

Understanding what students want and need - UK and International

William Archer Chief Executive, i-graduate

> Eversheds LLP London 14th February 2012

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A few guiding principles...



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- Seyond anecdotal..
- An intelligent dialogue
- Sustained approach to feedback
- The whole-of-institution picture all years, all levels, each year
- Comparative findings against relevant rivals
- Opinion data as a core metric for decision-making
- Section v satisfaction
- Outcomes and trajectories



Benchmarking student and stakeholder perceptions; delivering comparative insights to the education sector worldwide. Informing and encouraging institutional enhancement.



Tracking stakeholder expectations and perceptions...



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Student expectations: why should we care?

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5



The rationale

"Personal recommendation is the single greatest influence on choice of institution... and country"

"What today's students 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"



How do we measure expectations and perceptions?

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7





Who cares?

ISB Founders Group 2005



New partners 2006





Since then...



- Feedback from over 1,000,000 students, all nationalities
 Implemented by 110 UK universities
 35 of Australia's 39 universities and 150 Australian education providers
- HE, FE, ELT, private colleges and secondary schools in NZ
- German government (DAAD & HRK) and universities since 2009
- Sweden, Finland, Denmark, Netherlands, Belgium, Canada, Estonia,
 - Singapore, Hong Kong, China
- SThe largest US HE system, since 2010
- Multi-campus, TNE, DE, ELT and pathway providers
- Leading universities and colleges in 23 countries.
- Solution Home to the Observatory on Borderless Higher Education since 2010







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and intentions Runs twice each year** All years of study, all levels of study 'Light touch' process **Confidential**, unpublished **Reported in person, in confidence Purpose: institutional enhancement**





The Scope of the Student Experience

Semographics – 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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Asked of all new students





The Scope of the Student Experience

Semographics – nationality, funding of studies etc.

- Course areas of study, course type
- Oecision-making motivations and importance
- Who helped you to choose?
- Service levels
- Visas visa type, application, support
- Section Englishing 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
- Second this institution to others?

Asked near end of academic cycle

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Academic year 2011/12

- Students invited to feedback from October to December 2011
- Seedback from 124,076 students in UK universities
- Section 287,475 students responded from 238 institutions in 16 countries
- Summer wave runs from April to June 2012





UK International Vs. Domestic Student Summary – Autumn 2011

Solution of the students slightly higher than international:

	International	Home	Difference
Overall Satisfaction	90%	92%	2%

Areas where home students more satisfied than international:

	International	Home	Difference
Arrival Overall	87%	91%	4%
Living Overall	88%	90%	2%
Learning Overall	87%	88%	1%

Areas where home students less satisfied than international:

	International	Home	Difference
Course organisation	85%	82%	-3%
Performance feedback	83%	79%	-4%
Marking criteria	83%	77%	-6%
Careers advice	76%	72%	-4%

Base: Autumn 2011 UK SB (56,212) and UK ISB (67,864)

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Southampton



UK International Vs. Domestic Student Summary – Autumn 2011

Home students have higher expectations around traditional careers support:

Careers Support	International	Home	Difference
Advice (guidance on career paths etc.)	62%	81%	19%
Information (directories etc.)	55%	71%	16%
Support (helping to produce my CV etc.)	57%	71%	14%
Opportunities to meet employers	52%	65%	13%
Placement (finding relevant work experience)	50%	57%	7%
Training (interview training etc.)	54%	55%	1%
Opportunities to network with alumni	36%	41%	5%
Representation (contacting employers on my behalf)	24%	20%	-4%
Employment (securing a job for me)	30%	17%	-13%
Nothing (no expectation of support)	13%	9%	-4%

Base:: Autumono 201/1: UK1SB (56,212) and UK ISB (67,864)





UK International Student Summary – Autumn 2011

Solution of the UK slightly ahead of the Global ISB:

	Global ISB	UK ISB	Difference
Overall Satisfaction	88%	90%	2%

Areas where the UK is notably ahead on satisfaction:

	Global ISB	UK ISB	Difference
Language support	85%	88%	3%
Worship facilities	84%	87%	3%
Visa advice	78%	84%	6%
Employability	76%	80%	4%
Careers advice	70%	76%	6%
Living cost	60%	66%	6%

Areas where the UK is notably behind on satisfaction:

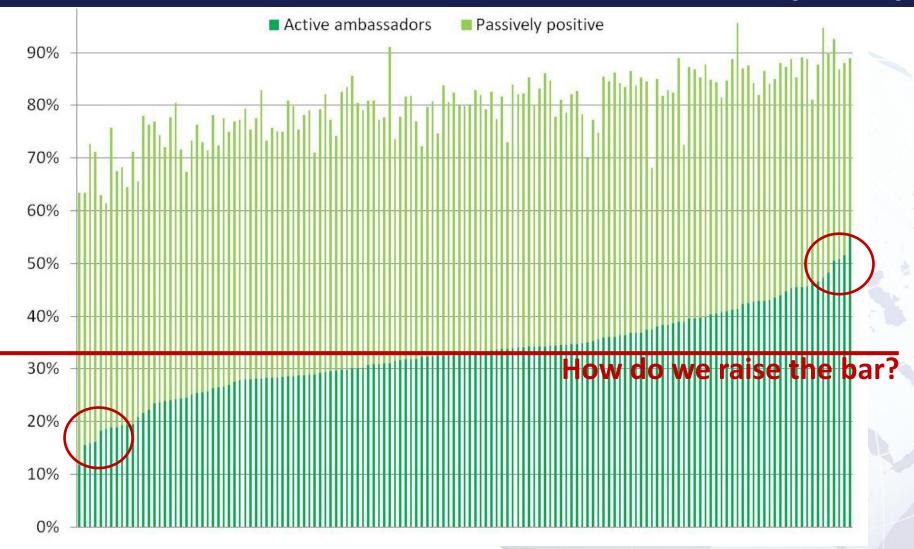
	Global ISB	UK ISB	Difference
Opportunities to teach	72%	68%	-4%
Bank account	78%	72%	-6%

Base: Autumn 2011 Global ISB (209,422) and UK ISB (67,864) Strictly copyright © IGI Services 2012

Understand the range of perceptions.. (example data)



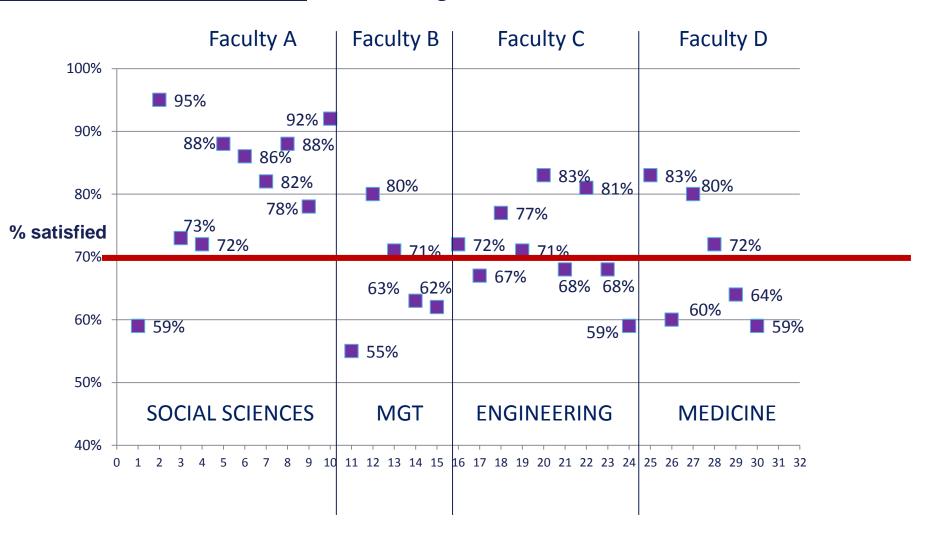
www.i-graduate.org

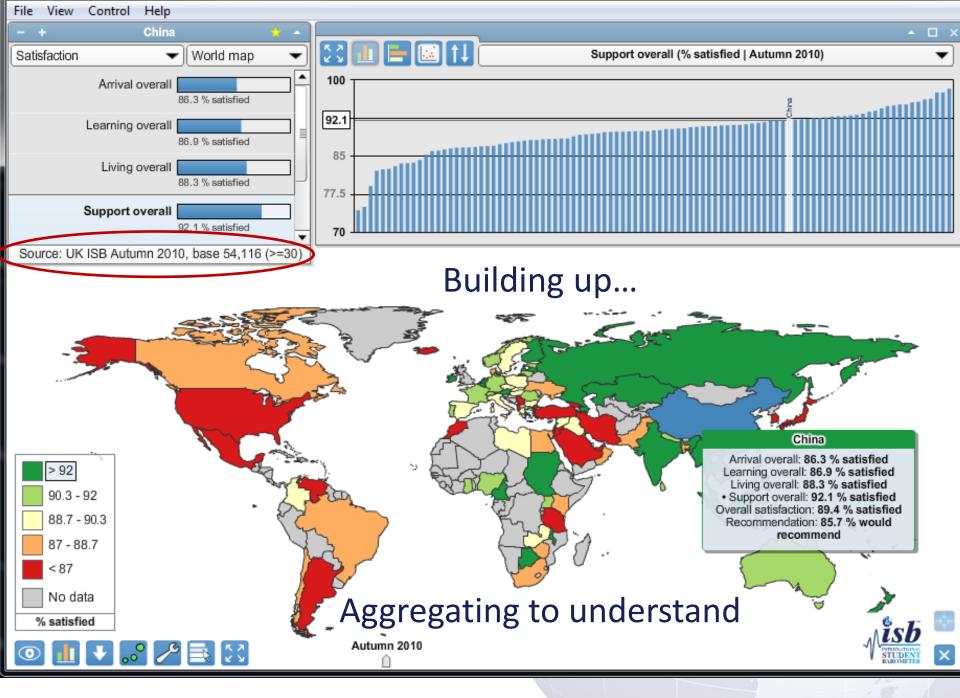


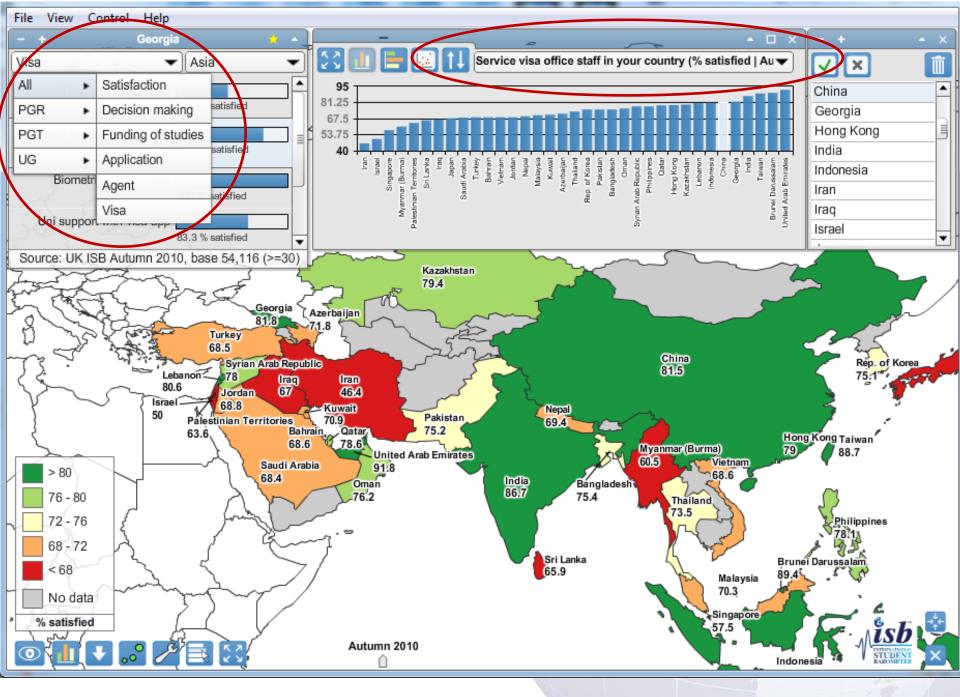
Drilling down... (example)



Performance feedback: Average 71% satisfied





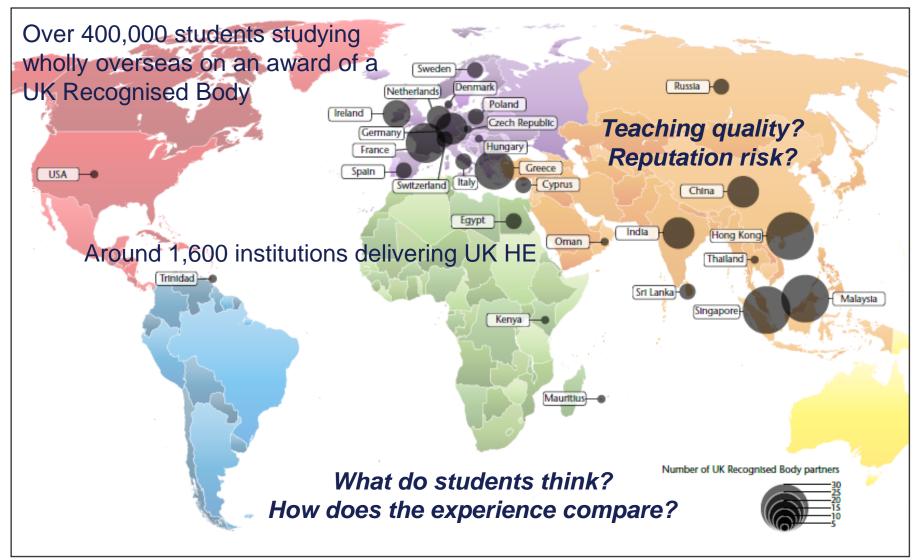


Going... Going... ...Gone Global



Provision of UK Higher Education (QAA 2010)

www.i-graduate.org





What drives domestic students to recommend?

UG

Course organisation (0.36)

Course content (0.34)

Employability (0.33)

www.i-graduate.org



*Based on UK domestic students, sorted by relationship with recommendation (r-value)

What impact over time? Example: UK universities



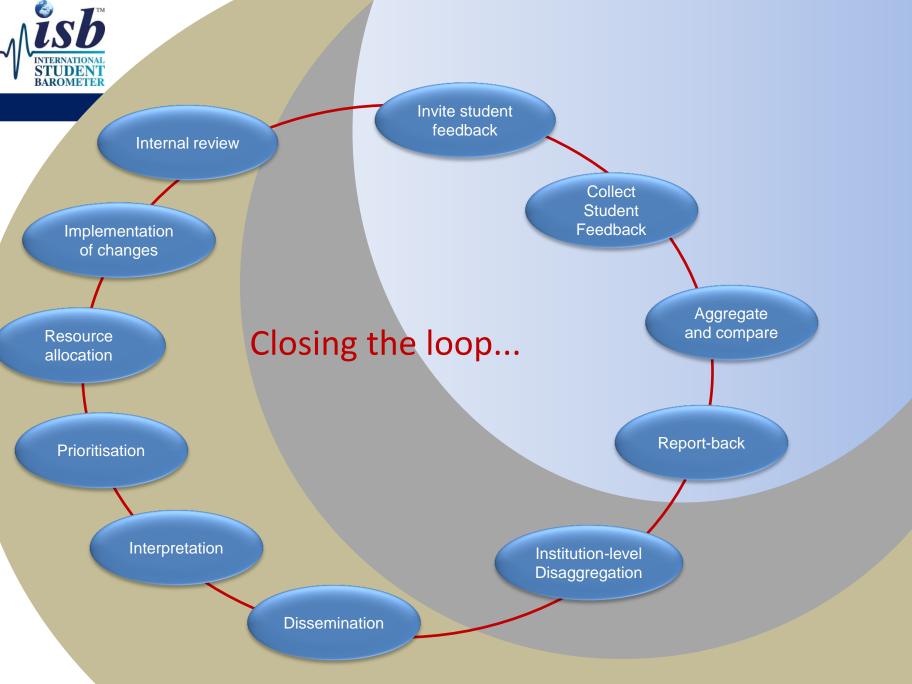
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Tracking the international student experience

In 2006 adopted 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%). Copyright © IGI Services 2011

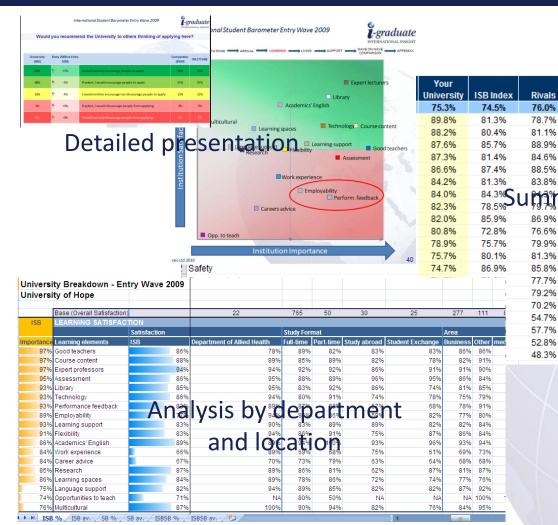


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Institution-level reporting, national aggregation



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Verbatim comments

"Great university, great teachers, great accommodation, so many way to make English and foreign 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!"

10

8

12

ISB

0.8%

8.6%

7.9%

1.9%

6.0%

-0.8%

2.9%

-3.9%

ary

Rivals

-0.7%

11.2%

7.1%

-1.4%

2.7%

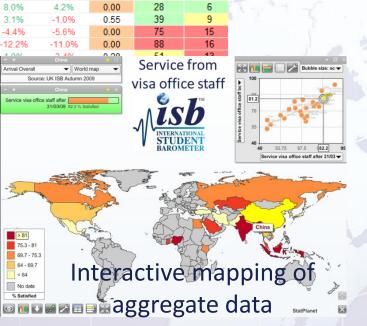
-1.9%

0.4%

-4.9%

ndings

0.00



56

43

71







'The Oxford Barometer' Internal initiative Replaces multiple internal surveys Externally benchmarked Implemented across all levels, departments, colleges & services

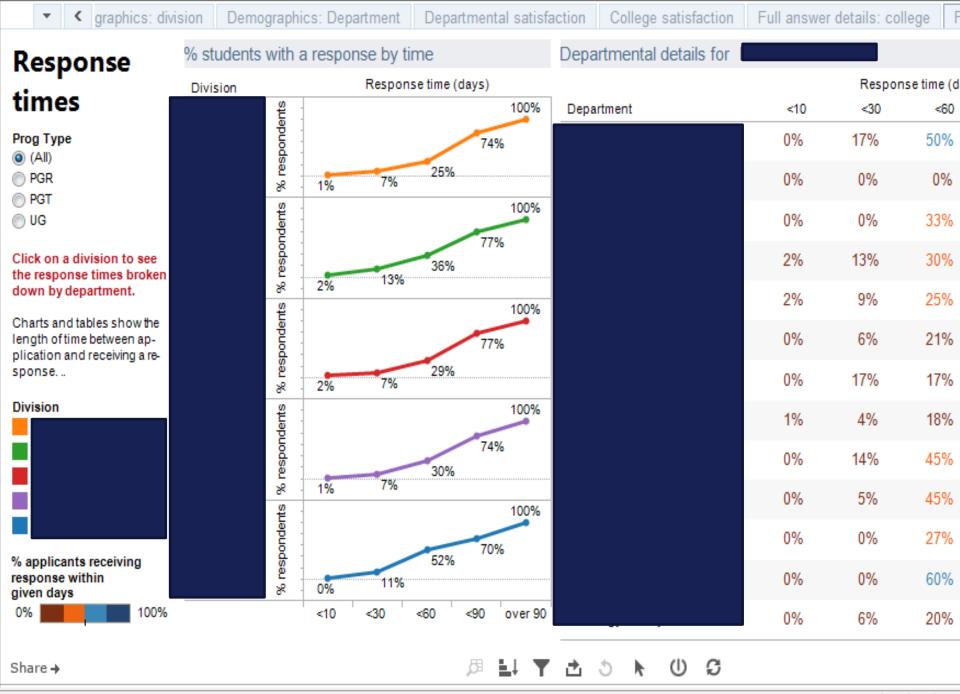
Implemented across all levels, departments, colleges & services



instant access for 300 senior staff ...Sort, sift & compare... ...Chart & export..

debate ...and change

debate ...and change



Done

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	•	i. Percenta	age of sa	tisfaction	of		Divisio	on vs Rest o	of the Univ	ersity	ii.	Responde	nts
	•	Question group	Short	quand note						All othe departmer			All oth departmen
pe:		Learning satisfaction	Advice	and guidan	ce on long-		ortunities ar	s a part of m nd careers fro.		6 63.	4% 6% 6%	154 132 173	3,0 3,2 3,8
	•		Explan The qu	-	king/assess ratories	smentcriteria		only)	77.09 98.39 93.59	6 88.	5% 1% 3%	135 177 201	1,1 1,5 3,2
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	30%		Detaile	O TEEDDACK			p satisfact	ful feedback ion average: satisfaction:	90.5%	6 85.	5% 5%	201 201	4,6 4,8 4,8
	0070						Overall	-					

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😜 Inter

 Image: Open compared of the compa	d to others: Co	Ilege One compared to others: Divi	ision One compared	to others: D	epartment
Select a category:	i. Percentage	e of satisfaction of	Rest of the Universit	v	
Learning satisfaction	2				
Select a course: (if a course has <10 respondents, the views will be blank)				BA	All other courses
BA	Learning	The college learning technology (PCs, ne		87.5%	82.8
	satisfaction	The quality of the lecture theatres and clas	ssrooms	94.7%	90.1
Select a programme type:		Prompt feedback on my work	nortunition and corresponden	89.5%	85.0
(this should match the course chosen above)		Advice and guidance on long-term job op		. 66.7% 87.5%	64.3
(All)		Getting time from academic staff when I ne The University's physical library facilities	eed to personal support	93.8%	87.5 94.0
Choose a sort order:		Explanation of marking/assessmentcriteri	ia (LIG/PGT only)	63.6%	94.0 65.0
		The College's physical library facilities		84.2%	86.2
% diff (DESC)		The subject expertise of academic staff		94.7%	97.4
		The University's online library facilities (ac	cess to journals etc)	90.9%	94.5
Table shows the % of students answering		The dept/faulcty learning technology (PCs	•	83.3%	87.4
'Satisfied' or 'Very satisfied' to a question.		Opportunities for work experience/ work p	placements as a part of m	53.8%	58.6
		The development of my communication sl	kills as a result of my cour	82.4%	87.4
'All other courses' includes prog types: PGR,		Studying with people from other cultures		85.7%	91.7
PGT and UG		Learning that will help me to get a good jo		72.2%	79.3
Students from re compared to		Academic staff whose English I can under		89.5%	96.8
those from the all other courses. Students who		Feedback which helps to clarify things I di			81.6
did not answer a question are excluded. The BA		Detailed feedback (written and oral) on my	y work / Helpful feedback		78.8
column is shaded to show the difference		The quality of lectures (UG only)	(UO/DOT h-)	78.9%	87.7
between it and the Rest of the University. The		The academic content of my course/studie	es (UG/PGT only)	83.3%	92.7
darker the shading, the bigger the difference.		The quality of laboratories		78.9%	89.3
		The teaching ability of academic staff The organisation and smooth running of t	becourse (LIC/DOT orbit	78.9% 73.7%	90.1 85.1
Diff in % satisfaction		Fair and transparent assessment of my wo		66.7%	83.2
-30%			oup satisfaction average:	81.2%	85.7
30%		Quotion gro	Overall satisfaction:	81.2%	85.7
				01.270	
Share 🗕		周野大学の			

Done

Feedback on my work – course level

"BA

BMB

BMB

MBio

BA B

BMB

BA F



Percentage satisfaction for Division/Dept/Course

Select a question group: Learning satisfaction

Select a division:

Short question Detailed feedback (written and oral) on my work / Helpful feedba..



UG

Division

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

The table/chart is sorted by% satisfaction

Items with fewer than 10 respond on ts to a question are excluded from the list

Report created by SDM A@ ad min.ox.ac.uk, March 2010.



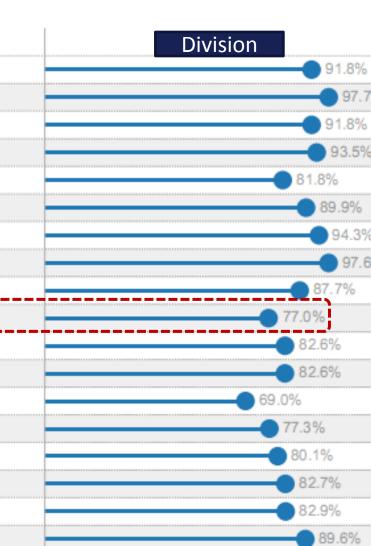
Learning satisfaction – students with disabilities *I-graduate*

Division

of the University, by Disability

The quality of lectures (UG only)
The subject expertise of academic staff
The teaching ability of academic staff
The academic content of my course/studies (UG/PGT only)
The seminar programme for research students (PGR only)
The organisation and smooth running of the course (UG/PGT only)
The level of research activity
Academic staff whose English I can understand
Getting time from a cademic staff when I need it/ personal support
Detailed feedback (w ritten and oral) on my w ork / Helpful feedback.
Feedback which helps to clarify things I did not understand (UG/PG.
Prompt feedback on my work
Explanation of marking/assessment criteria (UG/PGT only)
Understanding the required standard for my thesis (PGR only)
Fair and transparent assessment of my work (UG only)
Guidance in topic selection and refinement by my supervisor (PGR.
Confidence about managing a research project as a result of my co.

The quality of the lecture theatres and classrooms





> Tracking students' car	reers activity > Graduate Salaries	- Windows Internet Explorer	-	a facado a f		_	_	
ers. ox.ac.uk /academics	/tracking-students-careers-activit	ty/graduate-salaries/				▼ 🗟 49	🗙 🚼 Google	
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Oxford Careers > Co	ollege/Dept > <u>Tracking students' care</u>	<u>eers activity</u> > Graduate Salaries	3					
Choose gender:		e: Avera	age salary by	dept (£000)		Average salary	by college (£00)0)
 (All) FEMALE 	(All) (All)	Said Business Sc	hool n=	34	36.9	n=24		30

Average salary by division (£000) Medical Sciences n=168 27.3 Social Sciences n=183 25.3 MPLS n=237 25.2

n=316

O PG

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

MALE

Humanities

Average salary	by dep	t (£000)		A	/erage sa	lary by college (£000)	
Said Business School	n=34		36.9	UNIV	n=24		30.
Medical Sciences Division	n=120		29.8	GTC MAGD	n=22 n=38		30.4 28.3
Computing Laboratory	n=12		28.1	ORIEL	n=23		28.3
Physics	n=31		26.8	S-CATS CCC	n=30 n=17		27.7 27.3
Engineering Science	n=54		26.1	NEW	n=36		27.3
Theology Fac	n=18		25.8	KEBLE QUEENS	n=37 n=29		6.2 6.2
Mathematical Inst	n=52		25.7	HERT	n=36	25	
Politics & Int Relations	n=81		24.1	TRIN	n=29	24.	
Earth Sciences	n=11		24.0	S-HUGH SEH	n=36 n=28	24.	
Biochemistry	n=18		23.9	CH-CH	n=29	24.	
Oriental Studies Fac	n=15		23.9	MERT	n=27	24.3	-
History	n=100		22.8	WORC SOMER	n=35 n=37	24.0	
				LMH	n=29	23.5	
SOGE	n=28		22.6	LINC	n=13	23.4)
Music Fac	n=10		22.5	PEMB	n=24	23.2	
Zoology	n=28		21.6	BNC	n=32	23.1	
Chemistry	n=37		21.3	S-ANNE S-PET	n=33 n=35	22.9 22.8	
Classics Faculty	n=32		20.9	MANS	n=35 n=16	22.0	
Classics Faculty	11=32			EXETER	n=10	22.4	
Medieval & Modern Lang Fac	n=61		0.0	BALL	n=38	22.0	
				8	😜 Intern	et Protected Mode: Off	



In summary...



www.i-graduate.org

Embed insight processes

- Compare and track the experience all years, all levels, every year
- Empower colleagues to enable change

Get on with it! THANK YOU!

will.archer@i-graduate.org International Graduate Insight Group Observatory on Borderless Higher Education

www.i-graduate.org

www.obhe.ac.uk

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