

Listening to Student Voices Enhances Strategic Direction for Internationalization

Chair: Nannette Ripmeester | **Presenters:** Wendy Curtis & Virginia Macchiavella

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QUESTIONS FOR YOU

- 1 Have you used student satisfaction surveys at your institution?
- 2 Have you used data to influence the strategic direction of internationalization at your institution?
- 3 What major pitfalls have you experienced/do you anticipate when making data-driven decisions?
- 4 Do you measure your students' satisfaction in any way? And for what?
- 6 Do you compare/benchmark your results in a regional/global comparison?

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IN THE NEXT 60 MINUTES...

- 1 DATA: What does it tell us?
- 2 The ISB at Fanshawe College
- 3 The ISB at Centennial College
- 4 Q&A + Discussion

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WHAT DOES DATA TELL US?

For this session we will use the ISB 2023 (wave 2) data set.

REGION	RESPONSE RATE
North America ISB 2023	30%
Canada ISB 2023	32%
US ISB 2023	23%
Global ISB 2023	21%

In the International Student Barometer 2023 we surveyed **122,975** international students from 155 universities in 25 countries.

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THE INTERNATIONAL BENCHMARK SURVEY

LEARNING EXPERIENCE: Measures how well international students are well served (perceptions of the quality of their experience at the institution, including teaching quality, facilities and campus life).

ONLINE LEARNING EXPERIENCE: How well international students are served online (teaching, facilities and campus life).

LIVING EXPERIENCE: The extent to which international students are well served (perceptions of the quality of their experience at the institution, including teaching quality, facilities and campus life).

SUPPORT SERVICES: How well international students are well served (perceptions of the quality of their experience at the institution, including teaching quality, facilities and campus life).

CAREERS SUPPORT: Measures the extent to which international students are well served (perceptions of the quality of their experience at the institution, including teaching quality, facilities and campus life).

Pre-Arrival	Experience	Support
Decision Factors	Arrival	Support Services
Key Influencers	Learning	Careers & Future Plans
Application, Agents & Visas	Online Learning	Student Wellbeing & Inclusivity
	Living	

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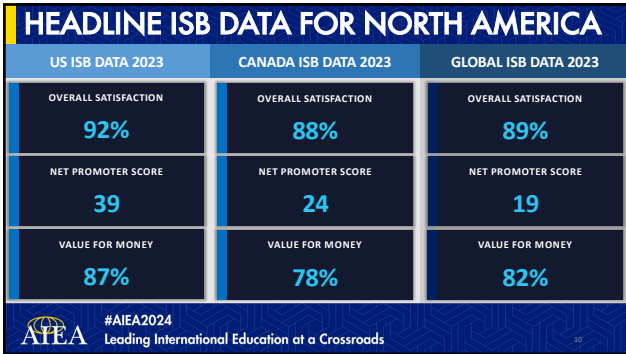
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THE VALUE OF BENCHMARKED DATA

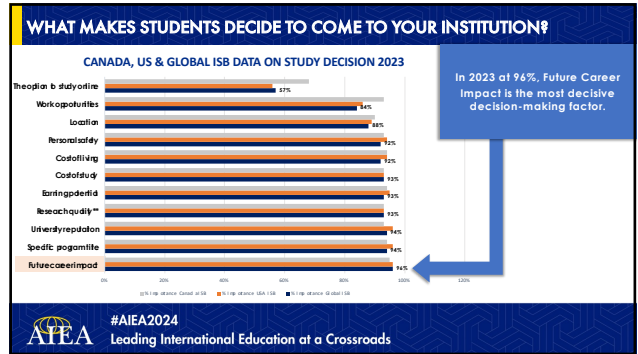
ANY SURVEY	ISB BENCHMARK SURVEY
<p>Satisfaction on employability ("Learning that will help me get a good job")</p> <p>81%</p>	<p>Satisfaction on employability ("Learning that will help me get a good job")</p> <p>81% vs 84%</p> <p>86%</p> <p>UK Benchmark vs Global Benchmark</p>

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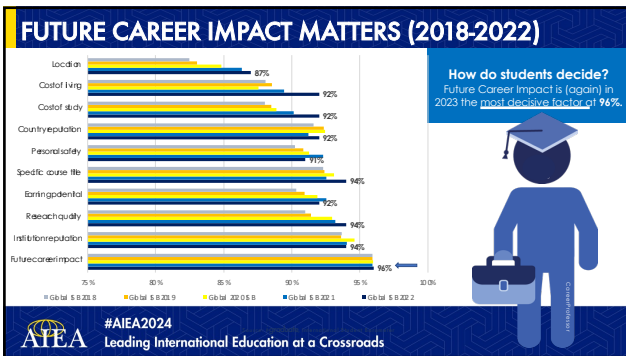
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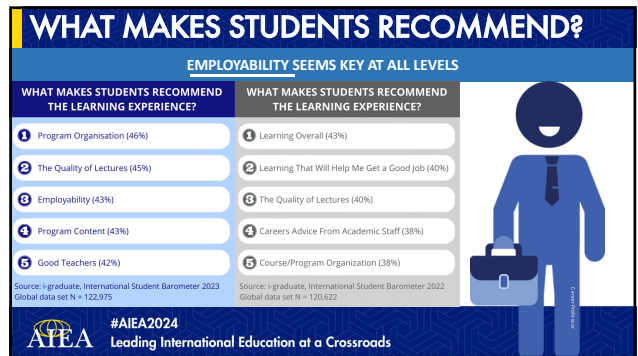
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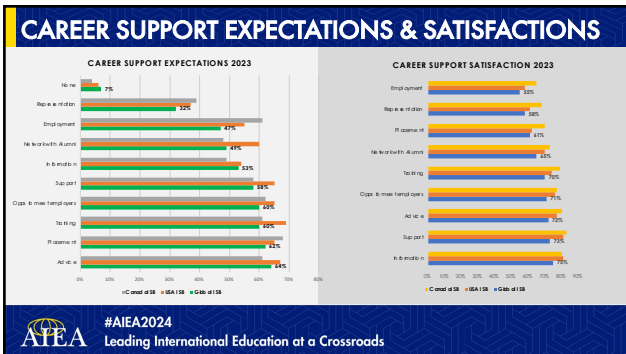
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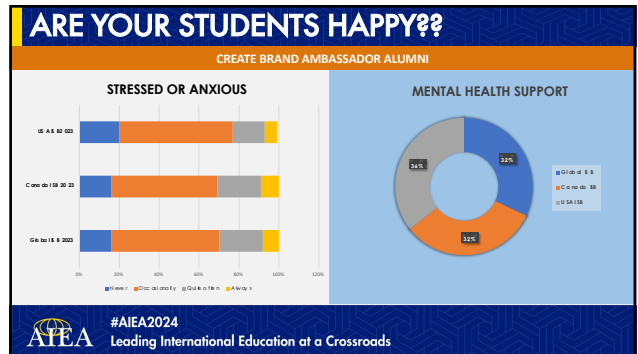
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The ISB at Fanshawe College

International Student Barometer

At Fanshawe International



Wendy Curtis
Dean International Strategy, Partnerships and Market Development, Fanshawe College





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Impact area 1: Why Fanshawe


Top 3 Reasons Students Choose Fanshawe (ISB 2023)


1. Future Career Impact (95%)
2. Specific Program Title (94%)
3. Country Reputation (94%)

In 2022, these were the top 3:

1. Earning Potential (96%)
2. Future Career Impact (96%)
3. Work Opportunities (95%)

Top 10 factors in study decision





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Impact area 2: Learning

Benchmarking learning – Teaching

Item	2023	2022	2021	2020	2019
Learning experience	87%	86%	85%	84%	83%
Learning methods	86%	85%	84%	83%	82%
Learning with peers	85%	84%	83%	82%	81%
Assessment	84%	83%	82%	81%	80%
Feedback	83%	82%	81%	80%	79%
Participative feedback	82%	81%	80%	79%	78%
Quality of feedback	81%	80%	79%	78%	77%
Learning support	80%	79%	78%	77%	76%
Helping others	79%	78%	77%	76%	75%
Program organization	78%	77%	76%	75%	74%
Program content	77%	76%	75%	74%	73%
Use of research ability	76%	75%	74%	73%	72%
Good teachers	75%	74%	73%	72%	71%

Benchmarking learning – Studies

Item	2023	2022	2021	2020	2019
Learning methods	86%	85%	84%	83%	82%
Learning experience	85%	84%	83%	82%	81%
Language support	84%	83%	82%	81%	80%
Working with peers from other cultures	83%	82%	81%	80%	79%
Task assignment	82%	81%	80%	79%	78%
Communication with lecturers	81%	80%	79%	78%	77%
Employability	80%	79%	78%	77%	76%
Academic career advice	79%	78%	77%	76%	75%
Open for work experience	78%	77%	76%	75%	74%



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How have we used the ISB Data


Ongoing targeted career-related fairs, workshops, and opportunities to engage with employers


International labour market related communications throughout the student journey

Unique journey of alumni

Acknowledge strengths, and opportunities for improvement

Future plans and career prospects






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The ISB at Centennial College


International Student Barometer

At Centennial College



Virginia Macchiavello
Associate Vice President, Global Business Development, Centennial College





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Impact area 1: Why do they recommend Centennial

Top 5 Reasons Students Recommend Centennial

- Quality of Lectures
- Program Organization
- Program Content
- Good Teachers
- Employability

Propensity to recommend

Statement	2023	2022	2021	2020	2019
If asked, I would encourage people to apply	85%	84%	83%	82%	81%
If asked, I would encourage people to apply	84%	83%	82%	81%	80%
If asked, I would encourage people to apply	83%	82%	81%	80%	79%
If asked, I would encourage people to apply	82%	81%	80%	79%	78%
If asked, I would encourage people to apply	81%	80%	79%	78%	77%



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Impact area 2: Arrival

Since 2010 Centennial College does the ISB, allowing the College to understand where they have improved and where action needs to be taken – and how they do in comparison with the various benchmarks.

Arrival satisfaction (year-on-year)

Worse in 2023: ...
Better in 2023: ...

CENTENNIAL COLLEGE

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How have we used the ISB Data

Employability matters to students at Centennial

Pay attention to what matters to students AND make the link to what makes the institution unique ("what educational institution do we want to be")

Future plans and career prospects

Showcase strengths & continue to strive for improvement

Diversity matters!

CENTENNIAL COLLEGE

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CLIENT QUOTE

"The ISB dataset is huge - there are multiple ways to use it. It gives us more comprehensive, more meaningful, and new ways of looking at our students and how we can best serve them.

We use the student barometer to improve that which students tell us needs to change."

Sonja Knutson
Director of Internationalisation Office
Memorial University of Newfoundland

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CLIENT QUOTE

"Using the ISB to focus on student satisfaction, student success and the student experience can have both near-term and long-term positive impacts on international student enrolment and retention. And I think that's especially vital in the United States. So, I would encourage all universities to be engaging in this type of reflection, and ideally through the ISB, because I think only by really understanding where your students are in terms of their relationship with your university, AND compared with other universities, can you really get an authentic and honest answer of how satisfied your students are. It moves us away from the anecdotal to having a clear, accurate understanding, so we can make better strategic decisions."

Chad Hoseth
Assistant Vice Provost of International Affairs
Colorado State University

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THE GLOBAL STUDENT EXPERIENCE

2023 insights and analysis from the world's largest student survey.

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For expert articles, ISB case studies and specialist reports, visit i-graduate.org

For further information about the next survey, or if you have any questions, please contact me:
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