

UK Pilot Survey - results and issues

Liverpool Hope University College

- Dr Kevin Crawford – Senior Lecturer
- Paul Rooney – Senior Lecturer and Fellow in Learning and Teaching



UK Pilot Survey



★ Graduate and Academic Surveys

- Direct approach to complete the questionnaires
 - Known contacts
 - Chasing and ‘arm twisting’



★ Employers

- E-mail based survey
 - Follow-up emails to non-respondents





UK Pilot Survey – Results, Academics



★ Academics

- 14 respondents
- 7 HE institutions
- From 28 to 58 years old
- 6 female, 8 male
- All in full time employment
- Broad range of areas of specialisms inc.
 - Philosophy of Geog
 - Social Geog
 - Tourism and Leisure
 - GIS
 - Ecology and conservation
 - Geomorphology
 - Physical Geog





UK Pilot Survey – Results, Academics



★ Subject Specific Skills / Competences

– *Importance for Undergraduate Study*

- Mostly rated as category 3 (moderate) or 4 (high)
- Less clear rating for *Use Diverse, Specialised techniques and approaches in Goeg.* – middle ground

– *Importance for Postgraduate Study*

- Most results quite strongly polarised to category 4 (high)
- Less strong polarisation for
 - ‘explain the diversity and interdependence of regions, places and locations
 - ‘interpret landscapes’



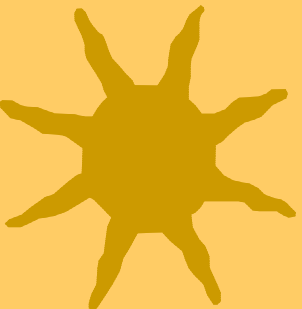


UK Pilot Survey – Results, Academics



★ Generic Skills / Competences

- With exceptions ...
- *Importance* was rated quite strongly as categories 3 and 4
- *Level developed by University degree* - more in the middle ground, categories 2(low) and 3(moderate)
- The exceptions





UK Pilot Survey – Results, Academics



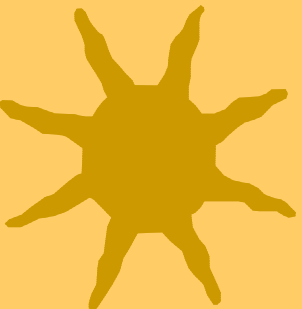
★ Knowledge of Profession in Practice

- *Dev. Uni. Degree* – 6 none, 6 low, 2 moderate



★ Knowledge of other languages

- *Importance* - 5 none, 7 low + 1 each other
- *Dev. Uni. Degree* - 13 none and 1 low



★ Capacity for generating new ideas

- *Dev. Uni. Degree* – 11 low, 3 moderate



UK Pilot Survey – Results, Academics



★ Leadership

- *Importance* – 1 none, 7 low, 4 moderate, 2 high
- *Dev. Uni. Degree* - 5 none, 6 low, 2 moderate, 1 high



★ An entrepreneurial spirit

- *Importance* – 5 none, 4 low, 4 moderate, 1 high
- *Dev. Uni. Degree* - 9 none, 4 low, 1 moderate, 0 high



★ Dealing with Uncertainty

- *Importance* – uncertain !
- *Dev. Uni. Degree* - weak



UK Pilot Survey – Results, Academics



★ Generic Skills / Competences – Ranking

– Top Ranked

- Capacity for analysis and synthesis
- Ability to work on own initiative
- Teamwork
- Jointly –
 - Apply knowledge in practice
 - Use ICT
 - Info mgt. Skills
 - Critical and self-critical abilities
 - Problem solving





UK Pilot Survey – Results, Graduates



★ Graduates

- 7 graduates
- 22 to 46 years old
- All females (!)
- Graduated
 - 2 in 2000
 - 1 in 2002
 - 4 in 2003
- 3 working in job related to degree
- 1 in job not related to degree
- 3 in further study





UK Pilot Survey – Results, Graduates



★ Subject Specific Skills / Competences

- Importance for undergraduate study
 - None rated as category 1 (none)
 - Most rated as categories 3 (moderate) or 4 (high)
- Importance for postgraduate study
 - None rated as category 1 (none)
 - Small number as category 2 (low)
 - Some as category 3 (moderate)
 - Most as category 4 (high)





UK Pilot Survey – Results, Graduates

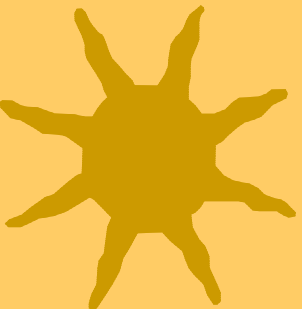


★ Generic Skills / Competences

– With exceptions ...

- *Importance* – mostly in categories 3(moderate) and 4 (high)
- *Level Developed in University Degree* - mostly in categories 3(moderate) and 4 (high)

– The exceptions





UK Pilot Survey – Results, Graduates



★ Knowledge of other languages

– *Importance* – three 1 (none), two 2 (low), one 3 (moderate) and one 4 (high)

– *Dev. by Uni. Degree* – six 1 (none) and one (moderate)



★ Some scatterings / weak patterns in other fields e.g Entrepreneurial Spirit





UK Pilot Survey – Results, Graduates



★ Generic Skills / Competences – Ranking

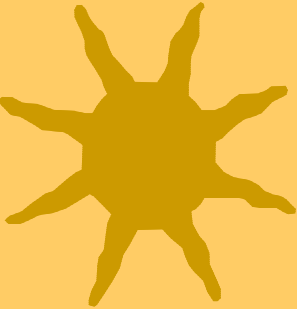
– Top Ranked

- Research Skills
- Teamwork
- Interpersonal Skills
- Oral and written communication in national language
- Ability to work on own initiative





UK Pilot Survey – Results, Employers



★ Employers

★ No returned questionnaires

★ Sent to c.40 employers

★ Range from

- SME's
- Church
- NGO's
- Environmental / Engineering Consultancies– regional and national
- Local Government
- Industries
- Banks
- Retail outlets
- Ministry of Defence – Army, Navy, Air Force





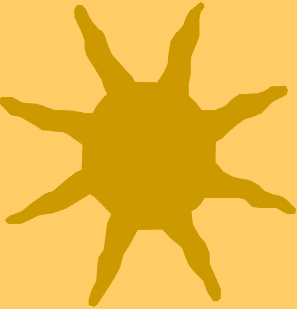
UK Pilot Survey



- ★ Small sample sizes for Academics and Graduates
 - A ‘direct approach’ taken to data gathering
 - time constraints
 - balance?
 - Most skills and competences rated as 3 (moderate) or 4 (high)
 - Some exceptions to this
 - Notable exception – language skills
 - A peculiar British thing ?????



UK Pilot Survey



★ Employers

- No returned questionnaires.....
- Raises some issues specifically to engaging employers in this survey - and general issues of questionnaire use and design?
 - Length
 - Repetition (perception)
 - Complexity
 - Clarity / terminology
 - Providing answers respondents perceive we want.....
 - Understanding of ‘what Geography is’
 - Relevance
 - Method of contact with respondents

