

The ISB™

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 and drive successful recruitment and marketing strategies.

With feedback from over 2.3 million students worldwide across all student types, levels and years of study, the ISB is the leading benchmarking tool used to track the international student experience.

The Benefits

The ISB enables you to track and compare satisfaction levels of your international students and to identify specific areas of key importance to them. Most importantly, it will help you to identify whether your international students would recommend you to others. This information will help you to:

- Evaluate and enhance the international student experience
- Develop targeted communications to prospective students
- Inform your recruitment and retention strategies
- Optimise resource allocation
- Provide strategic input to key investment decisions

The Scope

- Decision-making
- Application process
- Enquiry to acceptance
- Arrival and orientation
- The learning experience
- The living experience
- Support services
- Recommendation

The Process

- Simple process requiring minimal administration at your end
- Dedicated i-graduate Account Manager
- Online survey, personalised to reflect the terminology used in your institution
- Good practice guidelines to achieve the best response rates
- Targeted reminders to non-respondents (optional extra)
- Reporting online and in person

Americas, Asia, Europe, UK: registration open now
Survey window October – December 2015. Reporting from January / February 2016.

Australia, South Africa, New Zealand: Survey window April – June 2015
Reporting from August 2015.

| | | | |
|----------------|----------------|-----------|--------------------|
| Established in | Implemented by | Used in | Feedback from |
| 2005 | 885 | 30 | 2.3 million |
| | Institutions | Countries | Students |

New for 2015

Interactive reporting included for ALL staff - enabling the whole university to analyse and compare data across student cohorts.

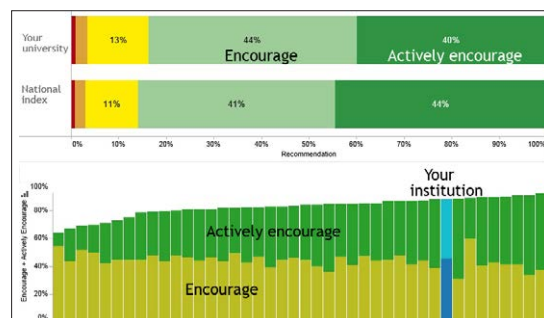
Interact is the latest generation of data visualisation. You can filter data by study area, department, demographics, study level, study mode (full or part time) and study type (student exchange, study abroad). Contact us for information or a demo.

Log in to *interact* and explore your data

| | | |
|----------------------|--------------|---------------|
| User Manual | Demographics | Decisions |
| Recommendation | Temperatures | Benchmarking |
| Application | Expectations | Range |
| University Breakdown | Time Spent | Contact Hours |

Would you recommend your university?

Example interactive deliverables



Breakdowns by field, course and nationality

| | All (average of averages) | China | Malaysia |
|---------------------|---------------------------|-------|----------|
| Learning overall | 94.15 | 89.12 | 83.40 |
| Language support | 92.39 | 89.14 | 91.59 |
| Assessment | 92.39 | 89.11 | 86.40 |
| Technology | 91.59 | 92.00 | 78.03 |
| Learning spaces | 91.59 | 90.11 | 83.79 |
| Research | 91.59 | 81.00 | 86.40 |
| Expert lectures | 90.31 | 91.59 | 86.00 |
| Course organisation | 89.15 | 92.12 | 83.84 |
| Academics English | 89.12 | 86.40 | 78.34 |
| Topic selection | 86.40 | 90.00 | 79.04 |
| Course content | 86.40 | 89.12 | 92.39 |
| Class size | 86.40 | 80.00 | 91.59 |
| Laboratories | 83.79 | 81.34 | 80.50 |
| Managing research | 83.79 | 78.12 | 89.15 |
| Good teachers | 83.79 | 85.11 | 91.62 |
| Learning support | 83.40 | 84.00 | 83.79 |
| Online library | 80.00 | 92.39 | 81.00 |
| Multicultural | 78.12 | 83.79 | 81.00 |
| Physical library | 73.51 | 94.15 | 84.00 |

The Next Step

E-mail info@i-graduate.org and we'll put you in touch with your nearest specialist.



What?

It is a platform for students, recent graduates and alumni, which is customised to each partner University.

It improves employability, trains inter-cultural competence and enhances alumni relations.

Why?

49% of students feel ill-prepared for the job market. 87% of graduates would like more careers advice from their university.

Can you ensure your graduates can make the transition and are equipped for the job market?

CareerProfessor is the missing link between education and the world of work!

Process:



University

The University contacts us to acquire CareerProfessor for its students and alumni.



Invitation

The University invites their students and alumni to register with CareerProfessor.



Register

Students and alumni can then have access to both the website and the app.

Website

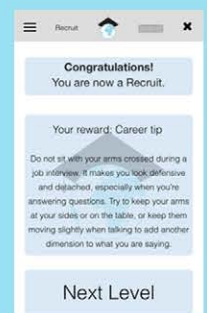
Connects users with their peers and offers career tips on over 30 countries.

Key questions will ask user's opinion on various topics, helping the University to better understand graduates and support them in their career path.

App

An informative quiz on cultural differences in doing business, social interaction, and job hunting.

Gamification of the information that's required to get hired. Key questions will unlock rewards to help users get ahead in their career.





Understand the impact of student exchange & study abroad

Universities worldwide devote millions of dollars to the administration and funding of study abroad. There has been much anecdotal evidence to suggest an overseas study experience is a good thing, but very little hard data.

The instrument

iMPACT™ is a new comparative instrument for measuring the effect a short-term student exchange or study abroad programme has on your students and alumni, who have studied abroad as part of a degree-level course.

iMPACT™ launched across the Asia-Pacific region in May 2014 with a founders group of seven leading universities. These institutions now have a verifiable understanding of the value of student exchange.

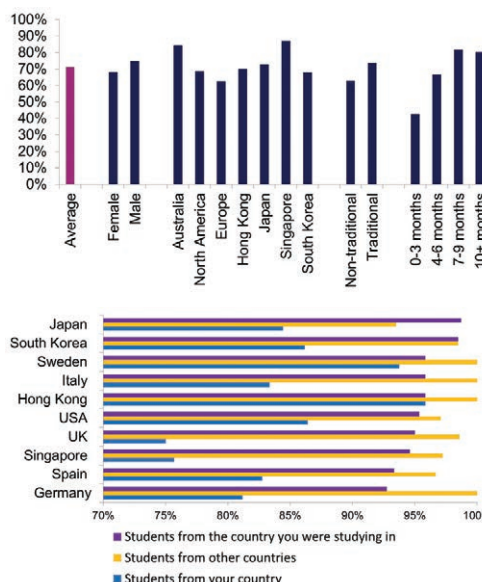
With iMPACT™, you will receive substantive feedback across the range of your global exchange programmes allowing you to filter data by country of study, institution, field of study, length of programme and time since completion.

The benefits

Understanding the impact of study abroad and student exchange will enable you to:

- Build institutional support and internal endorsement
- Evaluate and enhance the student experience for future students
- Convince both parents and students that there is a clear value in a study abroad experience
- Evaluate your portfolio of programmes through internal comparison and external benchmarking
- Track the personal and professional development of participants of these programmes

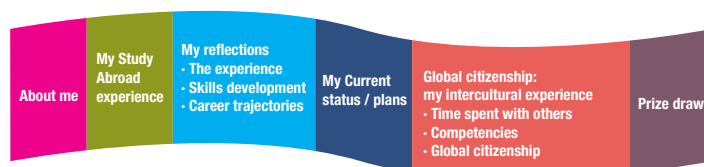
Example deliverables



'My study abroad experience helped or will help me to progress quicker in my career.'

Exploring integration: making friends by destination country.

The Scope

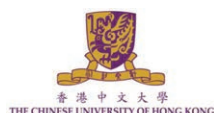


About i-graduate

i-graduate is the world leader in customer insight for the education sector. We provide the global benchmark for the student experience.

| | | | |
|----------------|--------------|-----------|------------------|
| Established in | In over | Across | Feedback from |
| 2005 | 1400 | 28 | 2 million |
| | Institutions | Countries | Students |

Founders Group



The Next Step

E-mail info@i-graduate.org
and we'll put you in touch with your nearest specialist.



monitoring exchange mobility outcomes

memo tool

memo is a tool developed by CHE Consult GmbH, Centre for Higher Education Development to monitor and measure the outcomes and added value of student participation in mobility programmes. **memo** supports HEIs in **analysing the impact of international mobility** on their outgoing and incoming students. **memo** provides information on how mobility affects students, how students change during a stay abroad, the personality traits they develop and which groups of students benefit more and which less. **memo** therefore helps HEIs to focus on improving the quality and impact of exchange programmes by applying the **memo** results. In particular, **memo** focuses on the **personal development of students** and monitors the development of students' personality traits resulting from participation in mobility programmes.

memo approach

memo is much more than a student satisfaction survey. It works on the basic assumption that it is insufficient to ask for student self-perceptions in order to learn whether a mobility experience has had the desired effect. Rather than focusing on students' subjective assessments of the acquired skills and competences, and their levels, **memo** uses data based on **students' assessments of their own behaviour** both before and after the mobility period and groups the results into "**memo factors**" describing the main personality traits of students relating to intercultural skills and competences as well as future employability.

memo survey

memo consists of a pre-departure and post-return survey to be completed by the outgoing and/or incoming exchange students. The **memo** survey is a standardised tool, currently available in eight language versions. Most of the survey's questions and answer categories are pre-defined in order to allow for the comparison of results among **memo** partner HEIs. However, certain questions require institution-specific categories defined by the HEI, e.g. host institution, destination country and exchange programme.

The **memo** survey can be applied to any programme or student mobility activity that is time-limited. Courses as well as internships or research stays can be covered, as can any duration provided the student returns to the home institution afterwards. **memo** does not monitor full degree programmes abroad.

In the survey, students are asked about their socio-economic background and perceptions of personal, academic and non-academic aspects of their study/training programmes at home and at their host institutions. The key part of the survey is related to **psychometric items reflecting the behaviour of students** participating in mobility programmes. The survey takes approx. 15-20 minutes to complete.

memo personal feedback for students

In order to motivate students to take part in both the pre- and post-surveys, **memo** offers personal feedback to each student who fully completes the survey. At the end of each completed pre- and post-survey, students have the option of seeing their personal results relating to the development of their personality traits and comparing them with the average among the other students who participated in the **memo** survey. In this way, students will be able to see not only how they compare against the average but also how their scores have changed while they were abroad.

memo results for HEIs

The final product of the **memo** tool is the **annual memo report** compiled for each participating HEI. The report comprises an extensive *data analysis report* as well as an *executive summary* containing the most important findings from the **memo** surveys. **memo** results help participating HEIs to work better with different groups of outgoing and/or incoming students, optimise their services, and increase pre-departure support, where necessary.

memo contact

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