

SCHEV Post-College Outcomes Study: Progress Report

Presented to the Academic Affairs Committee Meeting

State Council of Higher Education for Virginia

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Survey and Evaluation Research Laboratory
Center for Public Policy

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Overall Project Plan (revised)

- Design (Jul-Nov 2019) – lit reviews, advisory committee, focus groups, additional stakeholder input
- Develop (Aug-Jan) – draft questions, cognitive interviews, revise
- Pilot (Jan-Mar 2020) – test protocols, strata, linkages, questions, other
- Revise (Mar-Apr) – stakeholder input, final qstr & sampling plan
- Production (May-Jul) – large-scale, multi-mode (mail, web)
- Analysis (Jun-Aug) – multifaceted
- Reporting (Jul-Sep) – intensive

Progress to Date

- Revised the project timeline to allow more input in fall 2019 before conducting cognitive interviews
- Drafted sampling considerations for the production survey
- Met with advisory committee on Nov. 21, then by email feedback, then on Dec. 12 to finalize a draft questionnaire for cognitive testing
- Did 9 cognitive interviews Dec. 15-21, received draft report Jan. 3
- Received mock-ups of draft survey envelopes from print vendor
- Provided draft web page content to SCHEV
- Reviewed options for locating graduates without contact information

Upcoming

- Jan. 9: Share cognitive interview findings and suggestions, and research plan for the pilot, with advisory committee
- By Jan. 17: Receive advisory committee input
- By Jan. 28: Finalize web and print versions of questionnaire for pilot
- By Jan. 31: Launch pilot survey (letters go into the mail)
- January: Finalize production details, e.g.:
 - Establish purchase order with print vendor, purchase e-incentives (Rybbon)
 - Finalize recruitment material content; draw sample; print and stuff letters
 - Purchase AlumniFinder interactive online research tool

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