



# The *world's* *largest* survey of enrolled students

Elevating Education, Everywhere



- Established in 2005
- In over 1600 institutions
- Across 40 countries
- Feedback from over 4 million students

# About the *International Student Barometer*

The International Student Barometer (ISB) enables your institution to measure and compare a comprehensive range of aspects for the student experience with regional and global benchmarks, providing you with the insights and analysis to build your institution's competitive advantage on the global stage.

- » Evaluate and enhance the international (and domestic\*) student experience.
- » Identify the factors that impact student recommendation
- » Develop informed and targeted communications to prospective students.
- » Inform your wider recruitment and retention strategies.
- » Optimise your resource allocation for an enhanced student experience.
- » Demonstrate the impact of your initiatives on the success of the student experience.
- » Provide strategic input to key investment decisions.



*“The ISB provides university administrators, practitioners and researchers with a platform to make evidence-based recommendations and informed decisions in enhancing the international student experience with various aspects of the institutional setting. It can serve as an impactful, data-driven tool that helps foster meaningful collaborations across campus as part of a comprehensive support model for new and continuing international students.”*

**Dr Ravi Ammigan, Associate Provost for International Programs, University of Delaware (US)**



# Maximising your *insight* gained from the student voice



## Comprehensive scope

The ISB assesses numerous aspects of your international students' experience across the following survey topics. *(It also allows for your own additional bespoke questions.)*

- » Decision-making and influencers
- » Agents and application
- » Arrival and orientation
- » The learning experience
- » The living experience
- » Support and wellbeing
- » Careers
- » Future plans



*“The ISB provides fantastic insight into our International Students regarding decision factors, expectations, concerns as well as tendency to recommend. The results not only allow us to measure our overall performance against benchmark institutions, but allows us to make better informed decisions to enhance the overall international student experience at DMU.”*

Chris McCafferty, International Planning Manager, De Montfort University (UK)



# Maximising your *insight* gained from the student voice, *continued*



## *A fully supported, straight forward process*

The ISB survey process itself is simple. Administration is managed through our secure portal In Touch and you'll be supported by a dedicated Account Manager. Your Account Manager will help with personalisation of the survey, non-respondent tracking and reminders, and providing advice to achieve the best response rates.

Your Response Rate dashboard gives you daily, detailed updates empowering promotions for greater response rates.

- » Establish which student populations may be under-represented
- » See how promotional activity influences response rates on a day-by-day basis
- » Ensure you remain on course to meet your KPIs

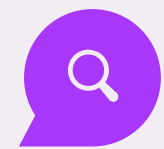
Your **Survey Launch Pack** also includes a ready-made suite of specifically designed assets to help you share your survey link with students, including email banners and suggested copy, content tailored to different social media platforms, and posters, along with original design files enabling you to bespoke the materials to match your own institution's branding and messaging.



# Analysis, insight and *meaningful* comparison

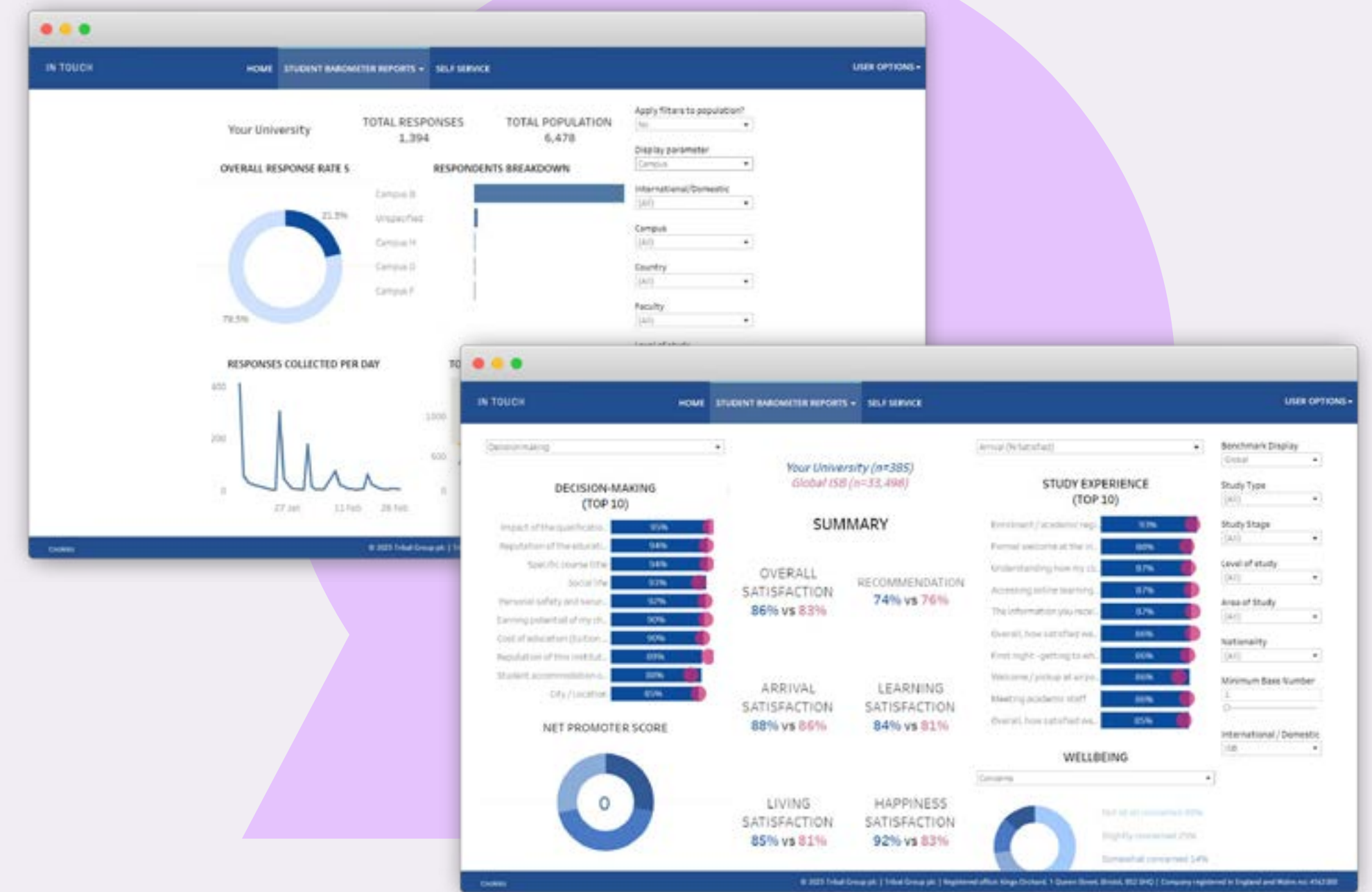


- » Interactive ISB findings are accessible within In Touch. Filter data online by study area, department, demographics, study level, study stage (year of study), study mode (part-time, full-time) and study type (student exchange, study abroad).
- » Results are benchmarked against competitor groups, national and international indices.
- » Raw data is provided including verbatim comments.
- » A face-to-face or online presentation highlights important issues, insights and results.
- » Aggregated responses from all participating institutions provide you with substantive insights into the global picture, delivered in the form of an interactive map of the world.



During fieldwork your Interactive Results Dashboard is updated daily giving you near-real-time access to the responses of your students and those of the benchmark.

- » Gain a view of student satisfaction and concerns without waiting for your institution's full Barometer results.
- » Quickly highlight and plan to address general areas for concern.
- » Filter to drill-down to specific sub-categories, such as nationality, area of study, study stage etc.
- » Set minimum base-number to further validate your analysis and negate outliers.



*“What’s really beneficial when considering potential initiatives is having the evidence, not just the anecdotal stuff, to back-up the decisions to focus resource on specific areas. We use the ISB analysis of derived importance to make the biggest improvements in the areas that matter most to students – it’s really key. And then of course it helps us advocate for resourcing in the most appropriate places.”*

Monique Van Veen, Associate Director – International, University of Canterbury (NZ)



# The *global benchmark* for the student experience

Since 2005 Etio has worked with institutions, Higher Education bodies and national governments around the world to provide the global benchmark for world-class student experience.



## » Asia

- Institutions: Over 100 institutions across Asia.
- Partners: National Governments including Hong Kong, Singapore & Malaysia and peak/representative bodies across Asia

## » Australia

- Institutions: Over 300 Australian education institutions
- Partners: English Australia; AUIDF; IEAA; Study Perth; Study Melbourne

## » Canada and the United States

- Institutions: Over 50 universities and colleges, across Canada and the United States
- Consortium Partners: Ontario Colleges; EduNova; The Center for Studies in Higher Education at University of California Berkeley

## » Europe

- Institutions: Over 350 institutions
- National Government partners include: DAAD, Nuffic, Study in Estonia, Finnish National Agency for Education, Study in Sweden

## » New Zealand

- Institutions: All 8 Universities; 14 Institutes of Technology and Polytechnics; over 40 language schools; over 40 private training establishments; over 90 secondary schools
- Partners: Education New Zealand

## » UK & Ireland

- Institutions: Over 120 public and private Higher Education institutions
- Partners: Include British Council; UUKi; BUILA; ICEF;



*“The ISB allows us to have the impartial, evidence-based institutional conversations about what is it to be international; what is the value of this audience, and what is our own value to that audience? It enables us to mature in an informed way, and it allows us to adapt more quickly; and therefore be more relevant on the world stage. And I think that’s really, really important. I simply don’t know of another instrument that enables us to do this in the same way.”*

Wendy Curtis, Dean of International Strategy, Partnerships and Market Development, Fanshawe College (CAN)



# Next steps



[Download your ISB Essential Information](#) →

For all the latest information relating to the next International Student Barometer intake, including:





- » Schedules and registration deadlines
- » Details of the core survey and your customisation options
- » Deployment options
- » Available discounts

“It enables us to not only monitor our own performance but also our competitive positioning in the regional and global higher education context over time. The range of questions in the survey covers almost every aspect of student experience, which enables us to identify at a more concrete level our competitive edge and areas for improvements.”

[Chuchu Lou, Senior Reporting Officer, University of Nottingham Ningbo China \(CHI\)](#) →

## Contact your regional specialist

For more general information about the International Student Barometer, a quotation or a demonstration of the online interactive dashboards, or if you simply want to discuss the International Student Barometer in your region:

 <p><b>Robin Hallows</b> UK and Rest of World</p> →	 <p><b>Guy Perring</b> Asia</p> →
 <p><b>Nannette Ripmeester</b> North America and Europe</p> →	 <p><b>Hayley Shields</b> Australia</p> →



Etio is represented in Australia by Edified, a specialist research, consulting and delivery company focused exclusively on the education industry consultancy.

Etio Performance Benchmarking - driving world-class financial performance and student experience through evidence and comparative insights.

- » Understand your institution's strengths and areas for improvement.
- » Inform resourcing and investment decisions.
- » Set meaningful and objective KPIs.
- » Improve all aspects of delivery.



*“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 enrollment 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 (US)

## *Financial Benchmarking*

Optimise your financial performance and resourcing decisions. A comprehensive comparison of financial operations, relative to sector benchmarks, to optimise financial performance and improve the financial sustainability of post-16 education providers.



## *International Student Barometer*

Track and compare the decision-making, expectations, perceptions and intentions of your international students from application to graduation.



## *Student Barometer*

Upgrade your International Student Barometer to also include your domestic students, with the Student Barometer.



## *English Language Barometer*

Comprehensive insight into the student experience of your English language students.



## *iMPACT*

Measure and understand the value of your student exchange and study abroad programmes.







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