

EXIT SURVEY

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EXIT SURVEY AS BASELINE DATA TO IMPROVE THE QUALITY OF STUDENT LEARNING SUPPORT

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ABSTRACT

The quality of service in a higher education institution can be measured by how satisfied the alumni toward the student learning support provided during their study. Alumni is an important asset which can be considered as potential marketing agents of the university they are graduating from. It is expected that satisfied alumni will be likely to speak proudly about the university they were attending. Universitas Terbuka (UT), as the only higher education in Indonesia—which implements Open and Distance Learning (ODL) —has over 433.763 active students in the second semester of 2013. This massive student body requires a very comprehensive database for both students and alumni as a baseline data to provide appropriate support services. UT has been implementing an exit survey for several years now to update the database of its alumni. The objective of this survey is to gather information on the job status, reasons for selecting their study program, satisfaction during study enrollment, how they learned about UT, reasons for studying at UT, and the level of GPA at the time they were about to leave the university. This information is useful for improving the quality of academic services provided by each study program at UT. However, no report has been written on the utilization of the results of the exit survey to improve the student learning support at the university level. This study is attempting to analyze the results of UT's exit survey with regard to the potential improvement of student learning support offered to the students.

BACKGROUND

Universitas Terbuka (UT) is considered as one of the mega universities in the world due to its massive student body. It was established in September 4, 1984 by the Indonesian government. The ultimate aim of establishing the open and distance university was to increase the higher education access to those who have high school diplomas and intended to continue their study.

In 1984 there was exploded amount of high school graduates who demanded to enroll in limited existing state universities. In order to overcome the problem of higher education enrollment, the Indonesian government decided to open and to operate the Universitas Terbuka. It is 45th state university which implements the open and distance learning system. Recently, UT has around 433.763 active students who enroll in 28 available study programs. The majority of the students are located in all provinces of Indonesia.

UT has four faculties and four post graduate programs as follows:

- The faculty of economics and management;
- The faculty of mathematics and natural sciences;
- The faculty of politics and social sciences;
- The education faculty;
- Post graduate programs.

With the large student body, it is necessary for UT to have alumni baseline data which can support the necessary information regarding to the students' on the job status, reasons for selecting their study program, satisfaction during study enrollment, how they learned about UT, reasons for studying at UT, and the level of GPA at the time they were about to leave the university. Constructing the alumni baseline data was implemented through conducting the exit survey.

The survey was aimed to collect data from the UT's graduates or alumni. UT has been implemented the exit survey since 2010. The exit survey was intended to portray the profile of the UT's alumni. In addition the exit survey was also aimed to describe alumni learning experiences and also their satisfaction during their study in UT.

This study is attempting to analyze the results of UT's exit survey with regard to the potential improvement of student learning support offered to the students. Besides, this paper will share a best practice of implementing the exit survey for open and distance learning program.

SURVEY METHODS

UT's exit survey was designed to gather significant data which related to the students' on the job status, reasons for selecting their study program, satisfaction during study enrollment, how they learned about UT, reasons for studying at UT, and the level of GPA at the time they were about to leave the university. There were several steps down to design and to conduct the exit survey in order to achieve predetermined objectives such as: (1) Designing the survey; (2) Implement the survey; (3) Promoter survey and collect data; (4) Analyze the survey data; (5) Communicate the result; (6) Impact policy.

The exit survey was designed to involve all of the UT alumni as the respondents. The alumni of UT are categorized based on their study program – those who enrolled in education program and non-education program. They asked to fill in the questionnaires which consist several questions related to the specific information such as:

- The job status,
- Reasons for selecting their study program,
- Satisfaction during study enrollment,
- How they learned about UT,
- Reasons for studying at UT,
- The level of GPA at the time they were about to leave the university.

Around 66.500 respondents (those are from academic year 2010 -2013) were involved in this exit survey study. They have studied in several study programs offered by the Universitas Terbuka. UT has 28 study program under the four available faculties and post graduate programs. The respondents were located in 37 regional offices of UT. The data were analyzed and displayed based on the required information such as: (1) The job status, (2) Reasons for selecting their study program, (3) Satisfaction during

study enrollment, (4) How they learned about UT, (5) Reasons for studying at UT, (6)

The level of GPA at the time they were about to leave the university.

THE SURVEY FINDINGS

The results of data analysis show several finding related to information which ae needed by survey - (1) The job status, (2) Reasons for selecting their study program, (3) Satisfaction during study enrollment, (4) How they learned about UT, (5) Reasons for studying at UT, (6) The level of GPA at the time they were about to leave the university. These findings are classified into two categorize –alumni who enrolled in education and non-education programs.

The job status

The UT alumni exit survey reveals the information that both the respondents who enroll in education program and non-education program mostly have job before studying in UT. About 97 % of the respondent mostly teachers who have already work in school before studying in UT.

TABLE 1.

The job status of UT students

STUDY PROGRAM	EDUCATION PROGRAM (%)	NON EDUCATIONAL PROGRAM (%)
• Working	96.6	78.75
• Non-working	3.44	21.24

The reasons to enroll in UT's study program

There are several reasons for the students to enroll in UT such as: (1) increasing knowledge; (2) no age limitation in enrollment; (3) and to get job promotion; (4) while working; (5) low tuition fee; (6) to motivate family members to study; (7) leisure study;

(8) get scholarship from the office. Increasing knowledge in this case is the major reasons for the students – those who enrolled in education study program and non-education study program – to enroll in UT. This can be shown in the following table.

TABLE 2.

The reasons of UT students to enroll in study program

REASONS OF ENROLLMENT	EDUCATION STUDY PROGRAM (%)	NON-EDUCATION STUDY PROGRAM (%)
• Increasing knowledge	33.79	27.88
• No age limitation in enrollment	12.29	12.94
• Job promotion	2.58	4.10
• Study while working	26.07	27.84
• Low tuition fees	12.64	15.10
• To motivate family to study	9.22	8.81
• Leisure study	1.15	2.29
• Get scholarship from the office	2.231	0.99

The reason to select the study program

In addition the students of have some reasons some reasons to choose the study program such as; (1) to support job; (2) to add knowledge; (3) to get an academic degree. The findings indicate that to support job and to add knowledge can be considered as the major reasons for the respondents – both educational and non – educational programs – to choose their study program. These findings can be shown in the table 2 as follow.

TABLE 3.

The reason of UT students to select the study program

REASONS TO THE	EDUCATION STUDY	NON- EDUCATION
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STUDY PROGRAMS	PROGRAM (%)	STUDY PROGRAM (%)
• Job supporting	39.36	28.00
• Add knowleage	48.02	30.00
• Get degree	12.61	27.00

Satisfaction to academic services (for non-education study program only).

Students' satisfaction to academic services provided by educational institution is considered as important information. These findings can be used as a feedback to improve the quality of services provided to students. UT exit survey find that majority of the students feels satisfy with the academic services provided by UT. The findings can be shown in the following table.

TABLE 4.

Satisfaction of UT students to academic services

SATISFACTION LEVEL	PERCENTAGE (%)
• Very satisfy	18.59
• Satisfy	70.24
• Unsatisfy	9.36
• Very unsatisfy	1.52

Information about UT

UT students gathers information about UT from several resources which includes: colleagues, family / supervisor, study group, UT alumni, UT students, regional offices of UT, and other information resources. Most of the respondents – both who enroll in educational program and non-educational program - indicate to get information regarding UT from their colleagues, study group, and other UT students. These findings can shown in the following table.

TABLE 5.

The ways the students get information regarding UT

<i>SUORCE OF INFORMATION</i>	<i>EDUCATION PROGRAM</i>	<i>NON – EDUCATION PROGRAM</i>
• Colleagues	29.06	20.30
• Family / supervisor	12.67	9.72
• Study group	8.42	21.66
• UT alumni	10.87	11.52
• UT students	13.52	12.54
• Regional offices	5.63	8.360
• Others	-	-

Alumni GPA

GPA of students can also be considered as important information in exit survey. This information can be applied as a basic consideration to improve the learning and instructional program held by an educational institution. Most of the UT students have GPA level in a normal range – 2.00 to 3.50. However, UT has to improve continuously their students level of GPA. The following table indicates the level of GPA achieved by UT alumni.

TABLE 6.

GPA of UT alumni

<i>GPA (GRADE POINT AVERAGES)</i>	<i>EDUCATION PROGRAM (%)</i>	<i>NON – EDUCATION PROGRAM (%)</i>
Below 2.0	1.391	2.45
2.0 – 2.5	44.52	55.60
2.5 – 3.0	40.09	27.58
3.0 – 3.5	13.00	11.34
3.5 – 4.0	0.99	3.01

CONCLUSIONS

Exit survey is type of survey conducted when the students leave an educational institution. The information collected in this survey is related to the students experience during their study in the school or university. This type of research is demanding because it can be used as a source of information that can provide feedback to improve academic services. UT has conducted alumni exit survey to provide several information regarding its academic services. The aim of this exit survey is to gather several information such as: (1) The job status, (2) Reasons for selecting their study program, (3) Satisfaction during study enrollment, (4) How they learned about UT, (5) Reasons for studying at UT, (6) The level of GPA at the time they were about to leave the university.

The results of the UT exit survey can be concluded as follow:

- About 97 % of the respondent has been working and most of them are primary school teachers.
- Increasing knowledge in this case is the major reasons for the students – those who enrolled in education study program and non-education study program – to enroll in UT.
- To support job and to add knowledge can be considered as the major reasons for the respondents – both educational and non – educational programs – to choose
- UT exit survey find that majority of the students feels satisfy with the academic services provided by UT.their study program.
- Most of the respondents – both who enroll in educational program and non-educational program - indicate to get information regarding UT from their colleagues, study group, and other UT students.
- Most of the UT students have GPA level in a normal range – 2.00 to 3.50. However, UT has to improve continuously their students level of GPA.

EXIT SURVEY

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