

International Student & Alumni Satisfaction Survey 2017

Key Findings for Australian and New Zealand Universities

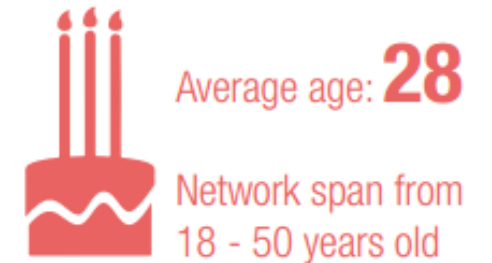
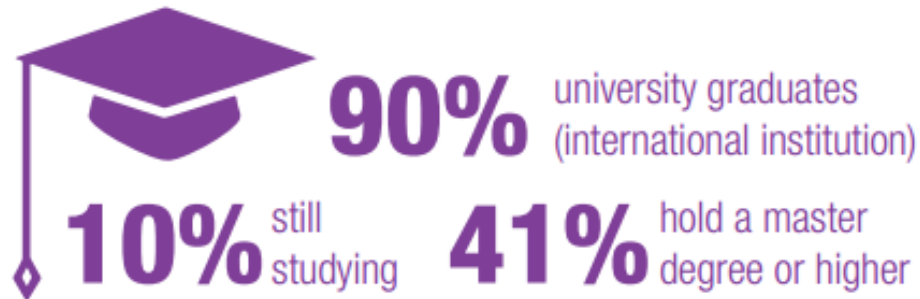


Presented by:
Shane Dillon | Founder | www.ia-jn.com
7th December 2017



IAJN is a social enterprise that connects international students with jobs and internships and engages with industry and events that unite the global community.

IAJN launched in May 2016 and has grown to over **125,000+ members** who have returned to Asia after graduating from universities in Australia, US, UK, Canada and New Zealand.



IAJN connects international education with global employment.



INTERNATIONAL STUDENT & ALUMNI SATISFACTION SURVEY

NOVEMBER 2017

The research covered three areas;

- (1) Employment Data for International Students After Graduation & Currently
- (2) Satisfaction with the Country of Education
- (3) Satisfaction with the University / College Experience

ORIGIN COUNTRY	COUNTRY OF EDUCATION				
	Australia	Canada	New Zealand	UK	USA
China	103	2	0	33	12
Hong Kong	162	3	3	64	11
India	106	0	1	83	22
Indonesia	849	8	20	80	122
Malaysia	1113	35	60	532	277
Singapore	552	5	3	148	42
Vietnam	560	7	40	84	90
Total = 5,232	3,445	60	127	1,024	576

Participant Summary



AGE

18-25 y.o	9%
26-35 y.o	44%
36-50 y.o	41%
Over 50 y.o	6%



GENDER

MALE	FEMALE
58%	42%

98% graduated - 3% current student

ORIGIN COUNTRY

Malaysia	32%
Indonesia	25%
Vietnam	16%
Singapore	16%
Hong Kong SAR	5%
India	3%
China	3%



CURRENT LOCATION

Malaysia	28%
Indonesia	23%
Singapore	19%
Vietnam	14%
Hong Kong	5%
Australia	5%
China	3%
India	2%

Net Promoter Score (NPS) and Driver Importance Analysis methodology was used by Nielsen in the analysis of the survey results. Kruskal Driver Analysis, a linear regression technique, was used to calculate the contribution in percentage of each attribute to the key four variables of overall satisfaction.

The Net Promoter Score (NPS) is a customer loyalty metric originally formulated by Fred Reichheld, Bain & Company and Satmetrix in 2003. It segments customers into three types based on a 0 to 10 scale: passives, detractors and promoters.

- **Detractors** are the least satisfied customers, they may not purchase again and could spread negative word of mouth if something isn't done to improve their experience.
- **Passives** are typically satisfied, but not to the extent that they become loyal. Susceptible to competitors' offers, but will spread neither negative nor positive word of mouth.
- **Promoters** are loyal and enthusiastic customers. They will spread good word of mouth about their experience and can be brand advocates.

The Net Promoter Score (NPS) is calculated by subtracting the percentage of detractors from the percentage of promoters, yielding a score between -100 to 100.



Driver Importance Analysis computes an estimate of the importance of various independent variables in predicting a dependent variable. Most commonly, the dependent variable measures preference or usage of a particular brand, product or service, and the independent variables measure characteristics of this brand, product or service. For example, the dependent variable may be a measure of overall satisfaction and the independent variables may be measurements of satisfaction with fees, customer service, efficiency, etc.

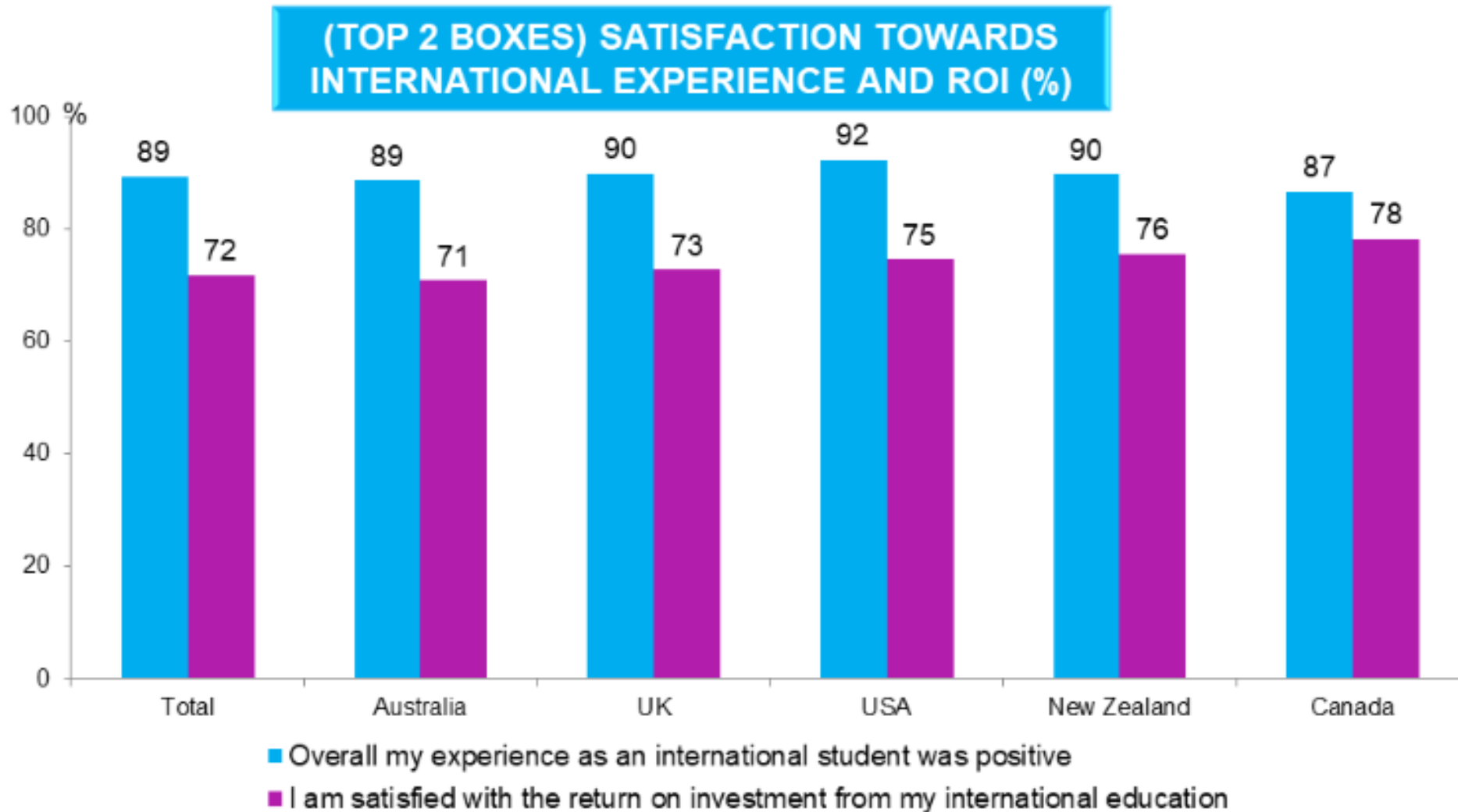
Kruskal Driver Analysis is the average squared partial correlation across all possible permutations of conditional variables, and these scores are then normalized to sum to 100%.

Do International Students and Alumni recommend their university?

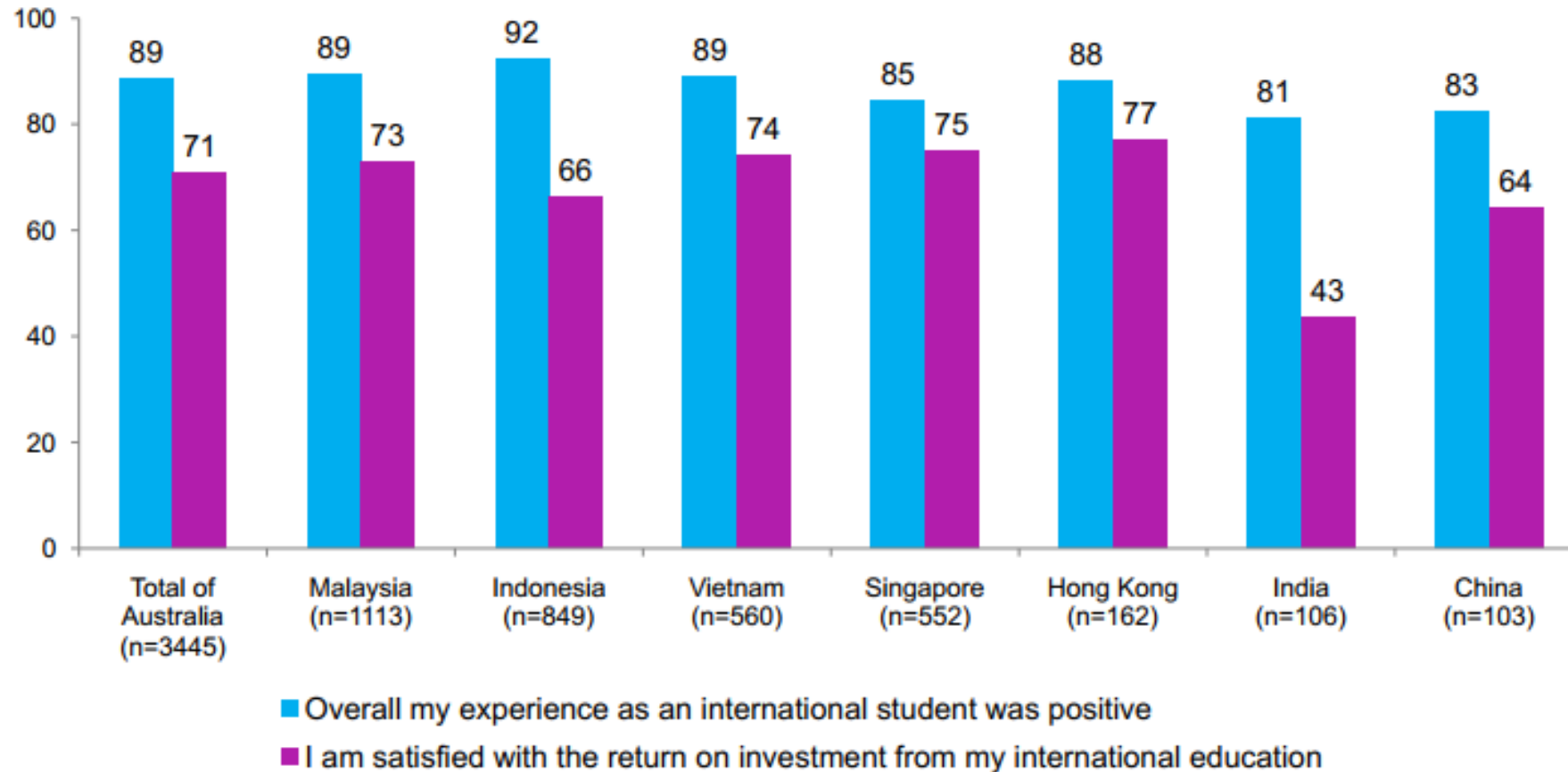
Do International Students and Alumni recommend their country of education?

What are the Key Drivers for this decision to recommend or not recommend?

Overall Experience and Satisfaction with ROI – Global

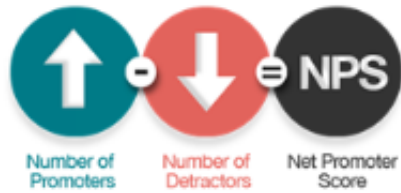


**(TOP 2 BOXES) SATISFACTION TOWARDS
INTERNATIONAL EXPERIENCE AND ROI (%)**

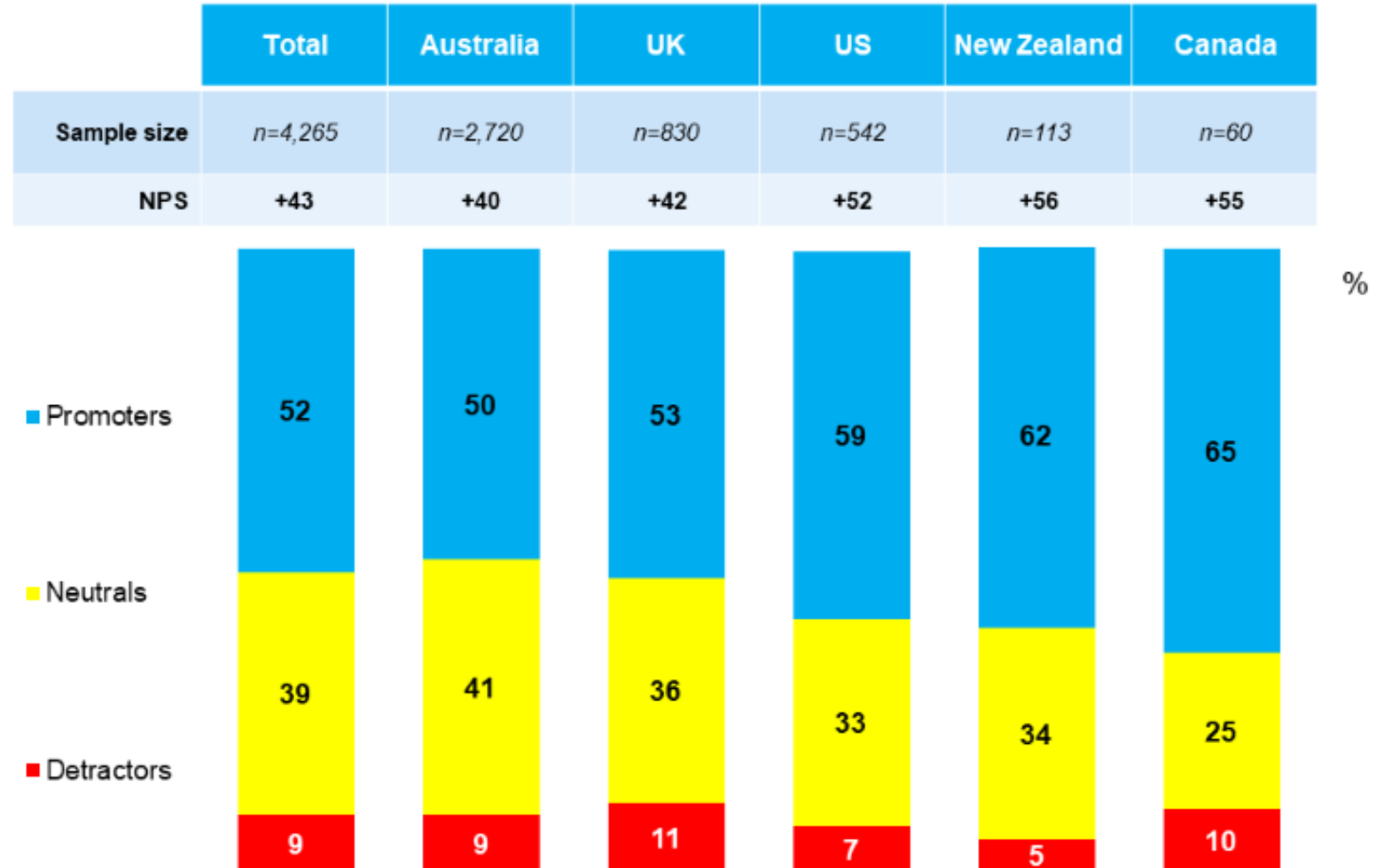


Net Promoter Score (NPS) – Living in Country of Education

The Net Promoter Score (NPS) across all COE towards the experience of living in the destination country.

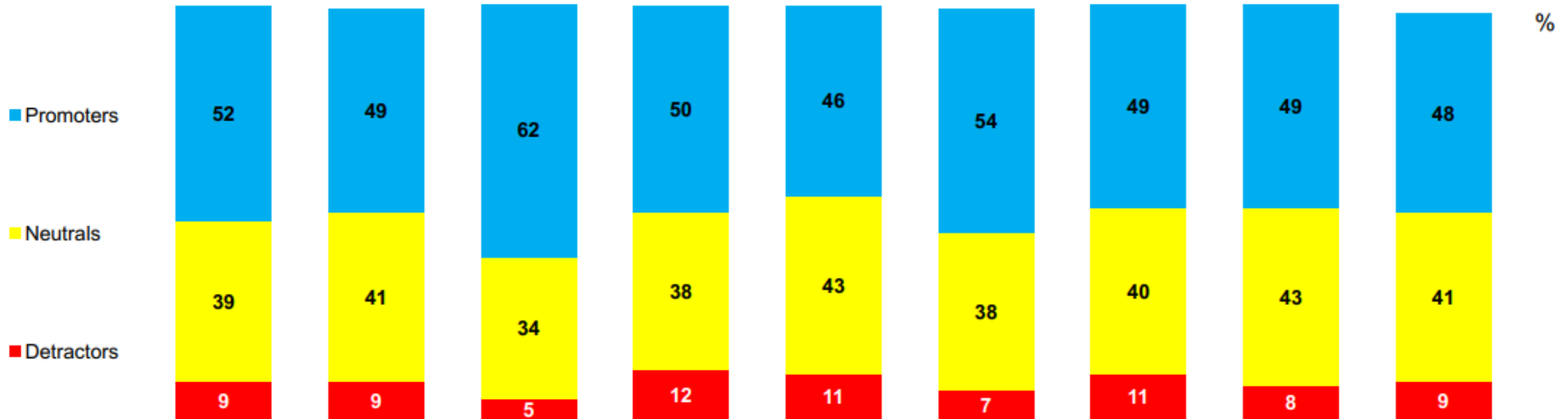


Note: Participants who studied at campuses in Asia or Online were excluded from this section.



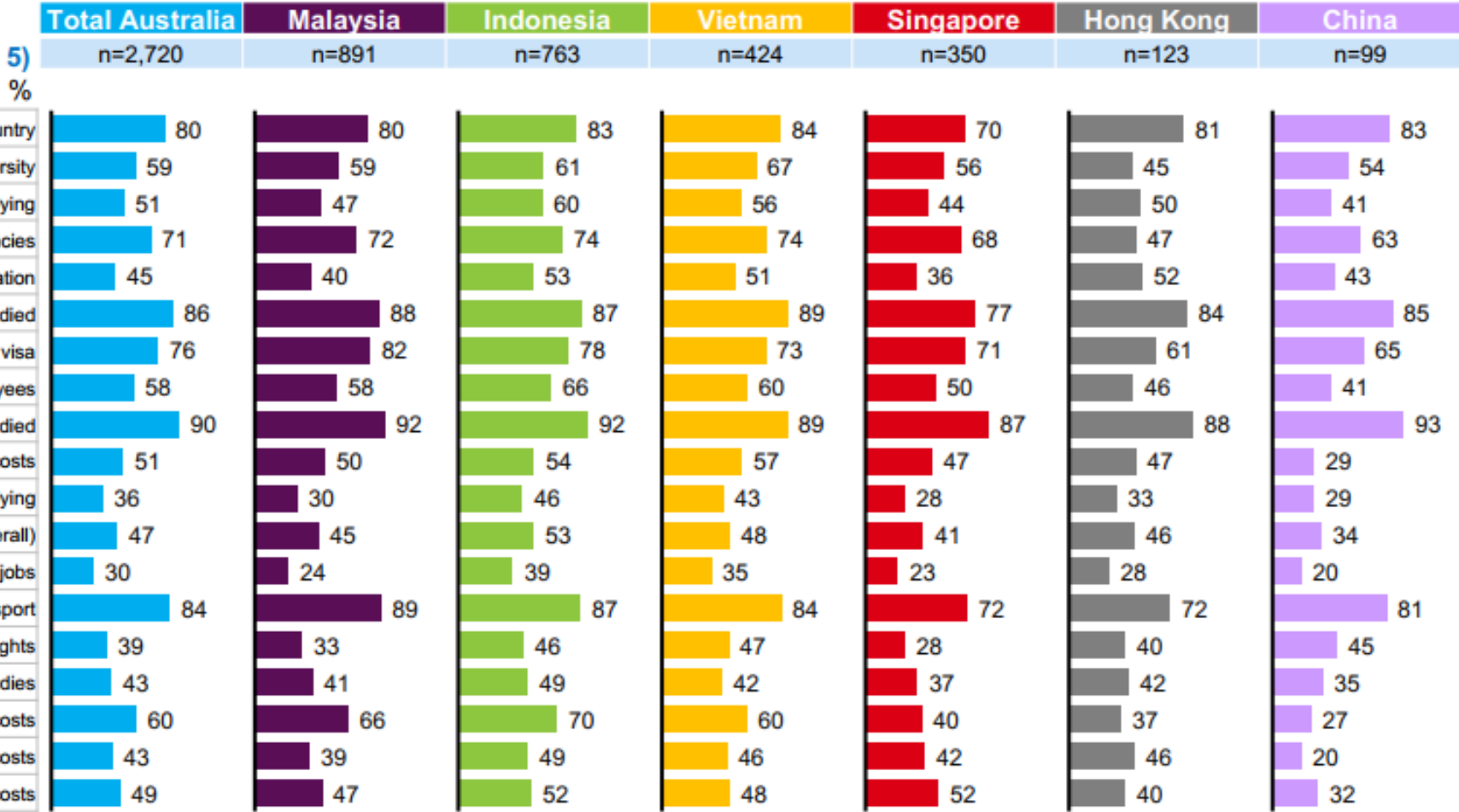
NPS – Living in Country of Education (By State and NZ)

	Global	Australia	New Zealand	Australian Capital Territory	New South Wales	Queensland	South Australia	Victoria	Western Australia
Sample size	n=4,265	n=2,720	n=113	n=122	n=503	n=407	n=217	n=1,060	n=355
NPS	+43	+40	+56	+38	+35	+47	+38	+41	+39



Areas of Satisfaction / Dissatisfaction – Country of Education

TOP 2 BOXES (SCALE 4 + 5)



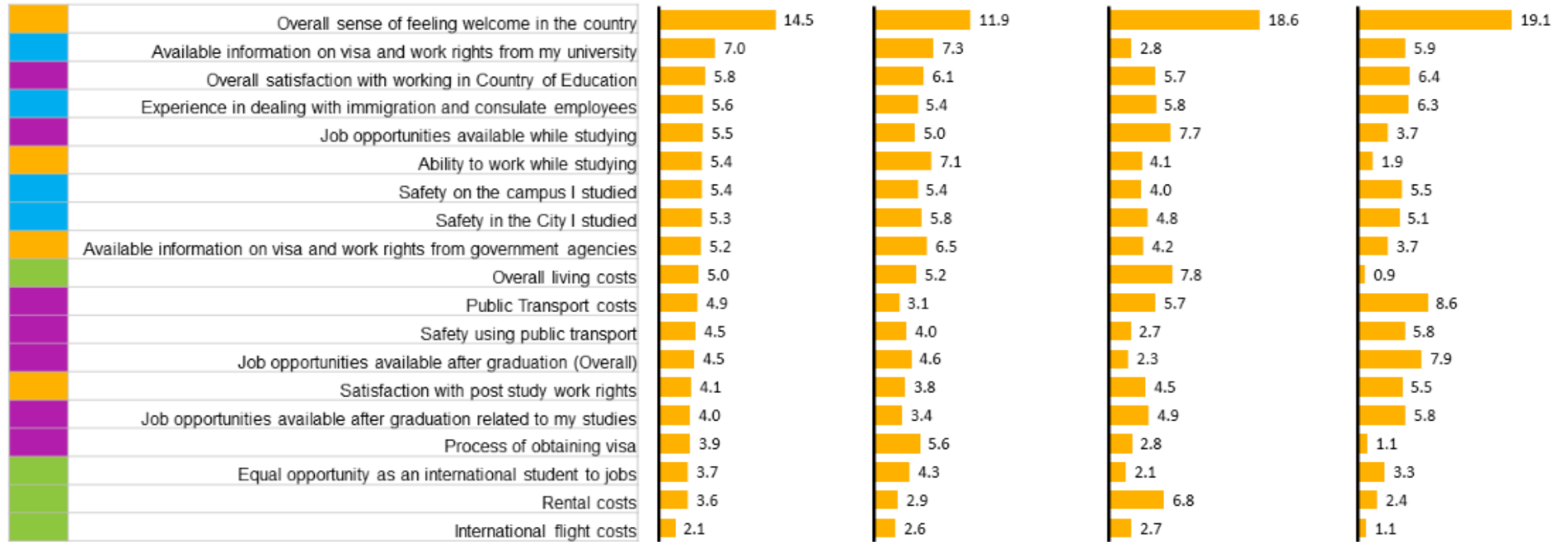
■ Living expenses
 ■ Safety
 ■ Visa & immigration
 ■ Job Opportunity

Percentage (%) of participants who responded with 4. Satisfied or 5. Very satisfied with the sub variable.

Kruskal Driver Analysis – Country of Education



Percent of Contribution to Decision to Recommend



R-Square

21%

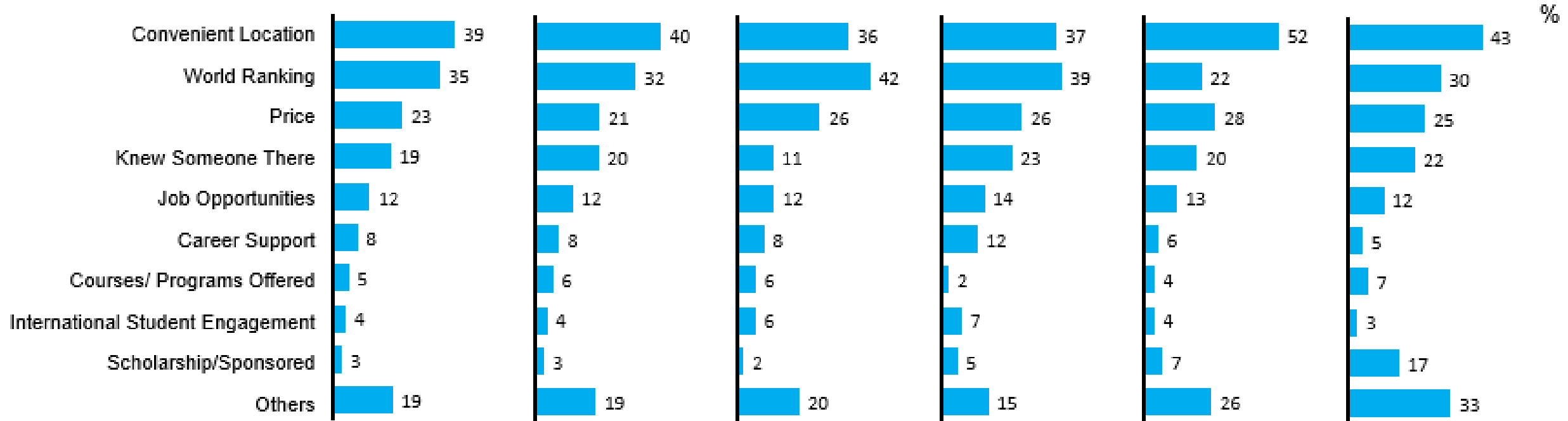
25%

14%

22%

Reasons to Choose University and Country of Education

Total	Australia	UK	US	New Zealand	Canada
<i>n=5,232</i>	<i>n=3,445</i>	<i>n=1,024</i>	<i>n=576</i>	<i>n=127</i>	<i>n=60</i>

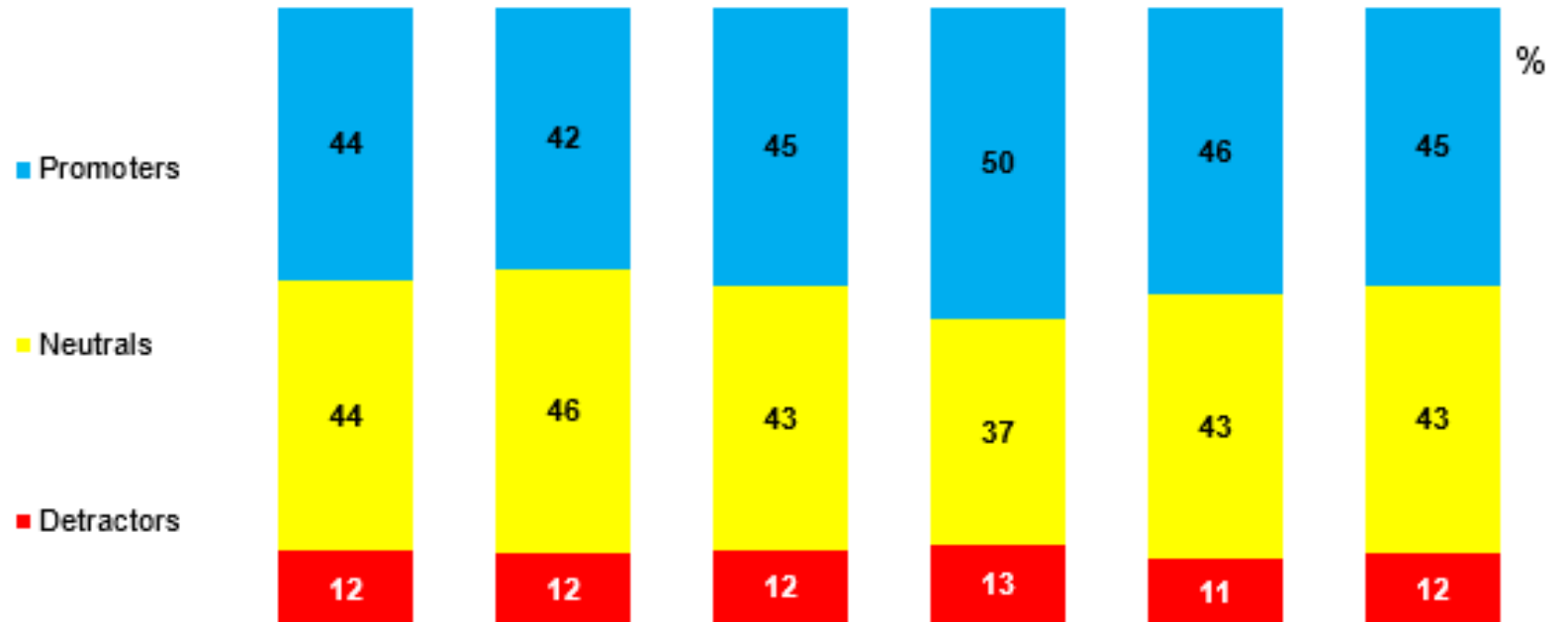


Net Promoter Score (NPS) – University

The Net Promoter Score (NPS) across all COE towards the university or college attended.

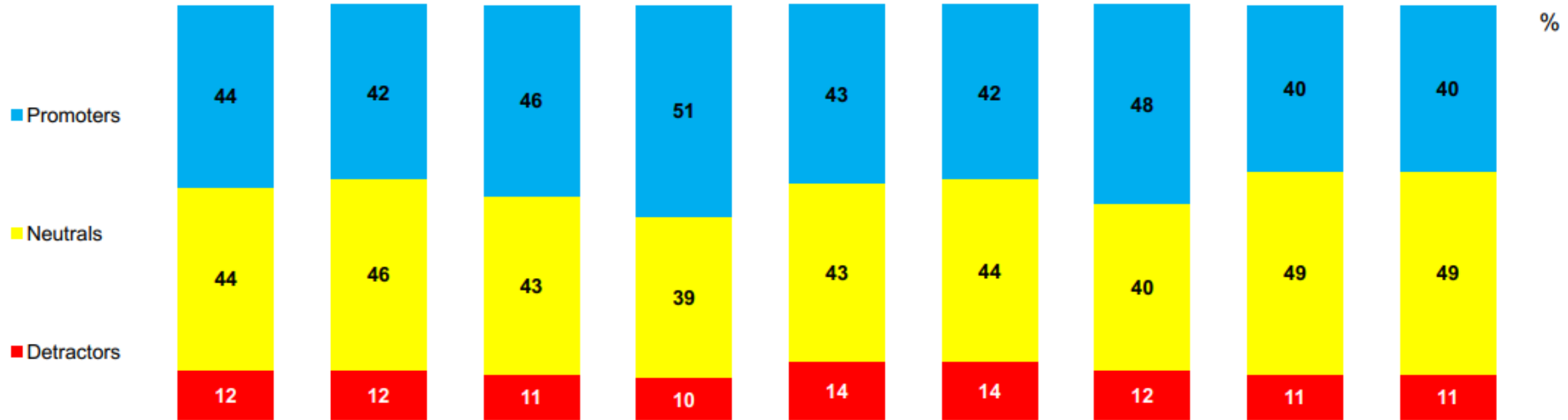


	Total	Australia	UK	US	New Zealand	Canada
Sample size	n=5,232	n=3,445	n=1,024	n=576	n=127	n=60
NPS	+32	+30	+33	+37	+35	+33



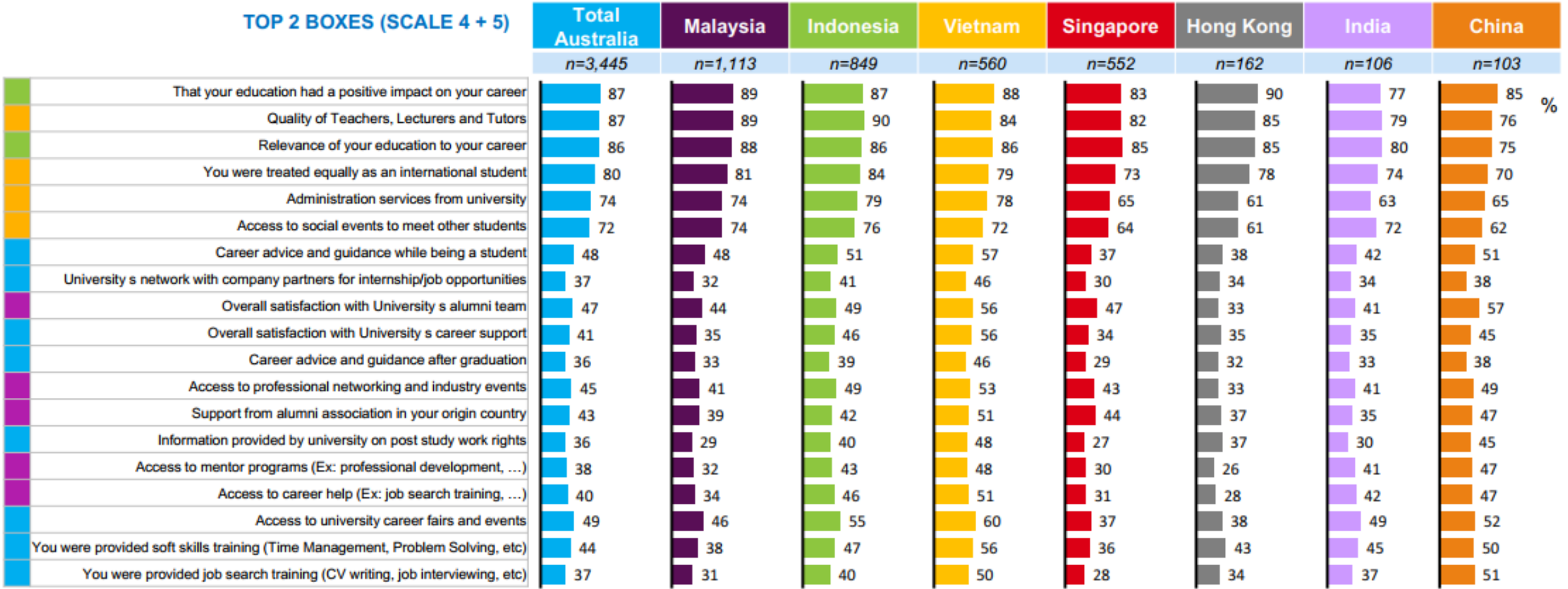
Net Promoter Score (NPS) – University

	Global	Australia	New Zealand	Australian Capital Territory	New South Wales	Queensland	South Australia	Victoria	Western Australia
Sample size	n=5,232	n=3,445	n=127	n=134	n=594	n=546	n=277	n=1,354	n=473
NPS	+32	+30	+35	+40	+29	+28	+36	+29	+29



Areas of Satisfaction / Dissatisfaction – University

TOP 2 BOXES (SCALE 4 + 5)



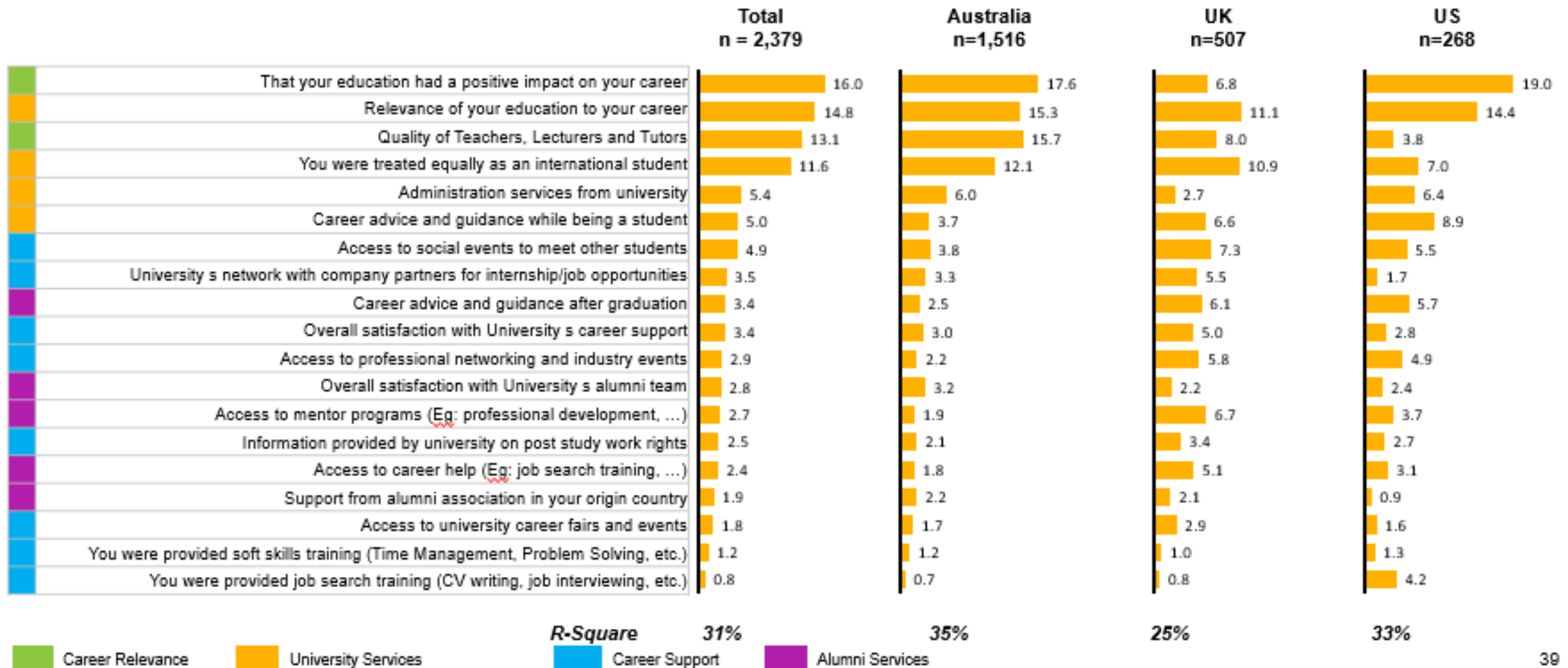
■ Career relevance

■ University service

■ Career support

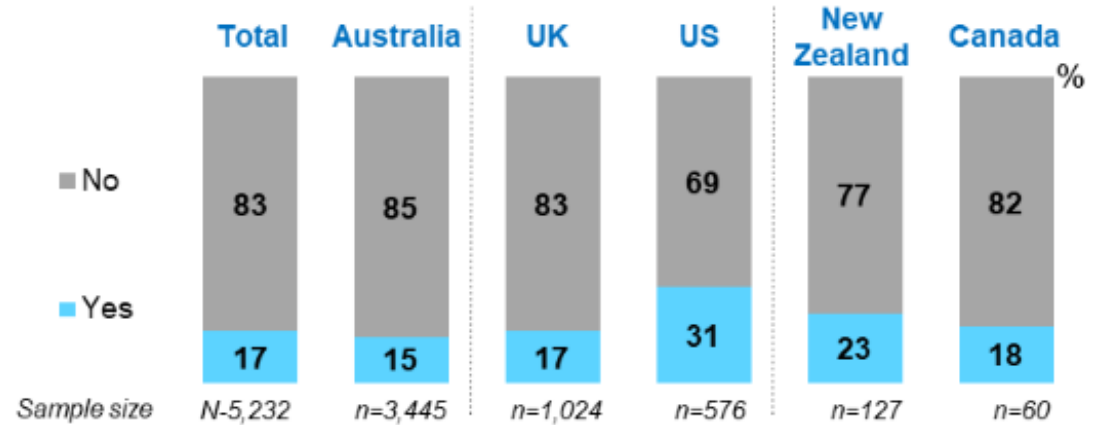
■ Alumni service

Percent of Contribution to Decision to Recommend

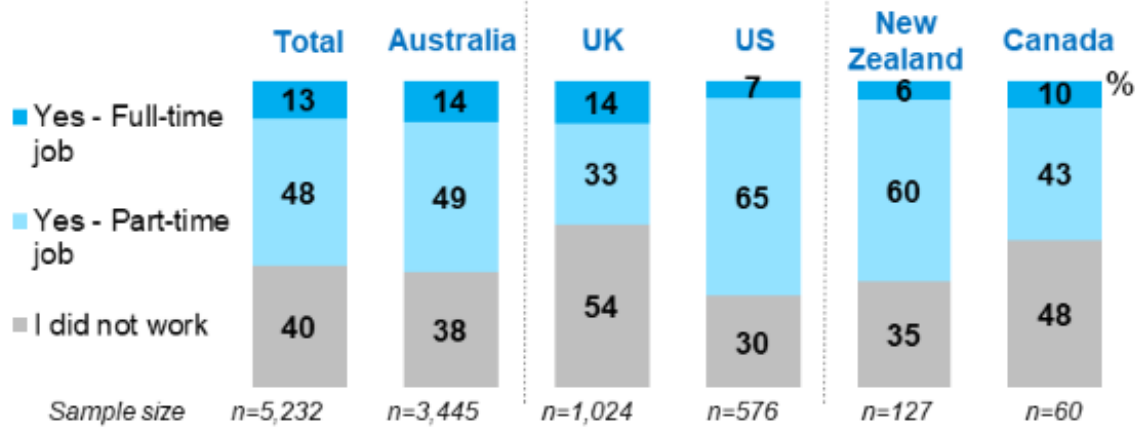


- Most international student alumni did not participate in their school internship program, except in the US.
- Among COE, approximately half of international student alumni in the UK and Canada did not work while studying. Most of international student alumni who had jobs were part-time workers, notably in the US and New Zealand. International student alumni in Australia and UK could find more full-time jobs than other CoE.
- On average, only one-third of international student alumni received support from university to find a job while studying. Meanwhile, about half of international student alumni who studied in the US and Canada received support from their school.

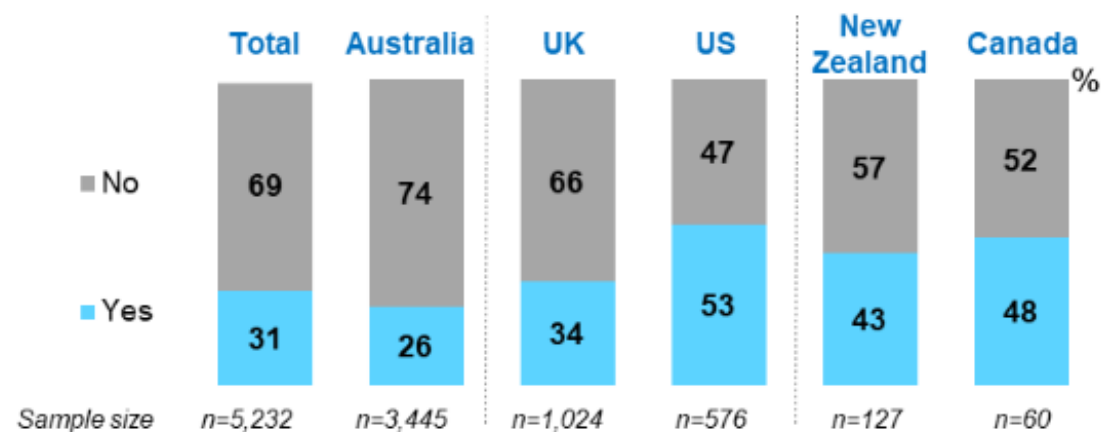
Internship program participation



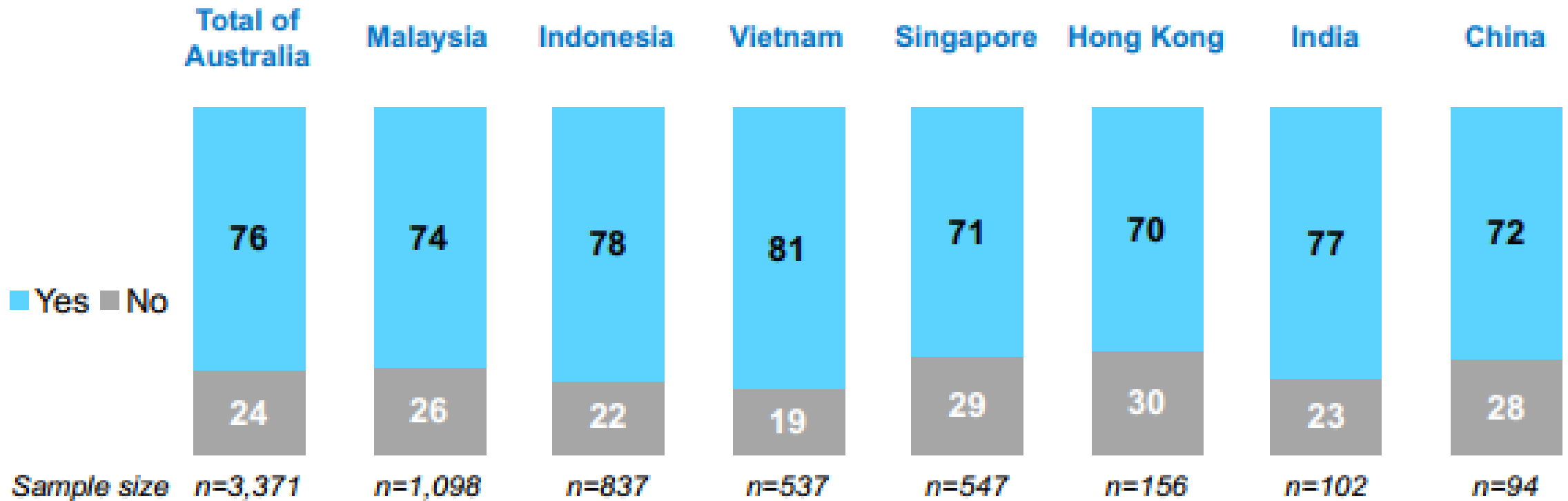
Job during studying



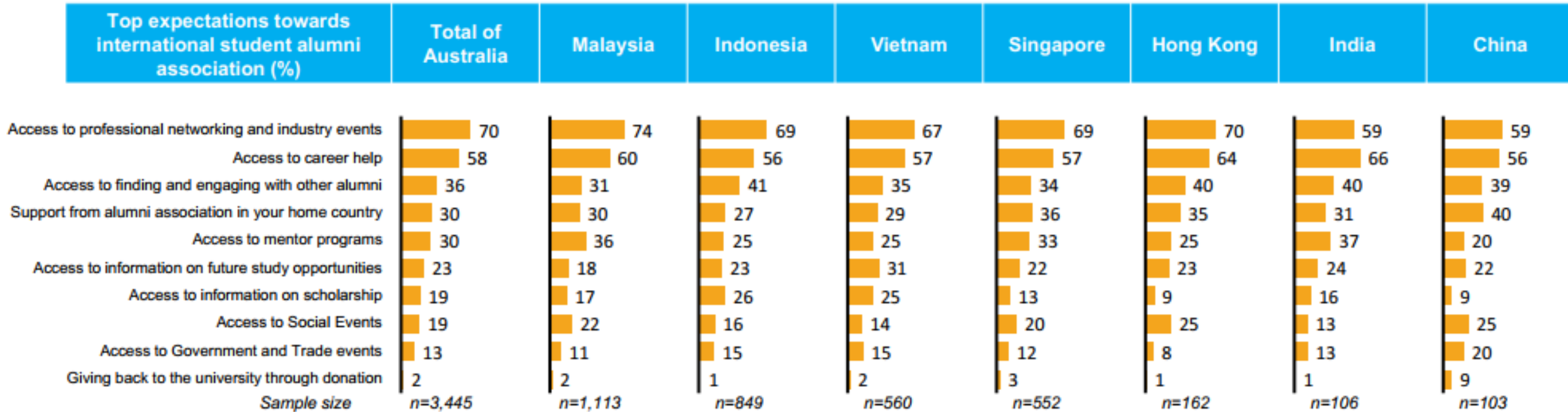
Support from university to find a job



Alumni association registration (%)



What Do International Student Alumni Want?



- The majority of international student and alumni were satisfied with the overall experience as international students with 89% reporting in the top two boxes of satisfaction. (Scale 1 to 5)
- A lower percentage were satisfied with the return on investment from their international education with 72% reporting in the top two boxes of satisfaction.
(Scale 1 to 5)
- Overall Malaysian students were most satisfied with the return on investment of their education with a mean score of satisfaction 4.07 out of 5.
- Overall Indian students with the most unsatisfied with the return on investment with a mean score of satisfaction 3.27 out of 5. Students who studied in Canada were the most satisfied with the return on investment of their education with a mean score of 4.12 out of 5.
- Students who studied in Australia scored the lowest on satisfaction with the return on investment of their education with a mean score of 3.96 out of 5.
- Most important variables to student satisfaction;
 - That your education had a positive impact on your career
 - Relevance of your education to your career
 - Overall sense of feeling welcome in the country
 - Available information on visa and work rights from university

- The Net Promoter Score (NPS) across all COE showed US (52), Canada (55) and New Zealand (56) were significantly higher than Australia (40) and the UK (42).
- The country with the most Promoters was Canada (65%) followed by New Zealand (62%) and the USA (59%). While Australia (50%) and the UK (53%) scored the lowest for Promoters.
- The country with the most Detractors UK (11%), Canada (10%) followed by Australia (9%), USA (7%) and New Zealand (5%).
- For the NPS of individual universities all countries scored much similar results with Promoters USA (50%) , New Zealand (46%), Canada (45%), UK (45%) and Australia (42%) with all countries scoring between 11~13% for Detractors for individual university.
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- This is further reflected in the expectation from international students on alumni services being focused around **professional networking** and **career support**.
- Overall students had a positive experience while studying as international students with a lower level of satisfaction when it comes to the return on investment from the costs involved.
- An obvious outcome of the research is the different approach from North American universities when it comes to employment support for international students. USA and Canadian universities scored significantly higher when it comes to support from the university in finding employment for international students.

Shane Dillon | Founder | IAJN | www.ia-jn.com

✉: shane@ia-jn.com

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