

# ASTTBC GradTech Survey Report:

## Graduate Technician/Technologist Title Usage and Designations

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## SUMMARY

At the 2011 ASTTBC Annual General Meeting, Council received a resolution from the floor from one of its Graduate Technologist members. The question was simply to request Council consider a different designation for graduate technologist / technician members to better identify their standing after graduation.

In response ASTTBC surveyed its Graduate Technician/Technologist membership during March 2012. The survey was conducted using the online Survey Monkey and was deployed to 1,301 members yielding a response rate of 216 (17%) – a good sample. Of these respondents, 75.3% were male and 24.7% female. The vast majority of them (76.5%) have been GradTechs up to 5 years.

The intent of the survey would be to ask members about the usage habits of the designation and also whether a change in title (suggested titles) would meet the expectations and be used.

In early days new graduates were known as ‘Technologist-in-Training’ or ‘Technician-in-Training’, or simply Associate Members, the latter of which also included others who did not meet the full requirements of either CTech or AScT. With the introduction of the ASTT Act in 1985, ASTTBC introduced a title that would better define the new graduate, ‘Graduate Technologist/Technician’.

What we discovered from this survey was that a good number of members do use the GradTech designation on a resume. It appears that this is a good way to let others know that they’ve obtained registration with ASTTBC, most notably employers. However, a larger number don’t use the title on other items such as business cards, email signatures, reports or other business correspondence. The reasons indicated were primarily that they wanted to wait until they obtained a fully certified status prior to using a designation. Not surprisingly, when asked why they might not use the designation, answers focused on their opinion of the title is that it does not send a clear signal as to the qualifications and simply that it makes the individual appear to have just graduated from school.

Nonetheless, GradTechs feel strongly (61.1%) that graduates from a technology program should have a title they can use in a resume, business cards, in reports and other correspondence. Further that they would definitely (65.4%) use a title or designation as a new graduate if it did a good job of defining qualifications.

When asked if a specific title or designation would be desirable (alternate titles suggested in survey), the majority of the respondents (47.1%) chose 'No Change', opting to stick to the current GradTech title. The second largest selection was 26.9% voting for Applied Science Technologist/Technician Trainee or AScT/CTech(Trainee). Other designations were selected but were very low in comparison and therefore shouldn't be considered as viable change options. A few statements can be made in conclusion when analyzing the results of the survey. These are:

- Graduates feel that they would use a designation if it did a good job of defining job qualifications – most are waiting to become fully certified first.
- Graduates from technology programs should have a title they can use in a resume, on business cards, in reports and correspondence.
- The majority (47.1%) felt that there should be no change in the current designation GradTech.

Some recommendations to address these statements are as follows:

1. Continue to use the Graduate Technologist/Technician designation GradTech as opposed to redefinition.
2. Enhance marketing efforts to help educate both employers and GradTech members the benefits of proudly displaying your qualification. Simple FAQ sheets or enhanced web presence will be sufficient and meaningful.
3. Include periodic articles in the e-News to highlight the qualifications of a GradTech and why it should be used in correspondence, etc. Communicating in this manner is an inexpensive and effective way to reach members of the association and others to help reinforce the GradTech brand.
4. Based on the length of time some members have been GradTechs (in some cases, 6-10 years and more), appeals should be made to them to reclassify to fully certified levels.

## SURVEY DETAILS and KEY QUESTIONS FINDINGS

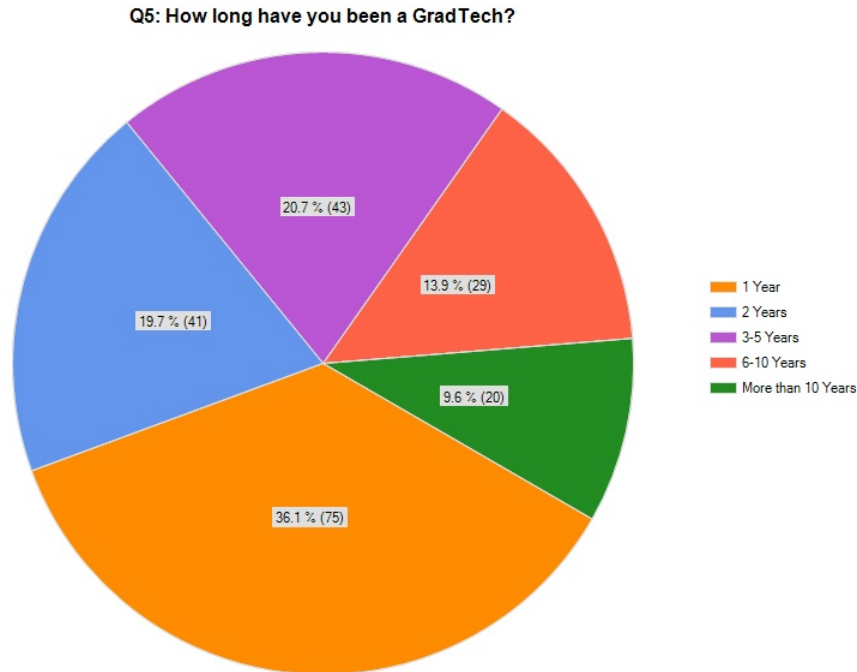
The GradTech survey was deployed in March 2012 to 1,301 members with graduate technologist/technician standing with ASTTBC. The number of surveys completed was 216 yielding a response rate of 17%, which by survey standards (avg. 10-12%) is considered a good sample.

Of the respondents 75.3% were male and 93.3% joined the association as a student. A further breakdown of the respondents lists the length of time the member has been a GradTech.

QUESTION #5: How long have you been a GradTech?

The chart below (*Figure Q5*) will illustrate that 36.1% are recent graduates, 19.7% have been graduates, 20.7% have been GradTechs between 3-5 years and 23.5% for over 6 years.

Figure Q5:



QUESTION #6: Do you currently use 'GradTech' on any of the following:

Members were asked if they used the designation GradTech on such items as resumes, business cards, email signatures, business correspondence or reports. Almost half (48.8%) of respondents indicated that they used it on their resumes (11.6% indicated sometimes). However, the overwhelming majority (average 76%) did not use the designation on any of the other choices. (*See Figure Q6 below*)

When asked about the general reasons why (*see Figure Q7*), the answers varied somewhat equally between the 'designation does not provide a clear signal as to the qualifications' (28.8%) to 'it isn't used in my place of work' (26%). Respondents were given an opportunity to give an alternate reason but most responses indicated that they already either currently used the designation or haven't given it much consideration.

Figure Q6:

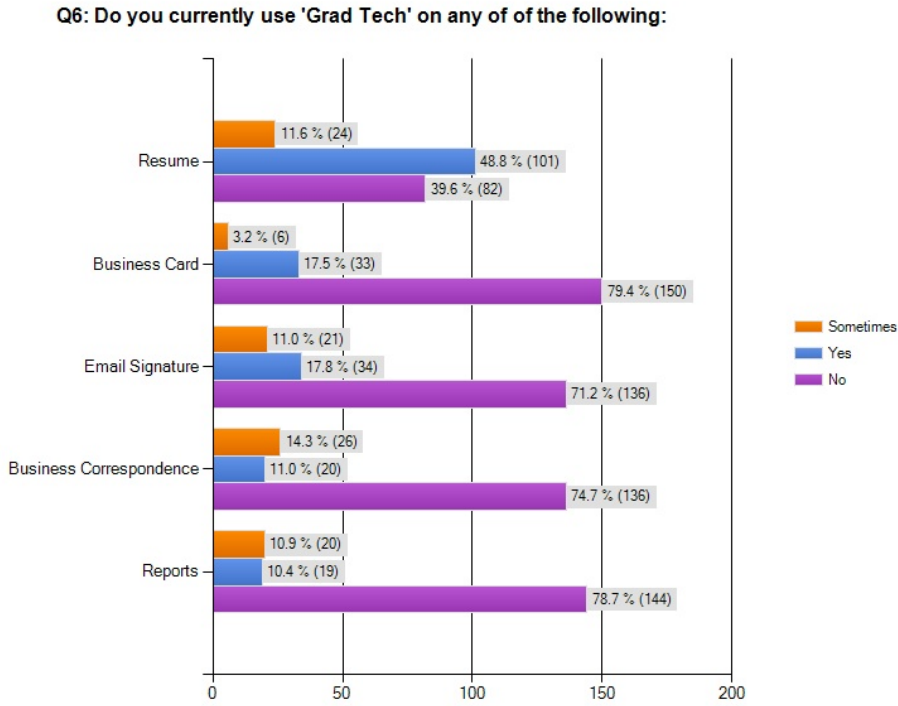
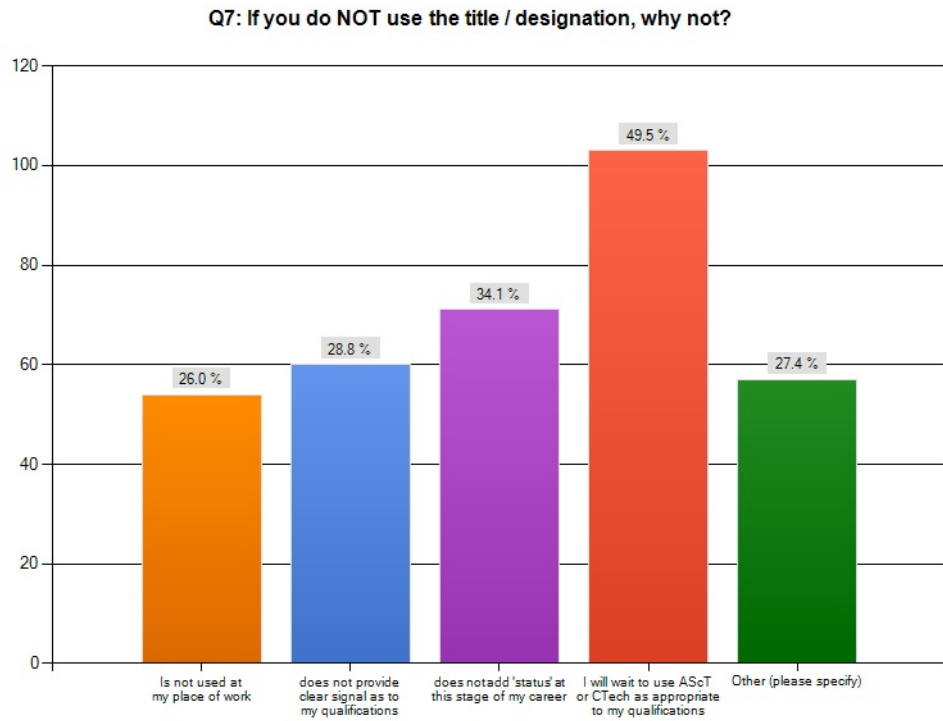


Figure Q7:

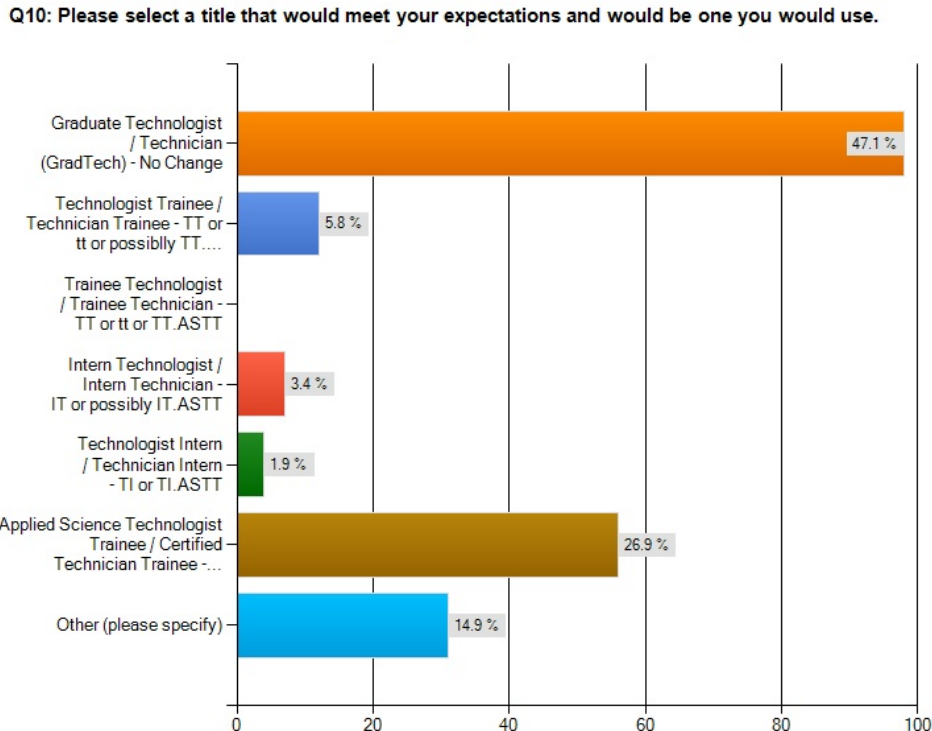


The next question (*Question 9 – not illustrated*) asked surrounded whether or not graduates from a technology program should have a title they can use in resumes, business cards, reports and correspondence, the response was strongly in favor yielding 61.1%. Another 24.5% answered somewhat agree which basically accounts for over 85% of respondents. We can conclude that GradTechs feel that they should have a way to be recognized at that level of qualification.

When asked if they would use a title or designation as a new graduate if it did a good job of defining the qualifications, 65.4% answered Definitely while 30.8% answered Possibly. Only 3.8% of the respondents felt it was unlikely they would use a designation at all.

In the final survey question (*Figure Q10*), ASTTBC suggested a number of title and designations as alternates and asked whether they may meet the expectations of the GradTechs prompting them to use one. The results indicated two frontrunners, most notably voting for ‘No Change’ in the designation (47.1%). In second place was the notion of the ‘Trainee’ e.g. ASCT(Trainee) or CTech(Trainee), which prompted 26.9% of respondents. Interestingly enough, when asked for other suggestions, many of the respondents indicated that they felt that the wording Trainee did little to advise others of their qualifications and that they felt the word Trainee was degrading the fact that they had graduated from program.

Figure Q10:



## CONCLUSION:

In closing, the analysis indicated quite strongly that GradTechs should have a title they can use to put on resumes, business cards, reports and other correspondence. However, this did only seem to be true if the designation does a good job of defining job qualifications.

As a result, most graduates are waiting to become fully certified first to show their qualifications rather than show the GradTech as a temporary 'in-training' type of status.

It would be prudent for ASTTBC to consider enhancing its marketing efforts to students, employers, and GradTech members to demonstrate that there is good value in proclaiming your membership status/designation with ASTTBC.

Further, the fact the majority of GradTechs (47.1%) felt there should be no change in the current designation suggests that this enhanced branding be the focus rather than making further changes to the designation already defined in the ASTT Regulations.