

2020 HEDS First Destination Survey

Updated: January 20, 2020

The HEDS First Destination Survey asks recent or upcoming graduates about their post-graduation activities. There are two versions of the survey, one designed for undergraduate students and the other for advanced degree students. Advanced degree students include graduates from master’s and doctoral programs, professional programs such as dentistry and medicine, and advanced degree certificate programs. Institutions can use the survey’s results to assess employment- and career-related outcomes for their graduates and for reports to the National Association of Colleges and Employers ([NACE](#)).

The First Destination Survey takes less than five minutes to complete and can be administered via mobile devices. The survey can be administered to undergraduate or advanced degree students who complete their degrees between July 1, 2019, and June 30, 2020. Both versions of the survey are designed to help institutions achieve a high [knowledge rate](#), and we can use additional information that institutions have collected in other ways to supplement or update students’ responses to the survey. Institutions that administer to multiple degree populations will receive a discount.

Survey Administration

There are two survey administration periods: April 1, 2020–July 31, 2020, and September 1, 2020–December 31, 2020. You can administer both versions of the First Destination Survey for any 3–6 week window in one or both of those administration periods. Administration options include:

Administration Period	Purpose	Administration Details
Spring: April 1, 2020 – July 31, 2020	Collect data around the time of graduation when students are more accessible.	In order to get a high response rate, we recommend asking students to complete the survey on their mobile devices during commencement events. The survey may also be administered electronically to individuals within four weeks of their graduation date.
Fall: September 1, 2020–December 31, 2020	(1) Collect data at a time when recent graduates have solidified their primary post-graduate activities. (2) (Optional) Update survey data with information your institution has collected about these graduates from web searches, the alumni office, faculty, etc., provided it was collected within the period specified by NACE. This includes adding data on students who did not respond to the survey.	Invite recent graduates to take the survey via email.
Spring/Fall Combination: Administer a survey in the spring at graduation and then a follow-up administration in the fall when graduates have solidified their post-graduate activities.	(1) Ask recent graduates if anything has changed since they filled out the survey in the spring. (2) Increase Knowledge Rate by asking those graduates who did not respond in the spring to take the fall survey. (3) (Optional) Update survey data with information your institution has collected about these graduates from web searches, the alumni office, faculty, etc., provided it was collected within the period specified by NACE. This includes adding data on students who did not respond to the survey	Combines the administration periods and details of the Spring and Fall administrations.

Administration Methods

- **Authentication method** – You provide students/recent graduates with a general survey link, and they use a unique password, such as their student ID, school email address, or post-graduate email address, to log into the mobile-friendly survey. We suggest this method for commencement activities – for example, you could text or email the general survey link to students, or display the survey link on a slide.
- **Email method** – A member of the HEDS staff sends your students/recent graduates an individualized email invitation with a unique link to the survey. If they do not complete the survey, we will send up to three reminders via email. You may customize both the invitation and the reminders, and each message appears to come from your institution.
- **Paper method** – You ask students/recent graduates to fill out a paper version of the survey. We will provide a PDF version of the survey, and you will be responsible for printing, distributing, and collecting the paper surveys and submitting the data to us in a format that we specify. You can also use a paper survey as a back-up option for students at commencement events who do not have mobile devices.

For an additional fee, you can select both the email and authentication administration methods. To ensure consistency in the administration process and the integrity of the comparative data, we do not allow institutions to administer any HEDS survey through their own survey engines.

Reports and Data Files

For the undergraduate version, you will receive a report with comparative data after each administration of the survey. You will also receive both SPSS and Microsoft Excel files with your participants’ responses after each administration. After the fall administration, you will receive overall SPSS and Excel data files with your combined spring and fall responses. We will add variable and value labels to the SPSS file.

Because the advanced degree version of this survey is still new, we will only provide comparison reports if a sufficient number of institutions participate. You will receive a report that summarizes all of your advanced degree graduates’ responses after each administration of the survey. You will also receive a data file with your participants’ responses after each administration and an overall data file with your combined spring and fall responses. The data files will be sent in both SPSS and Microsoft Excel formats. We will add variable and value labels to the SPSS file.

Base Survey Costs

	HEDS Institutions	Institutions not in HEDS
Base cost – single administration to one population (either undergraduate or advanced degree) in the spring or fall Includes: <ul style="list-style-type: none"> • One 3–6 week survey administration • One administration method: authentication, email, or paper • Up to 1,000 respondents • One survey invitation and up to three reminders for email method • 10 supplemental questions • Report and data files as specified above 	\$500	\$1,900

	HEDS Institutions	Institutions not in HEDS
Base cost – combination administration for one population (survey in the spring and again in the fall) Includes: <ul style="list-style-type: none"> • One 3–6 week survey administration in the spring • One 3–6 week survey administration in the fall • Up to 1,000 responses for each administration • One survey invitation and up to three reminders for each email administration • 10 supplemental questions per administration • Report and data files as specified above for each administration 	\$1,000 (\$500 for 1st administration + \$500 for 2nd administration)	\$3,800 (\$1,900 for 1st administration + \$1,900 for 2nd administration)
Base cost – single administration to each <i>additional</i> degree population (either undergraduate or advanced degree) in the spring or fall Includes: <ul style="list-style-type: none"> • One 3–6 week survey administration • One administration method: authentication, email, or paper • Up to 1,000 responses • One survey invitation and up to three reminders for email method • 10 supplemental questions • Report and data files as specified above 	\$375 (25% discount on original base cost)	\$1,425 (25% discount on original base cost)
Base cost – combination administration for each <i>additional</i> population (survey in the spring and again in the fall) Includes: <ul style="list-style-type: none"> • One 3–6 week survey administration in the spring • One 3–6 week survey administration in the fall • Up to 1,000 responses for each administration • One survey invitation and up to three reminders for each email administration • 10 supplemental questions per administration • Report and data files as specified above for each administration 	\$750 (\$375 for 1st administration + \$375 for 2nd administration; 25% discount on original base cost)	\$2,850 (\$1,425 for 1st administration + \$1,425 for 2nd administration; 25% discount on original base cost)

Additional Fees

	HEDS Institutions	Institutions not in HEDS
The following fee applies once for each degree population.		
Supplementing survey data with additional information collected in other ways (option available for institutions that do the Fall or Spring/Fall Combination administrations)	+ \$125	+ \$125
The following fees apply for each administration <i>and</i> each degree population.		
Using both the authentication and email administration methods	+ \$250	+ \$250
Using different invitations, reminders, and/or supplemental questions for different subpopulations (e.g., students in two different advanced degree programs)	+ \$250 for each additional subpopulation	+ \$250 for each additional subpopulation
Using paper administration as a back-up for a small number of participants who do not have an electronic device on which they can take the survey	No charge	Fee may apply

	HEDS Institutions	Institutions not in HEDS
11 to 20 supplemental questions	+ \$250	+ \$250
Over 1,000 respondents (after first 1,000 respondents; count includes all administration methods and incomplete surveys; invoiced after the survey closes)	+ \$0.50 per respondent over 1,000	+ \$0.50 per respondent over 1,000
Late registration fee (see explanation in registration section below)	+ \$250	+ \$250

Other HEDS First Destination Survey Information

- **Survey liaison** – You will need to identify one individual from your institution to serve as the survey liaison to handle survey logistics, communicate with the HEDS staff, etc.
- **IRB approval** – The HEDS First Destination Survey has been [approved](#) by the Wabash College Institutional Review Board (IRB) for use as a voluntary survey. We encourage your institution’s survey liaison to contact the IRB at your institution to determine whether their approval is needed prior to administering the survey.
- **Mandatory participation** – Institutions should not make the survey mandatory or use survey incentives that may affect voluntary participation without consulting their institution’s IRB. In addition, the introduction to the HEDS First Destination Survey, which informs participants that the survey is voluntary, cannot be altered.
- **Embedding institution names in the survey** – We will configure the survey so that your institution’s name appears prominently at the top of each page. Your institution’s name will also appear in questions.
- **Supplemental questions** – You can add up to 20 supplemental questions, the first 10 of which are free, related to the HEDS First Destination Survey’s subject matter at the end of the survey. Each subquestion on a multipart or matrix question counts as one supplemental question. Our [Supplemental Question Guide](#) provides more detail about how we count supplemental questions. We ask that you submit finalized questions during registration. Your data file will include participants’ responses to these questions, but the HEDS reports will not.
- **Paper administration** – To preserve the integrity of the questions, the HEDS First Destination Survey may not be altered, and the paper survey may only be used for one administration. The paper survey will be created by HEDS staff and sent to you as a PDF.
- **Qualtrics** – HEDS administers its surveys via the commercial survey engine, Qualtrics.
- **Survey Agreements** – We detail our expectations, practices, fees, and terms of this survey in this document and our [Supplemental Administration Information document](#). If your institution requires us to use an agreement developed by your institution and we determine that we need our attorney to review that agreement, we will add the cost of that review to your survey fee. Currently, the standard rate for a contract review by our counsel is \$500.

Registering for the HEDS First Destination Survey

You can register for the 2020 HEDS First Destination Survey using our [online registration form](#). At the time of registration, you may choose to pay with a credit card or receive an invoice and pay with a check.

You must register at least three weeks prior to the date on which you plan to begin administering the survey. We will make decisions about accepting late registrations on a case-by-case basis. If we can accommodate a late registration, we will charge an additional \$250 late fee.



HEDS First Destination Survey Administration Contact

Please contact Nicole Seidler (nicole.seidler@hediconsortium.org or 765-361-6381) if you have any questions. You can download PDF copies of the two versions of the survey, one for undergraduate students and one for advanced degree students, from our website at: <https://www.hediconsortium.org/heds-first-destination-survey/>.