

Your finger on the pulse of student and stakeholder opinion

The Student Experience

What's the deal?

A few home truths... and some international ones

Insights from the Student Barometer™ and related studies 2008/9

William Archer, Director, i-graduate
HEPI Student Experience Conference
The Royal Society, London. 6 May 2009

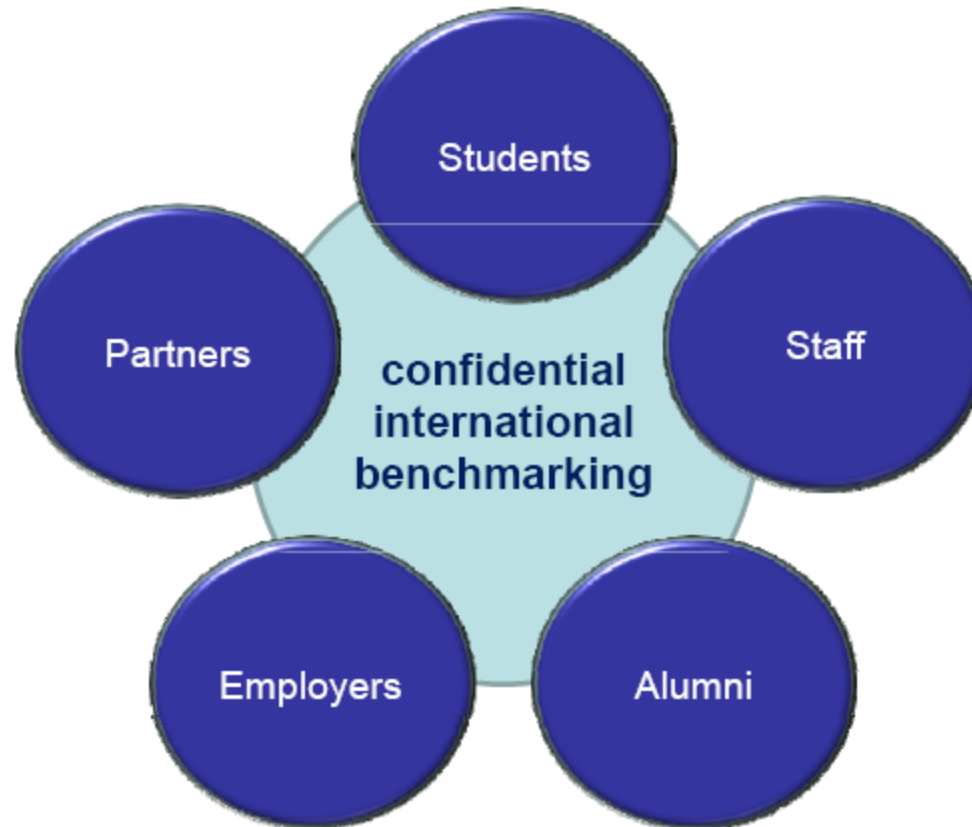
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i-graduate are keen to work with all of our partners to maximise the use of the research. Please don't hesitate to contact us to further understand this research and how it may be applied within your institution or organisation.

The International Graduate Insight Group

“Working in partnership with institutions, to enable positive change through comparative insights”



The student voice?

- “The staff here have over inflated egos, treat students as if they're ignorant children, and act as if 5 minutes of their time is an enormous request. Those at the top already have it figured out, they couldn't possibly learn anything from the students.
- Too bad the old men with white hair and egos the size of the U.S. military budget are unwilling to open themselves up to critique and feedback on a continual basis. Until they understand that their careers depend on the people that they serve and that what students think matters, you'll always have a difficult time”
- Postgraduate student, United States

The International Graduate Insight Group (i-graduate)

- Using student and stakeholder insight as a management tool
 - A 'finger on the pulse' for policy makers and educators
 - Risk management for higher education
-
- Working with over 400 education institutions
 - Feedback from more than 450,000 international students of 190 nationalities

Engaged in Belgium, Denmark, Estonia, Ireland, Netherlands, UK, South Africa, China, Singapore, Hong Kong, Australia, New Zealand, Brazil, United States

- The International Student Barometer™
- The International Alumni Barometer™
- The University Careers Barometer™
- The Transnational Barometer™
- The Employer Barometer™
- The Agent Barometer
- StudentPulse™

The PostDoc Barometer™

What's the deal?

- Perception and Reality
- Expectation and Experience
- The spectrum of satisfaction
- From one-off / on-off to a dialogue
- Investors in education / partners in learning... and consumers
- Life-changing, transformative, irreversible

What's the deal and what has changed? New realities in the student experience

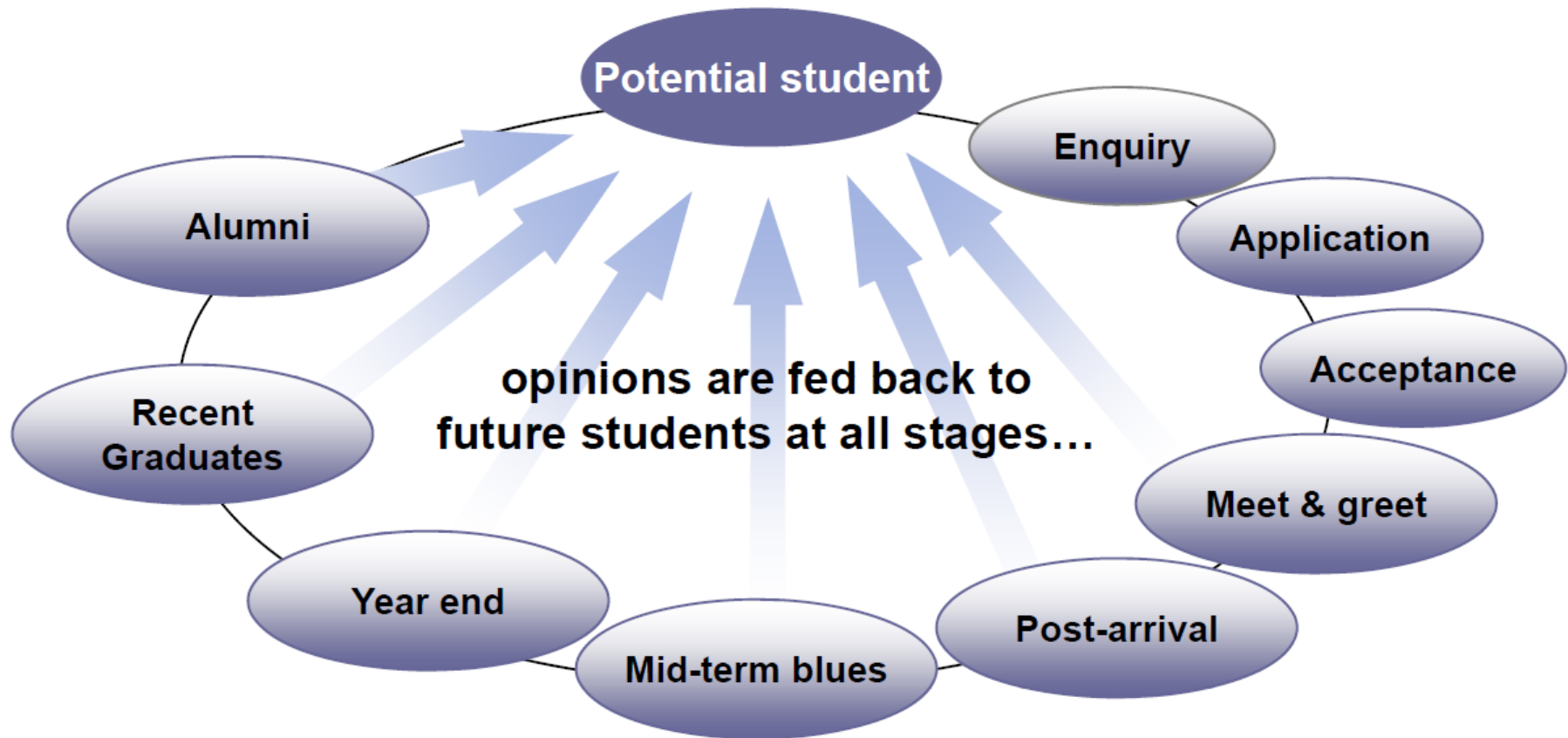
- Instant, constant communications
 - Who waits until the end of their studies?
- The New Consumer
 - Gen X, Gen Y, Gen Z, Gen Me, My Gen...
- The New Service Culture – study in context
 - Satisfaction guaranteed, 24-7 service, constant feedback
- The Payback Culture
 - High expectations of employment
- Accountability
 - Who's to blame?



Today higher education is a 360° experience

What's the deal? New realities in the student experience

Megatrends



Today's students now determine tomorrow's success

International Student BarometerTM - UK Founders' Group, 2005



(Summer 2006)



RGi



Context

ISB



UNIVERSITY OF
BIRMINGHAM



Brunel
UNIVERSITY
WEST LONDON



UNIVERSITY
of
GLASGOW



MANCHESTER
1824



UNIVERSITY OF
NEWCASTLE UPON TYNE



NOTTINGHAM
TRENT UNIVERSITY



University of London



OXFORD
BROOKES
UNIVERSITY



US
University
of Sussex



RGi

THE UNIVERSITY OF
WARWICK



The University of Reading

2007



Universiteit Utrecht



Hanzehogeschool Groningen



Royal Welsh College of Music & Drama
Coleg Brenhinol Cerdd a Drama Cymru



DUNDEE



THE UNIVERSITY OF HULL



JOHANN WOLFGANG GOETHE
UNIVERSITÄT
FRANKFURT AM MAIN



ERASMUS UNIVERSITEIT ROTTERDAM



Universiteit Leiden
The Netherlands



Universiteit Maastricht



university of
 groningen



TU Delft



WAGENINGEN UNIVERSITY
WAGENINGEN UR



Yale



UNIVERSITY OF
Cincinnati



WRIGHT STATE
UNIVERSITY



PENN STATE

UNIVERSITY OF
DAYTON



UNIVERSITY OF
BATH



SOAS
University of London

Royal Holloway
University of London



Queen Mary
University of London



University of Essex



Durham
University



UNIVERSITY OF
EXETER



US
University of Sussex



Goldsmiths
UNIVERSITY OF LONDON



UNIVERSITY OF
SURREY



Loughborough
University



University of
Reading



UEA
NORWICH



THE UNIVERSITY OF
WARWICK

Imperial College
London



UNIVERSITY OF
CAMBRIDGE



KING'S
College
LONDON



University of
BRISTOL



THE UNIVERSITY OF
EDINBURGH



UNIVERSITY OF OXFORD



Anglia Ruskin
University



uclan



Coventry
University



GLASGOW
CALEDONIAN
UNIVERSITY



Middlesex
University



LONDON SOUTH BANK
UNIVERSITY



University of Westminster



University of Bolton

Kingston University London



leeds metropolitan university



UNIVERSITY OF
LEEDS



MANCHESTER
1824
The University of Manchester



UNIVERSITY OF
LIVERPOOL



University of Glasgow



CARDIFF
UNIVERSITY
PRIFYSGOL
CAERDYDD



The University of
Sheffield.



The University of
Nottingham



Newcastle
University



Queen's University
Belfast



University of Southampton



University of
Portsmouth



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Bournemouth
University

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JMU
Liverpool



UNIVERSITY OF
LINCOLN



northumbria
UNIVERSITY
great learning great experience great future



University of Wales,
Newport



UH
University of
Hertfordshire



PRIFYSGOL
ABERYSTWYTH
UNIVERSITY



dmu.ac.uk
DE MONTFORT
UNIVERSITY
LEICESTER



UWIC
Cardiff's metropolitan university
prifysgol metropolitan Caerdydd



Sheffield
Hallam University
SHARPENS YOUR THINKING



Manchester
Metropolitan
University



UNIVERSITY OF
GLAMORGAN
PRIFYSGOL
MORGANWG



University of
Strathclyde
Glasgow



UNIVERSITY OF WALES
BANGOR



ASTON
UNIVERSITY



UNIVERSITY OF
SALFORD
University of Salford
A Greater Manchester University

University of Brighton



NEWI
North East Wales
Institute of Higher Education
Athrofa Addysg Uwch Gogledd Ddwyrain Cymru

Participating institutions, Summer Wave 2008

UK		EU (non-UK)	
University of Aberdeen	Loughborough University	Aalborg Universitet	Nordjyllands Erhvervsakademi
Aberystwyth University	London South Bank University	Århus Universitet	Nordjysk Musikkonservatorium
Anglia Ruskin University	University of Manchester	Arkitektskolen i Aarhus	Roskilde UniversitetsCenter
Aston University	Middlesex University	Copenhagen University College of Engineering	Rytmisk Musikkonservatorium
Bangor University	Manchester Metropolitan University	Danmarks Biblioteksskolen	Syddansk Erhvervsakademi
University of Bath	Napier University	Danmarks Designskole	Syddansk Universitet
Birmingham City University	Newcastle University	Danmarks Medie og Journalisthøjskole	University College Copenhagen
University of Bolton	University of Wales, Newport	Den Flerfaglige Professionshøjskole	University College Lillebaelt
Bournemouth University	University of Northampton	Den Grafiske Højskole	University College Sealand
University of Brighton	Northumbria University	Designskolen Kolding	University College South
University of Bristol	University of Nottingham	Det Danske Erhvervsakademi	VIA University College
Brunel University	Nottingham Trent University	Det Fynske Musikkonservatorium	K. U. Leuven
University of Cambridge	University of Oxford	Det Jyske Musikkonservatorium	UC Louvain
Cardiff University	University of Plymouth	Det Kgl. Danske Kunstakademi, Konservatorskolen	Universiteit van Amsterdam
Coventry University	University of Portsmouth	Det Kgl. Danske Musikkonservatorium	Delft University of Technology
De Montfort University	Queen Mary, University of London	DTU - Danmarks Tekniske Universitet	Erasmus University of Rotterdam
Durham University	Queens University Belfast	Engineering College of Aarhus	University of Groningen
University of East London	University of Reading	Erhvervsakademi Århus	Hanzehogeschool Groningen
University of East Anglia	Royal Holloway University of London	Erhvervsakademi E55	Hogeschool INHOLLAND
University of Edinburgh	University of Sheffield	Erhvervsakademi Midtvest	Leiden University
University of Essex	Sheffield Hallam University	Erhvervsakademi Øresund/København Nord	UniversiteitMaastricht
University of Exeter	SOAS	Erhvervsakademi Roskilde	Tilburg University
University of Glasgow	University of Stirling	Erhvervsakademi Storstrøm	Wageningen University
Glasgow Caledonian University	University of Strathclyde	Erhvervsakademi Vest	UC Cork
Goldsmiths College UoL	Study Group	Erhvervsakademi Vestsjælland	
Heriot-Watt University	University of Surrey	ErhvervsAkademiet Fyn	
University of Hertfordshire	University of Sussex	Erhvervsakademiet København	
Imperial College London	University of Teesside	Erhvervsakademiet København (Kbh Tekniske Skole)	
Kings College London	Thames Valley University	Handelshøjskolen i København	
Kingston University	University College London	IT-Universitet i København	
Leeds Metropolitan University	University of Central Lancashire	Københavns Universitet	
University of Lincoln	University of Warwick	Kunstakademiets Arkitektskole	
University of Liverpool			
Liverpool John Moores University			

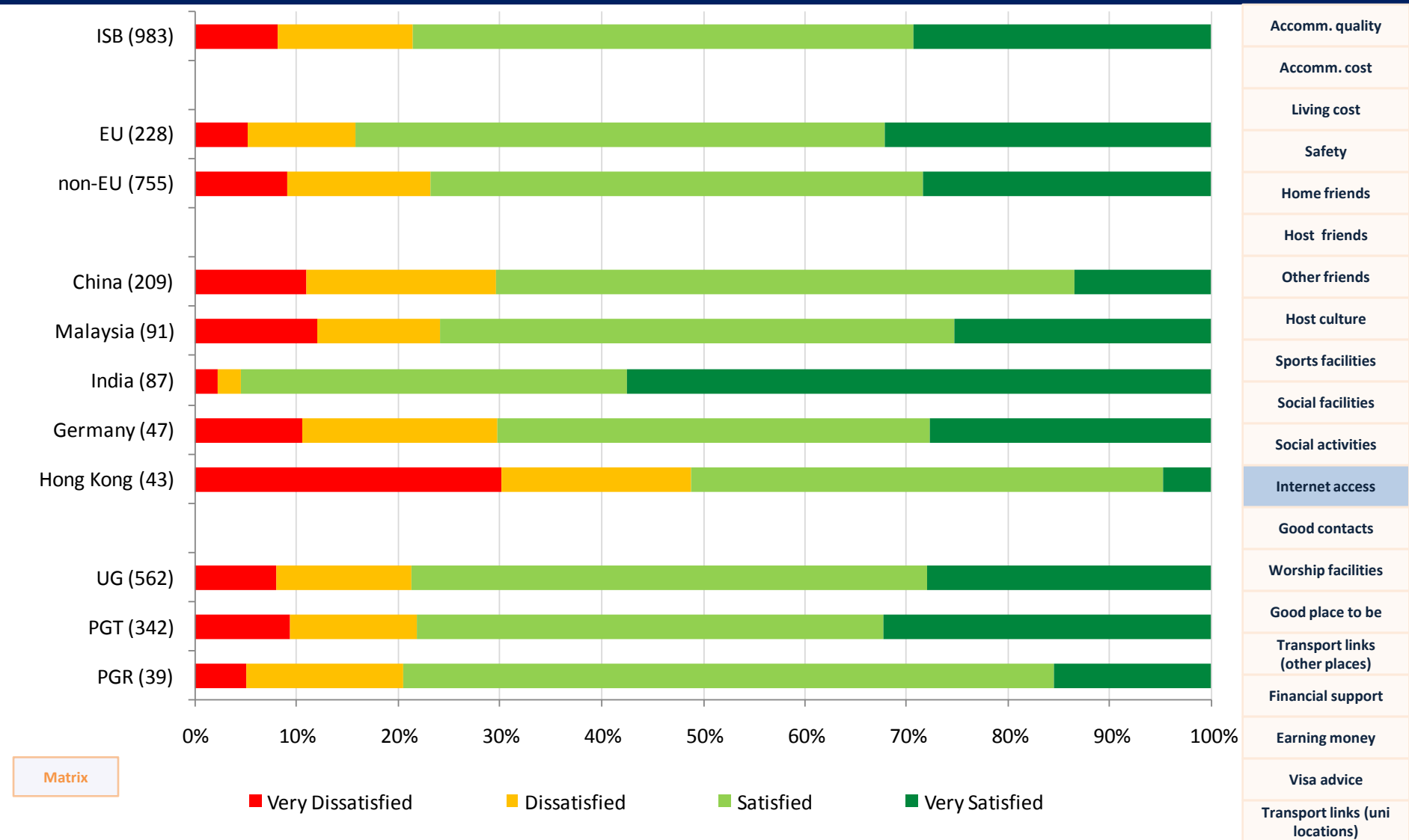
Process extended to include all students 2008/9



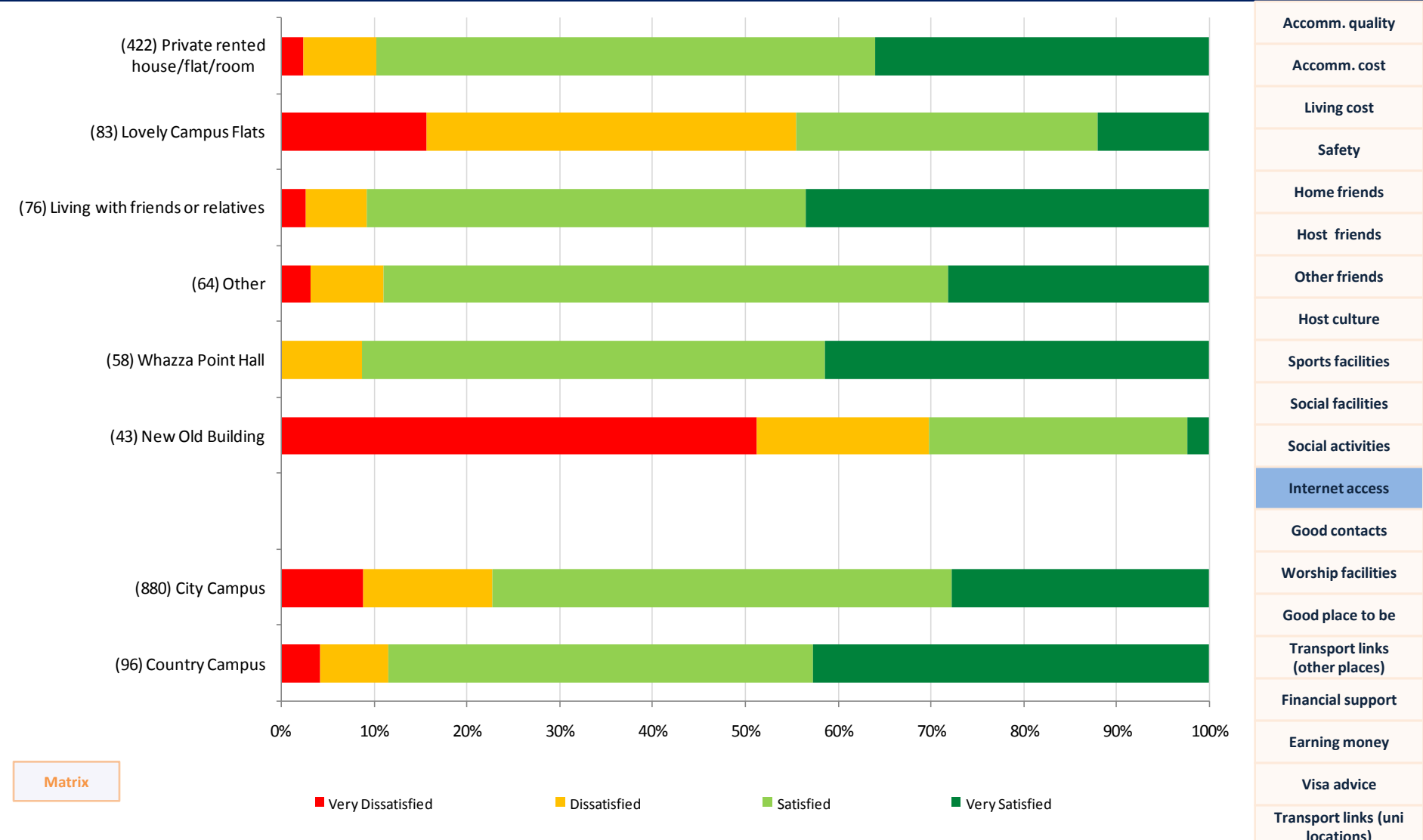
Swansea University
Prifysgol Abertawe



The spectrum of satisfaction – institution example: Internet Access



The spectrum of satisfaction – institution example : Internet Access

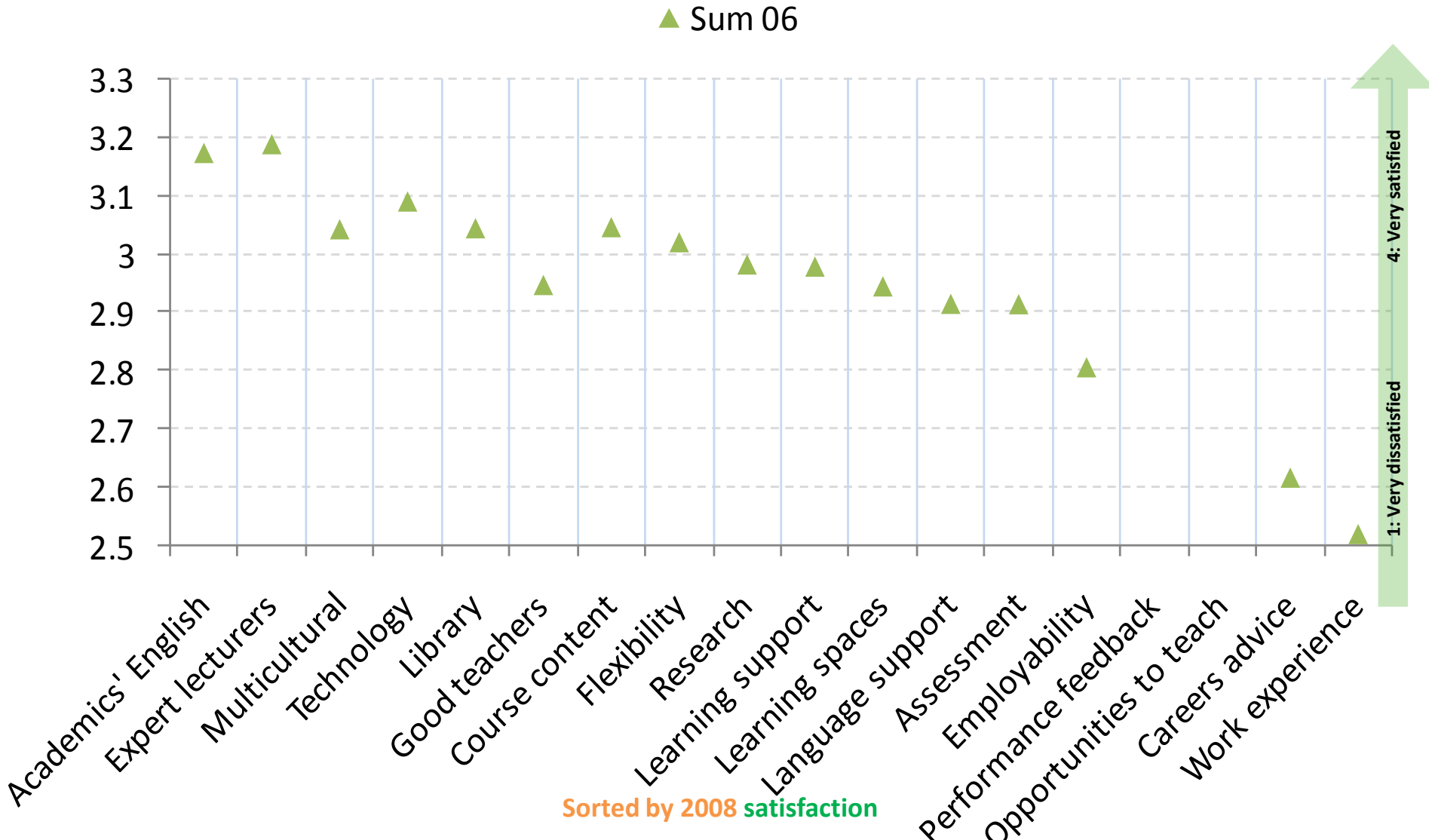


Extending the dialogue – College and University Business Officers ‘bounce-back’ to the ISB

- Responding to dissatisfaction with accommodation cost
 - 26 universities have this year extended the dialogue
 - **I feel that my current accommodation offers value for money**
 - **The cost of my current accommodation is what I expected**
 - **I would prefer to pay less and accept a lower standard of accommodation**
 - **If so...**
 - ...lower quality accommodation (e.g. furniture / décor) ?
 - ...accommodation with fewer facilities (e.g. NO laundry / computer room) ?
 - ...accommodation located further away from the nearest town / city ?
 - ...accommodation located further away from my University ?
 - ...more shared facilities (e.g. bathroom / kitchen) ?
 - ...sharing a bedroom with other students (e.g. twin/dormitory) ?
 - ...a smaller bedroom ?
- Reporting June 2009

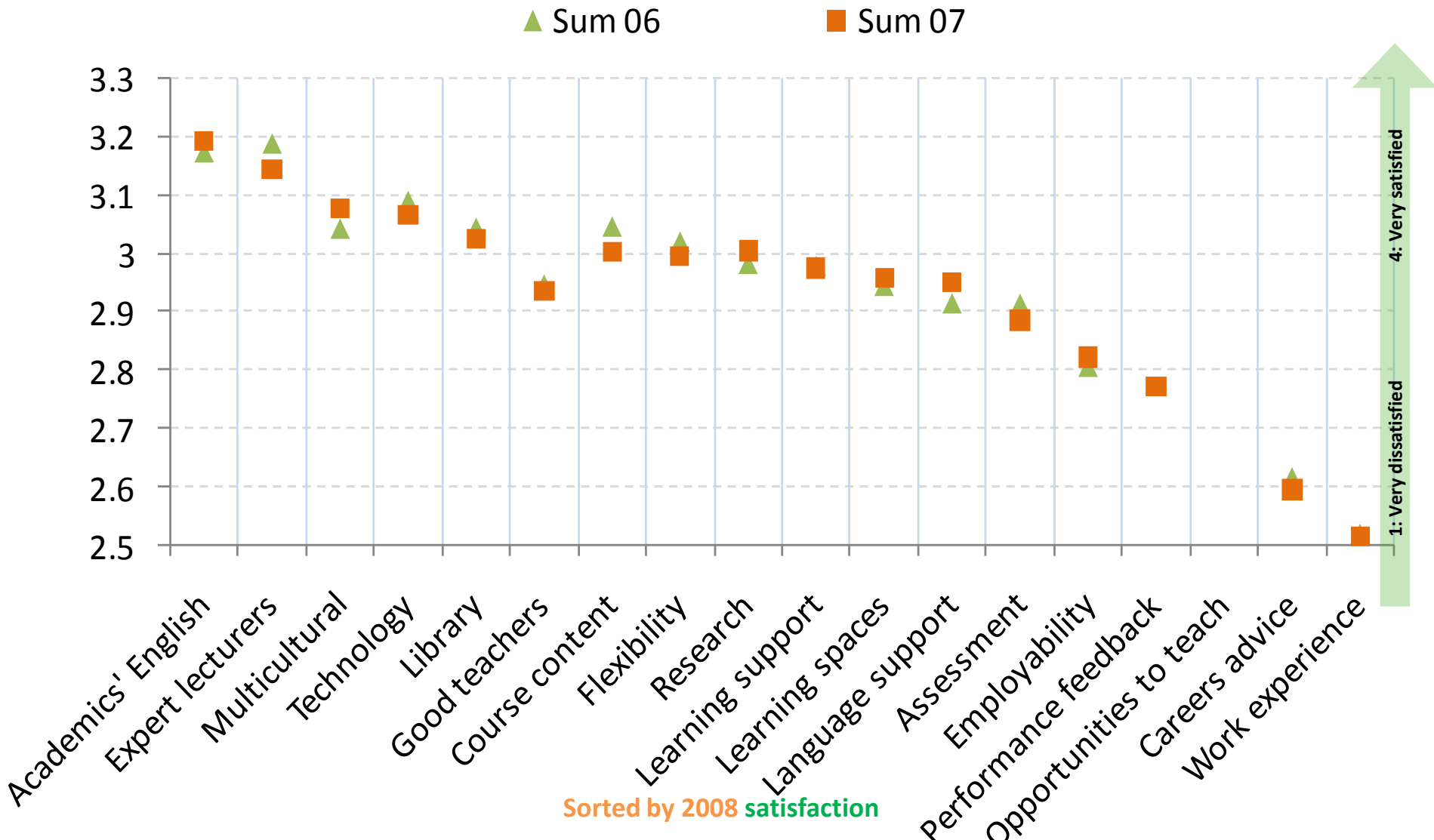
Getting better / getting worse?

Learning satisfaction: international students – element wave on wave comparison



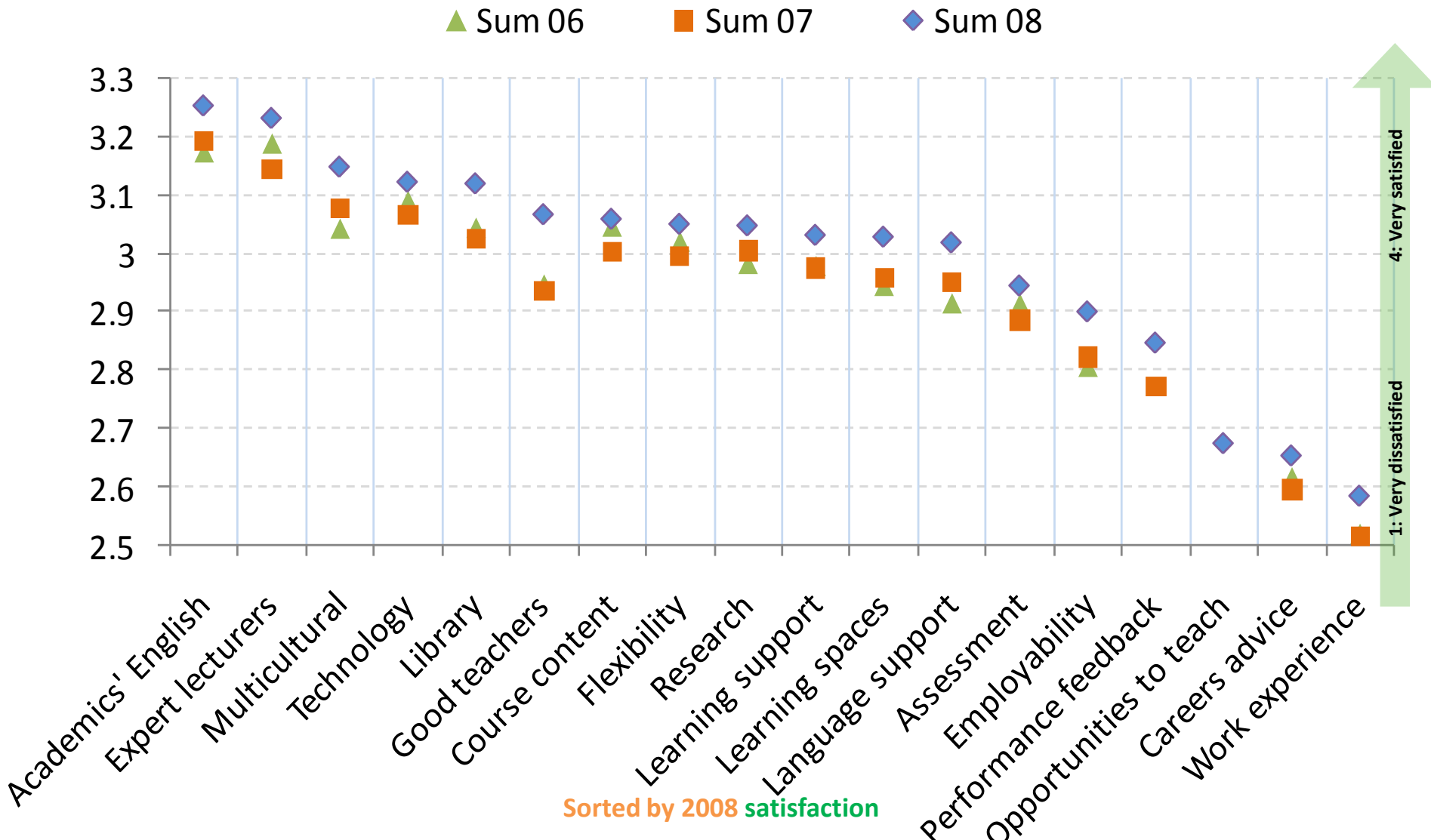
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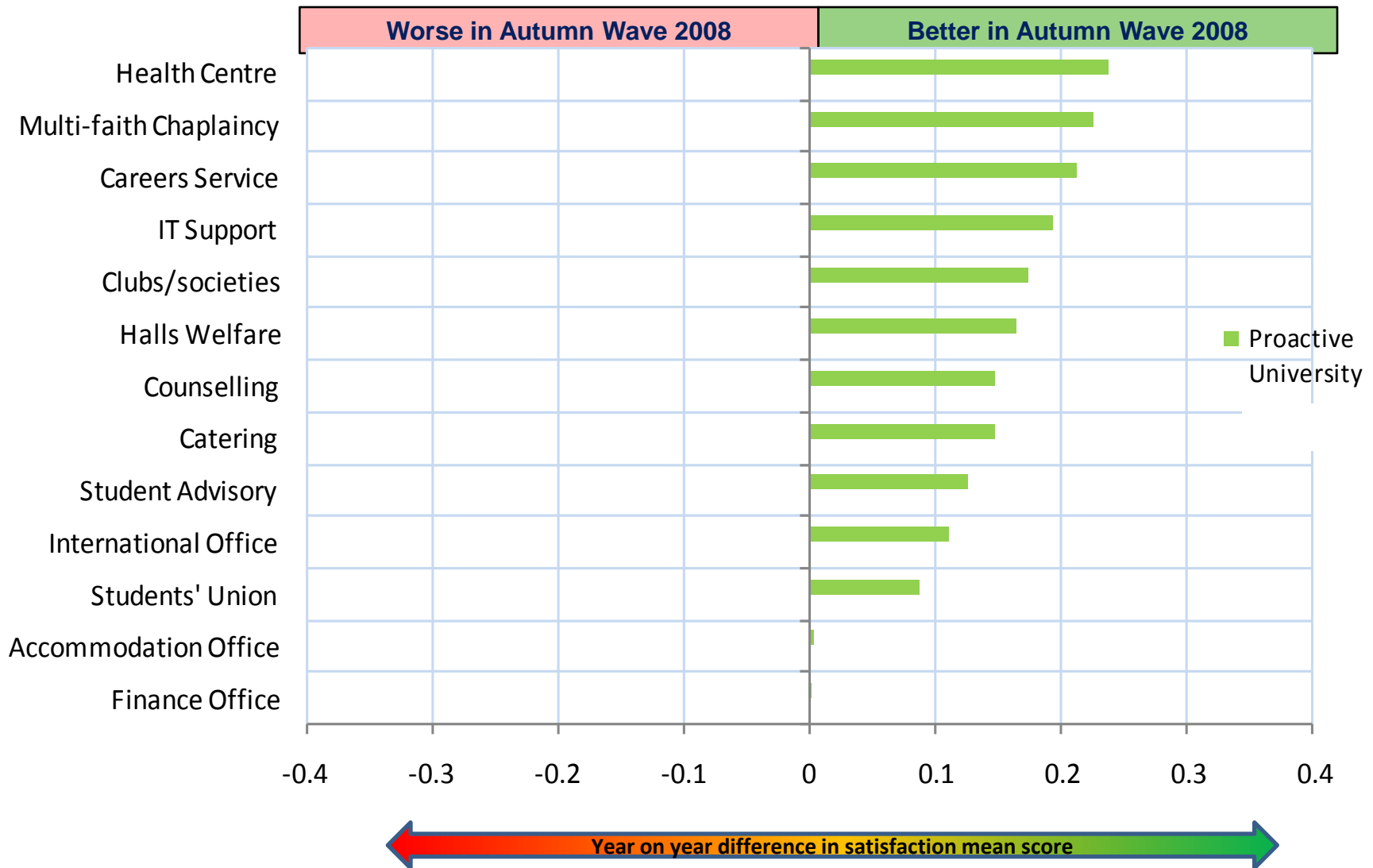
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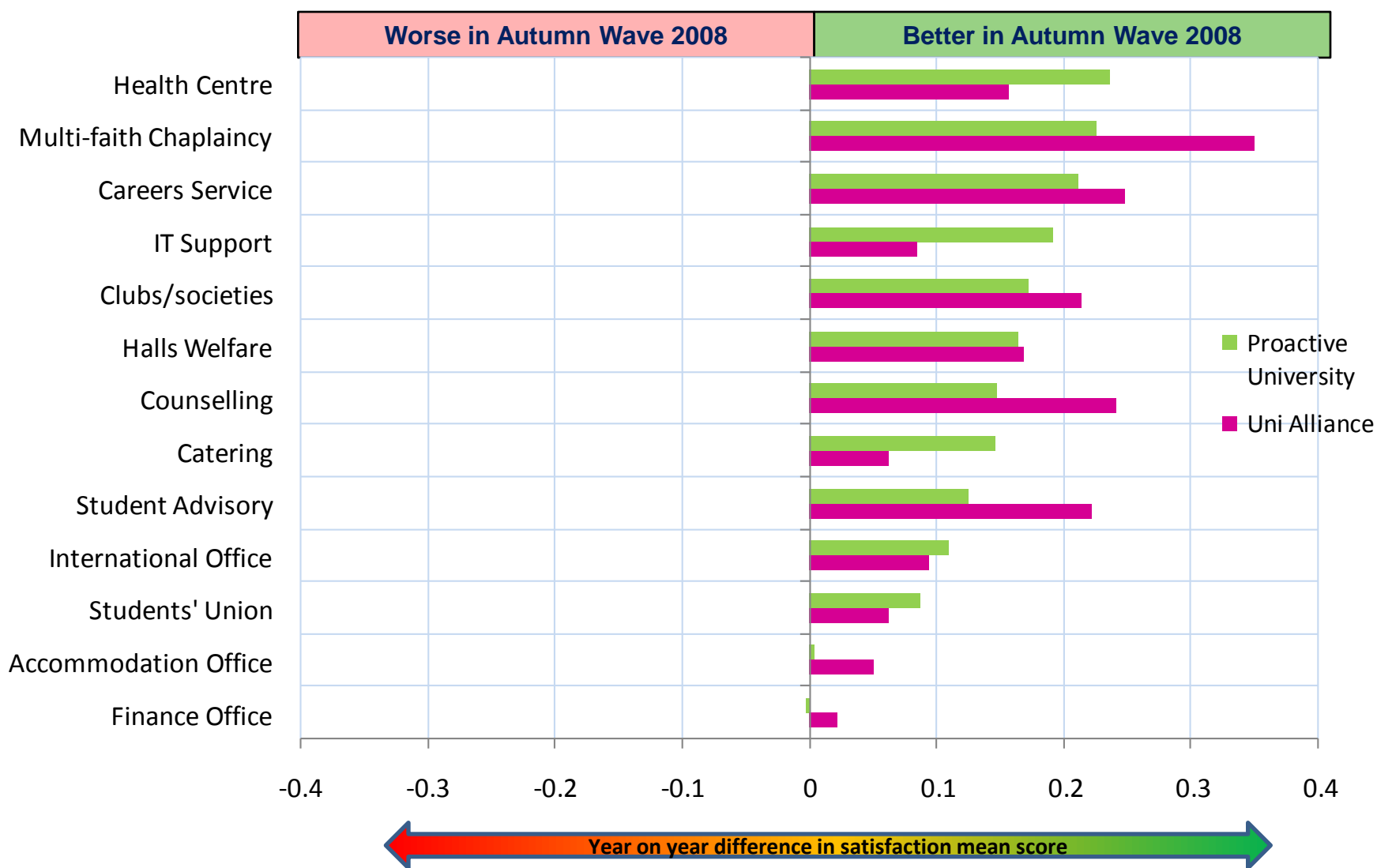
How does my university compare against rivals?

Support satisfaction example: Autumn Wave 2008 vs Autumn Wave 2007



How does my university compare against rivals?

Support satisfaction example: Autumn Wave 2008 vs Autumn Wave 2007



Is the UK experience world class? Are others ahead or behind?

Satisfaction with arrival and orientation – how far ahead/behind are our rivals?

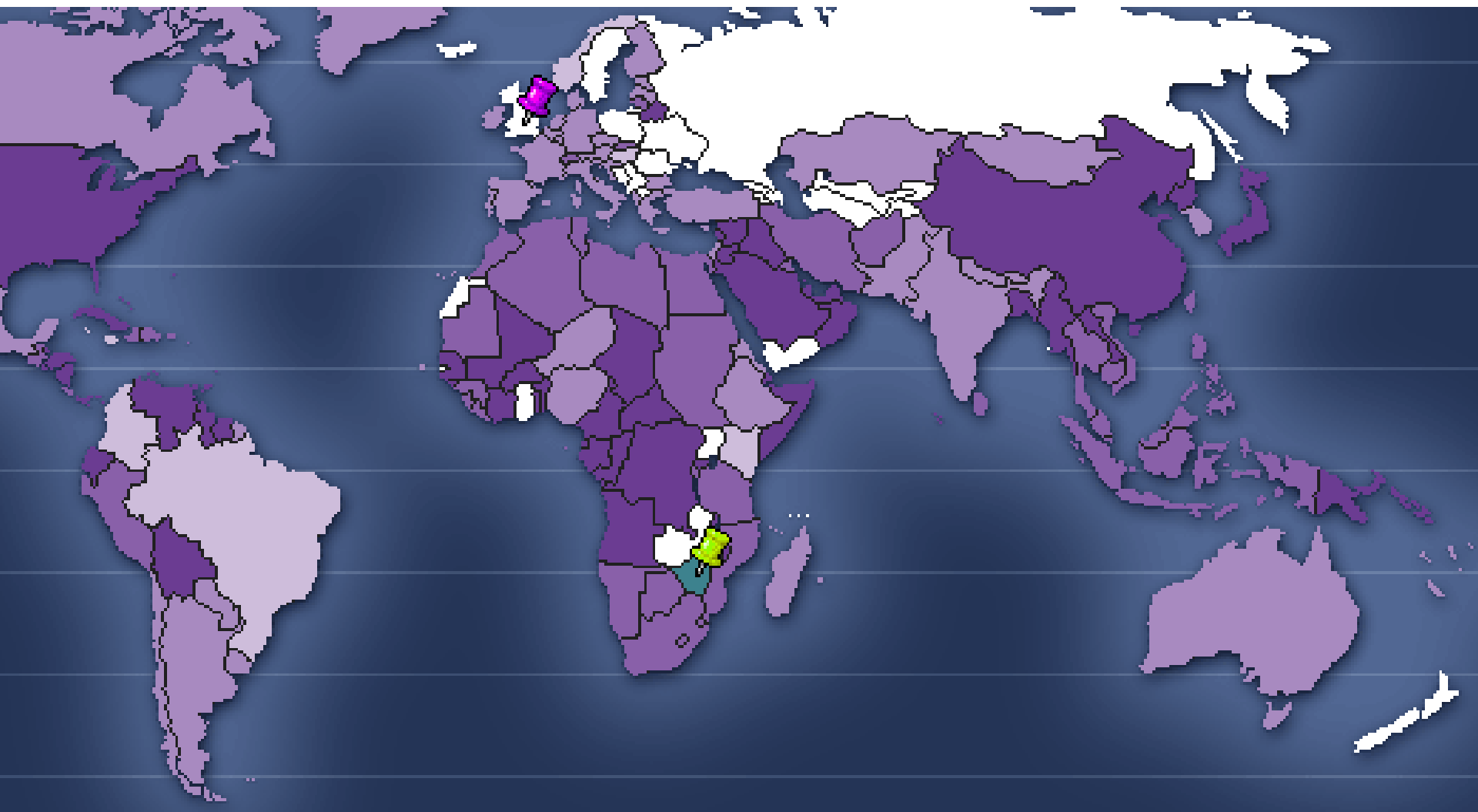
	Rival A	Rival B	Rival C
Accommodation office	-13.4%	-0.8%	6.1%
Bank account	6.2%	23.7%	19.6%
Email	-8.7%	-2.2%	5.6%
Finance office	-6.9%	1.8%	5.8%
First night	-6.8%	0.3%	-2.9%
Formal welcome	-1.3%	-5.6%	2.7%
Home friends	3.5%	-5.9%	8.5%
Host friends	-8.7%	-13.9%	3.5%
Local orientation	-3.5%	-4.3%	0.8%
Meeting staff	-7.1%	-9.3%	0.4%
Other friends	1.5%	-9.8%	-2.3%
Registration	-8.7%	-2.8%	3.4%
Social activities	-2.1%	-8.8%	1.8%
Study sense	-11.9%	-6.5%	2.1%
Uni orientation	-6.4%	-1.6%	2.2%
Welcome	-5.9%	5.7%	2.2%

The big question – would students recommend the experience to others?

31%	I would actively encourage people to apply
45%	If asked, I would encourage people to apply
18%	I would neither encourage nor discourage people
4%	If asked, I would discourage people from applying
2%	I would actively discourage people from applying

The money question – UK less expensive

Sterling versus other world currencies. May 2009 v May 2008



The student voice?

- “The staff here have over inflated egos, treat students as if they're ignorant children, and act as if 5 minutes of their time is an enormous request. Those at the top already have it figured out, they couldn't possibly learn anything from the students.
- “...I will gladly take my degree, use the brand for my future benefit and I will do it without ever contributing a dime to the university. I've already bought and paid for my brand, I'll take it along with my Nikes, make some real money, and give it to the college I attended as an undergrad.”

Beyond the student experience – Engaging alumni

Example alumni engagement – UK graduates – The Alumni Barometer™



Beyond the student experience – Engaging alumni

Example alumni engagement – international graduates – The Alumni Barometer™



New insights...

Resource allocation impact – July 2009

Study hours, supervision and satisfaction – Sept 09


Foundation Index – global – Sept 09

Transnational education: student satisfaction – Oct 09

Perceptions of cost of study and value added – Nov 2009

Destinations of international leavers – March 2010

Food for thought...



- Need for a whole-cohort, census-based approach to engagement**
- Need for a simplified, unified survey process – a dialogue**
- Engagement is not a one-off or on-off exercise**
- Need for valid comparisons – sector, rivals, international**
- From the application process to alumni**
- Share best practice between rivals**

Thank you!

🌐 To connect with i-graduate's research, please contact (felice.nightingale@i-graduate.org) or any of the team

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