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**The Career and Technical Education (CTE)**

# **Completer Follow-Up Survey Guide**

**2014 Follow-Up of the  
2013 CTE Graduates**

**March 2014**

Commonwealth of Virginia Department of Education  
Office of Career and Technical Education Services



VIRGINIA DEPARTMENT OF  
**EDUCATION**

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# Survey Summary

## What is the CTE Student Follow-up Survey?

Federal reporting guidelines of the Carl D. Perkins Career and Technical Education Act of 2006 (Perkins IV) call for a follow-up survey of all Career and Technical Education (CTE) completers 9-12 months after graduation. The definition of a **CTE completer** is a student who has met the requirements for a career and technical concentration and all requirements for high school graduation, or an approved alternative education program. The survey measures their *transition* to further education or employment and *satisfaction* with the preparation they received in their high school CTE program. Achieving a 75 percent response rate or higher will improve the usefulness of the data; therefore, it is important to aim for the highest response rate you can achieve.

## Who is surveyed?

The Virginia Department of Education, Office of Career and Technical Education Services, provides each school division an electronic list of CTE completers to be surveyed. All students listed in the 2012-2013 Final Completer Demographics Report (CDR) will need to be surveyed. Each school division signed a 2012-2013 Completer Demographic Verification Report stating the accuracy of the completer counts. As a result, anyone listed as a completer on these reports will be used to calculate the school division and school response rates.

## Conducting the Survey in 2014 of 2013 Completers

The Completer Follow-Up Survey takes less than 10 minutes to complete.

Survey responses are entered online at <http://ctefollowup.cooper.virginia.edu/>.

The Demographics Research Group of the University of Virginia's Weldon Cooper Center will manage the completer survey Web site. Technical questions should be directed to the Demographics Research Group at: [CTEcompleters@virginia.edu](mailto:CTEcompleters@virginia.edu) or 434-982-5690.

## Deadline

The deadline for completing the follow-up survey is **July 1, 2014**.

# Web site for the Completer Survey

The 2014 CTE Follow-up Survey Web site for the 2013 CTE graduates is located at

<http://ctefollowup.cooper.virginia.edu/>

Use this Web site to:

1. Enter completer survey data
2. Monitor the response rate by division and school
3. Identify non-respondents for additional follow-up efforts
4. Download and print individualized survey forms, if necessary
5. Access summaries of responses from this year and previous years' surveys.

## Login and Security

The survey is hosted on a secure Web site: <http://ctefollowup.cooper.virginia.edu/>.

For only the 2013-2014 school year, the Web site will be accessible via two methods.

1. When the survey opens, each division-level CTE administrator will receive an e-mail notification that the account has been activated. This e-mail will allow a one-time login to the secure Web site. Once a division-level CTE administrator has logged in with this method, he/she will set a password and set answers to security questions for the purpose of future password resets. The CTE administrator will then be able to activate other *division-level* and/or *school-level* users by choosing the option to "Add new user" on the home page, and entering each user's name, e-mail address, and division or school name. Each of these division-level or school-level users will then receive an e-mail notification that his or her account has been activated, and will follow the same protocol.

If a user later forgets his or her password, they may electronically request a new, one-time password to access the account. He or she will receive a one-time login via e-mail and will be asked to answer security questions before being authorized to reset the password. **In future years, this will be the only available method for users to access the survey.**

2. In addition, as in previous years, login and password information for division and school personnel will be disseminated to the lead CTE administrators via the Virginia Department of Education's Single Sign-on for Web Systems (SSWS) dropbox.

Divisions choosing to request graduates to enter their own follow-up survey information must contact the Demographics Research Group at the Weldon Cooper Center for a mailing list and student login information.

## **How to Conduct the Survey**

1. School divisions survey each student from the electronic list of CTE Completers by phone or mail.
2. Survey responses are entered into an online survey form located at <http://ctefollowup.cooper.virginia.edu/> by school and division personnel or students, as applicable.
3. Do not fill out a survey for non-completers.
4. CTE completers that graduated but are now deceased or incarcerated and could not be contacted, should be reported on the administrative screen by marking “Deceased,” “Incarcerated,” or “Other” under the Non-Response Reason. These CTE graduates will be counted in the denominator when calculating the division and school response rates.

# Conducting the Survey by Phone

1. Go to <http://ctefollowup.cooper.virginia.edu/> and login.
2. Identify completers to be interviewed.
3. Contact the completer and conduct the interview. Interviewers may enter information online while they are on the phone with the former student. Conducting the survey this way will reduce time and cost.
4. Use the following script to begin the interview:

*"Hello, may I please speak with \_\_\_\_\_?"*

*Hello, I am [first name] with [insert division name] public schools and am calling because you completed a Career and Technical Education program while enrolled at [school name]. I have a few questions about your experiences that will help us evaluate our programs. Your answers will be completely confidential and will be used in a report to Congress in order to help us continue to fund these programs.*

*Do you have 10 minutes to give us your feedback?"*

If "No":

*"I'm sorry, is there another time that would be better for you?" (If "No" here – do not push to continue the interview.) "Thank you."*

If "Yes":

*"Great! Let's begin the interview."* Then read the survey questions as they appear on the computer screen.

After the interview is completed:

*"Thank you so much for your time. Your answers will help us continue and improve upon our CTE programs."*

5. Complete all telephone interviews and data entry by **July 1, 2014**.

# Contacting CTE Completers by E-mail or Mail

Some school divisions begin the survey process by contacting each completer by e-mail, and giving them a password by which they can take the survey online. The Completer Demographic Report does not have e-mail addresses for completers, but school divisions may use their own e-mail lists to prompt former students to fill out a survey online. Contact the Demographics Research Group at the Weldon Cooper Center at [CTEcompleters@virginia.edu](mailto:CTEcompleters@virginia.edu) or call (434) 982-5690 if you choose this option. An Excel file will be provided with student identification numbers/passwords.

The Completer Demographic Report does have information on completer addresses, so for those school divisions who wish to contact former students by mail, and give them a password by which they can fill out a survey online, first contact the Demographics Research Group at the Weldon Cooper Center at [CTEcompleters@virginia.edu](mailto:CTEcompleters@virginia.edu) or call (434) 982-5690. An Excel file will be provided with address information and student identification numbers/passwords.

# Frequently Asked Questions

## **In the phone interview, do I need to talk to the completer to conduct the survey?**

It is necessary that interviewers talk directly to the completers in order to receive the most accurate information possible about their education, work status, and satisfaction. Third parties will not be able to provide reliable information on whether former students were satisfied with their CTE program or on other topics in the survey.

## **How should I handle difficult phone calls?**

- Remember that the work you are doing is important for improving your school's CTE programs.
- Start by explaining that you are calling from the school to follow-up with the former student for purposes of program improvement.
- Express understanding if an individual wish not to answer questions.
- Respond to complaints by assuring the respondent that you will note their concerns; make sure to do so.

## **How should I handle refusals?**

- Explain the purpose of the survey.
- Assure the respondent that their answers will remain confidential and that they may skip questions they do not wish to answer.
- Explain that their responses will help improve the high school's program and that the school is interested in the experiences of all students who completed the CTE program.
- Do not push the former students to answer questions if they don't want to respond.
- Thank them for their time, even if they refuse to participate.

## Best Practices

- Fill out survey questions online while interviewing former students. Save resources by not printing copies of the questionnaire. This is the most efficient method for conducting the survey and requires half the time versus filling out paper questionnaires.
- Avoid having teachers interview their former students. Although sometimes unavoidable, having a CTE teacher interview one of their former students can create interviewer bias in the survey and skew results.
- Be courteous and friendly when interviewing former students. Not everyone will want to answer questions. Please respect this choice and move on to other graduates.
- Don't wait until the last minute to conduct the survey. Achieving a 75 percent response rate can sometimes be challenging. It is best to start interviewing the CTE program completers as early as possible.

## Barcodes

The PDF questionnaire files from the survey Web site contain identifying barcodes. These barcodes are currently for Weldon Cooper Center use only. Division administrators and school personnel should disregard the barcodes for the purposes of conducting the survey.

# Contact Information

## Technical Assistance

Questions about the Web site or survey process please contact Annie Rorem, University of Virginia, Demographics Research Group at the Weldon Cooper Center, at [CTEcompleters@virginia.edu](mailto:CTEcompleters@virginia.edu) or call (434) 982-5690.

## Reporting Requirements

Questions regarding current CTE accountability policies or specific completer follow-up reporting requirements should be addressed directly to the Virginia Department of Education, Office of Career and Technical Education Services at [CTE@doe.virginia.gov](mailto:CTE@doe.virginia.gov) or (804) 786-4206.