

The Destination and Value Added Analysis Survey 2010-11

RACC has undertaken a major survey of learners to look at the economic and social value of adult learning and the impact that it has on individual learners in relation to every aspect of fulfilment, skills, health, economic development, employability and community development. In 2011 this survey took place at the end of the academic year.

In former years, the questionnaire was sent by letter to every learner, until 2010 when it was decided to trial an online survey. Due to the fact that only a proportion of enrolled learners had recorded email addresses with the College, fewer questionnaires were sent than in previous years. In 2011 it was decided to distribute paper forms to all learners who were present in College after late May 2011. As this only captured learners finishing in the Summer term, it was followed by an emailed version and later by a limited despatch of forms by post.

Comparative statistics of return rate

Year	Number of questionnaires sent	Number of questionnaires returned/answered	Percentage returned/answered
2008	9090	1518	16.7%
2009	8534	1475	17.3%
2010	4964*	606	12.2%
2011	7675	1573	20.5%

*sent only to learners with an email address

The Questionnaire

The questionnaire had a series of closed-ended questions, and learners were asked to indicate the most appropriate description that best identified the outcome/destination at the end of their study. More than one answer could be selected in each category. Learners were asked to add detailed comments about the value of their learning. The questions were broken down into three main "value added" categories, gaining feedback on:

- Employability
- Enterprise
- Fulfilment

Each of these categories was broken down into a range of more detailed values as follows:

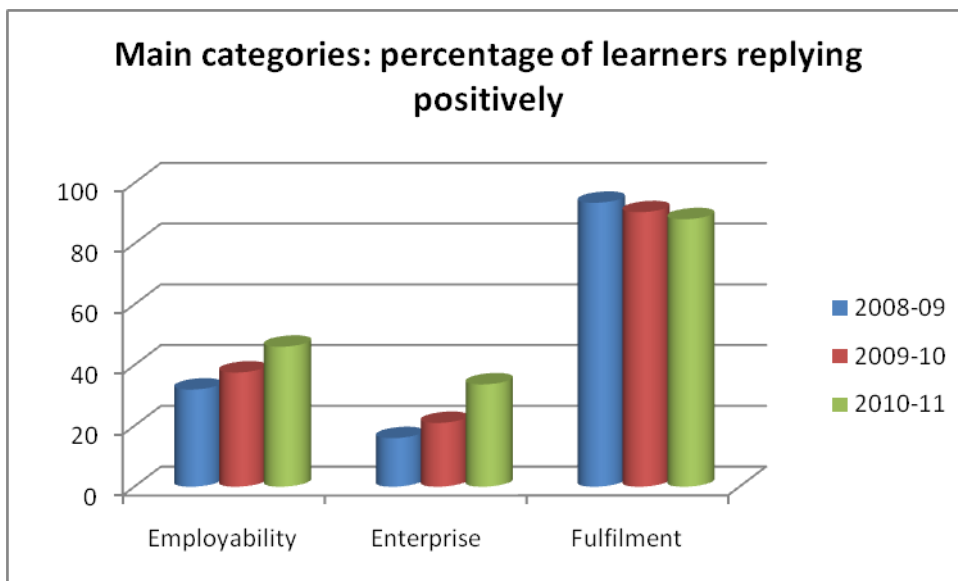
- Employability**- Improved job prospects
- Gained promotion with existing employer
 - Gained new job with new employer
 - Improved capability/skills in current job
 - Improved my attitude to work
 - Helped me to gain employment

- Enterprise**
- Started a new business
 - Gave me the opportunity to charge for my work
 - Enabled me to work professionally in this area
 - Enabled me to become self-employed

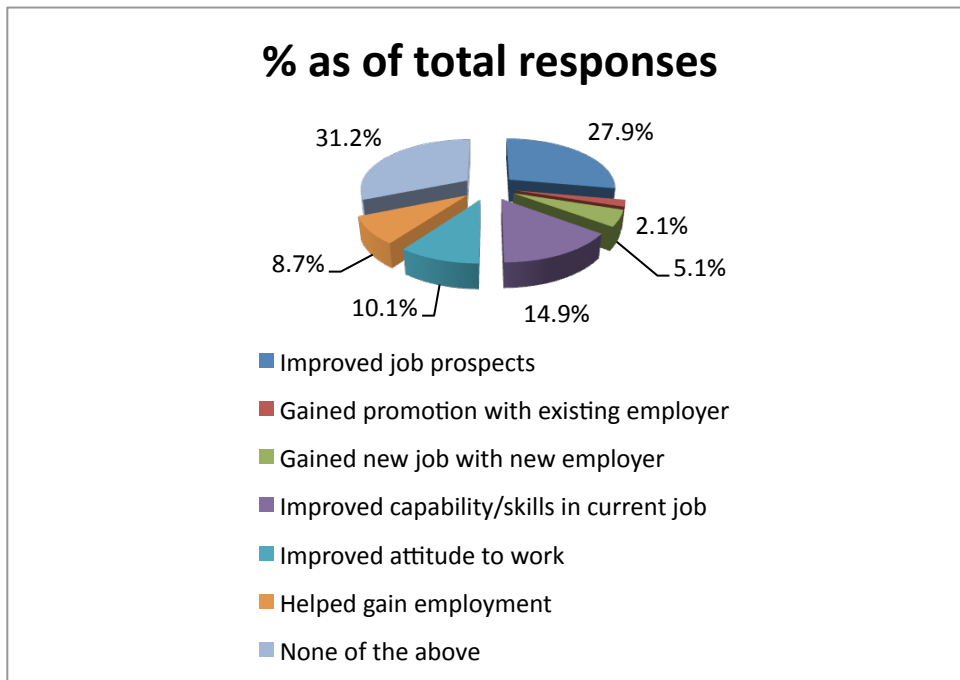
- Fulfilment**
- Improved my work/life balance
 - Improved my confidence and self-esteem
 - Gave me a new interest/hobby
 - Helped me to make new friends
 - Improved my quality of life
 - Kept me active and involved
 - Improved my social life
 - Enabled me to be more involved in my community

SUMMARY OF FINDINGS

Out of 1573 responses, **46.1%** (37.6% in 2009-2010) of learners responded that they had improved their employability, **33.7%** (21.0%) found that their course promoted enterprise and **88.1%** (90.4%) indicated that they felt more fulfilled as a result of their study.



EMPLOYABILITY: 69% of the 1704 responses in this category indicated an improvement in employability.

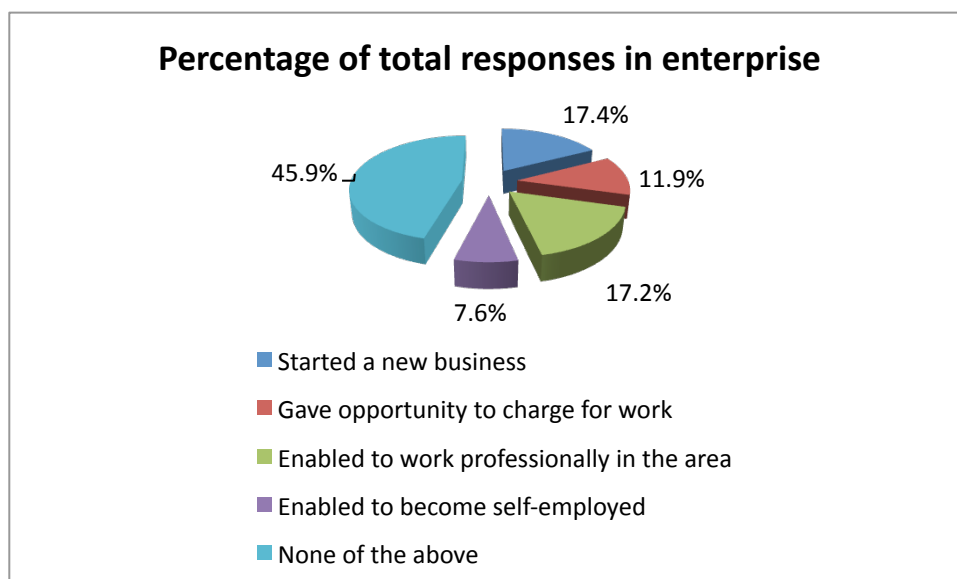


THE NATURE OF IMPROVEMENT OF EMPLOYABILITY

Examples included:

- “Introduction to new techniques (in jewellery).”
- “Improved communication skills.”
- “Introduced a new skill for a complete change of career.”

ENTERPRISE: 54% of the 1377 responses in this category indicated a positive outcome.

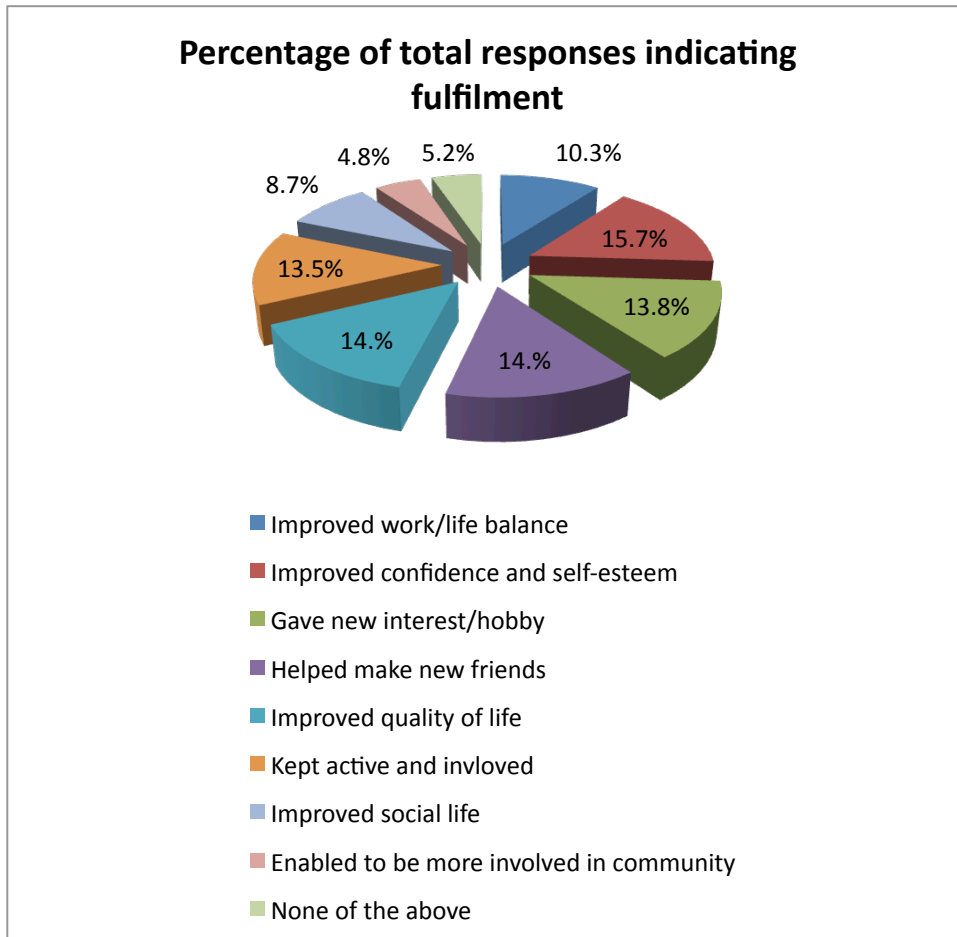


NATURE OF THE BUSINESS OR ENTERPRISE:

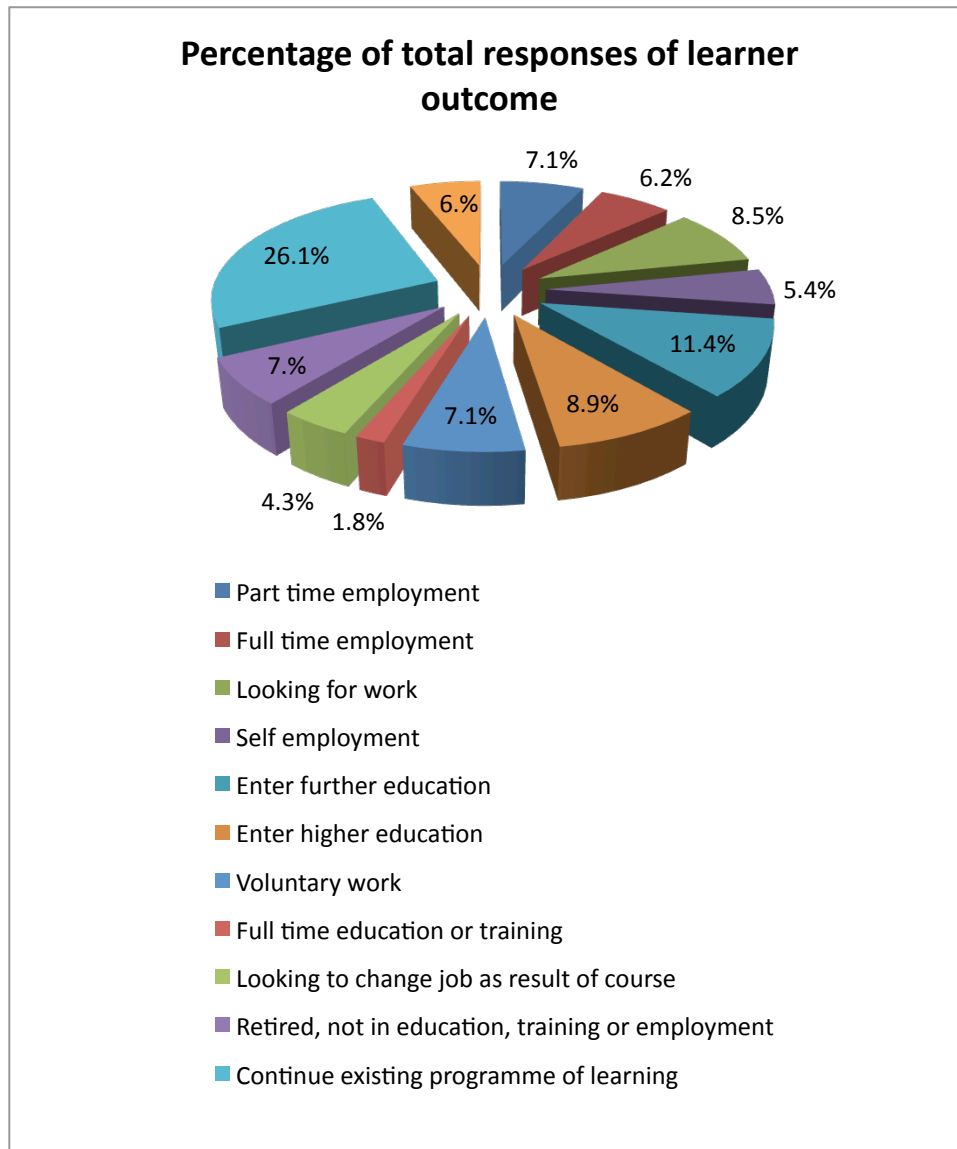
Examples included:

- Actor
- Artist
- Beautician
- Concert Management
- Designer
- Graphic designer
- Jeweller
- Musician
- Photographer
- Solicitor
- Teacher

FULFILMENT: 95% of the 4677 responses in this category indicated that learners felt more fulfilled after their study at RACC.



CURRENT EMPLOYMENT STATUS



DESCRIBE THE VALUE OF YOUR LEARNING AND HOW YOU HAVE BENEFITED FROM THE COURSE: SELECTION OF STATEMENTS:

Career Progression / Development

“Learnt essential computer skills, put together a CV and practised interview skills. Important for my confidence when applying for jobs in the future.”
(Office Skills Cert L1)

“Course generally improved / heightened my skills in using the software. Plus, the tutor was very helpful. Currently freelancing and have a part-time job. I am looking for a full-time graphic design job - after completing a design internship next month.”
(Adobe Indesign Advanced)

“The learning has been valuable and I have managed to gain a job in HR.”
(Cert in HR Practice)

“I have begun to work professionally in this field with continued support from the tutor.”
(Restoration of Oil Paintings)

“As I am a building surveyor, I do record issues with properties with photographs. My clients will benefit from having better quality photos with their reports.”
(Digital Photography – the Basics)

“Improved IT Skills which will be useful with voluntary work. This course will enable me to more confidently look for a job in the future and with applying for future courses.”
(Cert in Office Skills)

“I had been for a couple of job interviews where my PC skills let me down. I have learnt a great deal and feel more confident that if I am tested at a job interview I will do well.”
(Office Skills)

“The course has been invaluable as I needed guidance with managing my team. The course allowed me to manage the team and support the team.”
(NVQ Level 3 Management)

Development of Skills

“I have gained knowledge and a skill level to enable me to use silver and copper in order to make jewellery. Excellent course.”
(BTEC Jewellery Level 1)

“Have more confidence because of the skills acquired from this course, it has formalised and reinforced existing knowledge as well as filling in gaps in my knowledge/skills base”
(IT Practitioners Diploma)

“Learned a new skill which could be useful in employment. Gained personal satisfaction, improved quality of life.”
(Parkshot Singers)

Enterprise

“I was able to refine skills and build a portfolio of items to sell”
(Advanced Jewellery)

“I am a graphic designer and already had design skills. I learned useful technical skills to enable me to design websites and e-newsletters. I can now offer this service professionally.”
(Photoshop and Dreamweaver)

“Greatly improved skills due to excellent tutor and I have been able to start a small business as a direct result of this course.”
(Advanced Jewellery)

“After 25 years as an HR consultant this course has given me the opportunity to explore my creative side! I am considering a change of career post redundancy and am exploring the possibility of glass design amongst others.”
(BTEC Studio Glass Beginners)

“I have gained a better understanding of both Sage and Bookkeeping and now I feel more confident that I could potentially run a business.”
(Bookkeeping and Accounts L1)

“Attending the course is giving me the opportunity to explore the possibilities of developing a small jewellery production unit.”
(BTEC Level 3 Jewellery Subsidiary Diploma)

“The main benefits to me were expanding my knowledge on the software and with the use of the college specialist photographic equipment, gaining valuable knowledge and experience in order to start my own business.”

(Photography BTEC L3)

“Increased my confidence in using the Adobe software - learnt lots of new tools/ commandments (aspects of the software). Enables me to work well as a freelance designer.”

(Adobe Indesign Advanced)

“I have learnt valuable skills for the future. I feel more confident and interested in this subject. I wish to go further with my learning and to maybe start up a business one day.”

(Photoshop, Indesign, Illustrator)

“I have really enjoyed being tutored by a very talented silversmith. I do intend to start up a little business in the future, but for the moment am trying to improve my skills.”

(Advanced Jewellery)

“As a qualified massage therapist I will be able to open my own practice or work in a variety of places e.g. hospitals, hospices, complementary therapy practices.”

(ITEC Massage L3)

“I was already working as self-employed in a studio (Redlees) but felt that I needed more of a background in Art (a foundation course).”

(BTEC Art and Design)

“This course will help me in two ways: firstly, it will enable me to start working on PR for my partner's new business. Secondly it will help me in voluntary PR work for my daughter's primary school.”

(Writing Press Releases for Small Businesses)

Family support

“This course has definitely helped me to cope with difficult legal matters and other personal matters. I can write better letters and reports to housing and local authorities.”

(Literacy Level 2)

“I have a Spanish daughter-in-law whose parents do not speak English. My chief aim for the course was that I should improve my ability to communicate effectively with them.”

(Spanish Advanced Conversation and Grammar)

Progression to Higher/Further Education

“It has helped me to gain a place at Kingston University to study for a degree in interior design which will lead to professional employment in the future.”

(Access to HE Interior Design)

Personal fulfilment

“Gave me a better outlook on education for my age group and it improved my overall involvement and helpfulness in and all throughout the community.”

(Computing for Beginners)

“In addition to obvious benefits of learning another language, adult education provides opportunity to study and keep brain active when rest of life is taken up with domestic duties and caring for others. Could not achieve the same with private study.”

(Spanish Advanced Conversation)

“Gave me confidence and self esteem to continue with my degree and to move on further afterwards.”

(GCSE Science)

“The value of my learning is in the quality of my life. Attending this course helps to keep me mentally alert, interested. It is one of a number of activities (which include work, physical exercise, socializing, holidays) which contribute to my excellent health and wellbeing.”

(French Advanced Conversation)

“This course give me confidence to read my letters and to answer the phone, now I can read very well and talk. Before I had a problem with tenses and reading, writing, capital letters. I'm pleased with this course and my teacher too. He's friendly and hard working and gives every student a chance to join in the lesson.”

This course gives me confidence. I can talk very well. I can read very good. I can write a little bit. Before I came to the college I couldn't talk or read or write.”

(ESOL)

“It is very difficult to maintain a high level in a foreign language without regular contact with a native speaker/other learners. The course provides this opportunity which is difficult to find once one has left full time formal education.”

(Spanish Advanced Conversation)

Equal Opportunities

“I am disabled and don't go out much. This is an opportunity to gain new skills which could lead to a profession if I become good enough, under the excellent tutor in post. I am making new friends and improving my social life.”

(Lettering and Calligraphy)

RS October 2011