



# Education Research

*Measuring opinion of and responses to educational materials and programmes*

## THE PROJECT REQUIREMENT

- To identify the level of programme impact among Common Purpose graduates

## THE RESEARCH

A key challenge of this project was to design the survey to be relevant to the broad mix of graduates from public, private and not for profit sectors; also ranging from students through to captains of industry.

- On-line survey emailed to the entire database of graduates
- Project turned around within two weeks

## THE OUTCOME

- Statistics that provide a powerful demonstration of programme impact for use in future marketing and sales communications

## OTHER EDUCATION RESEARCH PROJECT CLIENTS

- General Social Care Council
- E-Skills
- London Business School

inspiring leaders with  
**commonpurpose**  
United Kingdom



*“The unexpectedly high rate of response achieved, can be attributed to the fine tuning of questions - Bernice was extremely approachable, informative and professional”*

Vanessa Rudge  
Project Manager  
Common Purpose