

# Measurement with purpose - turning student experience insights into action

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If there was one thing that you would improve about the international student experience what would that be?



# The International Student Barometer (ISB)

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**The ISB tracks and compares the decision-making, expectations, perceptions and intentions of your international students from application to graduation.**

## It enables you to



make informed decisions to enhance the international student experience.



drive successful recruitment and marketing strategies.



help you to identify whether your international students would recommend you to others.

# The International Student Barometer (ISB)

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## Core questionnaire covers:

- decision making
- arrival / getting started
- learning
- living
- support
- recommendation
- employability
- wellbeing

In 2023 the ISB captured **116,881 international students** and 62,685 domestic students responded from **141 universities in 18 countries**.

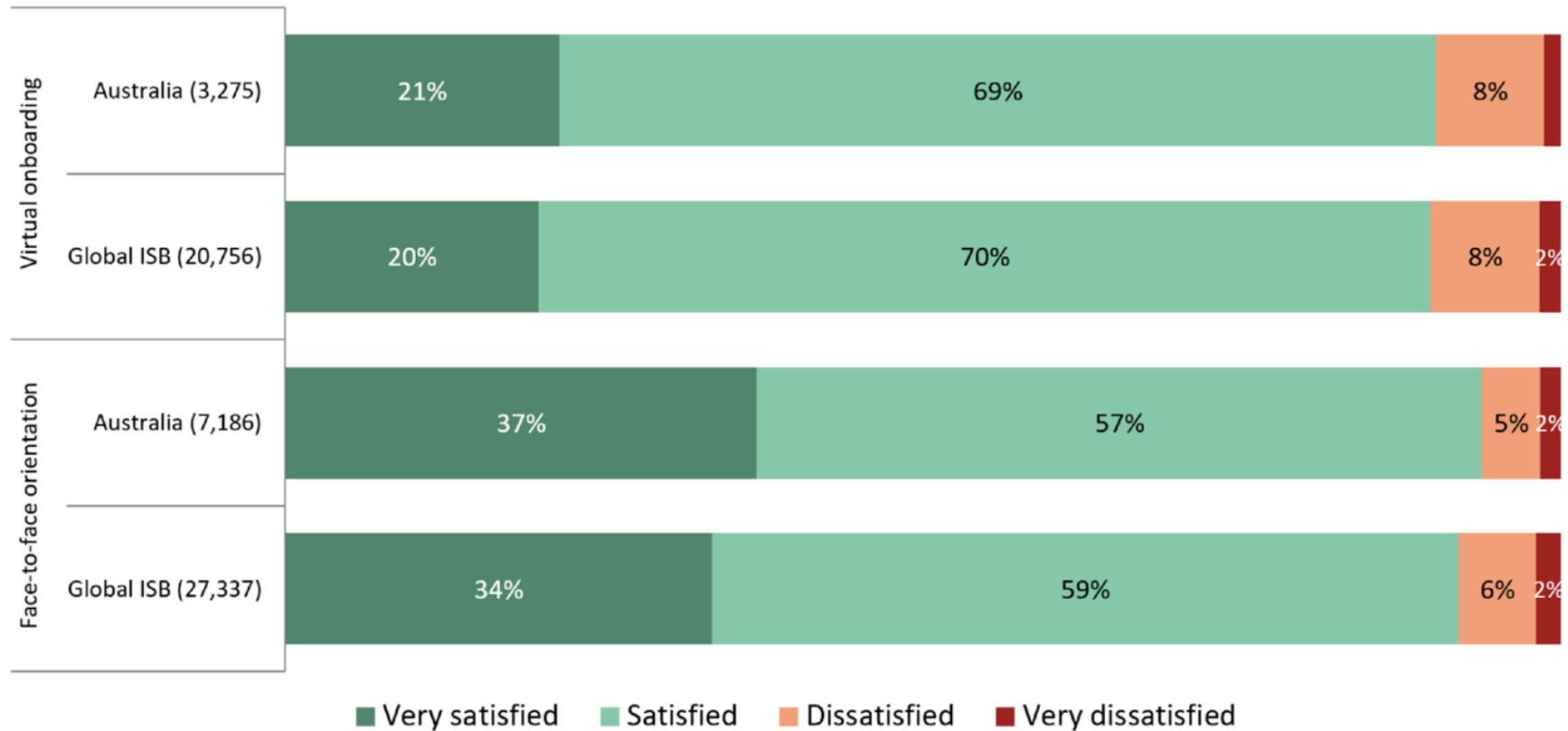
Institution-specific results are compared against comparator groups, national and international benchmarks.

# Australian universities benchmark 2023

State	Universities	Respondents
Victoria	5	7,437
Queensland	7	4,596
Western Australia	3	4,282
New South Wales	7	4,084
South Australia	3	2,815
Other	3	1,598
All	28	24,812

# The ISB compares elements of the student experience

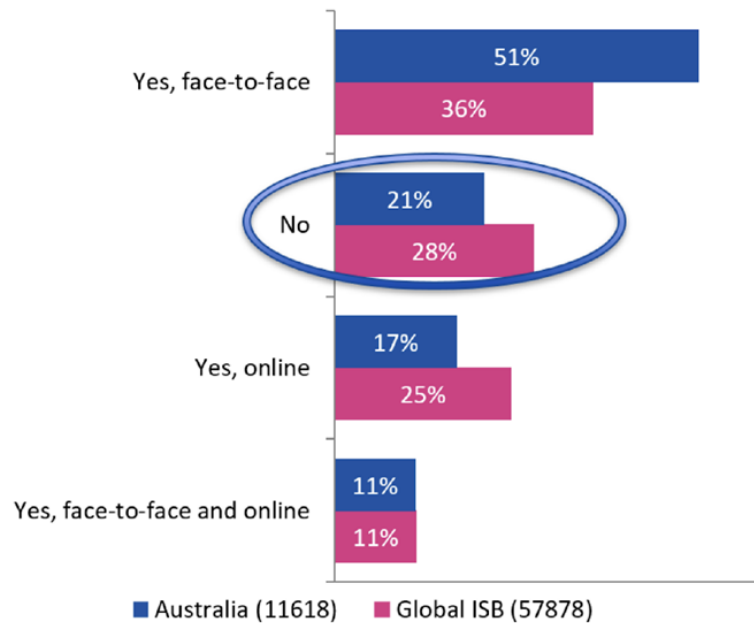
## Orientation program – Satisfaction



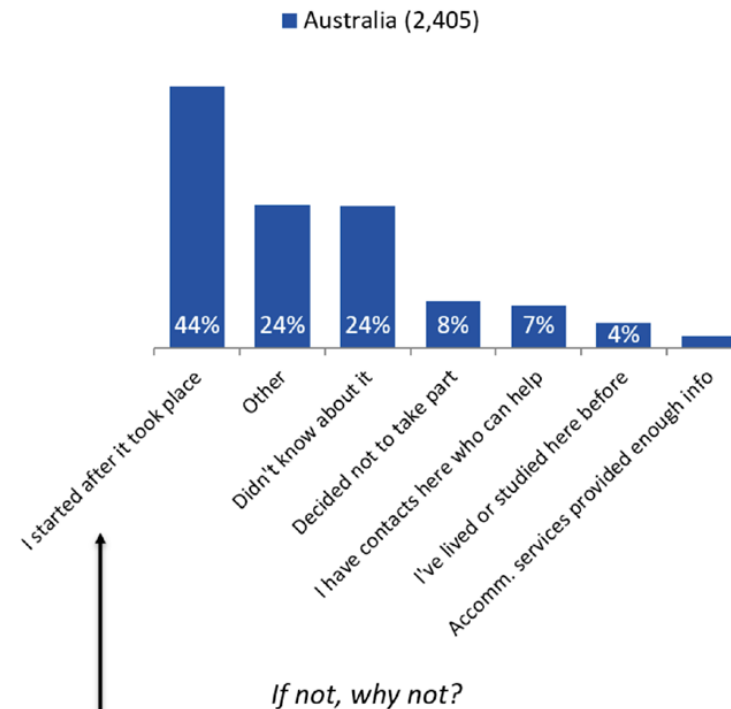
Overall, how satisfied were you with the ORIENTATION PROGRAM?

# The data drills down to the details

## Orientation program



Did you attend / participate in a formal ORIENTATION / ONBOARDING program?



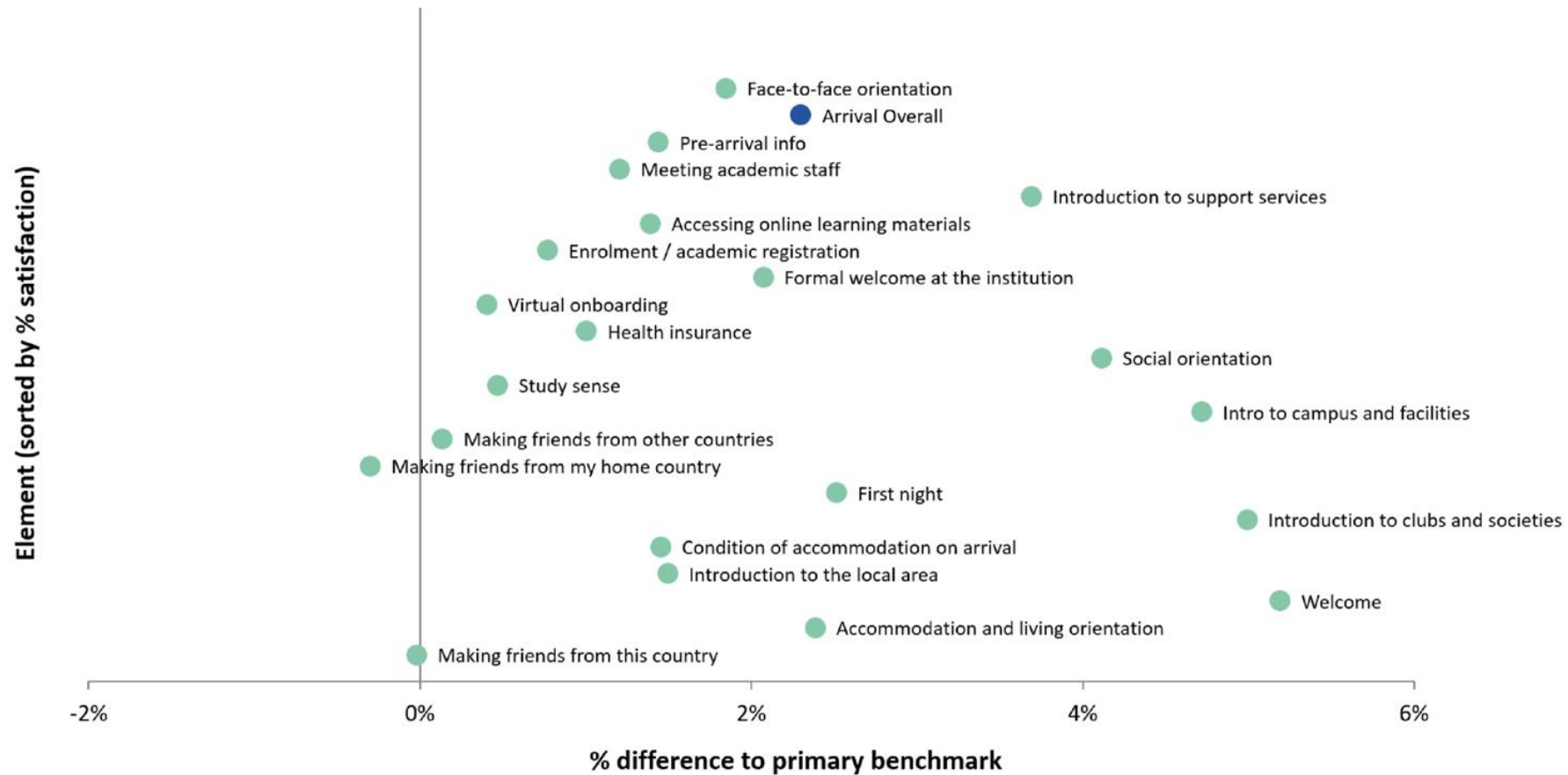
If not, why not?

# Benchmarks different elements of the arrival experience

	Australia		Global ISB	
ARRIVAL AVERAGE	87%	85%	2.0%	
ARRIVAL OVERALL	93%	91%	2.3%	
<b>ARRIVAL</b>				
Pre-arrival info	92%	90%	1.4%	
First night	85%	82%	2.5%	
Condition of accommodation on arrival	83%	81%	1.5%	
Welcome	81%	76%	5.2%	
<b>ORIENTATION</b>				
Face-to-face orientation	94%	92%	1.8%	
Meeting academic staff	91%	90%	1.2%	
Introduction to support services	91%	87%	3.7%	
Accessing online learning materials	91%	89%	1.4%	
Enrolment / academic registration	91%	90%	0.8%	
Formal welcome at the institution	90%	88%	2.1%	
Virtual onboarding	90%	90%	0.4%	
Health insurance	90%	89%	1.0%	
Social orientation	89%	85%	4.1%	
Study sense	88%	87%	0.5%	
Intro to campus and facilities	87%	82%	4.7%	
Making friends from other countries	86%	86%	0.1%	
Making friends from my home country	85%	86%	-0.3%	
Introduction to clubs and societies	84%	79%	5.0%	
Introduction to the local area	82%	81%	1.5%	
Accommodation and living orientation	80%	78%	2.4%	
Making friends from this country	73%	73%	0.0%	

# Maps the relative rating for each element to the global benchmark

## Arrival matrix



# Turning insights into action

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Who is responsible for coordinating the internal response to the ISB results at your institution?



# Challenges –what to do with the data?

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Competing priorities  
for resources

Student experience  
responsibility split  
across multiple  
departments

International team  
workload

No clear action plan  
for the student  
journey stages

Lack of visibility by  
senior leadership

Apathy

Too much  
survey data, not  
enough insights

# How to 'move the needle' on student experience

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Form a collaborative group of people from key responsible areas



Consolidate ISB data with other internal and external survey insights



Prioritise top 3 areas for improvement that will have the most impact ie. connection and a sense of belonging



Identify successful initiatives that have scored highly and/or improved. Acknowledge and celebrate. Do more of what is working well.



Take a whole of student journey approach to improving the student experience from first touch to graduation

# How to 'move the needle' on student experience

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Advocate for the student experience at every available opportunity



Explore digital service delivery solutions that allow for personalised, scalable and meaningful experiences



Include the student voice in solution design



Identify and priorities student experience response initiatives and agree shared KPIs across responsible teams



Clearly define your institution's student experience value proposition

# Student experience drives recruitment and retention



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# Manaakitanga

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Manaakitanga is a behaviour that acknowledges others as having equal or greater importance to you, expressed through aroha (love), hospitality, generosity and mutual respect. By treating others this way all parties are elevated, status is enhanced, and unity is built through humility and the act of giving.



# Questions



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