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Validity: 25/6/2018 to 24/6/2022

# Graduate

# Employment

# Survey Report -

# 2018

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## **A. Objective**

The objective of the Graduate Employment Survey is:

1. To better understand graduates of Coleman College in their job search experiences and employment outcomes (employment rate)
2. To gather valuable feedback from graduates of Coleman College on their overall study experience at Coleman College
3. To use the survey data gathered from graduates to enhance Coleman College's Course Curriculums in terms of industrial relevancy and needs

Survey Period: 5 December 2018 to 4 February 2019

## **B. Target Audience & Methodology**

( I ) Target Audience:

As Coleman College does not conduct external degree program, the Graduate Employment Survey targeted participants who are graduates of its Hospitality & Tourism Courses at Certificate Level, Diploma Level and Advanced Diploma Level. These graduates had since returned to their home country after completing their respective courses.

The Graduate Employment Survey was extended to 429 nos. of Hospitality and Tourism (H&T) graduates on 5 December 2018. These graduates had completed their courses for more than 6 months from the date of the survey.

There were 35 responses (sample size) received at the closure of the survey on 4<sup>th</sup> Feb 2019.

( II ) Methodology:

a. The Graduate Employment Survey form was developed following the

**Kirk-Patrick Framework:**

- **Level 1 Reaction:** Satisfaction level of graduates' study experiences at Coleman College
- **Level 2 Learning:** Graduates' current job related to course of study
- **Level 3 Behaviour:** Knowledge and Skills acquired in Coleman College has helped graduates to obtain and/or progress in their current job
- **Level 4 Results:** Time taken by graduates to find a job, Employment Rate, Knowledge and Skills acquired from the course has helped graduates to perform better in their present jobs.

b. The survey was conducted through an online survey platform.

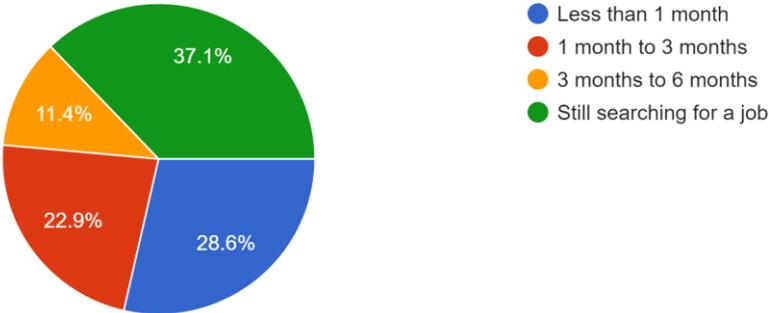
Data were collected from 5<sup>th</sup> December 2018 to 4<sup>th</sup> February 2019.

**C. Survey Results**

**( I ) Employment**

1. It took me \_\_\_\_\_ to receive my 1st Job offer.

35 responses



The time taken by graduates (respondents) to find employment in their home country were as follow:

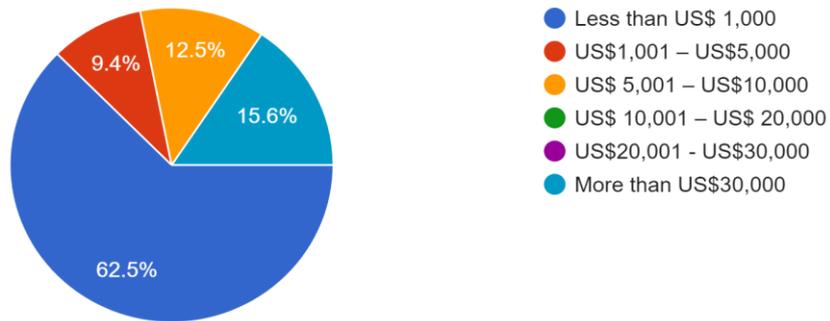
- a. Less than 1 month: 28.6%
- b. 1 month to 3 months: 22.9%
- c. 3 months to 6 months: 11.4%

62.9% of the respondents secured a job within 6 months of their graduation from the college

28.6% of the respondents were able to find a job within 1 months

## 2. My job pay me a salary of \_\_\_\_\_ per year.

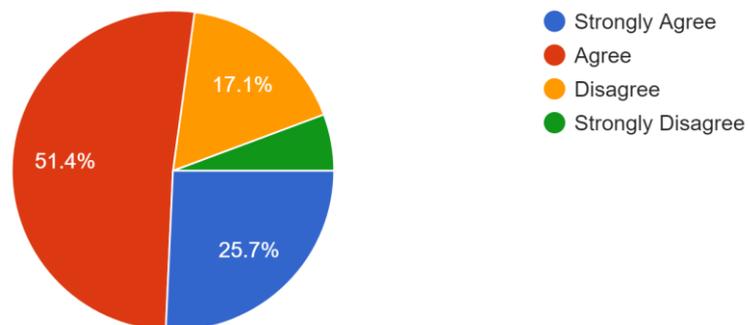
32 responses



62.5% of the respondents reported salary of less than US\$1,000 per year;  
9.4% of the respondents earn between US\$1,001 to US\$5,000 per year  
12.5% of the respondents earn between US\$5001 to US\$10,000 per year;  
15.6% of the respondents earn more than US\$30,000 per year

## 3. The qualification(s) obtained from the course(s) studied at Coleman College has/have helped me to obtain my current job.

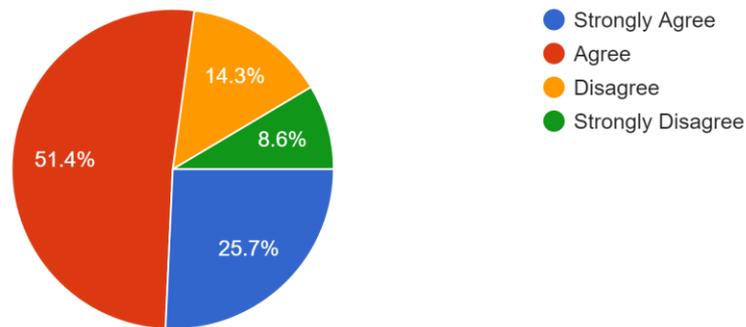
35 responses



77.1% of the respondents who had found employment within 6 months agreed (including 25.7% strongly agree) that the qualification obtain from Coleman College has helped them to obtain their current employment.

#### 4. The nature of my job is related to the course of study at Coleman College.

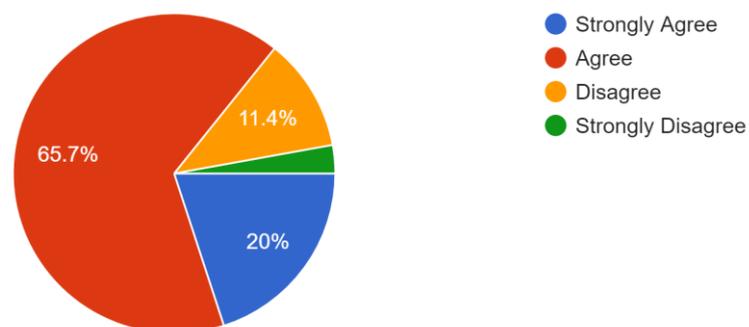
35 responses



77.1% of the respondents (25.7% strongly agree and 51.4% agree) who had found employment within 6 months agree that the nature of their jobs are related to their course of study at Coleman College.

#### 5. The knowledge and skills acquired in Coleman College have helped me to achieve better performance in my current job.

35 responses

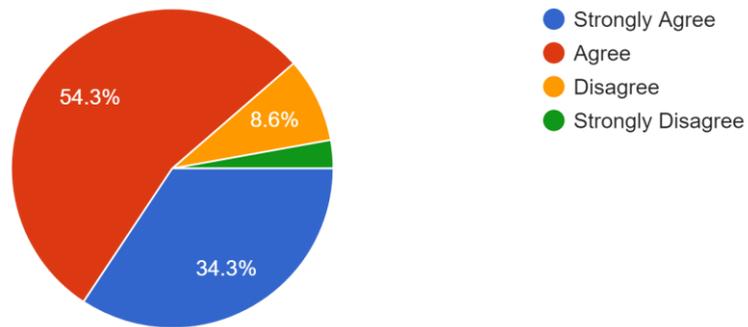


85.7% of the respondents agreed (including 20.0% strongly agree) that the knowledge and skills acquired in Coleman College have helped them to achieve better performance in their current jobs.

## (II ) Study Experience

1. Overall, I am satisfied with my study experience at Coleman College.

35 responses



88.6% of the respondents (including 34.3% strongly agree) are satisfied with their study experience at Coleman College.

## D. Comparison of Results

### a. Benchmark against Past Year Survey (internal) Results

No.	Kirk-Patrick Model / Survey Questions	Survey Results		Remarks
		2017	2018	
1.	<b><u>Level 1 Reaction</u></b> Percentage of graduates satisfied with their study experiences at Coleman College	90.7%	88.6%	
2.	<b><u>Level 2 Learning</u></b> Nature of jobs are related to graduate's course of study at Coleman College	73.2%	77.1%	
3	<b><u>Level 3 Behaviour</u></b> a. Qualification, Knowledge and skills acquired from the course has helped graduates to obtain current employment	78.0%	77.1%	
	b. Knowledge and skills acquired in Coleman College have helped graduates to perform better in their current job	73.2%	85.7%	
4	<b><u>Level 4 Results</u></b> a. Secured a job within 6 months after graduation (Employment Rate)	67.4%	62.9%	
	b. Time taken by graduates to find employment: i. Less than 1 month ii. Between 1 to 3 months iii. Between 3 to 6 months	28.0% 14.0% 25.6%	28.7% 22.9% 11.4%	
	c. Knowledge and skills acquired in Coleman College have helped graduates to perform better in their current job	73.2%	85.7%	

#### Responses:

Year 2018: 35 nos. Year 2017: 43 nos.

Year 2016: 0 no. Year 2015: 4 nos.

**b. Benchmark against National (Polytechnics)  
– Employment Rate (Full-time Employment)**

No.	Institutions	2016	2017	2018	Remarks
1	Coleman College (Full-time Employment)	NA	67.4%	62.9%	Based on Full-time Employment
2	Polytechnics (Full-time Employment)	55.8%	52.8%	55.9%	Based on Full-time Employment
3	Polytechnics (Overall Employment Rate)	90.6%	86.4%	89.0%	Based on Full-time + Part-time/Temporary Employment

*GES results for Polytechnics extracted from The Graduate Employment Survey (GES) 2018 jointly conducted by five polytechnics (Singapore)*

**E. Results Analysis**

The Graduate Employment Survey 2018 showed the following:

a. **Level 1 Reaction**

88.6% of the respondents were satisfied with their study experience with Coleman College.

b. **Level 2 Learning**

77.1% of the respondents mentioned that their jobs are related to the course(s) studied in Coleman College.

c. **Level 3 Behaviour**

- i. 77.1% of the respondents agreed that the qualification obtained from Coleman College has helped them to obtain their current employment.
- ii. 85.7% of the respondents agreed that the knowledge and skills acquired in Coleman College have helped them to achieved better performance in their current workplaces.

d. **Level 4 Results**

- i. 62.9% of the graduates found employment within 6 months after completing their courses at Coleman College:
  - 28.7% found employment within 1 month (same as year 2017)
  - 22.9% found employment between 1 to 3 months (increased 8.9% from 2017)
  - 1.4% found employment between 3 to 6 months (decreased 14.2% from 2017)

Overall, the employment rate decreased by 4.5% from 2017 (67.4%).

- ii. 85.7% of the respondents agreed that the knowledge and skills acquired in Coleman College have helped them to achieved better performance in their current workplaces. The results attest to the quality of the curriculums.

The graduate employment rate (full-time employment) achieved by Coleman College in 2018 was 7% higher than the results achieved by the National at 55.9% as shown in the GES 2018 – Polytechnic. However, College if compared with the Overall Employment Rate of 89.0%, there is plenty of room for improvement for Coleman such as enhancement to course curriculum in meeting international market needs.

In the absent of average reading for 3 years (2016 to 2018), Coleman shall use the average reading for 2 years (2017 & 2018) of 65.15% as the guideline for setting the 2019 Graduate Employment Rate (full employment) during the Corporate/Strategic Meeting. The above internal benchmark reading of 65.15% used is higher than the highest polytechnic reading (2018) of 55.9%.

## F. Some of Student Feedbacks from the Survey

- Good
- Good experience
- My experience is very good with Coleman College and the management system is very nice....
- Thanks for all that U (Coleman College) had gave me. Wonderful teacher & staff. I missed this school so much. Wish U all the best. Thanks again.
- During my seven modules, Mr Saja-UL-Miraz was my teacher. The way he taught me, really helping me to doing good in my job & as well in my life. All other teachers & management was good with all students during the period of studies & after studies. Thanks to Coleman college.
- Great full
- Study was good but not helpful to getting job in Singapore. College must provide placement to brilliant students.
- It was not bad but faced some difficulties
- My experience studying at Coleman college was wonderful. All staff was very helpful , I'm very thankful to Coleman College ,Teachers and staff . Thank you . 😊
- I'll try to continue my study with Coleman College
- M very happy too finish my 2 year study with Coleman College, they help me to achieve my goal 😊 😊
- Coming to my experience with Coleman College, it was a wonderful experience with all faculty and management, they are very supportive to me at all time... thank you.
- They have good teaching skill staff is very helpful. I'm proud to have studied in this college
- About My Coleman College, No Words to Say Awesome

- Nice
- It was great experience and very informative also.