

2023 Employer Satisfaction Survey

Methodological Report – Accessible

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Social
Research
Centre

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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 2023 Employer Satisfaction Survey (ESS, 'the survey'), conducted on behalf of the Australian Government Department of Education ('the department') by the Social Research Centre. This report is organised into the following sections:

- Section 1 introduces the survey 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. For a more detailed history of the ESS, refer to the 2016 ESS Methodological Report.

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 Graduate Outcomes Survey (GOS).

The first collection round for the 2023 ESS took place in November 2022, the second in February 2023 and the third in May 2023.

The sample was drawn from graduates who responded to the 2023 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, fielded primarily via online collection, with interviewing via Computer Assisted Telephone Interviewing (CATI) as a secondary mode.

Supervisors were invited to participate online (via email, SMS) 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 2,992 surveys were completed by 2,776 supervisors of graduates from 42 Australian universities and 216 supervisors of graduates from 52 NUHEIs.

Refer to Table 1 for a summary of the key project statistics.

Table 1 Key project statistics

	November 2022	February 2023	May 2023	Total
Total supervisors approached (n)	2,095	738	4,243	7,076
Out of scope supervisors ¹ (n)	121	46	262	429
In-scope supervisors (n)	1,974	692	3,981	6,647
Completed surveys (n)	903	341	1,748	2,992
Overall response rate ² (%)	45.7	49.3	43.9	45.0

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 exclude 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 2023 ESS.

Table 2 Key project milestones

	November 2022	February 2023	May 2023
Establishment			
Questionnaire development	21-Sep-22 to 30-Sep-22	-	-
Sample			
Ongoing collection of contact details	25-Oct-22 to 15-Mar-23	31-Jan-23 to 13-May-23	2-May-23 to 11-Aug-23
Fieldwork			
Start online fieldwork	2-Nov-22	-	-
Fieldwork closes ¹	-	-	28-Aug-23
Reporting			
Draft data and documentation to the department	-	-	27-Oct-23
Final data and documentation to the department	-	-	17-Nov-23
Data files and Tableau report to institutions	-	-	17-Nov-23

¹ For employed graduates who completed the GOS in the November or February rounds, the supervisor could be enumerated up until 28 August 2023.

2. Sample build

2.1. Target population

The in-scope population for the 2023 ESS comprised supervisors of employed graduates who completed the 2023 GOS. Refer to the 2023 GOS Methodological Report for a complete description of the GOS target population.

2.2. Institutional participation

In 2021, department funding of QILT participation was extended to non-Higher Education Support Act (HESA) institutions. Non-HESA institutions continued to be able to participate free of charge in the 2023 ESS collection cycle.

Intent to participate in the 2023 ESS was assumed for all institutions that chose to participate in the 2023 GOS. In total, graduates of 126 higher education institutions, including 42 universities and 84 NUHEIs, were in-scope to provide contact details for supervisors to participate in the 2023 ESS.

Of these institutions, supervisors of graduates from 42 universities and 66 NUHEIs were included in the 2023 ESS sample.

In all, supervisors responded with data for 42 universities and 52 NUHEIs. As such, the number of participating institutions in the 2023 ESS was lower than those reported as participating the 2023 GOS.

Supervisors of graduates from five non-HESA approved providers participated in the ESS, these institutions 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 survey 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.

A summary of contact details collected from each sample workflow is provided below in Table 3. Due to low levels of agreement at the ESS bridging module, a range of additional sample workflows were implemented to maximise the size of the 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.

Table 3 Contact details collected by sampling workflow

Sample build workflow	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total contact details collected	2,095	100.0	738	100.0	4,243	100.0	7,076	100.0
ESS bridging module	512	24.4	192	26.0	841	19.8	1,545	21.8
Survey invitation pack	70	3.3	34	4.6	144	3.4	248	3.5
Refusal conversion	1,513	72.2	512	69.4	2,870	67.6	4,895	69.2
GOS partial completers ¹	-	-	-	-	388	9.1	388	5.5

Operational efficiency in the sample build was a priority for the 2023 ESS (refer to the 2022 ESS Methodological Report). As recommended following the 2022 ESS, the refusal conversion workflow continued to expand with a greater

¹ Follow up of GOS partial completers was conducted during the May collection period only.

allocation of resources, while scaling back of the less efficient CATI follow up workflows (i.e., ESS bridging module non-response follow up, GOS partials) due to historically low performance.

Over two-thirds (69.2 per cent) of all contact details were collected via the refusal conversion workflow. This was followed by the ESS bridging module (21.8 per cent) and GOS partial completers (5.5 per cent). These were supplemented by the survey invitation pack workflow (3.5 per cent). Sample workflows other than the ESS bridging module accounted for nearly four-fifths (78.2 per cent) of contact details collected, reinforcing the necessity of the additional sample build workflows.

Overcoming the difficulties in collecting supervisor contact details from graduates at the end of the GOS remains an issue of note for future collections, and resource allocation between additional workflows should be reviewed (see Section 8).

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.
- 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 a continued effort to try overcoming recent years' response issues at the ESS bridging module, the ESS bridging module script was customised and targeted 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 and CATI follow up scripts are provided in Appendix 2.

A summary of the graduate response to the request for contact details within the ESS bridging module is shown in Table 4. Only a small number of graduates indicated they would provide contact details (3.2 per cent). Results varied between rounds, with February having the highest level of agreement (4.1 per cent) and May the lowest (2.9 per cent). The level of graduate agreement was consistent with 2022 (3.1 per cent). Improving the level of agreement at the ESS bridging module remains a key consideration for the future of the ESS (see Section 8).

Table 4 Graduate response to the ESS bridging module

Response to the ESS bridging module	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total graduates shown ESS bridging module	21,801	-	6,012	-	46,653	-	74,466	-
No response	480	-	118	-	3,294	-	3,892	-
Total responses	21,321	100.0	5,894	100.0	43,359	100.0	70,574	100.0
I will provide their details	735	3.4	240	4.1	1,273	2.9	2,248	3.2
I want to speak with my supervisor before providing their details	1,809	8.5	570	9.7	3,259	7.5	5,638	8.0
I want more information about the Employer Satisfaction Survey	221	1.0	62	1.1	405	0.9	688	1.0
I do not wish to provide my supervisor's details	18,556	87.0	5,022	85.2	38,422	88.6	62,000	87.9

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 reasons for refusal were concern that the supervisor was too busy (30.4 per cent), followed by the graduates having privacy concerns (14.7) and the graduate's job not being related to the study they did (13.4 per cent). While referred to as a reason for refusal, graduates who responded as 'I do not have a direct supervisor' (11.2 per cent) were effectively out-of-scope for the ESS.

Table 5 Graduate reasons for refusal in the ESS bridging module

Graduate reason for refusal	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total refused	18,556	-	5,022	-	38,422	-	62,000	-
No response	724	-	150	-	1,765	-	2,639	-
Total responses	17,832	100.0	4,872	100.0	36,657	100.0	59,361	100.0
My supervisor is busy and does not have enough time	5,410	30.3	1,596	32.8	11,033	30.1	18,039	30.4
I have privacy concerns	2,722	15.3	748	15.4	5,278	14.4	8,748	14.7
My job is not related to the study I did	2,683	15.0	749	15.4	4,502	12.3	7,934	13.4
I have not been in my job long enough	1,867	10.5	499	10.2	4,766	13.0	7,132	12.0
I do not have a direct supervisor	1,719	9.6	453	9.3	4,467	12.2	6,639	11.2
My job is temporary only/casual only	1,623	9.1	348	7.1	3,130	8.5	5,101	8.6
I do not know the contact details of my supervisor	371	2.1	83	1.7	996	2.7	1,450	2.4
Other reasons	1,437	8.1	396	8.1	2,485	6.8	4,318	7.3

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 contact details 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.
- 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

All contact details collected were passed through a manual review process to ensure high data quality. Records could be accepted or rejected, with accepted records forming the ESS sample. The majority (99.5 per cent) of records were accepted, with a minority (less than one 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.
- 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 2023 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's name).
- Invalid email addresses due to erroneous domain names.

2.3.5. Type of contact details collected

Table 6 provides a summary of the type of valid contact details provided by graduates for the 2023 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 attempting to maximise response to the ESS.

The collection of both a supervisor email address and phone number was a continued 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 address and phone number in 2023 declined to 56.0 per cent from 62.9 per cent in 2022.

Table 6 Type of contact details collected

Type of contact details collected	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total valid contact details	2,095	100.0	738	100.0	4,243	100.0	7,076	100.0
Email only	720	34.4	268	36.3	1,822	42.9	2,810	39.7
Phone number only	60	2.9	13	1.8	232	5.5	305	4.3
Email and phone number	1,315	62.8	457	61.9	2,189	51.6	3,961	56.0

2.4. Additional sample workflows

To further build the ESS sample base and maximise response, several additional sample workflows were used to supplement the 2023 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).
- Did not provide a response at the ESS bridging module (see Section 2.4.2).
- Provided a refusal reason at the ESS bridging module that was suitable for a refusal conversion attempt (see Section 2.4.3).
- Were an employed graduate who had only partially completed the GOS and had not been approached for the ESS (see Section 2.4.4).
- Provided contact details that were unusable, or a repeat non-contact when approached through the ESS online workflow ('ESS boost', see Section 2.4.5).

Prior to the 2023 ESS fieldwork, the operational efficiency of each additional workflow was reviewed, and a decision was made for the November and February collections to increase refusal conversion follow up and to not follow up graduates who had only partially completed the GOS. This strategy was revised for the May collection, where follow up of GOS partial completers was resumed due to an overall smaller ESS sample base in 2023. Consideration should be given to reinstating the GOS partial completers workflow as standard for all collection periods in 2024 (see Section 8).

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 an alternative method of collecting contact details for graduates who 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 2.4.3).

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. In 2023, the proportion of supervisors who self-registered contact details after graduates were sent the survey invitation pack (4.8 per cent) increased from 2022 (3.4 per cent). This improvement may have been driven by increased priority for CATI follow up with graduates who had been sent the survey invitation pack, but whose supervisor had not yet registered for the ESS. Despite improvement, the

self-registration yield remains low. This low yield may be due to graduates not forwarding the invitation pack to supervisors. To improve the self-registration yield, additional follow up with graduates who request the survey invitation pack could be considered in future collections (see Section 8).

Table 7 Survey invitation pack outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Requested survey invitation pack	1,624	100.0	502	100.0	3,071	100.0	5,197	100.0
Supervisor self-registered valid contact details	70	4.3	144	28.7	34	1.1	248	4.8

2.4.2. 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 email only. 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.

Due to low operational efficiency in recent years, the CATI follow up workflow was not conducted for non-response to the ESS bridging module, as recommended following the 2022 ESS. If the graduate did not provide details after being sent reminder emails, and had a phone number available, no further contact was attempted.

Outcomes of the ESS bridging module non-response follow up are shown in Table 8. In total, very few graduates contacted via this workflow provided contact details (2.3 per cent). The operational efficiency of the online follow up component of this workflow should be reviewed against the CATI follow up workflows to determine whether a dual approach should be re-introduced as part of the 2024 ESS (see Section 8).

Table 8 ESS bridging module non-response follow up outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total graduates approached	258	100.0	82	100.0	516	100.0	856	100.0
Graduate provided valid contact details	5	1.9	2	2.4	13	2.5	20	2.3

2.4.3. Refusal conversion

To try and further increase the ESS sample base, a refusal conversion workflow was undertaken 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 four 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 not been in my job long enough.

Graduates who cited privacy concerns as their reason for refusal were not contacted. To reduce any potential burden placed on graduates, only graduates who consented to recontact after refusing were selected for the refusal conversion workflow. The consent to recontact scripts are provided at Appendix 2. To optimise operational productivity, refusal conversion follow up was prioritised towards the refusal reasons that were easiest to convert (e.g., 'I have not been in my job long enough').

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. As part of CATI follow up, up to four calls were placed to establish contact and attempt the refusal conversion.

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 2023 ESS. Outcomes from refusal conversion are listed in Table 9. The proportion of graduates that provided valid contact details was higher in February (19.2 per cent) than in November (16.1 per cent) and May (13.4 per cent). This may be due to seasonal operational challenges faced by the workflow in November, end of year holiday period, and in May, end of financial year and a shorter fieldwork period. As May is the largest sample period, and refusal conversion the most significant sample build workflow, the ESS sample build could be improved if the fieldwork period for the May round continues to be extended in future collections (see Section 8).

Table 9 Refusal conversion outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total graduates approached	9,398	100.0	2,672	100.0	21,460	100.0	33,530	100.0
Valid contact details collected from refusal conversion ¹	1,513	16.1	512	19.2	2,870	13.4	4,895	14.6

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.

2.4.4. 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 the GOS May round (see Section 2.4 for further details), 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 10 shows the proportion of valid contact details provided by graduates when contacted via the GOS partial completers workflow (3.8 per cent). This is a decrease from the yield achieved in 2022 (8.1 per cent), however the GOS partial completers were only contacted for the May collection. While the operational efficiency of this workflow should be reviewed ahead of the 2024 ESS fieldwork, implementation should remain standard for all collection periods as in previous years (see Section 8).

Table 10 GOS partial completers outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total graduates approached	-	-	-	-	78	100.0	78	100.0
Graduate provided valid contact details	-	-	-	-	3	3.8	3	3.8

2.4.5. 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.

Up to three phone calls were placed 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 11 displays the outcomes of the ESS boost workflow. In total, more graduates provided new contact details (24.9 per cent) than confirmed the original contact details (15.9 per cent), reinforcing the need for the ESS boost workflow. As in prior years, a lower proportion of graduates provided new contact details in the May round (12.1 per cent). This is likely due to the shorter fieldwork period in May (see Section 1.5) and could be taken into consideration when reviewing the fieldwork period for future years of the ESS (see Section 8).

Table 11 ESS boost outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total graduates approached	174	100.0	55	100.0	413	100.0	642	100.0
Confirmed original contact details	35	20.1	8	14.5	114	27.6	102	15.9
Provided new contact details	44	25.3	11	20.0	50	12.1	160	24.9

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 2023 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 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 2023 ESS collection cycle.

Newsletters were sent each month covering information related to key QILT survey milestones, acting as a regular point of contact with institution contacts who subscribed. Webinars were 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 2023 collection covered topics such as fieldwork milestones, challenges related to the ESS methodology, how institutions can support the ESS, and discussion of the 2023 ESS National Report results.

3.1.3. Ongoing dialogue with institutions

An open dialogue with survey managers was maintained throughout the 2023 ESS collection cycle to build rapport, offer support, discuss fieldwork performance, and better understand key issues that could impact the ESS.

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.

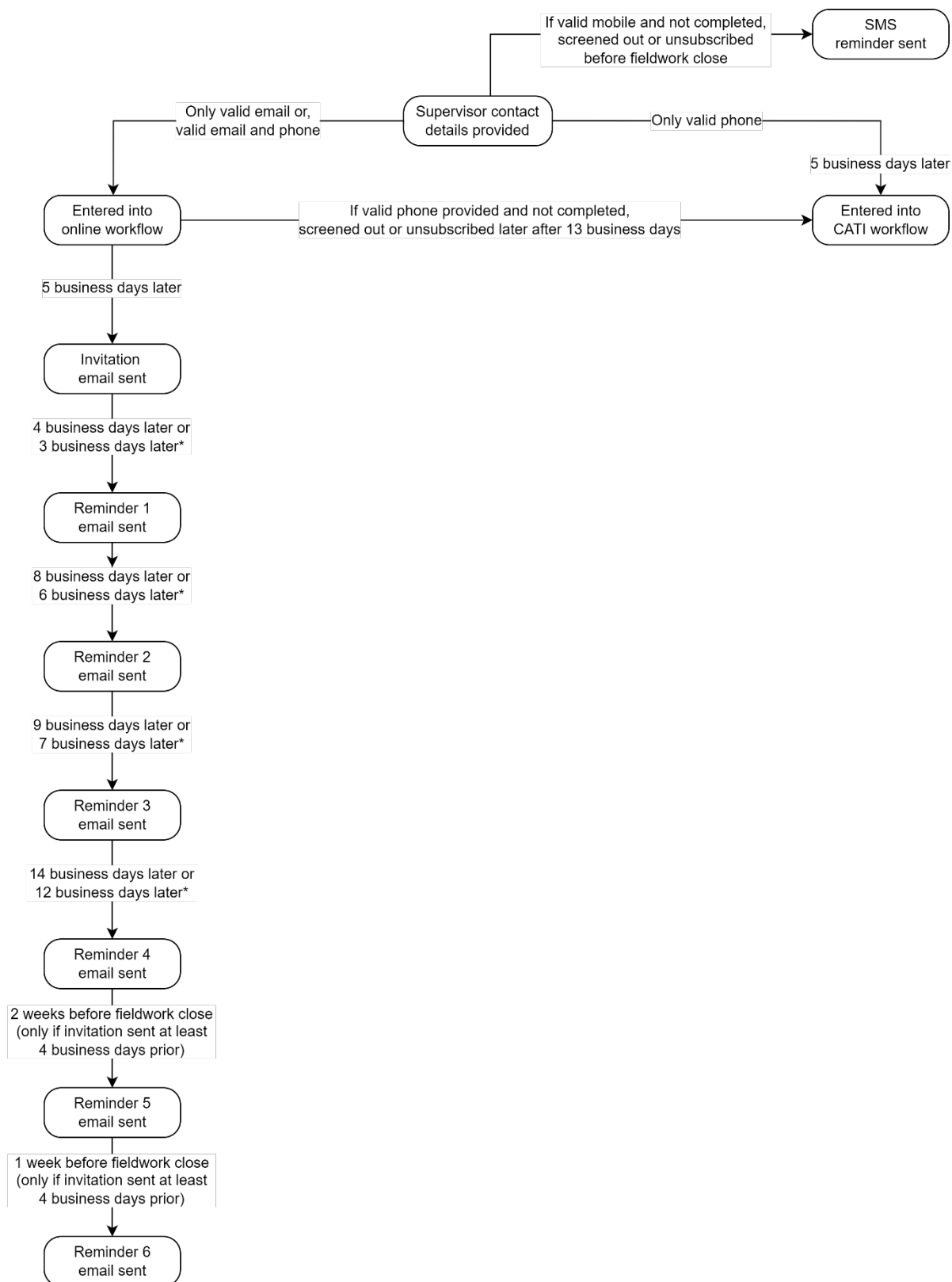
An ESS website (qilt.edu.au/ess) was also made available as resource for engaging with both graduates and supervisors. The website included a link to the ESS Brochure, provided access to the prior ESS results and reports, detailed participant privacy information and answers to a set of frequently asked questions relating to participation. Further development of the website could help facilitate improved engagement with graduates, supervisors, and industry in future years (refer to Section 8).

3.3. Contact protocol

Dual methodologies were utilised in the 2023 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 six reminders. This was the primary workflow on the basis that supervisors would prefer to receive information about the ESS in writing and have the opportunity to self-complete. Records with only a valid phone number (i.e., no email address), were entered into the CATI workflow. Of those with a valid phone number, mobile numbers were further followed up with an SMS reminder. 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 2023 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 last two months of standard fieldwork and then a two-week extension to further deploy contact with the remaining May supervisors.

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 thirteen days of the invitation email being sent.

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 (e.g., unsubscribed). 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.

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. These unique links allow completions to be definitively attributed to each individual email message and expanded mapping of email domains to email service providers, in order to address new email security measures impacting email open rate measurements (refer to 2023 GOS Methodological Report). 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. To minimise the risk of complaints due to engagement fatigue, emphasis was placed on the unsubscribe mechanism from Reminder 3 onward.

The message intent of each email communication is listed in Table 12.

Table 12 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 the Australian Government improve Australian higher education.
Reminder 3	Reminder that the Department of Education still needs your feedback.
Reminder 4	Acknowledgement that you may be busy. Importance of sharing your perspective as a supervisor.
Reminder 5	Call attention to the graduate and build urgency by noting that the survey is closing soon
Reminder 6	Final chance to complete, inform that this is the final email.

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.

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. The current email header design is due for review and alternatives such as a clean graphic header should be considered ahead of the 2024 ESS (see Section 8).

Figure 2 Example ESS survey invitation – desktop

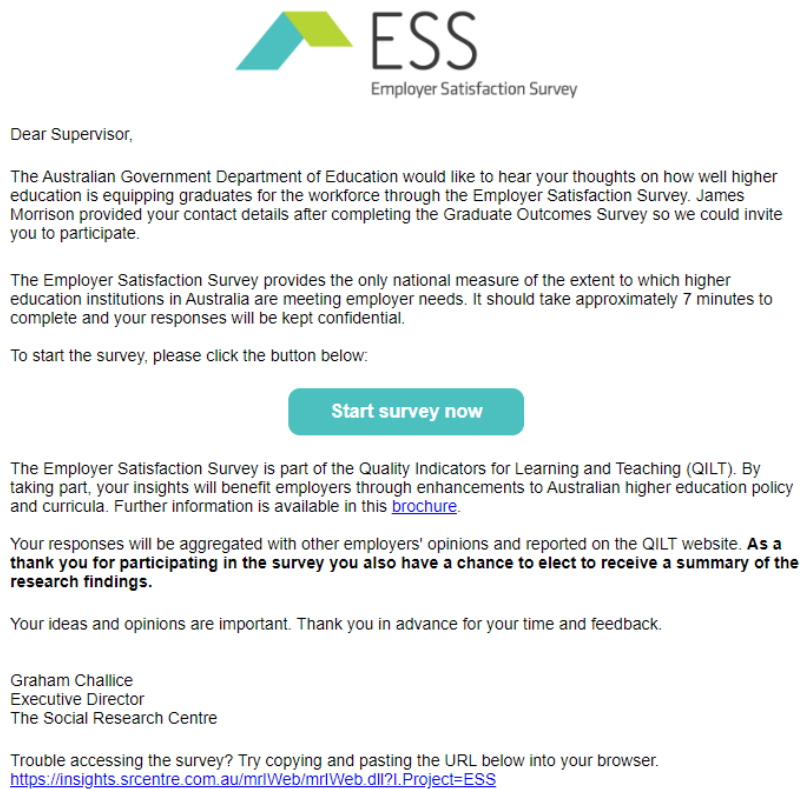


Figure 3 Example ESS survey invitation – mobile

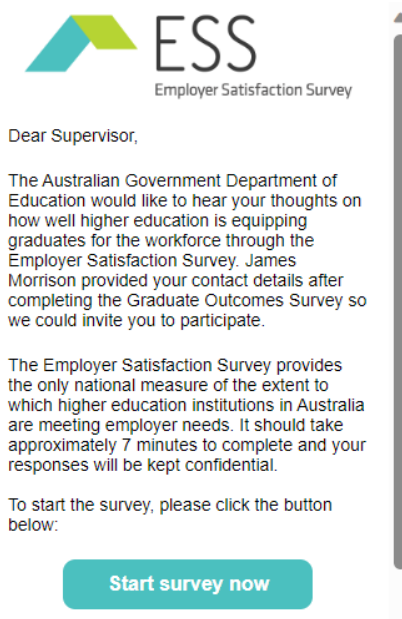


Table 13 provides a breakdown of email send outcomes by standard contact activity for each round in the 2023 ESS collection cycle.

The invitation email had the highest open rate in February (65.3 per cent), followed by May (60.6 per cent) then November (60.4 per cent). Similarly, supervisor engagement ('Clicked on link') was highest in February (39.7 per cent) in comparison to May (37.6 per cent) and November (29.5 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 email send results.

The Reminder 4 email had lower supervisor engagement and open rates than was reported for other emails throughout the year. The May round Reminder 1 remained the lowest open rate (28.4%) despite strong performance in the November and February rounds, which indicates there is still a possible issue with the deliverability of this message. The deliverability and design of these two reminders should be reviewed for the 2024 ESS. Opt-outs did not exceed one per cent at each email, suggesting the nature of the survey and the timing of sends were not a concern for supervisors. The consistent level of supervisor engagement with reminders later in the schedule, and the overall low opt-out rates, indicate that there could be scope for SMS activity adopting the 'last chance' messaging as part of the standard contact protocol (see Section 8).

The proportion of hard bounced emails was low for all emails except the invitation, and consistent across all rounds. Hard bounce for the invitation email was highest in May (10.1 per cent), an increase from 2022 (8.6 per cent). While hard bounce rates improved slightly from 2022 for November and February, the high initial bounce rate confirms the continued need for the ESS boost workflow (see Section 2.4.5) and monitoring of the email verification process.

Table 13 Email send outcomes by round of activity

	Invite	R1	R2	R3	R4	R5	R6
November 2022							
Total sent (n)	2,035	1,660	1,465	1,340	1,262	1,052	968
Opened (%)	60.4	61.9	60.8	58.1	33.5	62.5	61.2
Clicked on link (%)	29.5	39.5	41.9	39.8	8.8	45.7	44.8
Opt-out from link (%)	0.5	0.6	0.2	0.5	0.6	0.2	0.7
Opened email (%)	30.4	21.9	18.6	17.8	24.1	16.6	15.6
Unopened (%)	31.1	37.0	38.3	40.9	65.5	34.7	37.7
Soft bounce (%) ¹	0.5	0.8	0.9	0.9	0.8	1.0	1.1
Hard bounce (%) ²	8.0	0.3	0.1	0.1	0.2	1.7	0.0
February 2023							
	Invite	R1	R2	R3	R4	R5	R6
Total sent (n)	723	593	530	478	438	366	347
Opened (%)	65.3	64.2	64.0	59.2	36.8	65.3	62.0
Clicked on link (%)	39.7	43.0	38.1	33.5	9.8	45.9	45.0
Opt-out from link (%)	0.1	0.2	0.6	0.6	0.2	0.3	0.0
Opened email (%)	25.4	21.1	25.3	25.1	26.7	19.1	17.0
Unopened (%)	27.5	35.4	35.5	40.0	62.3	33.6	37.2
Soft bounce (%)	0.3	0.3	0.6	0.8	0.9	0.8	0.9
Hard bounce (%)	6.9	0.0	0.0	0.0	0.0	0.3	0.0
May 2023							
	Invite	R1	R2	R3	R4	R5	R6
Total sent (n)	3,941	6,699	3,153	2,744	965	1,373	1,265
Opened (%)	60.6	28.4	53.5	44.7	34.5	62.0	60.1
Clicked on link (%)	37.6	17.1	35.0	20.8	8.6	43.0	42.7
Opt-out from link (%)	0.2	0.2	0.3	0.9	0.6	0.4	0.7
Opened email (%)	22.8	11.1	18.1	22.9	25.3	18.5	16.7
Unopened (%)	28.9	71.2	45.9	54.6	64.2	37.4	39.4
Soft bounce (%)	0.4	0.3	0.6	0.7	0.9	0.5	0.5
Hard bounce (%)	10.1	0.1	0.0	0.1	0.3	0.1	0.1

¹ A soft bounce occurs when an email could not be delivered because of a temporary issue, such as the recipient's mailbox being full or inactive.

² A hard bounce occurs when an email could not be delivered for permanent reasons, for example when the recipient's email address does not exist or the recipient's email server has blocked delivery.

3.3.2. SMS reminders

SMS reminders were used during fieldwork to both compliment the email contact strategy, and remedy email deliverability and respondent receptiveness issues that have become apparent across the broader QILT project in recent times.

Continued decline in landline sample performance was led by the prevalence of work-from-home, with direct landline business numbers becoming less common and many business lines unattended. Time was often spent unproductively on hold, and staff such as receptionists were frequently unable to connect ESS call operators to supervisors by phone. On the other hand, mobile numbers generally account for around half of the supervisor phone numbers provided by graduates and did not experience the same issues as landline numbers. As recommended following the 2022 ESS, an SMS reminder to all supervisors with a valid Australian mobile number was trialled for the first time in 2023 during the extended fieldwork period, thus expanding the existing contact protocol and offsetting the loss of survey yield via the CATI workflow (refer to the 2022 ESS Methodological Report).

Supervisors that had yet to complete or screened out of the survey, unsubscribed from email activity, or refused to participate when contacted were excluded from the SMS send. In compliance with the Australian Privacy Principles and the ACMA Spam Act 2003, all SMS messages identified the Social Research Centre as the sender, noted the study the SMS was referring to and had the functionality for recipients to unsubscribe. Supervisors were able to opt-out by

replying 'STOP' to the SMS and all other responses were reviewed for further opt-outs. A copy of the SMS1 message is provided in Figure 4 below.

Figure 4 Example SMS content

Hi %%supname%%, this is a final reminder from the Social Research Centre on behalf of the Australian Government Department of Education. This week is the last chance to provide your feedback on the work preparedness provided by %%gradname%%'s course at %%E306CTXT%% in the Employer Satisfaction Survey. By taking part you will help provide future graduates with the skills and training needed most by your industry. The online survey only takes 7 minutes: %%SRVYLINK_SMS%% Check your email for more info or call 1800055818 to book a telephone interview
Reply STOP to opt out

Table 14 provides a summary of the number of SMS sent and the SMS outcomes. Open rates were generally high across all messages sent to supervisors contacted across three collection rounds. The rate of survey completions directly attributable to SMS1 was also high, particularly in the February and May rounds (17.2 per cent and 15.9 per cent, respectively). These results illustrate the relative receptiveness of supervisors to SMS in comparison to more traditional contact modes and provide strong justification for incorporating an SMS into the standard protocol in future collections (see Section 8).

Table 14 SMS based follow up activity outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %
Total sent	205	100.0	58	100.0	347	100.0
Opened	173	84.4	56	96.6	318	91.6
Completed via SMS link (%)	12	5.9	10	17.2	55	15.9
Opt-out from link (%)	11	5.4	1	1.7	12	3.5
Unopened	21	10.2	1	1.7	17	4.9

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.

Just under half of the surveys completed in the CATI workflow (46.4 per cent) occurred within the first two call attempts. A long-tailed call cycle has historically been an important component of the CATI workflow protocol, however the effectiveness of repeated call attempts has been dramatically declining since 2022. Close to one-fourth of the CATI

workflow surveys completed (23.2 per cent) required five or more calls to the supervisor, compared to near one-in-ten surveys in 2022 (10.9 per cent).

The prevalence of work from home among employers greatly lowered the operational efficiency of calling landlines, and therefore lowered the efficiency of the CATI workflow protocol overall.

Adjustments must be made to the CATI workflow for the 2024 ESS to address the ongoing requirement for an extended call regime when approaching supervisors to participate in the ESS such as a SMS contact protocol (see Section 8).

3.3.4. Fieldwork briefing

Call centre operators selected to work on the 2023 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 policies, 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 debriefing after the first shift, and thereafter, whenever there was important information to impart to the field team in relation to data quality, consistency of 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

Email deliverability testing processes were employed prior to each round of the survey to help ensure 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).

Due to the incremental nature of the ESS contact protocol and the long fieldwork period, issues with deliverability can develop mid-fieldwork (as noted for Reminder 4 in Section 3.3.1). Consideration should be given to improving detection of changes in deliverability during fieldwork (see Section 8).

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.
- 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-fieldwork testing of emails across a broad range of mail clients, devices, and providers to confirm and optimise compatibility, display and delivery.
- 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 (95.6 per cent) of supervisor records were initially assigned to the online workflow, with a minority (4.4 per cent) initially assigned to the CATI workflow due to only providing a phone number. A lower proportion of records changed workflow in May (32.8 per cent) due to the shorter May fieldwork period (see Section 1.5).

Table 15 Workflow allocation

Workflow	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total supervisors approached	2,095	100.0	738	100.0	4,243	100.0	7,076	100.0
Total assigned to online workflow	2,035	97.1	725	98.2	4,006	94.4	6,766	95.6
Email only provided	987	47.1	353	47.8	2,289	53.9	3,629	51.3
Email and phone provided	1,048	50.0	372	50.4	1,717	40.5	3,137	44.3
Total assigned to CATI workflow	1,108	52.9	384	52.0	1,948	45.9	3,440	48.6
Phone only provided	60	2.9	13	1.8	237	5.6	310	4.4
Changed from online workflow	784	37.4	291	39.4	1,243	29.3	2,318	32.8

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. For the 2023 ESS, a majority (73.9 per cent) of supervisors assigned to the online workflow changed to CATI workflow, an increase from 2021 (70.0 per cent).

Table 16 Changed workflow

Changed workflow	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Eligible for workflow change ¹	1,048	100.0	372	100.0	1,717	100.0	3,137	100.0
Total changed workflow ²	784	74.8	291	78.2	1,243	72.4	2,318	73.9
Hard bounce	109	10.4	28	7.5	222	12.9	359	11.4
Online non-response	675	64.4	263	70.7	1,021	59.5	1,959	62.4
Total unchanged workflow ³	264	25.2	81	21.8	474	27.6	819	26.1

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, email reminders or the SMS reminder (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.
- 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 5 and Figure 6 for examples of the online survey look and feel on desktop and mobile. A copy of the questionnaire for the 2023 ESS is included in Appendix 8 and screen shots of the online survey are provided in Appendix 9.

Figure 5 Presentation of the ESS online survey on a desktop device

ESS
Employer Satisfaction Survey

30%

Save

To what extent is it important for **Tash** to have a **Graduate Diploma of Midwifery** 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**

Figure 6 Presentation of the ESS online survey on a small screen device

14:16 90%

ESS
Employer Satisfaction Survey

30%

To what extent is it important for **Tash** to have a **Graduate Diploma of Midwifery** 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

Next

Previous

Save

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 link to review.

The survey was initially launched to a small subset of the total survey population (i.e., soft launch) 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 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. 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 (SFX).

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 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 enable them to answer a wide range of queries. A contact database was available to the helpdesk team to enable them to look up graduate and supervisor information and survey links, as well as log 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 (50.4 per cent), these included queries about the survey content and technical support for the online survey. The next most common queries included requests for general information (e.g., queries for information about QILT or the Social Research Centre) and requests to opt-out of the research.

Table 17 Enquiries to the ESS helpdesk overall

Type of enquiry	1800 number n	1800 number %	ESS Inbox n	ESS Inbox %	Total n	Total %
Total	436	100.00	8	100.00	357	100.00
Survey query	176	50.4	<5	62.5	181	50.7
General query	63	18.1	1	12.5	64	17.9
Opt-out	50	14.3	0	0.0	50	14.0
Out-of-scope	16	4.6	<5	25.0	18	5.0
Other query	17	4.9	0	0.0	17	4.8
Change of contact details	13	3.7	0	0.0	13	3.6
Follow up call	14	4.0	0	0.0	14	3.9

There were fewer contacts to the ESS helpdesk in 2023 in comparison to 2022. This was driven by the reduced scale of the refusal conversion telephone follow up with graduates. As such, graduate queries related to the sample build were

typically received via the 1800 number, while supervisor queries responding to the survey email engagement were received via the ESS inbox.

4. Questionnaire

4.1. Development

The 2023 Employer Satisfaction Questionnaire (ESQ) was based on the 2022 instrument, with standard operational updates made to align the questionnaire with current reference periods. Only minor changes were made to the ESQ for the 2023 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 (Module 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 2022

The main changes to the core questionnaire from the 2023 ESS for the November round are outlined below:

- Updated year references throughout the questionnaire.
- Altered QS5/EGRDOCC (graduate's occupation), QS7/EEMPOCC (current occupation) to collect data using a lookup list and instructional text advising respondents to type in the predictive text box or enter in full. This was implemented to improve respondent experience and data quality and align the operational design of these items to the GOS.
- Minor text revisions to CATI interviewer notes and closing scripts.

No further changes were made to the core questionnaire for the 2023 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.

Institution specific items do not fall under any data sharing arrangements and are therefore would only be included in the respective institution data file.

No institutions opted to include institution specific items in the 2023 ESS.

4.4.2. Stakeholder items

The Optometry Council of Australia and New Zealand (OCANZ) included items in the 2023 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 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 2023 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 free text 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, 2021, 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 2023 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 CSV, SPSS and SAS format.
- Data dictionary and data map.
- Institution report tables.
- Files in Tableau packaged workbook format at the national (department), institution, Universities Australia and Independent Higher Education Australia level.
- 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 7,076 supervisors were approached for the 2023 ESS.

Almost one-third (32.6 per cent) of supervisors approached completed the survey via the online workflow, an increase on the online completion rate in 2022 (30.2 per cent).

Less than one-tenth (9.6 per cent) of supervisors approached completed via the CATI workflow, which was a decrease from the rate achieved in 2022 (10.0 per cent).

A small proportion (6.1 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, about one-in-ten supervisors approached had a final outcome of online workflow non-response (11.8 per cent) and CATI workflow non-contact (11.7 per cent).

Finally, almost one-in-six (17.6 per cent) supervisors approached were recorded as an online or CATI workflow other outcome or a CATI workflow other contact. This outcome was 9.4 per cent higher than in 2022 and mostly driven by an increase in partially completed surveys via the online workflow. This presented an opportunity to expand the contact protocol over an extended fieldwork period to target this cohort of supervisors that commenced but not yet completed the survey (see Section 8).

The CATI interview duration for the 2023 ESS, inclusive of time to identify and screen the supervisor, averaged 13 minutes.

Table 20 Final survey outcomes

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total supervisors approached	2,095	100.0	738	100.0	4,243	100.0	7,076	100.0
Out-of-scope supervisors ¹	121	5.8	46	6.2	262	6.2	429	6.1
In-scope supervisors	1,974	94.2	692	93.8	3,981	93.8	6,647	93.9
Online workflow complete	689	32.9	259	35.1	1,362	32.1	2,310	32.6
Online workflow non-response	179	8.5	76	10.3	577	13.6	832	11.8
Online workflow other outcome ²	306	14.6	108	14.6	688	16.2	1,102	15.6
CATI workflow complete	214	10.2	82	11.1	386	9.1	682	9.6
CATI workflow non-contact	257	12.3	72	9.8	497	11.7	826	11.7
CATI workflow other contact ³	278	13.3	78	10.6	401	9.5	757	10.7
CATI workflow other outcome ²	51	2.4	17	2.3	70	1.6	138	2.0
Average CATI workflow interview duration (minutes)	13	-	13	-	13	-	13	-

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, three-quarters (77.2 per cent) of the surveys were completed online. Almost one-in-four (24.0 per cent) completions were attributed to online completion after follow up with supervisors in the CATI workflow.

Just over one-fifth (22.8 per cent) of ESS surveys were completed via CATI. While a dual-mode design is still essential to maintain response rates comparable to historical results, this continued to decline in comparison to the proportion of CATI workflow completions in 2022 (24.9 per cent). Adjusting to this change in CATI operational performance, driven by the prevalence of supervisors working from home, is a critical challenge for future years of the ESS (see Section 8).

Table 21 Mode of completion

	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total completed	903	100.0	341	100.0	1,748	100.0	2,992	100.0
Total completed online	689	76.3	259	76.0	1,362	77.9	2,310	77.2
Completed online without CATI workflow follow up	477	52.8	161	47.2	953	54.5	1,591	53.2
Completed online after CATI workflow follow up	212	23.5	98	28.7	409	23.4	719	24.0
Total completed by CATI	214	23.7	82	24.0	386	22.1	682	22.8

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 (45.2 per cent) than the CATI workflow (41.1 per cent). One-in-ten supervisors in the online workflow (9.1 per cent) completed by phone, in comparison to a low rate of online completion (4.6 per cent) by supervisors assigned to the CATI workflow.

Table 22 Sample yield and mode of completion by initial workflow

	Online n	Online %	CATI n	CATI %	Total n	Total %
In-scope supervisors ¹	6,365	100.0	282	100.0	6,647	100.0
Total completed	2,876	45.2	116	41.1	2,992	45.0
Completed online	2,297	36.1	13	4.6	2,310	34.8
Completed by phone	579	9.1	103	36.5	682	10.3

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.

Table 23 provides an overview of ESS completes by sample workflow (i.e., source of contact details collection). The refusal conversion (65.5 per cent) and ESS bridging module (24.0 per cent) workflows were the most common sources of contact details for ESS completions. Other workflows individually contributed less than ten per cent of the total response.

The reliance on refusal conversion to build a sample base, highlights the willingness of graduates to provide supervisor contact details when approached with the right methodology. Alternatives to the current primary sample build methodology, that is the ESS bridging module, could be considered (see Section 8).

Table 23 Source of contact details for ESS completes

Sample workflow	November 2022 n	November 2022 %	February 2023 n	February 2023 %	May 2023 n	May 2023 %	Total n	Total %
Total completed	903	100.0	341	100.0	1,748	100.0	2,992	100.0
Refusal conversion	623	69.0	229	67.2	1,108	63.4	1,960	65.5
ESS bridging module	231	25.6	88	25.8	400	22.9	719	24.0
Survey invitation pack	49	5.4	24	7.0	104	5.9	177	5.9
GOS partial completers	0	0.0	0	0.0	136	7.8	136	4.5
CATI follow up	0	0.0	0	0.0	0	0.0	0	0.0

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 2023 ESS National Report for data related to the measures of satisfaction referenced within this analysis.

Comparison of the distribution of employed graduates by field of education with the distribution of supervisor responses by field of education suggests that Education graduates, and to a lesser degree Engineering and related technologies and Agriculture and Environmental studies graduates, are overrepresented in the achieved ESS sample. Health, Management and Commerce, and Information Technology graduates are marginally underrepresented in the ESS, as shown by Table 24.

Table 24 Respondents by broad field of education

	Employed graduates n	Employed graduates %	Supervisors n	Supervisors %
Natural and Physical Sciences	7,759	8.3 (8.1, 8.4)	237	8.0 (7.2, 8.8)
Information Technology	5,494	5.9 (5.7, 6.0)	129	4.3 (3.8, 5.0)
Engineering and Related Technologies	5,344	5.7 (5.6, 5.8)	215	7.2 (6.5, 8.1)
Architecture and Building	2,148	2.3 (2.2, 2.4)	70	2.4 (1.9, 2.9)
Agriculture and Environmental Studies	1,713	1.8 (1.8, 1.9)	92	3.1 (2.6, 3.7)
Health	21,469	23.0 (22.7, 23.2)	621	20.9 (19.7, 22.2)
Education	9,294	9.9 (9.8, 10.1)	431	14.5 (13.5, 15.6)
Management and Commerce	15,798	16.9 (16.7, 17.1)	440	14.8 (13.8, 15.9)
Society and Culture	20,025	21.4 (21.2, 21.6)	622	20.9 (19.7, 22.2)
Creative Arts	4,457	4.8 (4.7, 4.9)	114	3.8 (3.3, 4.5)

Note: The analysis in this table is based on valid responses to the 2023 GOS and 2023 ESS by characteristic. Numbers presented in brackets are the lower and upper confidence intervals. Food, hospitality and personal services is not shown as there were no Supervisor responses for this field of education in the 2023 ESS.

Supervisors of university graduates are slightly overrepresented in the 2023 ESS compared to graduates from non-university providers. There is a slightly higher level of response from supervisors of external graduates by 4.3 percentage points, as seen in Table 25. Supervisors of external graduates report lower Overall satisfaction, so overrepresentation of the supervisors of external graduates could lead to a downward bias in reported Overall satisfaction in the 2023 ESS.

Supervisors of postgraduate coursework and postgraduate research graduates are somewhat overrepresented by 1.2 percentage points and 3.6 percentage points respectively, while undergraduate supervisors are underrepresented by 4.5 percentage points.

Table 25 Respondents by type of institution and course characteristics

	Employed graduates n	Employed graduates %	Supervisors n	Supervisors %
Type of institution				
University	86,512	92.5 (92.4, 92.6)	2,776	92.8 (92.0, 93.5)
NUHEI	7,009	7.5 (7.4, 7.6)	216	7.2 (6.5, 8.0)
Mode				
Internal	64,328	68.8 (68.5, 69.0)	1,947	65.1 (63.6, 66.5)
External	26,701	28.6 (28.3, 28.8)	984	32.9 (31.5, 34.3)
Course level				
Undergraduate	49,794	53.2 (53.0, 53.5)	1,457	48.7 (47.2, 50.2)
Postgraduate coursework	37,494	40.1 (39.8, 40.4)	1,235	41.3 (39.8, 42.8)
Postgraduate research	5,328	5.7 (5.6, 5.8)	277	9.3 (8.4, 10.2)

Note: The analysis in this table is based on valid responses to the 2023 GOS and 2023 ESS by characteristic. Numbers presented in brackets are the lower and upper confidence intervals.

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 overrepresented in the 2023 ESS by 4.3 percentage points. However, supervisors of graduates of both genders report similar levels of Overall satisfaction, 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 2023 ESS by 10.5 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 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 n	Employed graduates %	Supervisors n	Supervisors %
Gender				
Male	33,315	35.6 (35.4, 35.9)	1,194	39.9 (38.4, 41.4)
Female	59,987	64.1 (63.9, 64.4)	1,794	60.0 (58.5, 61.4)
Age				
30 years or under	58,776	62.8 (62.6, 63.1)	1,566	52.3 (50.8, 53.8)
Over 30 years	34,745	37.2 (36.9, 37.4)	1,426	47.7 (46.2, 49.2)
Indigenous status				
Indigenous	1,220	1.3 (1.2, 1.4)	48	1.6 (1.3, 2.0)
Not Indigenous	92,301	98.7 (98.6, 98.8)	2,944	98.4 (98.0, 98.7)

	Employed graduates n	Employed graduates %	Supervisors n	Supervisors %
Home language				
English	80,787	86.4 (86.2, 86.6)	2,675	89.4 (88.4, 90.3)
other than English	12,734	13.6 (13.4, 13.8)	317	10.6 (9.7, 11.6)
Disability status				
Reported disability	6,779	7.2 (7.1, 7.4)	266	8.9 (8.1, 9.8)
No disability	86,742	92.8 (92.6, 92.9)	2,726	91.1 (90.2, 91.9)

Note: the analysis in this table is based on valid responses to the 2023 GOS and 2023 ESS by characteristic. Numbers presented in brackets are the lower and upper confidence intervals.

Supervisors of graduates working in Professional occupations were overrepresented by 3.1 percentage points and reported higher Overall satisfaction than the national average. All other things equal, this would lead to a small upward bias in the reported Overall satisfaction in the 2023 ESS.

Conversely, supervisors of graduate Community and personal service workers were underrepresented by 3.0 percentage points and reported the lowest Overall satisfaction. This would lead to a very small downward bias in the reported Overall satisfaction in the 2023 ESS.

Supervisors of graduates employed full-time are represented in the achieved sample in proportion to the graduate population. Supervisors of graduates who have worked in their current job for between three months and less than one year, are overrepresented in the 2023 ESS. Satisfaction with this group was higher than for those who had been employed for under three months or those who had been employed for 1 year or more and so their overrepresentation may lead to a small upward bias in employer satisfaction.

Table 27 Respondents by labour market characteristics

	Employed graduates n	Employed graduates %	Supervisors n	Supervisors %
Occupation				
Managers	7,583	8.4 (8.3, 8.6)	323	10.9 (10.0, 11.9)
Professionals	53,521	59.5 (59.2, 59.8)	1,856	62.6 (61.1, 64.0)
Technicians and trades workers	3,291	3.7 (3.6, 3.8)	135	4.6 (4.0, 5.2)
Community and personal service workers	8,946	9.9 (9.8, 10.1)	204	6.9 (6.2, 7.7)
Clerical and administrative workers	9,057	10.1 (9.9, 10.2)	318	10.7 (9.8, 11.7)
Other workers	7,549	8.4 (8.2, 8.5)	130	4.4 (3.8, 5.0)
Work status				
Full-time	3,015	75.3 (74.1, 76.4)	2,266	75.7 (74.4, 77.0)
Part-time	991	24.7 (23.6, 25.9)	726	24.3 (23.0, 25.6)
Duration of job with current employer				
Less than 3 months	9,864	11.6 (11.4, 11.8)	269	9.0 (8.2, 9.9)
3 months to < 1 year	33,226	39.1 (38.9, 39.4)	1,307	43.7 (42.2, 45.2)
1 year or more	41,787	49.2 (49.0, 49.5)	1,415	47.3 (45.8, 48.8)

Note: the analysis in this table is based on valid responses to the 2023 GOS and 2023 ESS by characteristic. Numbers presented in brackets are the lower and upper confidence intervals.

In summary, overrepresentation of responses from employers of graduates in Education courses, graduates working in Professional occupations, and graduates employed for under three months or employed one year or more, is likely to lead to an upward bias in reported employer satisfaction. On the other hand, overrepresentation of the supervisors of

graduates aged over 30 years, graduates working in Community and personal services, and external graduates is likely to lead to a downward bias in reported employer satisfaction.

8. Considerations for future surveys

8.1. Graduate response to the ESS bridging module

In the 2023 ESS, the collection of supervisor contact details through the ESS bridging module remained a major challenge with the level of employed graduate agreement remaining low (see Section 2.3.1). This low level of response to the ESS bridging module has continued year-on-year despite numerous experimental design trials attempting to improve response.

Additional sample workflows continued to account for the majority (78.2 per cent, refer to Section 2.3) of contact details collected, led by increased performance of the refusal conversion and survey invitation pack workflows. The ongoing reliance on additional workflows to collect contact details has increased the complexity, cost and risk associated with the ESS sample build.

Alternative methodologies could be piloted to improve collection uptake or evaluate the placement of the ESS bridging module at the end of the GOS. New designs that present significant methodological change should be informed by quantitative evidence and qualitative research conducted with in-scope graduates.

8.2. Sample and data collection workflow strategies

Revisions to the efficient allocation of resources across the additional sample building workflows was conducted for the 2023 ESS. This resulted in an increased focus on the most efficient refusal conversion reasons, and limiting CATI follow up to the ESS bridging module.

The operational efficiency and potential for innovation of each additional sample building workflow should be reviewed ahead of 2024. Possible efficiencies in the sample build include:

- Resume the GOS partial completers workflow for all collection periods as any further conversions could increase the sample base for the ESS.
- Reviewing performance of online-only ESS bridging module non-response follow up workflow against CATI from prior years. In addition to the GOS partial completers workflow, the re-introduction of the CATI approach to this workflow could also recover sample loss in the ESS.
- Continued expansion of resources allocated to the refusal conversion workflow as it has proven to be the most effective.
- Consider option for SMS follow up with graduates as part of the sample build (e.g., to follow up with graduates who were sent the survey invitation pack).

8.3. Review May round fieldwork period

The project timeline structure allows a shorter fieldwork period in May than other rounds (see Section 1.5). Prior to the decline of response at the ESS bridging module, the ESS methodology allowed a two and a half month period from mid-May to end-of-July to conduct the contact protocol with May round supervisors. In the 2023 ESS, the May fieldwork period was extended by two weeks as a necessity to offset the low ESS sample base and maximise supervisor participation in the ESS.

The majority of ESS sample is built via the refusal conversion workflow, thus the effective window to deploy the contact protocol with May supervisors has narrowed. Most refusal conversion activity is conducted from mid-June to mid-July (to allow a grace period before recontacting graduates). While the end-of-field date has been extended slightly in recent years to compensate, the two-week extension allowed more time to deploy the contact protocol with many May supervisors. This also meant the May round also could benefit from the long fieldwork design benefits seen for November and February, such as later reminder emails which acts to compensate for seasonal response factors from the earlier rounds.

The results of this shift on the May round can be seen throughout this report, examples include: modifications to the contact protocol (Section 3.3), limitations to the deployment of the dual-mode design (Sections 3.4.1), and a lower survey yield in May (Section 7.1). To consider a longer fieldwork period in May as standard, this change should be reviewed against other project requirements, such as deliverable schedules and budget allowances.

8.4. Addition of a SMS contact protocol

Since the COVID-19 pandemic, employers have adopted an increased level of work from home arrangements. An effect of this change was again evident in the CATI survey this year, with a large decrease in landline telephone contact rates and therefore CATI survey yield (see Section 3.4.3, Section 7.1). This change should be monitored closely as contact rate patterns may change further along with workplace culture in the coming years.

Despite an increased response rate in the 2023 ESS, a high level of engagement from supervisors is crucial to the success of ESS, as such the contact protocol should be reviewed ahead of the 2024 ESS with the goal of maximising response and representation.

As the dual-mode approach remains important in maximising survey yield (refer to Section 7.1), and following the SMS reminder trial during the final weeks of fieldwork (see Section 3.3.2), the contact protocol could be expanded to incorporate the following opportunities:

- Experimenting with timing and theme of the SMS reminder. For example, exploring whether an SMS sent to supervisors at each collection period has a beneficial effect on overall response.
- Introducing a push-to-web SMS workflow as a standard component of the contact protocol.

8.5. Email engagement with supervisors

Ongoing experimentation to improve on the existing email protocol has been a feature of QILT for many years. For the ESS, there are indications of some areas that may yield improvement.

The 2023 ESS saw a substantial increase in the dual workflow 'other outcome' components (see Section 6) led by a higher proportion of partially completed surveys. This suggests that there is potential scope to progress partially completed surveys into complete surveys by developing targeted email communications to supervisors that commenced but not yet completed the survey.

Introducing a clean graphic email header was trialled successfully in the 2023 GOS May and 2023 GOS-L, before being introduced as a new standard from the 2023 SES onwards. This style of header could be considered for the 2024 ESS for the following advantages:

- consistency with current QILT branding (e.g., website, survey theme, marketing materials),
- a modern look and feel that provides improved visual clarity,
- alignment in look and feel across the QILT suite of surveys, potentially improving recognition of the QILT brand over time.

Additionally, the thematic design of the emails could be reviewed looking to replace the lowest performing email(s) (see Section 3.3.1). Any major changes to the existing designs should be implemented at first on a trial basis.

ESS also faces additional challenges in maintaining deliverability of each message across the full fieldwork period due to the incremental fieldwork approach. A review of the current email deliverability monitoring process and tools should be conducted with the goal of improving the responsiveness to delivery issue detection and resolution.

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. 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 while minimising

graduate concerns about providing contact details for the ESS as a risk to their employment. 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.

Acknowledging employers that have participated in the ESS on the ESS website (e.g., by displaying logos of major employers that have participated) may also help build the survey profile and communicate the legitimacy of the ESS brand to graduates and supervisors.

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 '22	Feb '23	May '23	Total	
1019	James Cook University	27	21	57	105	
1034	Murdoch University	9	15	50	74	
1055	The University of Western Australia	39	11	86	136	
1058	University of Wollongong	28	-	78	106	
2154	Federation University Australia	18	<5	45	66	
2177	Swinburne University of Technology	50	-	92	142	
2200	Central Queensland University	33	9	67	109	
2201	University of Southern Queensland	27	-	101	128	
2235	Edith Cowan University	41	25	107	173	
2236	Curtin University	41	-	130	171	
2241	University of Canberra	12	-	66	78	
2252	Avondale University	<5	-	6	7	
3001	Charles Darwin University	18	8	49	75	
3003	Bond University	8	8	10	26	
3004	Western Sydney University	57	-	119	176	
3005	Charles Sturt University	50	10	155	215	
3006	Australian Catholic University	24	<5	123	151	
3007	Victoria University	37	14	49	100	
3010	The University of Adelaide	47	19	123	189	
3013	University of New South Wales	91	52	35	178	
3014	University of Newcastle	28	-	71	99	
3016	University of Technology Sydney	51	16	122	189	
3019	The University of Queensland	67	8	182	257	
3020	La Trobe University	36	16	114	166	
3025	Macquarie University	50	10	94	154	
3027	The University of South Australia	65	-	136	201	
3029	Flinders University	30	16	87	133	
3030	Deakin University	162	9	198	369	
3032	Griffith University	75	-	21	96	
3033	The Australian National University	46	15	69	130	
3034	RMIT University	91	27	175	293	
3035	Monash University	132	49	253	434	
3036	The University of Melbourne	97	61	303	461	
3038	Southern Cross University	21	48	51	120	
3039	University of New England	39	69	28	136	
3040	The University of Sydney	50	13	152	215	
3042	Queensland University of Technology	73	19	123	215	
3043	University of the Sunshine Coast	15	10	42	67	
3044	The University of Notre Dame Australia	9	6	43	58	
3045	University of Tasmania	81	12	177	270	
4331	University of Divinity	<5	<5	14	19	
4449	Torrens University	26	28	35	89	

Non-University Higher Education Institutions		Approached Sample (n)			
Provider code	Institution name	Nov '22	Feb '23	May '23	Total
2170	Marcus Oldham College	-	-	<5	<5
4332	Sydney College of Divinity	-	8	<5	10
4333	Christian Heritage College	5	-	<5	9
4334	Tabor College of Higher Education	-	<5	11	13
4335	Australian College of Theology Limited	13	5	20	38
4336	Australian College of Applied Professions	11	9	-	20
4337	Eastern College Australia	-	-	<5	<5
4338	Moore Theological College	-	-	6	6
4339	Holmes Institute	6	-	<5	10
4343	The Australian Institute of Music	-	-	<5	<5
4346	Excelsia College	<5	-	<5	<5
4352	The Australian College of Physical Education	-	-	<5	<5
4359	The College of Law Limited	28	33	13	74
4361	Endeavour College of Natural Health	-	-	6	6
4362	ICHM	<5	-	<5	<5
4363	Melbourne Polytechnic	<5	-	6	7
4366	Box Hill Institute	<5	-	<5	<5
4367	Melbourne Institute of Technology	<5	-	<5	<5
4368	Campion College Australia	-	-	5	5
4371	SAE Institute	5	<5	6	13
4375	Think Education	<5	-	-	<5
4380	UTS College	<5	-	<5	<5
4381	International College of Management, Sydney	<5	<5	<5	6
4383	Holmesglen Institute	-	-	<5	<5
4384	Kaplan Business School	14	6	8	28
4392	Gestalt Therapy Brisbane	-	-	<5	<5
4394	William Angliss Institute	-	-	<5	<5
4395	Adelaide Central School of Art	-	-	<5	<5
4401	Whitehouse Institute of Design, Australia	-	-	<5	<5
4407	Alphacrucis University College	<5	-	10	14
4411	Stott's College	-	<5	-	<5
4412	Morling College	-	-	<5	<5
4420	Kent Institute Australia	<5	-	<5	5
4421	Le Cordon Bleu Australia	-	-	<5	<5
4424	Kaplan Higher Education Pty Ltd	9	<5	10	23
4425	Australian Institute of Business Pty Ltd	24	6	7	37
4428	Nan Tien Institute	<5	-	-	<5
4434	Wentworth Institute of Higher Education	<5	-	<5	<5
4435	Australian Institute of Higher Education	<5	<5	-	<5
4450	TAFE Queensland	<5	-	<5	<5
4451	King's Own Institute	10	7	-	17
4455	SP Jain School of Management	6	-	-	6
4456	Asia Pacific International College	<5	<5	<5	8
4458	Australian Institute of Management Education & Training	9	<5	9	20

4463	Institute of Health & Management Pty Ltd	-	-	<5	<5
4464	Australian College of Nursing	6	<5	-	8
4466	The Institute of Internal Auditors - Australia	<5	-	-	<5
4469	Engineering Institute of Technology	<5	<5	<5	5
6014	Governance Institute of Australia	<5	-	6	7
6022	Academies Australasia Polytechnic Pty Limited	<5	<5	<5	<5
6044	BBI - The Australian Institute of Theological Education	-	<5	-	<5
6045	ISN Psychology Pty Ltd	<5	-	-	<5
6046	National Institute of Organisation Dynamics Aust	-	-	<5	<5
6052	Leaders Institute	<5	-	-	<5
6063	Australia Advance Education Group Pty Ltd	<5	-	-	<5
6068	HEPCO The Tax Institute Higher Education	<5	-	-	<5
7001	Collarts (Australian College of the Arts)	-	-	5	5
7035	Photography Studies College (Melbourne)	-	-	<5	<5
7073	Chisholm Institute	-	-	<5	<5
7075	TAFE NSW	<5	-	<5	6
7124	Academy of Information Technology	<5	<5	-	<5
7197	Ikon Institute of Australia	<5	<5	<5	6
7221	VIT (Victorian Institute of Technology)	<5	-	5	9
7338	TAFE South Australia	-	-	<5	<5
7660	Health Education & Training Institute	-	-	<5	<5
7749	Crown Institute of Higher Education Pty Ltd	-	-	<5	<5

Appendix 2 ESS bridging module

2898 ESSx (incl. ESS bridge) 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: 3= Stopped at ESS Bridge 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 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	Used to build refcon job sample

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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 authentication 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	Throughout
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	WELCOME
course	Name of course or program	Name of course or program as defined by institution – this is available here: \\srcentre.local\drives\z\Consulting\Jobs\A-K\Department of Education (Aus Gov)\1356 QILT\DPALookup\Institution\Institution Details.csv	Throughout survey
QUALNAME	Qualification name		Bridge
BRIDGE_OCANZ_FLAG	Bridge flag for OCANZ script	Populated from GOS responses 1=OCANZ sample, working as optometrist 2=OCANZ sample, not working as optometrist	Bridge
GOSEMPNAME	Name of employer from GOS	Sourced from EMPNAME in GOS	Bridge
BRIDGE_CONTROL_FLAG	Bridge experimental condition	Split (50/50), generated for all sample 1=Bridge control group 2=Bridge experiment 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)

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- 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-\(ess\)](https://www.qilt.edu.au/surveys/employer-satisfaction-survey-(ess)).

MODULE A: ESS BRIDGE

*(ONLINE)

INTRO

*(DISPLAY IF (BRIDGE_OCANZ_FLAG NE 1 AND ((PERIOD=1 AND BRIDGE_CONTROL_FLAG=1) OR (PERIOD=3) OR (PERIOD=2 AND BRIDGE_CONTROL_FLAG=1))), NOT OCANZ SAMPLE WORKING AS OPTOMETRIST AND NOV STANDARD BRIDGE TEXT OR FEB SAMPLE OR MAY STANDARD BRIDGE TEXT)

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 university 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 your university.

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 (BRIDGE_OCANZ_FLAG NE 1 AND (PERIOD=1 AND BRIDGE_CONTROL_FLAG=2), NOT OCANZ SAMPLE WORKING AS OPTOMETRIST AND NOV STRONGER PRIVACY EXPERIMENT TEXT)

For the next part of the study, we would like to provide your **work supervisor** the opportunity to give feedback on how well higher education courses are meeting employer needs, through the Employer Satisfaction Survey.

Supervisors appreciate the opportunity to give feedback, and without your supervisor's participation the information 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 about a week's time. The survey will only take them 7 minutes, and their participation is voluntary. We respect the privacy of you and your supervisor: any information provided will only be used for research purposes and is protected by the Australian Privacy Principles.

Information from the Employer Satisfaction Survey is used by higher education institutions to better understand what employers need, and to learn how well higher education is preparing graduates for the workforce.

Your supervisor's feedback is valuable whether you have recently started in a new role, have been with your employer for years, or are working in a role unrelated to your qualification. We're asking you to nominate your supervisor so the research can reflect the views of all graduate employers.

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*(DISPLAY IF (BRIDGE_OCANZ_FLAG NE 1 AND (PERIOD=2 AND BRIDGE_CONTROL_FLAG=2)), NOT OCANZ SAMPLE WORKING AS OPTOMETRIST AND MAY STRONGER APPEAL TEXT)

Thank you for your time so far today. Your feedback will help to advance our understanding of higher education.

For many graduates, employment is one of the most important outcomes of higher education. That's why we're asking for your help in nominating your **work supervisor** to participate in the Employer Satisfaction Survey. By providing their contact details, your supervisor will be able to share their views on the <QUALNAME>, and how it has prepared you for your current role.

Your supervisor's feedback will be instrumental in helping the Australian Government and <E306CTXT> better understand the skills that are most important for graduates to have when entering the workforce.

We understand your supervisor may be busy, but their participation is critical to ensuring that your own feedback in the Graduate Outcomes Survey is as useful as possible. Even if your qualification is not directly related to your job, your supervisor's participation is still valuable.

The survey is confidential, and participation is voluntary. It takes just 7 minutes to complete, and we've found that employers really enjoy expressing their views. Your supervisor will be invited via email or phone in a week's time, so please provide their contact details.

We appreciate your contribution to this important research.

*(DISPLAY IF BRIDGE_OCANZ_FLAG=1, OCANZ SAMPLE WORKING AS OPTOMETRIST)

As you are a recent optometry graduate in employment, we would like to offer your employer the opportunity to provide feedback on how well the <QUALNAME> is meeting their needs through the Australian Government's Employer Satisfaction Survey.

They will be asked about the skills that are important for optometry graduates to have when coming into the profession and the research findings will help optometry education providers plan effectively for future training requirements.

Luxottica's Director of Eye Care and Community, Peter Murphy, explains the importance of receiving feedback:

"It can only improve the quality of education and training and consequently, raise the work readiness of optometrists as they enter the profession. This clearly benefits employers, but most importantly, it benefits our patients who will ultimately receive even better eye health care."

The survey is confidential, only takes 7 minutes and participation is voluntary.

If you provide contact details for your 'manager' or 'supervisor', that is a person who has direct knowledge of your regular tasks and duties or who you may go to for guidance, they will be invited to participate via email or phone in a week's time.

(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)

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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.

*(INTRO=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 GOSEMPNAME 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>

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.

Supphone **Phone number of current work supervisor**
<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.

Supempname **Business name of current employer**

*(DISPLAY IF GOS EMPNAME NOT BLANK)
Employer name provided in the GOS: <GOSEMPNAME>

1. Employer name above is correct

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2. Enter new employer name
<verbatim text box>

*(DISPLAY IF GOS EMPNAME IS BLANK)
Enter employer name <verbatim text box>

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

*(INTRO=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.

(RESPONSE FRAME)

1. I'd like to receive the survey invitation pack (*GO TO EMAUTH)
2. I can provide their contact details (*GO TO SUPCONTACT)

*(INTRO=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 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.

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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 and further information about the Employer Satisfaction Survey available on our [website](#) 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)

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Email: ess@srcentre.com.au

General information about the Employer Satisfaction Survey including research reports from prior years are available [here](#).

(RESPONSE FRAME)

1. I can provide their details *(GO TO SUPCONTACT)
2. I do not wish to provide my supervisor's details *(GO TO ESSREFUSE)

*(INTRO=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: SUPPRESS)
7. Other (Please specify)
8. I CAN provide my supervisor's contact information *(GO BACK TO SUPCONTACT)

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

*(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)

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*(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 GOSEMPNAME 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
 <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."

2898 2023 ESSx – ESS bridge and supervisor details collection

*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 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.

*((REFAV1a OR REFAV6a OR REFAV7a OR REFAV9a=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

*(REFAV7a=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.

*(REFAV6a=1 OR REFAV9a=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.

2898 2023 ESSx – ESS bridge and supervisor details collection

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

2898 2023 ESSx – ESS bridge and supervisor details collection

MODULE B: ESSX COLLECTION OF SUPERVISOR DETAILS

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

Collection period: <PERIODTXT>

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

*(DISPLAY IF REASON=2 AND BROCHURECOUNT=0, PROVIDED INSUFFICIENT DETAILS AND NO BROCHURE SENT) 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 AND BROCHURECOUNT=0, STOPPED AT BRIDGE AND NO BROCHURE SENT)

2898 2023 ESSx – ESS bridge and supervisor details collection

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 AND BROCHURECOUNT=0, HAD A QUESTION AND NO BROCHURE SENT) 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=6 AND BROCHURECOUNT=0, GOS PARTIAL AND IN SCOPE FOR ESS AND NO BROCHURE SENT)

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 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.

2898 2023 ESSx – ESS bridge and supervisor details collection

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 information pack (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 information pack (GO TO EM1) *PROGRAMME NOTE: DO NOT DISPLAY IF BROCHURECOUNT>0

*(INTRO=6 OR INFO=3, WANTS COPY OF ESS INFORMATION PACK)

EM1 I can email you an ESS information pack that you can forward to your supervisor. The pack would provide further information on the survey and how your supervisor can participate.

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

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.

2898 2023 ESSx – ESS bridge and supervisor details collection

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 ESS INFORMATION PACK)

NAME And may I confirm your name?

INTERVIEWER NOTE: PLEASE DOUBLE CHECK NAME BEFORE CLICKING NEXT.

1. <verbatim text box> (GO TO TERM2) *PROGRAMMER NOTE FILL WITH GRADUATE NAME IF AVAILABLE

*(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 and country code 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

2898 2023 ESSx – ESS bridge and supervisor details collection

*(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.

*(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 SUPNAME)

2898 2023 ESSx – ESS bridge and supervisor details collection

*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 SUPNAME
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.

*(NAME =1, REQUESTED SUPERVISOR INFORMATION PACK IN ESSX)

TERM2 The email with the ESS information pack should arrive within the next hour. Thank you for your time.

*PROGRAMMER NOTE: ON CLOSE, INCREMENT BROCHURECOUNT, PUSH DETAILS TO SUPAUTH LIST IN VISION6, SET ESSXFLG=0, DPA_CATIINUSE=N AND SUPAUTH=1 TO MOVE RECORD TO SUPERVISOR AUTH WORKFLOW

*(ALLTERM)

		Detailed outcome	Summary outcome
1	SUBMIT TERM6	Completed interview	Interview
2	INTRO=2	LOTE – no follow up	Other contacts
3	INTRO=3	Household refusal	Refused
5	INFO=2	Respondent refusal	Refused

2898 2023 ESSx – ESS bridge and supervisor details collection

6	REFAV1=2, REFAV6=2, REFAV7=2, REFAV9=2 TERM3 TERM7	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	TERM2 TERM4 TERM5	Requested survey invitation pack	Other contacts
11	INTRO=7	Graduate no longer employed	Other contacts
12	REFUSE=1, REFUSE=2, 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

2023 ESS collection Briefing slides



Quality Indicators for Learning and Teaching (QILT)



Social Research Centre

www.srcentre.com.au

Briefing overview

General

- ESS background
- Privacy and confidentiality
- Housekeeping

ESSx

- Project overview
- Ops performance
- Survey procedures
- Answering questions
- Engagement techniques
- Refusal aversion

ESSx Refcon

- Project overview
- Background
- Sample
- Engagement plan

ESS Main

- Project overview
- Ops performance
- Liaison techniques
- Questionnaire
- Data quality issues
- Refusal aversion

ESS Boost

- Project overview
- Background
- Sample
- Engagement techniques



ESS background

- The Employer Satisfaction Survey (ESS) is conducted by the Social Research Centre on behalf of the Australian Government Department of Education.
- 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:
 - 2898 – ESSx (Bridge), responding to graduate queries and the collection of supervisor details that feeds into the ESS
 - 2899 – ESSx Refcon, refusal conversion of selected online refusals
 - 2538 – ESS Main, this is the ESS survey proper
 - 2538b – ESS Boost, follow-up with graduates when supervisor details are unusable



Housekeeping

- All ESS projects will be in-field concurrently through to August '23
- 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
- The collection of contact details from graduates and supervisor participation in the ESS 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



2898 - ESSx

Collection of supervisor details



Project overview

- Project number: **2898**
- Purpose: to respond to graduate queries and collect supervisor contact details to feed into the ESS proper
- There are two reasons for sample being added to the ESSx:
 1. Follow-up graduates who **stopped at the ESS bridge online**
 2. Inviting **GOS partial completers** to provide supervisor details



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
- On request we can send a survey invitation pack to the graduate to be shared with their supervisor – but collecting details during the call is preferred



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 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.."



2899 – ESSx Refusal conversion



Project overview

- Project number: **2899**
- Purpose: to increase ESS participation by engaging with graduates who refused to provide supervisor contact details online
- Fieldwork dates:
 - Jan '23 – July '23
- Four refusal reasons have been selected for refusal conversion
- Follow up is also conducted with graduates who asked to be sent an ESS information pack email (OnlineRefReason=0 in sample)



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 is critical to the overall success of the ESS project



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
10	My job is not related to the study I did
13	Have not been in job long enough

- 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



2538 – 2023 ESS Employer Satisfaction Survey



Project overview

- Project number: **2538**
- Purpose: to collect feedback from supervisors of recent graduates on how well higher education is meeting employer needs
- Fieldwork dates
 - **Online:** November '22 – August '23
 - **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 (Bridge) or Refusal conversion** - 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 up to two 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 are coded to a detailed code frame
- All verbatims should be recorded in the first person and in the respondent's own words
- When recording verbatim responses, identifying information such as the name of a person or business should not be recorded. Instead record the relationship to the respondent (i.e. manager, co-worker, client, etc.)



2538b – ESS Boost

Unusable contact details follow-up



Project overview

- Project number: **2538b**
- Purpose: to improve ESS response by collecting updated supervisor contact details from graduates
- Fieldwork dates:
 - Jan '23 – July '23
- 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
- **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



Social Research Centre

www.srcentre.com.au

Appendix 4 ESS brochure and survey invitation pack

2023 Employer Satisfaction Survey (ESS) 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 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](#).



Australian Government

For more information about the study

1800 055 818

| ess@srcentre.com.au

| www.qilt.edu.au/ess

1.2 Survey invitation pack



Dear Natasha,

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

Dear Supervisor,

Blair Johnston 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 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.

www.srcentre.com.au



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Research
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Australian Government

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 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?

1.5. 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?

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?

1.6. 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

2023 Employer Satisfaction Survey (ESS) May

Email plan: Invitation and reminder text

Please note that the content and schedule of the email plan presented here were subject to change based on 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.

*(ALL)

To start the survey, please click the button below:

START SURVEY NOW (%srlylink%)

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://qilt.edu.au/docs/default-source/default-document-library/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 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.
%srlylink%



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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 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://qilt.edu.au/docs/default-source/default-document-library/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%



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1.3 REMINDER 2



SUBJECT:

Employer Satisfaction Survey - Help improve higher education

BODY:

*(ALL)

Dear %%supname**Supervisor%%,

The Australian Government is committed to ensuring higher education is meeting the needs of employers. As a supervisor of %%Gradname%% you can provide valuable feedback through the Employer Satisfaction Survey.

The information you provide will contribute to positive changes in Australian higher education by providing data about graduates' generic skills, technical skills and work readiness. You can read more about the research in this brochure([HYPERLINK - https://qilt.edu.au/docs/default-source/default-document-library/employer-satisfaction-survey-brochure.pdf](https://qilt.edu.au/docs/default-source/default-document-library/employer-satisfaction-survey-brochure.pdf)).

To complete the survey, please click the button below:

TAKE SURVEY NOW (%%srvylink%%)

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



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 (%svylink%)

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://qilt.edu.au/docs/default-source/default-document-library/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.
%svylink%



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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%



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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 (%svylink%)

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://qilt.edu.au/docs/default-source/default-document-library/employer-satisfaction-survey-brochure.pdf>). Responses to common questions about the Employer Satisfaction Survey are available on our website(HYPERLINK - <https://www.qilt.edu.au/survey-participants/ess-participants>).

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.
%svylink%



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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. 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 (%svylink%)

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://qilt.edu.au/docs/default-source/default-document-library/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.
%svylink%



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Appendix 7 Small screen optimisation

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 4G 94%

ESS
Employer Satisfaction Survey

50%

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'.

Working well in a team

Strongly disagree

Disagree

Neither disagree nor agree

Agree

Strongly agree

Not applicable

Ability to interact with co-workers from

09:30 4G 94%

Ability to interact with co-workers from different or multicultural backgrounds

Strongly disagree

Disagree

Neither disagree nor agree

Agree

Strongly agree

Not applicable

Working collaboratively with colleagues to complete tasks

Strongly disagree

Disagree

Neither disagree nor agree

Agree

Strongly agree

Not applicable

Getting on well with others in the workplace

09:30

4G 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

4G 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**



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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to interact with co-workers from different or multicultural backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working collaboratively with colleagues to complete tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting on well with others in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding different points of view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous

Next

References

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

Appendix 8 Core questionnaire

2023 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
NAME	CATI name	Name of telephone interviewer	CATI introduction
supemail	Supervisor email address	As provided by graduate	CATI introduction 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 from CATI	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 MONDAY 14/08/2023

*(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 [www.qilt.edu.au/esshttps://www.qilt.edu.au/surveys/employer-satisfaction-survey-\(ess\)](https://www.qilt.edu.au/esshttps://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. 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 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 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 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 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: <supemail>

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 DIFFICULTIES)

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 and country dialling code 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:

www.gilt.edu.au/ess

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.

*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 ONLINE) Please start typing the name of <E403>'s occupation in the text box and select the correct one, or enter in full.

<predictive verbatim text box>

*(ALL)

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

*(IF CATI): INTERVIEWER NOTE: *Probe to collect only the **main** tasks and duties.*

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

*(ALL)

QS7/eempocc What is your occupation in your business?

*(DISPLAY IF ONLINE) Please start typing the name of your occupation in the text box and select the correct one, or enter in full.

<predictive verbatim text box>

*(ALL)

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

*(IF CATI): INTERVIEWER NOTE: *Probe to collect only the **main** tasks and duties.*

<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)

QSPREOP1 We 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 them 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

- egfound1 Oral communication skills
- egfound2 Written communication skills
- egfound3 Working with numbers
- egfound4 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

egempty1 Ability to work under pressure
 egempty2 Capacity to be flexible in the workplace
 egempty3 Ability to meet deadlines
 egempty4 Understanding the nature of your business or organisation
 egempty5 Demonstrating leadership skills
 Chegempty6 Demonstrating management skills
 egempty7 Taking responsibility for personal professional development
 egempty8 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: INSTITUTION SPECIFIC ISSUES

*(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-2023.

*(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 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?

*(DISPLAY IF ONLINE) Please start typing the name of your business in the text box and select the correct one, or enter in full.

*PROGRAMMER NOTE: MANDATORY

<predictive verbatim text box>

*(ALL)

C6

Would you be willing to have your contact information (name, email and/or phone) passed to <E306CTXT> for further research, industry engagement, accreditation processes and other internal purposes like careers services, placements, or student presentations?

1. Yes

2. No

*(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.

*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

2023 Employer Satisfaction Survey (ESS) questionnaire screen shots



0%

Save

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. 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.

Next



2%

Save

First we have a few questions about your role and **Tash Vickers'** role, so we can understand your relationship to **Tash**.

Just to check, do you currently supervise **Tash**?

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.

- ☐ Yes
- ☐ No, but I used to be their supervisor
- ☐ No, I have never been their supervisor

Previous

Next

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

7%

Save

Before today, were you aware that **Tash** completed a qualification from **the Social Research Centre**?

- ☐ Yes
- ☐ No

Previous

Next

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** 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](#)

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

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

35%

Save

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

☐ Don't know / Unsure

Previous

Next

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](#)

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](#)

42%

[Save](#)

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

[Previous](#)[Next](#)

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to think independently about problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to solve problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to develop relevant knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to develop relevant skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with numbers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to integrate knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous

Next

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to adapt knowledge to different contexts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacity to work independently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broad background knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to develop innovative ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to identify new opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Previous

Next

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to interact with co-workers from different or multicultural backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working collaboratively with colleagues to complete tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting on well with others in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding different points of view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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52%

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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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining professional standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using research skills to gather evidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying professional knowledge to job tasks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using technology effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applying technical skills in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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55%

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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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrating initiative in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrating management skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding the nature of your business or organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrating leadership skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to meet deadlines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacity to be flexible in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking responsibility for personal professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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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-2023.

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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

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72%

[Save](#)

Would you like your organisation to be acknowledged on the QILT website for supporting this important research?

- ☐ Yes
☐ No

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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:

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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?

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77%

Save

Would you be willing to have your contact information (name, email and/or phone) passed to the Social Research Centre for further research, industry engagement, accreditation processes and other internal purposes like careers services, placements, or student presentations?

- ☐ Yes
☐ No

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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 www.qilt.edu.au/ess

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