

Preparation

Gain Institutional Buy In

Help other departments or administrators see the value of the data you're collecting. Motivate them to help you spread the word and encourage students to respond.

Simplify Survey Design

Less is more. Be thoughtful with module and question choices. The longer the survey, the less likely students will make it to the end. We include rigorous skip-logic so students only see relevant questions.

Separate Cohorts ★*

For the most accurate results, administer separate surveys for students grouped by their graduation date. One survey for all your summer, spring, and fall graduates muddles your data.

Customize Emails

If participants feel they are being asked directly, they're more likely to respond. Customize email templates to target your graduates.

Send All Scheduled Emails ★*

The Outcomes Survey® provides 5 scheduled emails. The pre-survey email introduces the survey before asking participants to do anything. Cohorts who use it tend to have a higher response rate. The remaining 4 emails are spaced to maximize responses at graduation, and 3-, 6- and 12-months out.

Launch On-Time ★*

Launch your survey while students are still on campus, still invested in your school, and using .edu emails.

Promote On Campus & via Social Media *

Familiarize students with The Outcomes Survey® branding and the survey process. Encourage them to respond for the next year, and emphasize the importance of their response.

Offer Incentives

The Outcomes Survey® provides a national prize drawing, but having additional prizes and giveaways for survey completors on campus boosts response rates.

Utilize Graduation Events

Tie the survey with graduation events. Require turn-in completion page for Cap&Gown and commencement tickets. Or have a computer bank at the graduation fair so students can complete survey in-person.

Update Personal Emails

Update .edu emails to recently gathered personal emails to maintain contact once grads have left campus. *

Update Student Data

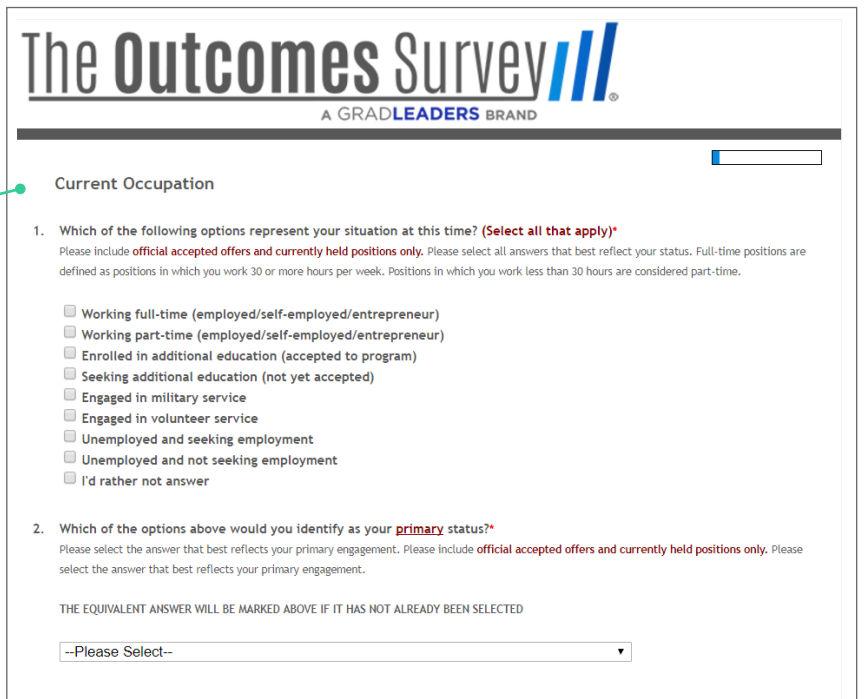
Remove non-grads and add late applicants to improve the quality of your data.

Reach Out to Non-Responders *

Occasionally contact graduates to respond or update their responses using the mass email tool.

★ Gold Badge Standard

* Platinum Badge Standard



The Outcomes Survey
A GRADLEADERS BRAND

Current Occupation

1. Which of the following options represent your situation at this time? (Select all that apply)*
Please include **official accepted offers** and **currently held positions** only. Please select all answers that best reflect your status. Full-time positions are defined as positions in which you work 30 or more hours per week. Positions in which you work less than 30 hours are considered part-time.

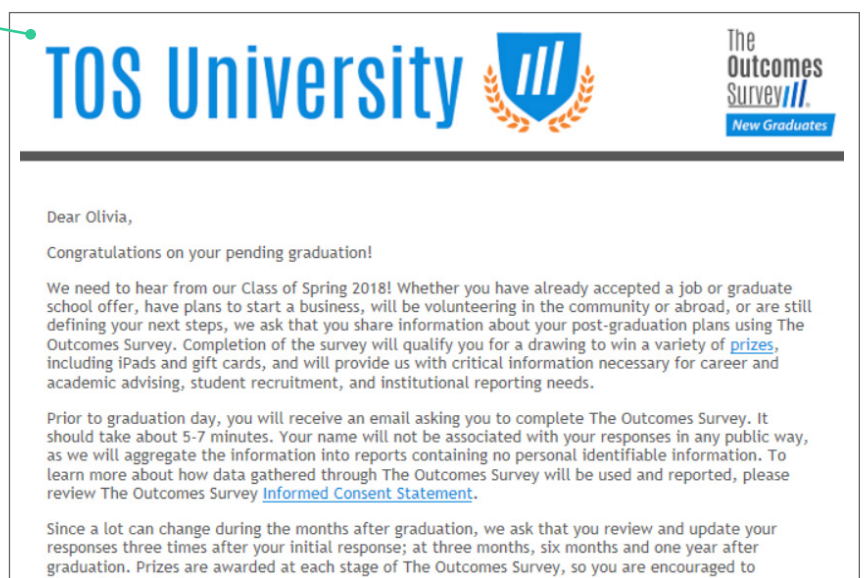
- Working full-time (employed/self-employed/entrepreneur)
- Working part-time (employed/self-employed/entrepreneur)
- Enrolled in additional education (accepted to program)
- Seeking additional education (not yet accepted)
- Engaged in military service
- Engaged in volunteer service
- Unemployed and seeking employment
- Unemployed and not seeking employment
- I'd rather not answer

2. Which of the options above would you identify as your **primary** status?*

Please select the answer that best reflects your primary engagement. Please include **official accepted offers** and **currently held positions** only. Please select the answer that best reflects your primary engagement.

THE EQUIVALENT ANSWER WILL BE MARKED ABOVE IF IT HAS NOT ALREADY BEEN SELECTED

--Please Select--



TOS University

The Outcomes Survey
New Graduates

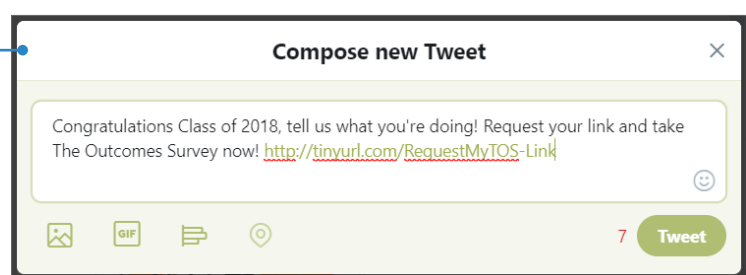
Dear Olivia,

Congratulations on your pending graduation!

We need to hear from our Class of Spring 2018! Whether you have already accepted a job or graduate school offer, have plans to start a business, will be volunteering in the community or abroad, or are still defining your next steps, we ask that you share information about your post-graduation plans using The Outcomes Survey. Completion of the survey will qualify you for a drawing to win a variety of prizes, including iPads and gift cards, and will provide us with critical information necessary for career and academic advising, student recruitment, and institutional reporting needs.

Prior to graduation day, you will receive an email asking you to complete The Outcomes Survey. It should take about 5-7 minutes. Your name will not be associated with your responses in any public way, as we will aggregate the information into reports containing no personal identifiable information. To learn more about how data gathered through The Outcomes Survey will be used and reported, please review The Outcomes Survey [Informed Consent Statement](#).

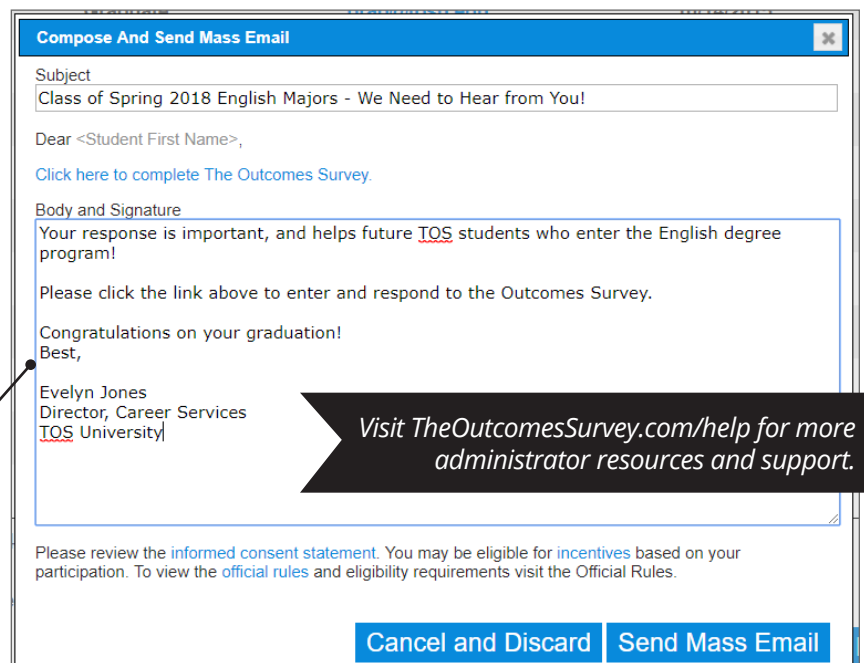
Since a lot can change during the months after graduation, we ask that you review and update your responses three times after your initial response; at three months, six months and one year after graduation. Prizes are awarded at each stage of The Outcomes Survey, so you are encouraged to respond at each stage.



Compose new Tweet

Congratulations Class of 2018, tell us what you're doing! Request your link and take The Outcomes Survey now! <http://tinyurl.com/RequestMyTOS-Link>

7 Tweet



Compose And Send Mass Email

Subject
Class of Spring 2018 English Majors - We Need to Hear from You!

Dear <Student First Name>,
[Click here to complete The Outcomes Survey.](#)

Body and Signature
Your response is important, and helps future TOS students who enter the English degree program!
Please click the link above to enter and respond to the Outcomes Survey.
Congratulations on your graduation!
Best,
Evelyn Jones
Director, Career Services
TOS University

Please review the [informed consent statement](#). You may be eligible for [incentives](#) based on your participation. To view the [official rules](#) and eligibility requirements visit the Official Rules.

Cancel and Discard Send Mass Email

Visit TheOutcomesSurvey.com/help for more administrator resources and support.

1 Month Before Graduation

At Graduation

3 Months After Graduation

End of Survey