

Campaign GOS: getting graduates' attention

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- 3 key ingredients to enhancing response to the GOS:
 - currency of graduate contact details
 - graduate awareness of the GOS
 - providing incentive to respond

Strategies for encouraging graduates to update their contact details:

- all contacts with potential graduates include reference to maintaining contact details. Alert the students that they may miss out on important information regarding graduation
- specific strategy used to obtain updated personal emails from international graduands
- new development: contact details checklist must be completed before graduating students can view their final grades

USC approach to raising awareness of the GOS:

- Investigate all opportunities for promoting the survey. It's hard work but worth it.
- Use a range of media to engage with a variety of people
- Map out your cycle of promotions

USC GOS November round promotions - supplementing SRC fieldwork engagement

Target: currently enrolled students doing final subjects		Target: students who have completed studies				
May	Jun	Jul	Aug	Sep	Oct	Nov
USC web pages: The Wall, Current students		GOS flyer distributed at mock graduation ceremony		GOS flyer distributed at graduation ceremonies	Email from PVC(Students)	Phone calls
Digital signage		GOS flyer distributed with letter of completion		PowerPoint slide at graduation ceremony		Reminder email
LMS announcement		Links to GOS web pages from graduation information web pages		GOS flyer distributed with posted testamurs		

Permanent promotions - raise awareness amongst current students for future rounds of the GOS

USC web pages	Have your say
	GOS
	Alumni

Provide incentive to respond:

- SRC provides a large incentive prize pool
- USC gives an inscribed steel ball point pen to everyone who completes the GOS
- Incentives don't have to be tangible – students are more likely to respond to surveys if they see their views being taken into consideration.

- Design and content of USC communications and promotion materials:
 - use SRC templates as a base
 - design materials in-house
 - obtain approval from SRC for any USC produced materials



- Get ready to graduate
- Graduation day
- After graduation
- Graduate Outcomes Survey**

Home / Learn / Graduate Outcomes Survey

The Graduate Outcomes Survey (GOS) is a national survey of students who have recently completed the requirements of a higher education accredited qualification. The survey is an Australian Department of Education and Training initiative which is carried out by [The Social Research Centre](#), forming part of the suite of higher education surveys under the [Quality Indicators for Learning and Teaching \(QILT\)](#) and replaces the Australian Graduate Survey (AGS).

The survey collects information from graduates about their study experience and the type of work or further study being undertaken after completing a qualification. USC will use the results to further develop its courses and programs, maximise students' study experiences and to provide informed advice to students about career opportunities. GOS results will also inform higher education policy development and will be reported by media and publishers.

Invitations to complete the GOS online are emailed by the Social Research Centre (Email: gqs@srcentre.com.au) half yearly in May (second half year graduates) and November (first half year graduates). For more information visit [Graduate Outcomes Survey](#).

Graduating students from the first half of 2016

Students who completed an award at USC in the first half of 2016 will be emailed details of the GOS survey from 31 October 2016. The email will include a direct link to the online survey which can be completed immediately and typically takes under 15 minutes – responses to the online survey are environmentally friendly. Invitation emails will come from the Social Research Centre (gqs@srcentre.com.au) from 31 October to 28 November 2016.

The earlier you complete the survey, the more chances you have to be in the draw to win a share of \$32,000 of prizes. See [terms and conditions](#).

Complete the GOS survey and receive your exclusive graduate pen

In appreciation for completing the GOS, USC graduates will receive a 2016 Graduate of the University of the Sunshine Coast steel ballpoint pen –



Completing your studies this semester?

In November look for an email invitation to complete the Graduate Outcomes Survey (GOS).

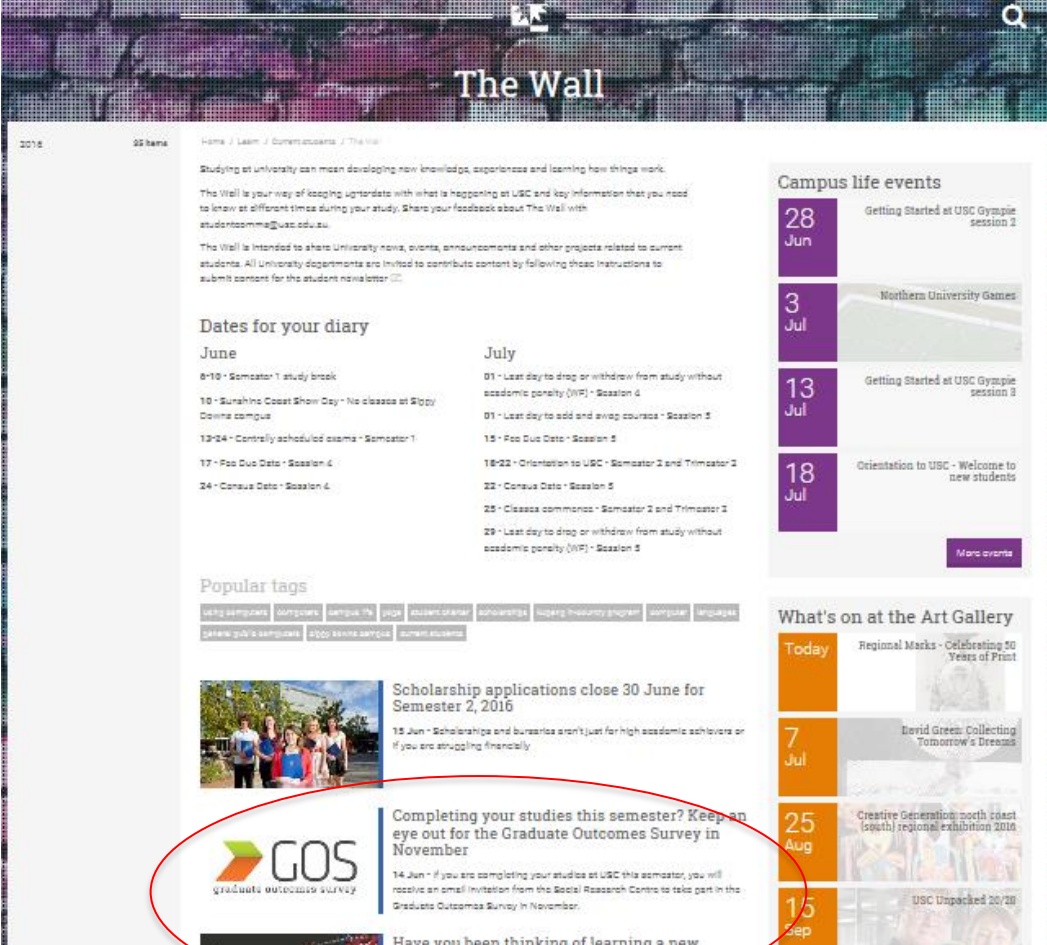
Complete the GOS to receive your exclusive 2016 Graduate of the University of the Sunshine Coast steel ballpoint pen, and go in the draw for a share of \$32,000 of prizes*

Visit www.usc.edu.au/gos for more information.



* For terms and conditions, visit www.srcentre.com.au/qilt/gos





The Wall

2016 25 items Home / Learn / Current students / The Wall

Studying at university can mean developing new knowledge, experiences and learning how things work. The Wall is your way of keeping up to date with what is happening at USC and key information that you need to know at different times during your study. Share your feedback about The Wall with studentscomm@usc.edu.au.

The Wall is intended to share University news, events, announcements and other projects related to current students. All University departments are invited to contribute content by following these instructions to submit content for the student newsletter.

Dates for your diary

June	July
6-10 - Semester 1 study break	01 - Last day to drop or withdraw from study without academic penalty (WV) - Session 4
10 - Sunshine Coast Show Day - No classes at Sippy Downs campus	01 - Last day to add and drop courses - Session 5
13-24 - Centrally scheduled exams - Semester 1	15 - Fee Due Date - Session 5
17 - Fee Due Date - Session 4	18-22 - Orientation to USC - Semester 2 and Trimester 2
24 - Convasa Date - Session 4	22 - Convasa Date - Session 5
	25 - Classes commences - Semester 2 and Trimester 2
	29 - Last day to drop or withdraw from study without academic penalty (WV) - Session 5

Campus life events

- 28 Jun - Getting Started at USC Gynapse session 2
- 3 Jul - Northern University Games
- 13 Jul - Getting Started at USC Gynapse session 3
- 18 Jul - Orientation to USC - Welcome to new students

[More events](#)

Popular tags

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[Scholarships](#)
[Learning industry program](#)
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[Sippy Downs campus](#)
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Scholarship applications close 30 June for Semester 2, 2016

15 Jun - Scholarships and bursaries aren't just for high academic achievers or if you are struggling financially.

Completing your studies this semester? Keep an eye out for the Graduate Outcomes Survey in November

14 Jun - If you are completing your studies at USC this semester, you will receive an email invitation from the Social Research Centre to take part in the Graduate Outcomes Survey in November.

GOS graduate outcomes survey

Have you been thinking of learning a new

What's on at the Art Gallery

- Today - Regional Marks - Celebrating 50 Years of Print
- 7 Jul - David Green: Collecting Tomorrow's Dreams
- 25 Aug - Creative Generation: south coast (south) regional exhibition 2016
- 15 Sep - USC Unpacked 20/20



Current students

Home / Learn / Current students

Completing your studies this semester? Look for your GOS invitation in November.

In November 2016, USC Graduates will receive an email invitation to participate in the Graduate Outcome Survey (GOS). Complete the survey to be in the draw for great prizes!



Blackboard



USC Central



Student email



Have your say!

Congratulations on completing your studies at the University of the Sunshine Coast.

In November you will receive an email invitation to complete the Graduate Outcomes Survey (GOS).

Complete the GOS to receive your exclusive **2016 Graduate** of the **University of the Sunshine Coast** steel ballpoint pen!

Only survey participants receive this pen and are also eligible for **other prizes***. Make sure all your contact details are up to date.

* Visit srocentre.com.au/gostcs for terms and conditions



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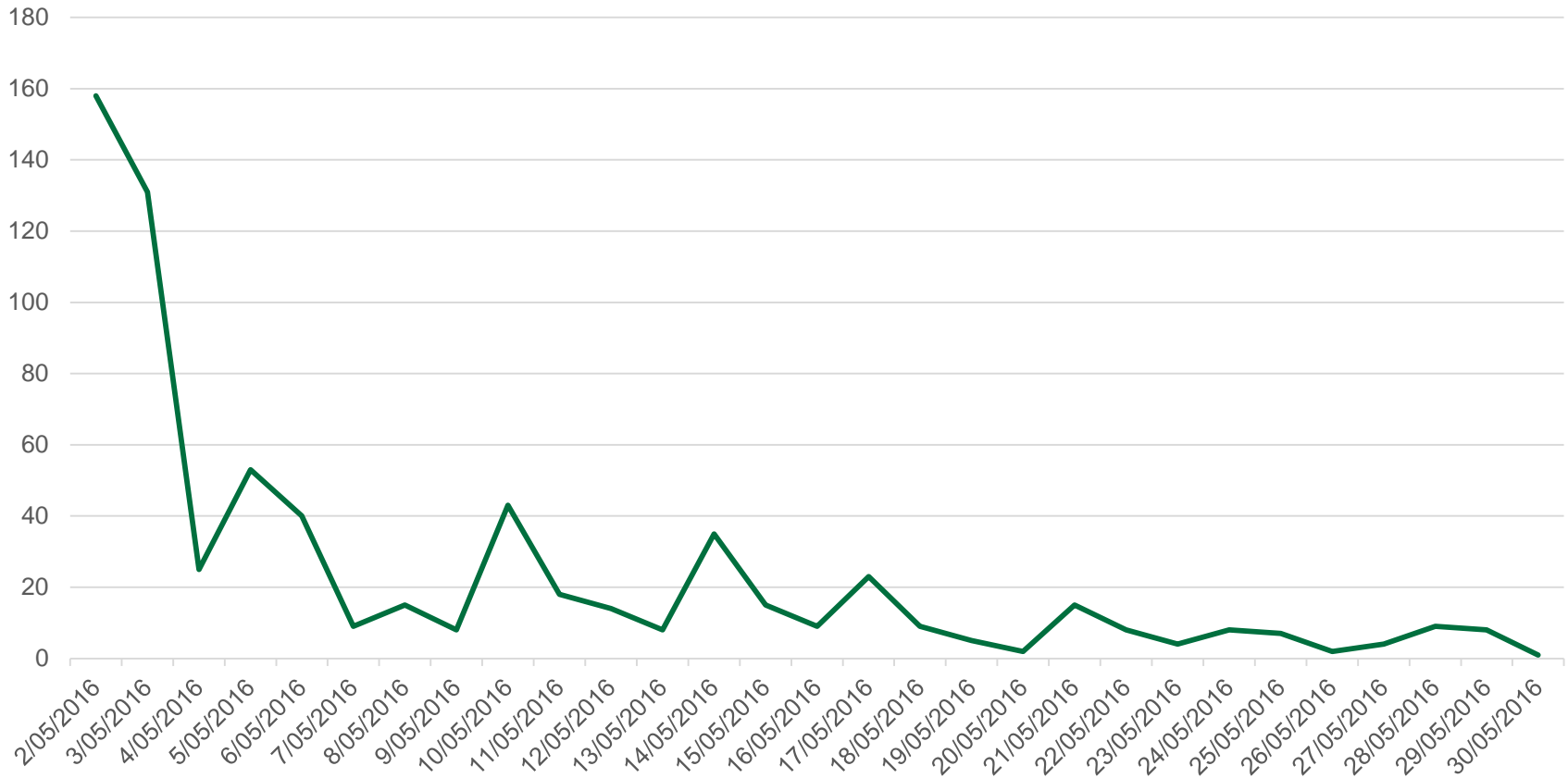
Visit www.usc.edu.au/gos for more information.



* For terms and conditions, visit www.srocentre.com.au/qilt/gostcs



USC GOS 2016 May completed responses



2016 Graduate Outcomes Survey USC / National (Universities)

