

The International Alumni Barometer for Scotland

THEME:

Activities to **support post-graduation employment of international students in Scotland**

OUTLINE:

The International Alumni Barometer for Scotland identifies what alumni think and feel about the totality of their experience at both their institution and in Scotland, how that experience has benefited them in their lives and in the workplace, and what their current aspirations and needs are - from the workplace, from life and from their university. The International Alumni Barometer for Scotland also identifies what alumni want and expect from their continuing relationship with their institution and what they are willing to give back in terms of donations, time and support.

The International Alumni Barometer for Scotland gathers objective data, enabling Scottish universities to track the progress and perceptions of their alumni across time and against a Scottish Alumni benchmark. How has studying in Scotland enhanced their employability, would they recommend the experience to others and would they be willing to be actively involved in supporting their institution?

OUTCOMES:

- Understanding career progression and employment prospects of Scotland's international alumni
- An objective indicator of the return that students can expect from their investment
- Measured reflections of student satisfaction to help single out the elements that make studying in Scotland a unique experience
- Direct careers connections, providing overseas market intelligence for careers services and Scotland as a whole, including specific employment opportunities for graduates
- Institution-specific data delivered in confidence to each partner (including details of alumni willing to donate time or money)
- Aggregated data at a national level, showing trends over time

WHAT IS COVERED?

- Demographics
- Reflections – how the Scotland experience has benefited them in their lives and in the workplace
- How reflections change across the years
- Current status – what they are doing now
- Current aspirations and expectations – from the workplace, from life and from their institution
- Recommendations/comparisons – Would alumni recommend their institution and the Scotland study experience to others?
- Contribution – how they might want to contribute to your institution in terms of time and donations
- Connections – what alumni want and expect from their continuing relationship with Scotland and their institution

FEASIBILITY:

The International Alumni Barometer is already in place in 15 institutions across the UK, including the universities of Aberdeen and St Andrews. A matched funding initiative with the Council for Industry and Higher Education (CIHE) in England and Wales will complete in September 2008, assessing how the UK learning experience enhances employability. The Scotland initiative would build on this work, delivering a unique ongoing insight into the careers of graduates of Scotland's universities.

WHAT DOES THE PARTNERSHIP INCLUDE?

- Consultation - We work to agree the process with each institution
- Survey design and coding - We deal with all design and technical aspects, including coding and building of questionnaires
- Advice on how to maximise the response from your alumni network
- Management of the response process, analysis of results and delivery of a personalised report to each institution
- Central annual report for all Scotland
- Incentives (prize draw)

UNIVERSITY REQUIREMENTS:

- Approve a covering email
- Arrange 3 email alerts to alumni (invitation and two reminders)

CENTRAL (GOVT) COST:

APPROX £32,000

MATCHED FUNDING REQUIREMENT:

APPROX £30,000

POTENTIAL FUNDING PARTNERS:

Universities Scotland had expressed an earlier interest.

It is anticipated that individual universities would contribute £2,200 to £3,300, to receive full institution-specific reporting.

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