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INTERNATIONAL INSIGHT

isb™
INTERNATIONAL STUDENT BAROMETER

Your finger on the pulse of international student opinion

What do international students get out of the UK student experience...

...and how can institutions improve it?

William Archer, Director, i-graduate

International Student Experience in Higher Education Conference

Cavendish Conference Centre, London

Tuesday 28th April 2009

Print version

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The International Graduate Insight Group

"Working in partnership with institutions, to enable positive change through comparative insights"

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The International Student Experience... who cares?

International Student Barometer ™

UK Founders' Group, 2005: 12 institutions

UK universities, 2008: 70 institutions

Worldwide, 2009: 400+ institutions

The International Student Experience... Why bother?

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The International Student Barometer™

"Personal recommendation is the single greatest influence on choice of institution and country for international students"

"What today's students and staff say will determine future flows"

"The key to influencing opinion is to ensure we are meeting and exceeding expectations"

"Faced with a world of choice, we must work to ensure the experience is world class"

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Some Guiding Principles

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1. Publish and be damned: limitations of public transparency
2. Data: points in time – changing expectations, changing experience, changing competitive context
3. International education - the most complex investment decision
4. Kaizen - continuous improvement in HE?
5. Education: permanent branding
6. Perception: the new reality today
7. Personal recommendation – the greatest influence
8. Recruitment: beyond control
9. At an institutional level, the importance of listening

"When change stops, life stops"
Ján Figel, European Commissioner

"Create a culture of excellence that brings out the best in our people. Encourage the whole university community to be self-surpassing"
Prof. Tan Chorh Chuan, NUS

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The International Graduate Insight Group (i-graduate)

- Using student and stakeholder insight as a management tool
- A 'finger on the pulse' for policy makers and educators
- Risk management for higher education

- Working with over 400 education institutions
- Feedback from more than 450,000 international students of 190 nationalities

Engaged in Belgium, Denmark, Estonia, Ireland, Netherlands, UK, South Africa, China, Singapore, Hong Kong, Australia, New Zealand, Brazil, United States

- The International Student Barometer™
- The International Alumni Barometer™
- The University Careers Barometer ™
- The Transnational Barometer ™
- The Employer Barometer ™
- The Agent Barometer
- StudentPulse ™

The PostDoc Barometer™

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The International Student Experience

1. What matters most, in 2008/9?
2. Key areas of satisfaction and dissatisfaction
3. Getting better, getting worse?
4. Where does the UK fall behind?
5. Improving the international student experience

Will Archer, Director, i-graduate

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i-graduate and The Student Experience

The total student experience…

Pre-arrival
(Student Pulse and Agent Barometer)

In the UK
(International Student Barometer and Student Barometer)

Post-graduation
(Alumni Barometer and Employer Barometer)

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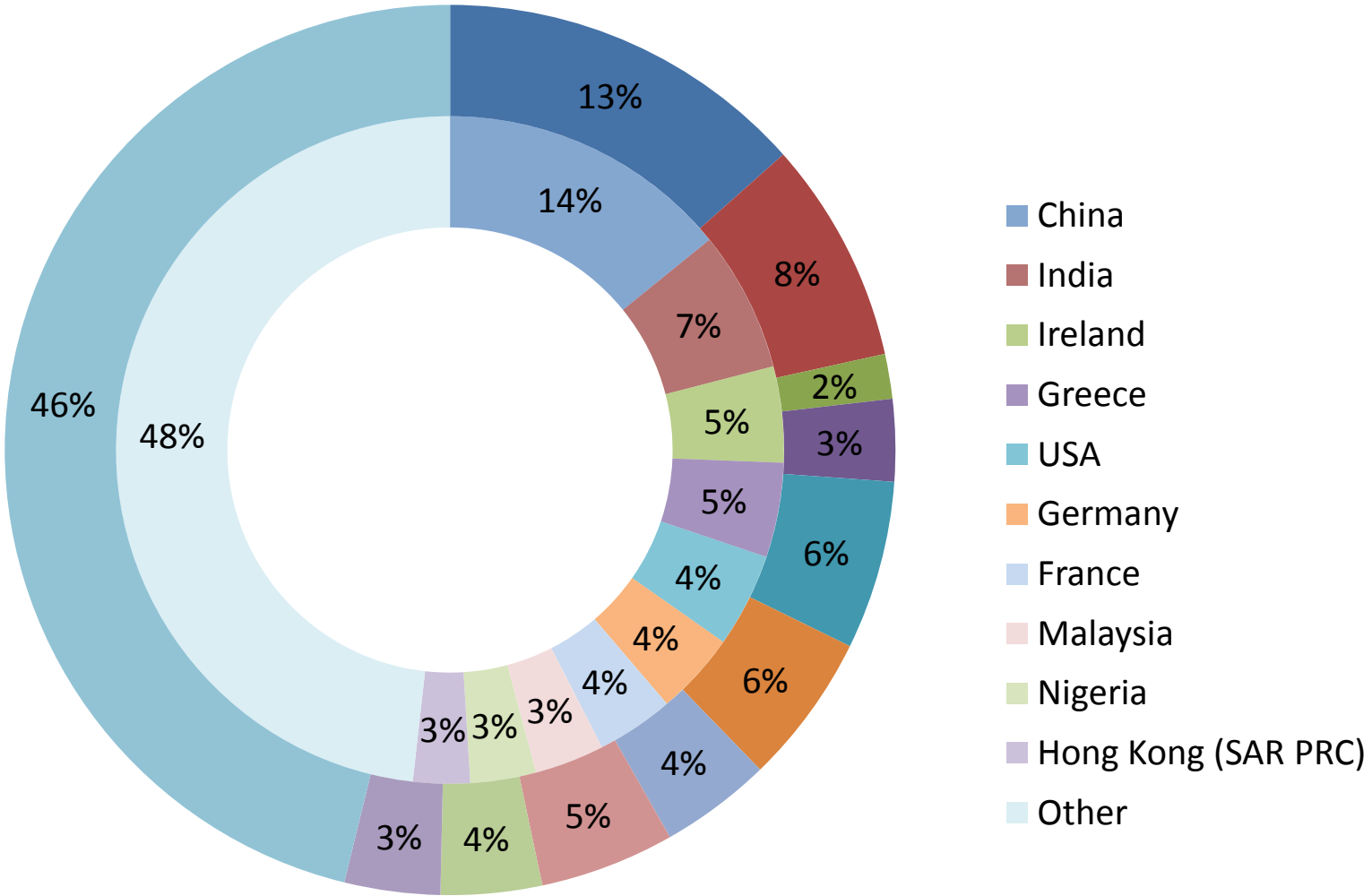
The UK ISB Sample – how does the ISB response compare to HESA data?

ISB (outer circle, n=31,530) **vs. HESA** (inner circle, n=350,225) **by nationality**



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What matters most?

Top 10 most important factors in the student experience

	International students
1	Internet access (42480) 98%
2	Expert lecturers (46571) 96.8%
3	Good teachers (46094) 96.6%
4	Living cost (41857) 96.5%
5	Accommodation quality (40523) 96.3%
6	Course content (45676) 96.2%
7	Accommodation cost (40644) 95.9%
8	Safety (42175) 95.2%
9	Assessment (45199) 94.9%
10	Library (46445) 94.4%

Source: i-graduate International Student Barometer Autumn 2008

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Key areas of satisfaction

Most satisfied: key elements of the student experience

	International students
1	Expert lecturers (44737) 93.2%
2	Faith Provision (4331) 92.2%
3	Clubs/societies (9558) 91.8%
4	International Office (15404) 91.8%
5	Students' Union (20266) 91.7%
6	IT Support (23011) 90.6%
7	Student Advisory (10387) 90.2%
8	Academics' English (40931) 90.2%
9	Health Centre (13654) 89.7%
10	Counselling (3617) 89.3%

Source: i-graduate International Student Barometer Autumn 2008

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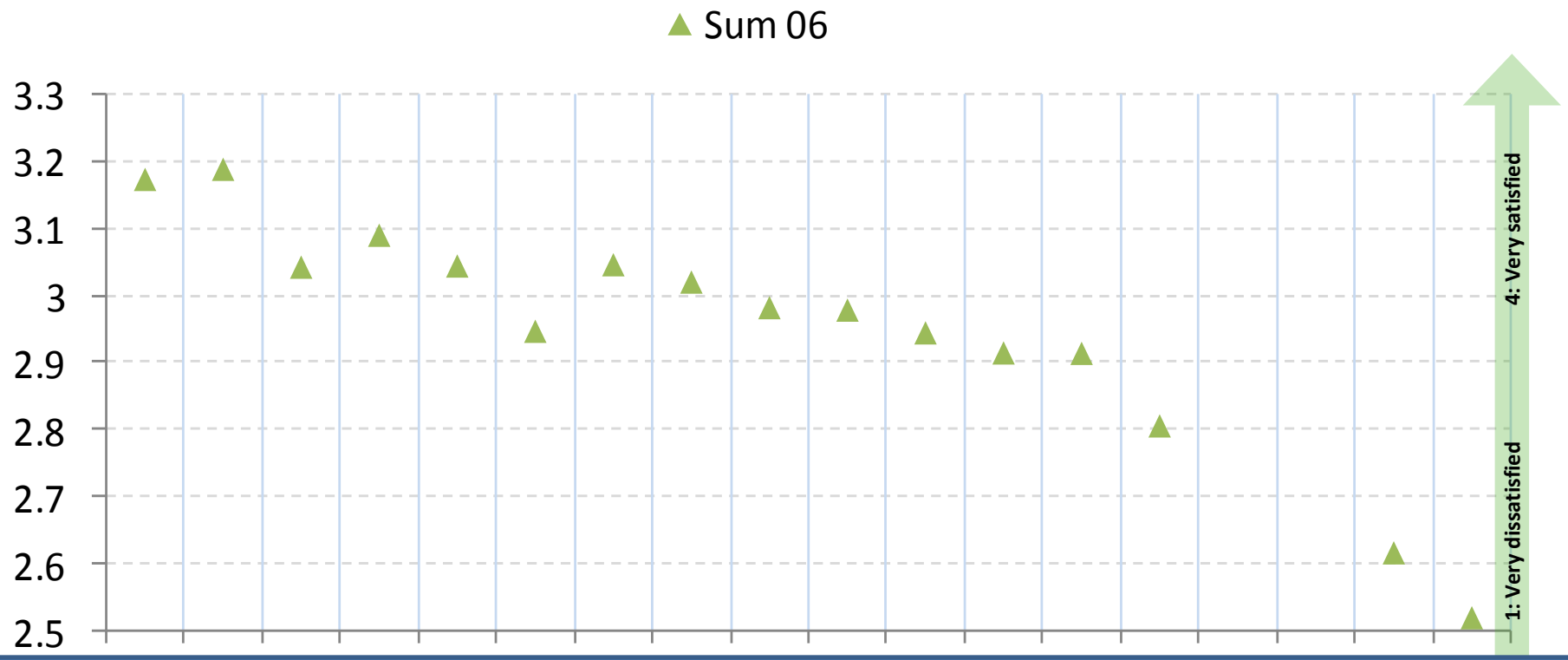
Learning satisfaction – element wave on wave comparison – UK



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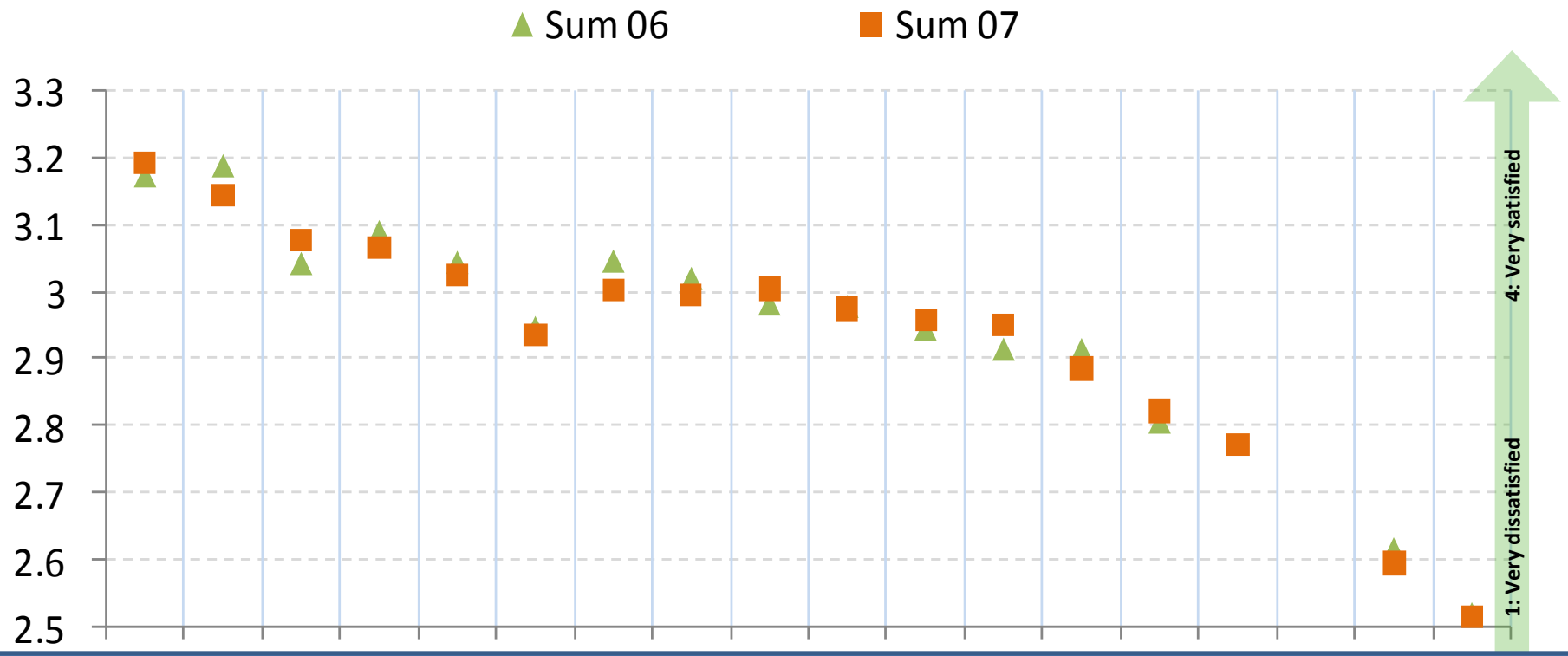
Learning satisfaction – element wave on wave comparison – UK



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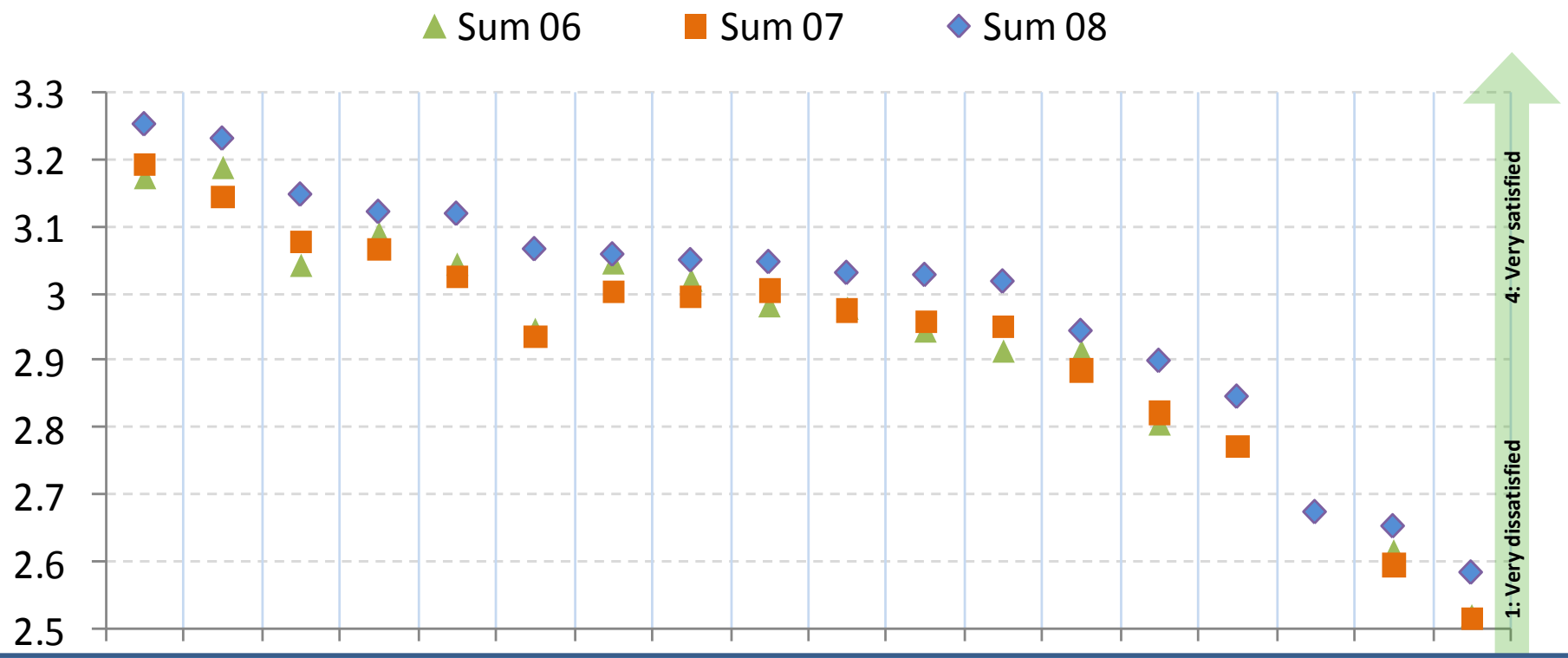

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Source: i-graduate ISB Autumn 2008, international students in the UK, excludes EU source countries

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How important was the visa and immigration process when deciding where to study?

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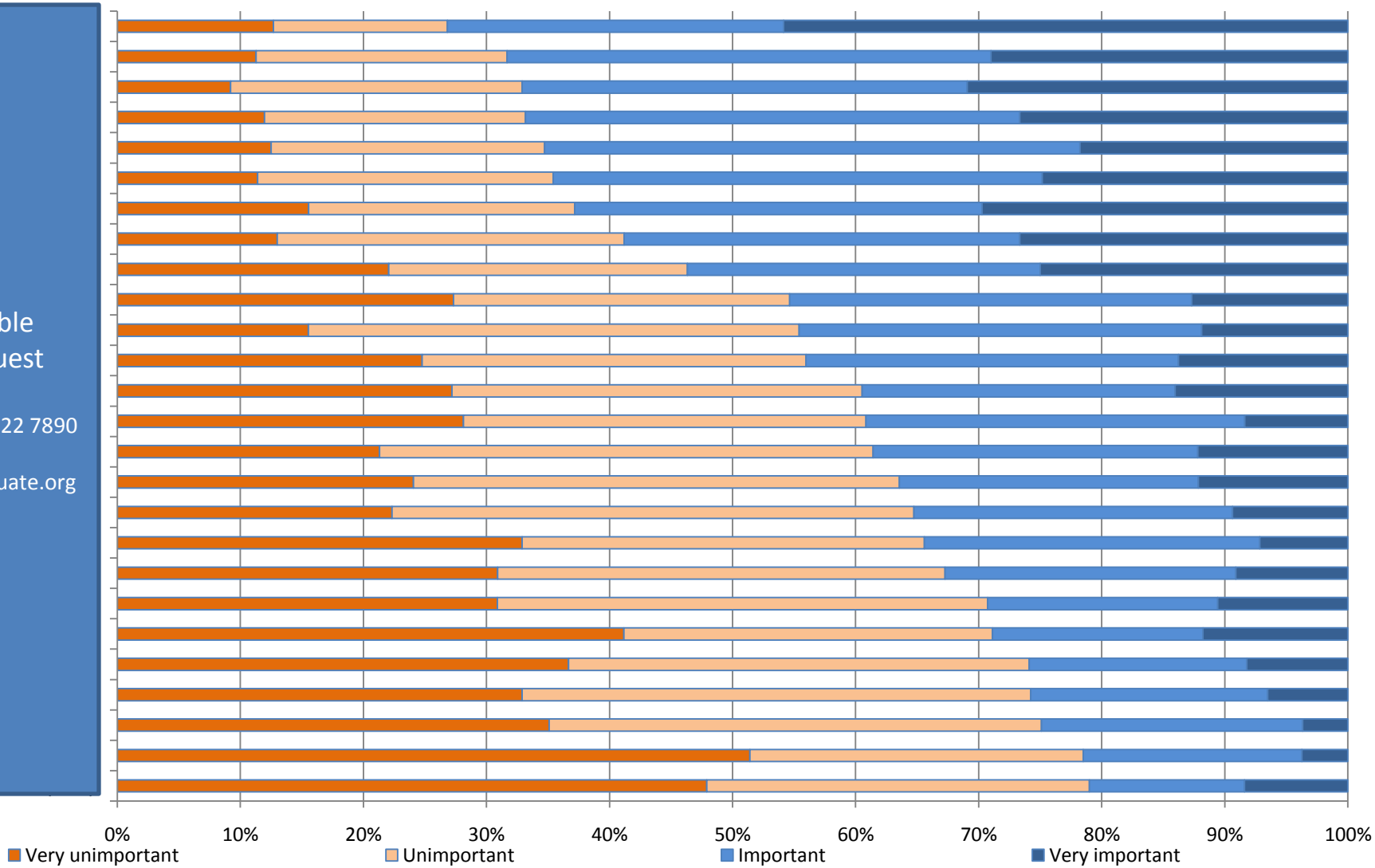

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ISB Recommendation – breakdown – UK

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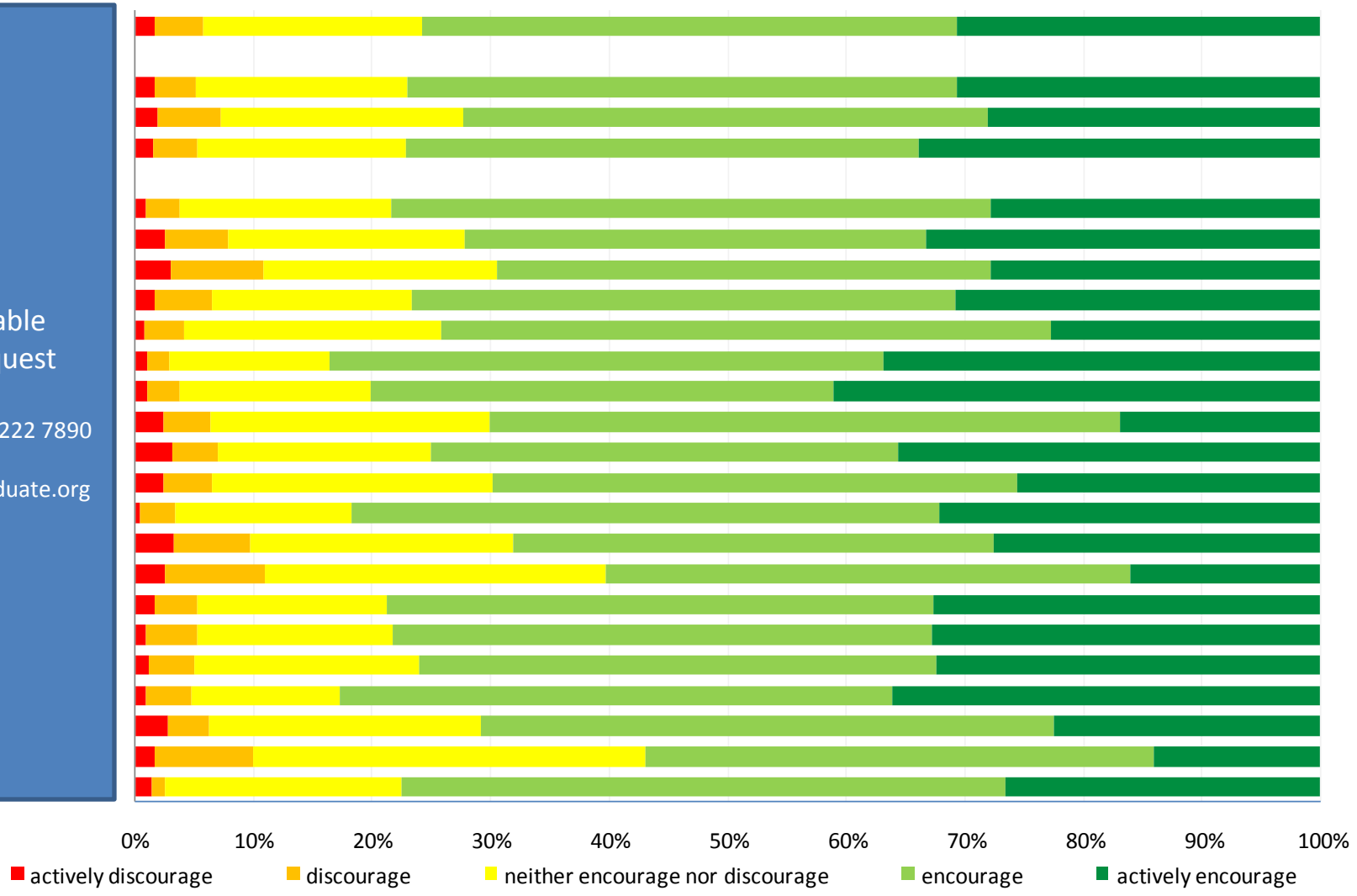

Good news to take away...

When comparing international student satisfaction from 2008 with 2006 (when the PMI ISB Index™ was first calculated) the greatest increases have been seen in the following elements:

- Language Support
- Worship Facilities
- Employability
- Careers Advice
- Good Teachers
- Library
- Visa advice

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How can institutions improve the international student experience...

1 - Institution-wide approach to engagement (central ownership)
2 - The international student experience to feature in KPIs
3 - Ongoing dialogue: engagement not one-off or on-off exercise
4 - Need for valid comparisons: v. sector, rivals, international
5 - Start with the application process
6 - Share best practice

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Best Practice Exchange™

bringing universities together .

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i-graduate and The Student Experience

Student Pulse

- Tracks perceptions and brand awareness of prospective students worldwide
- 11,000 prospective students across 143 countries

ICEF Agent Barometer

- Insight into agents' perceptions of international education markets
- 1,093 responses from agents in 119 countries

International Student Barometer

- Tracks international student decision-making, perceptions, expectations, experiences
- Feedback from over 400,000 international students since 2005
-

Alumni Barometer (in collaboration with the Council for Industry and Higher Education)

- Career progression and reflections of alumni. Engage active support of alumni
- Over 15,000 alumni , founders' group of 11 participating institutions

Employer Barometer (in collaboration with Milkround Online and CIHE)

- Insight into the needs and perceptions of recruiters
- Responses from 233 employers representing 750,000 employees across a wide range of sectors

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Thank you!

- For further information about i-graduate's research, please contact (felice.nightingale@i-graduate.org) or any of the team

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