



Times Higher Education Alumni Survey Email Upload

The *Times Higher Education (THE)* Alumni survey is a study of teaching experience and outcomes for specific cohorts of alumni from MBA, Masters in Management and Masters in Finance programs at accredited business schools and universities.

The results of the study will be combined with data from other sources to produce a comparative assessment in these areas of business schools from around the world. The resulting analysis, to be published by both the *Wall Street Journal* and *Times Higher Education*, will provide a useful guide for students considering investing in a masters or MBA programme and help them choose the right programme for them.

For more information about the business school rankings methodology, please see our latest Rankings FAQs:

<https://www.timeshighereducation.com/world-university-rankings/global-business-school-rankings-faqs>

For The *Wall Street Journal/Times Higher Education* Business Schools Ranking, we will consider alumni from programmes you have nominated for consideration for one or more of the following (one programme per category):

- Full time MBA
- Full time Masters in Management
- Full time Masters in Finance

who completed their studies between the following dates*:

- July 2011 - June 2012
- July 2012 - June 2013
- July 2014 - June 2015

Institutions should upload an email list consisting of all alumni for each of the above years for each programme nominated. We will be able to categorize students according to their survey responses and ensure that the correct population is used for each programme ranking.

*A student is considered to have completed their studies by the programme end date, rather than graduation or commencement date.

How it Works?

1. To invite your alumni to participate in the study please prepare your alumni email list in **csv** format to include 3 fields: first name, last name, email address.

2. If you have confirmed the Data provider for your institution we will provide you with a link to the upload page and an access code. If you have not confirmed the data provider yet, please contact us at businessrankings@timeshighereducation.com

3. Once your list is ready, go to the THE survey email upload page, select your business school or university from the list and upload the file.

Add your work email address. This must be an email address for your business school or university. We will not accept files from other email addresses.

Enter the access code we have provided you with, accept the ts & cs and submit the file.

4. After October 2nd 2017, your alumni will start receiving an invitation email to participate in the THE Business School Alumni Survey. Alumni email addresses will be kept in a secure database and will not be used for any purposes other than the survey invitation.

5. All email addresses will be deleted from the database by 31st January 2018.

If you need help or have any questions please contact us at businessrankings@timeshighereducation.com

Times Higher Education Alumni Survey FAQ

What is the *Times Higher Education* Alumni Survey?

Times Higher Education plans to conduct a survey of business school alumni to understand their experience during their time at business school and the impact it has had on their lives. The survey forms a key part of the *Wall Street Journal/Times Higher Education* Business School Rankings that will assess the performance of 3 full-time programs, MBA, Masters in Management and Masters in Finance. This will be the first global business school rankings to meaningfully assess teaching quality and actual value of professional network, based on business school data and alumni surveys. The survey instrument contains 22 core questions as well as demographic and screening questions.

How can my institution participate in the *Times Higher Education* Alumni Survey?

Times Higher Education invite business schools and universities teaching qualifying programmes to provide alumni contact details for those who graduated in specified years. THE will contact you to nominate a data provider at your institution to upload contacts to our secure server. Contacts you provide cannot be used for any purpose other than this survey and will be deleted at the end of the project, unless the respondent specifically opts in to receiving further communication from THE.

When should my institution upload email addresses?

The email upload system opens the week of 25th September and closes on 27th October at 12:00 noon GMT. You can upload email addresses any time between the time the email upload system opens and 27th October at 12:00 noon GMT. Students will be contacted within 48 hours after email addresses are uploaded (starting 2nd October). You can control the timing by choosing when you upload the addresses to avoid clashing with other surveys you may be conducting.

What information does my institution need to upload if we choose to participate?

We only require alumni names and email addresses. You may provide up to 3 email addresses for each alumni.

Which students should we include in the email list?

For The *Wall Street Journal/Times Higher Education* Business Schools Ranking, we will consider alumni from programmes you have nominated for consideration for one or more of the following (one programme per category):

- Full time MBA
- Full time Masters in Management
- Full time Masters in Finance

who completed their studies between the following dates:

- July 2011 - June 2012 (5 years ago)
- July 2012 - June 2013 (4 years ago)
- July 2014 - June 2015 (2 years ago)

Institutions should upload an email list consisting of all alumni for each of the above years for each programme nominated. We will be able to categorize students according to their survey responses and ensure that the correct population is used for each programme ranking.

How many times will the alumni be contacted?

We will send out invitations to alumni typically within 48 hours after email addresses are uploaded. The survey will start on 2nd October. We would then send reminders for participation to non-

respondents in 2 days, 7 days and 14 days. In other words, there would be up to 4 invite messages in total.

What is your policy on using alumnus' email addresses for other purposes?

Alumnus' email addresses will not be used for any purpose other than the *Times Higher Education* Alumni Survey, unless respondents specifically opt in to receiving further contact from THE. Please see our terms and conditions:

https://www.timeshighereducation.com/datapoints/files/fileuploads/the_survey_terms_and_conditions_0.pdf

Is IRB approval required?

IRB is a committee to decide if research conducted by university researchers is ethically compliant, and does not apply to us. In general, IRB is designed primarily for bio-medical research and many social science studies do not need IRB. Regardless of the requirement, we would be compliant with the IRB principles; our survey concept poses minimal risk to participants, respondents are not at risk of civil or criminal suit should their identifiable responses be made public (which, of course, they will not be); and we are collecting, storing and destroying any personally identifiable information in an appropriate and fully compliant way.

What is the minimum number of responses required for an institution to be considered for inclusion in the 2018 *Wall Street Journal/Times Higher Education* Business School Rankings?

20% of the total cohort group per year per programme or a minimum of at least 20 valid responses is required for an institution to be considered for inclusion in the ranking.

If we choose to participate is there still a chance we would not be included in the ranking due to one of the stated reasons on the THE methodology website (<https://www.timeshighereducation.com/world-university-rankings/global-business-school-rankings-faqs>)?

Yes.

What if we do not want to participate?

If you do not participate, the business school will not be ranked.

Is this dataset going to be sold?

We will not sell any personally identifiable information. You can find our terms and conditions here:

https://www.timeshighereducation.com/datapoints/files/fileuploads/the_survey_terms_and_conditions_0.pdf

An aggregated version of anonymised alumni survey responses will be included as part of our paid for benchmarking products. Individual responses will not be shared and data will be held in an anonymised form.

We would like to participate in the *Times Higher Education* Alumni Survey, how can we obtain an access code?

We would very much welcome your participation so please provide your contact details using the link that was included in the invitation email so that we can create access for you to our upload site. If you would like more information or have any questions then please contact us at Businessrankings@timeshighereducation.com.

Who can I contact if I have feedback or questions?

For all questions regarding rankings or survey methodology, contact our team at Businessrankings@timeshighereducation.com.

For information on the *THE* data products and services, please contact our regional directors at data@timeshighereducation.com