

The UK Graduate Development Survey 2011

Subscription Information Research Programme 2011



INTRODUCTION

The Research

The UK Graduate Development Survey 2011 is an innovative new study of how the UK's top graduates view their first employment after university, produced by High Fliers Research.

The survey not only provides participating organisations with a comprehensive insight into the outlook of their recent graduate joiners, but it will also enable employers to benchmark their results with other leading organisations.

The research was conducted for the first time in the autumn of 2009 and is an annual survey. As the research is being conducted on an entirely private and confidential basis, only participating organisations will have access to the survey findings.



Philosophy of the Research

The UK Graduate Development Survey has been devised so that the content and focus of the research is determined by those who will use the results – the graduate recruiters, trainers, and professional development leaders who subscribe to the research.

The research programme is conducted on an entirely confidential basis. Graduates completing questionnaires for the survey do so anonymously and the results of the research will only be made available to the individual organisations taking part in the study. Even the benchmarking between participating employers will be done in such a way that the results for specific employers cannot be identified. This very private approach means that there will be no media coverage of the survey findings, no public presentations of the data and no so-called league tables of the most successful graduate employers.

All of the fieldwork for the survey will be conducted in the same way for each employer taking part in the research programme, to ensure that meaningful comparisons can be made between organisations.

While separate year groups can be analysed, in order to ensure that the benchmarking results are as robust as possible, each year group from an individual employer should include a minimum of fifty graduates. It is possible to analyse results from smaller groups of graduates, however these results will not be included when benchmarking against other employers.

RESEARCH METHODOLOGY

Conducting the Survey

Research for *The UK Graduate Development Survey 2011* will be conducted through in-depth online questionnaires with graduates at organisations participating in the research programme.

Questionnaires can be prepared at any stage during the year with fieldwork for the survey to follow shortly afterwards. Questionnaires will contain a balance of common questions which are included for every employer in the study and specially commissioned questions about the individual organisation. All questionnaires will be devised in collaboration with participating employers.

Each employer will contact their own graduates to let them know about the survey and to encourage them to participate. Alternatively, **High Fliers Research** can manage the invitation and tracking of graduate participants if required.

Questionnaires will be completed anonymously to ensure the most honest, open feedback from graduates. Each participant will access the questions via an individual email linking them to a private website, customised to each employer. Questionnaires will be online for three weeks to encourage maximum participation from graduates.

Once the fieldwork for the survey has been completed, results will be presented back to employers quickly to ensure the findings have the maximum impact.

Developing the Questionnaires

Although separate questionnaires will be devised for each of the graduate employers taking part in *The UK Graduate Development Survey*, the core of the questionnaire will feature 25 common questions which will enable the results to be benchmarked between organisations.

Questions include:

- Demographics, including graduates' time at university and degree studied.
- Views on graduate recruitment and main reasons for joining the organisation.
- Graduates' views on their induction, orientation, career development planning and mentors.
- Satisfaction levels for salary & benefits, current role, career progression, training & development and expectations of the role.
- Opinions about current line managers and other members of staff.
- Plans for the future including other job offers, expected length of time with current employer and confidence in the organisation.

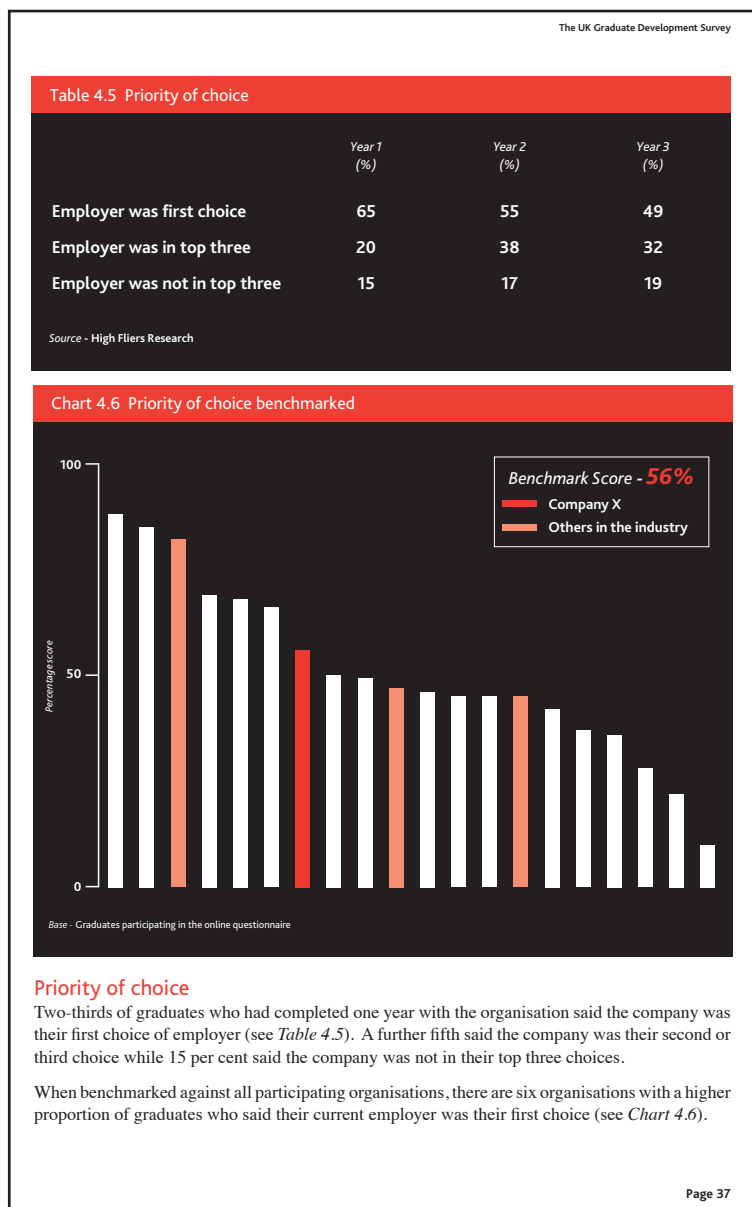
A further six specially commissioned questions, tailored to the needs of each employer will also be provided in the questionnaire.

RESEARCH METHODOLOGY

Presenting the Results

Each participating employer will be provided with printed copies and electronic versions of their own, individual research report.

The results of the common questions from the questionnaire will be presented so that employers can make direct comparisons with other organisations participating in the survey, without revealing the identity of specific employers or results.



The research findings will be presented via **individual briefings** for employers and a major programme of in-house briefings, presentations and consultations will be available to help graduate recruiters interpret and disseminate the findings of their research.

PARTICIPATING IN THE SURVEY

Research Subscriptions

Access to **The UK Graduate Development Survey** will be by subscription, which will provide exclusive access to the research programme, the development of survey questionnaires and the detailed findings of the study.

Different subscriptions are available according to the number of different year groups or cohorts of graduates that are included within the research but the key elements of the subscriptions include:

- A choice of which graduates participate – those who joined the organisation one, two or three years ago.
- A choice of whether to sub-divide year groups into individual functions, business divisions or practice areas within a year group.
- Full consultation on the topics and content of questionnaires included within the research programme, in collaboration with other participating employers.
- Commissioning up to six individual questions per questionnaire to provide detailed feedback about the organisation.
- An in-depth report on all the findings of the survey, with comparative analysis of other employers.
- A full individual briefing on the research results at the High Fliers Research Centre.
- Additional in-house briefings, presentations or consultations available on request.

Each employer's subscription will be tailored to the precise number of year groups and cohorts of graduates required.

*To confirm your subscription requirements, please contact **Tim Wise**, Research Director at High Fliers Research via tim.wise@highfliers.co.uk or call 020 7428 9000.*