



**ISANA/ ANZSSA
Annual Conference
2015**

**Service provision for international students:
trends from the International Student Barometer**

**Kevin Brett
i-graduate
Australia & New Zealand**

Service provision for international students: trends from the International Student Barometer

With i-graduate

ESTABLISHED IN
2005
 IN OVER
1400
 INSTITUTIONS
 ACROSS
28
 COUNTRIES
 FEEDBACK FROM
2 MILLION
 STUDENTS



Service provision for international students: trends from the International Student Barometer

TRIBAL working as one

i-graduate
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Student Management
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i-graduate.org

obhe.ac.uk

Analytics and benchmarking

International Student Barometer: Southern Hemisphere

New Zealand: Kyla Steenhart

Education New Zealand, peak bodies, universities, polytechnics, privates, English language colleges, schools sector and projects

Australia

Australian Department of Education, IEAA, peak bodies
Universities, Private and public HE, VET, English language colleges and projects

Today

Global themes relating to challenges we share in the international environment when supporting a positive student experience.

International Student Barometer: Southern Hemisphere

- The international environment
- The employment challenge
- Why the student experience
- Global demand trends
- Student journey
 - **Arrival**
 - Learning
 - **Living**
 - **Support**
- Concluding comments: the expanding role for support professionals?





International trends



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International competitive environment

Demand remains strong (employment options)

The Student Pulse 2013 survey: top 3 important drivers for mobility:

- 🌐 Improving career prospects (96%)
- 🌐 Broadening experience (95%)
- 🌐 Improving language skills (87%)

Competition is increasing

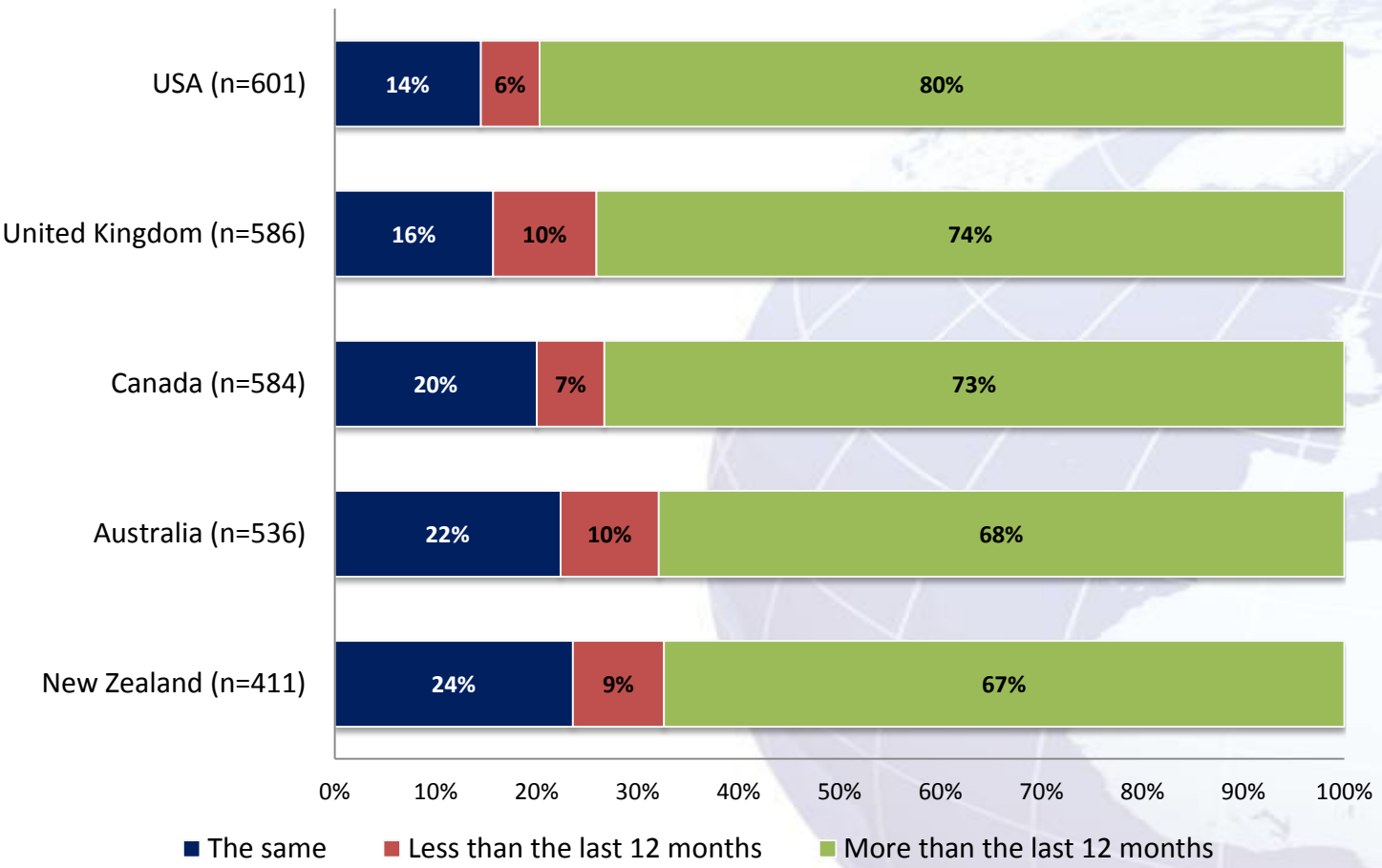
- 🌐 4.5 million international students 2011, double 2000 (OECD 2013)
- 🌐 Canada to double numbers in decade
- 🌐 Japan 300,000 international students by 2020
- 🌐 USA international UG numbers up 70% in decade

Sustainability or the new norm?

- 🌐 Possible oversupply 1.9 million places by 2020 (Chaney Report 2013)
- 🌐 Competition for talent/ retaining talent

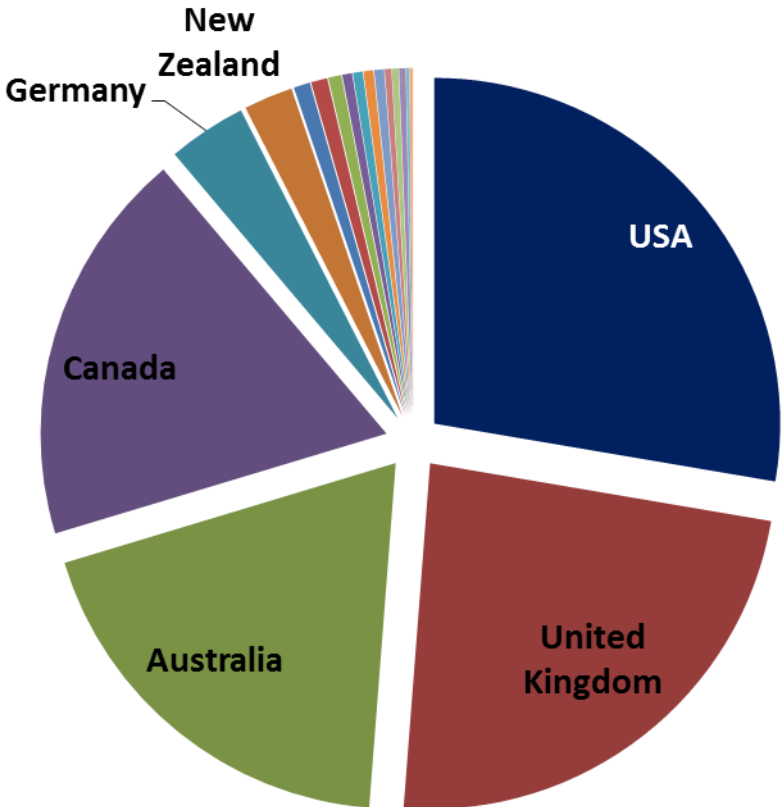
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Approximately how many students do you expect to place overall in the next 12 month? (i-graduate ICEF Agents' Barometer)



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University: Undergraduate (n=654)



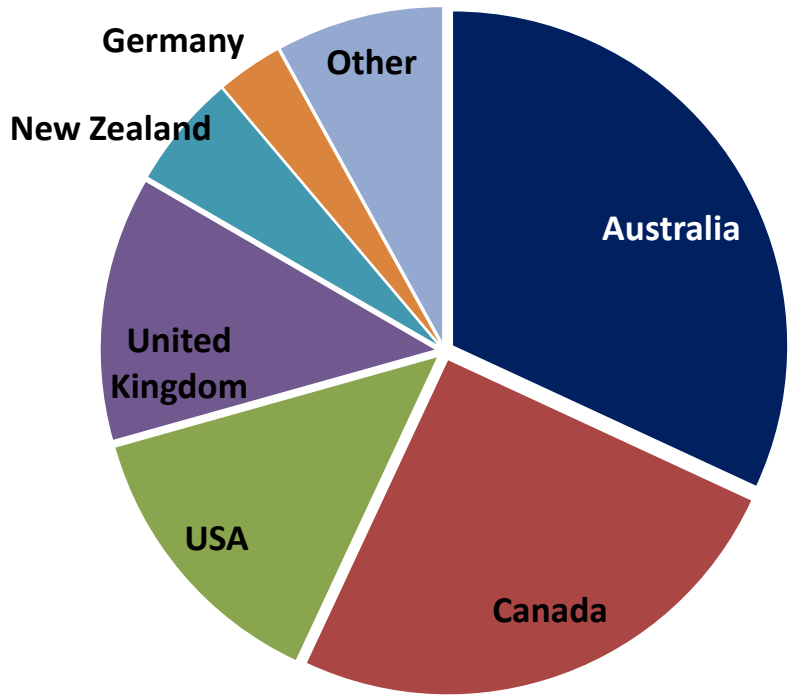
	% of Total	Rank 2013	Rank 2012	Rank 2011	Rank 2010	Rank 2009
USA	28%	1	1	1	1	1
United Kingdom	24%	2	2	2	2	2
Australia	19%	3	4	3	4	3
Canada	19%	4	3	4	3	4

Australia and Canada are interchangeable over the years in 3rd and 4th position, whilst the US and the UK remain fixed in 1st place and 2nd place respectively.

Which study destinations is best for the following programme levels

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Vocational diploma/Further education (n=511)



	% of Total	Rank 2014	Rank 2013	Rank 2012	Rank 2011	Rank 2010	Rank 2009
Australia	32%	1	1	1	1	1	2
Canada	25%	2	2	3	3	4	4
United Kingdom	13%	4	3	2	2	2	1
USA	14%	3	4	4	4	3	3
New Zealand	5%	5	5	5	5	5	5

Which study destinations is best for Vocational / Further Education?

**Why student
experience?**



Explaining International Student Satisfaction. (July 2014)

Richard Garrett. i-graduate North America

The project

- 🌐 Analysis of a subset of ISB data for 50 universities; 60,000 students, 2013 data
- 🌐 Limited institutional and country range
- 🌐 Highlight experience and population differences
- 🌐 Explore correlations between different ISB variables
- 🌐 Expressed using the coefficient of determination or R^2 (zero to 1)
- 🌐 Note: correlation need not imply causation
- 🌐 Highlight the significance of a relative gap

Findings

- 🌐 Clear majority are satisfied, few are very satisfied (best 25% short of max)
- 🌐 Close correlation between satisfaction and willingness to recommend

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Some aspects of the international student experience are more important than others

Experience Component	Category	Correlation between Average Satisfaction and Overall Recommendation at Institutional Level
Subject expertise of faculty	Faculty	0.60
Good contacts	Career	0.60
Academic content of program	Program	0.56
Organized social activities	Social	0.55
Ability to understand faculty English	English	0.52
Visa/immigration advice from school	Services	0.51
Lecture quality	Faculty	0.50
Worship facilities	Services	0.48
Time with faculty outside class	Faculty	0.47
Level of institutional research activity	Research	0.46
English language skills	English	0.46
Smooth running of program	Program	0.43

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Safety	Social	0.29
Quality of lecture theaters/classrooms	Campus	0.28
School surroundings	Surroundings	0.21
Design/quality of campus buildings	Campus	0.19
International Office	Services	0.19
Learning that will help me get a good job	Career	0.19
Coursework feedback	Assessment	0.18
Internet at accommodation	Technology	0.18
Transport- to locations beyond institution	Transport	0.16
Home friends	Social	0.15
Cost of accommodation	Cost	0.15
Career advice from faculty	Career	0.13
Ecofriendly- institutional practices	Services	0.12
Class size	Program	0.11
Learning Management System (LMS)	Technology	0.08
Health Center	Services	0.05
Campus food	Services	0.05
Ability to earn money	Cost	0.04
Availability of financial support from school	Cost	0.02
Students' Union	Services	0.01



Why student satisfaction?

- Close correlation between satisfaction and willingness to recommend.

Findings

- Satisfaction elements differ in their influence on recommendation
- No single factors dominate – combination of factors
- Learning and academic aspects most important
- Support must meet a high minimum standard
- **Perceptions of integration, community and campus**
- **Preparation for career also important.**

- Roles and responsibilities for student support services?

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Survey findings: NZ & Aust



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Overview

Summary

- Survey Overview
- National Trends
- Headline Results
- Survey Response

Pre - Arrival

- Decision Factors
- Key Influences
- Funding
- Agents & Application

Experience

- Arrival
- Learning
- Living
- Support

Appendix

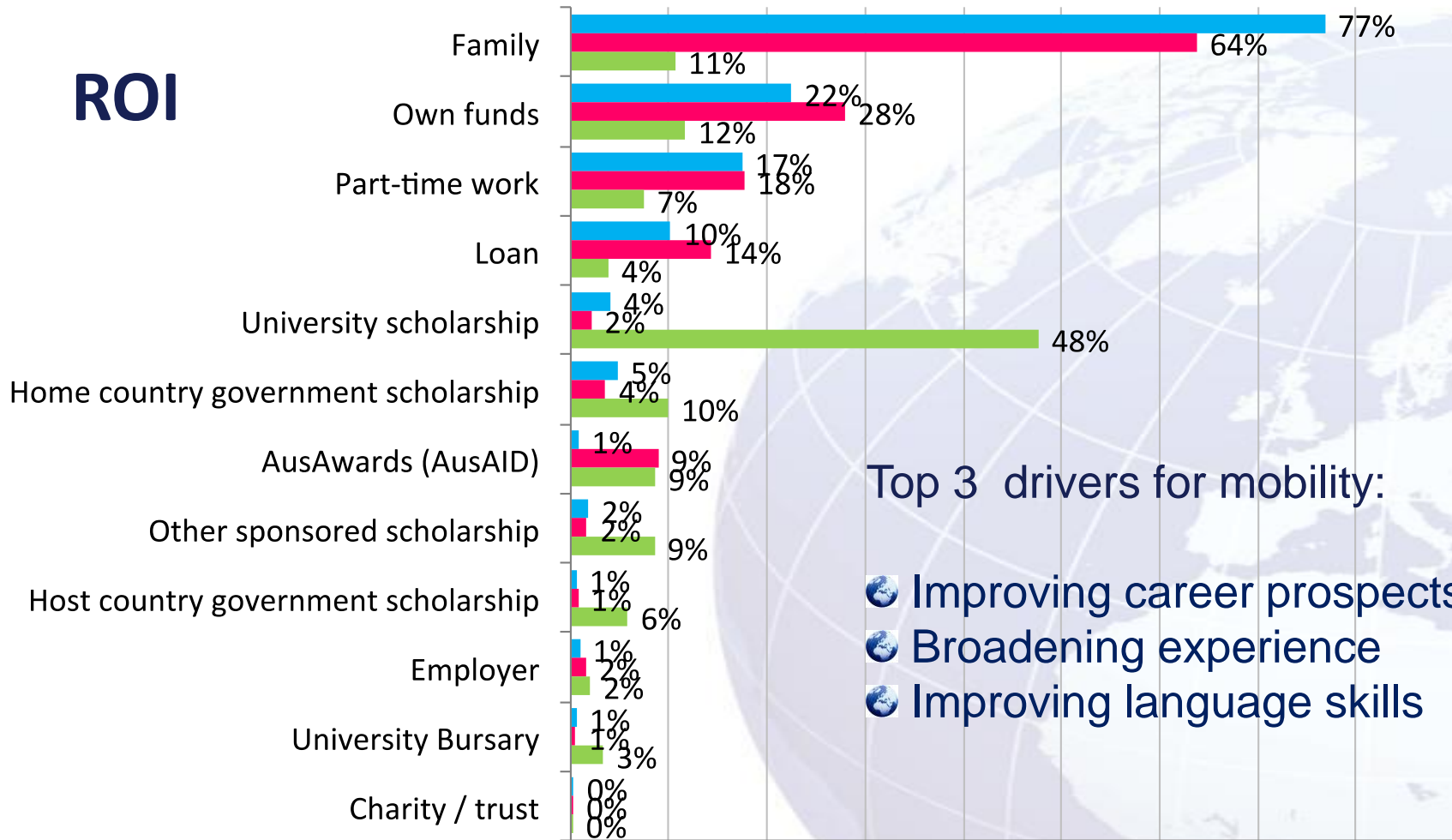
- Deliverables
- About i-graduate
- Questionnaire
- Additional Info

Pre arrival The drivers?



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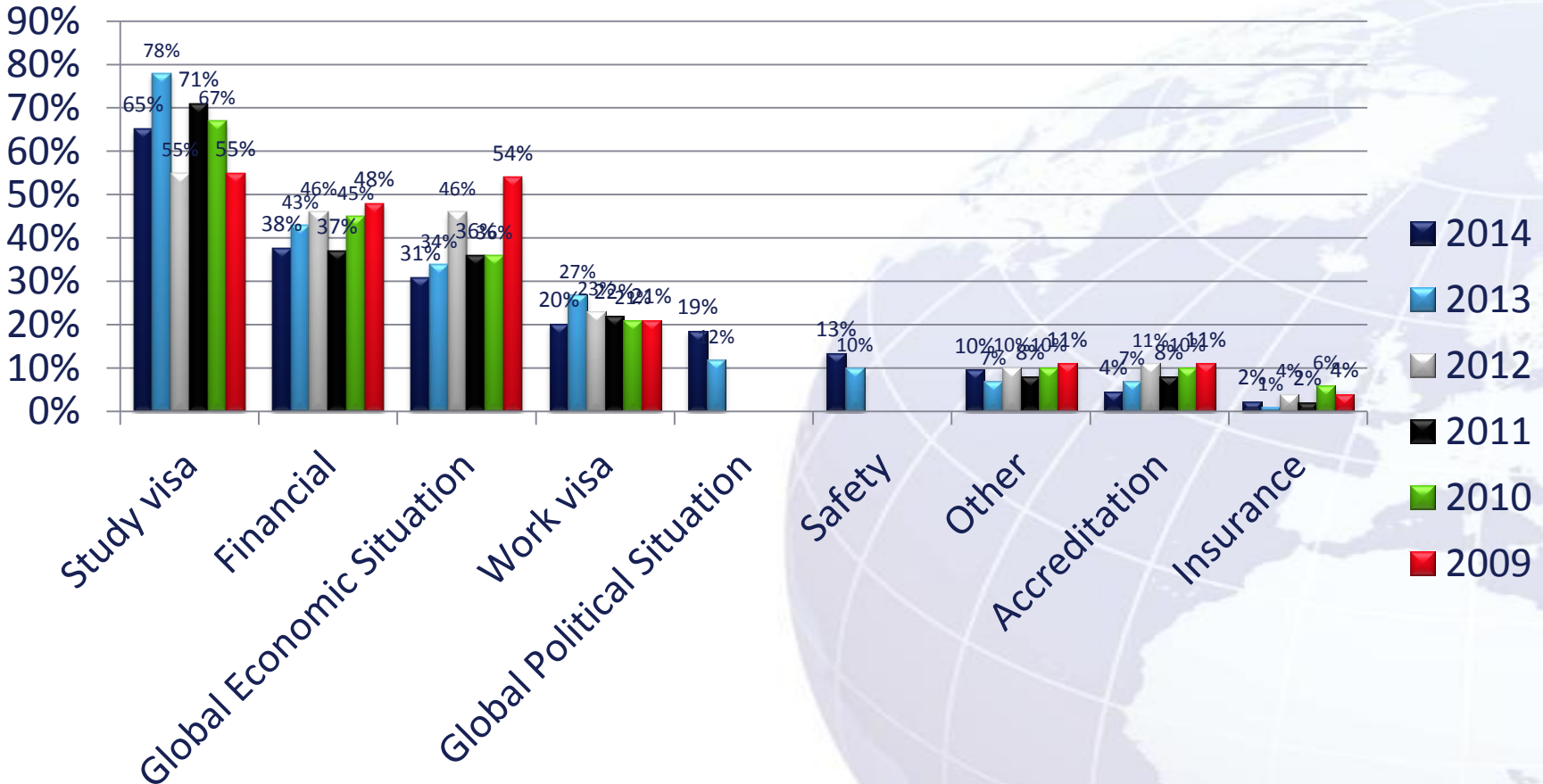
ROI



- Top 3 drivers for mobility:
- Improving career prospects
 - Broadening experience
 - Improving language skills

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Student mobility concerns year-on-year 2009-2014



i-graduate ICEF Agent Barometer

Highlights

- Overall students are satisfied with their experience
- Arrival: overall satisfaction with arrival especially around orientation and welcome. The importance of staff and continuing students.
- Learning: Satisfaction overall. Careers advice emerges as an issue.
- Living: Satisfaction with safety, campus environment, good place to be. Weakness is the cost of living and accommodation (varies). Community integration, internet, transport infrastructure.
- Support: High satisfaction across almost all support elements. Weakness is in career support.

Continuing issues –

- 🌐 Arrival: Internet access and ability to meet domestic students and staff
- 🌐 Learning: Work experience, careers advice (in classroom) and employability – opportunities to teach for PhD students
- 🌐 Living: Increasing dissatisfaction with cost (accommodation & Living) but also the lack of opportunities to earn money to offset high cost. Internet access and host friends continue to be an issue post arrival.
- 🌐 Support: Catering, careers advice outside Aust or NZ.

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Learning



LEARNING AVERAGE

LEARNING OVERALL

Course organisation

Performance feedback

Marking criteria

Employability

Careers advice

Opportunities to teach**

Work experience

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To address

- 🌐 Ratio of int. students from one country (China) neg. correlation with integration
- 🌐 Neg correlation: high int. student ratio & satisfaction with lecture quality

Diversification

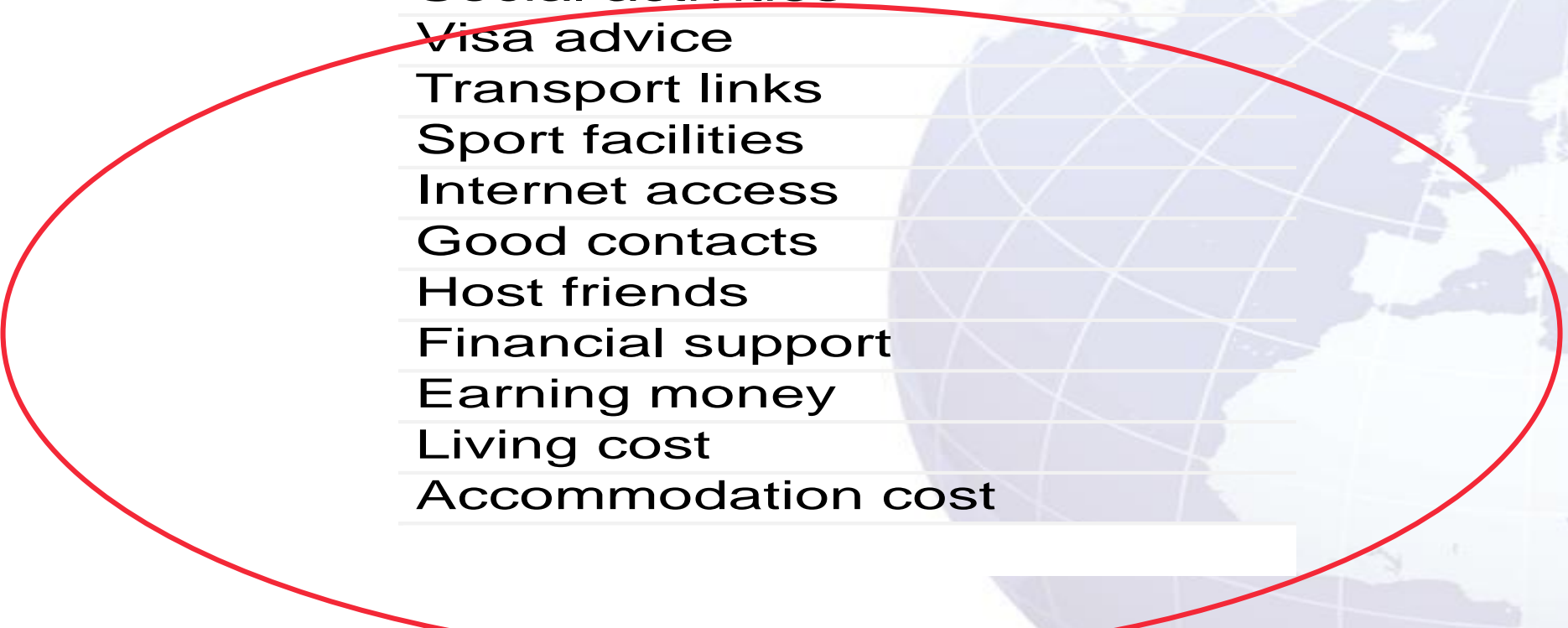
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Living



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- Accommodation quality
- Accommodation access
- Host culture
- Transport links uni
- Social facilities
- Social activities
- Visa advice
- Transport links
- Sport facilities
- Internet access
- Good contacts
- Host friends
- Financial support
- Earning money
- Living cost
- Accommodation cost



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Support



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SUPPORT AVERAGE
SUPPORT OVERALL
Students' Union
Disability Support
Student Advisory
Personal Tutors
Faith Provision
Graduate School**
IT Support
Health Centre
International Office
Counselling
Clubs/societies
Residential Assistants
Finance Office
Accommodation Office
Careers Service
Catering



**Postgraduate students only

*Independent samples t-test, university vs. ISB, significant differences (p<=0.05) are highlighted in pink 29



Summary



Pre arrival. High expectations regarding employment (continuing)

Learning. Expectations re assessment practice, language support, careers advice from teaching staff, practicums, internships, projects, linking theory to practice to employment.

Living. Assistance with part time work, resume builds, personal brand, meeting students and building a network.

Support. High standards are maintained

International employment options, visa “advice”, introductions to employers.

Alumni. Networks, mentors, introductions.

Employment: the ROI



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- “Global employment trends for youth 2013: a generation at risk” ILO
- EU. 5.3 million under age 25 unemployed

The screenshot shows the World Economic Forum website interface. At the top left is the logo for the World Economic Forum. To its right are navigation links: About | Media | Contact | Login | 中文 | 日本語. Below these are larger navigation buttons: Home, Blog, Reports, Events, and Projects. A search bar is visible on the right side. Below the navigation, it indicates 'About 1,800 results (0.19 seconds)' and 'Sort by: Relevance'. Two search results are displayed:

- Youth Unemployment Visualization 2013 | World Economic**
Close to 75 million youth worldwide were unemployed in 2012. Middle East and North Africa (MENA) has the highest **youth unemployment** rate, with about one ...
www.weforum.org/.../youth-unemployment-visualization-2013
- The entrepreneurship answer to youth unemployment -**
Nov 19, 2013 ... She told them, “**Youth unemployment** is a time bomb.” The same day, Pope Francis called **youth unemployment** one of “...the most serious of ...
forumblog.org/.../the-entrepreneurship-answer-to-youth-unemployment/

“Employability is the new black” (Ripmeester, et al)

- ISB 2009 - 13 : 10% increase in importance of employability.
- Other evidence. E.g. The GATE report “Willkommen in Deutschland” (Ripmeester, Pollock, 2013) increasing importance of opportunities for careers & employability in study choice and satisfaction of international students.
- Current international students want to understand
 - What academic studies will bring in a global workplace
 - The value of their degree in the global labor market
 - They look to their HE institution to provide insight.
- The millennial challenge: education providers confronted with a generation of students who consider employability a condition of a successful higher education degree.

An expanding role for support professionals?

Findings

- 🌐 Satisfaction elements differ in their influence on recommendation
- 🌐 No single factors dominate – combination of factors
- 🌐 Learning and academic aspects most important
- 🌐 Support expected to a “standard”
- 🌐 **Perceptions of integration (campus, community, language skills)**
- 🌐 **Preparation for career also very important.**

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🌐 For further information about the Student Barometer contact a member of the i-graduate Research Team (info@i-graduate.org)

🌐 For further details of any of our other research services, please contact Kevin Brett (Kevin.Brett@i-graduate.org)

🌐 International Graduate Insight Group Offices:

Research Centre
Redhill Chambers
2d High Street
Redhill
RH1 1RJ

t +44 (0)207 222 7890
f +44 (0)207 182 7152
info@i-graduate.org
www.i-graduate.org

Mathenesserlaan 255 - NL
3021, HD
Rotterdam

t +31 10 477 6553
f +44 207 182 7152
info@i-graduate.org
www.i-graduate.org

1025 Connecticut Avenue
NW, Suite 1000
Washington, DC 20036

t +1 202 455 0959
f +44 207 182 7152
info@i-graduate.org
www.i-graduate.org