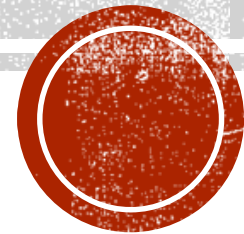


# THADDEUS STEVENS COLLEGE OF TECHNOLOGY

## Best Practices – CTE Follow-up Survey

*Data updated Sept. 2018*



# HISTORY OF TSCT'S CTE FOLLOW-UP SURVEY

- Prior to 2013, the task of completing all college surveys (including Perkins' CTE Follow-up survey) was handled by the college's Assessment office.
- For the CTE Follow-up survey, the following procedure was followed:
  - Pulled a list of participating students generated by PDE.
  - Utilized customizable letter templates provided by PDE to merge information.
  - Mailed letters to all students (graduates and non-completers) within a specific academic year timeline three times between late April and late July.
  - Students/graduates completed survey independently.

***Outcome: Low Response Rate (less than 10% in some cases)***



# HISTORY CONTINUED . . .

- In 2011, the college changed the way data was collected for the **Annual Graduate Survey** and moved the responsibility to the Career Services office.
  - By implementing new ways of communicating/connecting with graduates, the Thaddeus Stevens College's Internal Annual Graduate Survey *response rate* increased by 114% over a four year period (from 42% for the class of 2010 to 90% for the class of 2014).
    - 2010 (42%)
    - 2011 (72%)
    - 2012 (85%)
    - 2013 (87%)
    - 2014 (90%)
- In 2013, the Career Services office also assumed the task of completing the CTE follow-up survey.



# NEW BEST PRACTICES / CHANGES

- **Data Entry:** The college completes CTE Follow-up survey for all “TSCT graduates” based on their response to the college’s **Annual Graduate Employment Survey**.
- **Updated Contact Information:** via new annual graduate application, upcoming graduates are required to complete a comprehensive Graduate Application (including personal contact information and communication preference) in order to receive their diploma.
- **Better Communication Methods:**
  - **Email** using graduate’s personal email addresses – no longer utilizing “snail mail”.
  - **Social Media** – send personal messages directly to graduates via Facebook and LinkedIn.
  - **Text Messaging** – send personal text messages directly to graduates’ phones utilizing their cell number.
  - **Direct Phone Calls** – utilizing student interns and volunteers, create phone script to call remaining graduates (who have yet to complete the survey) – calls are made during evenings and Saturdays.
- **Teacher Involvement:** Shop/Class visits
  - Work together with technical faculty to visit each class/shop prior to graduation so teachers can emphasize the importance of students/graduates providing necessary employment data.



# NEW PROCEDURE/TIMELINE – PHASE I

## End of April – Early June

- Sort list of students generated by PDE
  - Pull out those students who actually graduated from Thaddeus Stevens (the graduates will be included in the college's post graduate employment survey and their CTE Follow-up Survey will be completed for them – with the graduate's permission).
- Email letters to non-graduates
  - Create mail merge to personalize the emails (personal email gathered from original application to Thaddeus Stevens College).
  - Send only to those students who DID NOT graduate.
- Email Link to Annual Graduate Survey to graduates of Thaddeus Stevens
  - Email all TSCT graduates (from designated cohort) with a link to the Annual Graduate Survey (including statement asking permission for the college to complete the Perkins Postsecondary CTE Follow-up Survey on the students' behalf (graduates only)).
- Social Media
  - Begin searching for graduates' social media pages and make note of which students maintain a social media presence (LinkedIn, Facebook, Instagram).
- Text Messages
  - Compile cell phone numbers.



# PROCEDURE/TIMELINE – PHASE II

## Mid June – Early July

- Email
  - Email remaining students (generated by PDE) who have not yet completed the CTE Follow-up Survey (personalize via email mail merge).
- Social Media Blasts
  - (Facebook and LinkedIn), send a personal message to all graduates who have not completed the college's Annual Graduate Survey. Include survey link and personal message to each individual student.
- Text message
  - Text all remaining graduates who have yet to complete the Annual Graduate Survey.
- Phone Calls
  - In early July, make final follow-up phone calls to the remaining graduates who have not completed the survey (typically the last 10% of students).



# PROCEDURE/TIMELINE – PHASE III

## End of July

- Email 3rd and final wave of letters to remaining non-graduate students (generated by PDE) who have not yet completed the CTE Follow-up Survey.
- Finalize data from the college's Annual Graduate Survey and complete any last minute CTE Follow-up Surveys on the graduate's behalf.

***Outcome: increased the CTE Follow-up Survey response rate by more than 500% in just one year (from 9% in 2012 to more than 60% in 2013).***



# 7-YEAR CTE FOLLOW-UP RESPONSE RATES

School Year/FLP Survey Year	Response Rate
2016-2017, 2018 CTE Survey	58.4%
2015-2016, 2017 CTE Survey	60.1%
2014-2015, 2016 CTE Survey	59.2%
2013-14, 2015 CTE Survey	61.15%
2012-13, 2014 CTE Survey	63.86%
2011-12, 2013 CTE Survey	60.15%
2010-11, 2012 CTE Survey	9.07%
	<i>(First year for LEAs to contact students)</i>





# TOOLS:

- Email mail merge letter template
- Annual Grad Application – CS-TSCT
- Personal email addresses – Jenzabar-TSCT
- Excel sheet list of students – PDE
- Text messaging tutorial – CS-TSCT
- Social Media (Facebook, LinkedIn, Instagram)
- Student assistance – volunteer phone bank – TSCT-Community Service
- Phone Script – CS-TSCT

