

Post-Certificate Tracking and Follow-Up Survey

Alumni Survey

Alumni tracking provides administrators with information that can:

- Enhance target audience personas: Analyzing the titles and industries of enrolled students allows for more targeted marketing (audience and positioning)
- Identify opportunities for B2B outreach: Companies that send multiple employees may be receptive to contract training or partnerships
- Improve marketing collateral: Marketers can highlight the number of promotions, new jobs, or other career advancements of students after program completion in marketing materials
- Encourage repeat enrollments: Staff can send targeted follow up information to program alumni based on career status and industry, continued engagement ensures the institution remains top-of-mind for further education

Follow Up Survey: Three to six months after program completion, send a follow up survey to students. Surveys should be short, so that students are willing to participate (less than 5 minutes) and collect information about the impact of the program on students' careers as well as interest in additional credentials. Surveys should ask students to reflect on their own strengths and skill sets; add or subject questions based on program outcomes. Consider offering pre- and post-program surveys to gauge how programs enhanced students' skills, performance, and confidence.

What career changes have occurred since you completed the program? (check all that apply)

- ☐ Promotion at current company
- ☐ Raise in current role
- ☐ New job in existing industry
- ☐ New company in existing industry
- ☐ Career change (new industry), please indicate new industry _____
- ☐ Other: _____

Rate each of the following statements on a scale from "strongly disagree" to "strongly agree."

- ☐ My supervisors regularly praise the quality of my work
- ☐ I can communicate complex ideas to clients and senior leadership
- ☐ Colleagues perceive me as a resource and expert on work-related matters
- ☐ I can handle complex tasks with little oversight
- ☐ My work has a positive financial impact on my company or organization

Would you recommend this program to others?

- ☐ Yes
- ☐ No: why not _____

(survey continued on next page)

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Sample Email Follow Up

(survey continued)

To your knowledge, has your company sent other employees to this program?

- ☐ Yes
☐ No

Students who completed the (certificate) are partway to earning a certificate in/eligible to enroll in the following programs. Please indicate any programs you are interested in learning more about:

- ☐ (certificates with crosslisted courses)
☐ (advanced certificates)

Please write any other comments about the program below. If you have specific examples of how you have used the content learned we would love to hear those as well!

May we use this information (anonymized) in published materials? ☐ Yes ☐ No

Alumni Email:

Students who indicated an interest in a particular program in the follow up survey can be added to the lead nurturing pool. For students who did not indicate interest in a specific program or who did not answer the survey, the email outlines crosslisted program opportunities, advanced programs, and free events to maintain alumni engagement.

Dear student,

We hope you enjoyed Hoth University's Climatology Certificate! It has been a few months since your program's completion, and we know that in today's fast-paced work environment there is a constant need for professional development. We are here to support you for all of your educational needs.

By completing the (certificate) program, you are already partway to completing several other programs due to overlapping coursework. With a few additional courses, you can earn a certificate in:

- Advanced Climatology*
- Environmental Studies: Sub-Zero Terrain*
- Leadership Training for Disaster Response Managers*

Please click on the links to learn more about each offering or register for an information session.

You are also invited to all of our ongoing activities at Hoth University. A few exciting, upcoming events open to all alumni free of charge include:

- Lecture: Advances in Therapeutic Hypothermia and Cold Therapy*
- Documentary viewing: History of Tauntaun Racing*
- Book reading: Tales of Survival- True Life Accounts of Near Death Experiences*

We hope you see you soon and do not hesitate to reach out if you have any questions.

Sincerely,

(COE Exec)