

Benchmarking the global international student experience: How does the UK compare?

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1. What are we benchmarking?

Scope, scale, reporting

2. The UK international student experience

How good? Is it getting any better?

3. How does the UK compare?

Can the UK claim to be 'world class'?

4. The view, looking in

To see ourselves as others see us

5. Where to, from here?

Weaknesses, threats



1. What are we benchmarking?

Scope, scale, reporting



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





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Confidential, unpublished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

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- 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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Scale: Founders Group 2005

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Since then...

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- 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

How representative is the ISB in the UK?

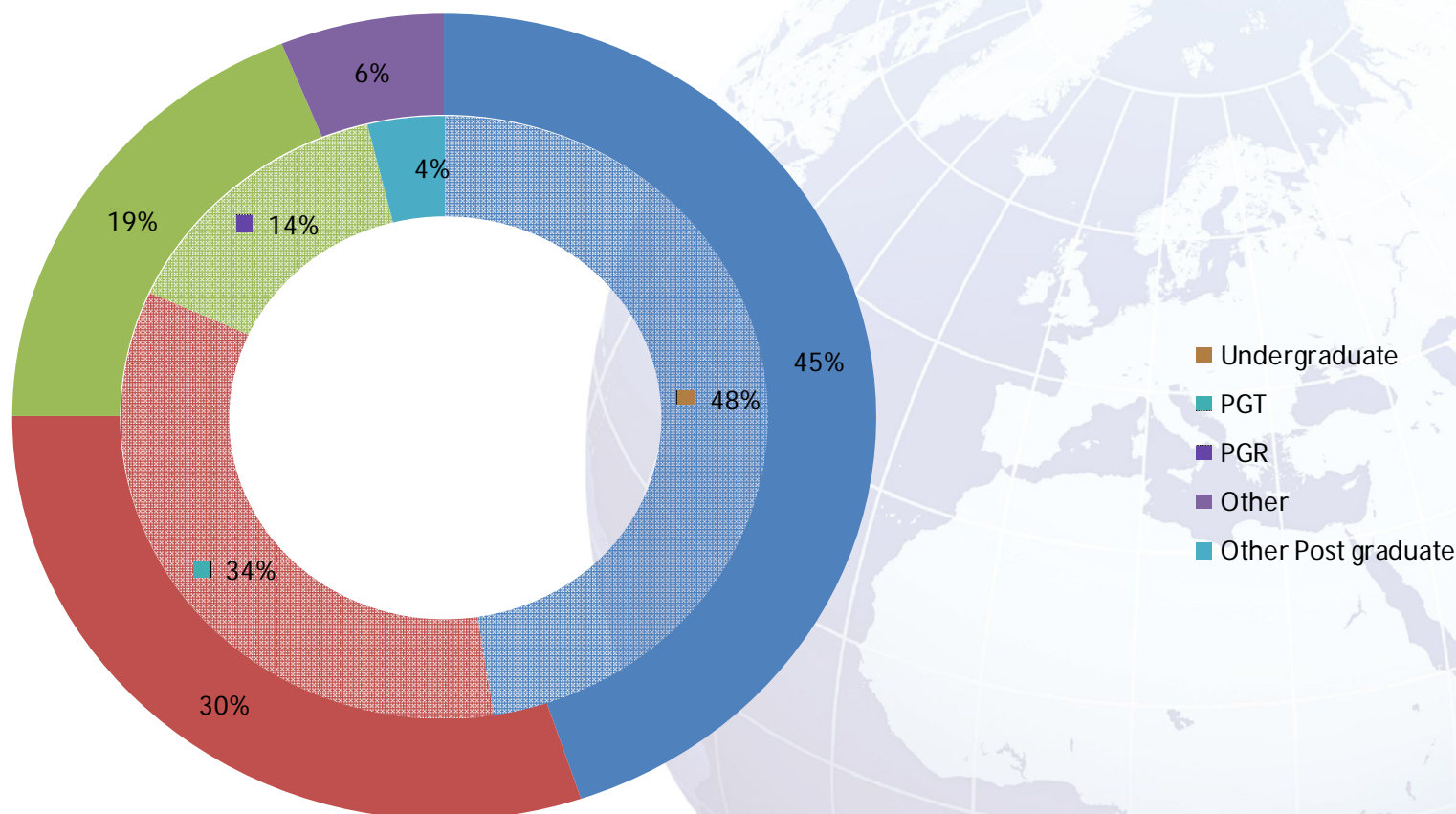
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ISB (outer circle, n=31,530) **vs. HESA** (inner circle, n=350,225) **by nationality**

How representative is the ISB in the UK?

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ISB UK (outer circle, n=33,838) **vs. HESA** (inner circle, n=351,470) **by level of study**



Institution-level reporting

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Detailed presentation

Your University	ISB Index	Rivals	ISB	Rivals	Stat. test (p)	ISB Index	Rivals
75.3%	74.5%	76.0%	0.8%	-0.7%	0.00	49	48
89.8%	81.3%	78.7%	8.6%	11.2%	0.00	15	2
88.2%	80.4%	81.1%	7.9%	7.1%	0.37	10	10
87.6%	85.7%	88.9%	1.9%	-1.4%	0.02	62	12
87.3%	81.4%	84.6%	6.0%	2.7%	0.38	43	11
86.6%	87.4%	88.5%	-0.8%	-1.9%	0.05	56	10
84.2%	81.3%	83.8%	2.9%	0.4%	0.33	43	8
84.0%	84.3%	79.7%	-5.3%	-2.7%	0.00	71	12
82.3%	78.5%	78.7%	3.8%	0.2%	0.55	39	9
82.0%	85.9%	86.9%	-3.9%	-4.9%	0.00	75	15
80.8%	72.8%	76.6%	8.0%	4.2%	0.00	88	16
78.9%	75.7%	79.9%	3.1%	-1.0%	0.00	54	42
75.7%	80.1%	81.3%	-4.4%	-5.6%	0.00		
74.7%	86.9%	85.8%	-12.2%	-11.0%	0.00		

Summary findings

Verbatim comments

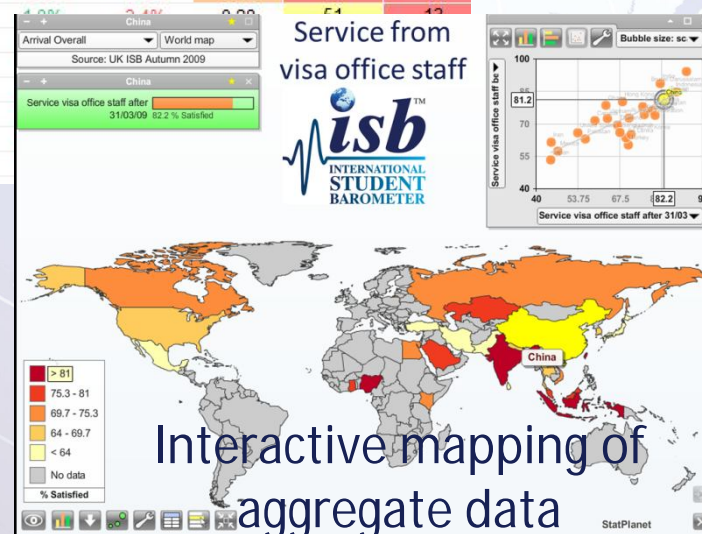
"Great university, great teachers, great accommodation, so many way to make friends, a very beautiful place, ecologic. It's the best year of my life, i think I'm very lucky to study here and i will advice this university at everyone without any doubt!"

University Breakdown - Entry Wave 2009

University of Hope

ISB	Base (Overall Satisfaction)	22	765	50	30	25	277	111
Importance	Learning elements	ISB	Satisfaction	Study Format	Area			
97%	Good teachers	86%	89%	82%	83%	83%	86%	86%
97%	Course content	88%	89%	85%	82%	78%	82%	91%
97%	Expert professors	94%	92%	92%	86%	91%	91%	90%
95%	Assessment	86%	88%	89%	86%	95%	86%	84%
93%	Library	85%	95%	83%	92%	74%	81%	85%
93%	Technology	86%	94%	80%	91%	78%	75%	79%
93%	Performance feedback	89%	89%	88%	83%	68%	78%	91%
89%	Employability	94%	89%	86%	86%	82%	77%	80%
93%	Learning support	83%	90%	83%	89%	82%	82%	84%
91%	Flexibility	83%	94%	86%	81%	87%	86%	84%
86%	Academics' English	89%	86%	95%	93%	96%	93%	94%
84%	Work experience	66%	89%	69%	68%	61%	69%	73%
84%	Career advice	67%	70%	73%	79%	64%	68%	68%
85%	Research	87%	89%	86%	81%	87%	81%	87%
86%	Learning spaces	84%	89%	78%	86%	74%	77%	76%
75%	Language support	82%	94%	89%	85%	82%	87%	92%
74%	Opportunities to teach	71%	NA	80%	50%	NA	NA	100%
76%	Multicultural	87%	100%	90%	94%	76%	84%	95%

Analysis by department and location



2. The UK international student experience

How good? Is it getting any better?



How is the UK doing?

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%
Language 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%

3. How does the UK experience compare?

Can the UK claim to be 'world class'?



How does the UK experience compare?

Global ISB Entry Wave 2009

	AVERAGE	UK (37118)
LEARNING SATISFACTION		
Expert lecturers	93%	94%
Academics' English	87%	91%
Course content	87%	89%
Multicultural	86%	89%
Research	85%	88%
Assessment	83%	88%
Good teachers	84%	87%
Flexibility	80%	86%
Language support	80%	86%
Learning support	83%	85%
Library	81%	85%
Technology	83%	85%
Performance feedback	81%	85%
Learning spaces	85%	84%
Employability	75%	80%
Careers advice	63%	72%
Opportunities to teach	64%	70%
Work experience	63%	68%
Learning Overall	86%	87%



Overall satisfaction

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	UK	Country A	Country B	Country C	Country D	Country E	Country F
ARRIVAL SATISFACTION AVERAGE	86.4%	81.2%	86.1%	81.5%	81.5%	81.4%	87.3%
LEARNING SATISFACTION AVERAGE	86.9%	87.0%	83.7%	81.3%	87.4%	86.1%	88.5%
LIVING SATISFACTION AVERAGE	86.9%	82.1%	85.8%	83.7%	87.0%	85.5%	85.6%
SUPPORT SATISFACTION AVERAGE	87.8%	83.1%	86.3%	72.7%	88.6%	86.9%	87.7%
OVERALL SATISFACTION	88.3%	90.2%	85.6%	85.6%	91.2%	90.0%	87.8%
RECOMMENDATION	83.3%	83.1%	74.8%	77.5%	88.9%	81.0%	80.3%

4. The view, looking in

To see ourselves as others see us



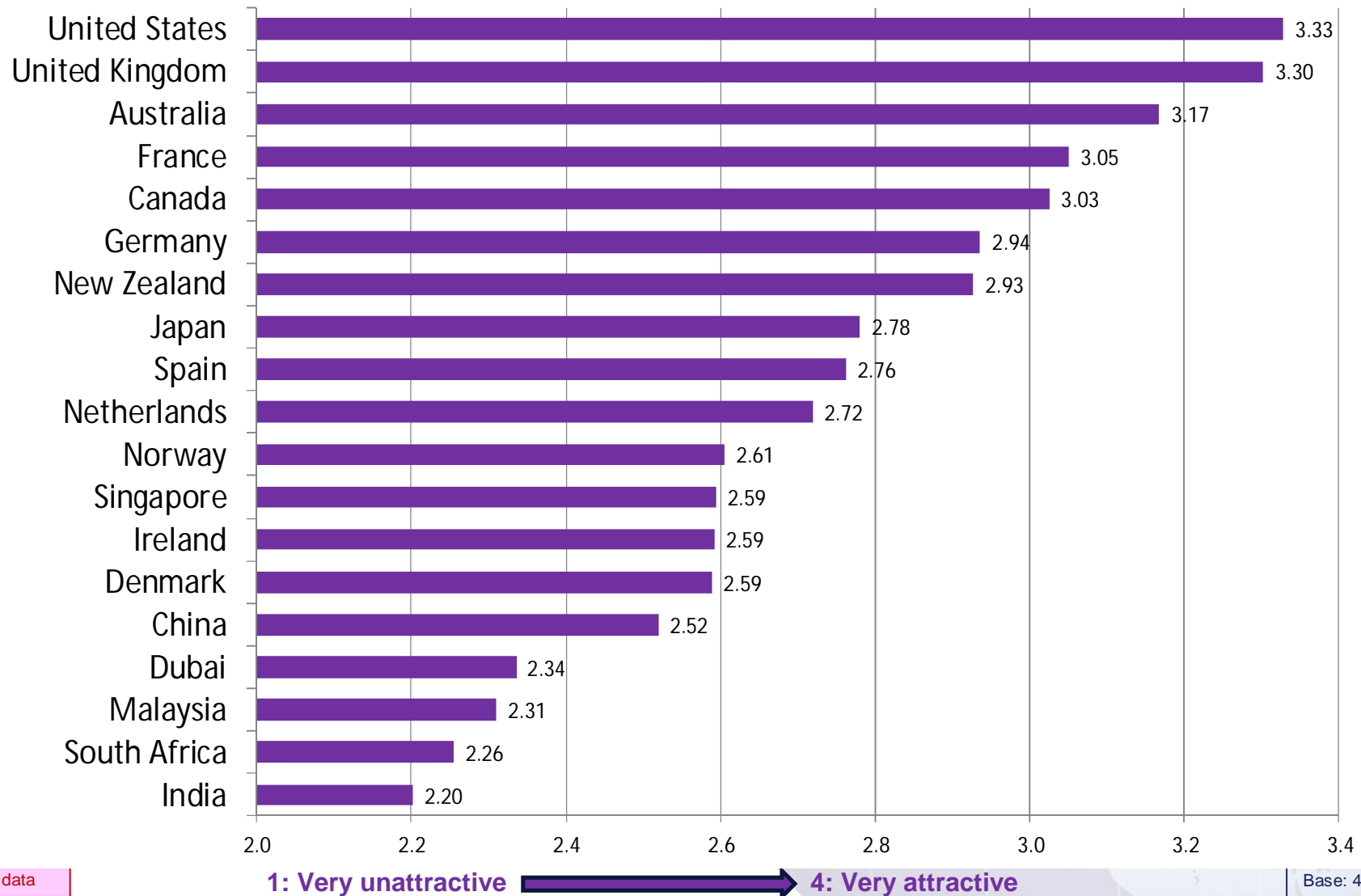
The view, looking in...

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- **StudentPulse** is an annual study which tracks the **perceptions and brand awareness** amongst **prospective international students** in established and emerging markets across the globe.
- The study offers insight into how your brand and **competitor brands** are perceived in key global markets, tracking and comparing **awareness** and **attractiveness**.
- The study also tracks the **perceptions of countries as study destinations** among students who are actively considering international study, and investigates **what factors motivate and influence** prospective international students, by source country.

How attractive are the following countries as study destinations?

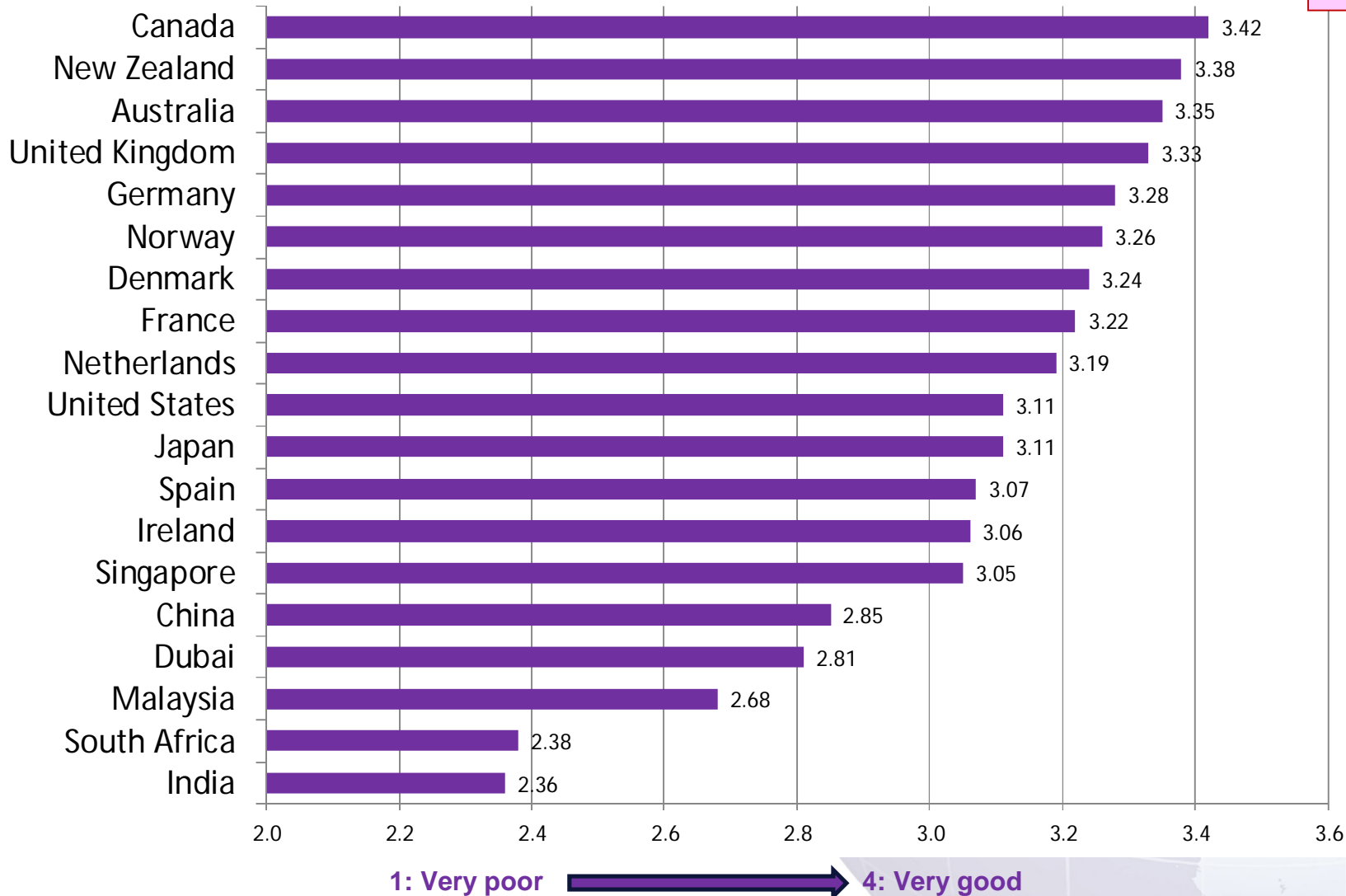
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Perceptions of personal safety and security:

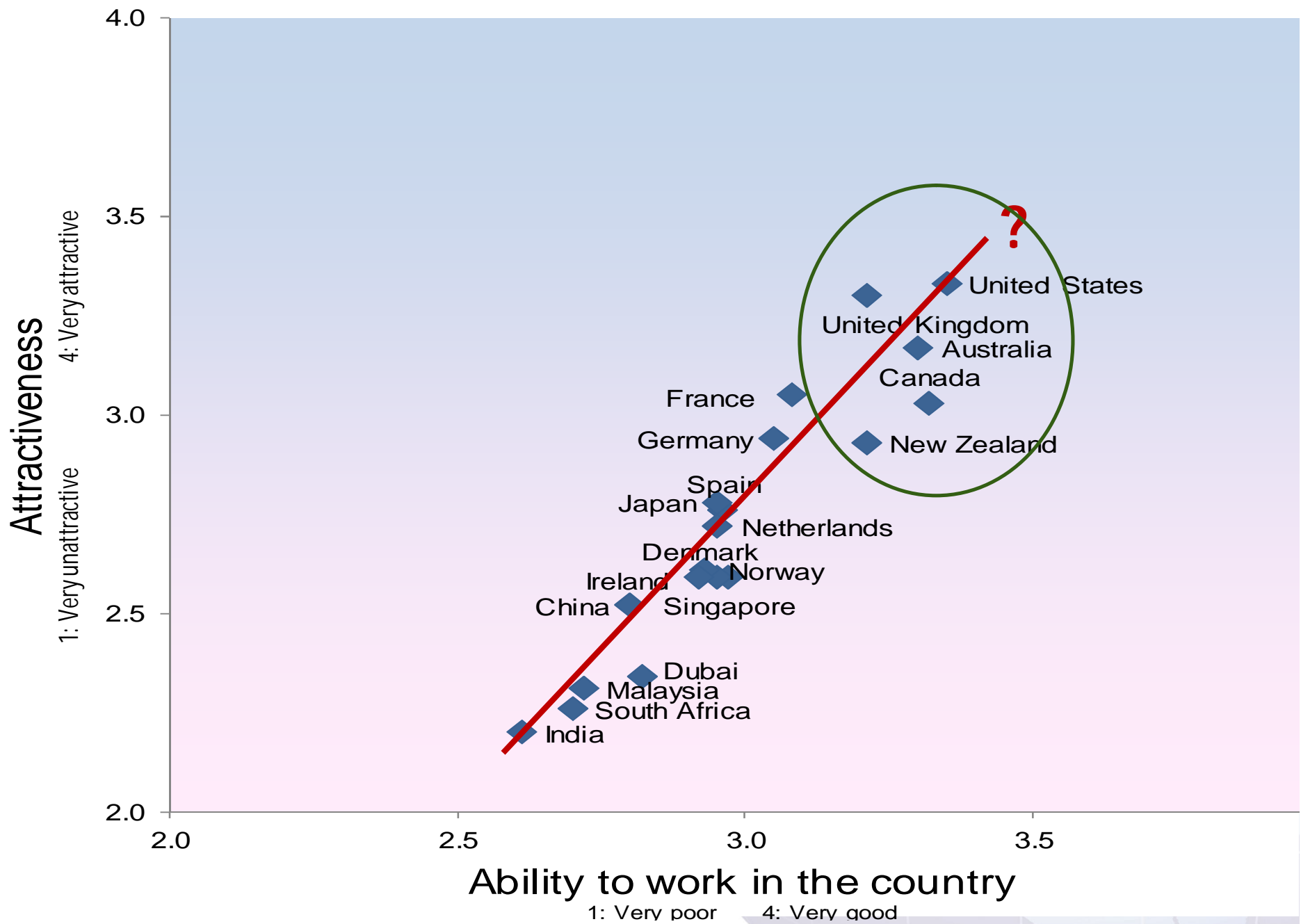
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Weighted data



Base: 4613

	UG
India	2.79
China	2.52
Malaysia	2.58
South Africa	2.51
Singapore	2.24
Denmark	2.24
Dubai	2.14
Norway	2.17
Spain	2.17
Netherlands	2.20
Ireland	2.13
Germany	2.07
New Zealand	2.01
France	1.96
Canada	1.99
Japan	1.91
Australia	1.88
United States	1.52
United Kingdom	1.59
BASE	1475



5. Where to, from here?

Weaknesses, threats



How can institutions improve the international student experience?

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- 
- Tilting fields: understand where we are... in context
 - a) what our current students say (all levels, all years)
 - b) what others say about us
 - Survey fatigue: institutional laziness?
 - Effecting change – closing the loop, continuous improvement
 - Post study work: integral to the UK's attractiveness
 - 67%... 72%... 87%
 - In our name: quality assurance and risk management

Provision of UK Higher Education (QAA 2010)

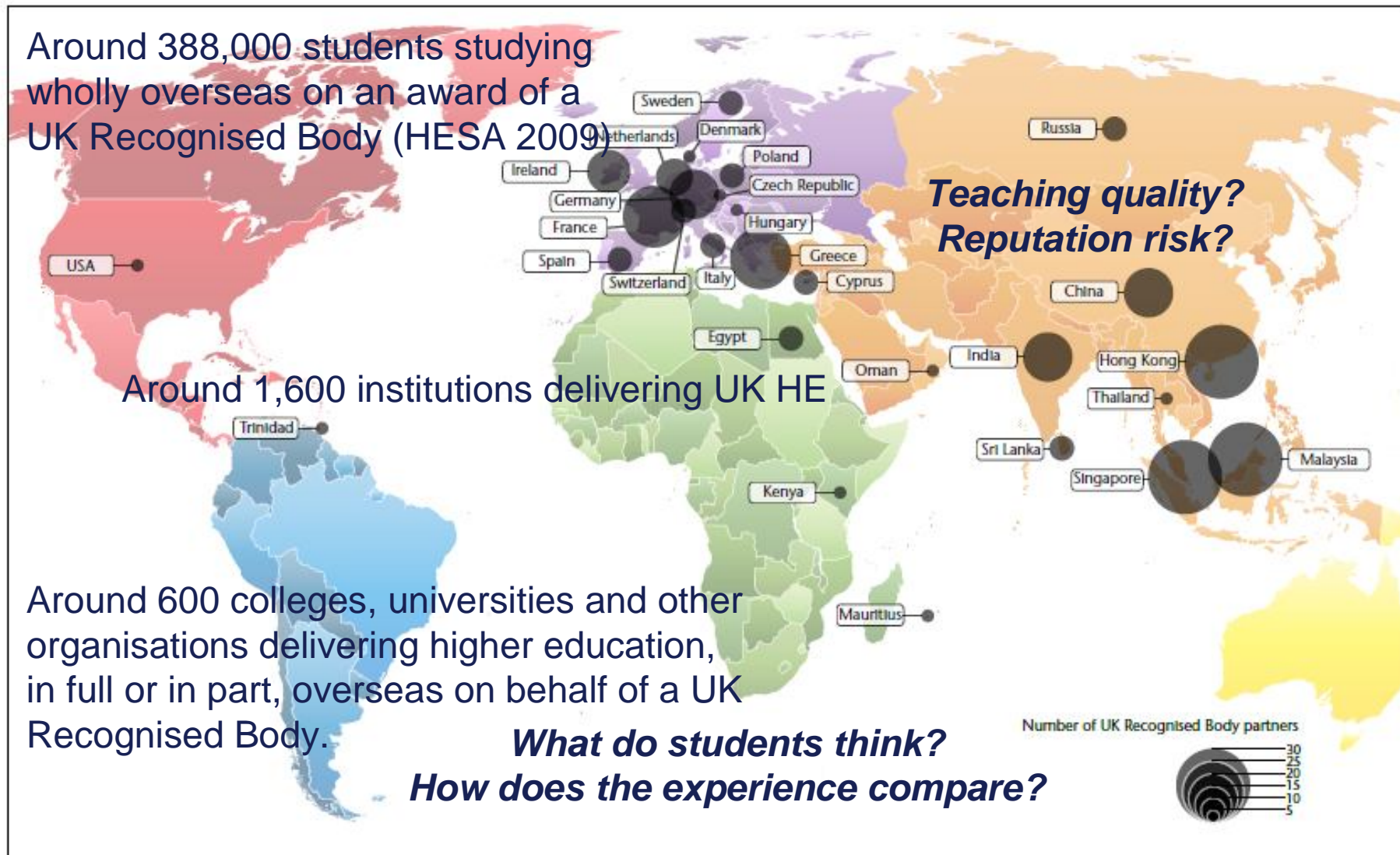
Around 388,000 students studying wholly overseas on an award of a UK Recognised Body (HESA 2009)

Around 1,600 institutions delivering UK HE

Around 600 colleges, universities and other organisations delivering higher education, in full or in part, overseas on behalf of a UK Recognised Body.

What do students think?
How does the experience compare?

Teaching quality?
Reputation risk?



How can institutions improve the international student experience?

www.i-graduate.org

- The TNE Barometer (from April 2011)
- The DE Barometer
- StudentPulse™
- Whole cohort, whole institution, integrated insight
- Levelling the playing fields:

The Observatory Global Forum, Vancouver 25-27 May 2011



Closing thoughts...



THANK YOU!

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The Observatory Global Forum 2011
Vancouver, Canada, 25-27 May
You are warmly invited.

Canberra - Sydney - Rotterdam - Boston - London