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Great Expectations: Managing and Delivering an Outstanding Student Experience

Tim O'Brien
Director, Student Experience
28 January 2010

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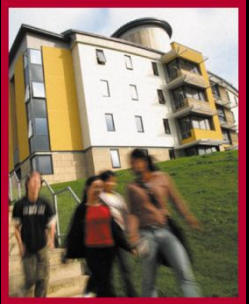
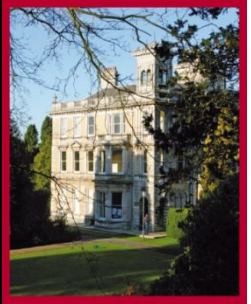
INTO's University Partners since 2006

University of East Anglia



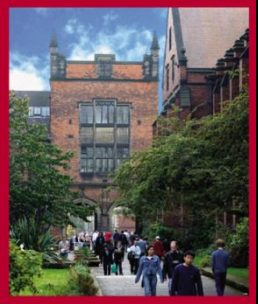
UEA
University of East Anglia

University of Exeter



UNIVERSITY OF EXETER

Newcastle University

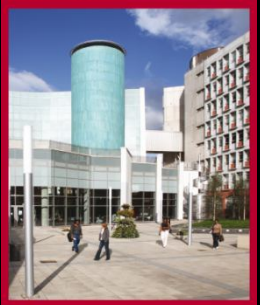


Newcastle University

The University of Manchester

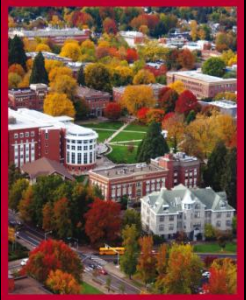
Foundation programme partner:
MANCHESTER 1824
The University of Manchester

Glasgow Caledonian University



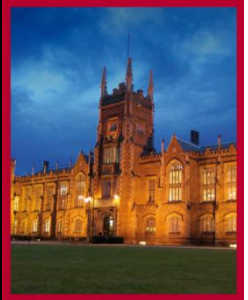
GLASGOW CALEDONIAN UNIVERSITY

Oregon State University



Oregon State UNIVERSITY OSU

Queen's University Belfast



Queen's University Belfast

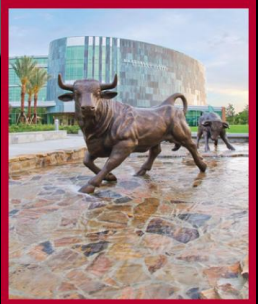
University of East Anglia, London

UEA LONDON
University of East Anglia

City University London

CITY UNIVERSITY LONDON

University of South Florida



USF UNIVERSITY OF SOUTH FLORIDA

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Student Progression

	HOST UNIVERSITY	OTHER HEIs	TOTAL
2006/7	120	44	164
2007/8	381	160	541
2008/9	859	529	1388
2009/10	1438	498	1936
TOTAL	2798	1231	4029

Experience Matters

the National Student Survey

i-graduate

INTERNATIONAL INSIGHT

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Investing in the Student Experience: £133m committed to living and learning projects at UEA, Exeter and Newcastle

£35m facility at UEA completed in October 2008 – living and learning facility housing over 475 students and teaching over 850 students during the course of an academic year. Our £50m Exeter development opens this week!

Increased focus on student experience

Browne Review

"Choice is in the hands of the student. HEIs can charge different and higher fees provided that they can show improvements in the student experience - - - - - - ." (p.2)

"Student expectations have increased since 2006 now that students are paying more towards the costs of higher education, but it is by no means clear that the quality of the student experience has improved." (p.23)

"The results of NSS do not indicate significant change – an increase of just two percentage points in overall satisfaction: from 80% in 2005, to 82% in 2010." (p.23)

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The 1994 group perspective

Providing transparent and accurate information about universities and the nature of what they offer should be a priority in delivering excellent student experience and managing student expectations of University.

The stakes and expectations are high

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But an overseas education?

Possibly biggest purchasing decision families will ever make

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Who are our students ?

- Driven by the need to succeed
- Making high stakes investment
- Parental expectation
- Expect to progress
- Desperate for experience
- Nervous

- 12 years of school
- Non native English language speakers
- Usually educated in didactic pedagogic environment
- Limited experience of independent learning
- Long way from home

And most of all

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They're

connected

demanding

paralysed by choice and information

They want
authentic insights

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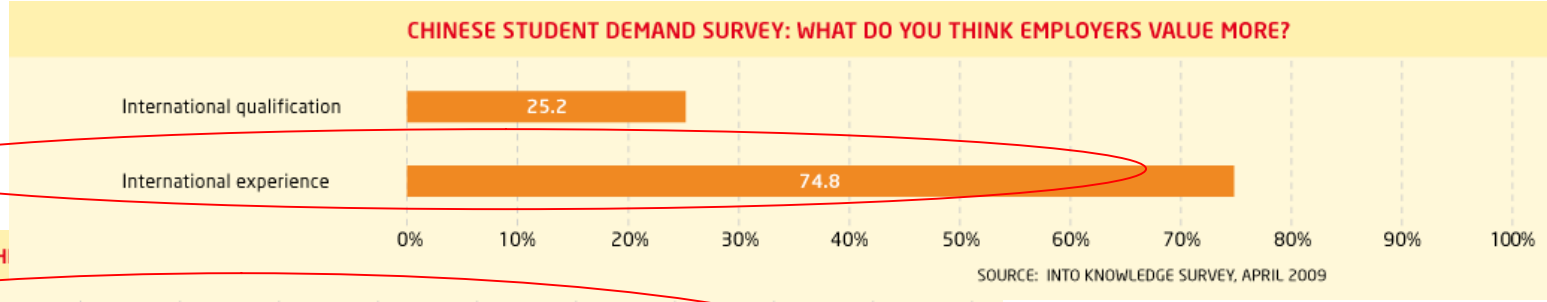
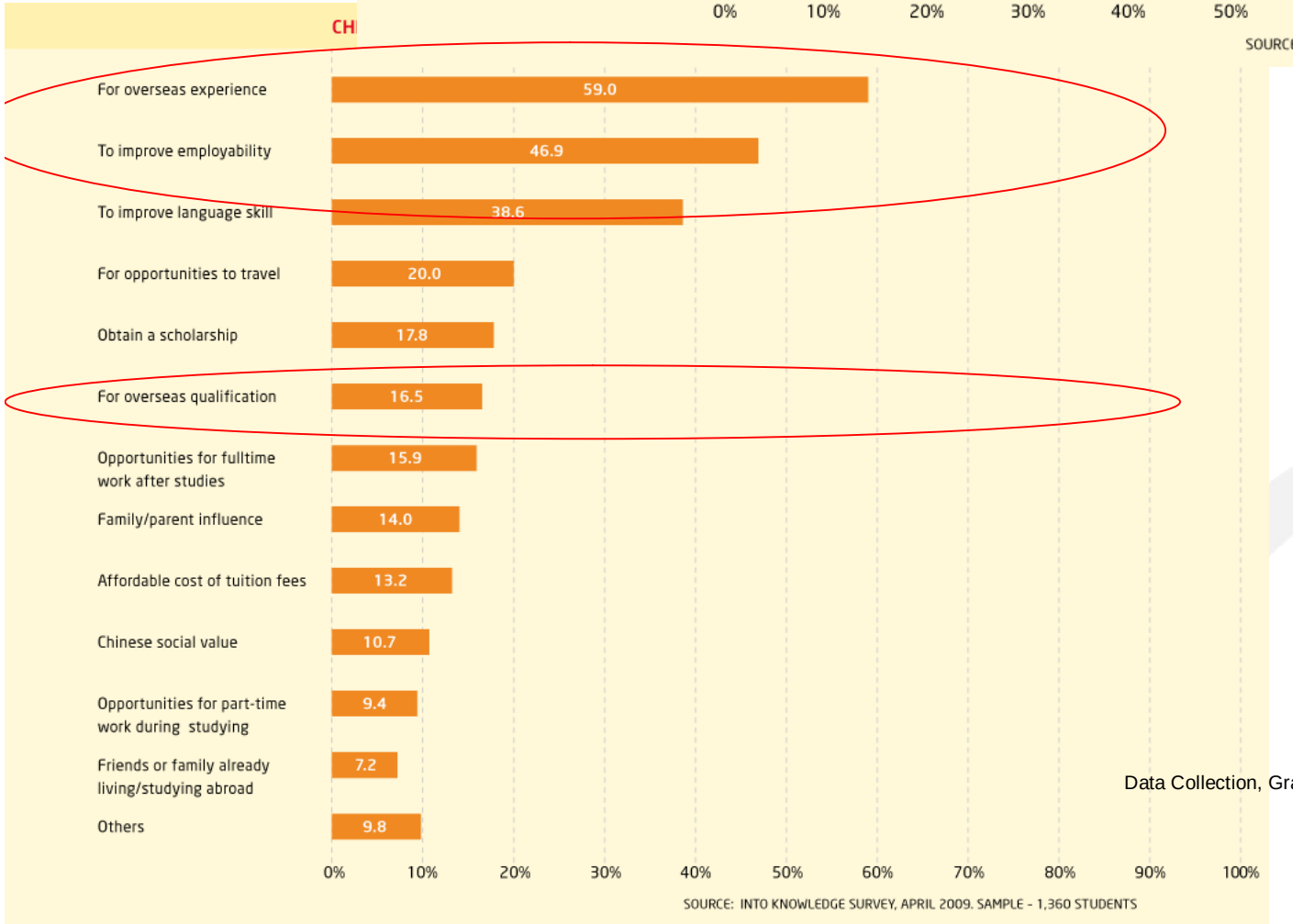
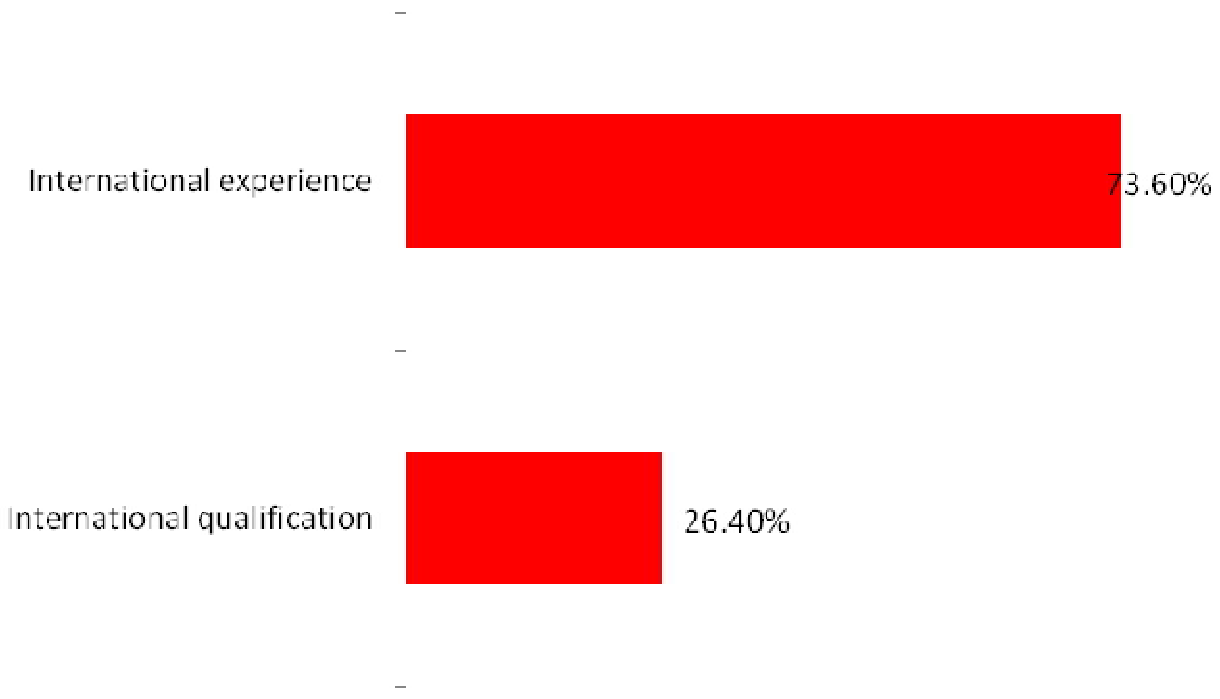
What do students want – the China insight





Data Collection, Graphics and Analysis : INTO Knowledge

KOREA: What is more important to employers – an international qualification or international experience?



Data Collection, Graphics and Analysis : INTO Knowledge

Base: all respondents (1,033)

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The experience begins with the first enquiry

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Enquiry	Application	Offer	Confirmation	Arrival	Study

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Thursday, 7 May 2009

my first 2 weeks

Hello. I am Yuki Otsuka who is from Japan and take study abroad with English in INTO Newcastle University. This time, I will tell you my first two weeks in Newcastle.

19. April
After about 13 hours of flying, I finally arrived in Newcastle. At the same time, my precious 10 months was started. I had already decided I try to do everything as much as I can in this country without forgetting appreciation for the people who support me especially my parents.
I went to my host family from airport to my host family home by taxi and my host family welcomed me warmly. By my long flight and time differences (there is 8 hours between Japan and England) I was a little bit tired but I was relieved by them.

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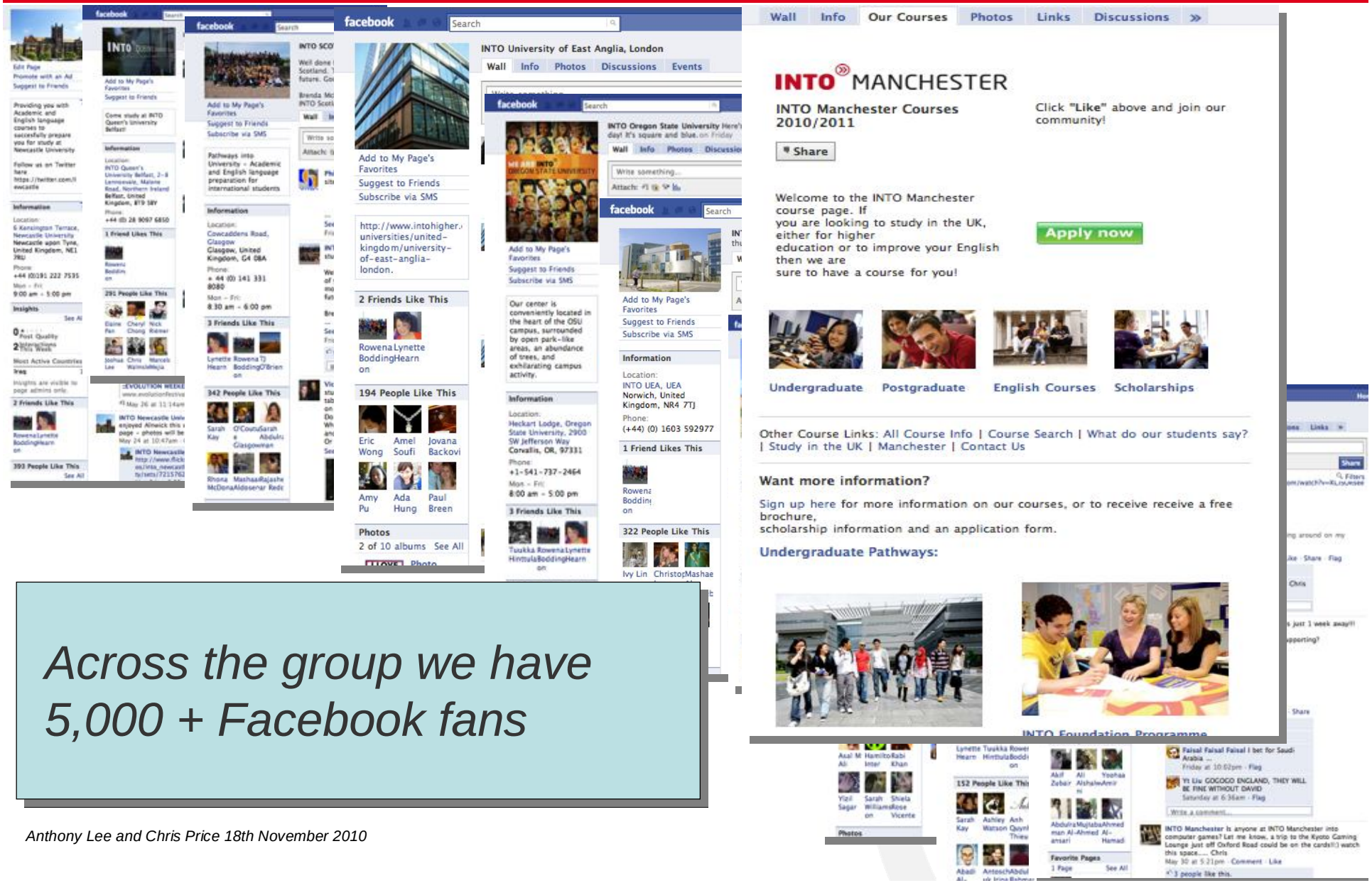

Across the group we have 5,000 + Facebook fans

Anthony Lee and Chris Price 18th November 2010

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Engaging in English, Chinese, Arabic and Russian

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Local support for students
Our China Team

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Preparing for arrival

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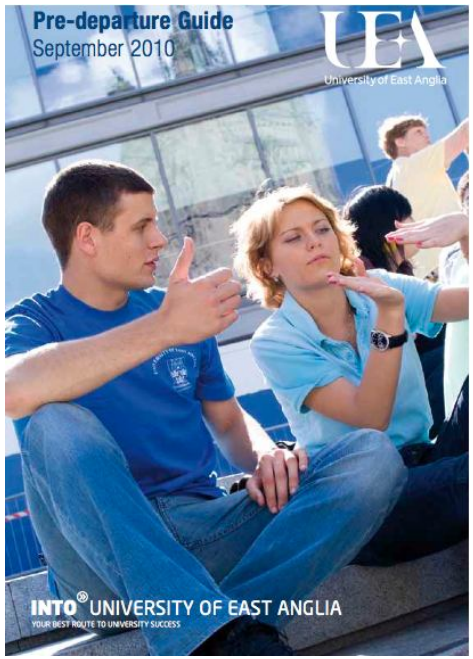
Focus on Sure Start



“The Review Team heard that the INTO had placed a strong focus on induction for international students, by providing an induction which included promotion of social events, and orientation to the University, city and the region. The Review Team commends this as an example of good practice”
Newcastle University QA Review May 2009

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Everyone remembers their first day at University!

Induction and orientation is given high priority

No detail too small

Settling in reports

Language Advisors

Early meetings with personal tutors

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Learning and Living

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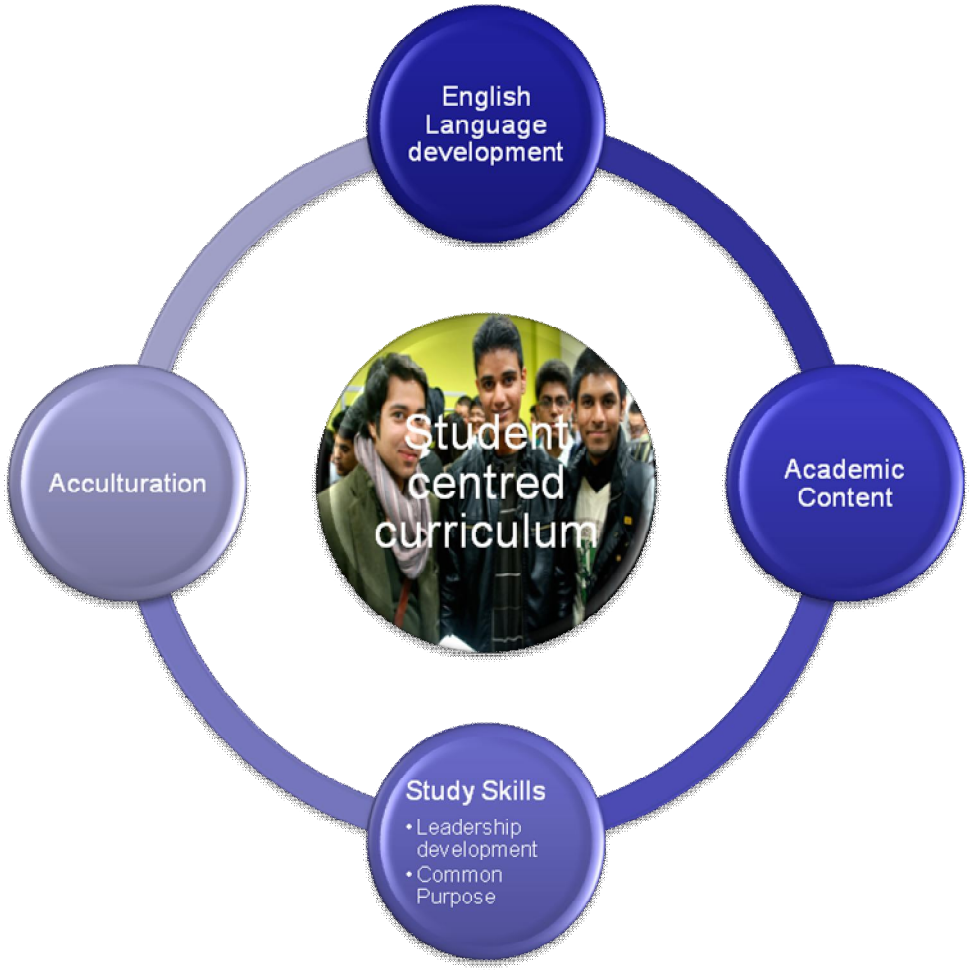
Preparation – our pedagogic approach



- Content Integrated English Language Learning
- Personal Tutors
- Designed with and engaging our partner universities
- Integrated student support services
- Skills for success
- Directly quality assured by the University

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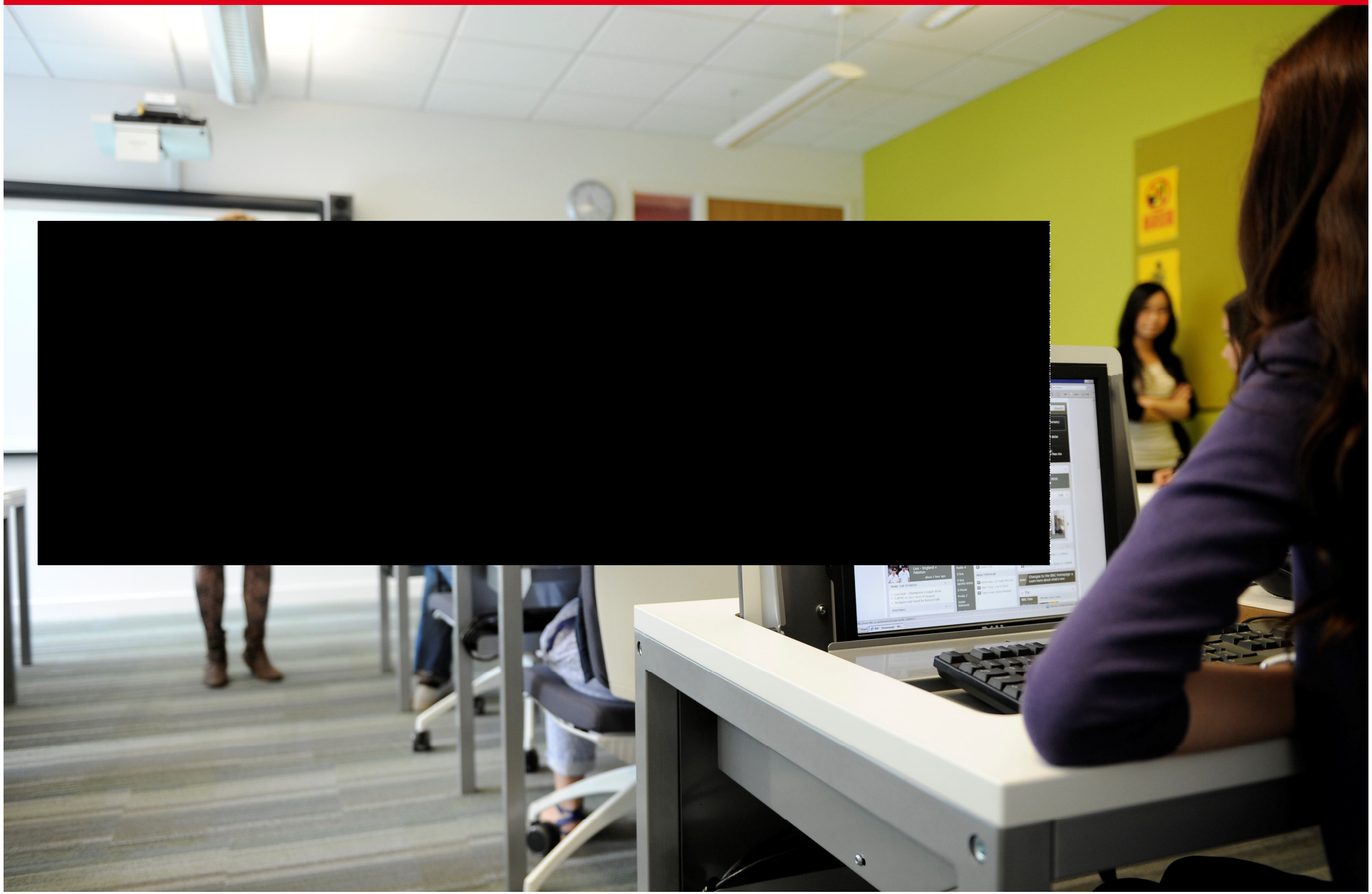

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Blending English Language and Academic Content

	Business	Economics	Society & Culture	Maths	Language
Presentation (lecture/ workshop)	2 hrs	2 hrs	2 hrs		
Skills for Specific Content	*2 hrs*	*2 hrs*	*2 hrs*		
Mathematics Workshop				2 hrs	
Language Seminars					6 hrs

INTO UEA Foundation Timetable

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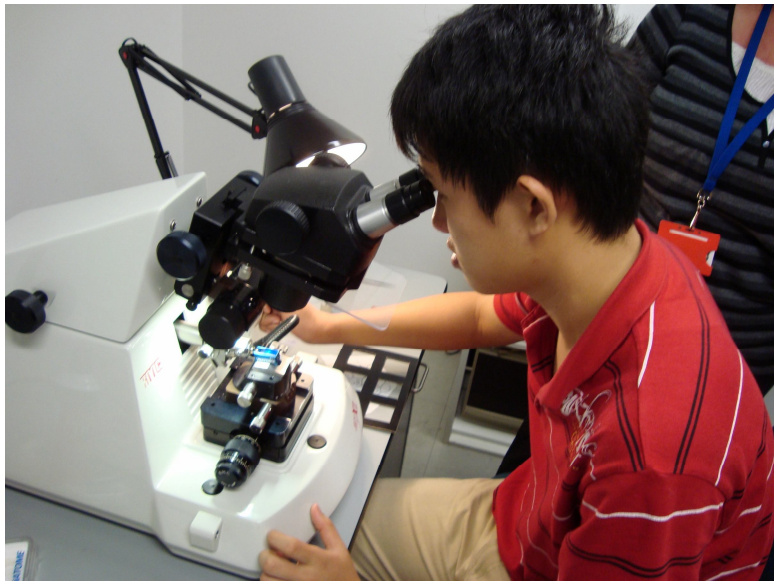
Enriching the curriculum through partner engagement



INTO Newcastle University Foundation students in the electron microscoopy unit of the Newcastle University medical school

Prof. Sam Leinster Head of the Medicine, Health Policy and Business Practice at the University East Anglia delivers lecture to INTO UEA students

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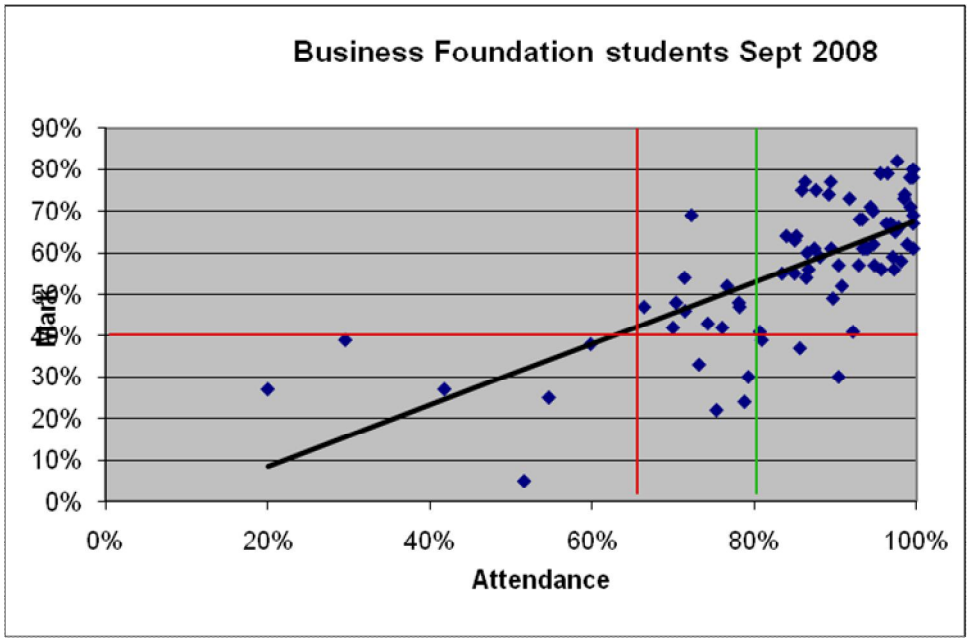
The relationship between attendance and academic performance



Source: INTO University of East Anglia

- Although good attendance doesn't guarantee good grades, poor attendance guarantees bad ones

- Below a certain point even the most capable students can't compensate for being absent from class.

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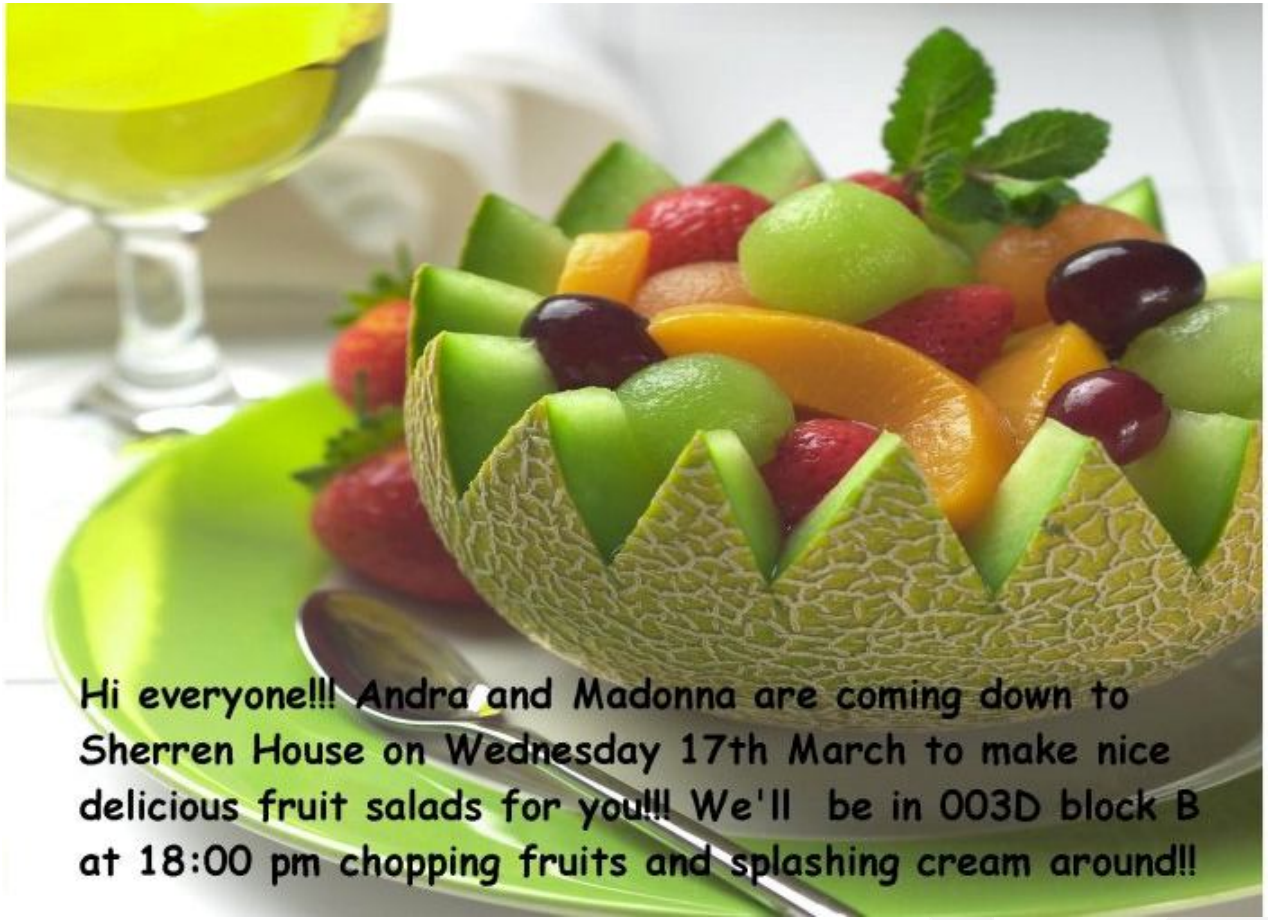
Extending learning through the social programmes



Accommodation

Promoting Integration – the INTO Oregon State University way

Students room with domestic students

Supported through a residential tutor network

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Engaging and relevant social programme – INTO Queen's University, Belfast

Friday, 19 November 2010

Movie and Pizza Night

Where: INTO Queen's Centre
When: Friday, 19 November 2010 from 18:00 to 21:00

Saturday, 13 November 2010

Trip to Bangor and Paint me, Glaze me

Where: Meeting at the INTO QUB Centre at 10AM and getting train to Bangor
When: Saturday, 13 November 2010 from 10:00 to 13:00

Sunday, 07 November 2010

INTERNATIONAL FOOD FESTIVAL

Where: MEET AT INTO CENTRE AT 1PM
When: Sunday, 07 November 2010 from 14:00 to 17:00

Thursday, 28 October 2010

HALLOWEEN - OOOOOHH!!!

Where: INTO Centre and Student's Union
When: Thursday, 28 October 2010 from 18:30 to 23:30

Friday, 27 August 2010

INTO Awards Party

Where: Students' Union - Upstairs in Space
When: Friday, 27 August 2010 from 19:00 to 22:00

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Measuring our performance

- Bi-annual entry and exit surveys
- Robust quality assurance of all aspects of the process
- Student satisfaction is one of our central Performance Indicators
- Onwards performance tracking
- Word of Mouth – Social media feedback
- Long term student success

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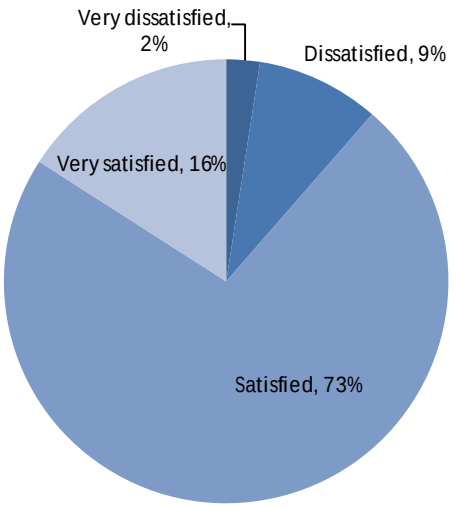
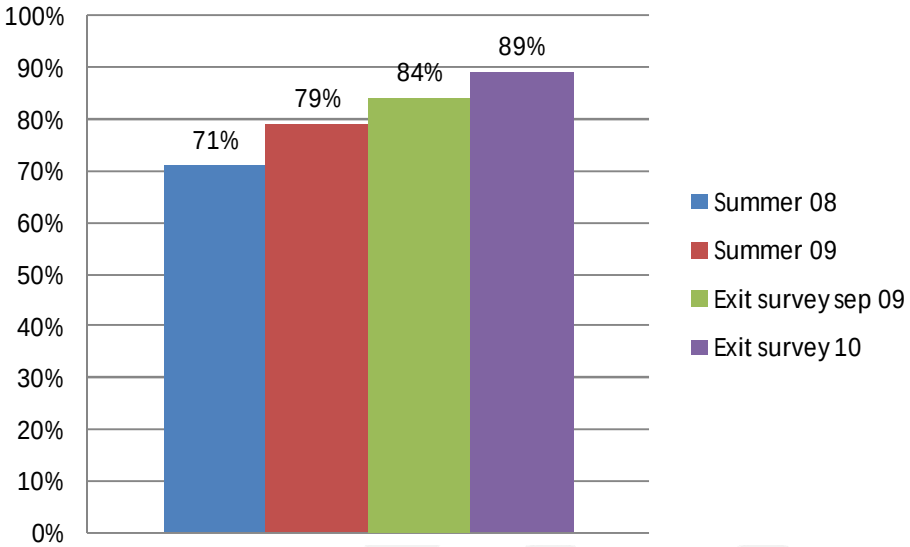
Overall, how satisfied would you say you are with all aspects of your INTO experience? Comparison from different waves





Total Exit survey 2010 (N=978) = London (29), Manchester (127), Exeter (245), Newcastle (321), Queen's (33), Scotland (88), UEA (135)

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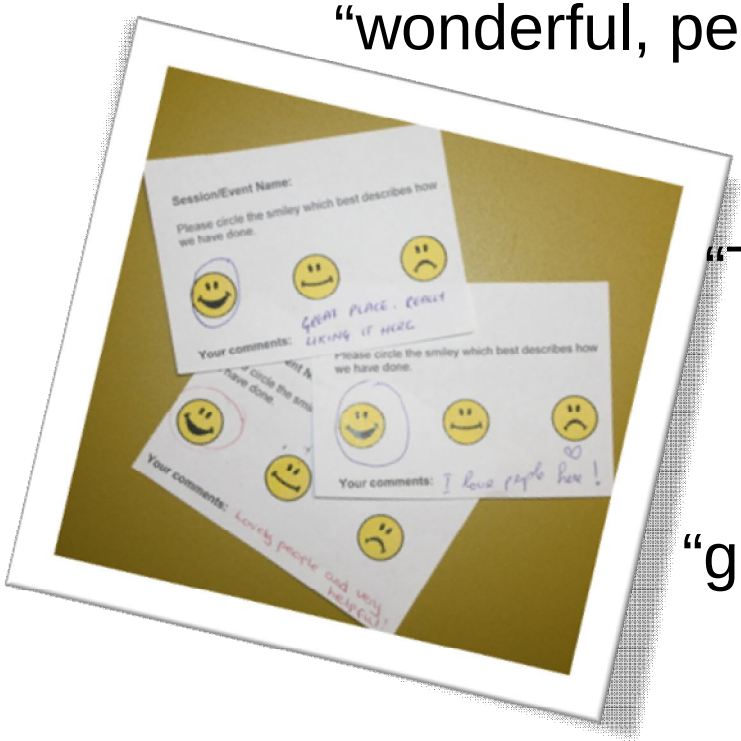
Capturing immediate feedback

“wonderful, perfect”



“Thanks Bridget!”

“Helpful welcome desk”

“great place”

“Too cold!”

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Creating further expectations

- Well supported students
- Individual counselling
- Small class sizes
- Entering Universities with higher expectations

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Meet Anna: Selling Vodka to the Russians

"I studied with INTO before my MSc to prepare myself for studying at the university. My classes made me more confident about my writing skills and I feel that this helped me in my MSc. I improved during my programme at INTO because I had the opportunities to meet many different people in my classes and also on the social programme.

My MSc is examined from very early in the programme and I do not think I would have done very well without the year with INTO. I am now working with Diageo in Moscow. I was able to get this job because of my experiences studying at Exeter."