second pilot survey raw responses (48.8% of the survey population).

6,666 Usable responses after data cleaning: (99.6% of all survey responses; 48.6 % of the total graduate population).

Of which, **5,787** graduated in 2021 (87%), **879** graduated in March 2022 (13%).

Thank you, Vietnamese colleagues and project team members for your hard work!



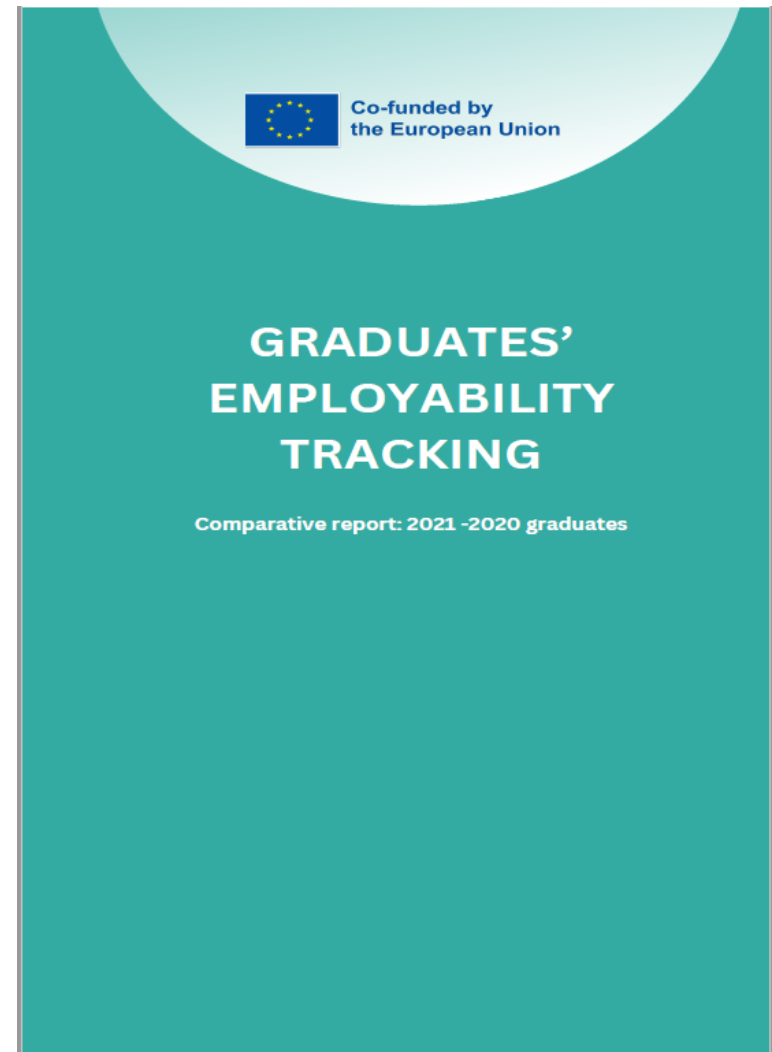
Main indicators achieved: WP3) Vietnamese Pilot Graduates tracking survey
achieved

WP3) Second Pilot Survey

Of the **6,666** usable responses, **24% male** and **76% female**. Women tend to respond to surveys more than men.

Data analysis included:

- Overall employment, unemployment and inactivity rate;
- Analysis of graduates not in work after graduation, including unemployed graduates by fields of study, degree classification, etc., and inactive graduates;
- Analysis of graduates in employment by type of employment, self-evaluation of work, perceived skill match, etc.;
- Differences by gender.



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

WP3) Second Pilot Survey

	2021 Second Pilot Survey	2020 First Pilot Survey
Graduates contacted	13,701	9,477
Raw responses	6,689 (49%)	5,657 (60%)
Usable responses	6,666 (48%)	4,112 (43%)
Male-female split	24% male 76% female	26% male 74% female
Employed	88.6%	86.0%
No job at present	6.4%	9.3%
No job at all	5.0%	4.7%
Reasons for unemployment: Personal reasons	36.5%	28.1%
Reasons for unemployment: Not found suitable position	21.7%	28.3%



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

- **WP3) Second Pilot Survey: summary**
- Men and women had broadly similar incidence of being in employment after graduation (90% vs 88%), although some differences by subjects.
- Graduates from Tourism, Computer science, and Engineering areas most likely to get jobs after graduation (>96% in employment);
- Majority of employed graduates worked in Hanoi (62%);
- Most graduates highly satisfied with the skills and competencies they developed at university across a range of skills.
 - Both unemployed and employed graduates' satisfaction with foreign language skills was lower than with other skills;
- Majority of graduates satisfied with their work and with knowledge & skills gained from university (66.7% 2021 vs 52.2% 2020);
- High rates of job satisfaction in both 2021 and 2022 (66.9% 2021 vs 55.9% 2020),
 - Possible rise in male graduates experiencing dissatisfaction with work in 2021 compared to 2022.



Main indicators achieved: WP5) Dissemination
all WPs developing well

WP5) Dissemination

WP5.1) The MOTIVE website



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Higher Education Institutions Center for Graduates Tracking

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



Dissemination events and workshops in Ho Chi Minh City at PTIT Branch, 21-22 September 2023



Local dissemination event at HanoiSME, August 24, 2023



Capacity building on Survey reporting event, FH Joanneum – University of Applied Sciences, Graz, Austria, 28-30 March 2023



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



Main indicators achieved: WP5) Dissemination

WP5.2) Dissemination meetings in months 36-44 (Fourth Quality Report).

1. **Capacity building on Survey reporting event**, 28-30 March 2023, Graz, Austria.
2. **Final Conference and 10th Dissemination Event**, 11-14 December 2023, Hanoi, Vietnam. Presentation of the 2 pilot “Graduate tracking reports”; Signature of the Sustainability Agreement, 8th SC.

In addition, two further local dissemination events took place:

1. 2023, August 24, Local dissemination event at Hanoi Association of Small and Medium Enterprises: <https://motive-euproject.net/events/local-dissemination-event-at-hanoisme/>
2. 2023, September 21-22, Dissemination event in Ho Chi Minh City at Posts and Telecommunication Institute of Technology Branch, at Quality Tech Solution Complex (QTSC) and at Hung Vuong University of Ho Chi Minh City : <https://motive-euproject.net/events/dissemination-events-and-workshops-in-ho-chi-minh-city-21-22-september-2023/>

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

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WP5) August 2023 dissemination meeting, HanoiSME

Home » Meetings and events » Local dissemination event at HanoiSME, August 24, 2023



HANOI ASSOCIATION OF SMALL
AND MEDIUM ENTERPRISES



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HỘI THẢO

GIÁM SÁT XU HƯỚNG TÌM VIỆC LÀM CỦA SINH VIÊN TỐT NGHIỆP Ở VIỆT NAM

Local dissemination event at HanoiSME, August 24, 2023

On 24th of August 2023, the Hanoi Association of Small and Medium Enterprises organized a local dissemination event, presenting the results of the MOTIVE project (employment status survey results) to the local enterprises. The networking of Higher Education Institutions with the Business community represents a crucial pillar to ensure better jobs for students and graduates.

The networking of Higher Education Institutions with the Business community represents a crucial pillar to ensure better jobs for students and graduates.

The Hanoi Association of Small and Medium Enterprises organized a local dissemination event, presenting the graduates' employment status survey results from the MOTIVE Project to the local enterprises. 24 August 2023, <https://motive-euproject.net/events/local-dissemination-event-at-hanoisme/>

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WP5) September 2023 events & workshops in Ho Chi Minh City, PTIT Branch



MOTIVE Project dissemination events and workshops in Ho Chi Minh City at PTIT Branch 21-22 September 2023, <https://motive-euproject.net/events/dissemination-events-and-workshops-in-ho-chi-minh-city-21-22-september-2023/>

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

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



MOTIVE Higher Education Institutions Center for Graduate Tracking

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Connect **graduates** and **enterprises**

The Higher Education Institutions Center for Graduate Tracking continues to be updated. More research has been added to the publications. 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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Working Papers



Ngo, P.D., Tran, T.T.H., Nguyen, T.T., Ngo, T.T.L., and Pham, T.M.P., 2022. Employability of fresh graduates of Vietnam – a quantitative research. National Scientific Conference of "Quantitative research in Socio-Economic issues in digital environment". Hanoi: Publisher of Science and Technology. Pp 629 – 649. ISBN: 978-604-67-2499-5

Enhancing employability is always the top concern of fresh graduates, as well as of employers, educational institutions and policy planners. The study focuses on evaluating the employability of the one-year fresh graduates in Vietnam and measuring the influence of

Download ↙



Mining Bigdata in Tourism Education and Training: Opportunities and Challenges – Dr. Vu Hoai Nam, Hanoi Tourism College

Mining Bigdata in Tourism Education and Training: Opportunities and Challenges – Dr. Vu Hoai Nam, Hanoi Tourism College

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Graduates surveys reports

Working papers

MOET circulars/decisions

Other studies

Questionnaire

Graduates on line working and job perceptions during Covid-19 in Italy

Graduates on line working and job perceptions during Covid-19 in Italy

Download ↙



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

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

Establishment of the Higher Education Institutions Center for Graduate Tracking (HEIGT) has exceeded planned deliverable targets

- More HEIs on the platform
- More students registered on the platform
- More companies and jobs and placements on the platform 160 jobs and placements advertised!

Stakeholders network

The stakeholder network continues to expand. The local dissemination event at HanoiSME in August 2023 contributed to network development.

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



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



Monitoring Trends In Vietnamese graduates' Employment

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Articles/Scientific publications

Mining Bigdata in Tourism Education and Training-HTC [Download](#)

Graduates on line working and job perceptions during Covid-19 in Italy [Download](#)

Graduates employment status during Covid-19 in Italy [Download](#)

Vietnamese graduates in Italy [Download](#)

Covid Impact report on E-KA2 Project-INCOMA 2021 [Download](#)

Call for papers "Graduates and Labour Market" – students articles

BEST ARTICLE: Career intention of university final year students in Vietnam in the context of COVID-19 [Download](#)

Mismatch between teacher training and requirement policies of the labour market in Vietnam [Download](#)

Quality of Vietnam's University System [Download](#)

The Role of Internship in Students's Future Career [Download](#)

Training high quality human resources of Ha-Noi University of Home Affairs inHo-Chi-Minh city campus [Download](#)

University demand of ethnic minority students at Hanoi University of Home Affairs Campus in Ho-Chi-Minh City [Download](#)

Working Papers/Publications
(8 December 2023).

Graduates tracking 1st and 2nd pilot reports and quality assurance recommendations

- [MOTIVE-2020-Graduates-Survey-Pilot-1-English-Report-full](#)
- [MOTIVE-Comparative-report-2020-2021-Graduates-Survey-Pilot-2-English-full](#)
- [Recommendation paper on University governance and strategic policies-EN](#)

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Fourth Quality Report: Conclusions

- Planned Project results have been **achieved** (months 36-44).
- **Second Pilot Survey a great success** (WP.3.). The comparative report highlights the strengths and detail of the available data and is well set up for sustainability after the project end.
- 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.).
- Implementation of the planned project activities in months 36-44 has **continued to meet and exceed targets**. The Project is in a good place to conclude with its planned activities.
- **Thank you to the Project Team!**



Fourth Quality Report: Recommendations

- **Ensure project sustainability** after completion;
- Maintain and develop momentum of **growing stakeholder network** of business community, HEIs, students and graduates;
- Continue **analysing and publishing findings** about graduates' destinations, from existing and forthcoming surveys, using the new **Centre repository** and other distribution channels to boost visibility;
- Consider core set of questions should be **repeated year on year** to generate **comparable time series data on graduate cohorts**, and which questions to rotate / collect ad hoc topical data;
- Strongly suggested to **organizing at least some HEICGT events in person** with an online option to join, to further enhance impact and stakeholder engagement, and **collecting feedback** to ensure meetings are meeting attendants' needs;
- Sustain and develop **successful social media engagement**, to amplify the visibility of HEICGT and the MOTIVE Project and encourage buy-in, including **cross-linking between dissemination tools** and engaging with **employer social media** to boost stakeholder interest.



Thank you

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<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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