2021 Employer Satisfaction Survey

Methodological Report

December 2021

Social Research Centre

Report prepared for:

Australian Government Department of Education, Skills and Employment

Report prepared by:

Natasha Vickers, James Morrison, Graham Challice, and Ben Phillips

Senior Research Consultant, Major Projects; Research Associate, Major Projects; Executive Director, Major Projects; Chief Survey Methodologist.

The Social Research Centre

Level 5, 350 Queen Street

MELBOURNE VIC. 3000

Tel: (613) 9236 8500

Fax: (613) 9602 5422

Email: qilt@srcentre.com.au

www.srcentre.com.au

Version: Version 1, December 2021

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1. Introduction

1.1. About this report

This methodological report describes the sample preparation, data collection, data processing and reporting aspects of the 2021 Employer Satisfaction Survey (ESS, 'the survey'), conducted on behalf of the Australian Government Department of Education, Skills and Employment ('the department') by the Social Research Centre. This report is organised into the following sections:

- Section 1 introduces the survey background, objectives and provides a general overview.
- Section 2 describes the target population and sample build.
- Section 3 documents the survey design and procedures for conducting the study.
- Section 4 outlines the questionnaire development phase and provides an overview of changes from the previous iteration including institution specific items.
- Section 5 describes the data processing procedures and deliverables.
- Section 6 documents the final dispositions and response rates.
- Section 7 presents an analysis of response.
- Section 8 notes considerations for future iterations of the ESS.

1.2. Background

The ESS is a component of the Quality Indicators for Learning and Teaching (QILT) suite of surveys, commissioned by the department. Conducted annually since 2016, the ESS is the only national survey that measures the extent to which higher education institutions in Australia are preparing graduates to meet employer needs.

Prior to the 2021 ESS, the department funded the participation of Higher Education Support Act (HESA) institutions only. In 2021, department funding of QILT participation extended to non-HESA institutions for the first time.

1.3. Objectives

The broad aim of the ESS is to collect insights and perceptions from employers about the attributes of recent graduates from Australian higher education institutions including universities and non-university higher education institutions (NUHEIs). Employer views of the technical skills, generic skills and work readiness of recent graduates provide assurance about the quality of Australia's higher education sector. The development, collection and reporting of these measures assists the department to monitor service delivery and improve higher education over time.

Specific research objectives of the ESS are to measure, monitor and better understand:

- the specific skills and attributes employers need in their business,
- how well higher education is equipping graduates for the workforce, and
- the varied employment pathways graduates are taking after completing their study.

1.4. Overview

The ESS is administered in parallel with the GOS and the first collection round for the 2021 ESS took place in November 2020, the second in February 2021 and the third in May 2021. The sample was drawn from graduates who responded to the 2021 GOS, were in paid employment the week prior to completing the GOS and consented to provide contact details for their work supervisor.

The survey was conducted in English only. The survey was fielded primarily via online collection, with interviewing via Computer Assisted Telephone Interviewing (CATI) as a secondary mode. Supervisors were invited to participate via email or phone (using CATI) depending on the contact information provided by the graduate. Unlike the GOS and the Student Experience Survey (SES), completed ESS CATI surveys are included in the nationally reported data.

A total of 3,450 surveys were completed. This was made up of 3,175 supervisors of graduates from 41 Australian universities and 255 supervisors of graduates from 53 NUHEIs. Refer to Table 1 for a summary of the key project statistics.

Table 1 Key project statistics

	November 2020	February 2021	May 2021	Total
Total supervisors approached (n)	2,731	758	4,704	8,193
Out-of-scope supervisors[1] (n)	139	31	174	344
In-scope supervisors (n)	2,592	727	4,530	7,849
Completed surveys (n)	1,181	285	1,984	3,450
Overall response rate[2] (%)	45.6	39.2	43.8	44.0

[1] Includes opt-outs and out-of-scope surveys.

[2] For the purpose of the ESS, response rate is defined as completed surveys as a proportion of 'in-scope supervisors', where in-scope supervisors excludes unusable sample (e.g. no contact details), out-of-scope and opted-out. This definition of response rate differs from industry standards by treating certain non-contacts and refusals as being ineligible for the response rate calculation. See American Association for Public Opinion Research (2016) for standard definitions.

1.5. Project milestones

Table 2 provides a summary of the key project milestones for each round in the 2021 ESS.

Table 2 Key project milestones

Task	November 2020	February 2021	May 2021
Establishment			
Questionnaire development	5-Oct-20 to 14-Oct-20	6-Dec-20 to 15-Dec-20	5-Apr-21 to 12-Apr-21
Sample			
Ongoing collection of contact details	27-Oct-20 to 2-Jul-20	27-Jan-21 to 12-Jul-21	27-Apr-21 to 8-Aug-21
Fieldwork			
Start online fieldwork	29-Oct-20	28-Jan-21	29-Apr-21
Fieldwork closes[1]	-	-	13-Aug-21
Reporting			
Draft data and documentation to the department	-	-	15-Oct-21
Draft National Report to the department	-	-	8-Nov-21
Final data and documentation to the department	-	-	8-Nov-21
Institutional data files delivered	-	-	15-Nov-21
Final National Report to the department	-	-	24-Nov-21
Methodological Report to the department	-	-	26-Nov-21

[1] For employed graduates who completed the GOS in the November 2020 or February 2021 rounds, the supervisor could be enumerated up until 13 August 2021.

2. Sample build

2.1. Target population

The in-scope population for the 2021 ESS comprised supervisors of employed graduates who completed the 2021 GOS. Refer to the *2021 GOS Methodological Report* for a complete description of the GOS target population.

2.2. Institutional participation

Graduates of 95 higher education institutions, including 41 universities and 54 NUHEIs, were in-scope to provide contact details for supervisors to participate in the 2021 ESS. Of these institutions, supervisors of graduates from 41 universities and 54 NUHEIs were included in the 2021 ESS sample. In all, supervisors responded with data for 41 universities and 51 NUHEIs. As such, the number of participating institutions in the 2021 ESS was lower than those reported as participating the 2021 GOS. In 2021, with the scope of the ESS extended, 5 non-HESA approved providers participated and are included in reporting as NUHEIs.

Refer to Appendix 1 for a list of institutions that had graduates provide valid contact details and supervisors complete the ESS.

2.3. Sample preparation overview

The initial method for building the ESS sample took place at the end of the GOS, where employed graduates were presented with the ESS bridging module. Refer to Section 2.3.1 for further information on the function and outcomes of the ESS bridging module.

Due to low levels of agreement at the ESS bridging module, a range of additional sample workflows were implemented to maximise sample for the ESS. The process and scope of each additional sample workflow used to build the ESS sample are detailed in Section 2.4. A summary of contact details collected from each sample workflow is provided below in Table 3.

As can be seen, more than half (62.7 per cent) of all contact details were collected via the refusal conversion workflow. This was followed by the ESS bridging module (20.8 per cent) and GOS partial completers (13.6 per cent). These were supplemented by the survey invitation pack (1.7 per cent) and CATI follow up (1.2 per cent) workflows. Sample workflows other than the ESS bridging module accounted for nearly four-fifths (79.2 per cent) of contact details collected, emphasising the necessity of the additional sample build workflows. Overcoming the difficulties in collecting supervisor contact details from graduates at the end of the GOS is an issue of note for future collections (see Section 8).

Table 3 Contact details collected by sampling workflow

Sample build workflow	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total contact details collected	**2,731**	**100.0**	**758**	**100.0**	**4,704**	**100.0**	**8,193**	**100.0**
ESS bridging module	616	22.6	164	21.6	926	19.7	1,706	20.8
Survey invitation pack	48	1.8	15	2.0	75	1.6	138	1.7
CATI follow up	60	2.2	14	1.8	27	0.6	101	1.2
Refusal conversion	1,625	59.5	463	61.1	3,046	64.8	5,134	62.7
GOS partial completers	382	14.0	102	13.5	630	13.4	1114	13.6

2.3.1. ESS bridging module

The ESS bridging module was presented to employed graduates at the end of the online GOS. This module described the purpose, importance and relevance of the survey and asked graduates if they would be willing to provide their supervisor's contact details (name, business name, email address and/or phone number). In the ESS bridging module, graduates could choose to:

- Provide contact details.
- Speak with their supervisor before responding.
- Request further information about the ESS. This option presented the graduate with a set of frequently asked questions and answers. Graduates could request a call from an interviewer if they had a query, entering the graduate into the CATI follow up workflow.
- Request a survey invitation pack be sent by email. The survey invitation pack included the *ESS Brochure* and an ESS approach email for the graduate to forward to their supervisor. The approach email linked to an online form that allowed the supervisor to self-register for the ESS.
- Refuse to provide contact details.

In the 2021 ESS, to try overcome recent years' response issues at the ESS bridging module, a customised script was developed for graduates who were working at least 30 hours per week and had been working for their employer less than two years. The customised script was designed to avert common concerns of graduates who had newly entered an organisation. Targeting of the customised script was based on employment characteristics of graduates reported in the GOS. Further customisation was included at the ESS bridging module to appeal to graduates who were in-scope for industry specific stakeholder items. A copy of the ESS bridging module for each round and CATI follow up scripts are provided in Appendix 2.

A summary of graduate response to the request for contact details within the ESS bridging module is shown in Table 4. As can be seen, only a small number of graduates indicated they would provide contact details (3.0 per cent). Results varied somewhat between rounds, with February having the highest level of agreement (3.8 per cent) and May the lowest (2.7 per cent). With the ongoing decline in graduate agreement from 2019 (8.1 per cent) and 2020 (4.0 per cent), improving the level of agreement achieved in the ESS bridging module remains a key consideration for the future of the ESS (see Section 8).

It should be noted that the collection of contact details, may have been impacted by the COVID-19 pandemic due to the general disruption caused to the broader labour market.

Table 4 Graduate response to the ESS bridging module

Response to the ESS bridging module	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates shown ESS bridging module	**22,867**		**5,459**		**46,755**		**75,081**	
No response	541		125		1,252		1,918	
Total responses	**22,326**	**100.0**	**5,334**	**100.0**	**45,503**	**100.0**	**73,163**	**100.0**
I will provide their details	813	3.6	205	3.8	1209	2.7	2227	3.0
I want to speak with my supervisor before providing their details	1947	8.7	464	8.7	3673	8.1	6084	8.3
I want more information about the Employer Satisfaction Survey	227	1.0	62	1.2	360	0.8	649	0.9
I do not wish to provide my supervisor's details	19,339	86.6	4,603	86.3	40,261	88.5	64,203	87.8

All graduates who responded 'I do not wish to provide my supervisor's details' were asked the main reason for their refusal. As shown in Table 5, the three most common reason for refusal were concern that the supervisor was too busy (28.9 per cent), followed by the graduate's job not being related to the study they did (15.5 per cent) and graduates having privacy concerns (13.1 per cent). To acknowledge the potential disruption to graduate employment caused by COVID-19, a refusal code 'Supervisor not working / Business closed due to COVID-19' was included in the November and February rounds and removed for the May round due to low usage (0.6 per cent in February, shown as part of 'Other reasons').

Table 5 Graduate reasons for refusal in the ESS bridging module

Graduate reason for refusal	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total refused	**19,339**		**4,603**		**40,261**		**64,203**	
No response	734		163		1,543		2,440	
Total responses	**18,605**	**100.0**	**4,440**	**100.0**	**38,718**	**100.0**	**61,763**	**100.0**
My supervisor is busy and does not have enough time	5,054	26.8	1,410	31.8	11,375	29.4	17,839	28.9
My job is not related to the study I did	3,218	17.1	670	15.1	5,700	14.7	9,588	15.5
I have privacy concerns	2,405	12.8	602	13.6	5,081	13.1	8,088	13.1
I have not been in my job long enough	1,630	8.7	427	9.6	5,235	13.5	7,292	11.8
My job is temporary only/casual only	2,513	13.3	413	9.3	4,265	11.0	7,191	11.6
I do not have a direct supervisor	1,825	9.7	450	10.1	3,818	9.9	6,093	9.9
I do not know the contact details of my supervisor	388	2.1	80	1.8	819	2.1	1,287	2.1
Other reasons	1,572	8.3	388	8.7	2,425	6.3	4,385	7.1

2.3.2. Sample build quality assurance

The data quality of each sample record was checked as it was collected and prior to the record being entered into the appropriate contact workflow (see Section 3.3).

To minimise data quality errors, the following validation processes were applied at the time of detail collection:

- validation of supervisor email addresses,
- checks on supervisor phone number, name and email address fields to ensure they did not match the graduate's sample information, and

- checks on domestic phone numbers to ensure they were 10 digits and international phone numbers to ensure they were formatted with a country code.

2.3.3. Sample cleaning

Before being built as the ESS sample, all contact details were passed through a manual review process to ensure a high data quality. Records could be accepted or rejected, with accepted records forming the ESS sample. The majority (98.6 per cent) of records were accepted, with a minority (1.4 per cent) rejected.

Light cleaning was undertaken throughout the manual review process to ensure optimal presentation of sample information throughout the survey.

The main components of sample record cleaning and manipulation were as follows:

- email cleaning, e.g. correct domain formats,
- phone cleaning, e.g. leading zeros,
- name cleaning, e.g. correct capitalisation and salutations, and
- business name cleaning, e.g. correct capitalisation.

2.3.4. Sample quality issues

Quality issues identified during the sample build inform the ongoing development of future quality assurance processes. Sample quality issues from the telephone follow up workflows were monitored throughout fieldwork. Feedback was provided to call centre operators and training modules were updated each round as necessary to address common issues.

The most common data quality issues observed during the 2021 ESS sample build were as follows:

- incomplete contact information (e.g. missing supervisor name, business name, email or phone),
- graduate contact information being provided in place of supervisor contact information,
- academic supervisor contact details being provided instead of the requested work supervisor contact details,
- poor quality contact information (e.g. business name provided in place of the supervisor name),
- phone numbers with missing or invalid international dialling codes, and
- invalid email addresses due to erroneous domain names.

The quality checks applied to the collection of ESS sample could be revised to resolve or reduce these issues in future years of the ESS (see Section 8).

2.3.5. Type of contact details

Table 6 provides a summary of the type of valid contact details provided by graduates for the 2021 ESS.

The collection of both an email and a phone number allowed supervisors to be approached through both online and CATI workflows (see Section 3.3) and was an important component of maximising response to the ESS. The collection of both an email and phone number were a focus of call centre operator training for the CATI follow up (the briefing slides used for training are provided in Appendix 3). Collection of both a valid email and phone number in 2021 increased slightly (to 48.4 per cent) from 2020 (47.4 per cent).

Table 6 Type of contact details collected

Type of contact details collected	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total valid contact details	**2,731**	**100.0**	**758**	**100.0**	**4,704**	**100.0**	**8,193**	**100.0**
Valid email only	1,210	44.3	336	44.3	2,047	43.5	3,593	43.9
Valid phone number only	241	8.8	38	5.0	353	7.5	632	7.7
Valid email and phone number	1,280	46.9	384	50.7	2,304	49.0	3,968	48.4

2.4. Additional sample workflows

To further build the ESS sample base and maximise response, several additional sample workflows were used to supplement 2021 ESS sample build. Graduates were eligible for additional sample workflows in the following circumstances:

- requested an email containing the survey invitation pack and had not provided contact details (see Section 2.4.1),
- requested to be called before providing contact details (see Section 2.4.2),
- did not provide a response at the ESS bridging module (see Section 2.4.3),
- provided a refusal reason at the ESS bridging module that was suitable for a refusal conversion attempt (see Section 2.4.4),
- were an employed graduate who had only partially completed the GOS and had not been approached for the ESS (see Section 2.4.5), or
- provided contact details that were unusable, or a repeat non-contact when approached through the ESS online workflow ('ESS boost', see Section 2.4.6).

2.4.1. Survey invitation pack

The ESS bridging module included an option for graduates to request an email containing a survey invitation pack. The survey invitation pack contained a link to the *ESS Brochure* and an ESS approach email that the graduate could forward onto their supervisor. The approach email contained a unique link to an online form where the supervisor could self-register for the ESS by providing their own contact details.

This workflow provided alternative method of collecting contact details for graduates that preferred to give the option of registering for the ESS directly to their supervisor. The survey invitation pack was offered to graduates through a variety of pathways within the ESS bridging module. CATI follow up with graduates who requested the survey invitation pack, but whose supervisor had not registered, was conducted as part of the refusal conversion workflow (see Section 2.4.4).

Example copies of the *ESS Brochure* and survey invitation pack email are provided in Appendix 4. The script for the online registration form and refusal aversion scripting is included in Appendix 5.

Outcomes of requests for the survey invitation pack are shown in Table 7. The proportion of supervisors that self-registered contact details after graduates were sent the survey invitation pack was low (2.6 per cent). This could be due to graduates not forwarding the survey invitation pack onto their supervisor, and so additional engagement with graduates who request the survey invitation pack could be considered in future collections (see Section 8).

Table 7 Survey invitation pack outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Requested survey invitation pack	**1,735**	**100.0**	**411**	**100.0**	**3,227**	**100.0**	**5,373**	**100.0**
Supervisor self-registered valid contact details	48	2.8	15	3.6	75	2.3	138	2.6

2.4.2. Requested CATI follow up

CATI follow up was conducted with graduates who requested contact, after responding with '*I want more information about the Employer Satisfaction Survey*' at the ESS bridging module. This workflow allowed interviewers to offer personalised reassurance regarding graduate concerns about the ESS and attempt to collect contact details. Graduates who refused to provide contact details during CATI follow up were read a short, tailored script to try and avert the refusal (Appendix 2 contains a copy of the CATI follow up script). A short call cycle of up to four calls was used for the CATI follow up.

As can be seen at Table 8, fewer than one-in-five (17.2 per cent) graduates who requested contact went on to provide valid contact details during the follow up phone call. Note that the base size for graduates requesting CATI follow up is small and the ongoing inclusion of this workflow should be reviewed ahead of the 2022 ESS (see Section 8).

Table 8 Requested CATI follow up outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates approached	**33**	**100.0**	**<5**	**100.0**	**27**	**100.0**	**64**	**100.0**
Graduate provided valid contact details	6	18.2	<5	25.0	<5	14.8	11	17.2

2.4.3. ESS bridging module non-response follow up

The ESS bridging module non-response follow up workflow was conducted with graduates who reached the ESS bridging module but stopped the survey without completing.

The non-response follow up was conducted via both email and CATI. Graduates were sent up to two reminder emails prompting completion of the ESS bridging module. The initial reminder email was sent one day after the survey was stopped and the second email was sent following a further three-day delay. If the graduate had a phone number available, they were subsequently entered into the CATI follow up workflow (described in Section 2.4.2) after an additional four days.

Outcomes of the non-response follow up are shown in Table 9. The workflow yielded the best collection of contact details in the November round (22.4 per cent) followed by February (21.4 per cent). A lower yield was achieved in May (9.1 per cent), although it is possible this workflow was impacted during the May round by increased economic disruption caused by COVID-19.

Table 9 ESS bridging module non-response follow up outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates approached	**312**	**100.0**	**70**	**100.0**	**540**	**100.0**	**922**	**100.0**
Graduate provided valid contact details	70	22.4	15	21.4	49	9.1	134	14.5

2.4.4. Refusal conversion

To try and further increase the ESS sample base, a refusal conversion workflow was conducted using CATI. Only graduates with a phone number in the GOS sample were eligible for selection. Refusal

reasons from the ESS bridging module were chosen for conversion based on their level of suitability, with some reasons deemed not suitable (e.g. 'I don't have a direct supervisor'). Sample was selected from the following six refusal reasons:

- my job is temporary only / casual only,
- my supervisor is busy and does not have enough time,
- my job is not related to the study I did,
- I have privacy concerns,
- I have not been in my job long enough, and
- supervisor not working / business closed due to COVID-19 (November and February rounds only).

To reduce any potential burden placed on graduates, where applicable, only graduates who consented to recontact after refusing were selected for the refusal conversion workflow. The consent to recontact scripts are detailed in Appendix 2. To improve operational productivity, refusal conversion follow up was then prioritised towards the refusal reasons that were easiest to convert (e.g. 'I have not been in my job long enough') and graduates who met the criteria for the ESS bridging module customisation (see Section 2.3.1).

The delay between refusal and CATI follow up was dependent on operational needs, the nature of the refusal and strategies to maximise response. The refusal conversion script was customised to address common concerns associated with each refusal reason (see Appendix 5). Interviewer training for refusal conversion emphasised identifying and responding to the graduate's personal concerns, rather than strict adherence to a predefined script. No more than four calls were placed to graduates to attempt to make contact and collect contact details.

The goal of this workflow was for interviewers to collect contact details directly from the graduate. However, interviewers also had the option of sending a survey invitation pack to the graduate's email, allowing supervisor self-registration. The survey invitation pack was offered only as a final refusal aversion technique. Non-response follow up to requests for the survey invitation pack was also conducted as part of the refusal conversion workflow.

Refusal conversion was the largest of the additional sample workflows undertaken as part of the 2021 ESS. Outcomes from refusal conversion are listed in Table 10. The revised sample selection protocol and improved training for the refusal conversion workflow contributed to an improvement in the collection of contact details in 2021 (16.5 per cent) in comparison to 2020 (11.4 per cent).

The proportion of graduates that provided valid contact details was similar in November (18.0 per cent) and February (18.1 per cent). The shorter fieldwork period for the collection of contact details in May (see Section 1.5) may have contributed to the lower rate of contact details provided (16.5 per cent). It is also possible that disruption caused by the COVID-19 pandemic influenced graduate response during the May round.

Table 10 Refusal conversion outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates approached	**9,020**	**100.0**	**2,564**	**100.0**	**19,536**	**100.0**	**31,120**	**100.0**
Valid contact details collected from refusal conversion[1]	1,625	18.0	463	18.1	3,046	15.6	5,134	16.5

[1] Includes contact details provided by graduates via refusal conversion telephone follow up, and supervisor self-registration as a result of a survey invitation pack sent from the refusal conversion workflow.

2.4.5. GOS partial completers

To further increase the ESS sample base, CATI follow up was conducted with a select group of graduates who only partially completed the GOS ('GOS partial completers'). Employed graduates were selected for this workflow if they had completed enough of the GOS to be eligible for national reporting but did not complete enough of the GOS to reach the ESS bridging module. Graduates were also required to have a phone number in the GOS sample to be selected.

The GOS partial completers workflow was conducted after the end of fieldwork for each round of the GOS, and CATI follow up aligned with processes described in Section 2.4.2. The introduction of the CATI follow up script was customised for GOS partial completers and is included in Appendix 2.

Table 11 shows that near one-in-ten (9.9 per cent) graduates contacted for the GOS partial completers workflow provided valid contact details. As the yield from this workflow is lower than refusal conversion (see Section 2.4.4), follow up with GOS partial completers could be given lower operational priority in the overall sample workflow strategy in future years (see Section 8).

Table 11 GOS partial completers outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates approached	**4,155**	**100.0**	**985**	**100.0**	**6,054**	**100.0**	**11,194**	**100.0**
Graduate provided valid contact details	381	9.2	102	10.4	629	10.4	1,112	9.9

2.4.6. ESS boost

A CATI follow up workflow referred to as the ESS boost was implemented to recover ESS sample that had an unusable outcome (disconnected phone number or permanent failure to deliver email) or sample that was a repeat non-contact through the ESS online workflow. Records with contact details collected directly from supervisors (see Section 2.4.1) were not eligible for the ESS boost workflow and only records where the graduate had a phone number in the GOS sample were selected.

A short call cycle of up to three phone calls was employed for the ESS boost. Graduates were asked by interviewers to confirm if the original contact details provided were correct. Existing contact details could be confirmed or removed, and new details provided. In circumstances where new or updated information was provided, the contact protocol for the ESS record was reset and the record was entered anew into the appropriate online or CATI workflow (refer to Section 3.3). If no new contact information for a record was obtained, no adjustment was made to the ESS contact protocol.

Table 12 displays the outcomes of the ESS boost workflow. In total one-quarter of graduates contacted confirmed the original contact details provided (25.9 per cent) and more than one-fifth provided new contact details (21.4 per cent). Only one-in-ten (10.6 per cent) graduates provided new contact details in the May round, this difference is likely due to the shorter fieldwork period allowed in May (see Section 1.5). This should be noted as an ongoing operational consideration for the ESS boost workflow (see Section 8).

Table 12 ESS boost outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total graduates approached	**542**	**100.0**	**159**	**100.0**	**559**	**100.0**	**1,260**	**100.0**
Confirmed original contact details	102	18.8	28	17.6	234	41.9	270	21.4
Provided new contact details	136	25.1	37	23.3	59	10.6	326	25.9

3. Survey design and procedures

3.1. Institutional engagement

To build institutional engagement with the ESS, the Social Research Centre employed a strategy based on the principles of stakeholder need, transparency, knowledge sharing, and responsiveness. The Social Research Centre's institutional engagement strategy for the 2021 ESS is described in this section and included:

- planning resources such as the QILT key dates calendar and the GOS Collection and Sample Guide,
- webinars and newsletters, and
- an ongoing dialog with survey managers to build rapport.

3.1.1. Planning resources

The Social Research Centre provided planning resources to participating institutions to support the ease of institution participation, allow forward planning of institution resources and ensure project milestones were delivered to schedule.

The *QILT Key Dates Calendar*, accessible via the QILT provider portal, contained an overview of the 2021 ESS project milestones (refer to Section 1.5), along with timelines for the entire QILT suite of surveys. The calendar was kept up to date year-round with any project schedule adjustments.

While an ESS collection guide was not provided, the GOS *Collection and Sample Guide* provided institutions with a brief overview of the ESS. The guide introduced the ESS by describing how graduate participation in the GOS leads to the ESS sample build, and it outlined a plan for institutions to raise awareness of the ESS with their graduates.

3.1.2. Webinars and newsletters

As part of the institutional engagement strategy, a series of webinars and newsletters was provided to institutions throughout the 2021 ESS collection cycle. Newsletters were sent monthly covering information related to key QILT survey milestones, acting as a regular point of contact with institution contacts who subscribed.

A series of webinars was presented for institutions on a near monthly basis. Webinar topics were designed to guide institutions through key stages of the survey administration process and to share technical and methodological insights. To ensure continued engagement with the webinar series, institutions were consulted to inform topics of interest for future sessions. Webinars relating directly to the ESS during the 2021 collection covered topics such as fieldwork milestones, survey methodology, challenges related to the sample build, how institutions can support the ESS, and discussion of the *2020 ESS National Report* results.

3.1.3. Ongoing dialogue with institutions

An open dialogue with survey managers was maintained throughout the 2021 ESS collection cycle to build rapport, offer support, discuss fieldwork performance and better understand key issues that could impact the ESS (such as resourcing difficulties experienced by institutions during the COVID-19 pandemic).

3.2. Graduate and supervisor engagement

An *ESS Brochure* was made available to graduates and supervisors as part of engagement materials and upon request. The *ESS Brochure* was presented in a question and answer format and covered topics relevant to supervisor participation. These topics included the benefits of participation, what is required of supervisors to participate and the privacy provisions of the research. A copy of the *ESS Brochure* is included in Appendix 4.

The GOS *Marketing Pack* was available to participating institutions on the QILT website provider portal. While the primary purpose of this pack was to help institutions increase graduate engagement and support the institutional administration of the GOS, the included approach letter and email templates encouraged graduates to nominate their supervisor for the ESS. All correspondence provided the ESS or QILT email address and phone number for the purpose of contacting the Social Research Centre if there were any queries.

An ESS website (www.qilt.edu.au/ess) was also made available and included links to the *ESS Brochure*, as well as previous years' ESS results and reports. A redesign of the QILT website was launched in July 2021 and will facilitate improved engagement with graduates, supervisors and industry in future years (see Section 8).

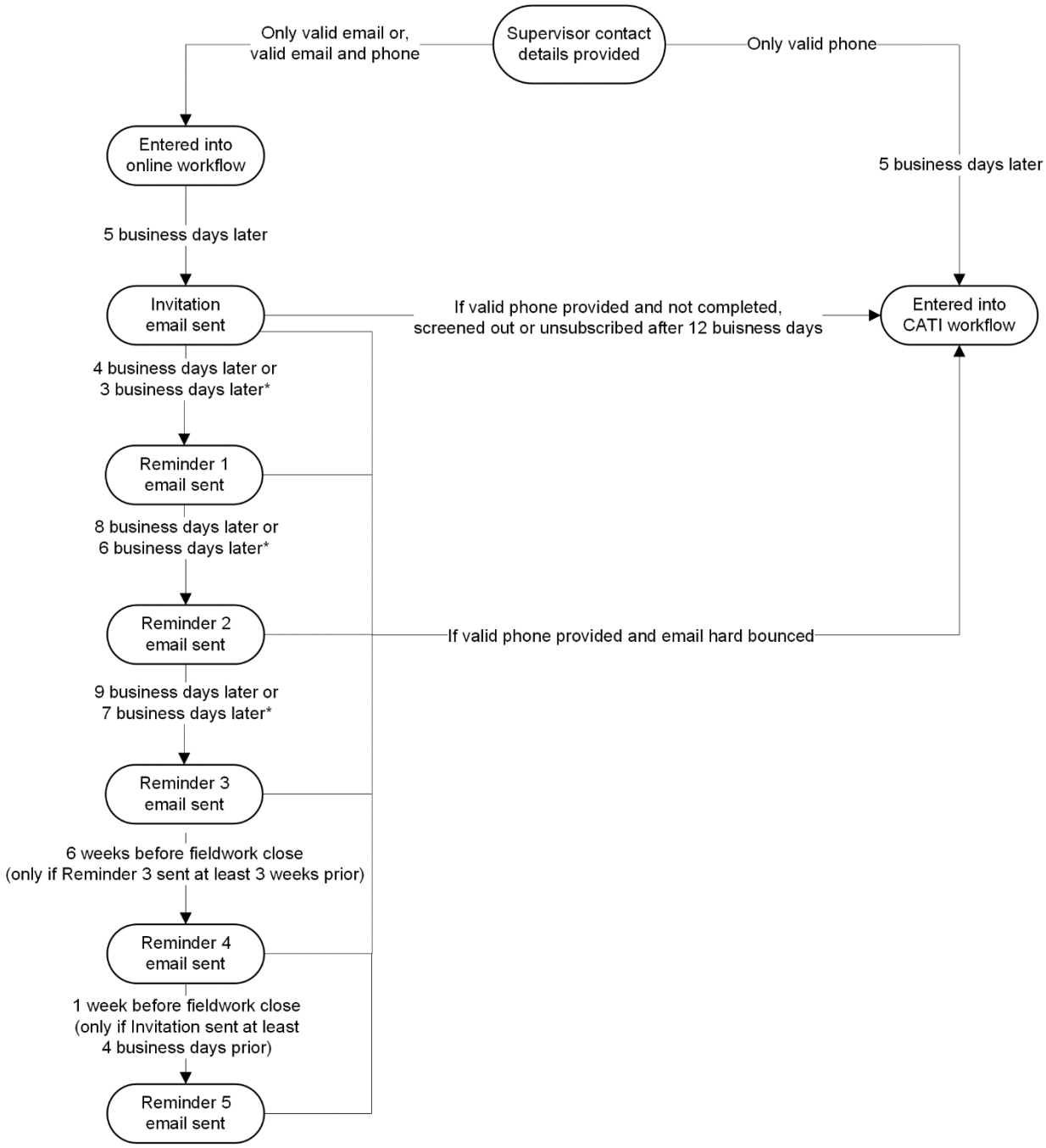
3.3. Contact protocol

Dual methodologies were utilised in the 2021 ESS with online and CATI workflows established to support supervisor participation. Supervisors with a valid email address were entered into the online workflow consisting of an invitation email followed by up to five reminders. This was the primary workflow on the basis that supervisors would prefer to receive information about the ESS in writing, and that they would prefer the opportunity to self-complete in their own time. Records with only a valid phone number (i.e. no email address), were entered into the CATI workflow. Records with both a valid email address and phone number were initially entered into the online workflow.

Figure 1 outlines the contact protocol used for 2021 ESS, including the delay before beginning each workflow or sending a communication. The initial delay between contact details being provided and the supervisor being approached allowed graduates time to make their supervisors aware of the ESS before an invitation was received. A series of increasing delays was employed for each subsequent email, utilising the long fieldwork period to maximise response. To accommodate the shorter fieldwork period in the May round (see Section 1.5), an accelerated contact protocol was applied in the final months of fieldwork.

A new email (Reminder 4) was introduced to the contact protocol for the 2021 ESS to prompt engagement from supervisors who may have been on leave or busy with seasonal work commitments during previous contact attempts.

Figure 1 Contact protocol



* Note: The shorter delay was used when contact details were provided within the last two months of fieldwork.

Records in the online workflow were transferred to the CATI workflow if they had a valid phone number and the supervisor did not respond to the survey within twelve days of the invitation email being sent, or the email address hard bounced.

Except for when the email address hard bounced, supervisors continued to receive email reminders when transferred from the online to CATI workflow. Supervisors in the CATI workflow had the option of completing the survey via CATI or online. If a supervisor requested to complete the survey online at the time of the call, their preferred email address was collected and an email with a link to complete the survey was sent immediately following the call. Supervisors choosing this option remained in the CATI workflow and if the supervisor had not responded to the survey within seven days, further CATI follow up was conducted.

It is important to note that all contact was ceased to supervisors who had completed the survey, been disqualified from participating (i.e. screened out because they were not eligible) or otherwise opted-out. The contact protocol was adjusted as required to meet operational needs. For example, the email schedule was paused during the end of year holiday period, and if contact details were collected in the final month of fieldwork a reduced email reminder schedule was employed.

3.3.1. Email invitation and reminders

The email invitation was sent to all supervisors with valid email addresses to advise of their selection in the ESS, present the survey objectives, outline privacy provisions, and communicate the value of participation. All emails included a unique link that took supervisors directly into their survey and referred to the Social Research Centre and QILT webpages for further information. An unsubscribe link was included in the footer of each email if supervisors no longer wanted to receive correspondence.

The general objective of the email plan was to appeal to a diverse audience and so the theme, length and tone of each email varied. All emails featured text customised to the supervisor and the content differed throughout the reminder program. For example, a sense of urgency was created by appealing to survey closure in Reminder 5. The design intent of each email communication is listed in Table 13.

Table 13 2021 ESS message intent

Activity	Message intent
Invitation	Build ESS awareness and invitation to participate.
Reminder 1	Express importance and value of participation, incentivise via sharing of research findings.
Reminder 2	Appeal to help improve Australian higher education, succinct reminder.
Reminder 3	The Australian Government still needs your feedback.
Reminder 4	Acknowledgement that you may be busy. Importance of sharing your perspective as a supervisor.
Reminder 5	Final chance to complete, inform that this is the final email for the 2021 ESS.

A customisation to the Invitation email was made for sample that qualified for one set of stakeholder items (see Section 4.4.2). The customisation was written to appeal to, and add legitimacy for, supervisors working within a specific industry.

To minimise the risk of complaints due to engagement fatigue, emphasis was placed on the unsubscribe mechanism for Reminder 3 and Reminder 4. A sentence acknowledging the potential disruption caused to businesses by COVID-19 was included in emails during fieldwork periods when lockdown restrictions were prominent.

Figure 2 and Figure 3 illustrate the appearance of the invitation on screen for supervisors on desktop and mobile devices. A copy of the email invitation and all reminders from the May round is provided at Appendix 6.

Figure 2 Example ESS survey invitation - desktop

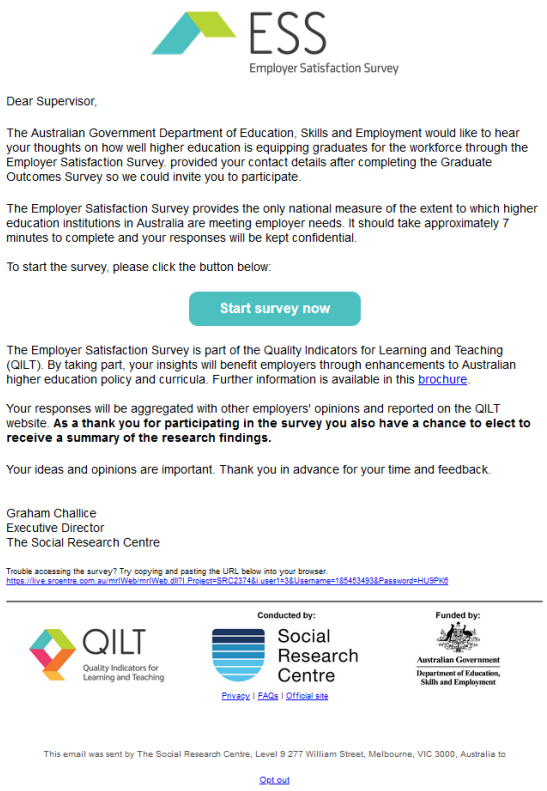
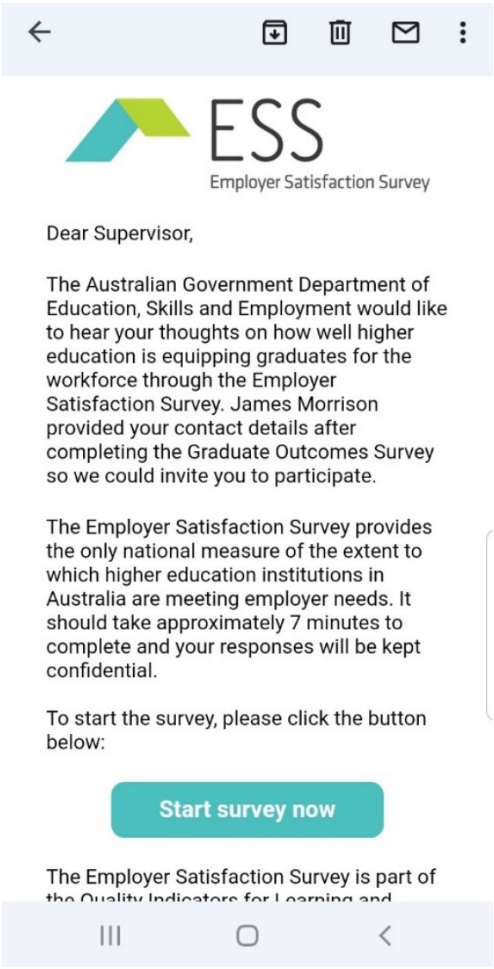


Figure 3 Example ESS survey invitation - mobile



3.3.2. Email send outcomes

Opt-outs were less than one per cent at each email, suggesting the nature of the survey and the timing of sends were not a concern for supervisors.

Table 14 provides a breakdown of email send outcomes by standard contact activity for each round in the 2021 ESS collection cycle.

As can be seen, the email invitation open rate was highest in May (44.7 per cent), followed by November (44.0 per cent) then February (42.6 per cent). However, supervisor engagement ('Clicked on link as a per cent of opened') with the invitation was highest in February (52.8 per cent) in comparison to May (51.8 per cent) and November (48.6 per cent). It should be noted that the sample size for February is quite small relative to the November and May rounds and this should be considered when interpreting results.

Reminder 2 had the lowest open rate and supervisor engagement in each round. The deliverability and design of Reminder 2 should be reviewed for the 2022 ESS. Supervisor engagement with Reminder 4 was highest in May (37.1 per cent) and lowest in November (29.5 per cent) suggesting this email may perform better if sent with less of a delay to supervisors. Reminder 5 achieved a high level of supervisor engagement in all rounds and should be considered as an addition to the contact protocol in future years (see Section 8). The proportion of hard bounced records across all rounds was relatively low, except for the invitation sends in each round which was highest in February (11.7 per cent). This high initial bounce rate suggests collection and verification of email addresses could be further improved. Opt-outs were less than one per cent at each email, suggesting the nature of the survey and the timing of sends were not a concern for supervisors.

Table 14 Email send outcomes by round of activity

	Invite	R1	R2	R3	R4	R5
November 2020						
Total sent (n)	2,489	1,998	1,787	1,487	1,258	1,173
Opened (%)	44.0	41.2	28.5	36.5	32.6	35.0
Clicked on link (%)	*21.4*	*17.1*	*6.9*	*15.3*	*9.6*	*16.5*
Opt-out from link (%)	*0.6*	*0.8*	*0.7*	*0.7*	*0.9*	*0.1*
Opened email (%)	*22.0*	*23.3*	*20.9*	*20.4*	*22.1*	*18.4*
Unopened (%)	44.8	56.8	69.3	61.3	64.0	62.4
Soft bounce (%)	1.3	1.8	1.8	2.1	2.4	2.0
Hard bounce (%)	10.0	0.2	0.3	0.1	1.0	0.7
Clicked on link as % opened	*48.6*	*41.5*	*24.3*	*42.0*	*29.5*	*47.1*
February 2021						
Total sent (n)	720	577	514	443	264	379
Opened (%)	42.6	41.4	28.0	40.2	32.6	37.5
Clicked on link (%)	*22.5*	*21.0*	*6.6*	*17.2*	*10.2*	*18.7*
Opt-out from link (%)	*0.8*	*0.9*	*0.4*	*0.7*	*0.4*	*0.0*
Opened email (%)	*19.3*	*19.6*	*21.0*	*22.3*	*22.0*	*18.7*
Unopened (%)	43.8	55.6	68.5	55.5	65.2	57.8
Soft bounce (%)	1.9	2.8	3.5	4.1	2.3	4.5
Hard bounce (%)	11.7	0.2	0.0	0.2	0.0	0.3
Clicked on link as % opened	*52.8*	*50.6*	*23.6*	*42.7*	*31.4*	*50.0*
May 2021						
Total sent (n)	4,324	7,533	3,514	3,124	420	2,324
Opened (%)	44.7	19.5	24.9	31.6	33.3	35.8
Clicked on link (%)	*23.1*	*9.8*	*6.9*	*14.7*	*12.4*	*18.6*
Opt-out from link (%)	*0.5*	*0.2*	*0.6*	*0.6*	*0.0*	*0.4*
Opened email (%)	*21.0*	*9.5*	*17.4*	*16.3*	*21.0*	*16.8*
Unopened (%)	45.7	79.5	73.1	66.7	64.3	62.2
Soft bounce (%)	1.0	0.7	1.9	1.6	2.1	1.9
Hard bounce (%)	8.6	0.3	0.1	0.1	0.2	0.1
Clicked on link as % opened	*51.8*	*50.1*	*27.7*	*46.6*	*37.1*	*51.9*

3.3.3. CATI workflow protocols

Call procedures for supervisors entering the CATI workflow directly (that is, where no email address was provided by the graduate) or after being transferred from the online workflow were as follows:

- Call attempts placed over different days of the working week and times of day. Up to eight call attempts were made in cases where contact had been made, with a maximum of six when contact was not made. Additional calls beyond these limits were allowed only by appointment request.
- Placing a second call attempt to 'fax / modem' and 'number disconnected' outcomes (given that there are occasionally issues with internet connections and problems at the exchange).
- The option of sending supervisors an email with their unique survey link if supervisors preferred to complete online, rather than complete a phone interview.

Nearly half of the surveys completed in the CATI workflow (49.3 per cent) occurred within the first two call attempts. However, almost a fifth of the CATI workflow surveys completed (19.6 per cent) required five or more calls to the supervisor, indicating the ongoing requirement for an extended call regime when approaching supervisors to participate in the ESS.

3.3.4. Fieldwork briefing

Call centre operators selected to work on the 2021 ESS attended a briefing session delivered by the Social Research Centre project management team. Briefings were conducted each round prior to the commencement of sample build workflows and ESS interviewing. Additional briefings were conducted throughout fieldwork as required to meet operational needs. The briefings covered:

- an overview of the ESS and QILT,
- privacy and confidentiality policy,
- survey procedures for each workflow, and
- fieldwork timelines.

Each briefing session was followed by a run through of the survey script and a training module delivered by the operations team. The training module focused on building skills for respondent liaison and respondent engagement. It made use of interactive learning, utilising call recordings and role-play exercises to tailor response maximisation skills to the ESS. The briefing slides are provided at Appendix 3.

3.3.5. Quality control

In field quality monitoring techniques applied to the sample building and CATI workflow components of this project included:

- Listening-in validations conducted in accordance with existing ISO 20252 procedures.
- Monitoring (listening in) by the Social Research Centre project manager and supervisory staff.
- Field team de-briefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of reminder call administration, or project performance.
- Maintenance of an 'field team handout' document detailing project performance metrics, graduate liaison techniques and data quality requirements.
- Maintenance of a wiki with answers to common graduate and supervisor queries.

Quality assurance and applicable standards are discussed further at Section 3.4.5.

3.3.6. Email deliverability testing

For the 2021 ESS email deliverability testing processes were improved with the goal of maximising supervisor email engagement by ensuring that all emails avoided delivery to a spam or junk folder. Further, testing was conducted to optimise emails for deliverability to primary inboxes (e.g. 'primary' tab in Gmail, 'focused' inbox in Outlook).

Actions taken and products used to optimise email deliverability included:

- a dedicated Internet Protocol (IP) address range used only by the Social Research Centre for bulk email delivery. The reputation of this range was maintained year-round to keep the IP addresses 'warm'. The dedicated range eliminated risks associated with bulk mailing from a shared IP pool (as was used during the 2020 ESS),
- during sample cleaning email addresses were validated to reduce bounce rates, thereby minimising the degradation of IP reputation,
- ongoing maintenance of technical services and policies to meet sender best practice,

- optimisation of all images, hyperlinks and HTML code used in emails to meet deliverability best practices,
- pre-field testing of emails across a broad range of mail clients, devices and providers to confirm and optimise compatibility, display and delivery, and
- in field tracking of email deliverability using analytics tools.

3.4. Data collection

3.4.1. Data collection workflows

The ESS utilised a dual mode methodology, with data collected through both online and CATI workflows to maximise response. A reporting module was developed for live monitoring of response (refer to Section 3.4.6).

Table 15 shows the proportion of supervisors allocated to the online and CATI workflows. As can be seen, the majority (92.3 per cent) of supervisor records were initially assigned to the online workflow, with a minority (7.7 per cent) initially assigned to the CATI workflow due to only providing a phone number.

Table 15 Workflow allocation

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total supervisors approached	**2,731**	**100.0**	**758**	**100.0**	**4,704**	**100.0**	**8,193**	**100.0**
Total assigned to online workflow	**2,490**	**91.2**	**720**	**95.0**	**4,351**	**92.5**	**7,561**	**92.3**
Email only provided	1,210	44.3	336	44.3	2,047	43.5	3,593	43.9
Email and phone provided	1,280	46.9	384	50.7	2,304	49.0	3,968	48.4
Total assigned to CATI workflow	**1,339**	**49.0**	**357**	**47.1**	**2,189**	**46.5**	**3,885**	**47.4**
Phone only provided	241	8.8	38	5.0	353	7.5	632	7.7
Changed from online workflow	1,098	40.2	319	42.1	1,836	39.0	3,253	39.7

Table 16 shows the number and proportion of supervisor records changing workflow because of a 'hard bounce' outcome, or non-response to the online survey invitation and reminders. In the 2021 ESS, approximately four-fifths (82.0 per cent) of supervisors changed from the online to CATI workflow, a slight increase from 2020 (78.6 per cent). This increase in the change of workflow could be due to reduced engagement with the Invitation and Reminder 1 emails (see Section 3.3.2).

Table 16 Changed workflow

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Eligible for workflow change[1]	**1,280**	**100.0**	**384**	**100.0**	**2,304**	**100.0**	**3,968**	**100.0**
Total changed workflow[2]	**1,098**	**85.8**	**319**	**83.1**	**1,836**	**79.7**	**3,253**	**82.0**
Hard bounce	122	9.5	40	10.4	188	8.2	350	8.8
Online non-response	976	76.3	279	72.7	1,648	71.5	2,903	73.2
Total unchanged workflow[3]	**182**	**14.2**	**65**	**16.9**	**468**	**20.3**	**715**	**18.0**

[1] Only records with an email and phone provided were eligible for workflow change.

[2] Hard bounce and Online non-response added to CATI workflow.

[3] Total unchanged workflow are those who had completed, screened out or unsubscribed prior to trigger for changing workflow.

3.4.2. Online survey

The online survey could be accessed by clicking on the link in the email invitation or email reminders (refer to Appendix 6). Clicking from the email invitation or email reminder would go directly to the beginning of the survey. Unlike the SES and GOS, due to the limited ESS sample frame, there was no option to start the survey via the QILT website.

Online survey presentation was informed by accessibility guidelines and other relevant resources, with standard features including:

- optimisation for small screen devices (see Appendix 7),
- consistent presentation and placement of “Next” and “Previous” buttons,
- input controls and internal logic/validation checks,
- tailoring error messages as appropriate,
- splitting long statement batteries over several screens to reduce the number of items that require vertical scrolling on a desktop,
- sizing the panels for free text responses commensurate with the level of detail required in the response,
- automatically ‘saving’ with progression to the next screen, and
- the capacity to save and return to finish off at another time, resuming at the last question viewed.

The survey look and feel was customised to be consistent with QILT branding guidelines, including the use of the ESS logo and colour scheme. This ensured consistency with the look of the email invitation, reminders and *ESS Brochure*. Refer to Figure 4 and Figure 5 for examples of the online survey look and feel on desktop and mobile. A copy of the questionnaire for the 2021 ESS is included in Appendix 8 and screen shots of the online survey are provided in Appendix 9.

Figure 4 Presentation of the ESS online survey on a desktop device

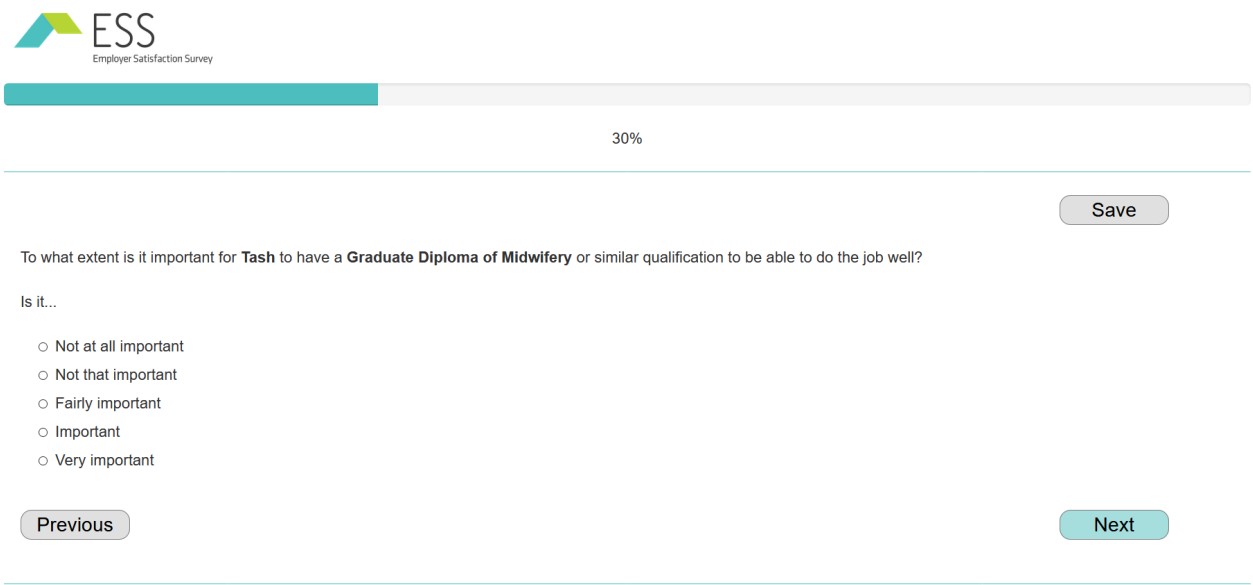
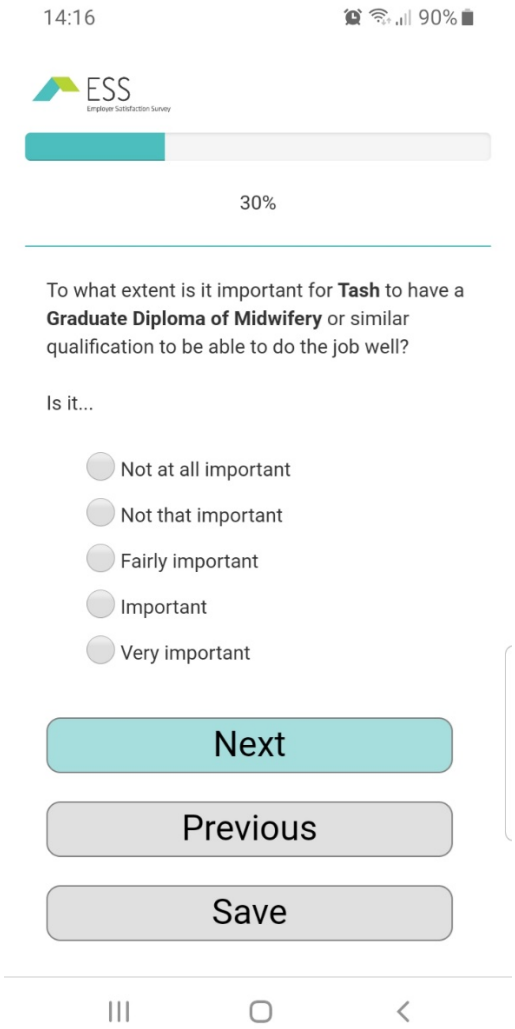


Figure 5 Presentation of the ESS online survey on a small screen device



3.4.3. CATI survey

The CATI survey was administered in an identical format to the online ESS noting some modifications to facilitate CATI data capture. Interviewers had an interfacing script at the start and finish of the online survey which allowed categorisation of call outcomes. Once agreement to complete the survey by phone was established, the interviewers conducted the survey and recorded responses using web browser based CATI software. Consistent with the online survey, the non-mandatory nature of the ESS questionnaire items allowed for responses to items to be skipped by the interviewer if requested by the supervisor.

3.4.4. Survey testing

Standard operational checks of the online survey were conducted pre-fieldwork to ensure implementation aligned with the intended questionnaire design. In addition to these standard checks, institutions and stakeholders with new or revised additional questionnaire items (refer to Section 4.4) were sent a test links to review.

The survey was launched with a small component of the total population and surveys completed on the day of launch were checked for correct base sizes to ensure sequencing was functioning as intended. No issues were identified, and the survey fieldwork proceeded. Data was again reviewed to ensure the integrity of small base items once a larger number of surveys had been completed.

3.4.5. Quality assurance and applicable standards

All aspects of the ESS were undertaken in accordance with the Privacy Act (1988) and the Australian Privacy Principles contained therein, the Privacy (Market and Social Research) Code 2014 (superseded on 22 March 2021 by the Privacy (Market and Social Research) Code 2021), the Research Society's Code of Professional Behaviour, and ISO 20252 standards. All senior QILT staff are full members of the Research Society or maintain professional membership relevant to their role and the Social Research Centre is also a member of the Australian Data and Insights Association (ADIA, formerly Association of Market and Social Research Organisations). All sensitive or personally identifiable information such as sample and data were transferred using the QILT secure file exchange.

3.4.6. Progress reporting and live online reporting module

The department was provided with email updates covering survey launches, fieldwork milestones and response rate progress. The department was also provided with access to a bespoke 'live' online reporting module which provided an overview of supervisor detail collection rates for each institution and the total participation rates for all institutions. Results were provided in real time and included the number of in-scope graduates who agreed to provide contact details, the total contact details collected and participation rates of supervisors (including partial completes, out-of-scopes and opt-outs).

3.5. Supervisor and graduate support

The Social Research Centre maintained an ESS helpdesk to provide supervisors and graduates an avenue to establish contact with the ESS team. The helpdesk featured a 1800 number and an ESS inbox. The 1800 number was also available to internationally (with an international dialling code) and remained operational for the duration of the overall fieldwork period. The helpdesk was staffed seven days a week during call centre operational hours and all calls outside these hours were routed to a voicemail service. Queries to the helpdesk were responded to within one business day. A QILT inbox was also maintained year-round, managed by the QILT administration team and staffed during business hours.

The ESS helpdesk team was briefed on the ESS background, procedures and questionnaire to enabling them to answer a wide range of queries. To further support the helpdesk, a database was made available to the team to enable them to look up graduate and supervisor information and survey links, as well as providing a method for logging all contacts. All opt-outs and out-of-scopes received via the helpdesk were removed from the in-scope sample to cease further contact.

A summary of enquires to the ESS helpdesk is provided at Table 17. Survey queries were the most common type of query (71.5 per cent), these included queries about the survey content ESS and technical support for the online survey. The next most common queries included requests to opt-out of the research and requests for general information (e.g. queries for information about QILT or the Social Research Centre). There was an increase in contact to the ESS helpdesk in 2021 in comparison to 2020, which may have been driven by an increased reliance on the refusal conversion telephone follow up with graduates for the sample build.

Table 17 Enquiries to the ESS helpdesk overall

Type of enquiry	1800 number		ESS Inbox		Total	
	n	%	n	%	n	%
Total	**399**	**100.0**	**186**	**100.0**	**585**	**100.0**
Survey query	322	80.7	96	51.6	418	71.5
Opt-out	52	13.0	27	14.5	79	13.5
General query	10	2.5	23	12.4	33	5.6
Change of contact details	8	2.0	20	10.8	28	4.8
Out-of-scope	5	1.3	8	4.3	13	2.2
Other query	<5	0.3	8	4.3	9	1.5
Deletion or removal request	<5	0.3	<5	1.1	<5	0.5
Follow up call	0	0.0	<5	1.1	<5	0.3

4. Questionnaire

4.1. Development

The 2021 Employer Satisfaction Questionnaire (ESQ) was based on the 2020 instrument, with standard operational updates made to align the questionnaire with current reference periods.

For the 2021 GOS, at the request of the QILT Working Group, the Graduate Attributes Scale – Graduate (GAS-G) were removed from the core GOS questionnaire. However, the Graduate Attributes Scale – Employer (GAS-E) was retained for the 2021 ESS. Only minor changes were made to the ESQ for the 2021 ESS, refer to Section 4.3 for a summary.

In addition to the core questionnaire changes, institutions were able to add, modify or remove their additional items for each round. Institutions were also given the option of including stakeholder items for the full ESS year (refer to Section 4.4).

4.2. Overview

Table 18 outlines the thematic areas of the five main modules in the questionnaire. The design of the ESS instrument was modular, with items essential to response analysis (Module B) positioned early in the questionnaire and core item modules positioned before additional items (Mobile E). Items related to future contact (i.e. for notification of survey results publication) were delivered in the closing module. A copy of the generic survey instrument (i.e. excluding any additional items) is included at Appendix 8 with screen shots of the online survey at Appendix 9.

Table 18 ESS module themes

Module	Themes
Module A	Introduction and screening
Module B	Overall graduate preparation
Module C	GAS-E
Module E	Additional items (institution and stakeholder specific)
Module F	Close

Note: The GAS-E measures the extent to which supervisors agreed the graduate was prepared for employment across each of the GAS-E domains.

4.3. Changes from 2020

The main changes to the core questionnaire from the 2020 ESS for the November round are outlined below:

- Updated year references throughout the questionnaire.
- Added interviewer instruction to CATI script encouraging item level refusal aversion at the items *EQUALIMP* (importance of graduate's qualification) and *ECRSPREP (*overall preparation*)*.
- Minor text revision to CATI closing script.

No further changes were made to the core questionnaire for the 2021 ESS.

4.4. Additional items

4.4.1. Institution items

In keeping with QILT survey processes, institutions were able to add institution specific items to the ESS. One university opted to include institution specific items in the 2021 ESS. Content covered by the institution specific items related to net promoter score. Currently, institution specific items do not fall under any data sharing arrangements and are therefore only included in the respective institution data file.

4.4.2. Stakeholder items

The Optometry Council of Australia and New Zealand (OCANZ) included items in the 2021 ESS. Graduates from five institutions were in-scope to be asked OCANZ items related to the work preparedness of optometry graduates.

5. Data processing

5.1. Definition of the analytic unit

The analytic unit for the ESS is the course or major. The ESS data file contains one record for each of the graduate's courses or majors to a maximum of two. Supervisors appear twice in the file if the graduate they supervised either completed a single degree with two majors, or a double degree. If a graduate had completed a single degree with two majors, the second major is included in the ESS data file but not included in the *National Report*.

In the 2021 ESS data set, a record was considered complete if the supervisor had provided a response at any of the following items:

- *EQUALIMP* (importance of qualification to be able to do their job well).
- *ECRSPREP* (qualification prepared graduate for the job).
- *EHIRE* (likelihood the employer would hire another graduate with the same qualification) questions.

5.2. Data cleaning and preparation

Data preparation occurred on the raw data file exported from the data collection platform with derivations, re-coding and cleaning routines applied, including:

- derivation of outcome variables based on Australian Bureau of Statistics (ABS) standards (derivations are documented in the *2021 ESS Data Dictionary*, made available to institutions on the QILT provider portal),
- re-coding value labels where required,
- re-coding of 'no answers' to the missing values conventions, and
- cleaning of supervisor name.

5.3. Coding and processing of open text responses

Spell checking and light cleaning of 'other' specify responses were applied to remove identifiers and expletives. Table 19 summarises the items where industry standard frames were applied for the coding of free text responses. For items with free text responses not associated with an industry standard frame, code frames and back-coding rules were developed in conjunction with, and approved by the department, and were largely unchanged from previous iterations of the ESS.

Table 19 Items coded and source for coding decisions

Item coded	Source
Occupation	Occupation was coded using the Australian and New Zealand Standard Classification of Occupations (ANZSCO, Version 1.3, 2013, ABS catalogue number 1220.0)
Industry	Industry was coded using the Australia and New Zealand Standard Industrial Classification (ANZSIC, 2006 Revision 2.0, ABS catalogue number 1292.0)
Country employer/business is based	For graduates working overseas, country of employment was coded using the Standard Australian Classification of Countries (SACC, 2016, Second edition, ABS catalogue number 1269.0)

5.4. Data deliverables

The Social Research Centre provided institutions and the department the following data deliverables at the completion of the 2021 ESS collection cycle:

- institution data files in CSV and SPSS format as a standard, and in SAS format for institutions specifically requesting this format,
- department national data file in SAS format,
- data dictionary and data map,
- institution report tables, and
- *National Report Tables*, available on the QILT website.

6. Final dispositions and response rates

Table 20 summarises outcomes for sample records in the ESS online and CATI workflows for all supervisors approached.

A total of 8,193 supervisors were approached for the 2021 ESS. More than one-quarter (26.2 per cent) of supervisors approached completed the survey via the online workflow and a further 15.9 per cent completed via the CATI workflow. A small proportion (4.2 per cent) of supervisors approached were out-of-scope (i.e. refused the survey or had not supervised the graduate). After the online and CATI workflow contact protocols were completed, more one-in-six approached were an online workflow non-response (18.7 per cent) and nearly another one-in-six were CATI workflow non-contacts (16.3 per cent). Finally, less than one-fifth (18.7 per cent) of supervisors approached were recorded as an online or CATI workflow other outcome or a CATI workflow other contact.

The average CATI interview duration, inclusive of time to identify and screen the supervisor, was consistent in each round at 11 minutes.

Table 20 Final survey outcomes

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total supervisors approached	**2,731**	**100.0**	**758**	**100.0**	**4,704**	**100.0**	**8,193**	**100.0**
Out-of-scope supervisors[1]	139	5.1	31	4.1	174	3.7	344	4.2
In-scope supervisors	**2,592**	**94.9**	**727**	**95.9**	**4,530**	**96.3**	**7,849**	**95.8**
Online workflow complete	655	24.0	184	24.3	1,310	27.8	2,149	26.2
Online workflow non-response	486	17.8	137	18.1	908	19.3	1,531	18.7
Online workflow other outcome[2]	353	12.9	106	14.0	496	10.5	955	11.7
CATI workflow complete	526	19.3	101	13.3	674	14.3	1,301	15.9
CATI workflow non-contact	367	13.4	126	16.6	845	18.0	1,338	16.3
CATI workflow other contact[3]	135	4.9	42	5.5	209	4.4	386	4.7
CATI workflow other outcome[2]	70	2.6	31	4.1	88	1.9	189	2.3
Average CATI workflow interview duration (minutes)	11	-	11	-	11	-	11	-

[1] Includes opt-outs and out-of-scope surveys.

[2] Includes outcomes such as email bounces, unusable sample and partial surveys.

[3] Includes outcomes such as language difficulties, away for duration of survey, claims to have completed survey, residual appointments.

7. Response analysis

7.1. Mode of completion

As can be seen at Table 21, approximately two-thirds (62.3 per cent) of supervisors who completed the ESS, completed online with only a small of online completions requiring follow up in the CATI workflow.

More than one-third (37.7 per cent) of ESS surveys were completed by CATI, supporting the case for a dual mode design and underlying the importance of maintaining the CATI workflow to boost response rates.

Table 21 Mode of completion

	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total completed	**1,181**	**100.0**	**285**	**100.0**	**1,984**	**100.0**	**3,450**	**100.0**
Total completed online	655	55.5	184	64.6	1,310	66.0	2,149	62.3
Completed online without CATI workflow follow up	502	42.5	142	49.8	1,024	51.6	1,668	48.3
Completed online after CATI workflow follow up	153	13.0	42	14.7	286	14.4	481	13.9
Total completed by CATI	526	44.5	101	35.4	674	34.0	1,301	37.7

Table 22 compares sample yield and mode of completion within the workflow to which the supervisor was originally assigned. Overall sample yield was higher for the online workflow (44.3 per cent) than the CATI workflow (40.5 per cent). One-in-seven supervisors in the online workflow (14.7 per cent) completed by CATI, in comparison to a low rate of online completion (2.2 per cent) by supervisors assigned to the CATI workflow.

Table 22 Sample yield and mode of completion by initial workflow

	Online		CATI		Total	
	n	%	n	%	n	%
In-scope supervisors[1]	7,222	100.0	627	100.0	7,849	100.0
Total completed	3,196	44.3	254	40.5	3,450	44.0
Completed online	2,135	29.6	14	2.2	2,149	27.4
Completed by CATI	1,061	14.7	240	38.3	1,301	16.6

[1] In-scope supervisors excludes unusable sample (e.g. no contact details), out-of-scope and opted-out

7.2. Workflow attribution

As noted in Section 2.3.1, low levels of consent to provide contact details at the ESS bridging module meant additional workflows were required to supplement the collection of contact details. Note: the analysis in this table is based on valid responses to the 2021 GOS and 2021 ESS by characteristic.

There is a slightly higher level of responses from supervisors of external graduates in the ESS by 2.1 percentage points as seen in Table 25. Supervisors of external graduates report lower overall satisfaction so that overrepresentation of the supervisors of external graduates could lead to a downward bias in reported overall satisfaction in the 2021 ESS.

Supervisors of postgraduate coursework and postgraduate research graduates are somewhat over-represented by 1.3 percentage points and 3.1 percentage points respectively, while undergraduate supervisors are underrepresented by 4.3 percentage points.

Table 23 provides an overview of ESS completes by sample workflow (i.e. source of contact details collection).

The workflows that collected the most contact details that led to ESS completes were refusal conversion (59.4 per cent), followed by the ESS bridging module (24.4 per cent) and GOS partial completers (11.7 per cent). Other workflows contributed to less than five per cent of total response.

The reliance on refusal conversion to build a sample base comparable to prior years suggests that the methodology used to approach graduates for the ESS (i.e. the ESS bridging module) could be reviewed (see Section 8).

Table 23 Source of contact details for ESS completes

Sample workflow	November 2020		February 2021		May 2021		Total	
	n	%	n	%	n	%	n	%
Total completed	**1,181**	**100.0**	**285**	**100.0**	**1,984**	**100.0**	**3,450**	**100.0**
Refusal conversion	664	56.2	166	58.2	1,218	61.4	2,048	59.4
ESS bridging module	309	26.2	65	22.8	468	23.6	842	24.4
GOS partial completers	144	12.2	34	11.9	226	11.4	404	11.7
Survey invitation pack	39	3.3	12	4.2	53	2.7	104	3.0
CATI follow up	25	2.1	8	2.8	19	1.0	52	1.5

7.3. Response bias analysis

The tables that follow compare the course, demographic and labour market characteristics of employed graduate respondents to the GOS, with the characteristics of graduates whose supervisors responded to the ESS, to detect possible bias in the ESS. That is, these tables identify the extent to which the ESS departs from being a representative survey of employers of recent graduates. Employed graduate respondents to the GOS were asked to provide contact details of their supervisors and as such represent the population frame for the ESS. Please refer to the *2021 ESS National Report* for data related to the measures of satisfaction referenced within this analysis.

Comparison of employed graduates with supervisor responses by field of education shows that Education graduates are overrepresented by 4.2 percentage points in the survey whilst Health, Management and commerce, Society and culture, Information technology and Creative arts are underrepresented in the ESS, as shown by Table 24.

Table 24 Respondents by broad field of education[1]

	Employed graduates		Supervisors	
	n	%	n	%
Natural and Physical Sciences	7,523	7.8	280	8.2
Information Technology	6,832	7.1	208	6.1
Engineering and Related Technologies	5,919	6.2	243	7.1
Architecture and Building	2,328	2.4	84	2.5
Agriculture and Environmental Studies	1,399	1.5	73	2.1
Health	20,306	21.2	670	19.6
Education	8,763	9.1	457	13.3
Management and Commerce	19,026	19.8	626	18.3
Society and Culture	19,397	20.2	652	19.0
Creative Arts	4,466	4.7	131	3.8

Note: the analysis in this table is based on valid responses to the 2021 GOS and 2021 ESS by characteristic.

There is a slightly higher level of responses from supervisors of external graduates in the ESS by 2.1 percentage points as seen in Table 25. Supervisors of external graduates report lower overall satisfaction so that overrepresentation of the supervisors of external graduates could lead to a downward bias in reported overall satisfaction in the 2021 ESS.

Supervisors of postgraduate coursework and postgraduate research graduates are somewhat over-represented by 1.3 percentage points and 3.1 percentage points respectively, while undergraduate supervisors are underrepresented by 4.3 percentage points.

Table 25 Respondents by type of institution and course characteristics

	Employed graduates		Supervisors	
	n	%	n	%
Type of institution				
University	87,996	91.7	3,165	91.7
NUHEI	7,982	8.3	285	8.3
Mode				
Internal	76,065	79.3	2,662	77.2
External	19,784	20.6	784	22.7
Course level				
Undergraduate	50,402	52.5	1,663	48.2
Postgraduate coursework	40,734	42.4	1,509	43.7
Postgraduate research	4,842	5.0	278	8.1

Note: The analysis in this table is based on valid responses to the 2021 GOS and 2021 ESS by characteristic.

Table 26 compares the demographic characteristics of employed graduate respondents to the GOS with the demographic characteristics of graduates whose supervisors responded to the ESS. Supervisors of male graduates are slightly overrepresented in the ESS by around 4.4 percentage points as seen in, and they report slightly lower overall satisfaction. However, differences in employer satisfaction with male and female graduates are not significant so the overrepresentation of employers of male graduates is unlikely to materially impact on reported overall satisfaction.

Supervisors of graduates aged 30 years and over are overrepresented in the ESS by 7.3 percentage points. This is consistent with the overrepresentation of supervisors of postgraduate coursework and postgraduate research graduates as shown in Table 25. Employers of older graduates reported lower

[1] This table excludes a small number of responses in Food, Hospitality and Personal Services.

overall satisfaction, so the overrepresentation of older graduates is likely to lead to a small downward bias in reported overall satisfaction.

Table 26 Respondents by demographic characteristics

	Employed graduates		Supervisors	
	n	%	n	%
Gender				
Male	36,171	37.7	1,451	42.1
Female	59,613	62.1	1,993	57.8
Age				
30 years or under	66,282	69.1	2,131	61.8
Over 30 years	29,696	30.9	1,319	38.2
Indigenous status				
Indigenous	1,057	1.1	40	1.2
Not Indigenous	94,921	98.9	3,410	98.8
Home language				
English	79,344	82.7	2,926	84.8
other than English	16,634	17.3	524	15.2
Disability status				
Reported disability	6,477	6.7	273	7.9
No disability	89,362	93.1	3,173	92.0

Note: the analysis in this table is based on valid responses to the 2021 GOS and 2021 ESS by characteristic.

Supervisors of graduates working in Professional occupations are overrepresented by 8.2 percentage points in the ESS. Supervisors of graduates working in Professional occupations reported higher overall satisfaction. All other things equal, this would lead to an upward bias in the reported overall satisfaction in the 2021 ESS.

Supervisors of graduates employed full-time are overrepresented in the ESS by 4.0 percentage points. There was little difference in reported overall satisfaction among supervisors of graduates who worked either full-time or part-time. Supervisors of graduates who have worked in their current job for between three months and one year are over-represented in the 2021 ESS by 8.2 percentage points. Satisfaction with this group was higher than for those who had been employed for under three months or those who had been employed for one year or more and so their overrepresentation may lead to an upward bias in employer satisfaction.

In summary, over-representation of responses from employers of graduates in Education courses, graduates working in Professional occupations and graduates employed between three months and one year, is likely to lead to an upward bias in reported employer satisfaction. On the other hand, over-representation of the supervisors of postgraduate coursework and external graduates is likely to lead to a downward bias in reported employer satisfaction.

Table 27 Respondents by labour market characteristics

	Employed graduates		Supervisors	
	n	%	n	%
Occupation				
Managers	7,113	7.7	231	6.8
Professionals	49,903	54.0	2,118	62.2
Technicians and trades workers	3,494	3.8	136	4.0
Community and personal service workers	10,200	11.0	271	8.0
Clerical and administrative workers	9,574	10.4	322	9.5
Other workers	12,191	13.2	326	9.6
Work status				
Full-time	60,948	63.5	2,329	67.5
Part-time	35,030	36.5	1,121	32.5
Duration of job with current employer				
Less than 3 months	12,800	14.6	353	10.2
3 months to < 1 year	30,347	34.7	1,478	42.9
1 year or more	44,434	50.7	1,615	46.9

Note: the analysis in this table is based on valid responses to the 2021 GOS and 2021 ESS by characteristic.

8. Considerations for future surveys

8.1. Graduate response to the ESS bridging module

After being piloted in the 2019 ESS, additional sample workflows were expanded in the 2020 ESS in response to a low level of employed graduate agreement to the ESS bridging module. In the 2021 ESS the collection of contact details through the ESS bridging module remained a major challenge with the level of agreement again declining (see Section 2.3.1). This decline occurred despite numerous evidence-based changes to the ESS bridging module in recent years and ongoing experimental survey design trials attempting to improve response.

Additional sample workflows accounted for an even larger majority of the supervisor contact details collected in the 2021 ESS sample build (79.2 per cent, refer to Section 2.3). The increasing reliance on additional workflows to collect contact details has increased the complexity, cost and risk associated with the ESS sample build. While it may be reasonable to attribute some decline in agreement to the disruption caused by the COVID-19 pandemic, innovation in the sample build is required if previous levels of response to the ESS are to be achieved. A critical review of the ESS bridging module is required and consideration could be given to reviewing the current placement of the module at the end of the GOS. Any significant changes may be best informed by qualitative research conducted with in-scope graduates.

8.2. Sample and data collection workflow strategies

With a complex set of workflows now used for ESS sampling, optimising how and when these workflows are used has become a key part of the operational strategy. Prioritising workflows based on periodic review of the relative cost effectiveness of each additional workflow is crucial to building sufficient sample.

Review and revision of the existing ESS bridging module and additional sample build workflows should be conducted for the 2022 ESS. Some of the potential improvements include:

- Revising the pathways into the requested CATI follow up and ESS bridging module non-response follow up workflows as these have proven to be low yield and higher cost than the GOS partial completers and refusal conversion workflows.
- Allowing the survey invitation pack to be sent via the CATI follow up workflows and exploring increased follow up with graduates sent a survey invitation pack.
- Continued expansion of resources allocated to the refusal conversion workflow as it has proven to be the most effective sample build workflow.
- Further exploration and experimentation with customising the ESS bridging module script and workflow sample prioritisation for graduates with specific employment characteristics. For example, customising the script for graduates who worked in their organisation for many years.
- Reviewing how the ESS Boost workflow is conducted during the May round due to the limited fieldwork period.

8.3. ESS resources on the QILT website

With the launch of the new QILT website, ESS resources made available for participants should be expanded and the site utilised during engagement with supervisors. A new participant facing ESS landing page will be in place for the 2022 ESS and provides opportunity for content that can drive

graduate, supervisor, and industry engagement with the ESS. Acknowledging employers that have participated in the ESS on this page could build the profile and legitimacy of the ESS brand.

8.4. Email engagement with supervisors

As the primary approach method for engagement with supervisors, continued efforts should be made to optimise the email contact protocol. An additional email reminder (Reminder 4, see Section 3.3.1) was successfully trialled in the 2021 ESS and should become a standard part of the contact protocol in 2022. Review of the delays between each email send should be conducted to further optimise response in each collection round. Deliverability testing of the email invitation and reminders should continue to ensure high response, with Reminder 2 being a candidate for a redesign due to relatively poor performance in the 2021 ESS.

Experimentation could be conducted with the overall look and feel of the ESS emails. There is potential for a more graphics based design to increase immediate engagement, better convey email intent and highlight key project information.

8.5. Collection of contact details

Improvements should be considered to the collection of contact details in the ESS bridging module and all additional sample build workflows. The look and feel of the online contact details collection form should be consistent with industry standard webforms to provide a familiar user experience to graduates. The quality of telephone contact details (particularly international phone numbers) could be improved by updating country code display and implementing more sophisticated phone number validation checks. Improvements could be made to better encourage the provision of business names from graduates. Knowing the name of the employer has become an issue of increased importance when building legitimacy when engaging via the CATI workflow, as working from home has become common in many industries.

Hard bounce rates reported for the ESS Invitation email (see Section 3.3.2) are evidence for exploring options to further improve the collection and validation of supervisor email addresses.

8.6. Employer and industry engagement

Engagement with employers and industry peak bodies could build ESS brand awareness and lead to improved graduate and supervisor engagement. Consideration could be given to targeting a limited number of employers, by study area or industry, for each major round of the ESS (November and May).

Graduates commonly perceive providing contact details for the ESS as a risk to their employment. By engaging with the human resource departments of major employers, it may be possible to overcome this misconception. Employers could communicate internally to graduates that the business is a ‘safe’ environment for the ESS, encouraging the provision of contact details and supervisor participation. Industry peak bodies could be contacted with offers of industry specific reports, or other industry tailored promotions and products, to broadly build awareness and encourage participation.

List of abbreviations and terms

ABS	Australian Bureau of Statistics
ADIA	Australian Data and Insights Association
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ANZSIC	Australia and New Zealand Standard Industrial Classification
CATI	Computer Assisted Telephone Interviewing
ESS	Employer Satisfaction Survey
ESQ	Employer Satisfaction Questionnaire
GAS-E	Graduate Attributes Scale – Employer
GAS-G	Graduate Attributes Scale – Graduate
GOS	Graduate Outcomes Survey
ISO	International Standards Organisation
NUHEI	Non-University Higher Education Institution
QILT	Quality Indicators for Learning and Teaching
SACC	Standard Australian Classification of Countries
SES	Student Experience Survey

Appendix 1 Participating institutions

Participating institutions

Universities		Approached Sample (n)			
Provider code	Institution name	Nov 2020	Feb 2021	May 2021	Total
1019	James Cook University	43	17	59	119
1034	Murdoch University	21	9	61	91
1055	The University of Western Australia	58	8	9	75
1058	University of Wollongong	47	-	86	133
2154	Federation University Australia	39	10	61	110
2177	Swinburne University of Technology	104	-	95	199
2200	Central Queensland University	99	-	77	176
2201	University of Southern Queensland	48	-	72	120
2235	Edith Cowan University	59	16	102	177
2236	Curtin University	74	-	112	186
2241	University of Canberra	33	-	59	92
3001	Charles Darwin University	32	<5	51	87
3003	Bond University	18	10	10	38
3004	Western Sydney University	36	-	133	169
3005	Charles Sturt University	72	10	80	162
3006	Australian Catholic University	46	-	169	215
3007	Victoria University	39	18	81	138
3010	The University of Adelaide	57	8	108	173
3013	University of New South Wales	60	50	145	255
3014	University of Newcastle	21	-	116	137
3016	University of Technology Sydney	84	-	156	240
3019	The University of Queensland	101	29	158	288
3020	La Trobe University	73	15	149	237
3025	Macquarie University	51	12	97	160
3027	The University of South Australia	47	-	143	190
3029	Flinders University	13	7	29	49
3030	Deakin University	200	-	199	399
3032	Griffith University	62	-	124	186
3033	The Australian National University	57	11	45	113
3034	RMIT University	82	29	241	352
3035	Monash University	173	60	261	494
3036	The University of Melbourne	162	63	339	564
3038	Southern Cross University	29	31	39	99
3039	University of New England	29	76	12	117
3040	The University of Sydney	85	29	169	283
3042	Queensland University of Technology	85	31	204	320
3043	University of the Sunshine Coast	24	7	60	91
3044	The University of Notre Dame Australia	12	7	37	56
3045	University of Tasmania	82	14	180	276
4331	University of Divinity	<5	<5	18	20
4449	Torrens University	30	36	59	125

Provider Code	Non-University Higher Education Institutions Institution name	Approached Sample (n) Nov 2020	Feb 2021	May 2021	Total
2170	Marcus Oldham College	-	-	6	6
2252	Avondale University College	-	-	14	14
4333	Christian Heritage College	<5	8	-	11
4334	Tabor College of Higher Education	-	-	6	6
4335	Australian College of Theology Limited	12	<5	15	28
4336	ACAP and NCPS	6	<5	-	10
4337	Eastern College Australia	-	-	<5	<5
4338	Moore Theological College	-	-	7	7
4339	Holmes Institute	21	26	-	47
4343	The Australian Institute of Music	<5	<5	-	<5
4346	Excelsia College	<5	-	9	10
4355	Adelaide College of Divinity	<5	-	-	<5
4359	The College of Law Limited	49	55	22	126
4360	Perth Bible College	-	-	<5	<5
4361	Endeavour College of Natural Health	-	-	5	5
4362	International College of Hotel Management	6	-	-	6
4363	Melbourne Polytechnic	<5	-	<5	6
4366	Box Hill Institute	-	-	6	6
4367	Melbourne Institute of Technology	7	<5	10	19
4368	Campion College Australia	-	-	<5	<5
4371	SAE Institute	-	<5	5	9
4375	Think Education	<5	-	<5	<5
4380	UTS College	<5	<5	-	<5
4381	International College of Management, Sydney	-	<5	<5	5
4382	The Australian Guild of Music Education	-	-	<5	<5
4383	Holmesglen Institute	<5	<5	6	8
4384	Kaplan Business School	20	-	13	33
4386	Macleay College	-	-	<5	<5
4392	Gestalt Therapy Brisbane	-	-	<5	<5
4396	LCI Melbourne	-	-	<5	<5
4401	Whitehouse Institute of Design, Australia	-	-	<5	<5
4402	Leo Cussen Centre for Law	8	-	5	13
4405	Australian Institute of Professional Counsellors	-	<5	-	<5
4407	Alphacrucis College	6	-	12	18
4411	Stott's College	<5	-	-	<5
4412	Morling College	-	-	<5	<5
4420	Kent Institute Australia	8	-	<5	11
4421	Le Cordon Bleu Australia	<5	-	-	<5
4424	Kaplan Higher Education Pty Ltd	7	<5	5	15
4425	Australian Institute of Business Pty Ltd	18	6	14	38
4431	Montessori World Educational Institute (Australia)	-	-	<5	<5
4434	Wentworth Institute of Higher Education	<5	-	<5	5
4435	Australian Institute of Higher Education	<5	-	<5	<5
4451	King's Own Institute	6	-	<5	10
4456	Asia Pacific International College	5	<5	<5	7

Non-University Higher Education Institutions		Approached Sample (n)			
Provider Code	Institution name	Nov 2020	Feb 2021	May 2021	Total
4458	Australian Institute of Management Education & Training	12	7	13	32
4463	Institute of Health & Management Pty Ltd	-	<5	<5	<5
4464	Australian College of Nursing	15	-	17	32
4469	Engineering Institute of Technology	<5	-	6	7
6014	Governance Institute of Australia	-	-	<5	<5
6022	Academies Australasia Polytechnic Pty Limited	<5	<5	<5	<5
6039	The Tax Institute Higher Education	-	<5	<5	<5
6043	The Cairnmillar Institute	-	-	5	5
6044	BBI - The Australian Institute of Theological Education	-	6	-	6
6045	ISN Psychology Pty Ltd	-	-	<5	<5
7001	Collarts (Australian College of the Arts)	-	-	<5	<5
7025	CIC Higher Education	<5	<5	<5	<5
7035	Photography Studies College (Melbourne)	-	-	<5	<5
7073	Chisholm Institute	-	-	<5	<5
7075	TAFE NSW	<5	-	5	7
7124	Academy of Information Technology	<5	<5	8	14
7197	Ikon Institute of Australia	-	<5	-	<5
7221	VIT (Victorian Institute of Technology)	11	-	26	37
7660	Health Education & Training Institute	-	-	<5	<5

Appendix 2 ESS bridging module

2021 ESS May - ESS bridging module and CATI follow up questionnaire

SAMPLE VARIABLES

Questionnaire Variable name	Brief description	Detailed description (if applicable)	Key use points
UniqueGOSID	Graduate ID	SRC assigned ID in GOS sample	To match back to graduate
E403	Graduate's first name	Sourced from GOS sample	Introduction
E402	Graduate's last name	Sourced from GOS sample	Introduction
E306CTXT	Graduate's institution	Sourced from GOS sample	Introduction
reason	Reason	Sourced from GOS output: 2= Provided insufficient details 3= Stopped at ESS Bridge 4= Had a question (ESSFACT=3) 5=Return call after ESS brochure sent 6=GOS partial complete	ESSx INTRO
DateBridge	Date of sample being added to bridge		
DateXjob	Date of sample being added to x job		
OnlineRefFlag	Denotes whether a ESSx record was refuse online previously	Flagged after an online refusal for eligible refusal reasons	Used to build refcon job sample
OnlineRefReason	Valid refcon refusal reasons	4. My job is temporary only/casual only 5. My supervisor does not have enough time 13. I have not been in my job long enough 10. My job is not related to the study I did 12. I have privacy concerns 14. Supervisor not working / Business closed due to COVID-19	Used to build refcon job sample
OnlineRefDetail	Wildcard text for online refusal reason	4. that your job is only temporary or casual 5. you were concerned that your supervisor does not have enough time 13. that you had not been in your job long enough and it would be okay to get in touch in a few months' time 10. that your job is not related to your study	Used to build refcon job sample

		12. that you a had privacy concern 14. that your work had been impacted by COVID-19 and it would be okay to get in touch in a few months' time	
BROCHURECOUNT	Count of brochures sent (EM1)	Number of times brochure sent (i.e. 1, 2, 3, 4)	Welcome screen, EM1
ESSPFLG	GOS Partial complete that is in-scope for ESS. Has not seen ESS Bridge.	Sourced from GOS 1 = Partial sample 0 = Not-partial sample	INTRO
SUPAUTH	Flag to indicate if record has entered supervisor authenticati on work.	0 (default) = Has not requested supervisor information pack 1 = Has requested supervisor information pack	EMAUTH
MODE	Mode of survey completion	1=CATI 2=Online	Througho ut
STOPQNAME	End question stopped at bridge	1 - Stopped at bridge (Anyone who stops at INTRO in ESSx) 2 - Stopped at ESSFACT (Anyone who stops at ESSFACT) 4 - Stopped at SUPCONTACT (Anyone who stops at SUPCONTACT) 5 - Stopped at ESSCLINFO 6 - Stopped at EMAUTH	ESSx
PERIODTXT	GOS Collection period description	November February May	WELCOM E
course	Name of course or program	Name of course or program as defined by institution – this is available here: \\srcentre.local\drives\z\Consulting\Jo bs\A-K\Department of Education (Aus Gov)\1356 QILT\DPA\Lookup\Institution\Institutio n Details.csv	Througho ut survey
QUALNAME	Qualification name		Bridge
BRIDGE_NOV_CONDITION	Bridge text condition group	Populated from GOS responses 1=Standard text group 2=Targeted text group	Bridge
BRIDGE_FEB_CONDITION	Bridge text condition group	Populated from GOS responses 1=Standard text group 2=Targeted text group	Bridge
BRIDGE_FEB_CONTROL_FL AG	Bridge experimenta l condition	Split (50/50) 1= Bridge experiment control group 2= Not Bridge experiment control group	Bridge

BRIDGE_MAY_CONDITION	Bridge text condition group	Populated from GOS responses 1=Standard text group 2=Targeted text group	Bridge

FOLLOW-UP AUTOMATION RULES/SPECS

- If record is flagged as REASON=2 (Provided insufficient details), flag for follow-up in ESSx (ESSXFLG=1) and set appointment for +24 hours
- If record is stopped in online bridge and STOPQNAME=2,4,5 and no response after 24 hours reminder email to be sent (Automated from Vision 6)
    - If no response +48 hours after, flag as REASON=3 (Stopped at ESS bridge), flag for follow-up in ESSx (ESSXFLG=1) and set appointment for +2 hours
    - Note: reminder emails should only be sent between 8am and 6pm Monday to Saturday
- If record is stopped in online bridge and STOPQNAME=6 and no response after 9 days reminder email to be sent (Automated from Vision 6)
    - If no response +48 hours after, flag as REASON=3 (Stopped at ESS bridge), flag for follow-up in ESSx (ESSXFLG=1) and set appointment for +2 hours
    - Note: reminder emails should only be sent between 8am and 6pm Monday to Saturday

GENERAL PROGRAMMING NOTES

- Online bridge to have ESS colour theme and logo
- Disable 'PREVIOUS' button when SUPAUTH=1
- Respondent facts: Monitoring and recording allowed
- Supervisor authentication link to direct supervisor straight to SUPAUTH_CONTACT
- Accept 'risky' kickbox responses as valid for MODE=2 (Online)

*SRC LOGO AND ESS LOGO
*(TIMESTAMP 1)

*PROGRAMMER NOTE: SURVEY CLOSE DATE IS 09/08/2021

*(AFTER SURVEY IS CLOSED)

Registration for the Employer Satisfaction Survey (ESS) is now closed. If you have any queries please contact the Social Research Centre on 1800 055 818 (if in Australia) or + 61 3 8354 3635 (if overseas) or ess@srcentre.com.au.

For more information about the ESS you can also visit our website at https://www.qilt.edu.au/surveys/employer-satisfaction-survey-(ess).

MODULE A: ESS BRIDGE

*(ONLINE)
INTRO

*(DISPLAY IF (((PERIOD=1 AND BRIDGE_NOV_CONDITION=1) OR (PERIOD=3 AND BRIDGE_FEB_CONDITION=1) OR (PERIOD=2 AND BRIDGE_MAY_CONDITION=1) OR (PERIOD=3 AND BRIDGE_FEB_CONTROL_FLAG=1))), NOV/FEB/MAY STANDARD BRIDGE TEXT GROUP OR FEB BRIDGE EXPERIMENT CONTROL GROUP)

For the next part of the study we would like to hear from your work supervisor about their perceptions of your institution and higher education through the Employer Satisfaction Survey. Your supervisor will be asked about the skills that are important for <E306CTXT> graduates to have when coming into their organisation.

Without your supervisor's participation, the feedback you provided in the Graduate Outcomes Survey will be less useful to <E306CTXT>.

Even if your qualification is not directly related to your job, there is still great value in your supervisor taking part. The Graduate Outcomes Survey and Employer Satisfaction Survey are the first set of national surveys that collect feedback from graduates and their employers about how well higher education prepares graduates for the workforce.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey is confidential and participation is voluntary. The survey only takes 7 minutes, and we've found employers really enjoy expressing their views.

*(DISPLAY IF (((PERIOD=1 AND BRIDGE_NOV_CONDITION=2) OR (PERIOD=3 AND BRIDGE_FEB_CONDITION=2 AND BRIDGE_FEB_CONTROL_FLAG=2) OR (PERIOD=2 AND BRIDGE_MAY_CONDITION=2)), NOV/MAY TARGETED BIRDGE TEXT GROUP OR FEB EXPERIMENTAL BRIDGE TEXT GROUP)

For the next part of the study we would like to hear from your work supervisor about their perceptions of your institution and higher education through the Employer Satisfaction Survey. As a recent graduate in employment, we would like to invite your supervisor to participate.

This is a valuable opportunity for your supervisor to have their say about how well the <QUALNAME> is meeting employer needs. They will be asked about the skills that are important for graduates to have when coming into their organisation. Feedback from your work supervisor is vital and contributes to the ongoing improvement of higher education. Without your supervisor's participation, the feedback you provided in the Graduate Outcomes Survey will be less useful to <E306CTXT>.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey is confidential and participation is voluntary. The survey only takes 7 minutes, and we've found employers really enjoy expressing their views.

(RESPONSE FRAME)

1. I will provide their details *(GO TO SUPCONTACT)
2. I want to speak with my supervisor before providing their details *(GO TO ESSCLINFO)
3. I want more information about the Employer Satisfaction Survey *(GO TO ESSFACT)
4. I do not wish to provide my supervisor's details

*PROGRAMMER NOTE: POP UP – 'WORK SUPERVISOR '= 'THIS IS THE PERSON YOU REPORT TO IN YOUR MAIN PAID JOB FOR DIRECT WORK TASKS AND

GUIDANCE. YOUR MAIN PAID JOB IS THE EMPLOYMENT IN WHICH YOU ARE WORKING THE MOST HOURS.

*(CATI)
INTROCAT

*(DISPLAY IF ((PERIOD=1 AND BRIDGE_NOV_CONDITION=1) OR (PERIOD=3 AND BRIDGE_FEB_CONDITION=1) OR (PERIOD=2 AND BRIDGE_MAY_CONDITION=1) OR (PERIOD=3 AND BRIDGE_FEB_CONTROL_FLAG=1)), NOV/FEB/MAY STANDARD BRIDGE TEXT GROUP OR FEB BRIDGE EXPERIMENT CONTROL GROUP)

Thanks for your time so far. For the next part of the study we'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce through the Employer Satisfaction Survey.

Your supervisor will be asked about the skills and attributes that are important for recent graduates to have when coming into their organisation. Even if your qualification is not directly related to your job, there is still value in your supervisor taking part.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

*(DISPLAY IF ((PERIOD=1 AND BRIDGE_NOV_CONDITION=2) OR (PERIOD=3 AND BRIDGE_FEB_CONDITION=2 AND BRIDGE_FEB_CONTROL_FLAG=2) OR (PERIOD=2 AND BRIDGE_MAY_CONDITION=2), NOV/MAY TARGETED BIRDGE TEXT GROUP OR FEB EXPERIMENTAL BRIDGE TEXT GROUP)

Thanks for your time so far. For the next part of the study we would like to hear from your work supervisor about their perceptions of your institution and higher education through the Employer Satisfaction Survey. As a recent graduate in employment, we would like to invite your supervisor to participate.

This is a valuable opportunity for your supervisor to have their say about how well the <QUALNAME> is meeting employer needs. They will be asked about the skills that are important for graduates to have when coming into their organisation. Feedback from your work supervisor is vital and contributes to the ongoing improvement of higher education. Without your supervisor's participation, the feedback you provided in the Graduate Outcomes Survey will be less useful to <E306CTXT>.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey only takes 7 minutes, participation is voluntary, and we've found employers really enjoy expressing their views.

*(DISPLAY ALL)
Can you provide the best contact details for your supervisor?

INTERVEWER NOTE: – work supervisor = *this is the person you report to in your MAIN PAID job for direct work tasks and guidance. Your main paid job is the employment in which you are working the most hours.*

(RESPONSE FRAME)

1. I can provide their details *(GO TO SUPCONTACT)
2. I want to check with my supervisor, or don't have the details available right now (AVOID)
3. I want more information about the Employer Satisfaction Survey *(GO TO ESSFACT)
4. I do not wish to provide my supervisor's details *PROGRAMMER NOTE: SHOW *(AVOID) FOR CATI

*(INTRO=1 OR INTROCAT=1 OR SUPSKIP=1, CAN SUPPLY SUPERVISOR DETAILS)
SUPCONTACT

So we can make it convenient for your supervisor to participate, we like to collect an email and phone number where possible. We've found the preferred contact number for supervisors is often a general business number rather than a direct line.

Supervisors will be invited by email and only contacted by phone if they have not completed the survey in a month's time.

(RESPONSE FRAME)

*PROGRAMMER NOTE: CHECK SUPEMAIL AND SUPPHONE NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION
*PROGRAMMER NOTE: SUPNAME AND AT LEAST ONE OF SUPEMAIL OR SUPPHONE ARE MANDATORY, IF FIELD LEFT BLANK DISPLAY 'In order to invite your supervisor to participate we need a contact name and either an email address or phone number.
*PROGRAMMER NOTE: USE GOS EMPNAME IF SUPEMPNAME NOT PROVIDED
*PROGRAMMER NOTE: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED BELOW LEAD IN TEXT

Supname Name of current **work supervisor**
<verbatim text box>

INTERVEWER NOTE: **–** work supervisor = *this is the person you report to in your MAIN PAID job for direct work tasks and guidance. Your main paid job is the employment in which you are working the most hours.*

Supempname
Business name of current employer (Optional)
<verbatim text box>

Supemail Work email address of current **work supervisor**
<email box> *PROGRAMMER NOTE: Kickbox validation required for CATI and Online

*PROGRAMMER NOTE: WHEN KICKBOX FAILS SHOW TEXT "EMAIL ADDRESS IS POSSIBLY INVALID, PLEASE DOUBLE CHECK YOUR ANSWER.".
*PROGRAMMER NOTE: WHEN EMAIL FORMAT IS INVALID SHOW TEXT "THE EMAIL FORMAT YOU HAVE ENTERED IS INVALID. PLEASE DOUBLE CHECK THE EMAIL YOU PROVIDED.

INTERVEWER NOTE: **–** work supervisor = *this is the person you report to in your MAIN PAID job for direct work tasks and guidance. Your main paid job is the employment in which you are working the most hours.*

Supphone
Please select country code and enter phone number.
<Country name and code drop down> <Phone number text box>

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

INTERVIEWER NOTE: *Please include country code for international number, or area code for domestic Australian number. Please enter numbers only, and **DO NOT** include any whitespace or symbols, e.g. + or ()*

*(SUPCONTACT=SKIPPED, DID NOT PROVIDE ANY DETAILS AT SUPCONTACT)
SUPSKIP No contact information was provided. Just to confirm, can you provide the best contact details for your supervisor?

If you'd like, as an alternative we can email you a survey pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

(RESPONSE FRAME)

1. I can provide their contact details *(GO TO SUPCONTACT)
3. Please send me the survey invitation pack *(GO TO EMAUTH)
2. I do not wish to provide my supervisor's details *PROGRAMMER NOTE: SHOW *(AVOID) FOR CATI

*PROGRAMMER NOTE: RESPONDENTS SHOULD ONLY SEE SUPSKIP ONCE, IF SKIP SUPCONTACT AGAIN TREAT AS SUPSKIP=2 AND GO TO ESSREFUSE

*(INTRO=2 OR INTROCAT=2, WANTS TO SPEAK WITH SUPERVISOR FIRST)
ESSCLINFO*(DISPLAY IF ONLINE)
Thanks, we understand it may be best to discuss the Employer Satisfaction Survey with your supervisor first. If you'd like we can email you a survey pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

Otherwise please click 'Save' to close the survey. Once you have spoken with your supervisor, you can log straight back into your survey by clicking the link in your email invitation.

*(DISPLAY IF CATI)
That's okay, we'll send you an email so you can provide the details later and we might call back in a few days to follow-up.

(INTERVIEWER NOTE: CLICK SAVE AND RETURN TO CATI)

1. I'd like to receive the survey invitation pack (*GO TO EMAUTH)

*(RETURN FROM CHECKING WITH SUPERVISOR)
ESSCLINFO2 Thanks for checking with your supervisor. Please click next to provide their contact details.

*PROGRAMMER NOTE: SEND TO SUPCONTACT AFTER NEXT IS CLICKED

*(RETURN FROM REQUESTING CALL - ESSFACT=2)
ESSREQCALL

If you would like to provide your supervisor's details, please click next.

*PROGRAMMER NOTE: SEND TO SUPCONTACT AFTER NEXT IS CLICKED

*(INTRO=3 OR INTROCAT=3, ASKED FOR MORE INFO)
ESSFACT *PROGRAMMER NOTE: DISPLAY AS UNFOLDING FAQ – denoted with '+'

Please click on the headings below for further information about the Employer Satisfaction Survey.

+ Who is conducting the survey?

The Social Research Centre is commissioned as an agent of the Australian Government Department of Education, Skills and Employment under the *Higher Education Support Act 2003* to conduct the Graduate Outcomes Survey and Employer Satisfaction Survey as part of the Quality Indicators for Learning and Teaching.

+ Why is the survey important?

The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs.

This survey also provides employers an opportunity to provide feedback and input into the ongoing improvement of higher education. Specifically, this survey gathers employer feedback on the extent to which students are being taught the right mix of generic and technical skills to be prepared for the workforce.

+ What is asked in the survey?

The Employer Satisfaction Survey covers topics related to work preparedness. During the survey we ask your supervisor's opinion of:

- Whether your qualification is important to your role.
- The ways <E306CTXT> prepared you for employment and the ways they could better prepare graduates.
- Which specific skills and attributes are required for the role and the level of preparation provided by <E306CTXT>.

+ How long does the survey take to complete?

The survey takes about 5 to 10 minutes for most supervisors to complete.

+ When is the survey conducted?

The Employer Satisfaction Survey is conducted between November and August.

We provide an extended survey period to allow supervisors time to participate at their convenience and accommodate the seasonal work requirements of many industries.

+ How will my supervisor be contacted?

To make it convenient for your supervisor to participate, we like to collect an email and phone number where possible. We've found that the preferred contact number for supervisors is often a general business number rather than a direct line.

Supervisors will be invited by email and only be contacted by phone if they have not completed the survey in a month's time.

+ Do you have information I can share with my supervisor?

Yes, we have a brochure with further information about the Employer Satisfaction Survey available here that can be shared with your supervisor.

+ How do you ensure privacy is protected?

The Social Research Centre complies with the Australian Privacy Principles. No direct identifying information (such as name or phone number) forms part of the final data. A unique identifying number is retained to ensure graduates are only contacted again as appropriate. Only aggregated data will appear on the QILT website.

For further information on our privacy policy, please see www.srcentre.com.au/research-participants#privacy.

+ Where can I get further information?

Our helpdesk for the Employer Satisfaction Survey is available to answer any further questions you may have.

They can be contacted via the details below.

Phone: 1800 055 818 (free call)
Email: ess@srcentre.com.au

General information about the Employer Satisfaction Survey including research reports from prior years are available at www.qilt.edu.au/ess

(RESPONSE FRAME)

1. I can provide their details *(GO TO SUPCONTACT)
2. I have a question about the research, please contact me *(GO TO RESPCONTACT)
3. I do not wish to provide my supervisor's details *(GO TO ESSREFUSE)

*(ESSFACT=2, CAN PROVIDE DETAILS BUT WOULD LIKE BUT HAS A QUESTION FIRST)
Respcontact *(IF PHONENUMBER IN SAMPLE IS BLANK SHOW:) Please fill in the best phone number to call you on and we'll give you a call soon.

Phone1 <Enter 10 digit phone number>

*(IF PHONENUMBER IN SAMPLE IF NOT BLANK SHOW:) We will give you a call soon to follow up on your question. The phone number we have for you is:

<PHONENUMBER>

Is that still correct?

1. Yes
2. No (GO TO EDIT SCREEN)

*PROGRAMMER NOTE: DOMESTIC/INTERNATIONAL TEXT BOX AND PHONE NUMBER TEXT BOX, VALIDATION REQUIRED IF DOMESTIC NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS POSSIBLE.

*PROGRAMMER NOTE: FLAG CASE FOR CATI AND MOVE TO RECALL QUEUE, SET RECALLTIME TO 30 MINUTES FROM NOW (ESSXFLG=1)

*(INTRO=4 OR INTROCAT=4 OR SUPSKIP=2 OR ESSFACT=3, REFUSED TO SUPPLY SUPERVISOR DETAILS)
ESSREFUSE Could you please tell us the **main reason** you chose not to provide your supervisor's details?

(SINGLE RESPONSE)

1. I do not have a direct supervisor
2. I do not know the contact details of my supervisor
3. My supervisor does not have an email address
4. My job is temporary only/casual only
5. My supervisor is busy and does not have enough time
13. I have not been in my job long enough

10. My job is not related to the study I did
11. My supervisor does not speak English
12. I have privacy concerns
14. Supervisor not working / Business closed due to COVID-19 *(PROGRAMMER NOTE: SUPRESS)
7. Other (Please specify)
8. I CAN provide my supervisor's contact information *(GO BACK TO SUPCONTACT)

*PROGRAMMER NOTE: FOR CATI AND ONLINE SHOW QUESTIONS BELOW ON NEW SCREEN WHEN REFUSE REASON IS SELECTED.

*(MODE=1 AND ESSREFUSE=3, CATI AND SAID SUPERVISOR DOES NOT HAVE EMAIL)
REFAV1 Just to let you know, we can still contact your supervisor by phone and would be keen to hear from them about how well your course prepares graduates for the workforce. Would you be willing to provide your supervisor's details?

1. Yes *(GO TO SUPCONTACT)
2. Respondent refusal *(GO TO TERM1)

*(MODE=1 AND ESSREFUSE=10, CATI AND JOB NOT RELATED TO STUDY)
REFAV6 Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(MODE=1 AND ESSREFUSE=13, CATI AND NOT IN JOB LONG ENOUGH)
REFAV7 Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see how your career has developed?

1. Yes *(GO TO TERM3)
2. No *(GO TO TERM1)

*(MODE=1 AND ESSREFUSE=14, CATI AND SUP NOT WORKING OR BUSINESS CLOSED DUE TO COVID-19)
REFAV9 Thank you for letting us know. If COVID-19 restrictions are relaxed, would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=3, ONLINE AND SAID SUPERVISOR DOES NOT HAVE EMAIL)
REFAV1a Just to let you know, we can still contact your supervisor by phone and would be keen to hear from them about how well your course prepares graduates for the workforce. Would you be willing to provide your supervisor's details?

1. Yes *PROGRAMMER NOTE: GO TO SUPCONTACT
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=10, ONLINE AND JOB NOT RELATED TO STUDY)
REFAV6a Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=13, ONLINE AND NOT IN JOB LONG ENOUGH)
REFAV7a Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see how your career has developed?

1. Yes *(GO TO TERM3)
2. No *(GO TO TERM1)

*(MODE=2 AND ESSREFUSE=14, ONLINE AND SUP NOT WORKING OR BUSINESS CLOSED DUE TO COVID-19)
REFAV9a Thank you for letting us know. If COVID-19 restrictions are relaxed, would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM1)

*(SUPSKIP=3 OR ESSCLINFO=3, REQUESTED SUPERVISOR SURVEY INVITATION PACK)
EMAUTH

So that we can send you the survey invitation pack, please confirm your email address.

*PROGRAMMER NOTE: PREFILL WITH GRADUATE EMAIL

1. Email address: (Please specify) (*GO TO TERM4 AND FLAG RECORD AS SUPAUTH=1)

*(SUPAUTH=1, SUPERVISOR ACCESSING SURVEY AFTER SURVEY INVITATION PACK REQUEST BY GRADUATE)
SUPAUTH_CONTACT

*PROGRAMMER NOTE: CLEAR ANY SAVED VALUES FOR SUPNAMEAUTH, SUPEMAILAUTH, SUPPHONEAUTH WHEN SURVEY IS OPENED

Thank you for your interest in the Australian Government's Employer Satisfaction Survey.

We'd like to invite you to provide feedback on how well <E306CTXT> contributed to <E403> <E402>'s general ability, technical skills and work readiness. The survey takes about 7 minutes and can be completed online or via telephone interview.

Please register for the Employer Satisfaction Survey by providing your preferred contact details in the form below.

(RESPONSE FRAME)

*PROGRAMMER NOTE: CHECK SUPEMAILAUTH AND SUPPHONEAUTH NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION
*PROGRAMMER NOTE: SUPNAMEAUTH AND AT LEAST ONE OF SUPEMAILAUTH OR SUPPHONEAUTH ARE MANDATORY, IF FIELD LEFT BLANK DISPLAY 'So that we may contact you for this research, please provide your name and either an email address or phone number.'
*PROGRAMMER NOTE: USE GOS EMPNAME IF SUPEMPNAMEAUTH NOT PROVIDED
*PROGRAMMER NOTE: ALL TEXT BOXES TO BE PRESENTED LEFT ALIGNED BELOW LEAD IN TEXT

SupnameAuth Your name
<verbatim text box>

SupempnameAuth
Business name (Optional)
<verbatim text box>

SupemailAuth Email address
<email box> *PROGRAMMER NOTE: Kickbox validation required

*PROGRAMMER NOTE: WHEN KICKBOX FAILS SHOW TEXT “EMAIL ADDRESS IS POSSIBLY INVALID, PLEASE DOUBLE CHECK YOUR ANSWER.”.
*PROGRAMMER NOTE: WHEN EMAIL FORMAT IS INVALID SHOW TEXT “THE EMAIL FORMAT YOU HAVE ENTERED IS INVALID. PLEASE DOUBLE CHECK THE EMAIL YOU PROVIDED.

SupphoneAuth *Please select country code and enter phone number.*
<Country name and code drop down> <Phone number text box>

*PROGRAMMER NOTE: DEFAULT COUNTRY NAME AND CODE TO AUSTRALIA. VALIDATION REQUIRED IF AUSTRALIAN NUMBER, NO VALIDATION ON INTERNATIONAL NUMBERS. ALLOW 1300 AND 1800 NUMBERS.

*((REFAV1(a) OR REFAV6(a) OR REFAV7(a) OR REFAV9(a)=2) OR (ESSREFUSE=1,4,5,12)) REFUSED REFUSAL AVERSION ATTEMPT OR NO REFUSAL AVERSION ATTEMPT MADE)
TERM1 Thank you again for your time completing the Graduate Outcomes Survey.

Everyone’s experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:
- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(ESSFACT=2, GRAD HAS A QUESTION AND WOULD LIKE TO RECEIVE A CALL)
TERM2 Thanks for your time, we will be in touch shortly.

Everyone’s experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:
- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(REFAV7(a)=1, NOT IN ROLE LONG ENOUGH AND CONSENTED TO RECONTACT)
TERM3 Thank you again for your time completing the Graduate Outcomes Survey. We may get in touch in a month or so to see how your career has developed.

Everyone’s experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:
- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(EMAUTH=1, CONFIRMED EMAIL FOR SURVEY INVITATION PACK REQUEST)
TERM4 You should receive the email in the next hour or so, please share this with your supervisor. Thank you again for your time completing the Graduate Outcomes Survey.

Everyone’s experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:
- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

*(SUPAUTH=1, GRADUATE USES GOS/ESSX LINK AFTER SURVEY INVITATION PACK REQUESTED)
TERM5 Thank you again for your time completing the Graduate Outcomes Survey.

If you have any queries related to the Employer Satisfaction Survey invitation pack you requested, please contact ess@srcentre.com.au or call 1800 055 818.

*(SUPAUTH_CONTACT=DETAILS PROVIDED, SUPERVISOR COMPLETED ESS AUTH REGISTRATION)

TERM6 Thank you for registering for the Employer Satisfaction Survey. We will send an email invitation or give you a call to complete the survey in the next few business days.

If you have any queries related to the Employer Satisfaction Survey, please contact ess@srcentre.com.au or call 1800 055 818.

*(REFAV6(a)=1 OR REFAV9(a)=1, IN JOB NOT RELATED TO STUDY OR SUP NOT WORKING AND BUSINESS CLOSED AND AGREED TO RECONTACT)

TERM7 Thank you again for your time completing the Graduate Outcomes Survey. We may get in touch in a month or so to see if your situation has changed.

Everyone's experiences are different, if the questions in this survey have raised anything that you would like support for, you could contact:

- beyondblue on 1300 22 46 36
- Lifeline on 13 11 14

MODULE B: ESSX COLLECTION OF SUPERVISOR DETAILS

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

WELCOME SCREEN

Collection period: <PERIODTXT>
No. times brochure sent: *PROGRAMMER NOTE: INSERT BROCHURECOUNT

Good afternoon/evening my name is <…> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education, Skills and Employment, from the Social Research Centre.

May I please speak to <E403> <E402>?

IF NECESSARY: We are calling as a follow-up to the Graduate Outcomes Survey. We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce through the Employer Satisfaction Survey.

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

MOB

INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(MOB=1, GRADUATE ON MOBILE)

SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT)

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)

MON This call may be monitored or recorded for quality assurance purposes. Is that ok?

1. Yes
2. No

*(ESSXFLG=1, FLAGGED TO BE CALLED IN ESS X JOB)
INTRO

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <…> and I'm calling graduates of <E306CTXT> on behalf of The Australian Government Department of Education, Skills and Employment from The Social Research Centre.

*(DISPLAY IF REASON=2, PROVIDED INSUFFICIENT DETAILS) I'm calling to follow up on the Graduate Outcomes Survey you recently completed. Thank you for providing contact details for your work supervisor. Unfortunately, it looks like there was an issue with the details you provided, we'd just like to check and confirm them. Do you have time to confirm them now?

IF NECESSARY: We would like to ask your supervisor about the skills and attributes that are important for recent graduates to have when coming into their organisation. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

*(DISPLAY IF REASON=3, STOPPED AT BRIDGE)
I'm calling to follow up on the Graduate Outcomes Survey you recently completed, thank you for participating. *(DISPLAY IF ENDQ=EMAUTH OR ESSCLINFO) Have you had a chance to discuss the Employer Satisfaction Survey with your supervisor?

*(DISPLAY IF ENDQ NE TO EMAUTH OR ESSCLINFO) Another important part of the research is speaking with employers as part of the Employer Satisfaction Survey.

We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce.

Your supervisor will be asked about the skills and attributes that are important for recent graduates to have when coming into their organisation. Even if your qualification is not directly related to your job, there is still value in your supervisor taking part.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF REASON=4, HAD A QUESTION) I'm calling to follow up on the Graduate Outcomes Survey you recently completed, thank you for participating. At the end of the survey you indicated that you had a question regarding the Employer Satisfaction Survey, I'd be happy to answer it for you now.

INTERVIEWER NOTE: FURTHER INFO AT CODE '5' AND IN YOUR HANDOUT FAQ'S. IF UNABLE TO ANSWER QUERY PLEASE SET APPOINTMENT WITH QR AND FOLLOW UP THE QUESTION WITH THE PA

(IF REQUIRED:) We'd like to invite your supervisor to share their insights and perceptions of how well <E306CTXT> is preparing graduates for the workforce through the Employer Satisfaction Survey.

Your supervisor will be asked about the skills and attributes that are important for recent graduates to have when coming into their organisation. Even if your qualification is not directly related to your job, there is still value in your supervisor taking part.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF REASON=5, RETURN CALL AFTER ESS BROCHURE SENT) We recently sent you a brochure about the Employer Satisfaction Survey. We'd like to hear from your supervisor about their perceptions of higher education at your institution. The survey only takes around 7 minutes and your supervisor's participation is voluntary – can you provide the best contact details for your supervisor now?

INTERVIEWER NOTE: FURTHER INFO AT CODE '5' AND IN YOUR HANDOUT FAQ'S. IF UNABLE TO ANSWER QUERY PLEASE SET APPOINTMENT WITH QR AND FOLLOW UP THE QUESTION WITH THE PA

*(DISPLAY IF REASON=6, GOS PARTIAL AND IN SCOPE FOR ESS)

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <…> and I'm calling graduates of <E306CTXT> on behalf of The Australian Government Department of Education, Skills and Employment from The Social Research Centre. May I please speak to <E403> <E402>?

INTERVIEWER NOTE: If graduate claims they did not complete, advise they did complete enough of the survey to be included for reporting purposes.

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers through the Employer Satisfaction Survey and we'd like to invite your work supervisor to participate.

Your supervisor will be asked about the skills that are important for <E306CTXT> graduates to have when coming into their organisation and the feedback is used to better understand work preparedness provided by higher education.

If you provide your work supervisor's contact details, they will be invited via email or phone in a week's time. The survey takes 7 minutes, participation is voluntary, and we've found employers enjoy expressing their views.

Can you provide the best contact details for your work supervisor?

1. Yes
2. Language difficulty
3. Household refusal (GO TO TERM)
4. Respondent refusal (GO TO REFUSE)
5. Wants further information (GO TO INFO)
6. Wants a copy of the ESS brochure (AVOID) (GO TO EM1)
7. Graduate no longer employed (AVOID) (GO TO TERM)

*(INTRO=5, WANTS FURTHER INFORMATION)
INFO PROVIDE RELEVANT INFORMATION BELOW AS NEEDED TO AVERT REFUSAL

- We are keen to hear from your supervisor about how well your course prepares graduates for the workforce. We know that supervisors really appreciate the opportunity to have a say about higher education
- Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally

- The survey is not an assessment of you, but an assessment of how well your institution and course prepares graduates for the workforce
- All information you provide is confidential, and will only be used for purposes directly related to this research
- For more information about the ESS (such as why the survey is important, the types of questions that will be asked and how the results will be reported), you can visit the following website: https://www.qilt.edu.au/about-this-site/employer-satisfaction *(PROGRAMMER NOTE: ADD COUNTER TO THIS LINK)

Can you provide the best contact details for your supervisor now?

1. Yes
2. Respondent refusal (GO TO REFUSE)
3. Wants a copy of the ESS brochure (GO TO EM1) *PROGRAMME NOTE: DO NOT DISPLAY IF REASON=5

*(INTRO=6 OR INFO=3, WANTS COPY OF BROCHURE)
EM1 I can send you an email with a link to a brochure providing further information about the Employer Satisfaction Survey that can be shared with your supervisor. Can I please confirm your email address?

*PROGRAMMER NOTE: DISPLAY IF BROCHURECOUNT>0
INTERVIEWER NOTE: Please note brochure already sent: <BROCHURECOUNT> time/s

INTERVIEWER NOTE: Please read email address back to graduate. If they don't want to provide an email we cannot send a link to the brochure.

IF NECESSARY: If graduate does not want to or cannot provide an email, please ask if they would still be willing to provide their supervisors details. Invitation to supervisor includes an ESS brochure.

1. Email address: (Please specify)
2. Does not want to provide email (GO TO TERM)
3. Wants to provide supervisor details (GO TO SUPCONTACT)

*(EM1=1, PROVIDED EMAIL FOR BROCHURE SEND)
NAME And may I confirm your name?

INTERVIEWER NOTE: PLEASE DOUBLE CHECK NAME BEFORE CLICKING NEXT.

1. <verbatim text box> *PROGRAMMER NOTE FILL WITH GRADUATE NAME IF AVAILABLE

*(NAME=1, WANTS COPY OF BROCHURE)
BROCHURE Thank you so much for your time, you should receive the email in the next hour or so.

INTERVIEWER NOTE: Please stop at this screen and set an appointment to follow up with the graduate.

INTERVIEWER NOTE: DO NOT GO BACK FROM THIS SCREEN.

1. Return to INTRO

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPNAME Can you please tell me the name of your current work supervisor?

1. Enter supervisor name <verbatim text box>

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)
*PROGRAMMER NOTE: USE GOS EMPNAME IF SUPEMPNAME NOT PROVIDED

SUPEMPNAME And what is the business name of your current employer?

(INTERVIEWER NOTE: BUSINESS NAME IS NOT MANDATORY)

1. <verbatim text box>

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

SUPEMX So we can make it as convenient as possible for your supervisor to participate, we like to collect an email and a phone number where possible. Do you know your supervisor's email address?

1. Yes <verbatim text box> *PROGRAMMER NOTE: Kickbox validation required
2. No

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)
SUPPHX Do you know your supervisor's phone number?

INTERVIEWER NOTE:
Please include state code if domestic landline
Please include 0011 if international

1. Yes <verbatim text box>
2. No

*PROGRAMMER NOTE: CHECK SUPEMX AND SUPPHX NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION. ENABLE VALIDATION CHECKS ON PHONE NUMBER FIELD BUT ALLOW 1300 AND 1800 NUMBERS THROUGH

*PROGRAMMER NOTE: IF SUPREFAV=1 AND SUPEMX=2 AND SUPPHX=2 AFTER SECOND LOOP SEND TO TERM AND CODE AS RESPONDENT REFUSAL

*(SUPEMX=2 AND SUPPHX=2, DID NOT PROVIDE EMAIL OR PHONE NUMBER)
SUPREFAV To contact your supervisor we need to collect a valid email address or phone number. Would you be willing to provide either your supervisor's email address or phone number?

1. Yes *PROGRAMMER NOTE: LOOP BACK TO SUPEMX
2. No (GO TO TERM)

(SUPPHX=1 AND SUPPHX=04, PROVIDED MOBILE NUMBER)
SUPSTAT And, so we know the best time to call, what state are they in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*(INTRO=1 OR INFO=1 OR REFAV1=1 OR REFAV2=1 OR REFAV3=1 OR REFAV4=1 OR REFAV5=1 OR EM1=3, WANTS TO PROVIDE DETAILS)

CLOSE

Thank you for providing these details, we'll contact your supervisor in approximately a week's time so please let them know to expect an invitation.

Your help plays a significant role in enhancing Australian higher education. All information you have provided will remain confidential and only be used for research purposes. If you would like further information, I can give you the details of some websites if you like:

https://www.qilt.edu.au/ess – QILT site has links to brochure, reports & data
https://www.srcentre.com.au/ess – SRC site with survey FAQs, privacy policy
https://www.compared.edu.au – Compare institutions and study areas, powered by QILT

Just in case you missed it, my name is <…> from the Social Research Centre and this research is being conducted on behalf of The Australian Government Department of Education, Skills and Employment.

*(INTRO=4 AND ONLINEREFFLAG=0, RESPONDENT REFUSAL AND NOT REFCON)

REFUSE Could you please tell us the **main reason** you chose not to provide your supervisor's details?

(SINGLE RESPONSE)

1. I do not have a direct supervisor
2. I do not know the contact details of my supervisor
3. My supervisor does not have an email address
4. My job is temporary only/casual only
5. My supervisor is busy and does not have enough time
13. I have not been in my job long enough
10. My job is not related to the study I did
11. My supervisor does not speak English
12. I have privacy concerns
14. Supervisor not working / Business closed due to COVID-19
7. Other (Please specify)
8. I CAN provide their contact work email *(GO BACK TO MON)

*PROGRAMMER NOTE: SHOW QUESTIONS BELOW ON NEW SCREEN WHEN REFUSE REASON IS SELECTED

*(REFUSE=3, SAID SUPERVISOR DOES NOT HAVE EMAIL)

REFAV1 Just to let you know, we can still contact your supervisor by phone and would be keen to hear from them about how well your course prepares graduates for the workforce. Would you be willing to provide your supervisor's details?

1. Yes *PROGRAMMER NOTE: SNAP BACK TO MON
2. Respondent refusal (GO TO TERM)

*(REFUSE=10, JOB NOT RELATED TO STUDY)

REFAV6 Thank you for letting us know. We'd still like to include your supervisor's views in this important research, as we've found they really appreciate the opportunity to provide feedback about how well institutions are preparing graduates with general work preparedness skills. Would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM)

*(REFUSE=13, CATI AND NOT IN JOB LONG ENOUGH)
REFAV7 Thank you for letting us know. We'd still like to include your supervisor's views in this important research. Would it be okay if we contacted you in about a month's time, to see how your career has developed?

1. Yes *(GO TO TERM3)
2. No *(GO TO TERM)

*(REFUSE=14, CATI AND SUP NOT WORKING OR BUSINESS CLOSED DUE TO COVID-19)
REFAV9 Thank you for letting us know. If COVID-19 restrictions are relaxed, would it be okay if we contacted you in about a month's time, to see if your situation has changed?

1. Yes *(GO TO TERM7)
2. No *(GO TO TERM)

*(INTRO=3 OR REFAV1=2 OR REFAV6=2 OR REFAV7=2 OR REFAV9=2, HOUSEHOLD REFUSAL OR RESPONDENT REFUSAL AFTER AVERSION ATTEMPT)
TERM Thank you for your time.

*(ALLTERM)

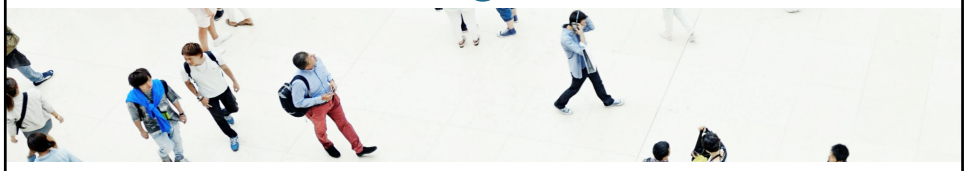
		Detailed outcome	Summary outcome
1	SUBMIT	Completed interview	Interview
2	INTRO=2	Language difficulty	Other contacts
3	INTRO=3	Household refusal	Refused
5	INFO=2	Respondent refusal	Refused
6	REFAV1=2, REFAV6=2, REFAV7=2, REFAV9=2	Respondent refusal	Refused
7	SUPREFAV=2	Respondent refusal	Refused
8	SUPEMX=1 AND SUPPHX=2 AFTER SECOND LOOP	Respondent refusal	Refused
9	INTRO=4 AND ONLINEREFFLAG=1	Respondent refusal	Refusal
10	TERM4 TERM5	Requested survey invitation pack	Other contacts
11	INTRO=7	Graduate no longer employed	Other contacts
12	REFUSE=1, REFUSE=2, REFUSE=3, REFUSE=4, REFUSE=5, REFUSE=7, REFUSE=11, REFUSE=12	Respondent refusal	Refused

Appendix 3 Briefing slides for CATI workflows

ESS
Employer Satisfaction Survey

Social Research Centre

2021 ESS May collection Briefing slides



Quality Indicators for Learning and Teaching (QILT)

1

Briefing overview

General

- ESS background
- Privacy and confidentiality
- Housekeeping

ESSx	ESSx Refcon	ESS Main	ESS Boost
- Project overview	- Project overview	- Project overview	- Project overview
- Ops performance	- Background	- Ops performance	- Background
- Survey procedures	- Sample	- Liaison techniques	- Sample
- Answering questions	- Engagement plan	- Questionnaire	- Engagement techniques
- Engagement techniques		- Data quality issues	
- Refusal aversion		- Refusal aversion	

2

ESS background

- The Employer Satisfaction Survey (ESS) is conducted by the Social Research Centre on behalf of the Australian Government Department of Education, Skills and Employment.
- The ESS is part of the Quality Indicators for Learning and Teaching (QILT) – the first national survey that directly links the experiences of graduates to the views of their direct supervisors.
- The ESS is conducted 3 times a 'year' in line with the GOS
  - November collection
  - February collection
  - May collection
- At the end of GOS employed respondents are asked for their supervisor details so we can approach the supervisor to conduct a short survey

ESS background cont.

- The ESS has four separate projects:
  - 2536 – ESS Main, this is the ESS survey proper
  - 2586 – ESSx, responding to graduate queries and the collection of supervisor details that feeds into the ESS
  - 2589 – ESSx Refcon, refusal conversion of selected online refusals
  - 2536b – ESS Boost, follow-up with graduates when supervisor details are unusable

Housekeeping

- All ESS projects will be in-field concurrently through to August '21
- Please keep track of which one you are rostered to work on each shift and dial on the correct project in dimensions
- The required workload of the various workflows will change during fieldwork

Privacy and confidentiality

- All records for GOS are provided by the institutions themselves and all records for the ESS are provided by GOS respondents and the survey is completely voluntary
- The Social Research Centre privacy policy applies
- No direct identifying information (such as name or phone number) forms part of the final data. Only aggregated data appears on the QILT website

ESS
Employer Satisfaction Survey

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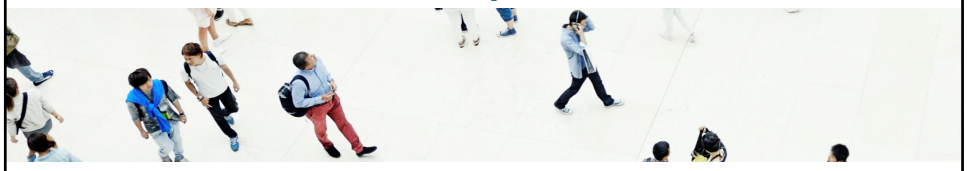
2586 - ESSx
Collection of supervisor details



7

Project overview

- Project number: **2586**
- Purpose: to respond to graduate queries and collect supervisor details to feed into the ESS proper
- There are four reasons for sample being added to the ESSx:
  1. Follow-up graduates who **stopped at the ESS bridge online**
  2. The graduate has a question and **wants to be called**
  3. Following up after **ESS brochure sent to graduate**
  4. Inviting **GOS partial completers** to provide supervisor details

8

Survey procedures

- We are NOT leaving answering machine messages
- No LOTEs
- Multinum will be on – need to dial ALL numbers starting with mobiles, then domestic landlines, then international numbers
- Some sample records may have international numbers. Be mindful of time zones when calling
  - All records will have a country in participant info that corresponds to the supplied telephone number(s)
  - Records will automatically be set to the correct time zone
  - When making appointments, use the dropdown box in Appointments window in Dimensions if a new time zone for respondent is identified

Survey procedures

- Vital we are collecting current and accurate supervisor details – important to read the email back and confirm spelling where needed
- It is important to collect a phone number for the supervisor whenever possible, even if it is a general business number as this greatly improves the response rate in ESS
- We would prefer you to spend a minute or two longer on the phone to reassure graduates if they have concerns about providing supervisor details or to gain support through aversion techniques than rush the call
- The measures of success are:
  - How many calls translate into collection of valid supervisor details
  - How often both a valid email and phone number are provided

GOS Partial completes

- We will also be contacting graduates that have:
  - 'completed' the GOS for reporting purposes,
  - are in-scope for ESS and
  - have not yet been invited to participate in the ESS.
- These graduates did not make it to the end of the online GOS survey and are unlikely to be aware of the ESS
- They will have varying levels of recognition of the GOS, may have only spent 5 minutes in the survey
- Sample will be controlled so that interviewers calling partial sample will only receive this type of sample, allowing interviewers to be confident in the type of graduate they are calling

GOS Partial completes cont..

- Need to make the purpose of the call clear
  - Best to keep to the scripted introduction
  - Respond to graduate questions as needed
  - Attempt to avert soft refusals, be respectful of hard refusals
- Graduate may have additional questions if they don't recall the GOS
- Use the interviewer handout and other materials on Sharepoint to answer common questions with confidence
- Can offer to send an ESS brochure to graduate – but collecting details on first attempt is preferred
- Can pre-empt common concerns with good call control during the introduction
  - Okay to bring forward the points you feel work best
  - E.g. "the ESS is not an assessment of you.."

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Employer Satisfaction Survey

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2589 – ESSx Refusal conversion

Project overview

- Project number: **2589**
- Purpose: to increase ESS participation by engaging with graduates who refused to provide supervisor contact details online
- Six refusal reasons are selected for refusal conversion
- Follow up is also conducted with graduates who asked to be sent an ESS information pack email

Background

The online ESS Bridge allows item level refusal during supervisor detail collection.

- This option improves the quality of supervisor details provided in the online survey
- To improve ESS participation we attempt to convert online refusals via follow up in CATI (refusal conversion, refcon)
  - Refusal conversion is not conducted for CATI refusals
- The refusal conversion workflow presents a large source of potential CATI interviewing work
- Refusal conversion was trialled successfully in 2019 and was critical to the overall ESS project success in the 2020

Sample

Only suitable refusal reasons are selected to be contacted for refusal conversion.

OnlineRefReason	Online ESSRefuse code
4	My job is temporary only/casual only
5	I'm concerned that my supervisor does not have enough time
13	I have not been in my job long enough
10	My job is not related to the study I did
12	I have privacy concerns
14	Supervisor unavailable / Business closed due to COVID-19

- Sample from codes 10, 13 & 14 is filtered to graduates that consented to recontact “in a couple of months”
- The CATI script is customised for each refusal reason
- Priority will be given to contacting the easiest to convert reasons

Engagement plan

Refcon engagement

- Refcon will have a short 2 to 3 call cycle
  - Only hard appointments keep a record alive beyond this limit
- Effective refusal conversion is the priority on a call
  - Thank respondents for completing the GOS
  - Listen to respondents and be respectful of any concerns they have
  - Address concerns in a natural manner
  - Use language from the script that you find effective, avoid reading the script verbatim
  - Maintain call control to minimise call escalation

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Employer Satisfaction Survey

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2536 – ESS 2021 Employer Satisfaction Survey

Project overview

- Project number: **2536**
- Purpose: to collect feedback from supervisors of recent graduates on how well higher education is meeting employer needs
- Fieldwork dates
  - **Online:** 29 Oct – August '21
  - **CATI:** Starts alongside Online for phone only records
- There are three pathways to the ESS job
  1. **Via GOS** - Usable supervisor details were provided by GOS respondents
  2. **Via ESSx** - Supervisor details collected via CATI follow-up with graduates
  3. **Via supervisor self registration –** Graduates may request a survey invitation pack that allows supervisors to self register for the ESS through an online form
- When a valid supervisor email has been provided, CATI will commence after an invitation and 2 reminder emails have been sent
- If no email was provided for the supervisor, CATI commences immediately
- No LOTEs

Survey overview

- This survey provides employers with an opportunity to provide feedback on:
  - The specific skills and attributes needed in business today
  - How well higher education is preparing graduates for the workforce
  - The varied employment pathways graduates are taking after completing their study
- By taking part, supervisors' insights will benefit other employers through enhancements to Australian higher education policy and curricula

Data quality issues

Things to be mindful of in the questionnaire:

- No refused/don't know options for most questions. 'Item skipped' is there if need be for either option.
- For questions where there is a refused or NA option, there is no 'Item skipped'.
- It is important that there is a consistent "story" in the supervisors' answers. If anything seems odd or conflicts with a previous response, please make sure you probe this and correct any data entry mistakes, if necessary

Open ended questions

- For open ended responses – duties, industry etc, please collect as much detail as possible as these responses have to be coded to a very detailed code frame
- All verbatims should be recorded in the first person and in the respondent's own words
- The coding team will be removing any names or other personal identifiers from verbatim responses. If possible, interviewers shouldn't record names and instead record the person's relationship to the respondent (i.e. subordinate etc.)

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2536b – ESS Boost
Unusable contact details follow-up

Project overview

- Project number: **2536b**
- Purpose: to improve ESS response by collecting updated supervisor contact details from graduates
- Fieldwork dates:
  - 18 Jan – July '21
- There are two reasons for sample being added to the ESS Boost
  1. Original supervisor details collected have proven **unusable**
  2. Supervisors with no phone number have remained a **non-contact via email** after an ESS email invitation and two reminders

Background

- About 10% of contact details (email and phone) collected via the online ESS bridge and the ESSx CATI project are unusable
- Unusable sample includes:
  - Hard bounced emails (address invalid)
  - Disconnected phone numbers
  - Other CATI outcomes like fax, named respondent unknown
- Another 10-20% with email contact only had not opened any of the three emails sent
  - Referred to in survey as 'Non-contact via email'
- As graduates already opted into the research they are generally very willing to confirm existing details or provide updated contact details for their supervisor

Sample

- Likely reasons original details don't work:
  - Emails were recorded incorrectly (always double check)
  - Phone numbers may have an invalid format (country code)
  - Supervisor may have changed roles or left the company
  - Graduate may have changed jobs since details were collected (old supervisor likely still in-scope for ESS, but contacting the new supervisor is preferred)
- For the non-contact emails:
  - Email may be incorrect but has not 'bounced'
  - Email may not be best mode of contact – try to collect phone number, even if general line

Engagement techniques

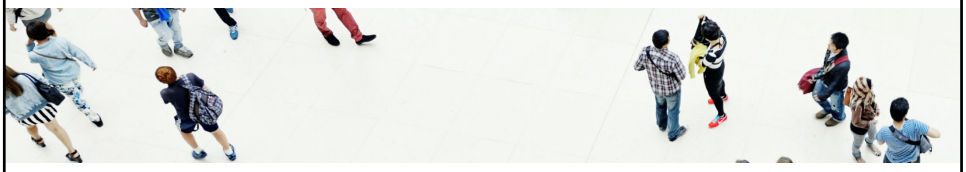
- A direct and succinct approach usually works best
- Use a relaxed tone, don't need to 'sell' the survey
- When confirming details:
  - You may read supervisor details on record first to avert trust concerns
  - Be careful accepting a quick confirmation that the supervisor details are correct – we know these details have been uncontactable
- Be prepared to respond to common graduate queries and concerns as per ESSx
- **Attempt to collect both a phone and email contact**
- **Double check the contact details as you record them**

Social Research Centre

Thank you

ESS Employer Satisfaction Survey

Any questions?



✉ PO Box 13328
Law Courts Victoria 8010

☎ 03 9236 8500

Appendix 4 ESS brochure and survey invitation pack

ESS brochure and survey invitation pack

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1.1 ESS brochure

Employer Satisfaction Survey

What is the Employer Satisfaction Survey?

The survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. The Employer Satisfaction Survey is undertaken on a systematic basis by asking employed graduates who participated in the Graduate Outcomes Survey to provide contact details for their work supervisor.

Why should supervisors take part?

This survey provides employers with an opportunity to provide feedback on:

> The specific skills and attributes needed in business today.
> How well higher education is preparing graduates for the workforce.
> The varied employment pathways graduates are taking after completing their study.

By taking part, supervisors' insights will benefit other employers through enhancements to Australian higher education policy and curricula.

What is needed from supervisors of recent graduates?

All supervisors are invited to participate via email or telephone. We understand supervisors are busy, the survey only takes 7 minutes and participation is voluntary.

92%

Supervisors reporting the qualifications prepared the graduate "very well" or "well" for current employment

Who is conducting the research?

The research is being conducted for the Australian Government Department of Education, Skills and Employment by the Social Research Centre.

What are the privacy provisions?

Any information provided will remain confidential, no direct identifying information forms part of the final data, and only aggregated data will be published. Further privacy information is available here.

QILT Quality Indicators for Learning and Teaching

Social Research Centre

Australian Government Department of Education, Skills and Employment

For more information about the study

1800 055 818 | ess@srcentre.com.au | www.qilt.edu.au/ess

1.2 Survey invitation pack

Dear Graduate,

Thank you for completing the Graduate Outcomes Survey. As requested, please find information below that can be passed on to your supervisor.

Dear Supervisor,

Graduate recently completed the Graduate Outcomes Survey and agreed to pass on this invitation to register for the Employer Satisfaction Survey.

The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. Your experience as a supervisor of a recent graduate is valuable to the Australian Government Department of Education, Skills and Employment and the survey only takes 7 minutes to complete.

You can read more about the research in this brochure. Responses to common questions about the Employer Satisfaction Survey are available on our website.

To register for the survey and provide contact information, please click the button below:

Register for survey

Any information you provide will remain confidential and no direct identifying information forms part of the final data.

Your feedback about the specific skills and attributes needed in business today will help improve the work preparedness of future graduates.

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.

Conducted by:

Funded by:

Privacy | Official site

Appendix 5 Refusal conversion and ESS boost scripts

Refusal conversion and ESS boost scripts

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1. Refusal conversion scripts

1.1. My job is temporary only/casual only

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=4, JOB TEMPORARY OR CASUAL)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce.

(At the end of the survey you said that <OnlineRefDetail>. I understand, many graduates are in a similar position.)

We speak to supervisors every year, they really enjoy having the opportunity to provide feedback on the general skills and attributes that are important to employers, and it is important that a wide range of graduates are represented in the research.

We can send the invitation by email and the survey is completely voluntary, it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

1.2. My supervisor is busy and does not have enough time

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=5, SUPERVISOR BUSY)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

(At the end of the survey you said <OnlineRefDetail>). We speak to employers every year and like to make it as convenient as possible for your supervisor to participate.

This survey is much quicker than the one you completed, it only takes 7 minutes. We can send them an email to do the survey online. If it's a busy time of year, the survey will remain open for the next few months. We can also offer appointments for a telephone interview. (The survey is completely voluntary, and the email invitation will include an unsubscribe link).

Can you provide the best contact details for your work supervisor?

1.3. My job is not related to the study I did

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=10, JOB NOT RELATED TO STUDY)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

(At the end of the survey you said <OnlineRefDetail>. Many graduates we speak with are in a similar situation, working short- or long-term in a role unrelated to their study. We'd still like to get your supervisor's feedback as it is important that a wide range of graduates are represented in the research.)

Their feedback can help improve the understanding of employment pathways <E306CTXT> graduates take, and whether these pathways are changing over time.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

1.4. I have privacy concerns

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=12, PRIVACY CONCERN)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

At the end of the survey you said <OnlineRefDetail>. May I ask if you had any specific concerns?

(USE IF NECESSARY)

- The Employer Satisfaction Survey is completely confidential.
- The Social Research Centre complies with the Privacy Act and the Australian Privacy Principles.
- No direct identifying information (such as name or phone number) forms part of the final data.
- Only aggregated data will be reported publicly.
- A unique identifying number is retained to ensure supervisors are only contacted again as appropriate.
- Our full privacy policy is available at www.srcentre.com.au/ess
- If you like we can send you a brochure – it includes key information about the research that can be shared with your supervisor.

We've found employers really enjoy having the opportunity to provide feedback. (It's much quicker than the survey you completed). The survey takes 7 minutes and is voluntary. If your supervisor does not want to participate, the email invitation includes an unsubscribe link.

Can you provide the best contact details for your work supervisor?

1.5. I have not been in my job long enough

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=13, NOT IN JOB LONG ENOUGH)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

You said in the survey <OnlineRefDetail>. We'd like to invite your supervisor to participate as it is important that a wide range of graduates are represented in the research, and employers really enjoy having the opportunity to provide feedback.

We can send the invitation by email and the survey is completely voluntary, it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

1.6. Supervisor not working / Business closed due to COVID-19

*(DISPLAY IF SUPAUTHREF=1 AND ONLINEREFREASON=14, BUSINESS CLOSED DUE TO COVID-19)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

You said in the survey <OnlineRefDetail>. We understand that the COVID-19 situation is still ongoing and many businesses have been impacted. We'd still like to invite your supervisor so they have an opportunity to participate, as their feedback is valuable to the Department of Education, Skills and Employment.

We can send the invitation by email and the survey is completely voluntary, it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

1.7. Survey invitation pack follow up

*(DISPLAY IF SUPAUTHREF=2 OR 3, SUPAUTH PACK SENT)
(INFO PACK SENT: <AUTHCOUNT> times. LAST SENT: <AUTHDATE>)

*(DISPLAY IF SUPAUTHREF=2, GRADUATE IN ESSX/BRIDGE SUPAUTH WORKFLOW)

(INTERVIEWER NOTE: Try collect supervisor details, AVOID resending info pack)

(REFUSAL REASON: That <OnlineRefDetail>.)

I'm calling to follow up on the Graduate Outcomes Survey you recently participated in, thanks for doing the survey.

The next important part of the research is speaking with employers as part of the Employer Satisfaction Survey. We are contacting supervisors of graduates, to get their opinion on the extent to which <E306CTXT> is preparing graduates for the workforce and the types of skills and attributes that are important to employers.

(We emailed you an information pack that could be shared with your supervisor, have you had a chance to discuss the survey with them?)

We've found employers really enjoy having the opportunity to provide feedback on the skills and attributes that are important for <E306CTXT> graduates to have when entering the workforce.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

*(DISPLAY IF SUPAUTHREF= 3, GRADUATE WAS SENT SUPAUTH PACK FROM REFCON)

(INTERVIEWER NOTE: Try collect supervisor details, AVOID resending info pack)

(REFUSAL REASON: That <OnlineRefDetail>.)

Thanks for taking part in the Graduate Outcomes Survey. I'm calling to follow-up regarding the Employer Satisfaction Survey.

We emailed you an information pack that could be shared with your supervisor, have you had a chance to discuss the survey with them?

We've found employers really enjoy having the opportunity to provide feedback on the skills and attributes that are important for <E306CTXT> graduates to have when entering the workforce.

We'd like to send an email inviting your supervisor to participate online, the survey is completely voluntary, and it only takes 7 minutes. (It's much quicker than the survey you completed).

Can you provide the best contact details for your work supervisor?

2. ESS boost

Thank you for completing the Graduate Outcomes Survey, we're calling as we have tried contacting your work supervisor as part of the Employer Satisfaction Survey. Unfortunately, we have been unable to get in touch with them and would like to confirm we have the right details.

Do you have a moment to confirm the contact details you provided previously?

*(DISPLAY IF BOOSTTYPE=NON-CONTACT) IF NECESSARY: We have sent a few emails over the past month and it doesn't look like they have been received. Could I just confirm these details are correct?

IF NECESSARY: The Employer Satisfaction Survey measures how well <E306CTXT> has prepared graduates for the workforce and gives employers an opportunity to provide feedback that will contribute to the ongoing improvement of higher education. The survey only takes 7 minutes and we are only calling as we still need to hear from more employers.

Appendix 6 Survey invitations and reminders

2021 Employer Satisfaction Survey (ESS) May

Email plan: Invitation and reminder text

Please note that the content and schedule of the email plan presented here may be required to change subject to stakeholder changes, methodological learnings and operational requirements.

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1.1 INVITATION

SUBJECT:
Employer Satisfaction Survey – Invitation to complete

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

*(DISPLAY IF SUPAUTH=1)
Thank you for registering your interest in the Employer Satisfaction Survey. The Australian Government Department of Education, Skills and Employment would like to hear your thoughts on how well %%E306CTXT**their institution%% prepared %%Gradname%% for the workforce.

*(DISPLAY IF SUPAUTH=0)
The Australian Government Department of Education, Skills and Employment would like to hear your thoughts on how well higher education is equipping graduates for the workforce through the Employer Satisfaction Survey. %%Gradname%% provided your contact details after completing the Graduate Outcomes Survey so we could invite you to participate.

*(DISPLAY IF SUPAUTH=0)
The Australian Government Department of Education, Skills and Employment would like to hear your thoughts on how well optometry courses are equipping graduates for the workforce through the Employer Satisfaction Survey. %%Gradname%% provided your contact details after completing the Graduate Outcomes Survey so we could invite you to participate.

*(ALL)
The Employer Satisfaction Survey provides the only national measure of the extent to which higher education institutions in Australia are meeting employer needs. It should take approximately 7 minutes to complete and your responses will be kept confidential.

To start the survey, please click the button below:

START SURVEY NOW (%%srvylink%%)

The Employer Satisfaction Survey is part of the Quality Indicators for Learning and Teaching (QILT). By taking part, your insights will benefit employers through enhancements to Australian higher education policy and curricula. Further information is available in this brochure (HYPERLINK - https://www.qilt.edu.au/docs/default-source/ess/employer-satisfaction-survey-brochure.pdf).

Your responses will be aggregated with other employers' opinions and reported on the QILT website. **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the research findings.**

Your responses will be aggregated with other employers' opinions and reported on the QILT website. **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the overall research findings.**

Your ideas and opinions are important. Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

Conducted by:

Funded by:

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1.2 REMINDER 1

SUBJECT:
Employer Satisfaction Survey – Your feedback is valuable

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

We recently invited you to provide feedback about how well higher education is equipping graduates for the workforce through the Employer Satisfaction Survey. Don't forget to let us know what you have to say about how well %%E306CTXT**their institution%% prepared %%Gradname%% for the workforce.

As a thank you for participating in the survey you can elect to receive a summary of the research findings once the study is complete. By contributing your views and providing information about the quality of education provided at Australian institutions, you can help the Australian Government improve higher education and benefit other graduates and employers in the future.

It should only take around 7 minutes to complete and your responses will be kept confidential.

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

The Employer Satisfaction Survey is the only source of national data on employer satisfaction with higher education. More information about this research is available in this brochure (HYPERLINK - https://www.qilt.edu.au/docs/default-source/ess/employer-satisfaction-survey-brochure.pdf).

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

Conducted by:

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1.3 REMINDER 2

SUBJECT:
Employer Satisfaction Survey - Help improve higher education

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

Don't miss your chance to provide feedback on how well higher education is equipping graduates for the workforce through the Employer Satisfaction Survey. Your experience as a supervisor of %%Gradname%% is valuable to the Australian Government Department of Education, Skills and Employment.

It should only take around 7 minutes to complete and your responses will be kept confidential.

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

The information you provide will contribute to positive changes in Australian higher education by providing valuable data about graduates' generic skills, technical skills and work readiness. As a thank you for participating in the survey you can elect to receive a summary of the research findings.

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

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1.4 REMINDER 3

ESS
Employer Satisfaction Survey

SUBJECT:
Employer Satisfaction Survey – Department of Education still wants to hear from you

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

We still need to hear from more employers about how well higher education is preparing graduates for the workforce through the Employer Satisfaction Survey. By contributing your views you can help the Australian Government improve higher education and benefit employers in the future. We are interested in your feedback as a supervisor of %%Gradname%%.

It should only take around 7 minutes to complete and your responses will be kept confidential.

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

The Employer Satisfaction Survey is the first national survey that directly links the experiences of graduates to the views of their direct supervisors. More information about this research is available in this brochure (HYPERLINK - https://www.qilt.edu.au/docs/default-source/ess/employer-satisfaction-survey-brochure.pdf). **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the research findings.**

Your ideas and opinions are important - if you do not wish to participate, please unsubscribe using the link at the bottom of the email. Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

QILT
Quality Indicators for Learning and Teaching

Conducted by:
Social Research Centre

Funded by:
Australian Government
Department of Education, Skills and Employment

Privacy | FAQs | Official site

1.5 REMINDER 4

SUBJECT:
Employer Satisfaction Survey - It's not too late to give feedback

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

We know we've sent several emails and understand that you may be busy. The reason for the emails is that it's important the Australian Government hear from more employers of recent graduates in the Employer Satisfaction Survey.

As the supervisor of %%Gradname%%, you have a unique perspective on how well %%E306CTXT%% has prepared them for the workforce. The research findings will be used to better understand and improve the work preparedness of Australian higher education graduates.

We'd appreciate if you could spare 7 minutes to provide your feedback, all responses will be kept confidential.

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

Your ideas and opinions are important - but if you do not wish to participate for any reason, please unsubscribe using the link at the bottom of the email. Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

Conducted by:

Funded by:

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1.6 REMINDER 5

SUBJECT:
Employer Satisfaction Survey – Link for online completion

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

This is the very last email we will send you about the Employer Satisfaction Survey, as it closes this weekend. We appreciate that you are busy but it's important for the Australian Government to get feedback from as many supervisors as possible.

It only takes 7 minutes to have your say about how well %%Gradname%% was prepared for the workforce by %%E306CTXT**their institution%%.

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

We appreciate your business may have been impacted by COVID-19 restrictions. If you are affected, we understand if you are unable to complete the survey at this time.

The information you provide will contribute to positive changes in Australian higher education by providing valuable data about graduates' generic skills, technical skills and work readiness. You can read more about the research in this brochure (HYPERLINK - https://www.qilt.edu.au/docs/default-source/ess/employer-satisfaction-survey-brochure.pdf). Responses to common questions about the Employer Satisfaction Survey are available on our website (HYPERLINK - https://srcentre.com.au/our-research/employer-satisfaction-survey).

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

Conducted by:

Funded by:

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1.7 CATI follow-up for online completion

SUBJECT:
Employer Satisfaction Survey – Link for online completion

BODY:
*(ALL)
Dear %%supname**Supervisor%%,

We recently spoke to you on the phone about completing the Employer Satisfaction Survey for the Australian Government Department of Education, Skills and Employment. Thank you for agreeing to take part. It should take approximately 7 minutes to complete and your responses will be kept confidential.

To start the survey, please click the button below:

START SURVEY NOW (%%srvylink%%)

The Employer Satisfaction Survey is the only source of national data on employer satisfaction with higher education – you can read more about the research in this brochure (HYPERLINK - https://www.qilt.edu.au/docs/default-source/ess/employer-satisfaction-survey-brochure.pdf). By contributing your views and providing information about the quality of education provided at Australian institutions, you can help the Australian Government improve higher education and benefit other graduates and employers in the future. **As a thank you for participating in the survey you also have a chance to elect to receive a summary of the research findings.**

Thank you in advance for your time and feedback.

Graham Challice
Executive Director
The Social Research Centre

Trouble accessing the survey? Try copying and pasting the URL below into your browser.
%%srvylink%%

Conducted by:

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Appendix 7 Small screen optimisation

Small screen optimisation

This appendix outlines key design decisions relating to the presentation of the online survey for the 2021 ESS and the QILT suite of surveys more broadly. Online survey presentation was informed by the literature and accessibility guidelines.

Small screen optimisation principles

Some of the device effects associated with completing online surveys via small screen devices, as reported in Callegaro et al. (2015), include longer questionnaire completion times, but quicker response times, higher break off rates, shorter answers to open ended questions, increased primacy effects and increased use of responses that appear on the screen without the need for vertical or horizontal scrolling. Small screen optimisation is the term used to try and mitigate some of these potential device effects. For the QILT suite of surveys, the Social Research Centre had sought to ensure that the surveys were optimised for small screen devices. Based on Callegaro, et al., (2015), the Social Research Centre adopted a set of basic guidelines for designing online surveys for completion on small screen devices. These included:

- Keeping the subject, content and survey link short in the email invitation, as long subject lines will create multiple lines of text requiring the respondent to scroll.
- Removing or reducing all non-essential, non-question content in question pages as these take longer to load. Information such as the Social Research Centre's privacy statement, and survey frequently asked questions, were made available as links at the bottom of email invitations and reminders and were not presented on screen by default.
- Minimising the use of grid / table format for questions as tables require respondents to zoom and scroll horizontally just to read the text. The current iteration of the survey had all grid statements presented as a set of items on small screen devices, so respondents only had to scroll vertically and were not required to zoom or scroll horizontally.
- Optimising the size and orientation of the navigation (Previous and Next) and Save buttons for small screen devices. The small screen layout stacked the buttons vertically at the bottom of the screen, with the Next button in the highest position, the Previous button in the middle and the Save button in the lowest position. The size of the navigation and Save buttons were also increased to assist with selection and reduce the need for scrolling.
- Drag and drop format questions (as often used for ranking) may not work well on a small screen device and are best avoided. There were no drag and drop format questions in the 2021 ESS questionnaire, but this is a consideration for the future.
- Consider splitting long bipolar scales into two questions, first the two main options (satisfied or dissatisfied) and then the level within each option (e.g. extremely, very, somewhat), particularly for scales with 7 or more points (this was not applied to items used for the QILT suite of surveys indicators to date).
- Continuing to avoid videos and large pictures wherever possible as they can be problematic and take a long time to load.

Optimisation within the ESS

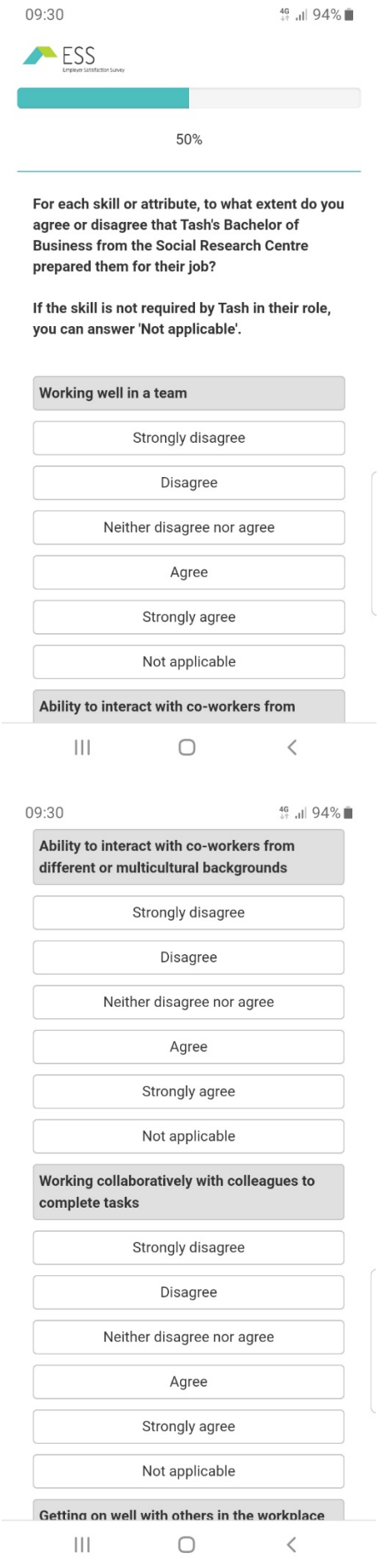
Small screen users were classified using a JavaScript function that returned details from the respondent's browser, including browser name and version, device type and operating system and version. Small screen device optimisation was also triggered where screen width was less than 768 pixels, regardless of device type.

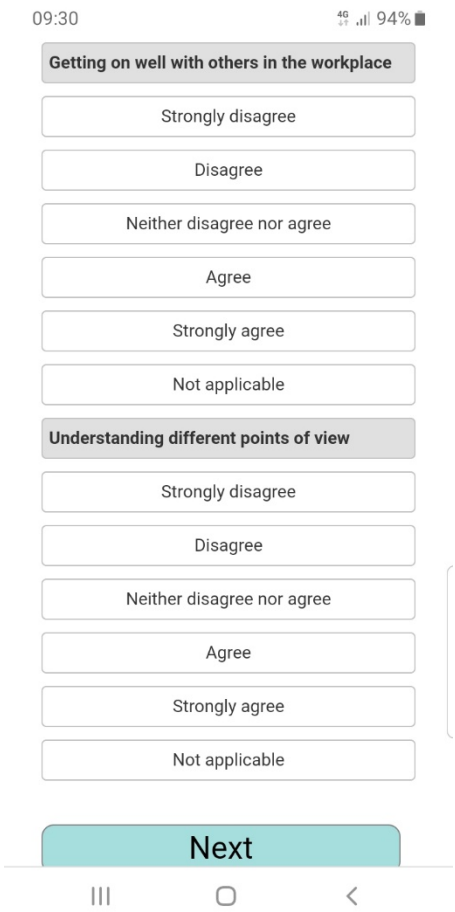
Several elements of the online survey were changed for small screen users. The size of pictures (such as the ESS logo) were scaled for optimal display on small screens and grid items were optimised to ensure response options on the right-hand side of the grid do not fall off-screen, leading to response error. The size and orientation of the navigation (Previous and Next) and Save buttons was also changed for small screen devices. The small screen layout stacks the buttons vertically at the bottom of the screen, with the Next button in the highest position, the Previous button in the middle and the Save button in the lowest position. The size of the navigation and Save buttons is also increased in the small screen view.

Font types and sizes were customised for small screen display and there were subtle differences in the user interface between touchscreen and non-touch enabled devices. For touchscreen devices proportionally larger buttons were used to reduce margin of error for selecting a response option, with the software being able to determine which response option was intended to be selected where a user had touched near, but not perfectly on the response option.

Grid (also known as table or matrix) items were reconfigured to display over multiple screens (navigated by vertical scrolling) on a small screen device. See Figure 1 and Figure 2 (on the next page) for comparison of small screen and desktop grid item display.

Figure 1 Grid item display on small screen device




09:30
94%
Getting on well with others in the workplace
Strongly disagree
Disagree
Neither disagree nor agree
Agree
Strongly agree
Not applicable
Understanding different points of view
Strongly disagree
Disagree
Neither disagree nor agree
Agree
Strongly agree
Not applicable
Next

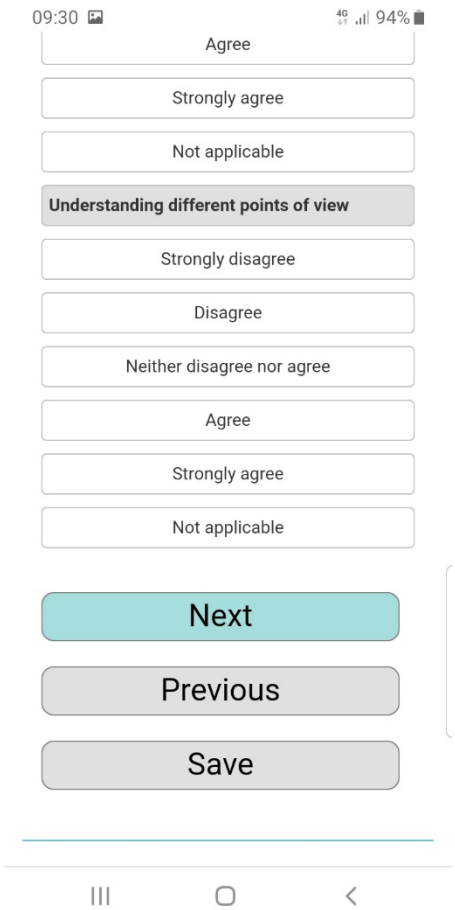
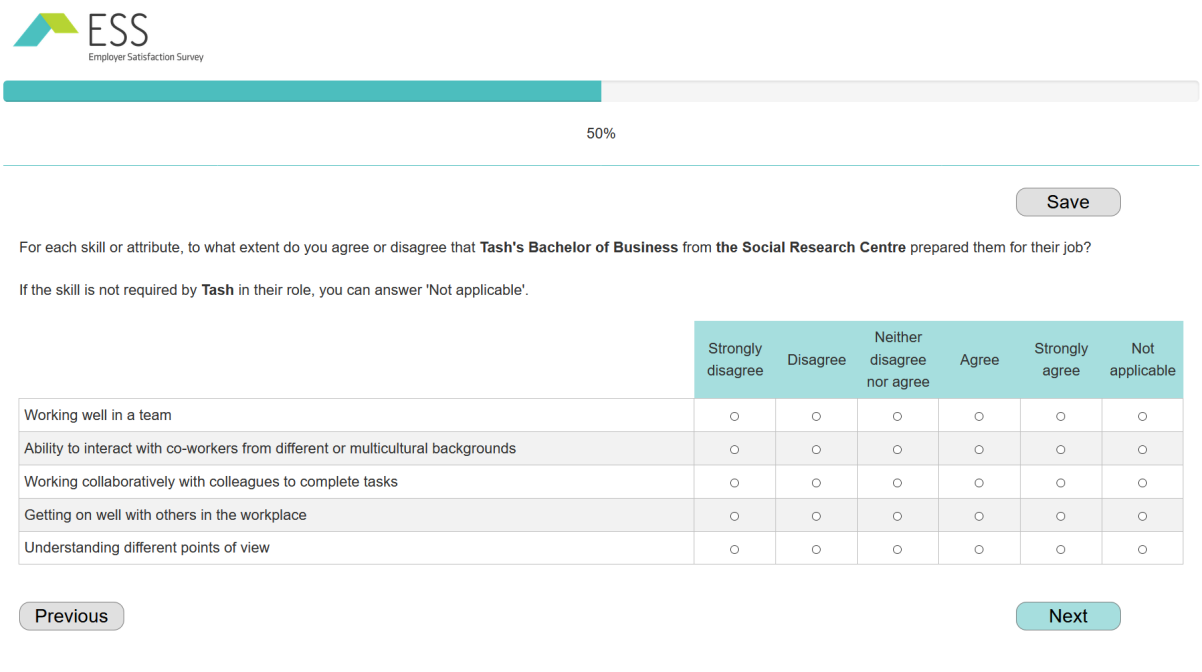

09:30
94%
Agree
Strongly agree
Not applicable
Understanding different points of view
Strongly disagree
Disagree
Neither disagree nor agree
Agree
Strongly agree
Not applicable
Next
Previous
Save

Figure 2 Grid item display on desktop device



References

Callegaro, M., Manfreda, K. L., & Vehovar, V. (2015). *Web survey methodology*. Los Angeles: SAGE.

Appendix 8 Core questionnaire

2021 Employer Satisfaction Survey (ESS) mixed mode questionnaire

SAMPLE VARIABLES

Questionnaire Variable name	Brief description	Detailed description (if applicable)	Key use points
ESSID	Employer ID	SRC assigned ID	To identify supervisor in sample
GOSID	Graduate ID	SRC assigned ID in GOS sample	To match back to graduate
E403	Graduate's first name	Sourced from GOS sample	Throughout survey
E402	Graduate's last name	Sourced from GOS sample	Module A
E306CTXT	Graduate's institution	Sourced from GOS sample	Throughout survey
E308	Graduate's qualification	Sourced from GOS output FinalCourseA/FinalCourseB	Throughout survey
supemail	Supervisor email address	As provided by graduate	Module F
qualnum_s	Graduate's number of qualifications	n = 1 or 2	Module B
ApproachType	Approach type	Email = Email follow-up CATI = CATI initial approach	CATI introduction
partialcomp	'Status'	0 = not started 1 = started	CATI introduction
supname	Supervisor's name	Full sup name	CATI introduction
TransferDate	Date of transfer to web	Date of transfer to web	INTRO2
SUPAUTH	Supervisor authentication flag	0 = graduate provided supervisor details 1 = supervisor self registered details	INTRO

GENERAL PROGRAMMING NOTES

- Text if 'SAVE is pressed should read 'Thanks for your time so far. You can come back to complete your survey at any time.'
- Only QS1 and C5 to be mandatory, all other questions are optional.
- All questions past QS1 should have 'Item skipped' (99) for CATI
- Respondent facts: Monitoring and recording allowed

*SRC LOGO AND ESS LOGO
*(TIMESTAMP)

*PROGRAMMER NOTE: SURVEY CLOSE DATE IS 16/08/2021

*(AFTER SURVEY IS CLOSED)

The Employer Satisfaction Survey (ESS) is now closed. If you have any queries please contact the Social Research Centre on 1800 055 818 (if in Australia) or + 61 3 8354 3635 (if overseas) or ess@srcentre.com.au.

For more information about the ESS you can also visit our website at https://www.qilt.edu.au/surveys/employer-satisfaction-survey-(ess).

ONLINE INTRODUCTION

*(ONLINE)
INTRO Thank you for agreeing to take part in the Employer Satisfaction Survey, part of the Quality Indicators for Learning and Teaching suite of surveys. This is an important survey conducted by the Social Research Centre on behalf of The Australian Government Department of Education, Skills and Employment. The information gathered from you will contribute to positive changes in Australian higher education by providing valuable data about graduates' general ability, technical skills and work readiness.

While we understand current employment situations may be different due to the COVID-19 situation, please answer all items as accurately as possible.

Most people take approximately 7 minutes to complete all the questions.

If you need to take a break, you can press the 'SAVE' button and close your browser. You can come back to the survey at any time and continue from where you stopped.

Please **do not** use the browser BACK button to go back to a previous question.

Please press the 'Next' button below to continue

CATI INTRODUCTION

*PROGRAMMER NOTE: ONLY ASK CATI INTRODUCTION MODULE IF CATI

*(CATI)
WELCOME SCREEN

Good afternoon/evening my name is <NAME> and I'm calling on behalf of The Australian Government Department of Education, Skills and Employment from the Social Research Centre.

May I please speak to <SUPNAME>?

INTERVIEWER NOTE: If supervisor name is missing or <SUPNAME> is unknown, please ask: May I please speak to the supervisor of <E403> <E402>?

*(TRANSFERDATE=BLANK, DO NOT KNOW IF THERE HAS BEEN PREVIOUS PHONE CORRESPONDENCE)
INTRO

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <NAME> and I'm calling on behalf of The Australian Government Department of Education, Skills and Employment from The Social Research Centre.

*(DISPLAY IF APPROACHTYPE=CATI AND SUPAUTH=1) I'm calling regarding the Employer Satisfaction Survey, thank you for registering your interest.

*(DISPLAY IF APPROACHTYPE=CATI AND SUPAUTH=0) The reason for the call is we're looking to speak with you about how well you feel higher education is preparing graduates for the workforce. Earlier in the year <E403> <E402> provided us feedback on how well their training at <E306CTXT> prepared them for their job and nominated you as their supervisor in the workplace.

*(DISPLAY IF APPROACHTYPE=EMAIL) I'm calling to follow up on an email that we recently sent you inviting you to participate in a short online survey about how well higher education is equipping graduates for the workforce.

*(DISPLAY IF PARTIALCOMP=0) We're looking to get feedback on how well <E306CTXT> contributed to <E403> <E402>'s general ability, technical skills and work

readiness. The information you provide will contribute to positive changes in Australian higher education so we really do appreciate your participation.

The survey takes 10 minutes, participation in this study is voluntary and you can stop at any time. Do you have time now to complete the survey?

(IF NEEDED:) All information will be used for research purposes only, will remain completely confidential and it will not identify you in any way.

(IF NECESSARY:) Your telephone number was provided to us under strict privacy provisions by <E403> <E402> and will be used only for this research. Information about our privacy policy can be found at www.srcentre.com.au/ESS

1. Continue
2. Wants to complete online
3. Household refusal
4. Respondent refusal
5. Language difficulty
6. Contact details are for graduate

*(TRANSFERDATE=NOT BLANK, KNOW DATE OF PREVIOUS CALL)
INTRO2

RE-INTRODUCE IF NECESSARY: Good afternoon/evening my name is <NAME> and I'm calling on behalf of <E306CTXT> and The Australian Government Department of Education, Skills and Employment from The Social Research Centre.

We spoke to you on <TransferDate> and you said you would like to complete the survey online yourself. It doesn't look like it's been completed yet so we were calling back to see if you'd like to finish it off over the phone?

Participation in this study is voluntary and you can stop the interview at any time. Do you have time now to complete the survey?

(IF NEEDED:) All information will be used for research purposes only, will remain completely confidential and it will not identify you in any way.

(IF NECESSARY:) Your telephone number was provided to us under strict privacy provisions by <E403> <E402> and will be used only for this research. Information about our privacy policy can be found at www.srcentre.com.au/ESS

1. Continue *PROGRAMMER NOTE: CLEAR TRANSFERDATE IN SAMPLE
2. Wants email again
3. Household refusal
4. Respondent refusal
5. Language difficulty
6. Contact details are for graduate

*(INTRO=2 OR INTRO2=2, EMPLOYERS WHO WANT TO COMPLETE THE SURVEY ONLINE)
EM1 I can send you an email with the link to the survey. Can I please confirm your email address?

Email address: <email1>

1. Email address shown is correct
2. Email address: (Please specify)

*(INTRO=2 OR INTRO2=2, EMPLOYERS WHO WANT TO COMPLETE THE SURVEY ONLINE)
SUPNAME And may I confirm your name?

1. <verbatim text box> *PROGRAMMER NOTE FILL WITH SUPERVISOR NAME IF AVAILABLE

*PROGRAMMER NOTE: SHOW TERM1 AND FLAG AS TRANSFER_TO_WEB

*(INTRO OR INTRO2=5, EMPLOYERS WHO ARE HAVING LANGUAGE DIFFICULITIES)
LOTE RECORD LANGUAGE

1. Cantonese
2. Mandarin
3. Vietnamese
4. Italian
5. Greek
6. Arabic
7. Lebanese
8. Turkish
9. Other language (Please specify)
10. Language not identified

*PROGRAMMER NOTE: IF INTRO OR INTRO2=6 FLAG RECORD AS CONTACTEDGRAD=1

*(INTRO OR INTRO2=6, CONTACT DETAILS ARE FOR GRADUATE)
GRAD1 We are looking to speak with work supervisors of recent graduates as part of the Employer Satisfaction Survey. Like the GOS, the Employer Satisfaction Survey is part of the Quality Indicators for Learning and Teaching (QILT) – the first set of national surveys that speak to both graduates and employers about higher education. This is an opportunity for your supervisor to talk about their perceptions of your institution and your course – it is not an assessment of you. Without your supervisor's input, results from this survey will be less helpful.

Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally. The survey only takes around 7 minutes, participation is voluntary, and your supervisor is free to withdraw at any time

Can you provide the best contact details for your supervisor?

1. I can provide their contact work details *(GO TO SUPNAME)
2. Wants further information (GO TO INFO)
3. I do not wish to provide my supervisor's details (GO TO TERM2) *PROGRAMMER NOTE: SHOW *(AVOID) FOR CATI

*(GRAD1=2, WANTS FURTHER INFORMATION)
INFO PROVIDE RELEVANT INFORMATION BELOW AS NEEDED TO AVERT REFUSAL

- We are keen to hear from your supervisor about how well your course prepares graduates for the workforce. We know that supervisors really appreciate the opportunity to have a say about higher education
- Even if you are not yet in your career job, there is still value in your supervisor taking part as it covers work preparedness generally
- The survey is not an assessment of you, but an assessment of how well your institution and course prepares graduates for the workforce
- All information you provide is confidential, and will only be used for purposes directly related to this research
- For more information about the ESS (such as why the survey is important, the types of questions that will be asked and how the results will be reported), you can visit the following website: www.qilt.edu.au/ess

*PROGRAMMER NOTE: ADD COUNTER FOR CLICKS ON WEBSITE LINK ABOVE

Can you provide the best contact details for your supervisor now?

1. Yes
2. Respondent refusal (GO TO TERM2)

*(GRAD1=1, WANTS TO PROVIDE DETAILS)
SUPNAME Can you please tell me the name of your current work supervisor?

1. Enter supervisor name <verbatim text box>

*(GRAD1=1, WANTS TO PROVIDE DETAILS)
SUPEMX What is your supervisor's email address?

1. Enter email <verbatim text box> *PROGRAMMER NOTE: Kickbox validation required
2. Supervisor does not have email/ Don't want to provide

*(GRAD1=1, WANTS TO PROVIDE DETAILS)
SUPPHX What is your supervisor's phone number?

INTERVIEWER NOTE:
Please include state code if domestic landline
Please include 0011 if international

1. Enter phone number <verbatim text box>
2. Supervisor does not have phone number / Don't want to provide

*PROGRAMMER NOTE: CHECK SUPEMX AND SUPPHX NUMBER PROVIDED DO NOT MATCH RESPONDENT SAMPLE INFORMATION. ENABLE VALIDATION CHECKS ON PHONE NUMBER FIELD BUT ALLOW 1300 AND 1800 NUMBERS THROUGH

*PROGRAMMER NOTE: IF SUPREFAV=1 AND SUPEMX=2 AND SUPPHX=2 AFTER SECOND LOOP SEND TO TERM2 AND CODE AS RESPONDENT REFUSAL

*(SUPEMX=2 AND SUPPHX=2, DID NOT PROVIDE EMAIL OR PHONE NUMBER)
SUPREFAV To contact your supervisor we need to collect a valid email address or phone number. Would you be willing to provide either your supervisor's email address or phone number?

1. Yes *PROGRAMMER NOTE: LOOP BACK TO SUPEMX
2. No (GO TO TERM2)

(SUPPHX=1 AND SUPPHX=04, PROVIDED MOBILE NUMBER)
SUPSTAT And, so we know the best time to call, what state are they in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT
9. (Refused)

*(GRAD1=1, WANTS TO PROVIDE DETAILS)
CLOSE

Thank you for providing these details, it plays a significant role in enhancing Australian higher education. All information you have provided will remain confidential and only be used for research purposes. If you would like further information, I can give you the details of a website if you like:

https://www.qilt.edu.au/about-this-site/employer-satisfaction

Just in case you missed it, my name is <…> from the Social Research Centre and this research is being conducted on behalf of The Australian Government Department of Education, Skills and Employment.

*PROGRAMMER NOTE: COLLECTED DETAILS NEED TO BE FED INTO THE ESS MAIN JOB – CAN BYPASS MANUAL REVIEW. APPOINT RECORD AS PER ESSX JOB.

*(INTRO=1 OR INTRO2=1, CONTINUING WITH SURVEY)
MOB

INTERVIEWER CHECK: ARE YOU CALLING A MOBILE?

1. Yes
2. No

*(MOB=1, EMPLOYER ON MOBILE)
SAFE May I just check whether it is safe for you to take this call at the moment?

1. Safe to take call
2. Not safe to take call (MAKE APPOINTMENT) (GO BACK TO INTRO)

*(ALL)
MON This call may be monitored or recorded for quality assurance purposes. Is that okay?

1. Yes
2. No

*(TIMESTAMP)

MODULE A: SCREENING AND CONFIRMATION

*(ALL)
QS1/esuper First, we have a few questions about your role and **<E403> <E402>**'s role, so we can understand your relationship to **<E403>**.

Just to check, do you currently supervise **<E403>**?

By supervisor, we mean a person who has the authority to direct someone to do certain tasks and who has a good idea of the work that the person does in their job.

*PROGRAMMER NOTE: MANDATORY

1. Yes
2. No, but I used to be their supervisor
3. No, I have never been their supervisor (GO TO TERM)

*(QS1=1 OR 2, IS CURRENTLY OR USED TO SUPERVISE GRADUATE IN QS1)
QS2/esuplong And how long *(IF QS1/esuper=1: <have you been>/ IF QS1/esuper=2: <were you>)**<E403>'s** supervisor?

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Less than 1 month
2. At least 1 month but less than 3 months

3. At least 3 months but less than 1 year
4. 1 year or more

*(ALL)
QS3/eknwinst Before today, were you aware that **<E403>** completed a qualification from **<E306CTXT>**?

1. Yes
2. No

*(ALL)
QS4/eknwqual And, before today, were you aware that the qualification **<E403>** completed was a **<E308>**?

1. Yes
2. No

*(ALL)
QS5/egrdocc What is **<E403>**'s occupation in your business? *(DISPLAY IF CATI) **Please type at least 3 letters.**

<verbatim text box>

*(ALL)
QS6/egdduty What are the main tasks that they usually perform in their job?

<verbatim text box> *PROGRAMMER NOTE: LIMIT ENTRY BOX SIZE TO 3 LINES

*(ALL)
QS7/eempocc What is your occupation in your business? *(DISPLAY IF CATI) **Please type at least 3 letters.**

<verbatim text box>

*(ALL)
QS8/eempduty What are the main tasks that you usually perform in this job?

<verbatim text box> *PROGRAMMER NOTE: LIMIT ENTRY BOX SIZE TO 3 LINES

*(TIMESTAMP)

MODULE B: OVERALL GRADUATE PREPARATION

*(ALL)
QSPREOP The next set of questions asks about the skills and attributes you think are important for recent graduates to have when coming into your organisation.

Please answer them in relation to the job currently performed by **<E403>**.

*(QUALNUM_S=2, STUDENTS WITH DOUBLE DEGREES)
QSPREOP1We understand that **<E403>** graduated from **<E306CTXT>** with a **<E308>**. Please answer the following questions based on both qualifications in general.

*(ALL)
QOP1/eformreq Is a **<E308>** or similar qualification a formal requirement for **<E403>** to do their job?

1. Yes
2. No

*(ALL)
QOP2/equalimp To what extent is it important for **<E403>** to have a **<E308>** or similar qualification to be able to do the job well?

Is it…

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Not at all important
2. Not that important
3. Fairly important
4. Important
5. Very important

*(ALL)
QOP3/ecrsprep Overall, how well did **<E403>'s <E308>** prepare him/her for their job?

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Not at all
2. Not well
3. Well
4. Very well
5. Don't know / Unsure

*(ALL)
QOP4/ebstprep What are the **MAIN** ways that **<E306CTXT>** prepared **<E403>** for employment?

<verbatim text box>

1. Don't know / Unsure

*(ALL)
QOP5/eimpprep And what are the **MAIN** ways that **<E306CTXT>** could have **better prepared <E403>** for employment?

<verbatim text box>

1. Don't know / Unsure

*(ALL)
QS11/ehire Based on your experience with **<E403>**, how likely are you to consider hiring another **<E308>** graduate from **<E306CTXT>,** if you had a relevant vacancy?

Would you say…

*(IF CATI): INTERVIEWER NOTE: *Please attempt to avert item level refusal*

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'

1. Very unlikely to consider
2. Unlikely to consider
3. Neither unlikely nor likely to consider
4. Likely to consider
5. Very likely to consider
6. Don't know / Unsure

*(TIMESTAMP)

MODULE C: GRADUATE ATTRIBUTES SCALE (GAS-E)

*(ALL)
GAS_Info The following questions ask about specific skills and attributes that may be important for employees to have in your organisation.

*(ALL)
GAS For each skill or attribute, to what extent do you agree or disagree that **<E403>'s <E308>** from **<E306CTXT>** prepared them for their job?

If the skill is not required by **<E403>** in their role, you can answer 'Not applicable'.

*PROGRAMMER NOTE: IF CATI DISPLAY 'READ OUT'
*PROGRAMMER NOTE: RANDOMISE DISPLAY OF STATEMENTS WITHIN GROUPS

(STATEMENTS)

Foundation skills

egfound Oral communication skills
egfound2 Written communication skills
egfound3 Working with numbers
egfound Ability to develop relevant knowledge
egfound5 Ability to develop relevant skills
egfound6 Ability to solve problems
egfound7 Ability to integrate knowledge
egfound8 Ability to think independently about problems

Adaptive skills and attributes

egadapt1 Broad background knowledge
egadapt2 Ability to develop innovative ideas
egadapt3 Ability to identify new opportunities
egadapt4 Ability to adapt knowledge to different contexts
egadapt5 Ability to apply skills in different contexts
egadapt6 Capacity to work independently

Teamwork and interpersonal skills

egcollb1 Working well in a team
egcollb2 Getting on well with others in the workplace
egcollb3 Working collaboratively with colleagues to complete tasks
egcollb4 Understanding different points of view
egcollb5 Ability to interact with co-workers from different or multicultural backgrounds

Technical and professional skills

egtech1 Applying professional knowledge to job tasks
egtech2 Using technology effectively
egtech3 Applying technical skills in the workplace
egtech4 Maintaining professional standards
egtech5 Observing ethical standards
egtech6 Using research skills to gather evidence

Employability and enterprise skills

egemply1 Ability to work under pressure
egemply2 Capacity to be flexible in the workplace
egemply3 Ability to meet deadlines
egemply4 Understanding the nature of your business or organisation
egemply5 Demonstrating leadership skills
egemply6 Demonstrating management skills

egemply7 Taking responsibility for personal professional development
egemply8 Demonstrating initiative in the workplace

(RESPONSE FRAME)

1. Strongly disagree
2. Disagree
3. Neither disagree nor agree
4. Agree
5. Strongly agree
9. Not applicable

*(TIMESTAMP)

MODULE E: ADDITIONAL ITEMS

*(TIMESTAMP)

MODULE F: CLOSE

*(ALL)
CQ Thank you for your assistance with this survey. We would like to provide some feedback to participants about the outcomes of the study. We anticipate finishing the study in mid-2021.

*(ALL)
C3 Would you like to be notified when the national data is released on the Quality Indicators for Learning and Teaching (QILT) website? We will also provide a one page summary of the outcomes of the study.

1. Yes
2. No

*(ALL)
C4 Would you like your organisation to be acknowledged on the QILT website for supporting this important research?

1. Yes
2. No

*(TIMESTAMP)

*(IF C1=1 OR C3=1 OR C4=1, EMPLOYERS WHO WOULD LIKE TO BE CONTACTED REGARDING RESEARCH SUMMARIES OR WISH TO BE ACKNOWLEDGED ON THE QILT WEBSITE)
C2 Can we confirm the best email address to contact you on?

*PROGRAMMER NOTE: IF ONLINE

1. *(DISPLAY IF SUPEMAIL≠BLANK) My email address is <supemail>
2. *(DISPLAY IF SUPEMAIL≠BLANK) The best email address to contact me on is: <verbatim text box>
3. *(DISPLAY IF SUPEMAIL=BLANK) My email address is: <verbatim text box>

*PROGRAMMER NOTE: IF CATI
*PROGRAMMER NOTE: DISPLAY IF SUPEMAIL≠BLANK <SUPEMAIL>

1. *(DISPLAY IF SUPEMAIL≠BLANK) Above email correct

2. *(DISPLAY IF SUPEMAIL=BLANK) My email address is: <verbatim text box>

*(C4=1, EMPLOYERS WHO WANT TO BE ACKNOWLEDGED ON THE QILT WEBSITE)
C5 So that we can properly acknowledge your business on the QILT website, can you please confirm your business name as you would like it to appear on the site?

*PROGRAMMER NOTE: MANDATORY

My business name is:

<verbatim text box>

*(CATI ONLY)
INT

DO NOT ASK: INTERVIEWER PLEASE RECORD
Was the interview conducted on a domestic number or international number?

1. Domestic number
2. International number

*(ALL)
END

*(IF ONLINE): Thank you for your time today and support in ensuring that graduates are well equipped to meet the needs of organisations like yours. If you would like further information about the ESS, including previous years' results you can go to www.qilt.edu.au/ess

*(IF CATI): Thank you for your feedback, which will remain confidential. It plays a significant role in enhancing Australian higher education. If you would like further information, I can give you the details of some websites:

www.qilt.edu.au/ess
www.gos.edu.au

Just in case you missed it, my name is <NAME> from the Social Research Centre and this survey is being conducted on behalf of The Australian Government Department of Education, Skills and Employment.

*PROGRAMMER NOTE: FOR ONLINE, SUBMIT BUTTON LINKS TO:
http://www.qilt.edu.au/ess

*(TIMESTAMP)

*(QS1=3, NEVER BEEN SUPERVISOR)
TERM

*(IF ONLINE): Thank you for your willingness to complete the Employer Satisfaction Survey. You have indicated that you are not the supervisor of <E403>. If you incorrectly selected this option or your workplace still wishes to take part with another supervisory person please call The Social Research Centre's helpdesk on 1800 023 040. You can also email us at ess@srcentre.com.au.

*(IF CATI) Thank you for your willingness to complete the Employer Satisfaction Survey. Unfortunately, that's all we need from you as we can only speak to the supervisor of <E403>.

*(TIMESTAMP)

*(INTRO OR INTRO2 = 3 OR 4, HOUSEHOLD OR RESPONDENT REFUSAL)
RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment/just hung up
2. Too busy
3. Not interested
4. Don't think the job the graduate is doing is related to the course
5. Don't feel they are in a position to assess the university
6. Too personal/intrusive
7. Don't like subject matter
8. Don't believe surveys are confidential/privacy concerns
9. Don't trust surveys/government
10. Never do surveys
11. Survey is too long
12. Get too many calls for surveys / telemarketing
13. Silent number
14. Other (Please specify)

*(REFUSED)
RR2 RECORD RE-CONTACT TYPE

1. Definitely don't call back
2. Possible conversion

*(EM1=1 OR 2)
TERM1 Thank you so much for being willing to take part in the survey, you will receive the survey via email in the next hour or so. Your feedback plays a significant role in enhancing Australian higher education.

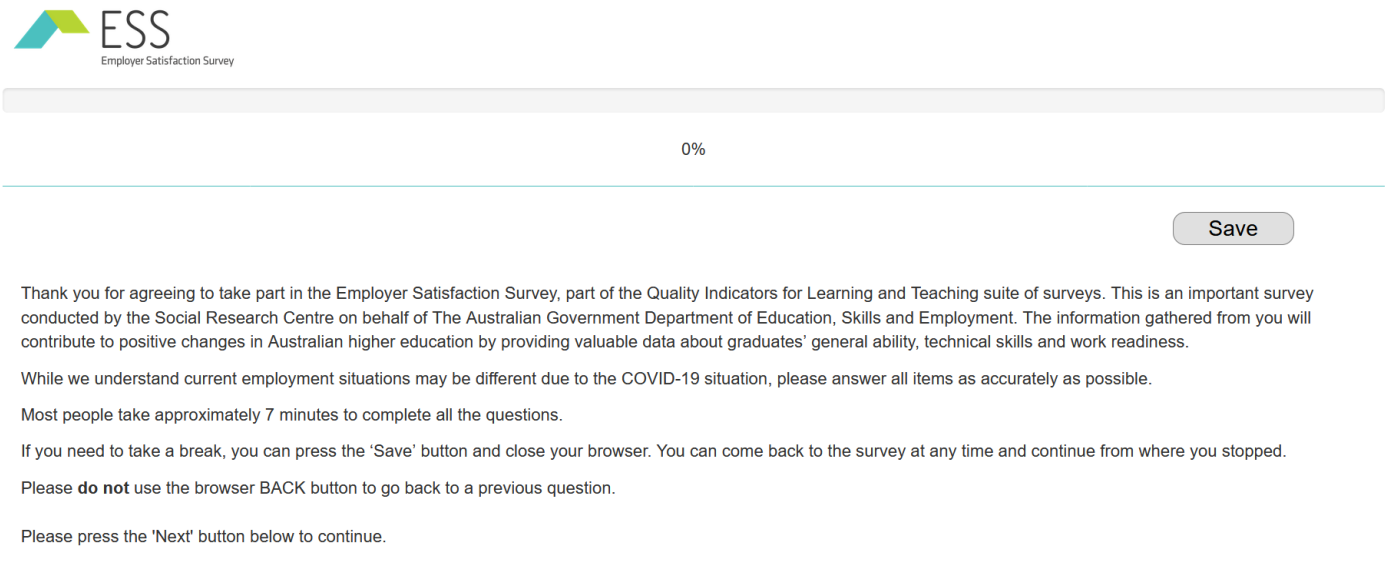
*(ALL LOTE)
TERM2 No worries, thanks very much for your help anyway.

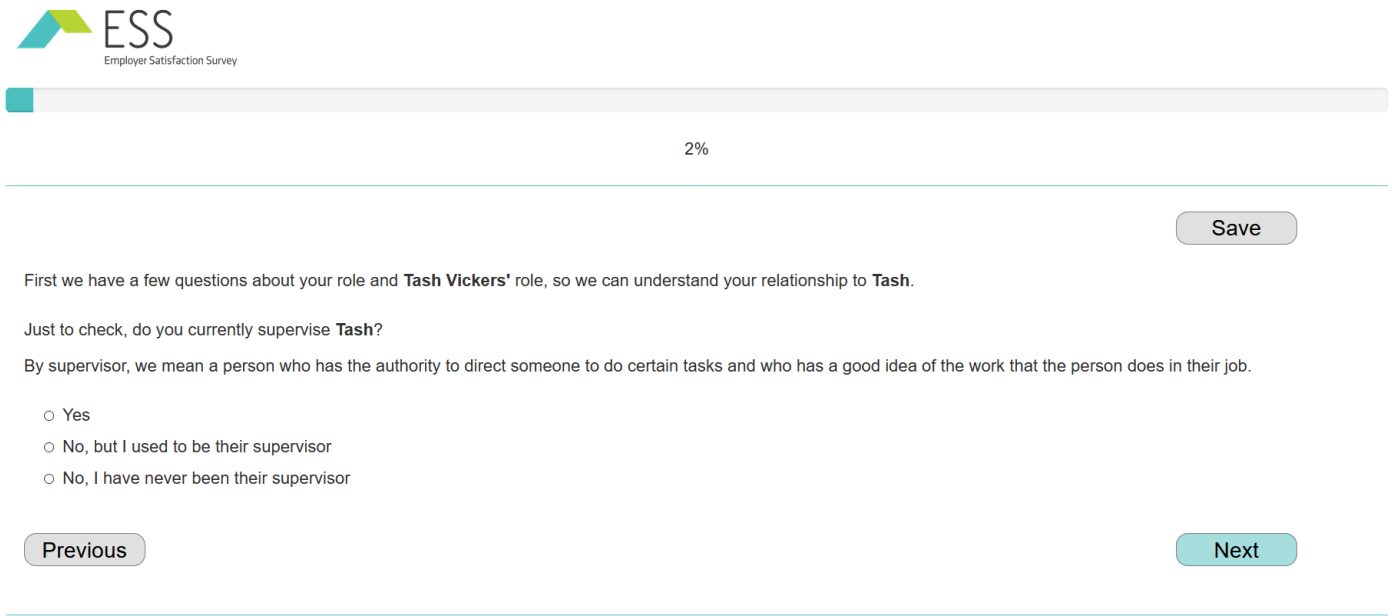
*(ALLTERM)

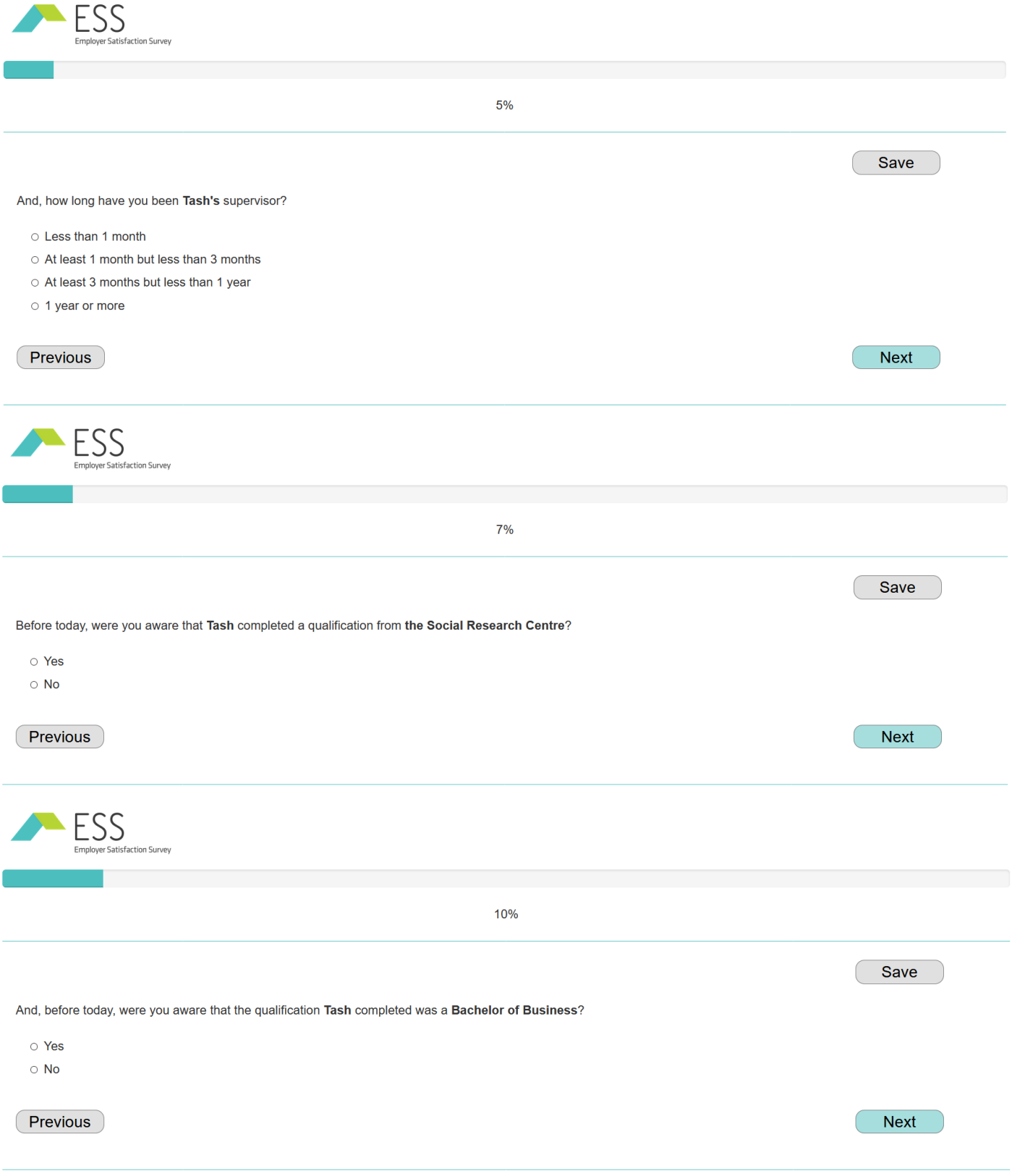
		Detailed outcome	**Summary outcome**
1	SUBMIT	Completed interview	Interview
2	INTRO OR INTRO2=3	Household refusal	Refusal
3	INTRO OR INTRO2=4	Respondent refusal	Refusal
4	INTRO OR INTRO2=5	Language difficulty	Other contacts
5	EM=1 OR 2	Agreed to complete online	Other contacts
6	QS1=3	Never supervised graduate	Screen outs
7	QET	Terminated midway	Refusal
8	GRAD1=3 OR INFO=2 OR SUPREFAV=2	Graduate refused to provide Sup details	Refusal

Appendix 9 Questionnaire screen shots

2021 Employer Satisfaction Survey (ESS) questionnaire screen shots






ESS
Employer Satisfaction Survey
5%
Save
And, how long have you been **Tash's** supervisor?
Less than 1 month
At least 1 month but less than 3 months
At least 3 months but less than 1 year
1 year or more
Previous
Next
ESS
Employer Satisfaction Survey
7%
Save
Before today, were you aware that **Tash** completed a qualification from **the Social Research Centre**?
Yes
No
Previous
Next
ESS
Employer Satisfaction Survey
10%
Save
And, before today, were you aware that the qualification **Tash** completed was a **Bachelor of Business**?
Yes
No
Previous
Next

12%

Save

What is **Tash's**'s occupation in your business?

Previous Next

15%

Save

What are the main tasks that they usually perform in their job?

Previous Next

17%

Save

What is your occupation in your business?

Previous Next

20%

Save

What are the main tasks that you usually perform in this job?

Previous

Next

22%

Save

The next set of questions asks about the skills and attributes you think are important for recent graduates to have when coming into your organisation.

Please answer them in relation to the job currently performed by **Tash**.

Previous

Next

27%

Save

Is a **Bachelor of Business** or similar qualification a formal requirement for **Tash** to do their job?

- ○ Yes
- ○ No

Previous

Next

ESS
Employer Satisfaction Survey

30%

Save

To what extent is it important for **Tash** to have a **Bachelor of Business** or similar qualification to be able to do the job well?

Is it...

- ○ Not at all important
- ○ Not that important
- ○ Fairly important
- ○ Important
- ○ Very important

Previous Next

ESS
Employer Satisfaction Survey

32%

Save

Overall, how well did **Tash's Bachelor of Business** prepare him/her for their job?

- ○ Not at all
- ○ Not well
- ○ Well
- ○ Very well
- ○ Don't know / Unsure

Previous Next

ESS
Employer Satisfaction Survey

35%

Save

What are the **MAIN** ways that **the Social Research Centre** prepared **Tash** for employment?

- ☐ Don't know / Unsure

Previous Next

ESS
Employer Satisfaction Survey

37%

Save

And what are the **MAIN** ways that **the Social Research Centre** could have **better prepared Tash** for employment?

☐ Don't know / Unsure

Previous Next

ESS
Employer Satisfaction Survey

40%

Save

Based on your experience with **Tash**, how likely are you to consider hiring another **Bachelor of Business** graduate from **the Social Research Centre**, if you had a relevant vacancy?

Would you say...

- ○ Very unlikely to consider
- ○ Unlikely to consider
- ○ Neither unlikely nor likely to consider
- ○ Likely to consider
- ○ Very likely to consider
- ○ Don't know / Unsure

Previous Next

ESS
Employer Satisfaction Survey

42%

Save

The following questions ask about specific skills and attributes that may be important for employees to have in your organisation.

Previous Next

ESS
Employer Satisfaction Survey

45%

Save

For each skill or attribute, to what extent do you agree or disagree that **Tash's Bachelor of Business** from **the Social Research Centre** prepared them for their job?

If the skill is not required by **Tash** in their role, you can answer 'Not applicable'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Not applicable
Oral communication skills	○	○	○	○	○	○
Ability to think independently about problems	○	○	○	○	○	○
Ability to solve problems	○	○	○	○	○	○
Ability to develop relevant knowledge	○	○	○	○	○	○
Ability to develop relevant skills	○	○	○	○	○	○
Working with numbers	○	○	○	○	○	○
Written communication skills	○	○	○	○	○	○
Ability to integrate knowledge	○	○	○	○	○	○

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Next

ESS
Employer Satisfaction Survey

47%

Save

For each skill or attribute, to what extent do you agree or disagree that **Tash's Bachelor of Business** from **the Social Research Centre** prepared them for their job?

If the skill is not required by **Tash** in their role, you can answer 'Not applicable'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Not applicable
Ability to apply skills in different contexts	○	○	○	○	○	○
Ability to adapt knowledge to different contexts	○	○	○	○	○	○
Capacity to work independently	○	○	○	○	○	○
Broad background knowledge	○	○	○	○	○	○
Ability to develop innovative ideas	○	○	○	○	○	○
Ability to identify new opportunities	○	○	○	○	○	○

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Next

ESS
Employer Satisfaction Survey

50%

Save

For each skill or attribute, to what extent do you agree or disagree that **Tash's Bachelor of Business** from **the Social Research Centre** prepared them for their job?

If the skill is not required by **Tash** in their role, you can answer 'Not applicable'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Not applicable
Working well in a team	○	○	○	○	○	○
Ability to interact with co-workers from different or multicultural backgrounds	○	○	○	○	○	○
Working collaboratively with colleagues to complete tasks	○	○	○	○	○	○
Getting on well with others in the workplace	○	○	○	○	○	○
Understanding different points of view	○	○	○	○	○	○

Previous

Next

ESS
Employer Satisfaction Survey

52%

Save

For each skill or attribute, to what extent do you agree or disagree that **Tash's Bachelor of Business** from **the Social Research Centre** prepared them for their job?

If the skill is not required by **Tash** in their role, you can answer 'Not applicable'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Not applicable
Observing ethical standards	○	○	○	○	○	○
Maintaining professional standards	○	○	○	○	○	○
Using research skills to gather evidence	○	○	○	○	○	○
Applying professional knowledge to job tasks	○	○	○	○	○	○
Using technology effectively	○	○	○	○	○	○
Applying technical skills in the workplace	○	○	○	○	○	○

Previous

Next

ESS
Employer Satisfaction Survey

55%

Save

For each skill or attribute, to what extent do you agree or disagree that **Tash's Bachelor of Business** from **the Social Research Centre** prepared them for their job?

If the skill is not required by **Tash** in their role, you can answer 'Not applicable'.

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Not applicable
Ability to work under pressure	○	○	○	○	○	○
Demonstrating initiative in the workplace	○	○	○	○	○	○
Demonstrating management skills	○	○	○	○	○	○
Understanding the nature of your business or organisation	○	○	○	○	○	○
Demonstrating leadership skills	○	○	○	○	○	○
Ability to meet deadlines	○	○	○	○	○	○
Capacity to be flexible in the workplace	○	○	○	○	○	○
Taking responsibility for personal professional development	○	○	○	○	○	○

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ESS
Employer Satisfaction Survey

67%

Save

Thank you for your assistance with this survey. We would like to provide some feedback to participants about the outcomes of the study. We anticipate finishing the study in mid-2021.

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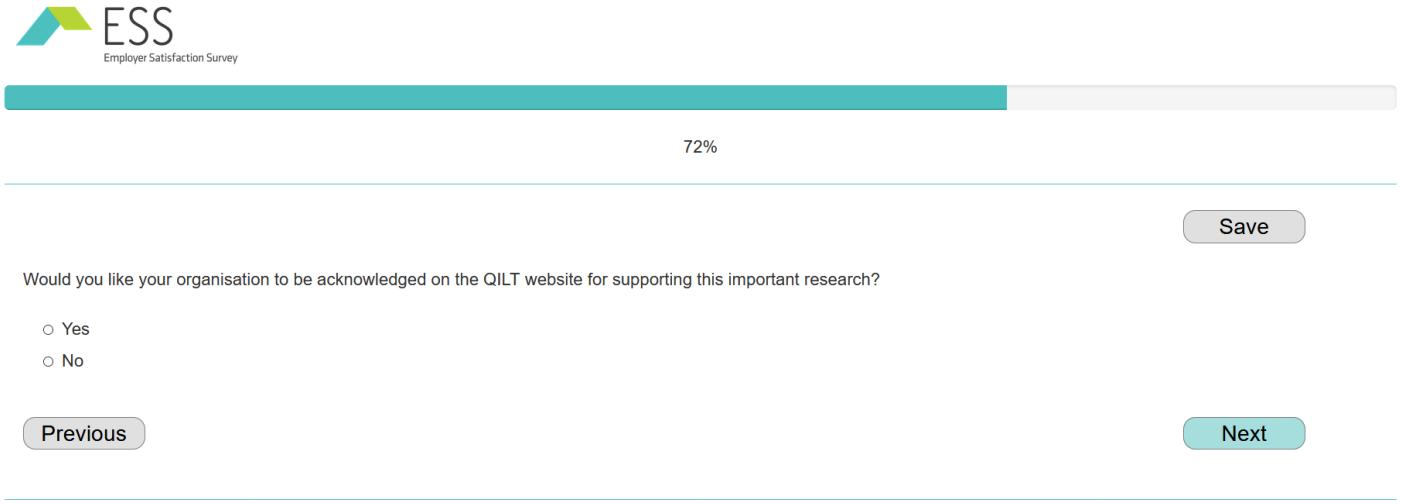
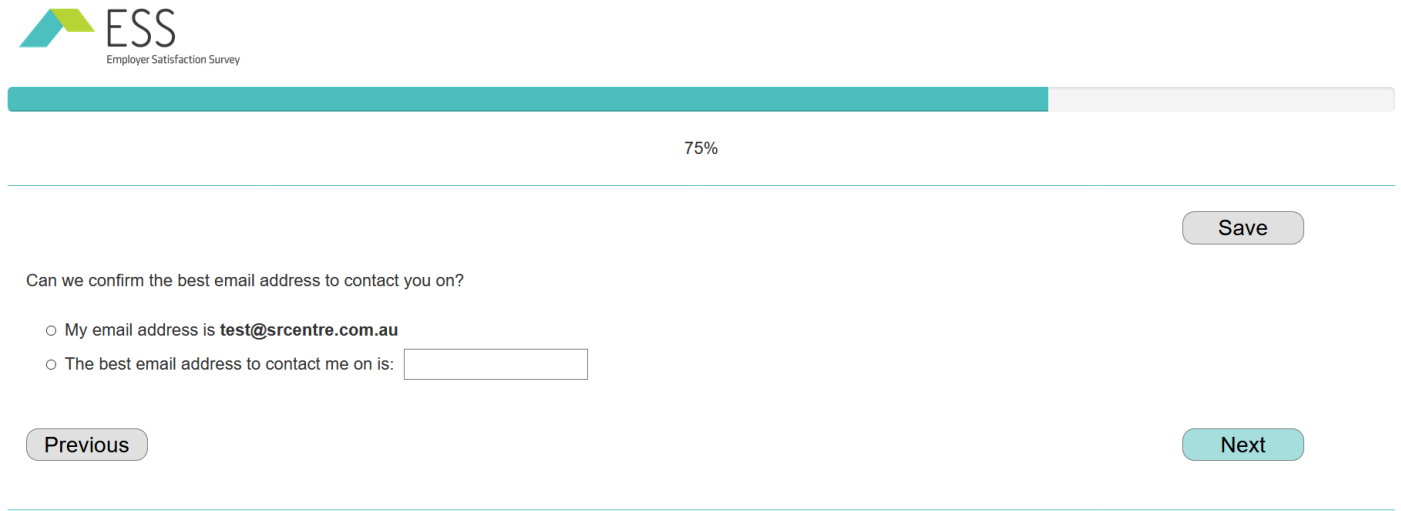
Next

ESS
Employer Satisfaction Survey
70%
Save
Would you like to be notified when the national data is released on the Quality Indicators for Learning and Teaching (QILT) website? We will also provide a one page summary of the outcomes of the study.
Yes
No
Previous
Next


ESS
Employer Satisfaction Survey
72%
Save
Would you like your organisation to be acknowledged on the QILT website for supporting this important research?
Yes
No
Previous
Next


ESS
Employer Satisfaction Survey
75%
Save
Can we confirm the best email address to contact you on?
My email address is test@srcentre.com.au
The best email address to contact me on is:
Previous
Next

ESS
Employer Satisfaction Survey

77%

Save

So that we can properly acknowledge your business on the QILT website, can you please confirm your business name as you would like it to appear on the site?

My businesses name is:

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ESS
Employer Satisfaction Survey

100%

Thank you for your time today and support in ensuring that graduates are well equipped to meet the needs of organisations like yours. If you would like further information about the ESS, including previous years' results you can go to https://www.qilt.edu.au/about-this-site/employer-satisfaction

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