STUDIES FOR ENHANCING GRADUATES RELEVANCE AND COMPETITIVENESS

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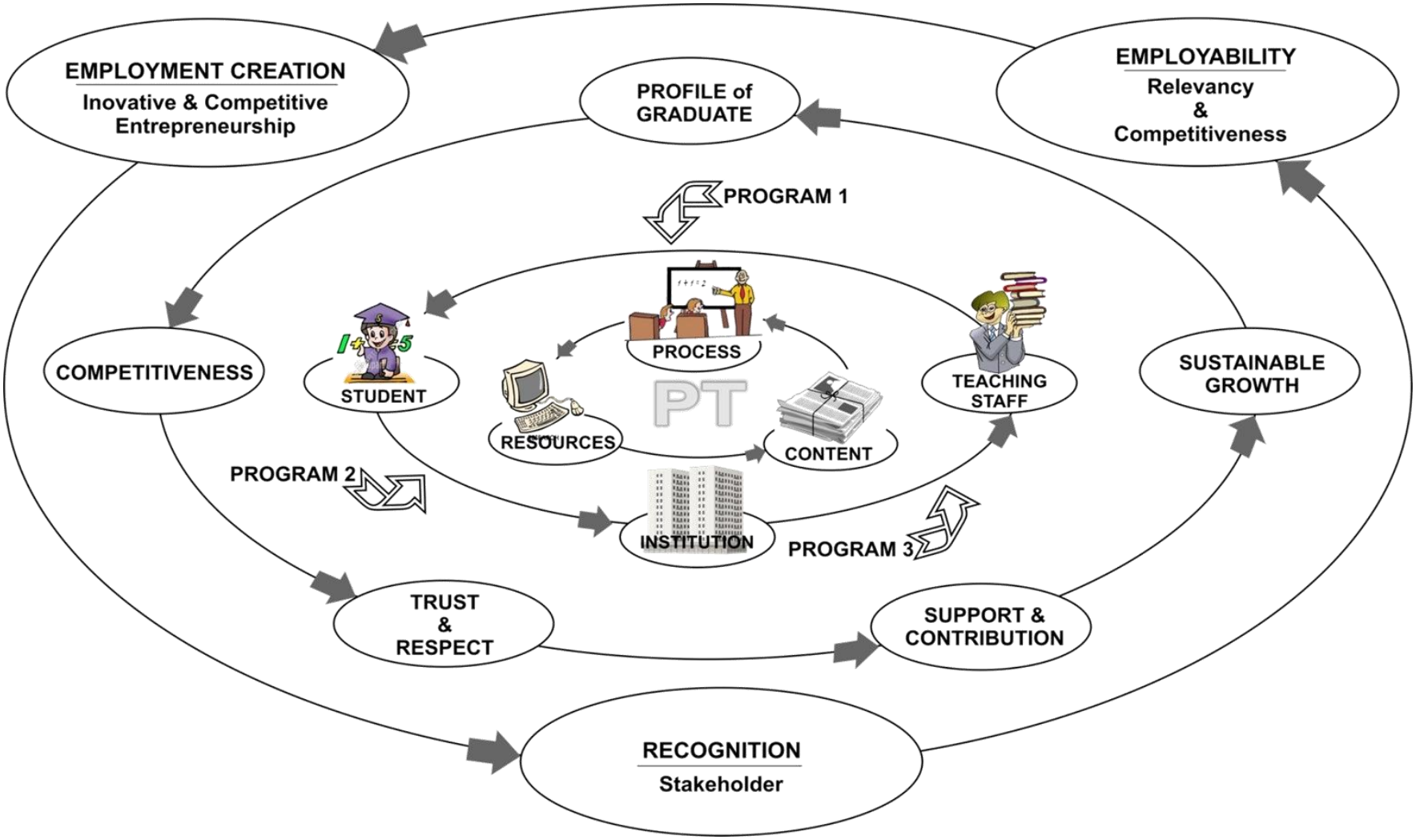
INTRODUCTION...(1)

Widyatama University has a vision to make the university able to produce professional human resources in their field and can adapt to the growth of science, technology and arts in a global environment.

Strategic Plan of Widyatama University (the Program define in Widyatama Development Programs-WDP, 2003-2013) is clearly designed to support the achievement of the vision, mission, quality policy and objectives that have been set in the beginning.

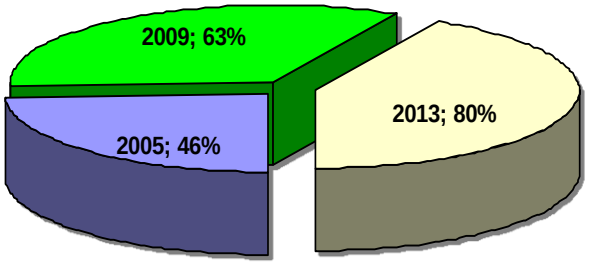
Creation of competitive and adaptive graduate profile directed to create employability or employment creation (see figure 1)

Spiral Growth of Widyatama

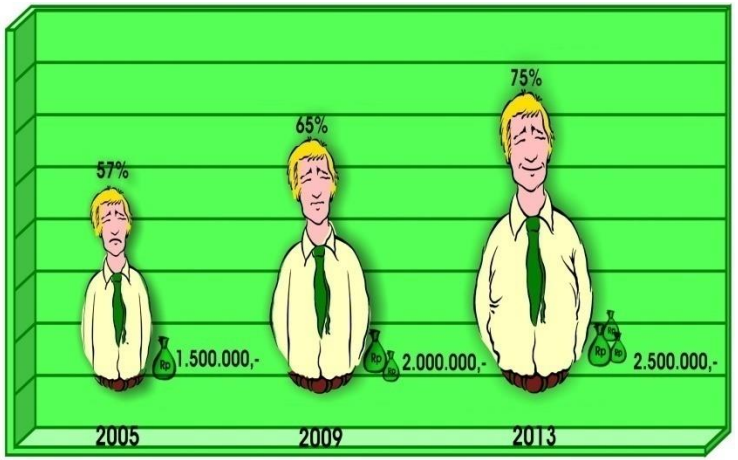


CRP (*Content, Resource, Process*) ataupun *higher education component* (*Institution, Teaching Staff, Student*)

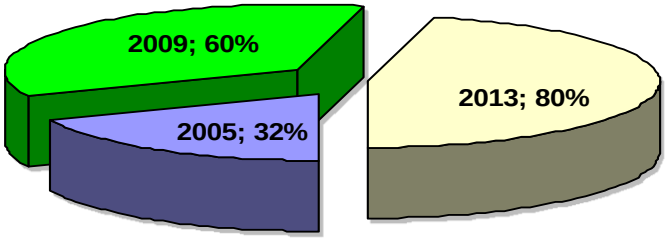
Graduate profiles as stated in the strategic plan are as follows :



Graduate on time ≤ 9 semesters to S1/D4 and ≤ 7 semesters for D3 with GPA ≥ 2.75

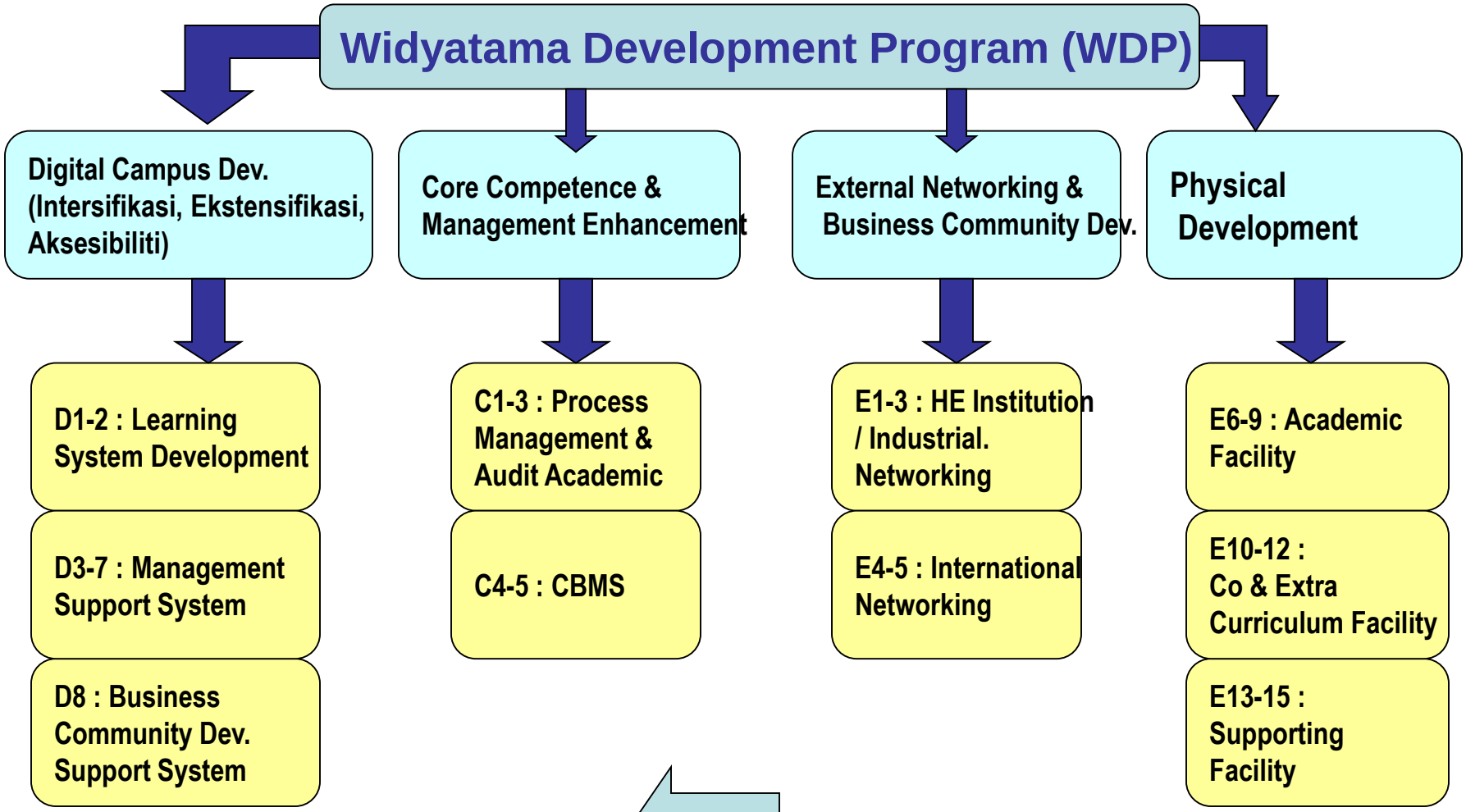


% Waiting period <6 months and competitiveness
(an average starting salary of graduates)



EPTScore ≥ 450

WDP 2003-2013



UNIVERSITAS WIDYATAMA

RESULT.....(1)

a. Curriculum Development Program

Program	Description	
Curriculum Development	- English Language	- English Language becomes a compulsory subject for all students (6 credits) - English Proficiency Preparation Programs for those who have EPT score below 450 at the end of their study. - Detention of Certificate until graduates reach the EPT Score - Utilization of text books, journals and other English literature in learning process
	- Entrepreneurship	- Becomes a compulsory subject for all students - Teachers must have certification in Entrepreneurship (TOT from SBM-ITB, Mandiri Bank) or has a reputable business as practitioners - Implementation of various programs : Entrepreneurship Competition Program, Business Talk show, Exhibitions, Business Community Development Programs
	- Computer Literacy	- Microsoft DAT - SAP - Certified Lecturer
	- Soft skill Development Program	Soft skill Based Teaching Learning Methodology Program

RESULT.....(2)

Program	Description	
External Networking	- Higher Education Institutions / Industry (National and International)	- Collaboration program - International program - Tracer Study
Business Community Development	Initial programs which planned by top management are :	- Business Data Base Development and Analysis - Business Services - New Business Innovation Student Competition and Student Corporate

RESULT.....(3)

b. Tracer Study

Since 2005, Widyatama held the tracer study activity organize by Widyatama Placement Office to trace graduates relevancy and their ability to compete with others and also try to conduct survey to stake holder (graduates and users) in order to find out the needs of industry and weakness of our graduates.

Many difficulties were found:

- implementation is not in systematic method,
- have weak database and
- doesn't have the availability of competent human resources to run the activity.
- In the other hand, it's not easy to make alumnae and user fill out questionnaire or being contacted.

Data collection method is through field research directly to the object of study by interview, telephone, observe, focus group discussion and questionnaire.

RESULT.....(4)

1. Tracer Study Survey 2011-2012

- Tracer study conducted for graduates who performed at the graduation period: February 2011, June 2011, October 2011 and February 2012. The total number of graduates are ±1250, and it's only 288 respondents (23.04%) who can be contacted.
- There are 66% graduates who had worked and around 85% are in relevant field with their study. Industrial distribution, the waiting period and the average first salary can be seen as follows:

Graduates Profile	No. of Respondents	%
Unemployement	64	22%
Further Studies	14	5%
Entrepreneur	16	6%
Employee	191	66%
Not Available	3	1%
Total	**288**	**100%**

Waiting Period	No. of Respondents	%
1 - 3 moths	135	71%
4 - 6 moths	36	19%
6 - 12 months	20	10%
>1 year	0	0%
Total	**191**	**100%**

RESULT.....(5)

Average First Salary	No. of Respondents	%
> Rp. 1 (Million)	3	2%
Rp. 1 - 2 (Million)	50	26%
Rp. 2 - 4 (Million)	36	19%
> Rp. 4 (Million)	6	3%
Not Available	96	50%
Total	**191**	**100%**

Industrial Distribution	No. of Respondents	%
Banking	46	24%
Retail	19	10%
Insurance	8	4%
Financial Service	10	5%
Accountant Public	8	4%
Consultant	9	5%
Pharmacy Industries	4	2%
Telecommunication	10	5%
Manufacture	23	12%
Education	5	3%
IT	7	4%
Others	42	22%
Total	**191**	**100%**

RESULT.....(6)

2. Customer Satisfaction Feed back (Worked Graduate)

- Survey conducted in the academic year 2011/2013 only obtained 53 respondents. Survey is only done in 3 weeks. Source of data derived from questionnaire distribution to alumni via mail and social networking. The number was reduced compared to the previous year. Difficulty to contact the alumni and their willingness to fill in the questionnaire, including unsystematic system are the weakness of this survey.

- The results are as follow:

RESULT.....(7)

No	Description	Strongly Disagree				Strongly Agree
		1	2	3	4	5
1	Curriculum and learning process was as expected when the entry Widyatama University	0%	2%	36%	55%	8%
2	Teacher quality is adequate	2%	17%	32%	42%	8%
3	Learning facility (Laboratorium, class, library) is adequate	4%	23%	32%	30%	11%
4	Learning process is appropriate	6%	17%	40%	30%	8%
5	Management services is appropriate	4%	15%	40%	38%	4%
6	The knowledge and skills gained made feel more confident in compete with others	6%	9%	40%	42%	4%
7	I am proud to be alumnae of Widyatama University	4%	0%	19%	38%	40%
8	I would advise relatives / others to enter the University Widyatama	0%	4%	36%	40%	21%

There are several suggestions from graduates which is very useful for quality improvement: quality of lecturer, accreditation, English capability, needed for industrial attachment not only in form of industrial visit, updating curriculum particularly in relation to the development Information Technology and improved quality of academic services.

RESULT.....(8)

3. Customer Satisfaction Feed back (Users)

- Survey conducted in the academic year 2011/2013 only obtained 7 respondents from 148 sample we taken from database where graduates work. Survey is done in 6 months (December 2011 – July 2012). Source of data derived from questionnaire distribution to company via mail and email. From the questionnaire, there are 209 alumnae which can be trace from all faculty.

- Overall, the results of survey are as follow:

No	Competency	Very Good			Poor
		4	3	2	1
1	Integrity (Ethics and Morality)	11%	42%	47%	0%
2	Expertise Based on Field of Study	5%	42%	53%	0%
3	English Language	5%	11%	79%	5%
4	Information Technology	0%	32%	63%	5%
5	Communication	21%	11%	68%	0%
6	Team Work	11%	42%	42%	5%
7	Self-development	5%	42%	53%	0%

RESULT.....(9)

- We can see based on evaluation from the users, there are many things to do to increase capability of graduates not only in the field of their hard skill but also the most important is soft skill learning.

- Relationships with industry should be improved and maintained to ensure inputs for competency development. Involving practitioners in the learning process, such as for guest lecturer or speaker and collaboration for student internship program must continue to be initiated. Focus group discussion and in deep interview between institution and industry especially to link and match the curriculum is needed.

CONCLUSIONS

- Need a comprehensive revamping system related to business processes of tracer study and customer feedback from graduates and user. The unit (Placement Office) already exists, but it is not enough. The process required a commitment and cooperation from all department and faculty management.
- It is clear that the result of the process is necessary to determine the learning process meet needs and desires of the industry. The study will closely associate with the evaluation of development programs that will be done in the future to ensure the sustainability of the organization.

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