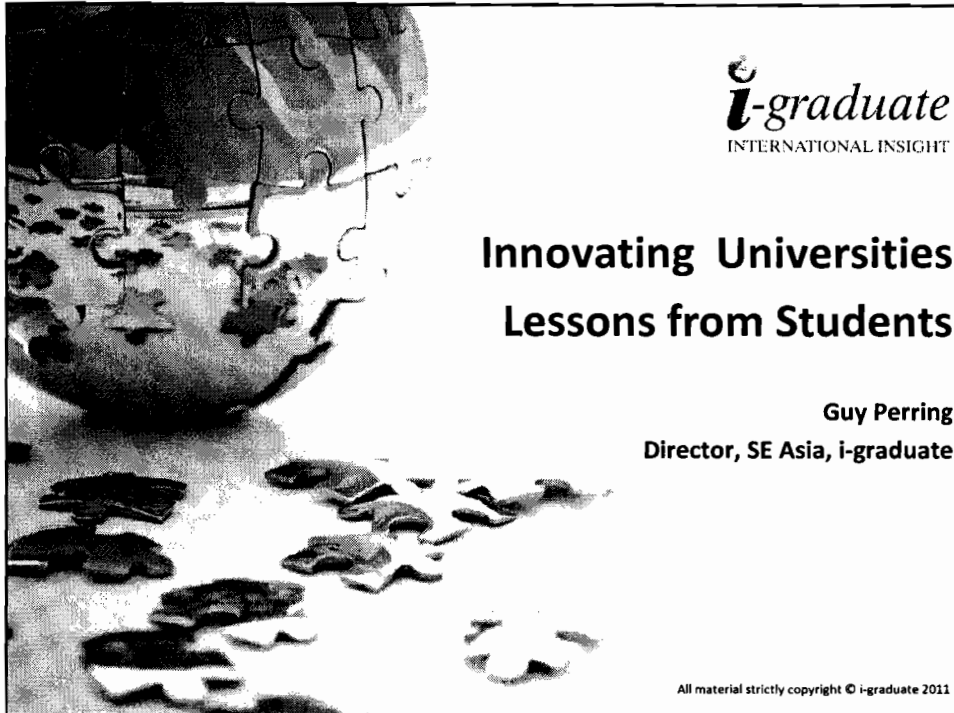


3rd Global Higher Education Forum 2011

**13-15 December 2011
Penang, Malaysia**

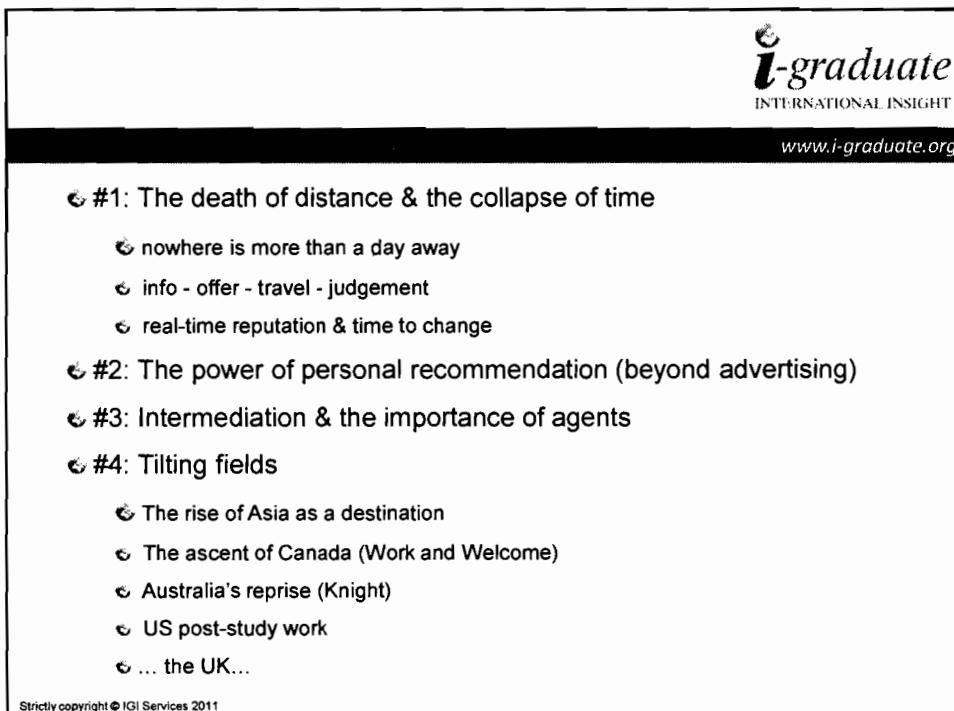
**Rapporteurs :
Prof. Dr. Nur Adiana Hiau Abdullah
Dr. Russayani Ismail
Universiti Utara Malaysia**



Innovating Universities Lessons from Students

Guy Perring
Director, SE Asia, i-graduate

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- ☞ #1: The death of distance & the collapse of time
 - ☞ nowhere is more than a day away
 - ☞ info - offer - travel - judgement
 - ☞ real-time reputation & time to change
- ☞ #2: The power of personal recommendation (beyond advertising)
- ☞ #3: Intermediation & the importance of agents
- ☞ #4: Tilting fields
 - ☞ The rise of Asia as a destination
 - ☞ The ascent of Canada (Work and Welcome)
 - ☞ Australia's reprise (Knight)
 - ☞ US post-study work
 - ☞ ... the UK...

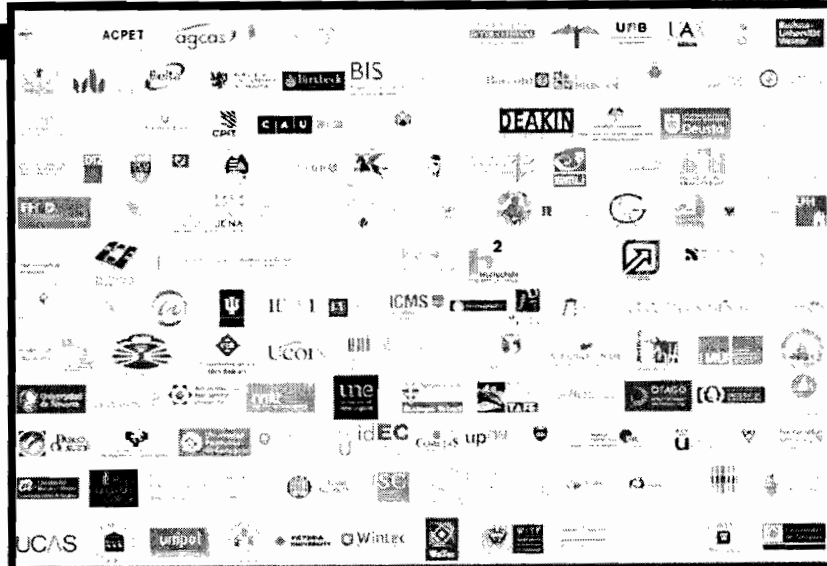
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Benchmarking student and stakeholder perceptions;
delivering comparative insights to the education sector
worldwide.

Informing and encouraging institutional enhancement.



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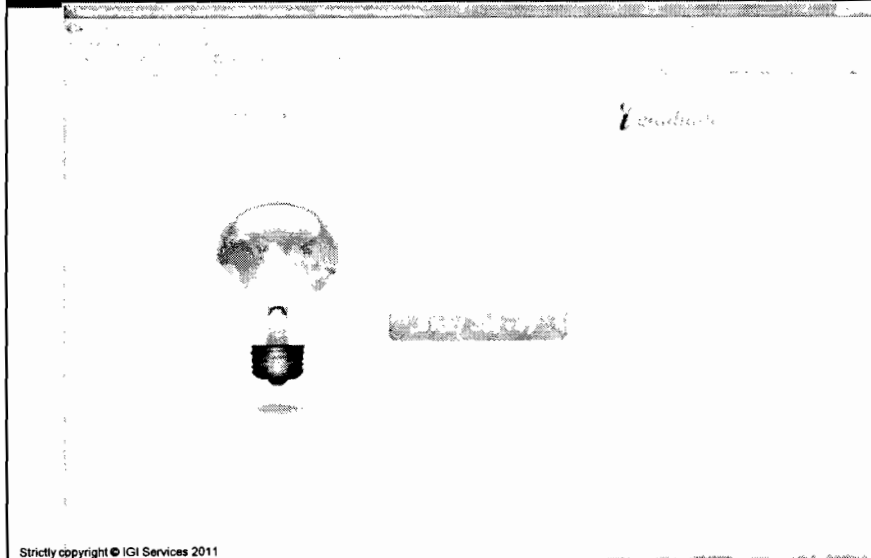




Semi-standardised survey tool
All aspects of the student experience
Decision-making and intentions
Runs twice each year
All years of study, all levels of study
'Light touch' process
Confidential, unpublished
Reported in person, in confidence
Purpose: institutional enhancement

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How does the ISB work?



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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?
- Asked of all
new students**

- ☞ Demographics – nationality, funding of studies etc.
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 - ☞ Support services - including health, employment, visas
 - ☞ Recommendation – would you recommend this institution to others?
- Asked near end of
academic cycle**

What impact?
Is the UK experience improving?



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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%.**

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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What institutions need



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- ☛ Beyond anecdotal..
- ☛ An intelligent dialogue
- ☛ Sustained engagement
- ☛ The whole-of-institution picture
- ☛ Comparative findings – against relevant rivals
- ☛ Opinion data as a core metric for decision-making

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Detailed presentation

Analysis by department and location

Year	University	ISB Index	ISB	ISB	ISB	ISB
2009	University of York	75.3%	74.5%	76.0%	8.9%	-0.7%
2009	University of York	68.8%	81.2%	76.7%		
2009	University of York	22.5%	80.2%	81.7%		
2009	University of York	77.4%	84.5%	83.0%		
2009	University of York	87.3%	81.4%	84.6%		
2009	University of York	85.6%	87.1%	86.4%		
2009	University of York	84.2%	75.0%	81.8%		
2009	University of York	84.0%	84.1%	82.8%		
2009	University of York	82.1%	78.1%	73.2%		
2009	University of York	82.1%	85.8%	86.0%		
2009	University of York	80.8%	74.5%	75.5%		
2009	University of York	1.8.6%	72.0%	75.0%		
2009	University of York	75.7%	89.1%	81.1%		
2009	University of York	74.7%	81.2%	82.1%		

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!"

Summary findings

Interactive mapping of aggregate data

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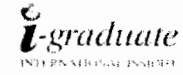
i-graduate
INTERNATIONAL INSIGHT

Comparison Sheets explained

SAMPLE University	Sample Uni	ISB %	Group A %	Group B %	ISB +/-	Group A %	Group B %	% p	ISB	Group A	Group B
LEARNING AVERAGE	81.9%	82.2%	83.4%	83.6%	-0.3%	-1.5%	-1.7%	0.11	50	7	13
LEARNING OVERALL	85.9%	85.7%	86.3%	86.9%	0.2%	-0.4%	-0.9%	0.11	27	5	8
Expert lecturers	95.2%	92.7%	94.4%	94.0%				0.00	7	2	3
Academics English	92.0%	89.4%	91.7%	89.6%				0.00	20	4	4
Multicultural	89.0%	85.3%	87.3%	87.3%				0.00	21	4	6
Research	88.6%	85.3%	86.0%	88.2%				0.00	19	4	5
Flexibility	87.4%	83.4%	85.5%	85.2%				0.00	14	2	3
Course content	87.1%	86.9%	86.6%	88.3%			1.0%	0.13	30	5	10
Technology	87.0%	86.0%	86.0%	87.7%			0.6%	0.90	36	6	8
Good teachers	86.3%	86.0%	87.3%	86.6%		-1.0%	-0.5%	0.52	42	5	10
Assessment	84.4%	86.0%	86.7%	87.0%	-1.3%	-2.9%	-2.0%	0.01	66	8	15
Learning spaces	83.0%	84.7%	84.7%	84.4%	1.7%	1.6%	-1.4%	0.41	50	5	10
Language support	82.5%	83.6%	84.9%	83.6%	-1.1%	-2.4%	-1.0%	0.07	63	7	11
Learning support	82.1%	83.3%	82.8%	83.6%	-1.2%	-3.7%	-1.0%	0.46	51	8	11
Library	79.4%	84.3%	82.0%	87.3%	-4.9%	-2.7%	-7.9%	0.00	65	6	14
Employability	76.1%	77.1%	79.6%	79.4%	-1.0%	-1.6%	-3.3%	0.01	59	8	15
Performance feedback	75.7%	82.6%	83.0%	82.6%	-7.0%	-7.3%	-6.6%	0.00	76	9	15
Careers advice	68.4%	68.3%	70.3%	71.2%		-1.9%	-2.3%	0.15	54	7	14
Opportunities to teach	68.2%	69.1%	72.4%	71.0%	-0.9%	-5.2%	-2.6%	0.87	22	5	9
Work experience	62.3%	65.1%	65.6%	66.5%	-2.9%	-3.4%	-4.2%	0.01	60	6	15
LIVING AVERAGE	79.9%	77.6%	79.8%	78.9%	2.3%	0.1%	1.0%	0.00	18	4	5
LIVING OVERALL	86.7%	84.8%	86.3%	86.2%	2.0%	0.4%	0.5%	0.00	12	3	4
Safety	94.4%	88.4%	91.6%	89.9%				0.00	17	4	7
Good place to be	94.1%	86.7%	91.4%	90.3%				0.00	5	3	2
Worship facilities	90.4%	84.6%	82.2%	86.6%				0.01	13	4	5
Social facilities	86.8%	80.1%	84.8%	84.1%				0.00	8	3	8
Similar friends	88.7%	87.1%	88.8%	87.4%		-0.1%		0.79	39	7	7

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Ambassadors or assassins? (example university & indices)



Uni 1		Index of Rivals	ISB Index
Ambassadors			
25%	Will actively encourage people to apply	33%	31%
48%	If asked, will encourage people to apply	46%	45%
21%	Will neither encourage nor discourage others	16%	18%
4%	If asked, will not encourage people to apply	4%	4%
1%	Would actively discourage others from applying	1%	2%

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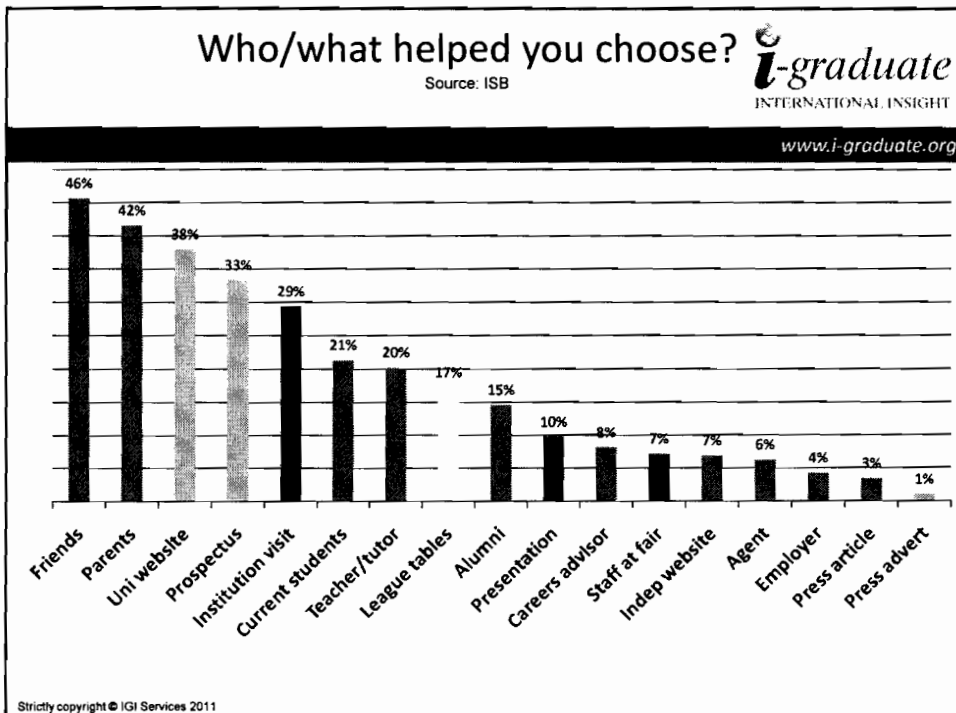
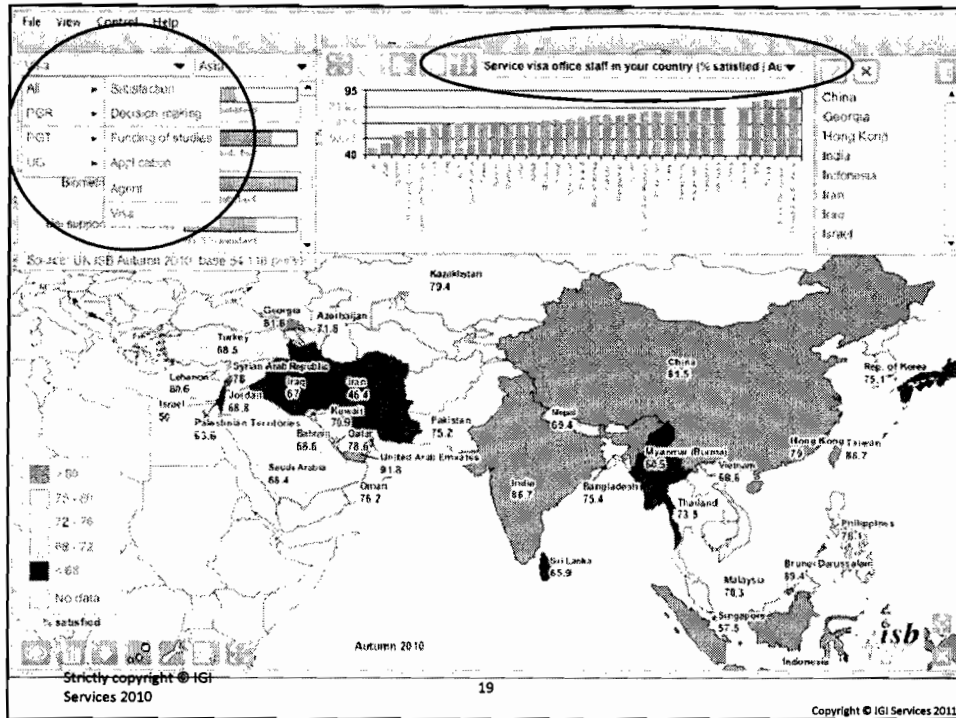
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Detailed University Breakdown sheets facilitate the dissemination of feedback through the institution to enhance understanding and enable change.

University Breakdown - Entry Wave 2009 University of Hope

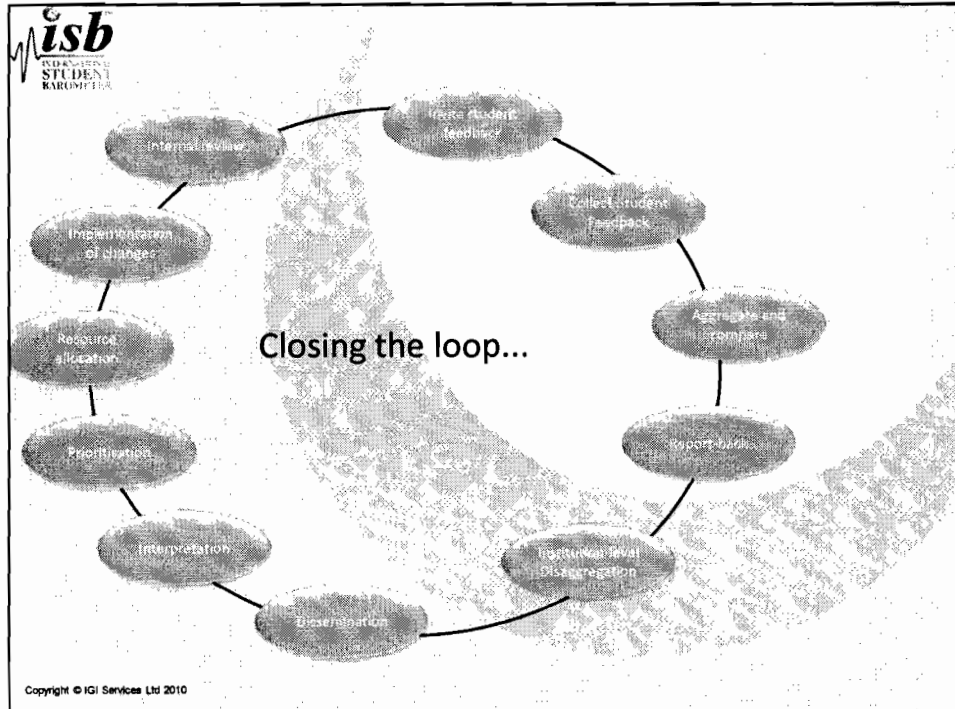
Base (Overall Satisfaction)		22	75	60	30	25	277	111		
ISB		Satisfaction		Study Format			Area			
Importance	Learning elements	ISB	Department of Allied Health	Full-time	Part-time	Study abroad	Student Exchange	Business	Other	ISB
87%	Good teachers	86%	76%	88%	82%	85%	83%	88%	88%	87%
97%	Course content	86%	89%	82%	89%	82%	76%	82%	81%	97%
97%	Expert professors	94%	94%	92%	92%	86%	81%	91%	90%	97%
95%	Assessment	88%	95%	88%	88%	96%	82%	88%	84%	95%
93%	Library	85%	95%	83%	92%	86%	74%	81%	82%	93%
93%	Technology	86%	94%	80%	91%	74%	78%	78%	79%	93%
92%	Performance feedback	89%	89%	87%	83%	87%	88%	78%	81%	92%
89%	Employability	77%	84%	81%	86%	89%	82%	77%	80%	89%
93%	Learning support	83%	80%	83%	88%	80%	82%	82%	84%	93%
91%	Flexibility	83%	84%	83%	91%	75%	87%	88%	84%	91%
86%	Academics English	89%	89%	94%	100%	93%	96%	93%	94%	86%
84%	Work experience	88%	88%	89%	88%	72%	81%	88%	73%	84%
84%	Career advice	87%	70%	73%	78%	83%	84%	88%	86%	84%
85%	Research	87%	88%	88%	81%	82%	87%	81%	87%	85%
86%	Learning spaces	84%	88%	78%	88%	72%	74%	77%	76%	86%
75%	Language support	82%	84%	88%	82%	82%	82%	87%	82%	75%
74%	Opportunities to teach	71%	71%	80%	83%	71%	71%	74%	100%	74%
76%	Multicultural	87%	100%	90%	94%	82%	78%	84%	85%	76%

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World Class? How does your experience compare?
Example data

	GB Index	Your Country	Country A	Country B	Country C	Country D	Country E	Country F
LEARNING SATISFACTION								
Expert lecturers	93%	94%	93%	95%	92%	94%	93%	93%
Academics' English	87%	91%	87%	91%	79%	89%	88%	93%
Course content	87%	89%	87%	88%	83%	86%	86%	89%
Multicultural	86%	89%	81%	87%	86%	85%	84%	86%
Research	85%	88%	84%	89%	83%	84%	84%	85%
Assessment	83%	88%	84%	84%	80%	81%	81%	89%
Good teachers	84%	87%	84%	87%	81%	88%	84%	90%
Flexibility	80%	86%	82%	82%	75%	83%	78%	84%
Language support	80%	86%	80%	82%	65%	83%	81%	83%
Learning support	83%	85%	83%	82%	73%	83%	81%	88%
Library	81%	85%	84%	89%	84%	78%	84%	91%
Technology	83%	85%	80%	86%	86%	84%	87%	91%
Performance feedback	81%	85%	82%	80%	74%	74%	78%	88%
Learning spaces	85%	84%	84%	86%	78%	82%	88%	88%
Employability	75%	80%	70%	74%	72%	77%	70%	77%
Careers advice	63%	72%	61%	59%	55%	64%	54%	69%
Opportunities to teach	64%	70%	68%	67%	67%	69%	72%	77%
Work experience	63%	68%	57%	60%	63%	60%	59%	67%
Learning Overseas	86%	87%	85%	87%	81%	86%	87%	89%



Benefits of the Barometer

1. Working from feedback, know where and how to improve the student experience
2. Improve how you manage student expectations
3. By including all students, senior managers can see the big picture and individual departments benefit from feedback
4. By aggregating feedback at the sector level, key characteristics of education provision and perceptions by nationalities can be seen
5. Compare your student experience with national and international characteristics of international education.
6. Analysis by nationality, subject, level of study enables you to understand the spectrum of expectation and perception
7. Repeating the process each year enables you to see the impact of changes over time
8. Nationally and within sector groups, share best practice, to improve the student experience

In summary...

- **Tilting fields – markets changing around us**
- **Real-time reputation management.**
- **Need to track opinions of**
 - all students
 - all levels
 - all years
 - all locations
 - every year
- **Beyond survey fatigue: integrated, logical dialogue**
- **Closing the loop: encouraging a mind-set of excellence and 'kaizen'**
- **Transforming futures..**

THANK YOU!

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Observatory on Borderless Higher Education**

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The OBSERVATORY
on Borderless Higher Education

**The Observatory Global Forum 2012
Kuala Lumpur, Malaysia, April 2012**

You are warmly invited.

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