

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

Alumni Feedback Analysis Report

2020

CAMPUS PLACEMENT CELL

ALUMNI FEEDBACK ANALYSIS REPORT

Preamble

An active and engaged alumni network plays an important role in the success of any educational institution. The role of alumni becomes all the more important in case of IGNOU, where we have a vastly heterogeneous and distributed student population, with students of all ages and all walks of life coming together for academic pursuit, but having different goals. IGNOU continuously strives to improve its systems and process to meet the learner expectations, give them an academically fulfilling experience and prepare them for gainful employment and constructive engagement with the society. Feedback received from the alumni helps in fine-tuning the policies.

The Campus Placement Cell (CPC), established in the year 2005 at the headquarters of IGNOU acts as a nodal centre for all placement-related activities so as to facilitate the process of gainful employment for its diverse and distributed learner population. In addition, Regional Centres of the University also extend placement support in coordination with the CPC. CPC also acts as the nodal centre for organising alumni activities. Feedback from the Alumni on their purpose of joining IGNOU, their expectations and their overall experience with IGNOU has been gathered by CPC with the help of Regional Centres. Feedback on the placement drives organized by CPC has also been gathered from those who participated in the events.

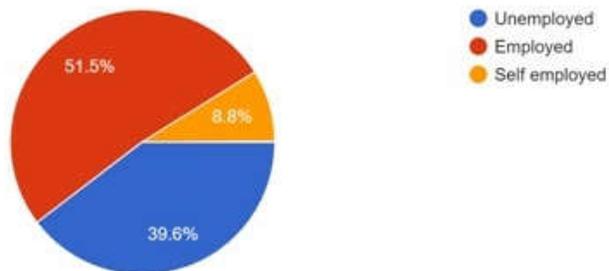
Methodology

The Alumni Feedback Analysis Report has been prepared on the basis of responses received from the Alumni. The responses have been gathered through an online questionnaire, the link for which was sent to them through SMS. The link was sent to 10,000 randomly selected students from among those who were awarded their degree/diploma/certificate during the 29th to 32nd Convocations of the University. The present analysis is based on approximately 2000 responses.

Analysis

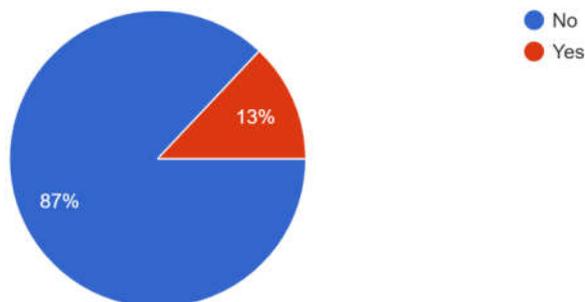
On being asked about their current employment status, more than half (51.5%) of the respondents have reported they are employed. Some (8.8%) are self employed. However, a significant percentage (39.6%) is unemployed. The University needs to assist them in getting suitable job placement.

Your current employment status
2,013 responses



On being asked whether they have participated in any of the placement drives, only 13% responded in affirmative. It is likely that many of them, being already employed, may not have participated by choice. However, the figures clearly suggest the need for stepping up the efforts for expanding the outreach and scope of the placement activity.

Have you participated in any Placement Drive organized by IGNOU?
2,013 responses



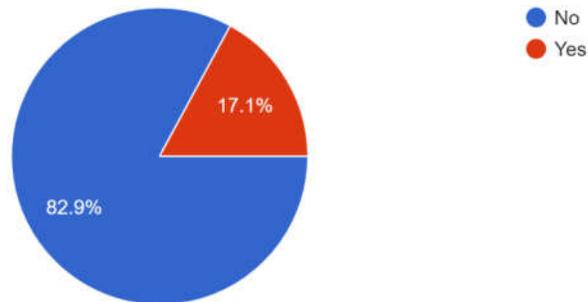
Of those who participated in placement drives, only a small percentage (17.1%) were selected and offered jobs. This suggests two possibilities:

- (1) The number of students participating in the placement drives is much greater than the number of vacancies available; and/or
- (2) There is a mismatch between the knowledge/skill acquired by the students and the actual market need.

The first possibility points to the need for greater engagement with the employers so that more and more opportunities are made available to the students. The second possibility has an important policy implication and points to the need for fine-tuning the curriculum to meet the requirements of the job market as also equipping the students with appropriate soft skills.

If yes, were you selected/offered a job?

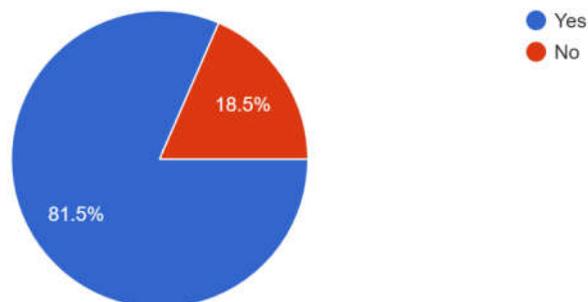
2,013 responses



A majority (81.5%) of the respondents have indicated their willingness to participate in the placement drives to be organized by the University. The remaining (18.5%) may already be employed, hence may not be willing to participate in the placement drive. However, the fact that more than 80% are willing to participate, places a huge responsibility on the University. The efforts need to be suitably augmented to meet the aspirations of the Alumni.

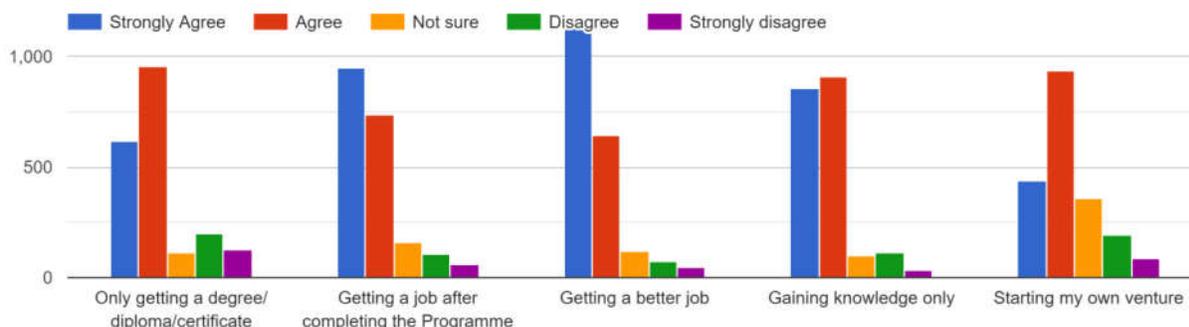
Would you like to participate in the Placement Drives to be organized in future?

2,013 responses



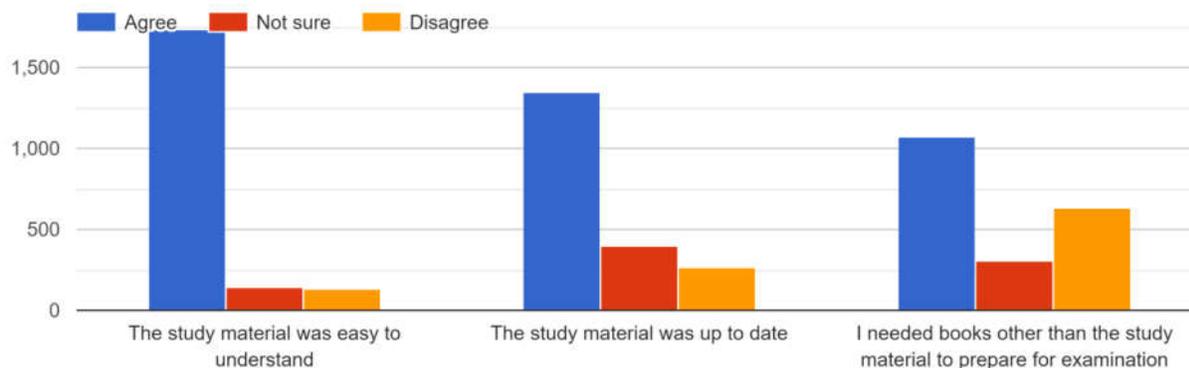
The respondents were given a set of statements regarding the main objective of their joining IGNOU and were requested to indicate their agreement/ disagreement with each of the statements. The responses have been varied, indicating the diversity of objectives for joining IGNOU. While many come to IGNOU for purely intellectual pursuits, getting a job, or getting a better job after completing their programme has emerged as one of the principal objectives. There are many who would like to start their own venture after graduating from IGNOU.

Please tell us about your main objective of joining IGNOU



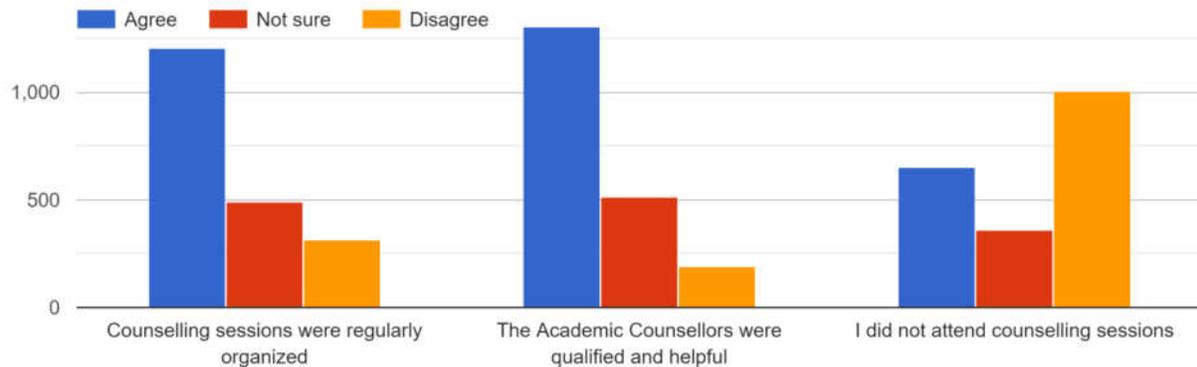
The respondents were requested to give their opinion on the study material provided to them. Majority of them agreed that the study material was easy to understand and up-to-date. At the same time, about 53% of the respondents agreed with the statement that they needed books other than the study material to prepare for the examination. This is explained by the fact that in the study material, students are provided references for further reading, should they need it.

Please tell us about your opinion on the study material provided to you



On being asked to give their views on the conduct of academic counselling, more than 60% of the respondents indicated that the counselling sessions were regularly organized, and that the Academic Counsellors were qualified and helpful. The fact that about 15% of the respondents disagreed with this view, calls for further strengthening of academic support services.

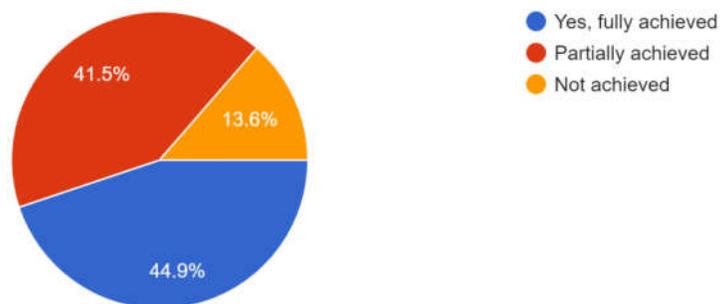
Please tell us about the academic counselling support



To a question on whether they think they have achieved the goal for which they joined IGNOU, an overwhelming 86.4% said they had either fully or partially achieved the goal. This can be taken as an indicator of their satisfaction level.

Do you think you have achieved the goal for which you joined IGNOU?

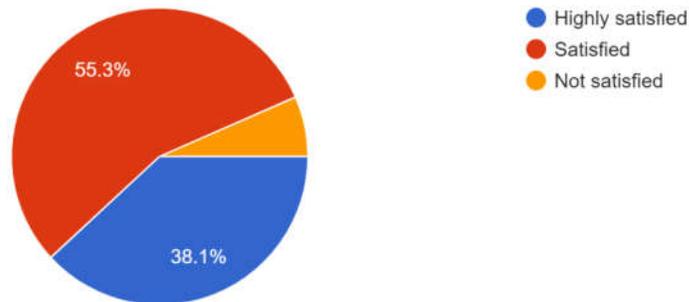
2,013 responses



This is confirmed by the next question wherein they were asked to indicate their overall satisfaction level. While 38.1% are highly satisfied, 55.3% are satisfied. In all, 93.4% of the respondents have expressed satisfaction with the University.

How would you rate your overall satisfaction level with IGNOU?

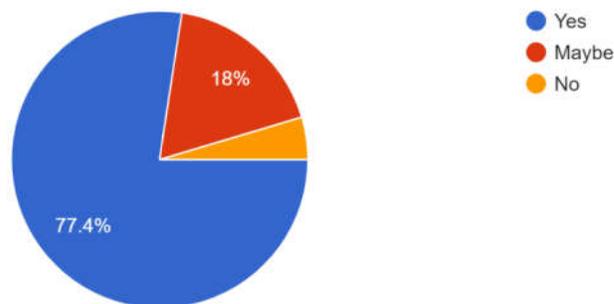
2,013 responses



Similarly, on being asked whether they would recommend a friend or a member of their family to join IGNOU, 77.4% said they would, while 18% said they may. In all, 95.4% of the respondents are likely to recommend enrolling in IGNOU to their friends/family members.

Would you recommend a friend or a member of your family to join IGNOU Programmes?

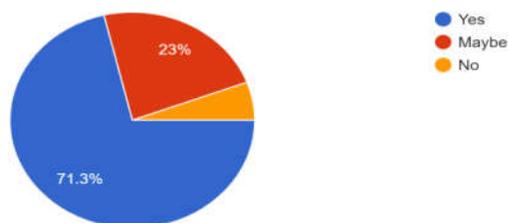
2,015 responses



On being asked whether they would be willing to join the Alumni Association of IGNOU, an almost identical number (94.3%) indicated their willingness to join.

Would you be interested in joining the Alumni Association of IGNOU?

2,015 responses



Conclusion:

From the above analysis, following points emerge clearly:

1. Getting a job or getting a better job is one of the main objectives of the students joining IGNOU.
2. There is a need to equip the students with relevant soft skills to increase their employability.
3. A large proportion of the Alumni need placement assistance. The University needs to massively augment its efforts in this direction.
4. The overall satisfaction level of the Alumni with the services of IGNOU is high.

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