

OUM'S GRADUATE TRACER STUDY, 2007 & 2008

**(Survey done together with MOHE on graduates of
IPTA/S and OUM)**

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WHAT IS A TRACER STUDY?

An impact assessment tool.

In the evaluations, the impact on target groups is traced back to specific elements of a project or programme so that effective and ineffective project components may be identified.

RATIONALE FOR THE TRACER STUDY

Potential ODL students are not a captive market; they shop around for the best institution, thus quality is critical

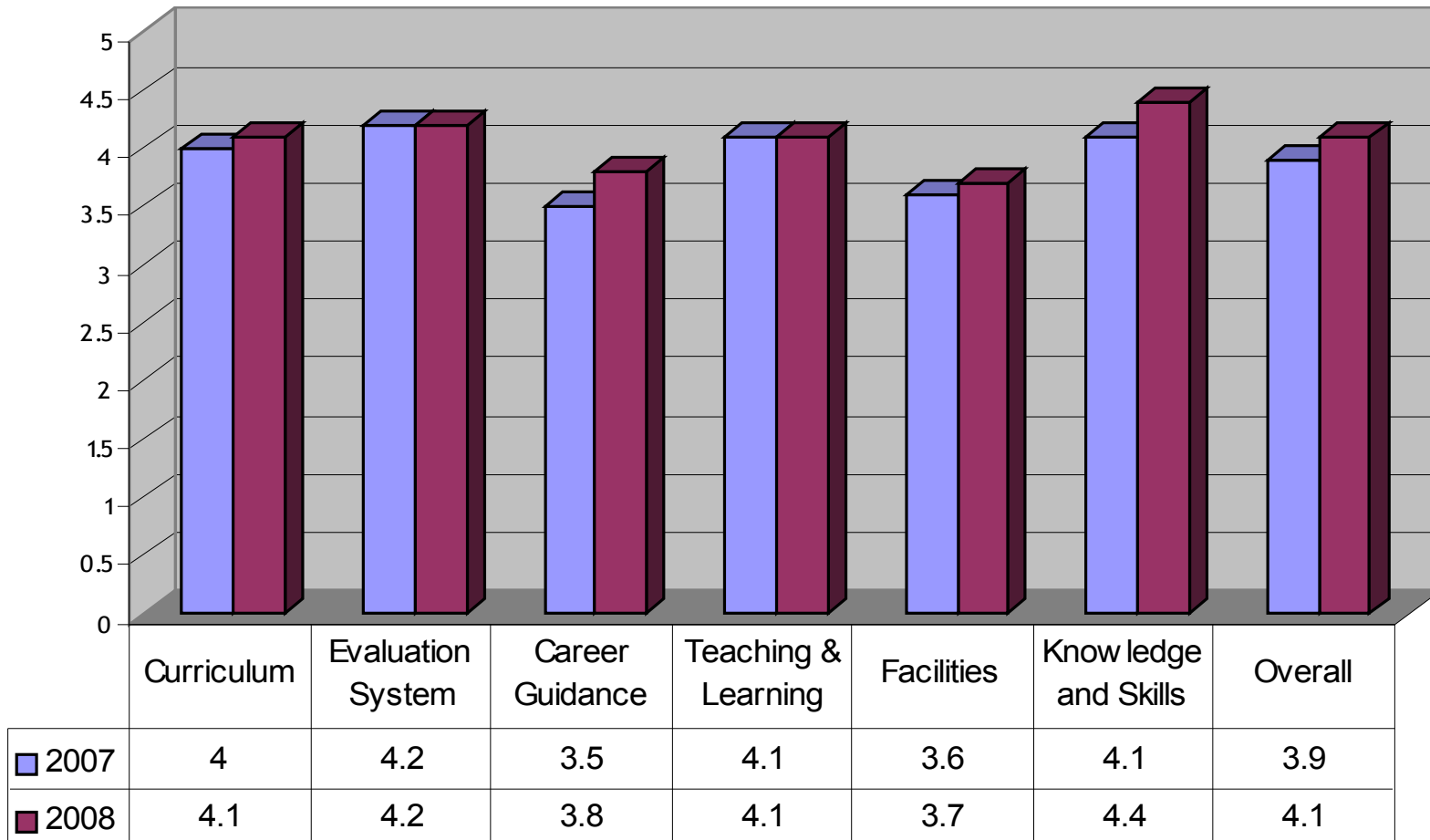
To ensure quality, an ODL institution will have to measure effectiveness in its (i) production processes and the (ii) outputs and outcomes

(i) Production processes: relate to course content, instructional material, tutors/facilitators, ICT usage, etc – measured by yearly Importance-Satisfaction Surveys

(ii) Outputs: knowledge and skills; & Outcomes: transition/promotion to employment, and contribution to society - Tracer Study

The positive outcomes can be advertised, as a marketing strategy to recruit new students. The information can be used to adapt and modify courses/programmes to attract prospective students looking for personal and professional advancement through ODL

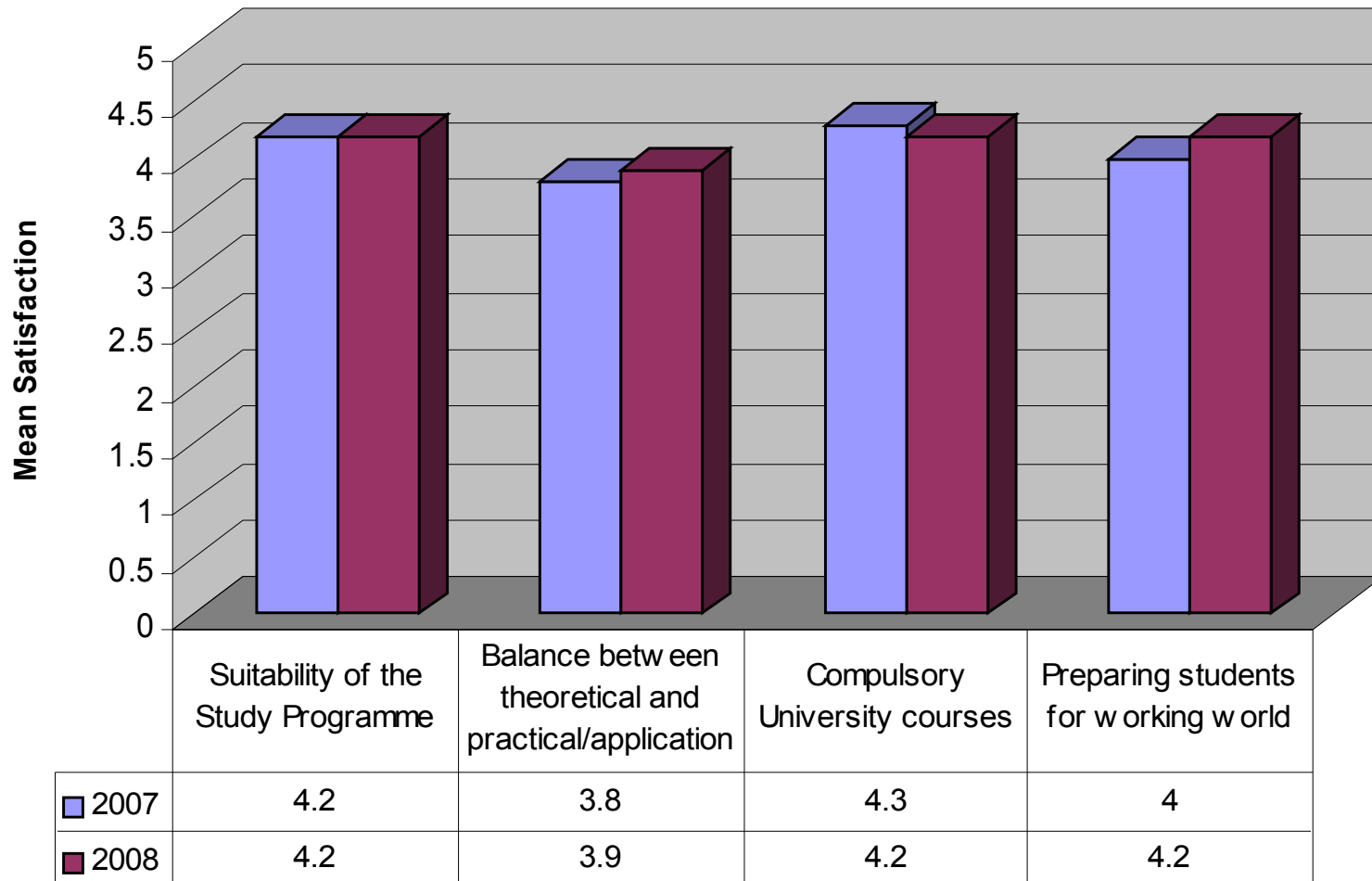
GRADUATE SATISFACTION INDICES (GSI)



6 aspects of programmes and services:
rated between 1 (very unsatisfied) to 5
(very satisfied)

**Overall Graduation
Satisfaction Indices for 2007
and 2008 have been high, 3.9
and 4.1 out of 5 respectively**

CURRICULUM



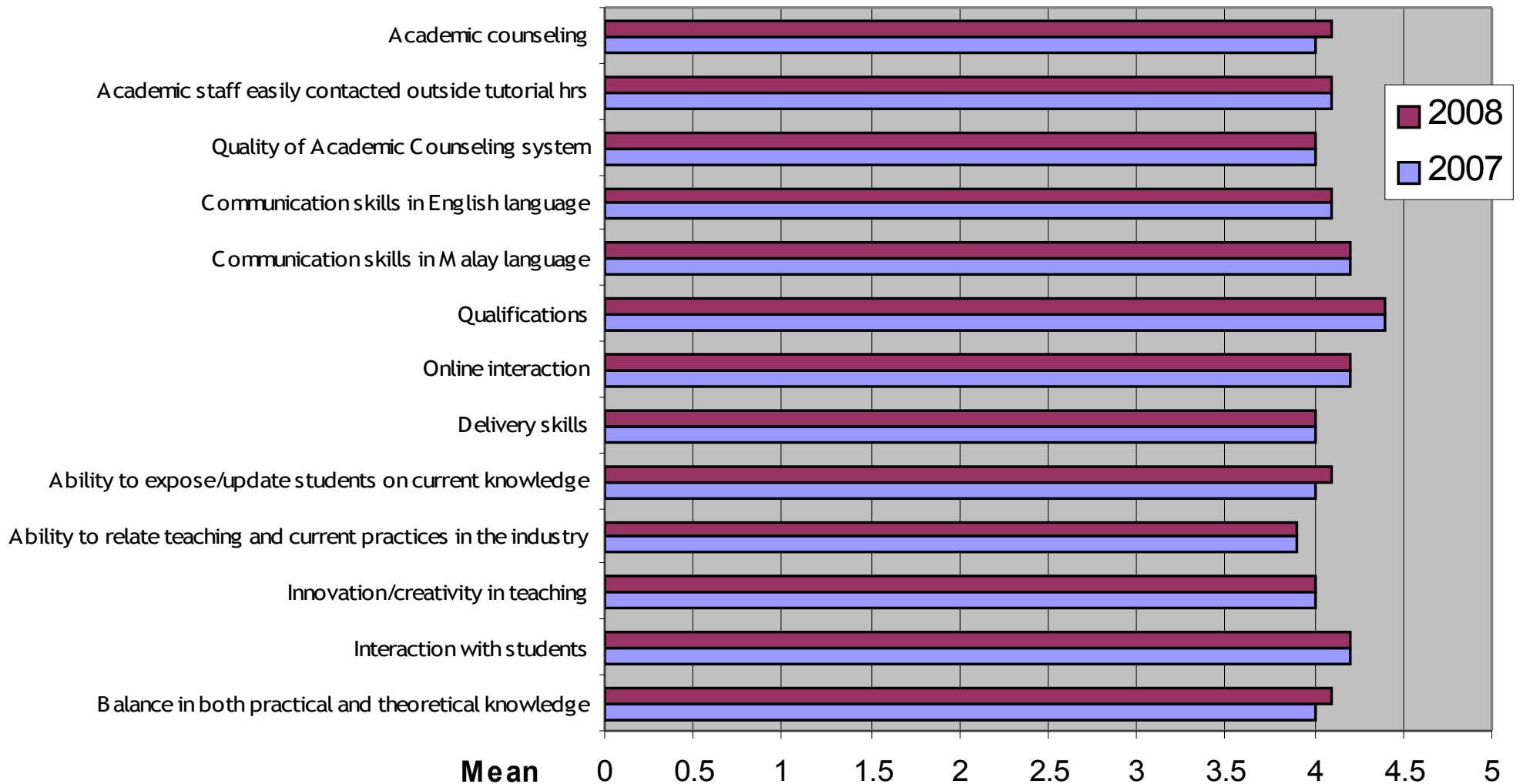
The lower mean for 'balance between theory and application' implies that there is a need to look into the relevance of the curriculum to the various industries

EVALUATION SYSTEM

EVALUATION SYSTEM	2007	2008
	Mean Satisfaction	Mean Satisfaction
Transparent, fair and easily understood	4.2	4.2
Marking schemes for assignments/test/practical etc.	4.2	4.2
Marking schemes for examinations	4.2	4.2

Graduates are satisfied with OUM's evaluation system, however there is room for improvement, so as to increase the satisfaction rating above 4.2

TEACHING AND LEARNING



Areas to be improved

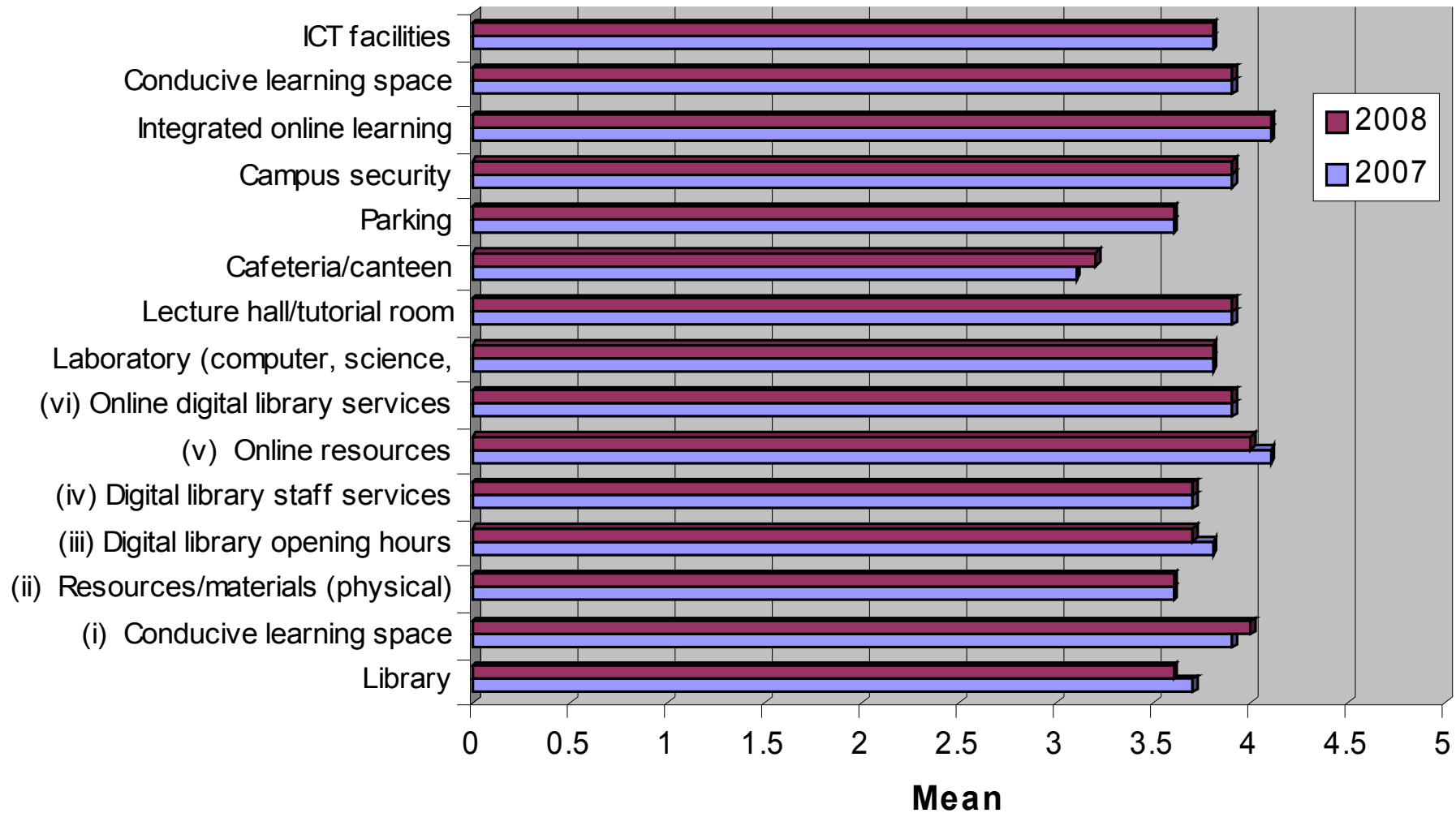
To relate teaching to current industry practices

Delivery skills

Quality of academic counseling

Creativity in teaching

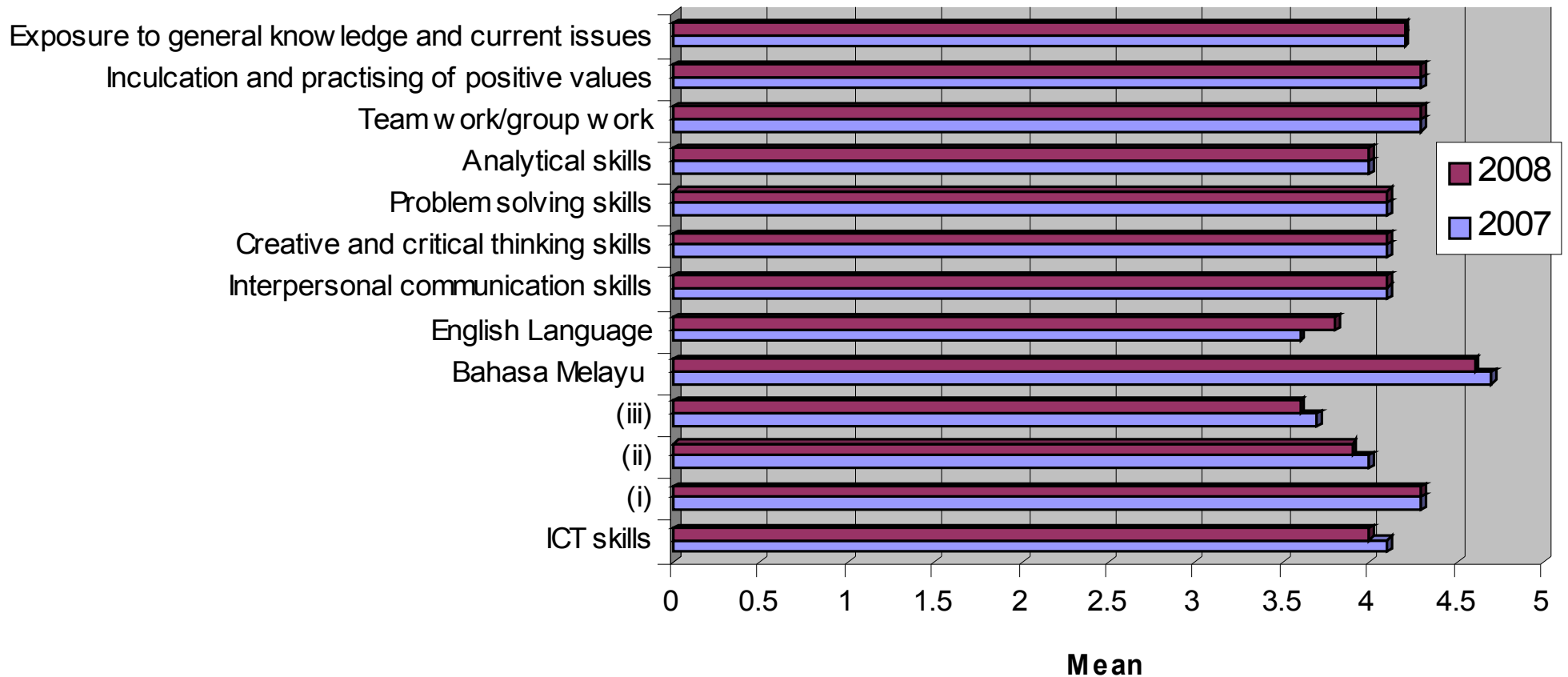
FACILITIES



In general, graduates were less satisfied with facilities, with an average rating of 3.6 out of 5.0

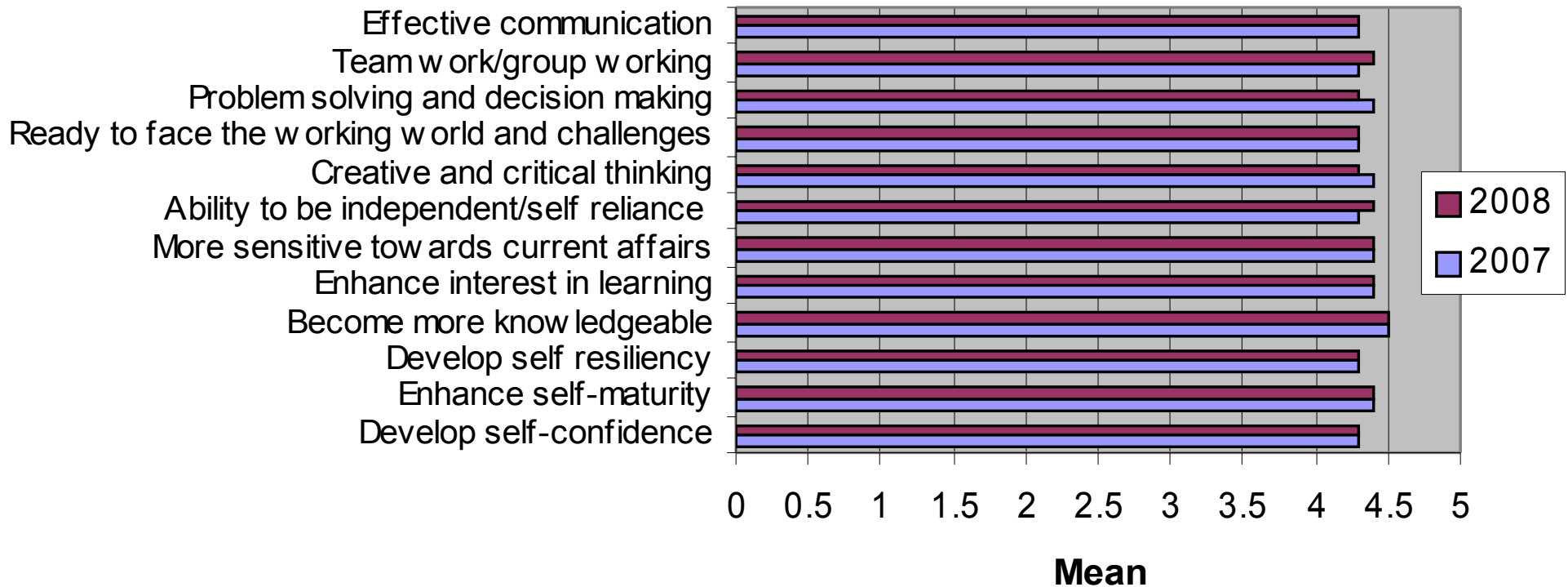
OUM's facilities needs to be improved

KNOWLEDGE AND SKILLS ACQUIRED FROM STUDY PROGRAM



Graduates are less satisfied in their English and Analytical skills, and there is also room for improvements in their ICT skills

MEAN INFLUENCE (IMPACT) OF STUDY PROGRAMME ON GRADUATES



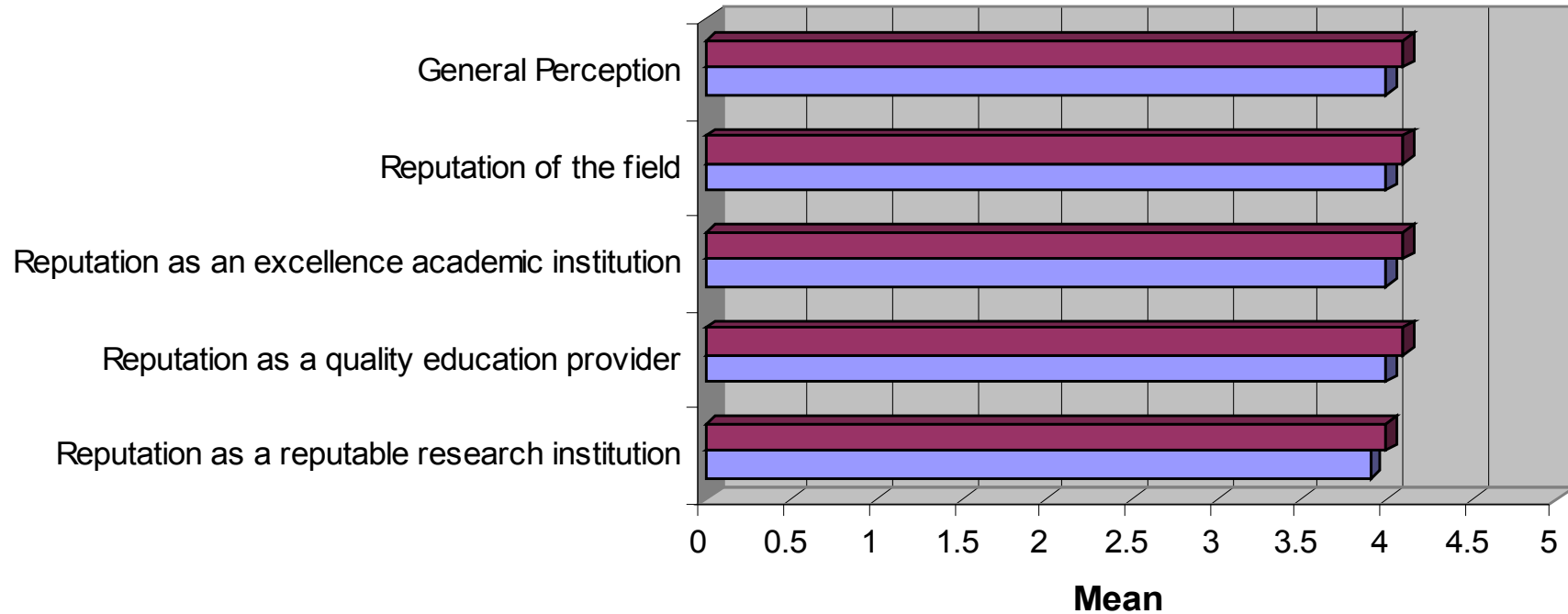
The study programmes have a very positive influence on the graduates' self readiness

WILLINGNESS TO ATTEND ADDITIONAL TRAINING PROGRAMME AFTER GRADUATION

Willingness to attend additional training	2007		2008	
	No	%	No	%
Yes	361	84.9	2,416	78.0
No	64	15.1	681	22.0
Total	425		3,097	

85% and 78% of the graduates expressed their need for additional trainings, such as in English Language Proficiency and ICT skills

UNIVERSITY REPUTATION



	Reputation as a reputable research institution	Reputation as a quality education provider	Reputation as an excellence academic institution	Reputation of the field	General Perception
■ 2008	4	4.1	4.1	4.1	4.1
■ 2007	3.9	4	4	4	4

Graduates perception of the reputation of OUM has been positive, 4.0 and 4.1 out of 5.0

RECOMMENDATION TO OTHERS TO PURSUE HIGHER EDUCATION IN OUM

Recommend to Others	2007		2008	
	Total	%	Total	%
Yes	413	97.2	3017	97.4
No	12	2.8	80	2.6
Total	425		3097	

More than 97% of graduates recommend others to pursue HE in OUM

CONCLUSION

OUM performs well in the eyes of its graduates

OUM's graduates are generally satisfied with the services provided by the university

The study programmes offered by OUM have a high impact on the holistic development of graduates, in terms of self readiness such as self-confidence, resilience. Etc

The participation rate of graduates in guidance and counseling is very low, indicating that working adults do not place high priority on these services

OUM's graduates appear to embrace lifelong learning by indicating that they are willing to attend additional training after graduation

OUM's reputation among its graduates is high

Almost all (>97%) recommended others to pursue their higher education at OUM