i-graduate
INTERNATIONAL INSIGHT

Benchmarking the international student experience: how does the UK compare?

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London

17th January 2012

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i-graduate
INTERNATIONAL INSIGHT

Inspired by UK universities

www.i-graduate.org

- i-graduate instruments implemented by 1,200 institutions, 24 countries
- Feedback from 1.3m students, all nationalities
- Graduate Outcomes: studies for UK HE and FE, plus 500 schools
- All-Student Barometer: UK's 5 largest universities, every year
- USA, Canada, Germany, Sweden, Finland, Denmark, Netherlands, Belgium, Italy, Estonia, Singapore, Hong Kong, China, Malaysia, Fiji
- HE, FE, ELT, private colleges and secondary schools in Australia and NZ
- Home to the Observatory on Borderless Higher Education since 2010

The OBSERVATORY
on borderless higher education

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Context

- Is the UK ‘world class’?
- the need to track opinion and to use the reporting of it to enhance provision
- much of the world of education ‘gets it’ and is there already
- sector-driven model for opinion surveys in HE, worldwide
- putting ‘students at the heart of the system’
- objectively determining opinions of all stakeholders in academic enterprise
- through this, we enable better-informed decision-making
- as a result of this, assisting enhancement and advancement of education

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International recruitment: reflections and implications

- The obsessive growth of rankings
- The death of distance
- The immediacy of global communication
- The collapse of time
- Education or self-preservation
- Measurable indicators of real-time reputation
- External, independent and objective
- Sector comparisons, international comparisons, departmental comparisons
- Enhancement of provision, advancement of education

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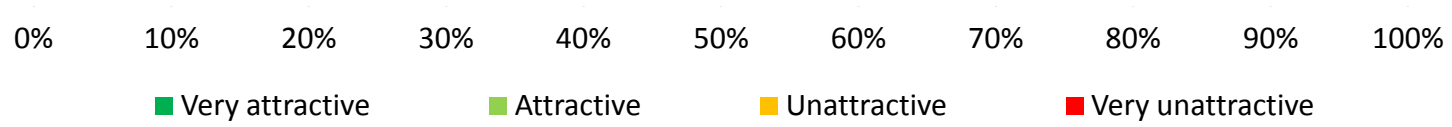
Attractiveness of Study Destinations year on year

Traditional Markets



Note: Excludes respondents that indicated they 'Do not know'

New Zealand and Canada are progressively seeing more 'top box' responses, whilst Australia is recovering from a slight dip

World Class?
Example: how does the UK experience compare?

	AVERAGE	UK (37118)
LEARNING SATISFACTION		

Survey point: ISB entry 2009)

Tracking the international student experience

Since 2006 used as the 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%.**

Some of the notable increases are:

- **Careers Service** (increased 7 percentage points from 78%* to 85% satisfaction)
- **Visa Advice** (7pp from 74% to 81%)
- **Language Support** (5pp from 77% to 82%)
- **Employability** (7pp from 71% to 78%)
- **Counselling** (7pp from 81%* to 88%)

- The only element that has experienced a significant decline in satisfaction is **opportunities to earn money** (-4 percentage points from 60% to 56%).

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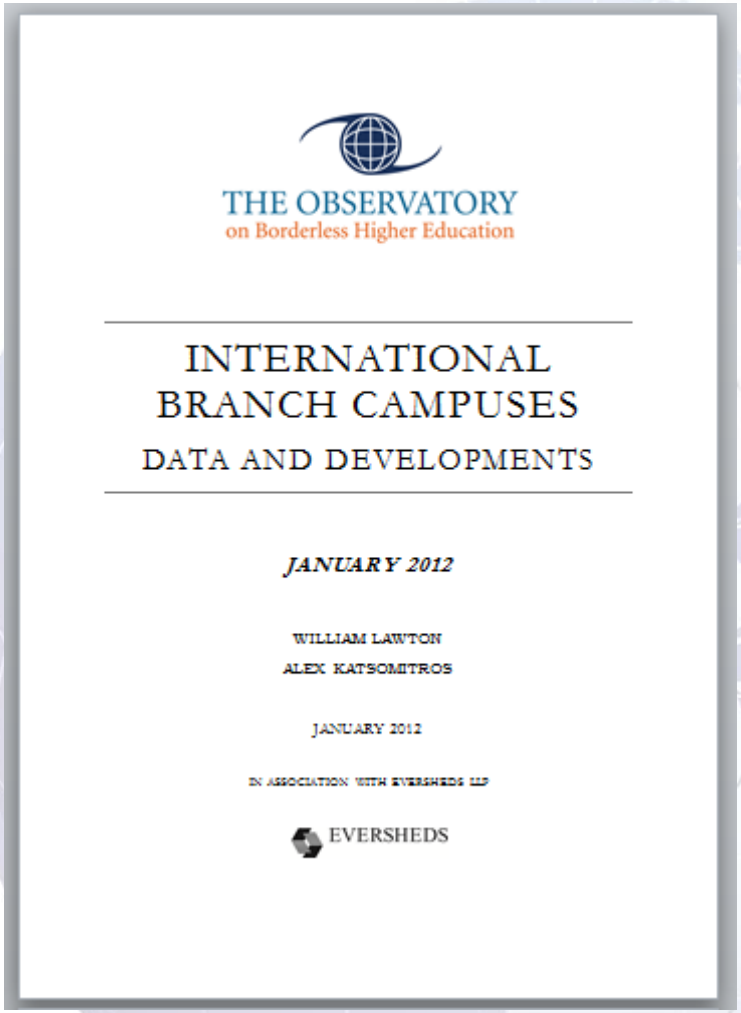
BASE	12,982	25,525	36,455	34,228	35,710
	2006	2007	2008	2009	2010
	mean	mean	mean	mean	mean
LEARNING	**79%**	**81%**	**84%**	**86%**	**85%**
Good Teachers	80%	81%	86%	87%	86%
Learning Support	77%	80%	84%	85%	85%
Multicultural	82%	85%	87%	89%	89%
Library	79%	79%	83%	84%	84%
Language Support	77%	77%	81%	83%	82%

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%

- 200 international branch campuses
- 37 more to open in next 2 years
- 24 home countries
- 67 host countries, up from 52
- Est. 120,000 students
- Est. £1.5bn fees per year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on Borderless Higher Education

INTERNATIONAL BRANCH CAMPUSES
DATA AND DEVELOPMENTS

JANUARY 2012

WILLIAM LAWTON
ALEX KATSOMITROS

JANUARY 2012

IN ASSOCIATION WITH EVERSHEDS LLP

EVERSHEDS

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Going… Going…
…Gone Global

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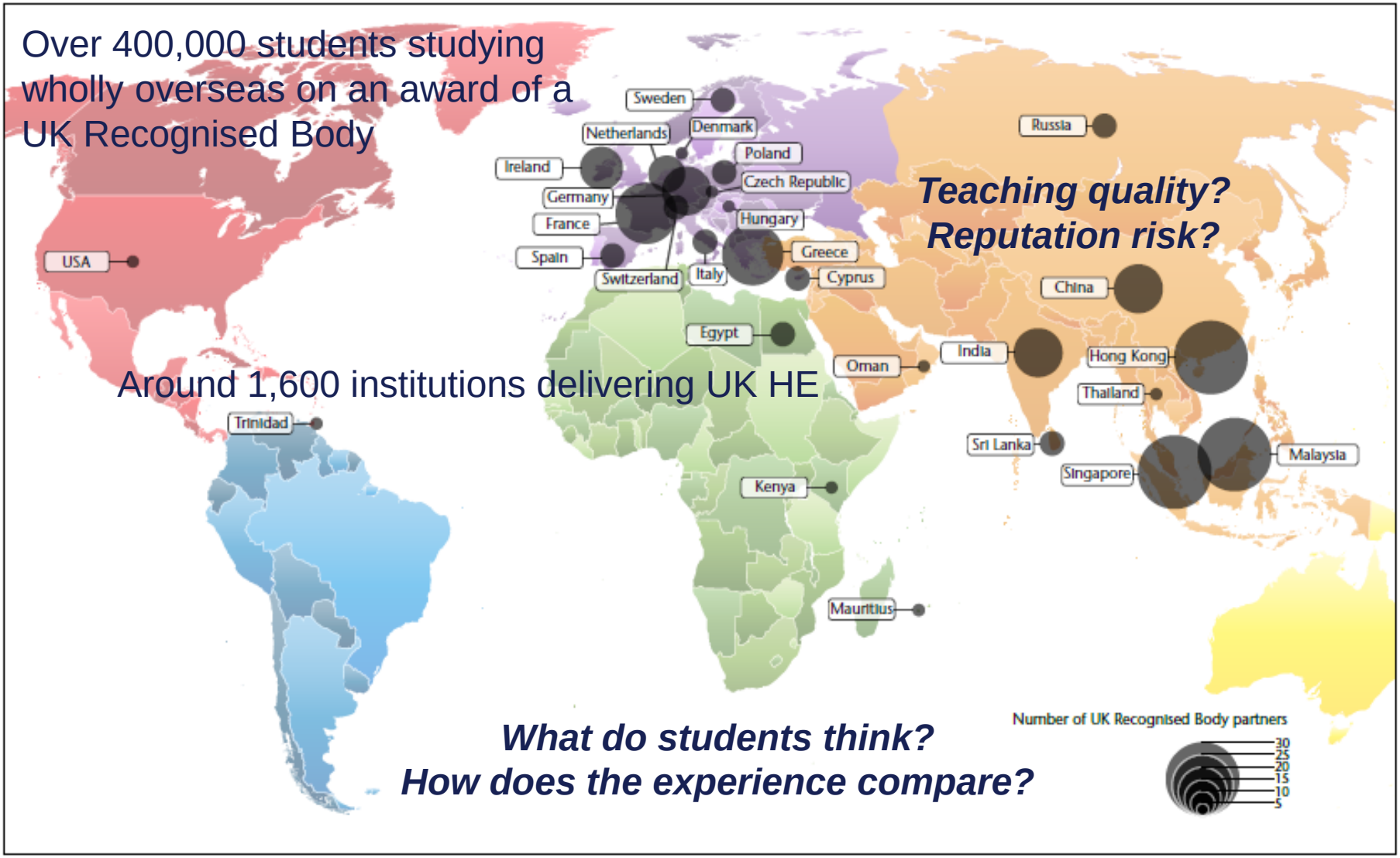
Provision of UK Higher Education (QAA 2010)

www.i-graduate.org

Over 400,000 students studying wholly overseas on an award of a UK Recognised Body



Around 1,600 institutions delivering UK HE

Teaching quality?
Reputation risk?

What do students think?
How does the experience compare?

Choose group of questions

Arrival Satisfaction

Choose faculty

Faculty of Example

Choose minimum base number

10

Choose ISB, SB or both

(All)

Study stage

- (All)
- First year or single year programme
- Short programme (less than 1 year)

Study type

- (All)
- Distance Learning
- Full-time
- Other
- Part-time
- Student Exchange
- Study abroad

University / Faculty level

	Faculty of Example			Other Faculties	
Arrival Overall	81.58%	2.89	38	83.77%	2.98
Accommodation Office	90.00%	3.13	30	80.00%	2.92
Bank account	83.87%	3.03	31	75.90%	2.87
Internet access	95.00%	3.48	40	92.88%	3.22
Finance Office	91.67%	3.19	36	81.60%	2.94
First night	82.76%	3.00	29	82.79%	2.98
Formal welcome	84.62%	3.05	39	86.05%	3.02
Home friends	70.37%	2.81	27	78.19%	2.91
Host friends	65.63%	2.69	32	78.28%	2.89
Local Orientation	94.44%	3.17	36	84.62%	2.98
Meeting staff	85.37%	3.05	41	86.58%	3.06
Other friends	79.41%	3.00	34	83.65%	3.01
Registration	92.31%	3.23	39	88.79%	3.10
Social activities	71.88%	2.94	32	79.25%	2.92
Study sense	90.00%	3.13	40	85.48%	3.04
University Orientation	97.37%	3.32	38	85.25%	3.04
Welcome	76.47%	3.00	17	68.40%	2.75
Average	**84.28%**	**3.07**	**579**	**82.44%**	**2.98**

Difference between selected and other faculties (if relevant)

For percentage satisfied

-20.00% 20.00%

For average scores

-0.500 0.500

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File View Control Help

China

Satisfaction | World map

Arrival overall
86.3 % satisfied

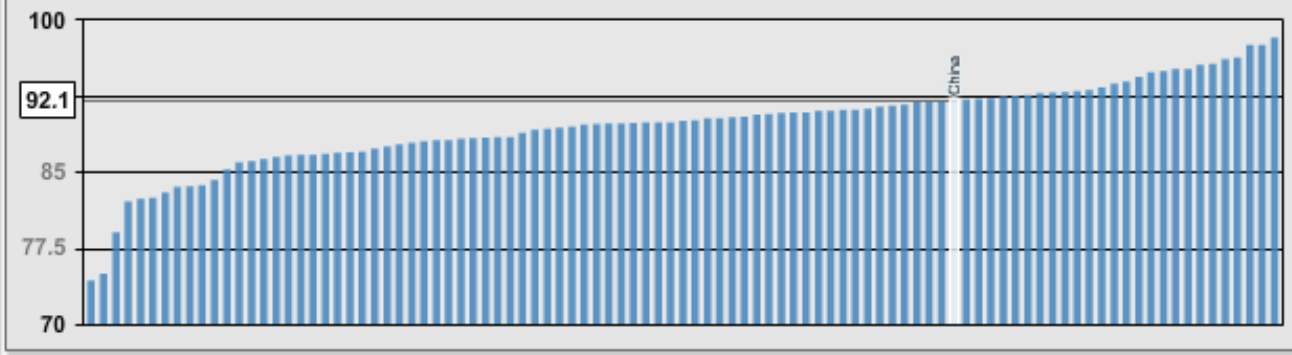
Learning overall
86.9 % satisfied

Living overall
88.3 % satisfied

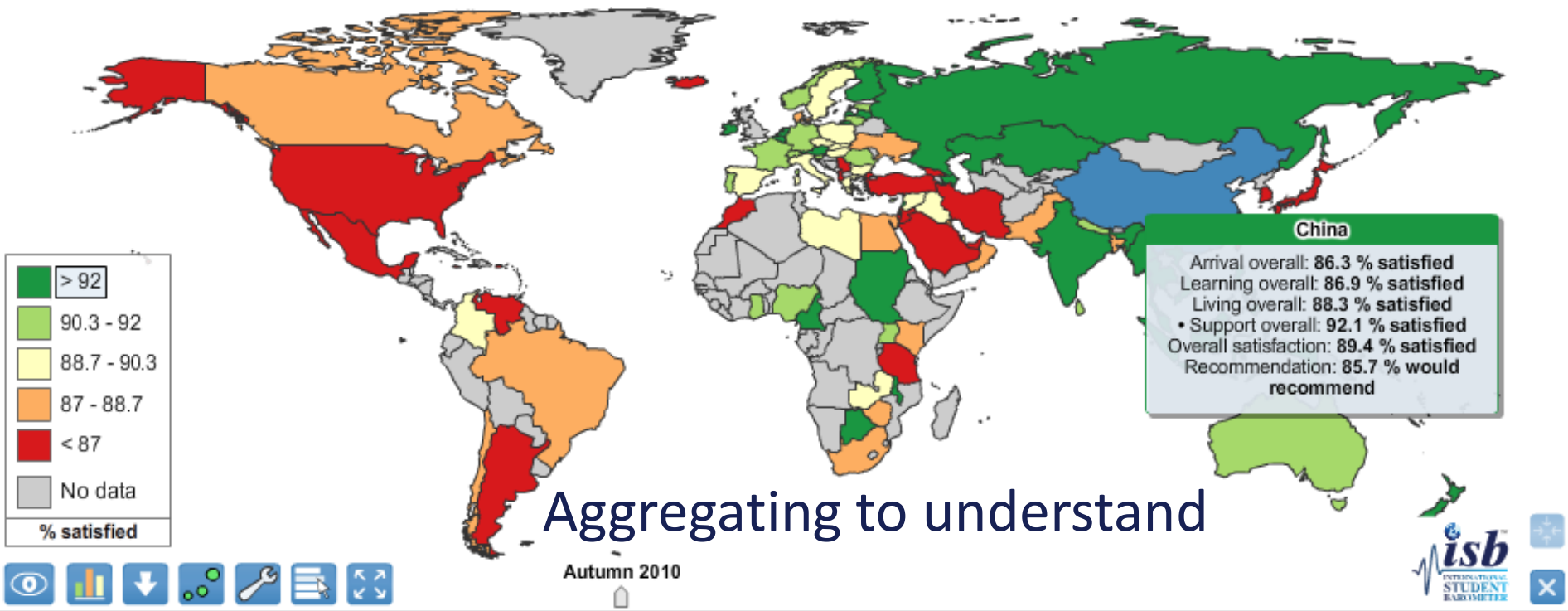
Support overall
92.1 % satisfied

Source: UK ISB Autumn 2010, base 54,116 (>=30)

Support overall (% satisfied | Autumn 2010)



Building up…



Aggregating to understand

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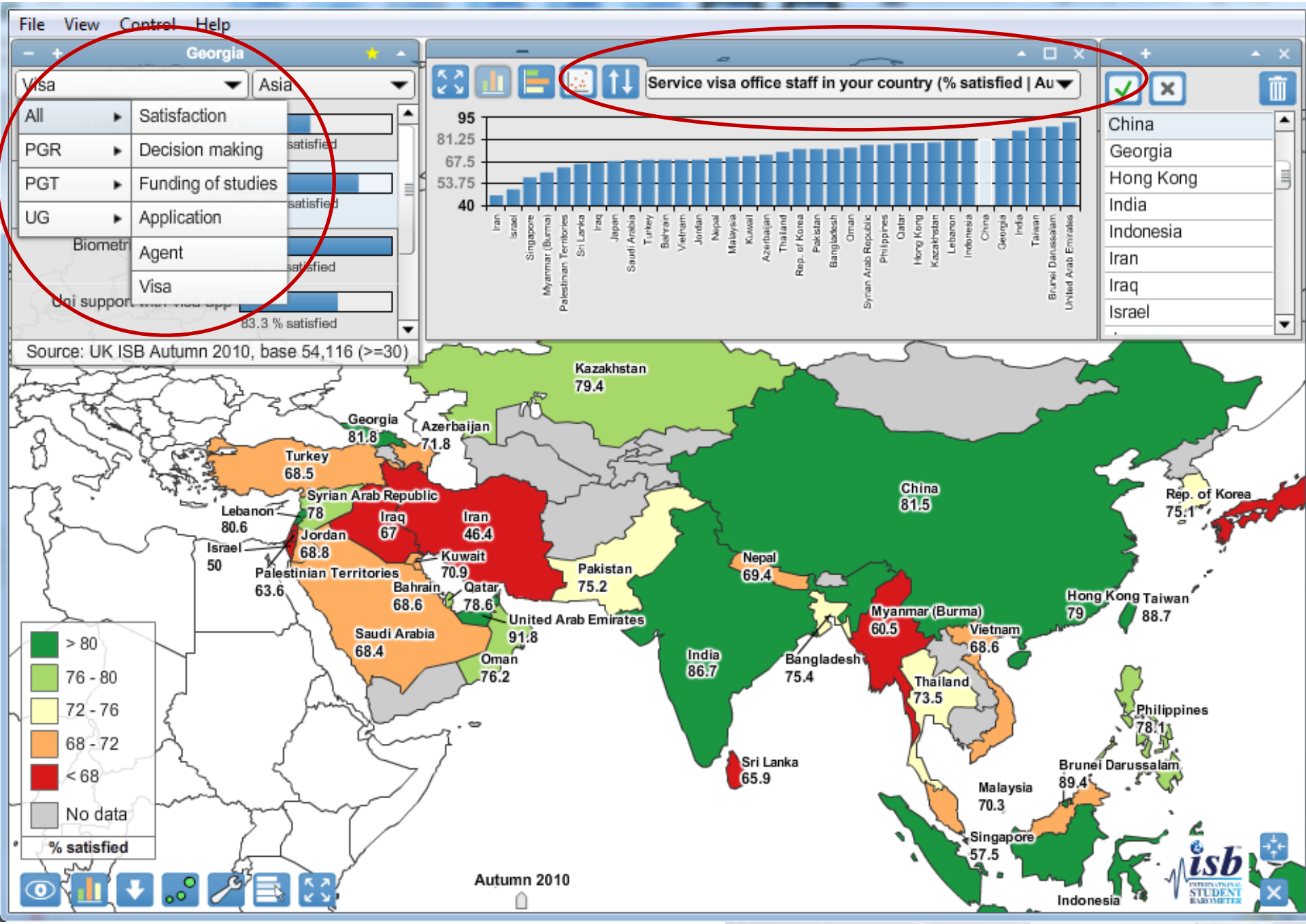

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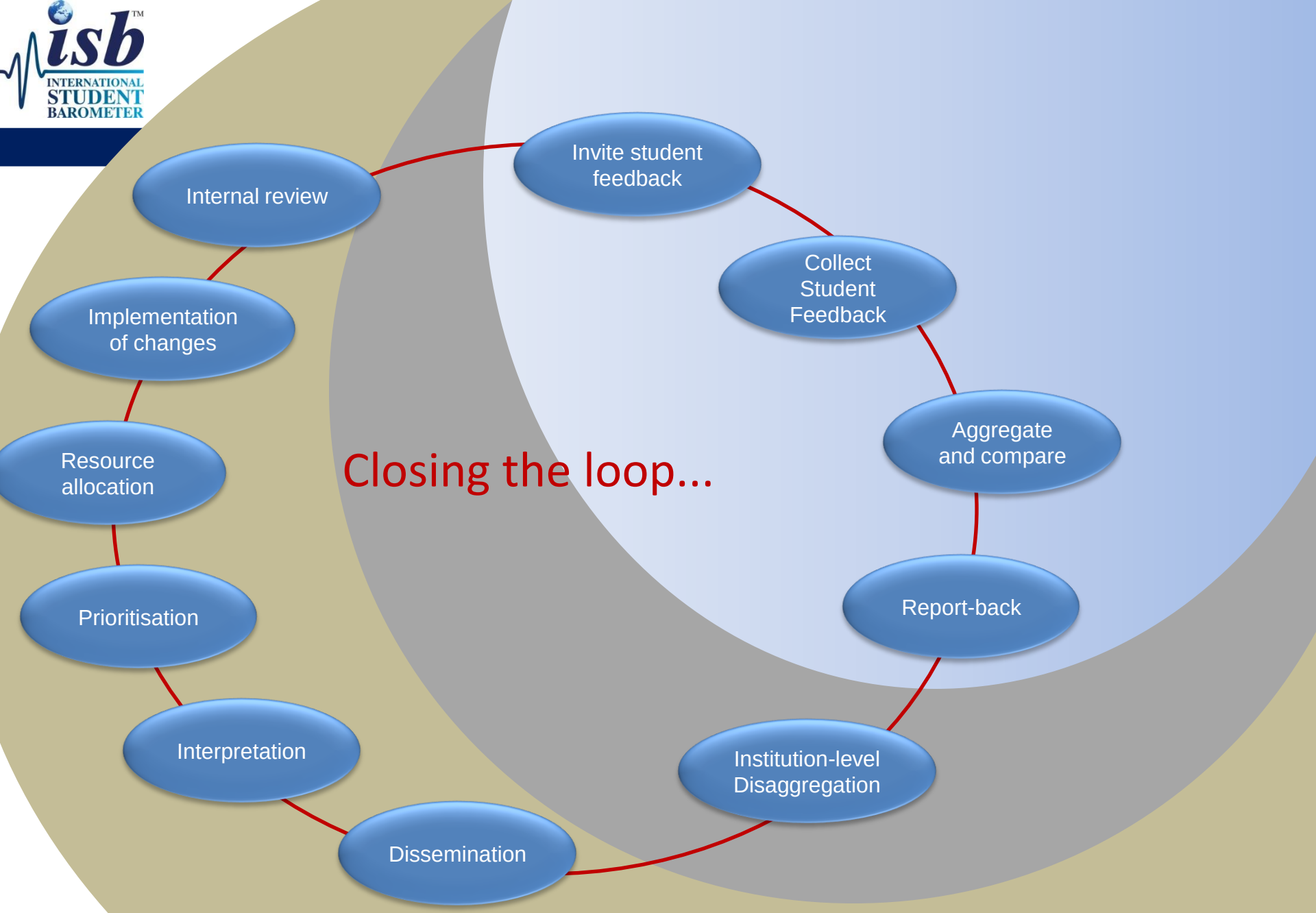
Closing the loop…



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Select a category:

Learning satisfaction

Select a course:
(if a course has <10 respondents, the views will be blank)

BA [redacted]

Select a programme type:
(this should match the course chosen above)

(All)

Choose a sort order:

% diff (DESC)

Table shows the % of students answering 'Satisfied' or 'Very satisfied' to a question.

'All other courses' includes prog types: PGR, PGT and UG

Students from [redacted]e compared to those from the all other courses. Students who did not answer a question are excluded. The BA [redacted] column is shaded to show the difference between it and the Rest of the University. The darker the shading, the bigger the difference.

Diff in % satisfaction

-30% 30%

i. Percentage of satisfaction of [redacted]s vs Rest of the University

		BA [redacted]	All other courses
Learning satisfaction	The college learning technology (PCs, networking, etc)	87.5%	82.8
	The quality of the lecture theatres and classrooms	94.7%	90.1
	Prompt feedback on my work	89.5%	85.0
	Advice and guidance on long-term job opportunities and careers fro..	66.7%	64.3
	Getting time from academic staff when I need it/ personal support ..	87.5%	87.5
	The University's physical library facilities	93.8%	94.0
	Explanation of marking/assessment criteria (UG/PGT only)	63.6%	65.0
	The College's physical library facilities	84.2%	86.2
	The subject expertise of academic staff	94.7%	97.4
	The University's online library facilities (access to journals etc)	90.9%	94.5
	The dept/faulcty learning technology (PCs, networking, etc)	83.3%	87.4
	Opportunities for work experience/ work placements as a part of m..	53.8%	58.6
	The development of my communication skills as a result of my cour..	82.4%	87.4
	Studying with people from other cultures	85.7%	91.7
	Learning that will help me to get a good job	72.2%	79.3
	Academic staff whose English I can understand	89.5%	96.8
	Feedback which helps to clarify things I did not understand (UG/PG..	73.7%	81.6
	Detailed feedback (written and oral) on my work / Helpful feedback ..	70.6%	78.8
	The quality of lectures (UG only)	78.9%	87.7
	The academic content of my course/studies (UG/PGT only)	83.3%	92.7
	The quality of laboratories	78.9%	89.3
	The teaching ability of academic staff	78.9%	90.1
	The organisation and smooth running of the course (UG/PGT only)	73.7%	85.1
	Fair and transparent assessment of my work (UG only)	66.7%	83.2
	Question group satisfaction average:	81.2%	85.7
	Overall satisfaction:	81.2%	85.7

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Done

UNIVERSITY OF OXFORD

THE CAREERS SERVICE

Choose course type:
- (All)
- UG
- PG

Choose gender:
- (All)
- FEMALE
- MALE

Occupations
- Work only
- Work and study
- Study only
- Unemployed
- Due to start job withi..
- Unavailable

Data Source: DLHE data
Report by: SDMA
Date: July 2010

Occupation of respondents (all departments)

						respondents
Total	48.5%	6.3%	33.5%	5.4%		n=3,498

Occupation of respondents (Dept)

								respondents
African Studies	64%		29%				7%	n=14
Anaesthetics	100%							n=1
Ancient History	33%	11%	44%			11%		n=9
Archaeology	32%		54%		14%			n=28
Astrophysics	100%							n=5
Atmos Ocean & Planet Physi..	100%							n=4
Atomic & Laser Physics	100%							n=3
Biochemistry	43%	7%	36%	4%	9%			n=67
Cardiovascular Medicine	67%		17%	17%				n=6
Chemistry	27%	9%	49%	7%		7%		n=115
Chinese Studies (Social Sci)	50%		50%					n=2
Classical Languages	36%	5%	55%			5%		n=22
Classics Faculty	44%	6%	35%	10%		4%		n=89
Clinical Laboratory Sciences	75%		25%					n=4
Clinical Medicine	89%		6%	6%				n=18
Clinical Neurology	100%							n=5
Computing Laboratory	59%		27%	7%				n=41
Condensed Matter Physics	[illegible]	[illegible]	[illegible]	[illegible]				n=5

> Tracking students' careers activity > Graduate Salaries - Windows Internet Explorer

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THE CAREERS SERVICE

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Oxford Careers > College/Dept > Tracking students' careers activity > Graduate Salaries

Choose gender:
- (All)
- FEMALE
- MALE

Choose course type:
- (All)
- UG
- PG

Average salary by division (£000)

Medical Sciences	n=168	27.3
Social Sciences	n=183	25.3
MPLS	n=237	25.2
Humanities	n=316	21.5

Charts show average salaries of students by Division and College. Colleges/divisions where fewer than 10 students responded are excluded. The vertical bar shows the average for all displayed colleges/divisions.

Data Source: DLHE data
Report by: SDMA
Date: July 2010

Average salary by dept (£000)

Said Business School	n=34	36.9
Medical Sciences Division	n=120	29.8
Computing Laboratory	n=12	28.1
Physics	n=31	26.8
Engineering Science	n=54	26.1
Theology Fac	n=18	25.8
Mathematical Inst	n=52	25.7
Politics & Int Relations	n=81	24.1
Earth Sciences	n=11	24.0
Biochemistry	n=18	23.9
Oriental Studies Fac	n=15	23.9
History	n=100	22.8
SOGE	n=28	22.6
Music Fac	n=10	22.5
Zoology	n=28	21.6
Chemistry	n=37	21.3
Classics Faculty	n=32	20.9
Medieval & Modern Lang Fac	n=61	20.0

Average salary by college (£000)

UNIV	n=24	30.[illegible]
GTC	n=22	30.4
MAGD	n=38	28.3
ORIEL	n=23	28.3
S-CATS	n=30	27.7
CCC	n=17	27.3
NEW	n=36	27.1
KEBLE	n=37	26.2
QUEENS	n=29	26.2
HERT	n=36	25.0
TRIN	n=29	24.9
S-HUGH	n=36	24.9
SEH	n=28	24.5
CH-CH	n=29	24.4
MERT	n=27	24.3
WORC	n=35	24.0
SOMER	n=37	23.7
LMH	n=29	23.5
LINC	n=13	23.4
PEMB	n=24	23.2
BNC	n=32	23.1
S-ANNE	n=33	22.9
S-PET	n=35	22.8
MANS	n=16	22.4
EXETER	n=27	22.1
BALL	n=38	22.0

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In summary…

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INTERNATIONAL INSIGHT

- **Embed** insight processes
- **Compare** and track the experience
- **Empower** colleagues to enable change

- **Get on with it!**

THANK YOU!

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