

The Career and Technical Education (CTE)

Completer Follow-Up Survey Guide

2012 Follow-Up of the 2011 CTE Graduates

April 2012



Notice to the Reader

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Survey Summary

What is the CTE Student Follow-up Survey?

Federal reporting guidelines of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins IV) call for a follow-up survey of all Career and Technical Education (CTE) completers 9-12 months after graduation. The definition of a **CTE completer** is a student who has met the requirements for a career and technical concentration and all requirements for high school graduation, or an approved alternative education program. The survey measures their *transition* to further education or employment and *satisfaction* with the preparation they received in their CTE program. Achieving a 75 percent response rate or higher will improve the usefulness of the data; therefore, it is important to aim for the highest response rate you can achieve.

Who is Surveyed?

The Virginia Department of Education, Office of Career and Technical Education Services, provides each school division an online list of CTE completers to be surveyed. All students listed in the 2010-2011 Completer Demographics Report (CDR) and Summer Graduate Report will need to be surveyed. Each school division signed a 2010-2011 Completer Demographic Verification Report stating the accuracy of the completer counts. As a result, anyone listed as a completer on these reports will be used to calculate the school division and school response rates.

Conducting the Survey in 2012 of 2011 Completers

This year's Completer Follow-Up Survey has 17 questions and takes less than 10 minutes to complete.

Survey responses are entered online at http://ctefollowup.cooper.virginia.edu/.

The Demographics & Workforce Group of the University of Virginia's Weldon Cooper Center will manage the completer survey Web site. Technical questions should be directed to them at: CTEcompleters@virginia.edu or 434-982-5582.

Deadline

The deadline for completing the follow-up survey is July 2, 2012.

Web site for the Completer Survey

The 2012 CTE Follow-up Survey Web site for the 2011 CTE graduates is located at

http://ctefollowup.cooper.virginia.edu/

Use this Web site to:

- 1. Enter completer survey data
- 2. Monitor the response rate by division and school
- 3. Identify non-respondents for additional follow-up efforts
- 4. Download and print individualized survey forms, if necessary

Login and Security

The survey is hosted on a secure Web site: http://ctefollowup.cooper.virginia.edu/. Login and password information for division and school personnel is disseminated to the lead CTE administrators via the Virginia Department of Education's Single Sign-on for Web Systems (SSWS) dropbox. Administrators and other designated personnel in the division can use this information to access the Web site, enter survey results, and monitor response rates. Divisions choosing to request students to enter their own survey information must contact the Weldon Cooper Center for a mailing list and student login information.

How to Conduct the Survey

- School divisions survey each student from the online list of CTE Completers by phone or mail.
- Survey responses are entered into an online survey form located at http://ctefollowup.cooper.virginia.edu/ by school and division personnel or students, as applicable.
- 3. Do not fill out a questionnaire for non-completers.
- 4. CTE completers that graduated but are now deceased or incarcerated and could not be contacted, should be reported on the administrative screen by marking "Deceased," "Incarcerated," or "Other" under the Non-Response Reason. These CTE graduates will be counted in the denominator when calculating the division and school response rates.

Conducting the Survey by Phone

- 1. Go to http://ctefollowup.cooper.virginia.edu/ and login.
- 2. Identify completers to be interviewed.
- 3. Contact the completer and conduct the interview. Interviewers may enter information online while they are on the phone with the former student. Conducting the survey this way will save time and money.
- 4. Use the following script to begin the interview:

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"Hi, may I please speak with _____?
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Hello, I am [first name] with [insert division name] public schools and am calling because you completed a Career and Technical Education program while enrolled at [school name]. I have a few questions about your experiences that will help us evaluate our programs. Your answers will be completely confidential and will be used in a report to Congress in order to help us continue to fund these programs.

Do you have 10 minutes to give us your feedback?"

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If "No":
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"I'm sorry to hear that. Is there another time that would be better for you?" (If "No" here – do not push to continue the interview)

If "Yes":

"Great! Let's begin the interview." Then read off the survey questions as they appear on the computer screen.

After the interview is completed:

"Thank you so much for your time. Your answers will help us continue and improve upon our CTE programs."

5. Complete all telephone interviews and data entry by July 2, 2012.

Contacting CTE Completers by Mail

Some school divisions begin the survey process by contacting each student by mail, and giving them a password by which they can take the survey online. If you choose to do this, contact the Weldon Cooper Center first at CTEcompleters@virginia.edu or call (434) 982-5582. An Excel file will be provided with contact information and student identification numbers/passwords.

Occasionally, although not recommended, schools will print and mail survey forms to students and ask that completed surveys be returned by mail. If you choose to do this, please contact the Weldon Cooper Center for student contact information.

Frequently Asked Questions

In the phone interview, do I need to talk to the completer to conduct the survey?

It is recommended that interviewers talk directly to the completers to receive the most accurate information possible about the completers' education and work status. However, if it is not possible to speak with the completer, it is acceptable to talk with someone in the household who has detailed knowledge of the completer's education and work status. If you speak with someone other than the completer, please make sure to mark this as you fill out the survey questionnaire online.

How should I handle difficult phone calls?

- Remember that the work you are doing is important for improving your school's CTE programs.
- Start by explaining that you are calling from the school to follow-up with the student for purposes of program improvement.
- Express understanding if an individual wish not to answer questions.
- Respond to complaints by assuring the respondent that you will note their concerns;
 make sure to do so.

How should I handle refusals?

- Explain the purpose of the survey.
- Assure the respondent that their answers will remain confidential and that they may skip questions they do not wish to answer.
- Explain that their responses will help improve the school's program and that the school is interested in the experiences of all students who attended the program.
- Do not push completers to answer questions if they don't want to respond.
- Thank them for their time, even if they refuse to participate.

Best Practices

- <u>Fill out questionnaires online while interviewing graduates.</u> Save time, money, and trees by not printing copies of the questionnaire. This is the most efficient method for conducting the survey and requires half the time versus filling out paper questionnaires.
- Avoid having teachers interview their former students. Although sometimes unavoidable, having a CTE teacher interview one of their former students can create interviewer bias in the survey and skew results.
- <u>Be courteous and friendly when interviewing former students.</u> Not everyone will want to answer questions. Please respect this choice and move on to other graduates.
- <u>Don't wait until the last minute to conduct the survey.</u> Achieving a 75 percent response rate can sometimes be challenging. It is best to start interviewing graduates as early as possible.

Barcodes

The PDF questionnaire files from the survey Web site contain identifying barcodes. These barcodes are currently for Weldon Cooper Center use only. Division administrators and school personnel can ignore the barcodes for the purposes of conducting the survey.

Contact Information

Technical Assistance

Questions about the Web site or survey process, please contact Achsah Carrier or Dustin Cable at the Weldon Cooper Center at the University of Virginia at CTEcompleters@virginia.edu or call (434) 982-5582.

Reporting Requirements

Questions regarding current policies or specific reporting requirements should be addressed directly to the Virginia Department of Education, Office of Career and Technical Education Services at CTE@doe.virginia.gov or (804) 225-2052.