

Measuring performance: using surveys for institutional feedback and planning

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Over the past few years, VET providers have been increasingly required to report against key performance indicators as negotiated with their funding bodies. In addition, many providers are keen to seek feedback from their various client groups to inform their quality improvement and planning processes.

Typical performance indicators include student, graduate and employer satisfaction ratings. While the results from nationally conducted surveys can greatly assist RTOs in determining these indicators for their particular organisation, it is often necessary for VET providers to conduct their own surveys and analyse the collected data.

This paper will discuss sources of readily available data and ways in which VET providers may seek to analyse and supplement the information it provides. It will also examine the issues around institutional surveys, such as: picking your time; getting a reliable response rate; questionnaire fatigue; what to do when you receive conflicting information; using the data to inform decision making; and walking the political tightrope.

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