

A woman with long brown hair, wearing a blue hoodie, is sitting cross-legged in a snowy, icy landscape. She is holding a glowing, white, cylindrical object in her hands. The background shows a city skyline across a body of water, with snow-covered ice floes in the foreground. The sky is a mix of blue and orange, suggesting a sunset or sunrise. In the top left corner, there is a white logo consisting of a stylized flame or leaf shape next to a vertical line of four squares.

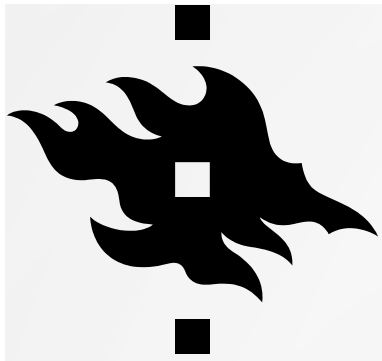
CAREER MONITORING IN THE UNIVERSITY OF HELSINKI

April 20th 2021
Eric Carver

A woman with long brown hair, wearing a blue hoodie, is sitting cross-legged in a snowy, icy landscape. She is holding a glowing, white, cylindrical object in her hands. The background shows a city skyline across a body of water, with snow-covered ice floes in the foreground. The sky is a mix of blue and orange, suggesting a sunset or sunrise. In the top left corner, there is a white logo consisting of a stylized flame or leaf shape next to a vertical line of four squares.

CAREER MONITORING IN THE UNIVERSITY OF HELSINKI

April 20th 2021
Eric Carver



AGENDA

1. A brief history of university graduate tracking in Finnish universities.
2. 2015→ New approach to graduate tracking
3. How university career monitoring surveys (graduate tracking) is currently organized in Finland and in the University of Helsinki?
4. Response rates
5. Use of data



Eric Carver

Responsible for graduate tracking in the University of Helsinki. Other duties include quality assurance of education and policy of guidance at university level.

- Member, Career Monitoring Work Group of Aarresaari, Career Services Network of Finnish Universities that is in charge of national career monitoring surveys of universities in Finland.

And during 2018→2020 (how I met **Jan Sedláček**)

- Member of the EU Commission Expert group on graduate tracking (country representative of Finland)
- Co-chair of the Visionary task force on the options for comparative EU graduate data (Task force 1 set up by the Expert group).

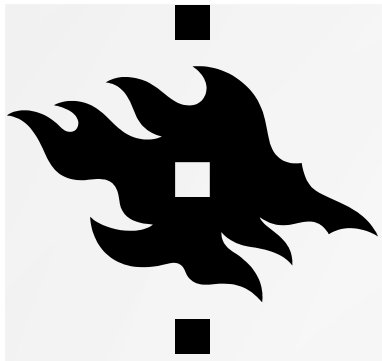
Specialist
Strategic Services for Teaching
University of Helsinki

eric.carver@helsinki.fi

gsm. +358 50 5935019

https://twitter.com/ee_carver

<https://www.linkedin.com/in/eric-carver-4105694/>



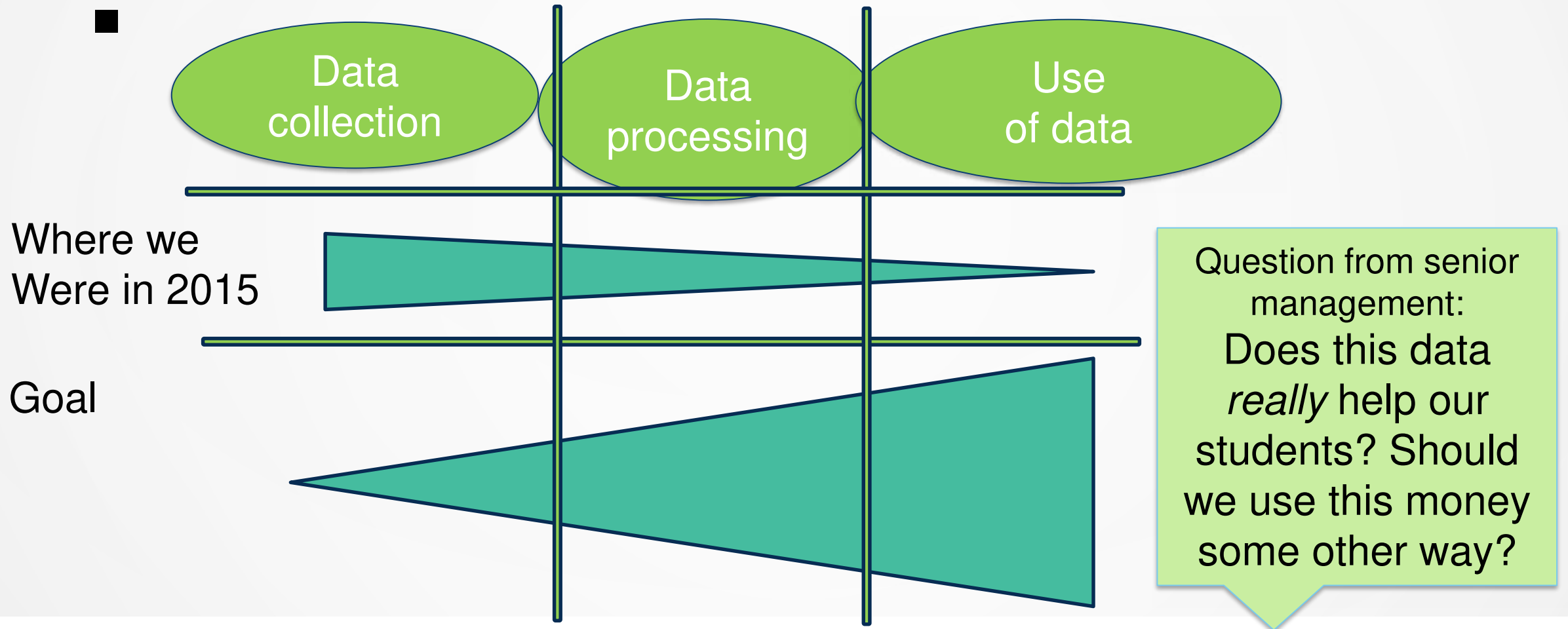
A BRIEF 20 YEAR HISTORY OF UNIVERSITY GRADUATE TRACKING IN FINNISH UNIVERSITIES

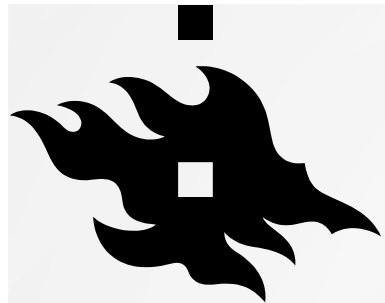
- First University of Helsinki university level graduate tracking survey was conducted in **2000**.
- *First major national level survey* in **2005** with all the biggest universities. After that almost all universities participated.
- From **2016** onwards all universities take part except The National Defence University.
- Master's level degree holders are surveyed 5 years after graduation and Doctoral level 3 years after graduation. Surveys conducted every year from 2016 onwards. Before that they were done every other year.
- From the very beginning, Aarresaari, Career Services Network of Finnish Universities, has been responsible for the coordinating the national surveys.
- Research Stats Service TUPA of the University of Tampere has been a partner in conducting the national surveys.
- Each university is responsible for using their own survey data and for their share of the costs.
- Each university has a representative (or several) in the Career Monitoring Working Group of the Aarresaari Network. (**→ I represent the University of Helsinki**).

2015→ New approach to graduate tracking

2010-15 DISCUSSIONS IN AARRESAARI NETWORK

OUR CAREER DATA IS NOT USED AS MUCH AS *IT SHOULD*





BUT MAYBE THE DATA DOES HELP OUR STUDENTS...

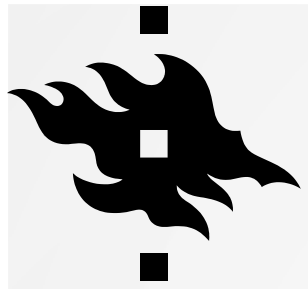
→ TÖISSÄ.FI SERVICE OPENED IN 2013

- Töissä.fi service uses career monitoring data.
- Now also has some 800 career stories (a later addition to service).
- Yearly users over 175 000
- Popular among students, potential students, study counsellors...
- <https://toissa.fi/home-en-us/>

THE SOLUTION!

The EU funded LATUA project 2015-2018

- *LATUA* focused primarily in developing the career tracking system of Finnish universities, building on the 10 years of experience accumulated in the Aarresaari network.
- *Finally* we had the resources to develop the way data is collected, processed, analyzed, reported and utilized.
- Project partners University of Tampere (main partner), University of Helsinki, University of Turku, Åbo Akademi Univeristy



KEY DISCUSSION in June 2015

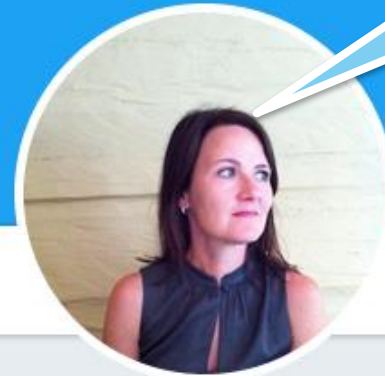
Auli, what do we have to do to get you to use the career monitoring data?



Eric Carver

@ee_carver

Career Counselor @helsinkiuni,
Chairperson, Career Monitoring Work
Group #aarresaariverkosto, Career
Services Network of Finnish Universities.
Views are my own

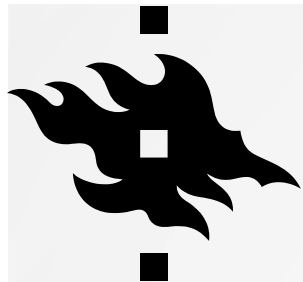


Auli Toom

@AuliToom Seuraa sinua

Professor of Higher Education, University
of Helsinki @helsinkiunipeda @helsinkiuni
@DlearnHelsinki Visiting Professor
@TartuUniversity

Well...
why don't you
start by *sending*
me the data..



My original hypothesis (2015) on why data is not used

1. Survey answer rate too low
2. Wrong questions asked
3. People simply not interested in the data
4. (And maybe some) Ideological opposition to employment/ career/ working life issues and related data.



Eric Carver
@ee_carver

Career Counselor @helsinkiuni,
Chairperson, Career Monitoring Work
Group #aarresaariverkosto, Career
Services Network of Finnish Universities.
Views are my own



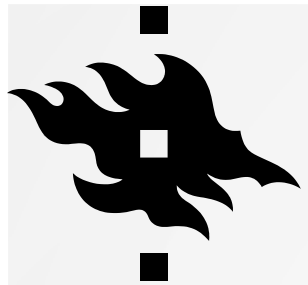
**Turns out
I was wrong on all 4.**

→ Real issues

1. User access to data and reports often limited and information about new data *too often* stuck in bottlenecks in the organization.
2. Processes for the systematic use of career monitoring data varied a lot (from very systematic to insufficient or nonexistent)
3. Big variance in the culture of using feedback data in decision making (again from very systematic to insufficient)

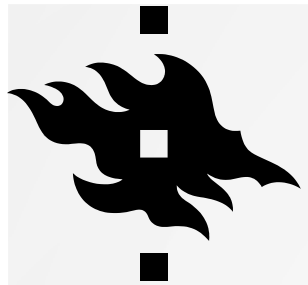
Realizations

- Career monitoring data does not have any special problems that would set it apart from other feedback data.
- We can & should develop the use of career monitoring data as a service with by using service design methods



STEP 1 TALK TO PEOPLE

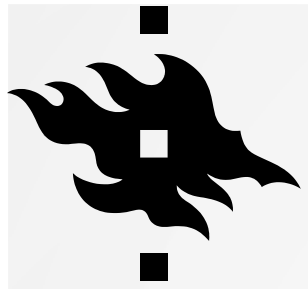
- We interviewed 50 previous or potential users of career tracking data at the universities to gain information on current needs and wishes on the contents of the survey, as well as on the ways and forms they would want to access the information.
- Most common situations and possibilities for the information utilization were recognized and categorized and various user profiles for career tracking data created.
- The contents of the survey were analyzed based on the knowledge of current trends in the labor market and the feedback from respondents of previous surveys.
- Questions were updated based on expert workshops, questionnaires and international comparison in close cooperation with the developers of graduate tracking for universities of applied sciences and Toissa.fi website.



STEP 2 UPDATE THE WAY DATA IS COLLECTED

- We created a centralized and more systematic procedure for planning and conducting the surveys in 2016 and further developed it with the surveys of 2017.
- A new digital tool ARVO by the Finnish IT Center for Science (CSC) was co-developed to match the graduate survey requirements.
- New ways of contacting the graduates digitally (including text messages and emails) were introduced and more focus on the communication for the target group of the survey was created (including communication of the results to the respondents).

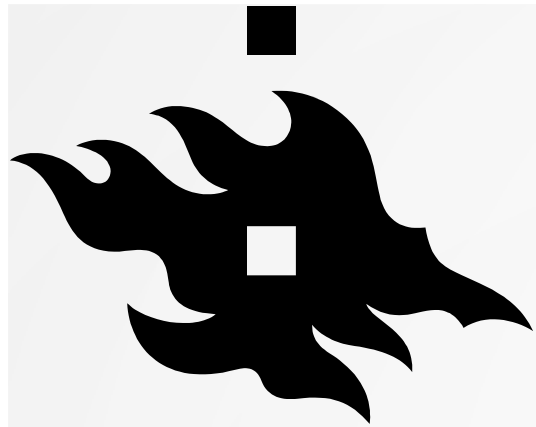
→ *We centralized what could be centralized in data collection and data processing **in order focus** the university-level resources to the use of data.*



STEP 3 UPDATE....

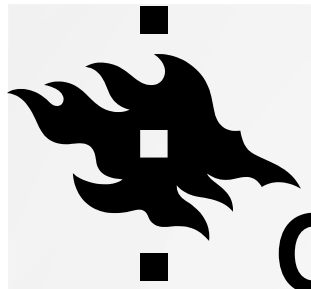
ANALYZING, REPORTING AND UTILIZING THE RESULTS ON BOTH NATIONAL AND UNIVERSITY LEVEL

- New reporting tools were introduced to ease the access to the data and instead of give users the opportunity to further explore the results themselves.
- Starting from spring 2018, the national results will be accessible in *PowerBI* form in [Vipunen](#), which is the education administration's reporting portal of the Ministry of Education and Culture and the Finnish National Board of Education.
- University level results have been published in universities' own reporting systems.
- Events have been organized, where the latest results have been published and discussed with university staff, student representatives and various interest groups.
- Workshops have been organized within universities to further discuss the results and their utilization in teaching, counseling, developing academic education as well as in university decision making and quality assurance.



■ HOW UNIVERSITY CAREER
MONITORING SURVEYS
(GRADUATE TRACKING)
IS CURRENTLY ORGANIZED IN
FINLAND?

(AND IN THE UNIVERSITY OF HELSINKI)

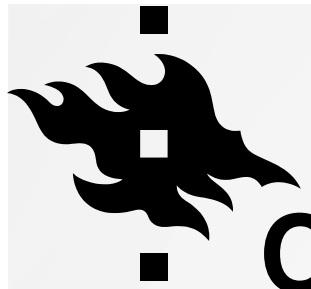


DATA COLLECTION IN CAREER MONITORING SURVEYS 1/2

Target groups from university and national level student registers

- Career monitoring surveys are sent to all graduates in the relevant target group (full sample).
- The target group for master's graduate career monitoring includes all master's graduates as well as all those with a Bachelor of Science (Pharmacy) degree or a Bachelor of Arts (Education) degree in kindergarten teacher education.
- Doctoral graduate career monitoring surveys are sent to all doctoral level graduates.
- Information on the target group is obtained from the national VIRTa database (which combines data from the student records of Finnish universities).
- The background variables of respondents are supplemented with information from the student records (major subject, degree programme, department, faculty).

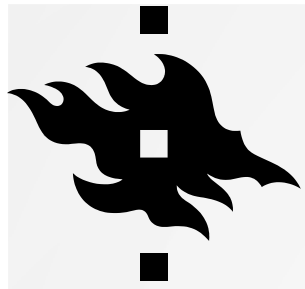
→ *WE don't ask graduates things we already know about them*



DATA COLLECTION IN CAREER MONITORING SURVEYS 2/2

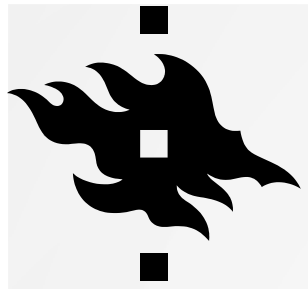
Contact details from national and university level registers

- **Address details are retrieved from the Population Register (very accurate for those living in Finland).**
- The 2020 surveys were sent to respondents by **(1) text message** (to those whose phone number was known) or by **(2) mail** (all others).
- Additionally, the universities distributed the survey by **(3) email** to those in the target group whose details were found in **alumni registers (more and more alumni register, but the registration rate differs by university).**
- **Most respond to the survey online (even if they get the survey by mail), but some 20% of respondents still prefer to write and mail their answers.**
- The data were collected in a nationwide and central manner by Research Stats Service TUPA of the University of Tampere and CSC – the IT Centre for Science, in collaboration with the career monitoring group of the Aarresaari network.
- Responses are always processed confidentially and so that individual respondents cannot be identified.



NATIONAL CAREER MONITORING 2019 NUMBERS

Masters´level	Graduates	Were reached	Were not reached/ no contact details	Responded
N	15511	14809	702	6147
share	100 %	95 %	5 %	40%
Doctoral level				
N	1882	1758	152	841
share	100 %	93 %	7 %	45%



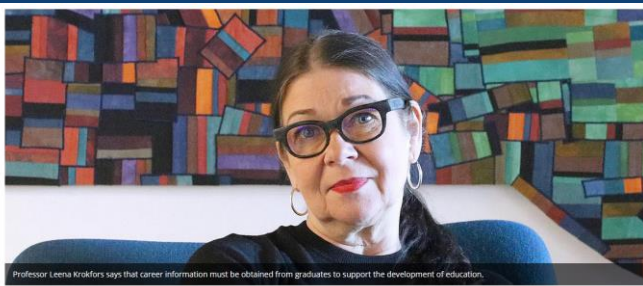
From 2017 onwards: special focus on alumni engagement and communication during survey

Strong social media presence:

Key messaging: Why do we need answers?

Academic leaders as messengers. Rector leads by example (in twitter)

Communication support from trade unions, employer confederations, foundations that fund Phd education...



FACULTY OF EDUCATIONAL SCIENCES / NEWS / NEWS ARCHIVE /

Changes to the teaching profession necessitate career teaching



NEWS / NEWS AND PRESS RELEASES /

Career awareness expands understanding of opportunities in biological and environmental sciences

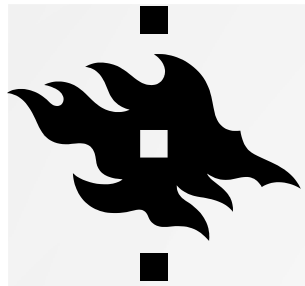


NEWS / NEWS AND PRESS RELEASES /

Career monitoring survey begins – Every response counts



Employability is integral to law degrees



Key messages in 2017-2020

1. Help students understand the employment opportunities available after graduation

2. Your responses help develop teaching and education

3. Professional life is changing – Which skills are in demand?

In addition to these three good reasons to complete the survey, there is a fourth one: the responses gained in this survey will affect the University's funding from 2021 onwards.



PHOTO: JOEL GRANDALL

3+1 reasons to respond to the career monitoring survey

31.10.2019 | TEACHING & STUDYING AT THE UNIVERSITY | HIGHER EDUCATION & SCIENCE POLICY

NEWS

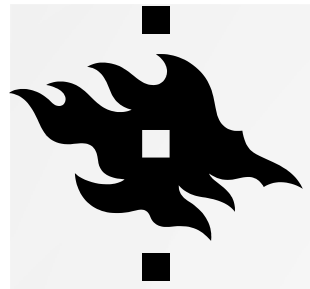
AUTHOR: KATI SALMIVAARA



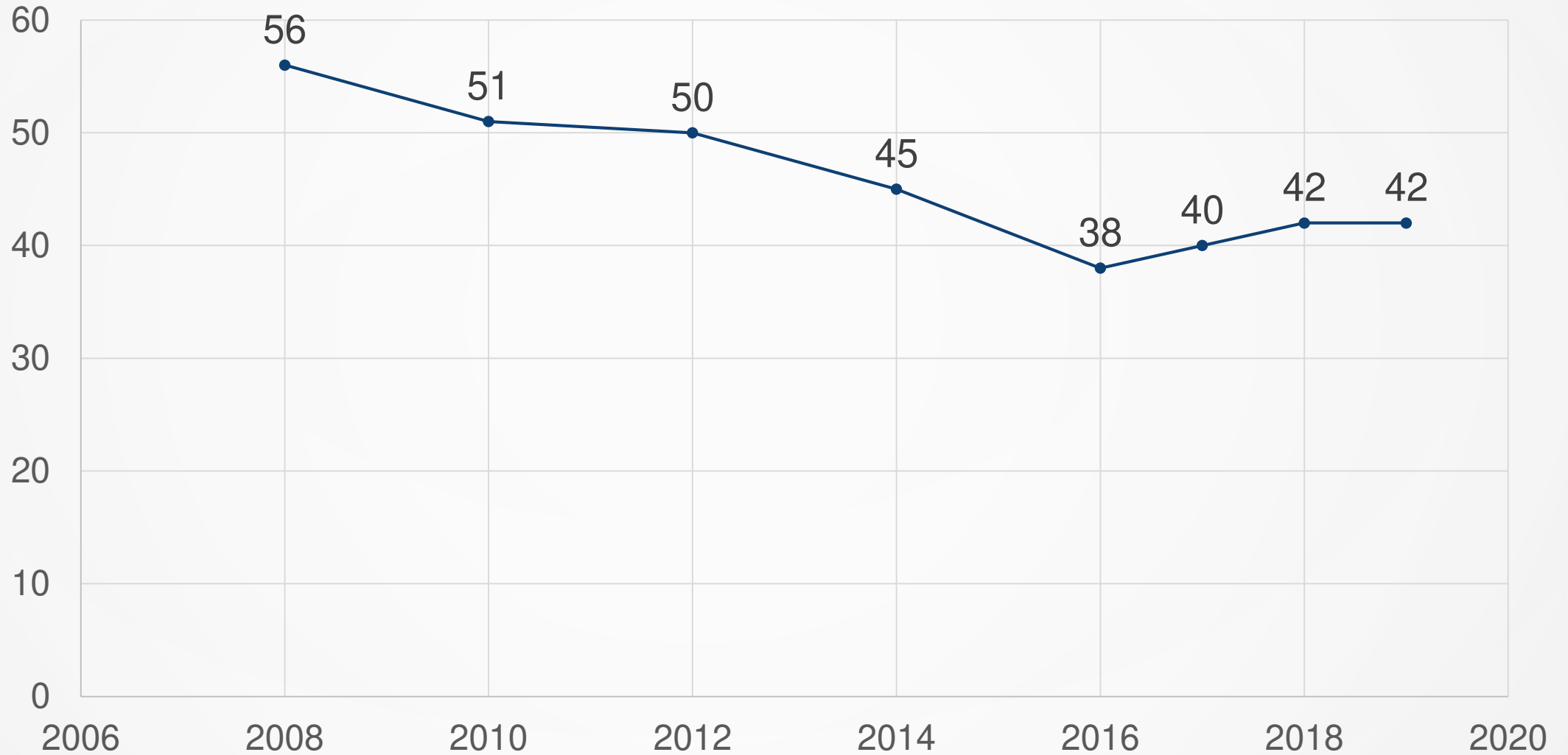
Have you been notified of belonging to the target group of this year's career monitoring survey, but can't seem to find the time to respond? Or are you wondering whether your response matters? Here are at least three good reasons to complete the survey.

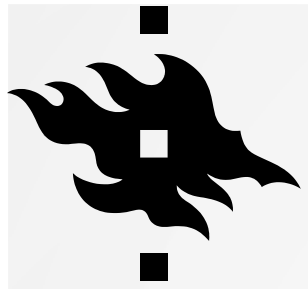
This autumn, the career monitoring survey was sent to all graduates who completed a master's degree, a Bachelor of Science (Pharmacy) degree or a kindergarten teacher degree in 2015 as well as to doctoral graduates from 2017. If you belong to this year's respondent group, you have

The career tracking survey will be sent on 1 October 2020 to master's degree graduates from 2015 and



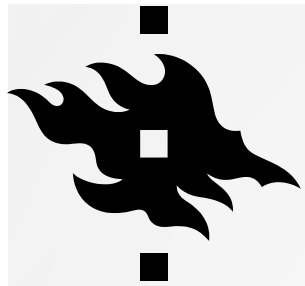
Master's Level Career Monitoring Survey Answer Rate, The University of Helsinki, 2008-2019





MAJOR CHANGES TO CAREER MONITORING IN THE UNIVERSITY OF HELSINKI 2016→

- From *Career Services does everything model* to **University of Helsinki career monitoring project group model**
- All reporting is based on new data and old (comparison, trends)
- Categorization used in reporting based on user preferences (program level when possible)
- New tools developed for using the data
 - Skills radar app (our data)
 - Vipunen (national data, comparisons)
- Major investment of time & energy in creating *a systematic process* in which the results are discussed and analyzed in faculties and doctoral schools.
- Since 2019 career monitoring data has been a part of the quality assurance system of education in the University of Helsinki.

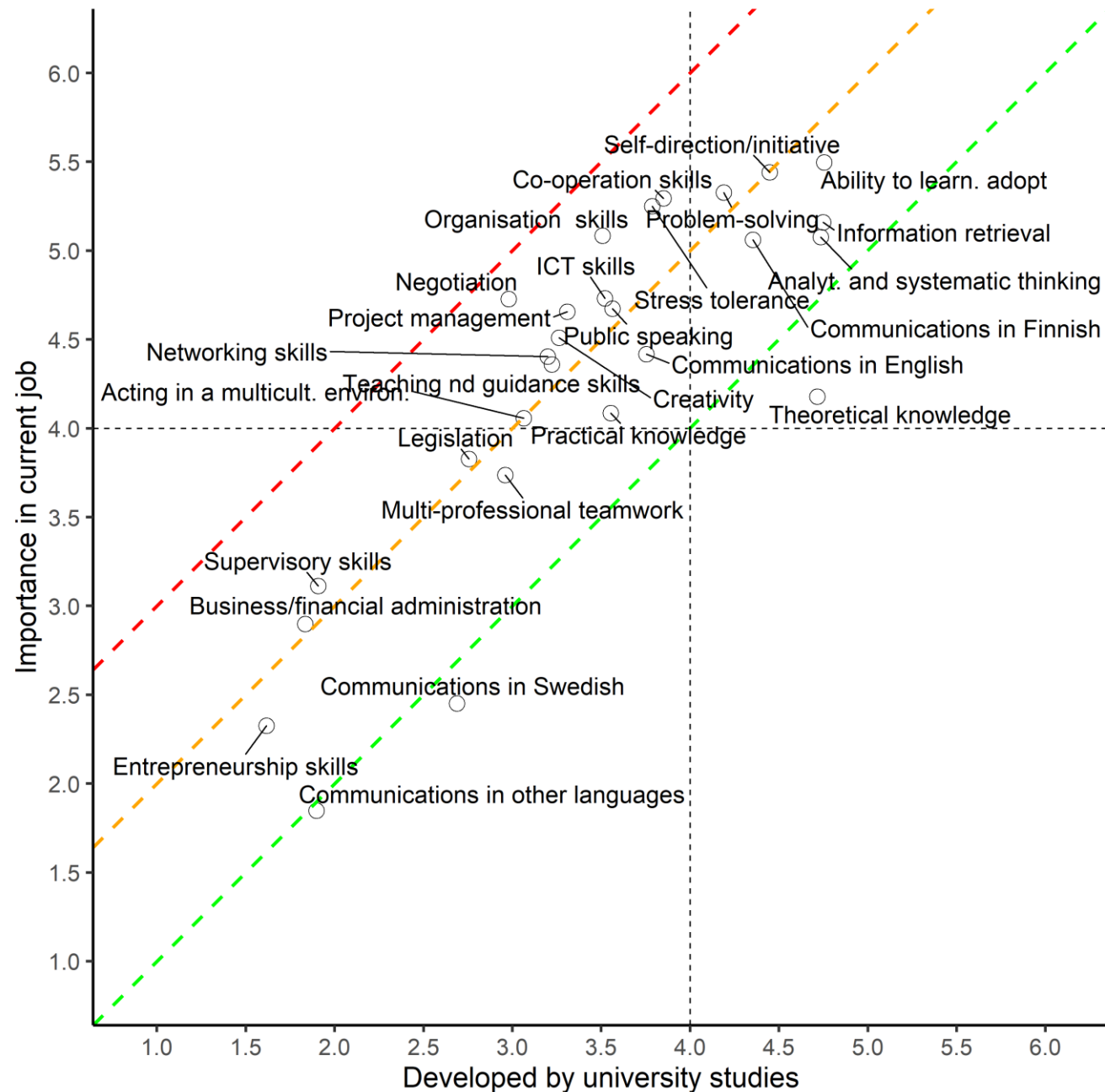


CAREER MONITORING IN THE UNIVERSITY OF HELSINKI IS NOW A TEAM EFFORT

- The University of Helsinki uses the data obtained from career monitoring surveys, for example, to develop education, guide and counsel students, provide career guidance and conduct research.
- Since 2016, career monitoring surveys have been conducted at the University through cooperation between several units. Career Services was previously responsible for coordinating the surveys, but this responsibility shifted to Strategic Services for Teaching at the beginning of 2019.
- Composition of the University's project group for career monitoring in the 2020–2021 academic year:
 - **Eric Carver, Strategic Services for Teaching**
 - Aki Hagelin, Institutional Research and Analysis
 - Jarkko Immonen, Career Services
 - Kirsi Korpiaho, Research Services
 - Kati Salmivaara, Communications
 - Merja Savolainen, Digital Communications
 - Tarja Tuononen, Centre for University Teaching and Learning
 - Minnis Vierikko, Alumni Relations

For more information, please visit:
<https://studies.helsinki.fi/instructions/article/career-monitoring-reports>

Skills radar



[Link to the 'Skills radar' app](#)