

GradTracker™



What is GradTracker™?

GradTracker™ is a market research tool designed to provide valuable feedback and information from some of your most important stakeholders –your graduates. Inshtrix can use **GradTracker** to survey your students at key intervals including immediately upon graduation, two years later, and again five years later.

Inshtrix will work with you to develop a questionnaire that addresses your unique concerns. Questions can include:

How satisfied are graduates with the education they received?

Do graduates believe that their education prepared them for the workforce?

What are the labour participation, employment, and unemployment rates of your graduates?

Are graduates working in positions that are related to their programs of study?

How difficult is it for graduates to find employment after graduation?

How much do graduates earn at different time periods after graduation?

How much debt do graduates have at graduation, and how quickly do they pay it off?

Where do graduates go to work or continue studies after graduation?

Would your graduates recommend your institution to others?

In order to achieve valid and reliable results, as many graduates as possible for a particular graduating year are surveyed (i.e. a census is typically conducted). The **GradTracker** utilizes a “multimode” (online and telephone) approach and a sampling plan that has very specific quotas by program. Overall the **GradTracker** typically achieves a response rate between 60% - 80%.

To ensure high response rates, Inshtrix uses it’s proprietary Find Classmates software module. The Find Classmates module displays to graduates who were successfully located and surveyed, the names of graduates who are currently classified as unavailable (i.e. moved, telephone number not in service, etc.). If a survey respondent has any information about a missing person, this information is used by Inshtrix to track down currently unavailable graduates. In addition, a dedicated team of searchers is employed to locate missing graduates. Tools they use include: directory assistance, online directories, online search engines, and social networking websites.

Inshtrix Research is...

a full service market research firm. Comprised of in-house experts in quantitative and qualitative research, we assist questionnaire design, data collection (telephone and online), advanced statistical analysis, custom online reporting, and panel recruitment, development, and maintenance. For more information on the **GradTracker** product, please call our Canadian or Australian office.



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