

i-Graduate International Student Barometer 2013

Summary results for ITPs

Summary

Ten of a total 18 ITPs participated in the 2013 ISB. Over 11 per cent of international students in New Zealand study at ITPs. Results of the 10 participating ITPs were aggregated into a New Zealand ITP benchmark group and findings compared against the global ISB Poly aggregated data of comparable institutions worldwide.

ITPs performed strongly in international student satisfaction compared to the global ISB benchmark. Overall, students were 88.5 per cent satisfied with their experience at their ITP in New Zealand, compared with the benchmark of 85.2 per cent (+1.7 per cent).

Area	NZ ITP	ISB Poly	ISB Poly +/-
Arrival	92.1%	87.6%	+4.5%
Learning	87.2%	86.2%	+1.0%
Living	90.7%	87.1%	+3.7%
Support	90.5%	88.2%	+2.2%
Overall	88.5%	86.8%	+1.7%

Of all the areas, students were least satisfied with their learning experience. ITPs were only one percentage point above the global benchmark on this area.

Comparing the 2013 survey against the 2011 survey yields a more mixed picture of student satisfaction than the figures above suggest. In 2013 students reported, on average, being:

- Less satisfied with their learning experience (down 1.6 per cent since 2011), with a decrease in benchmark performance (down 2.8 per cent)
- Less satisfied with their support experience (down 0.6 per cent), with a decrease in benchmark performance (down 1.4 per cent)
- More satisfied with their living experience (up 2.8 per cent), with an increase in benchmark performance (up 1.2 per cent).
- More satisfied with their arrival experience (up 1.4 per cent), but with a decrease in benchmark performance (down 0.1 per cent).

Background

The International Student Barometer (ISB) is the largest annual study of international students in the world, run by i-Graduate. More than 700 universities and colleges in 22 countries have adopted the ISB, collecting and comparing feedback from over one million students to date. All levels and years of study are covered, from first year to final year students.

The ISB enables New Zealand ITPs to examine the perceptions and experience of international students by tracking and benchmarking their experience alongside global measures. The ISB covers comprehensive areas of the international student experience from decision-making to arrival, learning, living and support areas of their study and life experience at the institution. Comparison is provided against an ISB Poly benchmark group of approximately 70 universities and colleges.

How do ITPs compare with the global benchmark?

New Zealand ITPs compare favourably against the global benchmark in 2013, outperforming the benchmark on a range of measures, performing at the benchmark on many measures, and underperforming on significantly fewer measures.

OUTPERFORMANCE against the ISB Benchmark	PERFORMANCE at the Benchmark	UNDERPERFORMANCE against the Benchmark
PRE-ARRIVAL		
Response to offer	Contact to response	
ARRIVAL		
Bank account Registration Home friends Institution orientation Local orientation Welcome Internet access First night Accommodation condition Host friends	Finance office Meeting staff Other friends Formal welcome Health insurance Study sense Social activities	Accommodation office
LEARNING		
Assessment Learning support Research Course content Marking criteria Performance feedback Work experience	Academics' English Virtual learning Topic selection Online library Multicultural Laboratories Class size Learning spaces Technology Language support Physical library Good teachers Course organisation Employability Careers advice	Expert lecturers Managing research Quality lectures Opportunities to teach
LIVING		
Eco-friendly attitude Campus environment Good place to be Home friends Accommodation quality Host culture Worship facilities Good contacts Host friends Financial support Accommodation cost Earning money Living cost	Safety Campus buildings Accommodation access Other friends Internet access Visa advice Transport links institution Social activities Social facilities Host friends Social facilities Sport facilities	Transport links
SUPPORT		

Faith provision Student advisory Health centre International office Careers service	Halls welfare Graduate school Disability support IT support Students union Clubs/societies Finance office	Counselling Catering Accommodation
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ITP areas of excellence in 2013

The following areas were rated as 10 per cent over the ISB benchmark:

✓ Bank account	94.7% satisfied	+14.2% vs ISB Poly
✓ Earning money	70.7% satisfied	+12.8% vs ISB Poly
✓ Financial support	75.4% satisfied	+12.3% vs ISB Poly
✓ Accommodation cost	71.1% satisfied	+11.9% vs ISB Poly
✓ Welcome	89.5% satisfied	+10.4% vs ISB Poly

Key features of the 2013 results

PRE-ARRIVAL

Areas of excellence

✓ Response to offer	84.7% satisfied	+5.5% vs ISB Poly
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ARRIVAL

Areas of excellence

✓ Bank account	94.7% satisfied	+14.2% vs ISB Poly
✓ Welcome	89.5% satisfied	+10.4% vs ISB Poly
✓ Host friends	83.9% satisfied	+7.8% vs ISB Poly
✓ Internet access	89.1% satisfied	+7.6% vs ISB Poly
✓ Home friends	93.0% satisfied	+7.0% vs ISB Poly
✓ Registration	94.0% satisfied	+6.2% vs ISB Poly
✓ Accommodation condition	87.2% satisfied	+5.8% vs ISB Poly
✓ First night	87.4% satisfied	+4.2% vs ISB Poly
✓ Local orientation	89.9% satisfied	+3.9% vs ISB Poly
✓ Institution orientation	92.5% satisfied	+3.4% vs ISB Poly

Areas to improve

- Accommodation office	84.6% satisfied	-0.8% vs ISB Poly
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LEARNING

Areas of excellence

✓ Research	90.1% satisfied	+4.5% vs ISB Poly
✓ Marking criteria	88.3% satisfied	+3.9% vs ISB Poly
✓ Work experience	73.0% satisfied	+3.1% vs ISB Poly
✓ Performance feedback	87.4% satisfied	+2.9% vs ISB Poly
✓ Course content	90.1% satisfied	+2.5% vs ISB Poly
✓ Learning support	90.1% satisfied	+2.4% vs ISB Poly
✓ Assessment	90.2% satisfied	+1.8% vs ISB Poly

Areas to improve

- Opportunities to teach	50.0% satisfied	-12.3% vs ISB Poly
- Quality lectures	87.1% satisfied	-1.2% vs ISB Poly
- Expert lecturers	91.7% satisfied	-0.6% vs ISB Poly

LIVING**Areas of excellence**

✓ Earning money	70.7% satisfied	+12.8% vs ISB Poly
✓ Financial support	75.4% satisfied	+12.3% vs ISB Poly
✓ Accommodation cost	71.1% satisfied	+11.9% vs ISB Poly
✓ Host friends	82.0% satisfied	+6.3% vs ISB Poly
✓ Good contacts	85.6% satisfied	+5.5% vs ISB Poly
✓ Home friends	90.5% satisfied	+4.9% vs ISB Poly
✓ Good place to be	91.9% satisfied	+4.6% vs ISB Poly
✓ Campus environment	93.6% satisfied	+4.0% vs ISB Poly
✓ Eco-friendly attitude	94.5% satisfied	+3.4% vs ISB Poly
✓ Worship facilities	87.4% satisfied	+3.3% vs ISB Poly
✓ Accommodation quality	88.3% satisfied	+3.2% vs ISB Poly
✓ Host culture	88.0% satisfied	+2.8% vs ISB Poly

Areas to improve

- Transport links	80.0% satisfied	-2.2% vs ISB Poly
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SUPPORT**Areas of excellence**

✓ Careers service	91.8% satisfied	+7.8% vs ISB Poly
✓ Faith provision	95.7% satisfied	+6.2% vs ISB Poly
✓ Health centre	93.1% satisfied	+3.3% vs ISB Poly
✓ International office	92.6% satisfied	+1.8% vs ISB Poly
✓ Student advisory	93.3% satisfied	+1.7% vs ISB Poly

Areas to improve

- Accommodation office	79.1% satisfied	-4.4% vs ISB Poly
- Catering	81.0% satisfied	-0.1% vs ISB Poly
- Counselling	89.2% satisfied	-0.3% vs ISB Poly

What has changed since 2011?

ARRIVAL		2011		2013		Satisfac tion trend	vs bench mark
		Satisfaction (%)	vs ISB Poly (%)	Satisfaction (%)	vs ISB Poly (%)		
	Arrival average	88.3	+5.1	89.7	+5.0	+	-
	Arrival overall	91.1	+5.4	92.1	+4.5	+	-
++	Welcome	85.4	+9.0	89.5	+10.4	+	+
	Internet access	76.5	-4.2	89.1	+7.6	+	+
	Home friends	92.0	+5.9	93.0	+7.0	+	+
	Registration	90.8	+3.5	94.0	+6.2	+	+
	Study sense	83.2	-0.3	87.8	+4.1	+	+
	Meeting staff	91.0	+0.7	92.9	+3.0	+	+

	Social activities	81.2	+0.9	84.0	+1.8	+	+
+-	Bank account	93.6	+18.1	94.7	+14.2	+	-
	Host friends	81.3	+6.7	83.9	+7.8	+	-
	Accommodation condition	84.7	+7.1	87.2	+5.8	+	-
	Finance office	92.7	+6.4	93.2	+3.9	+	-
	Institution orientation	92.0	+4.7	92.5	+3.4	+	-
	Other friends	90.8	+3.5	91.4	+2.8	+	-
--	First night	89.5	+9.1	87.4	+4.2	-	-
	Local orientation	90.5	+5.8	89.9	+3.9	-	-
	Formal welcome	92.1	+5.3	90.3	+2.1	-	-
	Accommodation office	91.4	+10.9	84.6	-0.8	-	-
	Health insurance	91.1	n/a	89.9	+2.1	-	n/a

- Overall, international student satisfaction with their arrival experience increased from 2011 to 2013, however was slightly down versus the benchmark.
- Areas that may require attention include declining satisfaction for first night, local orientation and accommodation office.
- Interestingly, satisfaction with internet access increased significantly. Whereas in 2011 it was 4.2 per cent below the benchmark, in 2013 it was 7.6 per cent above the benchmark.

LEARNING		2011		2013		Satisfac tion trend	vs ISB bench mark
		Satisfaction (%)	vs ISB Poly (%)	Satisfaction (%)	vs ISB Poly (%)		
	Learning average	88.6	+3.9	87.0	+1.1	-	-
	Learning overall	85.7	+0.4	87.2	+1.0	+	+
++	Research	88.6	+4.2	90.1	+4.5	+	+
	Course content	88.2	+1.5	90.1	+2.5	+	+
	Learning support	89.1	+1.8	90.1	+2.4	+	+
	Course organisation	84.3	+1.8	85.2	+0.8	+	+
+-	Work experience	71.1	+3.3	73.0	+3.1	+	-
	Technology	89.4	+1.1	90.5	+0.6	+	-
	Laboratories	91.1	+1.7	91.4	+0.8	+	-
	Academics' English	93.1	+2.6	93.5	+1.8	+	-
	Physical library	89.4	+1.5	90.0	+0.8	+	-
	Online library	90.6	+2.1	91.8	+1.8	+	-
	Learning spaces	89.5	+1.6	90.5	+1.1	+	-
	Careers advice	75.5	+5.2	75.8	+2.2	+	-
	Assessment	90.4	+2.8	90.2	+1.8	-	-
--	Marking criteria	89.8	+5.9	88.3	+3.9	-	-
	Performance feedback	91.2	+6.6	87.4	+2.9	-	-
	Topic selection	92.5	+5.5	92.0	+3.7	-	-
	Good teachers	89.6	+3.1	88.9	+0.8	-	-
	Employability	84.0	+6.6	81.1	+2.4	-	-
	Quality lectures	91.6	+4.3	87.1	-1.2	-	-
	Virtual learning	92.2	+3.3	92.1	+1.8	-	-
	Expert lecturers	93.6	+2.2	91.7	-0.6	-	-
	Multicultural	92.2	+3.1	91.5	+1.1	-	-
	Language support	90.3	+4.2	90.2	+1.4	-	-
	Opportunities to teach	n/a	n/a	50.0	-12.3	n/a	n/a

- Average learning satisfaction and benchmark performance decreased from 2011 to 2013, though students report increased levels of satisfaction with their overall learning experience. Research, course content, learning support and course organisation all achieved increases in satisfaction compared with 2011, as well as increases against the benchmark.
- Satisfaction regarding quality lectures and expert lecturers both decreased and lost ground against the benchmark. Opportunities for postgraduate students to teach featured 12.3 per cent below benchmark.
- Employability saw decreases in satisfaction and benchmark position, but remained ahead of the benchmark.

LIVING		2011		2013		Satisfac tion trend	vs ISB bench mark
		Satisfaction (%)	vs ISB Poly (%)	Satisfaction (%)	vs ISB Poly (%)		
	Living average	81.9	+3.0	84.7	+4.2	+	+
	Living overall	89.4	+2.9	90.7	+3.7	+	+
++	Earning money	62.3	+8.4	70.7	+12.8	+	+
	Financial support	70.7	+10.3	75.4	+12.3	+	+
	Accommodation cost	68.8	+9.2	71.1	+11.9	+	+
	Living cost	65.9	+1.6	70.6	+6.1	+	+
	Good contacts	83.1	+4.7	85.6	+5.5	+	+
	Internet access	78.0	-3.7	86.8	+4.9	+	+
	Good place to be	91.1	+3.2	91.9	+4.6	+	+
	Eco-friendly attitude	94.1	+3.2	94.5	+3.4	+	+
	Worship facilities	86.6	+3.0	87.4	+3.3	+	+
	Accommodation quality	87.9	+3.1	88.3	+3.2	+	+
	Sport facilities	78.2	+2.8	79.4	+3.1	+	+
	Transport links	72.9	-12.9	80.0	-2.2	+	+
+/-	Social activities	81.0	+2.8	82.5	+1.8	+	-
--	Host friends	83.6	+10.7	82.0	+6.3	-	-
	Home friends	91.8	+5.4	90.5	+4.9	-	-
	Visa advice	85.7	+6.6	85.6	+3.0	-	-
	Host culture	89.1	+5.0	88.0	+2.8	-	-
	Social facilities	83.1	+2.6	81.8	+1.2	-	-
	Campus environment	n/a	n/a	93.6	+4.0	n/a	n/a

- Students expressed strong satisfaction with their living experience, increasing both satisfaction and benchmark performance compared with 2011. In particular, students indicated high levels of satisfaction with earning money, financial support and accommodation cost.
- Transport links showed a significant increase in satisfaction, despite remaining below benchmark.
- There was declining satisfaction with the host environment, with host friends, home friends, host culture and social facilities all showing reduced satisfaction and benchmark performance.

SUPPORT		2011		2013		Satisfac tion trend	vs ISB bench mark
		Satisfaction (%)	vs ISB Poly (%)	Satisfaction (%)	vs ISB Poly (%)		
	Support average	92.1	+3.6	91.5	+2.2	-	-
	Support overall	90.6	+3.2	90.5	+2.2	-	-

++	Halls welfare	81.0	-4.9	100.0	+11.1	+	+
	Health centre	92.7	+3.0	93.1	+3.3	+	+
	IT support	91.3	-0.2	92.7	+0.4	+	+
+ -	Careers service	91.5	+8.8	91.8	+7.8	+	-
--	Faith provision	97.4	+6.9	95.7	+6.2	-	-
	Finance office	92.1	+6.6	90.0	+2.4	-	-
	Student advisory	96.2	+5.1	93.3	+1.7	-	-
	International office	95.3	+5.1	92.6	+1.8	-	-
	Disability support	96.9	+5.0	93.7	+0.6	-	-
	Clubs/societies	96.5	+6.3	91.9	+0.6	-	-
	Students union	97.2	+6.1	92.5	+0.5	-	-
	Catering	83.6	+3.7	81.0	-0.1	-	-
	Counselling	94.0	+3.7	89.2	-0.3	-	-
	Accommodation office	83.2	+2.0	79.1	-4.4	-	-
	Graduate school	n/a	n/a	95.7	+1.1	n/a	n/a

- International students reported decreased satisfaction with support services in 2013 compared to 2011. New Zealand ITPs' performance against the benchmark also dropped.
- Four areas increased in satisfaction: careers service, halls welfare, health centre and IT support. The latter three fields also increased their performance against the benchmark.
- A wide range of indicators showed lower levels of satisfaction and performance against benchmark in 2013 compared with 2011. One area of concern is the decreasing satisfaction and benchmark performance with ITP accommodation offices.