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INTERNATIONAL INSIGHT

Understanding what international students want and need

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London
15th March 2011

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- 5 new realities
  - ‘A world of choice’
  - Student support: centre stage, fulcrum for learning
    - Discerning consumers, creative producers
  - HE: the pursuit of knowledge?
  - The collapse of time
  - Reputation defined by student perception
    - Perception = experience - expectation

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The leading independent benchmarking and research group for international education, working with over 700 universities and colleges across the globe...

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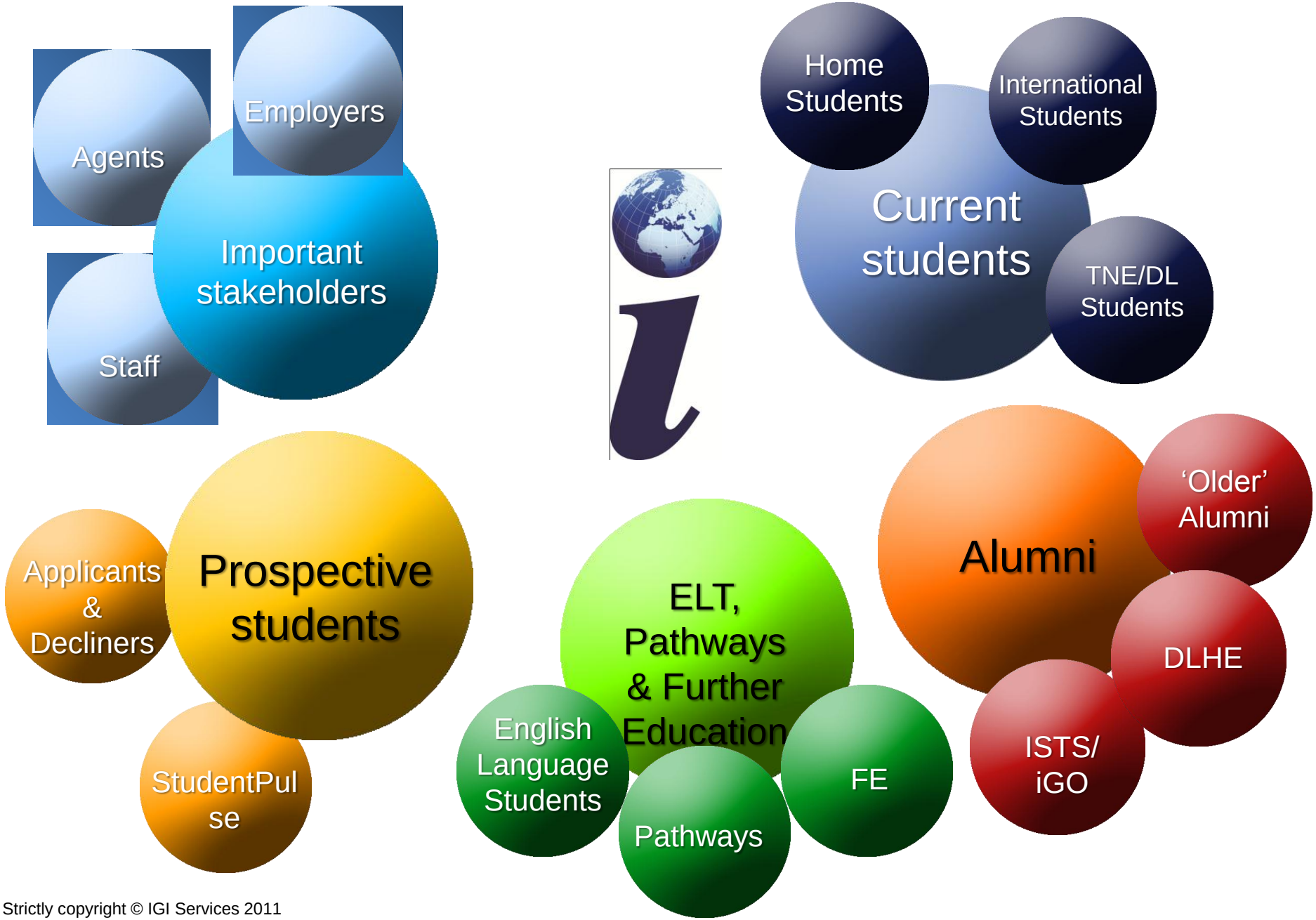
Benchmarking student and stakeholder perceptions; delivering comparative insights to the education sector worldwide.

Enabling positive change through comparative insight



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Hot topics – burning issues

International students

- UKBA Student Immigration System (SIS) consultation and implications
  - Sub-degree study and pathways
  - English language requirements
  - Restrictions on work while studying
  - Restrictions on dependents
  - Restriction or closure of post-study work
- Unrest in the sector – what impact on UK's image?

"Securing our border
Controlling
migration"

All students

- CSR: fees and funding,
  implications and uncertainty
- Key Information Set (KIS) and transparency
- Private sector growth: partnerships,
  pathways and HE provision
- Rivals worldwide raising their game
- Blending/blurring of delivery of HE?
- Quality assurance / reputation risk

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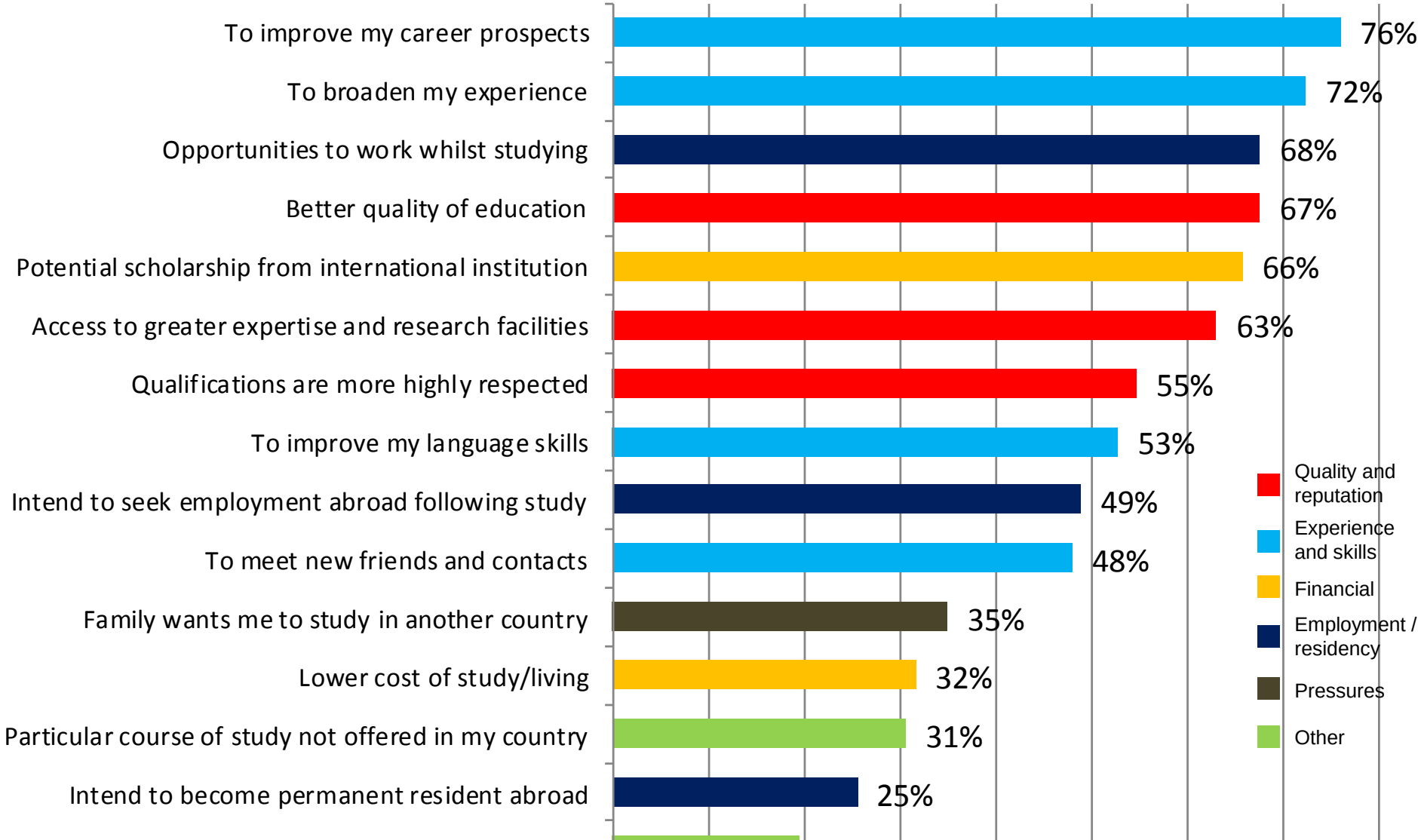
Student Trends

Why are you considering international study?



1. What are we benchmarking?

Scope, scale, reporting

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isb™
INTERNATIONAL STUDENT BAROMETER

Semi-standardised survey tool
All aspects of the student experience
Decision-making and intentions
Runs twice each year
All years of study, all levels of study
Confidential, unpublished
Reported in person, in confidence
Purpose: institutional enhancement

Scope

- Demographics – nationality, funding of studies etc.
- Course - areas of study, course type
- Decision-making – motivations and importance
- Who helped you to choose
- Application – use of agents, agent service levels
- Visas – visa type, application, support
- Enquiry to acceptance – service, communication
- Arrival and orientation
- Study hours, perceptions, employment hours
- Future plans and career intentions
- Learning experience – teachers, course content, facilities, employability
- Living experience – accommodation, friends, funding, internet access
- Support services - including health, employment, visas
- Recommendation – would you recommend this institution to others?

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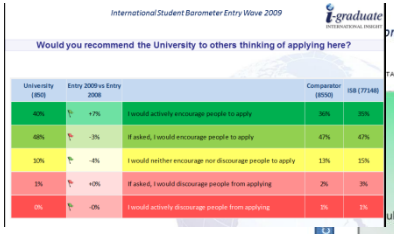
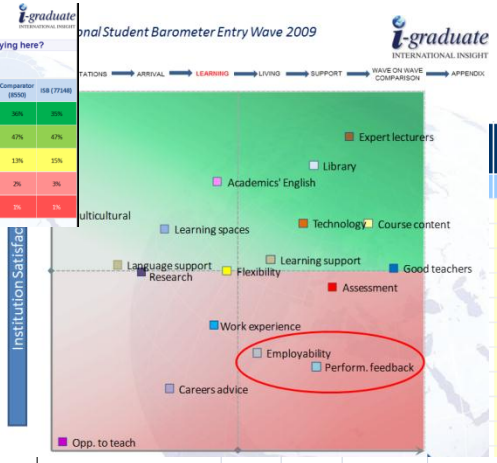
Since then…

- Adopted by universities and colleges in 22 countries
- Implemented by 104 UK HEIs
- Used by 35 of Australia's 39 universities
- Implemented by over 150 Australian education providers
- In place across HE, FE, ELT, private colleges and secondary schools in NZ
- Adopted by the German government (DAAD & HRK) in 2009
- In place across Sweden, Finland, Denmark, Netherlands, Belgium
- Applied across the largest US HE system in 2010
- Enlarged to include all students, all years and all levels of study
- Comparable independent measures for transnational, distance, ELT and pathway provision
- Assuming teaching excellence, customer service now centre stage.
- Opinion measures now mainstream, worldwide
- Entry wave 2010: 210,520 respondents

Institution-level reporting

www.i-graduate.org





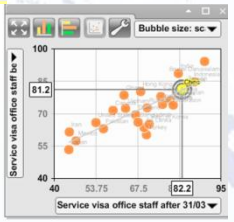
Detailed presentation

Summary findings

Your University	ISB Index	Rivals	ISB	Rivals	Stat. test. (%p)	ISB Index	Rivals
75.3%	74.5%	76.0%	0.8%	-0.7%		49	10
89.8%	81.3%	78.7%	8.6%	11.2%	0.00	6	1
88.2%	80.4%	81.1%	7.9%	7.1%	0.00	15	2
87.6%	85.7%	88.9%	1.9%	-1.4%	0.37	40	10
87.3%	81.4%	84.6%	6.0%	2.7%	0.00	14	5
86.6%	87.4%	88.5%	-0.8%	-1.9%	0.02	62	12
84.2%	81.3%	83.8%	2.9%	0.4%	0.38	43	11
84.0%	84.3%	84.3%	-0.3%	-0.3%	0.46	56	10
82.3%	78.5%	79.7%	3.9%	2.7%	0.53	43	8
82.0%	85.9%	86.9%					
80.8%	72.8%	76.6%					
79.9%		79.9%					
81.3%		81.3%					
85.8%		85.8%					
77.7%		77.7%					
79.2%		79.2%					
70.2%		70.2%					
54.7%		54.7%					
57.7%		57.7%					
52.8%		52.8%					
48.3%		48.3%					

Verbatim comments

Service from visa office staff

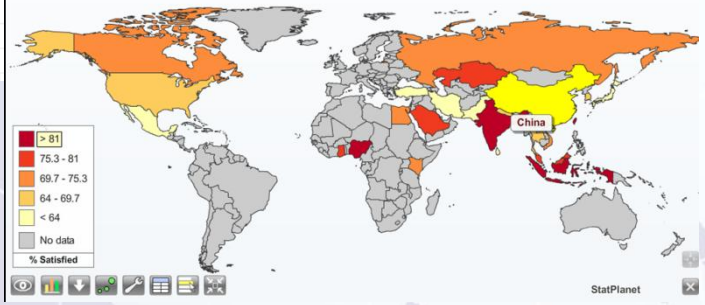


University Breakdown - Entry Wave 2009
University of Hope

	Base (Overall Satisfaction)		22	765	50	30	25	277	111	8
ISB	LEARNING SATISFACTION									
		Satisfaction		Study Format				Area		
Importance	Learning elements	ISB	Department of Allied Health	Full-time	Part-time	Study abroad	Student Exchange	Business	Other	med
97%	Good teachers	86%	78%	89%	82%	83%	83%	86%	86%	
97%	Course content	88%	89%	85%	89%	82%	78%	82%	91%	
97%	Expert professors	94%	94%	92%	92%	86%	91%	91%	90%	
95%	Assessment	86%	95%	88%	89%	96%	95%	86%	84%	
93%	Library	85%	95%	83%	92%	86%	74%	81%	85%	
93%	Technology	86%	94%	80%	91%	74%	78%	75%	79%	
93%	Performance feedback	83%	89%	87%	83%	57%	68%	78%	91%	
89%	Employability	77%	94%	81%	86%	59%	82%	77%	80%	
93%	Learning support	83%	90%	83%	89%	89%	82%	82%	84%	
91%	Flexibility	83%	94%	86%	91%	75%	87%	86%	84%	
86%	Academics' English	89%	89%	94%	100%	93%	96%	93%	94%	
84%	Work experience	66%	89%	69%	68%	75%	61%	69%	73%	
84%	Career advice	67%	70%	73%	79%	63%	64%	68%	68%	
85%	Research	87%	89%	86%	81%	62%	87%	81%	87%	
86%	Learning spaces	84%	89%	78%	86%	72%	74%	77%	76%	
75%	Language support	82%	94%	89%	85%	82%	82%	87%	92%	
74%	Opportunities to teach	71%	NA	80%	50%	NA	NA	NA	100%	
76%	Multicultural	87%	100%	90%	94%	82%	76%	84%	95%	

ISB % | ISB av. | SB % | SB av. | ISBSB % | ISBSB av.

Analysis by department and location



Interactive mapping of aggregate data

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Key finding…

- ISB
  - Employability: strongest correlation with propensity to recommend (UG)

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2. The UK international student experience

How good? Have expectations increased?

Tracking the international student experience

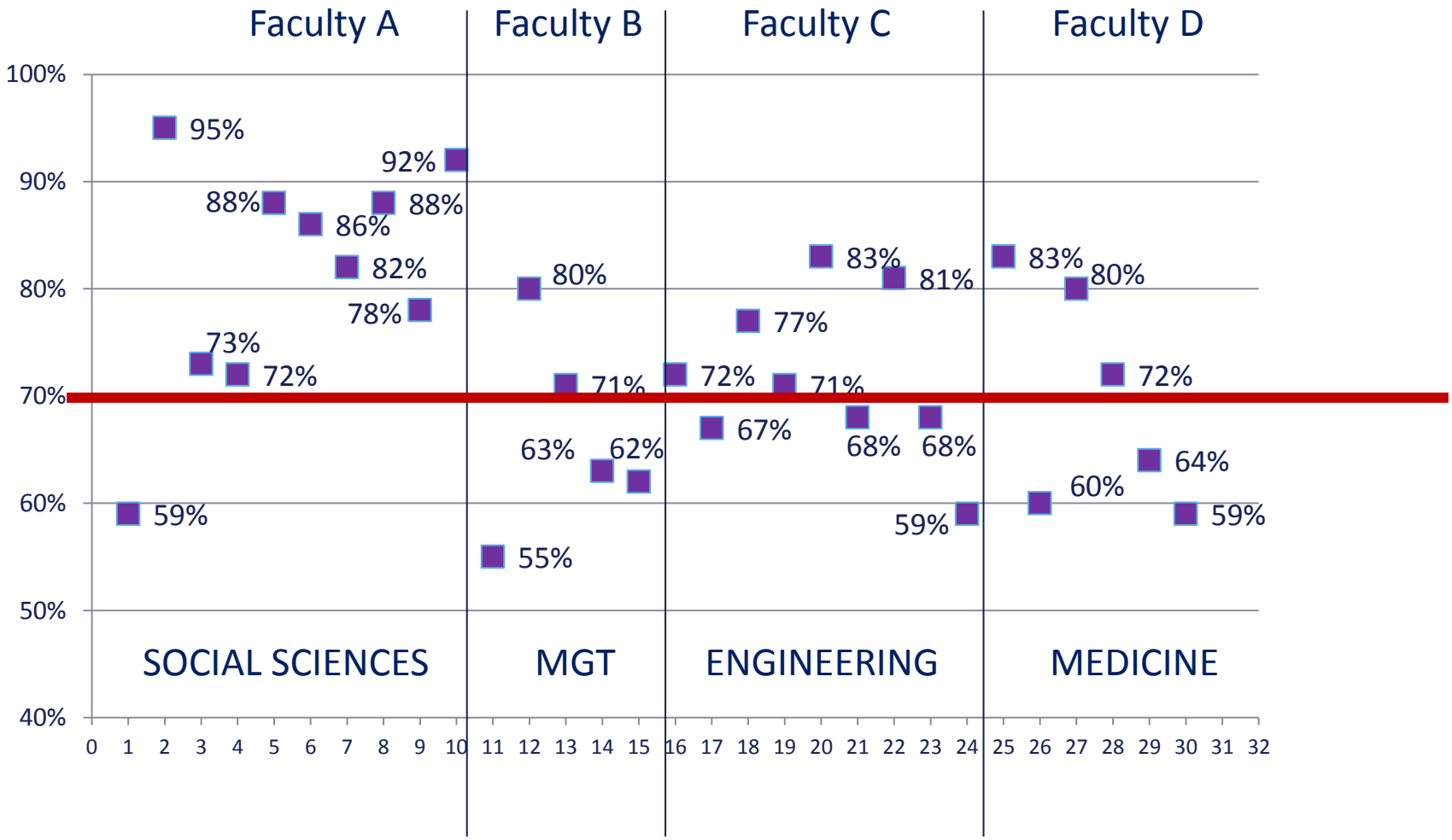
Since 2006 used as an official measure of the international student experience, **across the lifetime of the ISB international student satisfaction has increased on average by 8 percentage points, to 80%.**

BASE	12,982	25,525	36,455	34,228	35,710
	2006	2007	2008	2009	2010
	mean	mean	mean	mean	mean
LEARNING	**79%**	**81%**	**84%**	**86%**	**85%**
Good Teachers	80%	81%	86%	87%	86%
Learning Support	77%	80%	84%	85%	85%
Multicultural	82%	85%	87%	89%	89%
Library	79%	79%	83%	84%	84%
Language Support	77%	77%	81%	83%	82%
LIVING	**72%**	**73%**	**74%**	**78%**	**79%**
Host Friends	69%	69%	70%	74%	73%
Students' Union	NA	86%	90%	89%	91%
Accommodation	68%	60%	64%	70%	71%
Worship Facilities	76%	86%	84%	83%	85%
Internet Access	83%	83%	86%	88%	87%
Living Cost	61%	52%	52%	65%	68%
Safety	83%	85%	86%	88%	89%

BASE	12,982	25,525	36,455	34,228	35,710
	2006	2007	2008	2009	2010
	mean	mean	mean	mean	mean
CAREERS	**60%**	**65%**	**69%**	**69%**	**69%**
Earning Money	60%	60%	60%	57%	56%
Employability	71%	74%	77%	79%	78%
Work Experience	52%	54%	57%	59%	59%
Careers Advice	59%	59%	62%	65%	65%
Careers Service	NA	78%	86%	85%	85%
SUPPORT	**74%**	**85%**	**88%**	**88%**	**88%**
Counselling	NA	81%	87%	87%	88%
Student Advisory	NA	88%	91%	90%	91%
Visa Advice	74%	82%	83%	83%	81%
International Office	NA	89%	92%	92%	91%
AVERAGE SATISFACTION	**72%**	**75%**	**78%**	**80%**	**80%**

Drilling down…
(example)

Performance feedback: 71%



Study Hours…
(2009)

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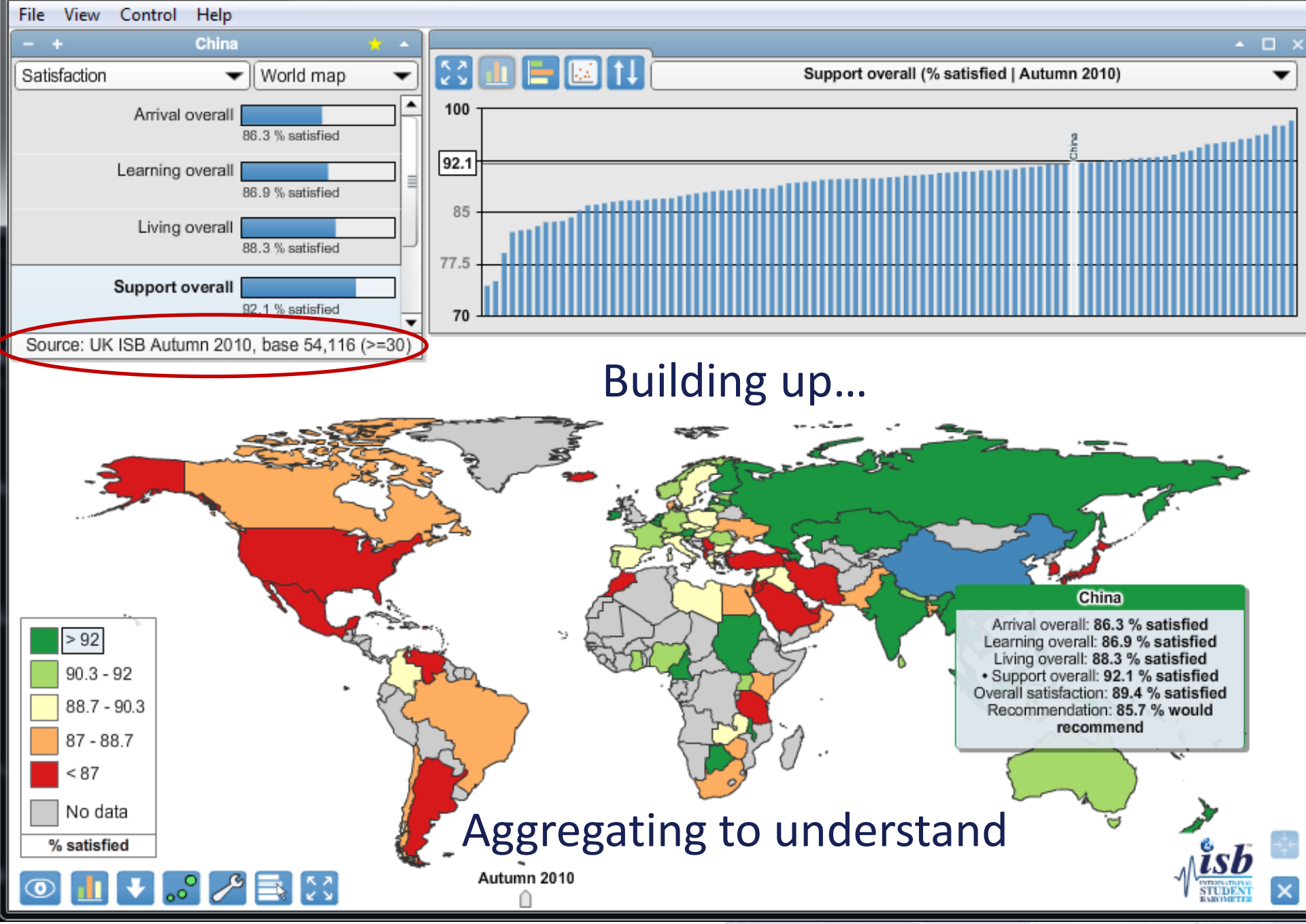
'The Goldilocks Measure'

	Attending lectures		
	Too few	Just right	Too many
PGT (10849)	18%	75%	7%
UG (14308)	21%	73%	5%
Business and Administrative studies (5875)	17%	76%	7%
Engineering (4087)	14%	76%	10%
Social studies (3575)	26%	70%	4%
Mathematical and Computer Sciences (2346)	15%	79%	7%
Biological Sciences (2188)	21%	74%	5%



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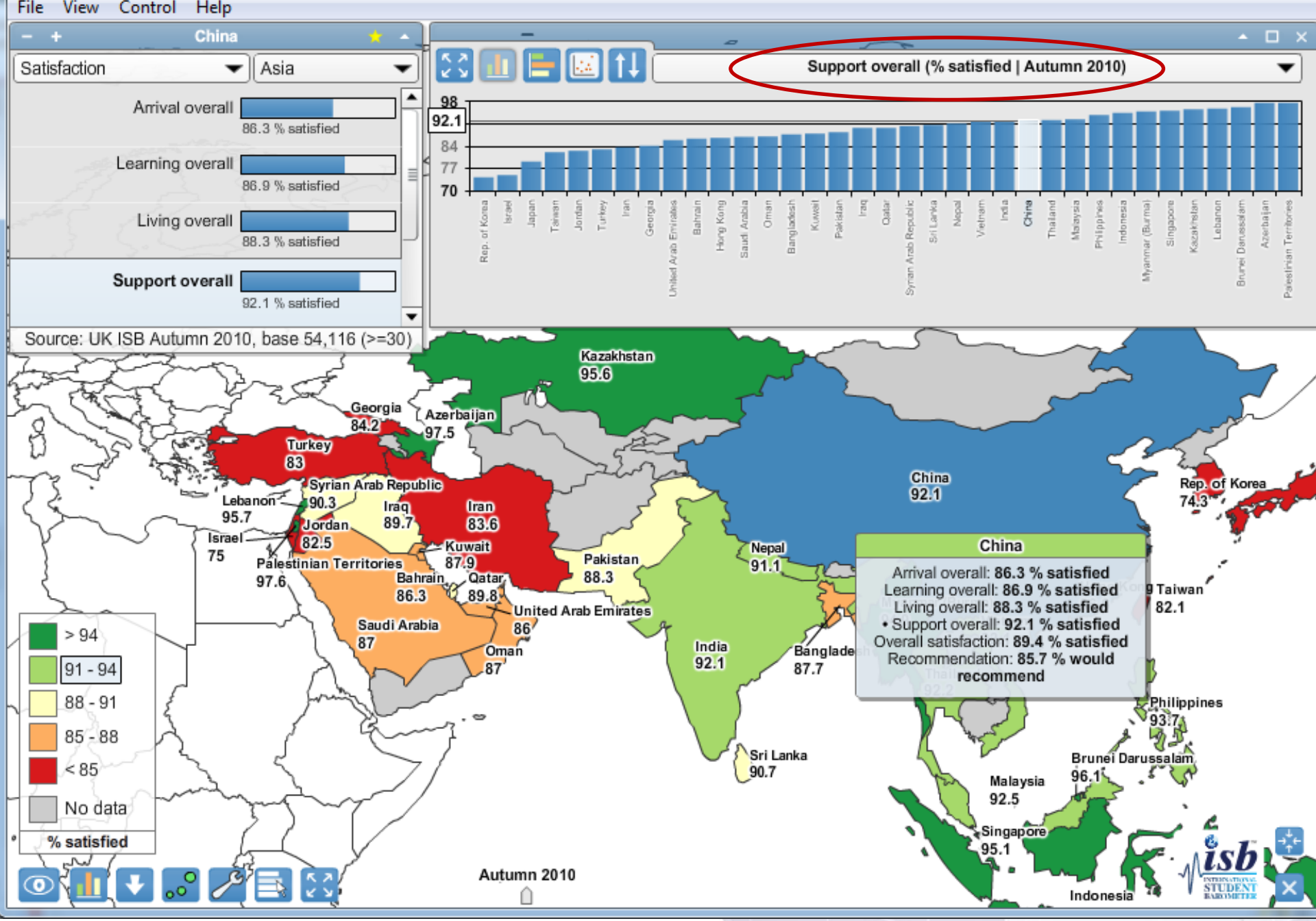

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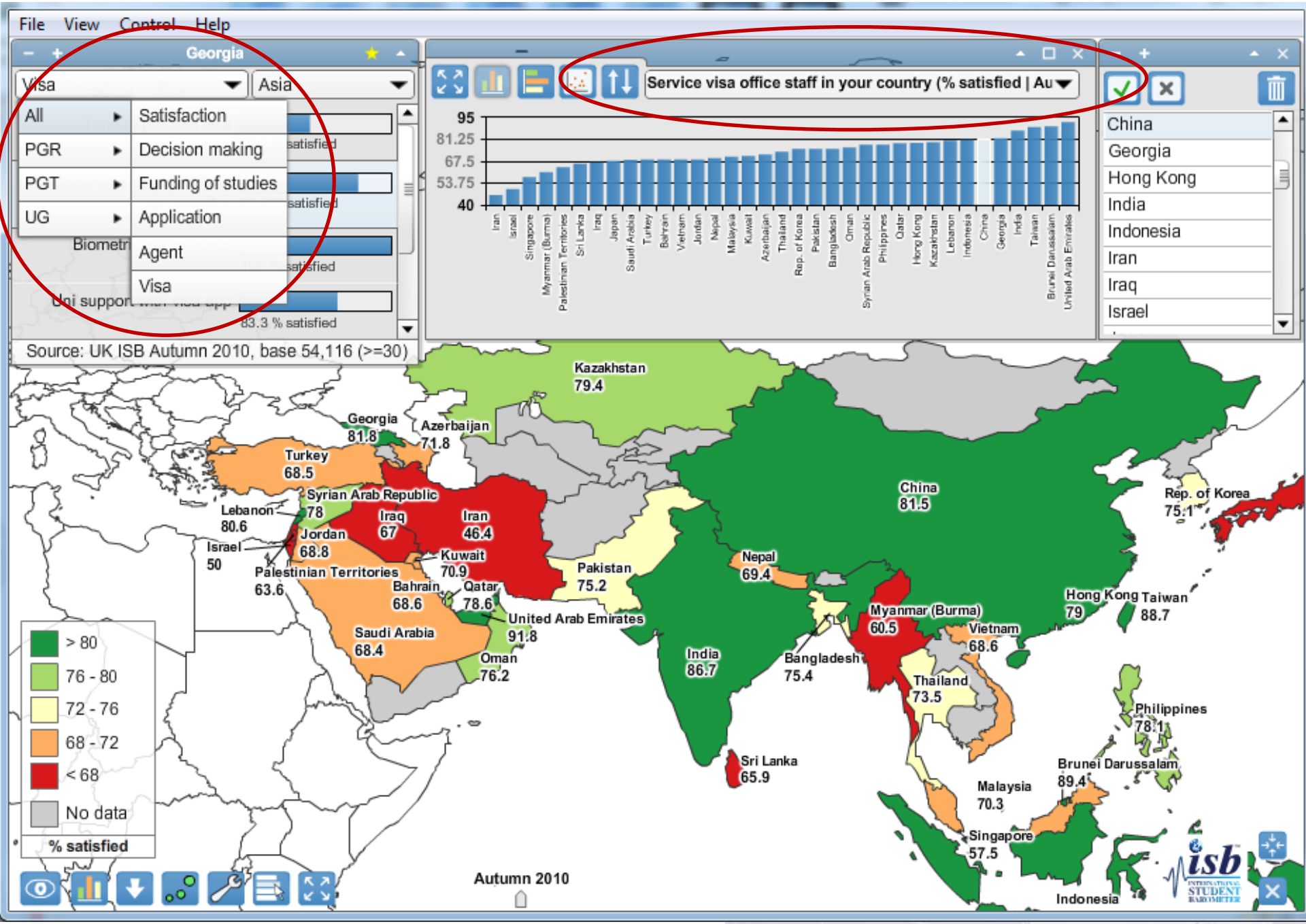

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Provision of UK Higher Education (QAA 2010)

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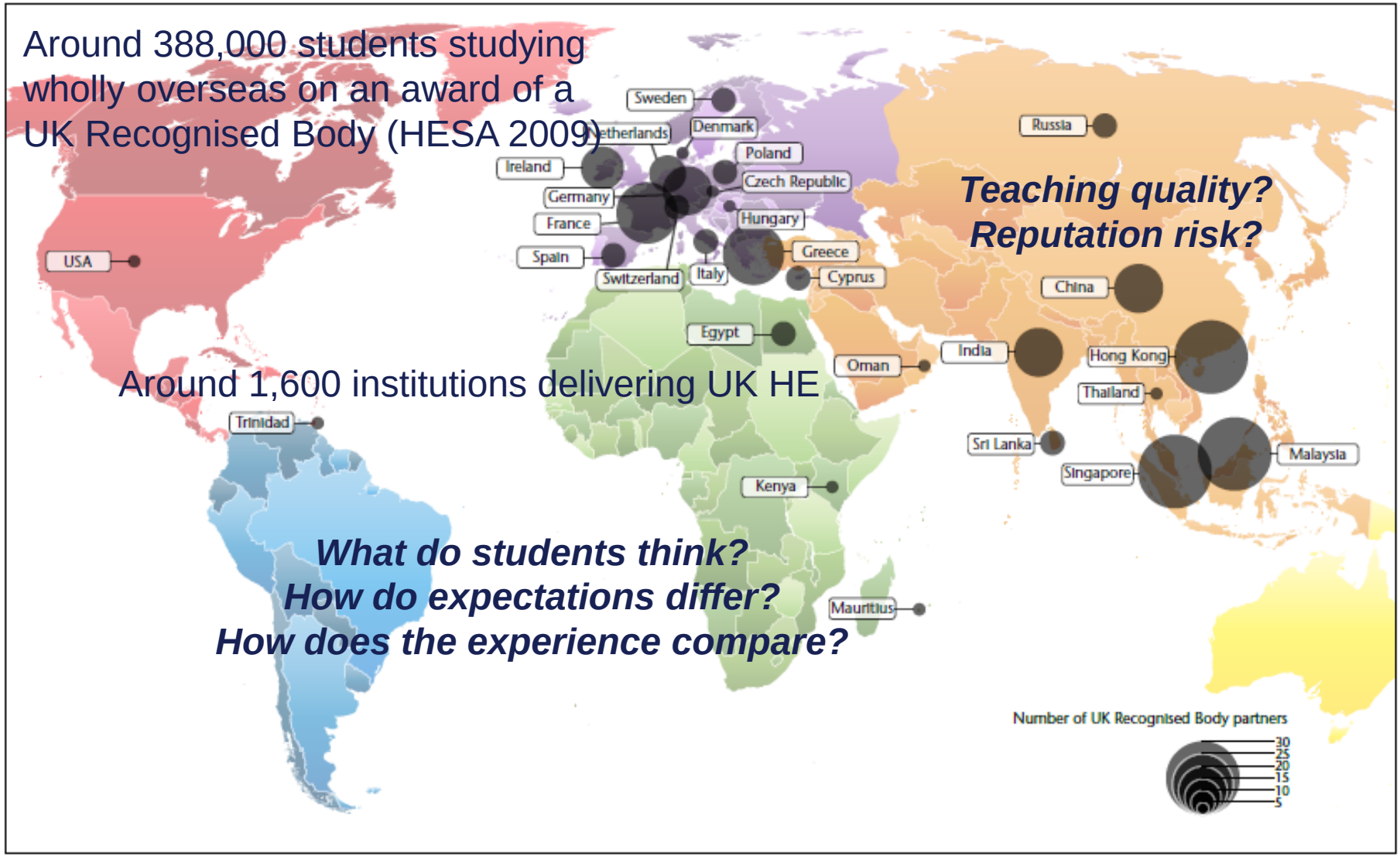
Around 388,000 students studying wholly overseas on an award of a UK Recognised Body (HESA 2009)



Teaching quality?
Reputation risk?

Around 1,600 institutions delivering UK HE

What do students think?
How do expectations differ?
How does the experience compare?

Closing thoughts…

- 3 actions(beyond statutory requirements)
  - Track student expectations & perceptions
  - Understand graduate outcomes
  - Maintain ‘intelligent dialogue’

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Where to from here?

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How can institutions improve the international student experience? *www.i-graduate.org*

- Don't sit back! Reputation is now 'real time'
- Tilting fields: understand where we are… in context
  - what our current students say (all levels, all years)
- Survey fatigue or institutional laziness? >> intelligent dialogue
- Effecting change – closing the loop, continuous improvement

  Learning: 83% to 88%. Arrival: 75% to 88%. Living: 76% to 89%. Support: 83% to 92%
- Remember, excellence is not a place
- Transforming student futures. Securing our own.

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THANK YOU!

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