

i-Graduate International Student Barometer 2013

Summary results for Universities

Summary

All eight New Zealand universities participated in the 2013 ISB. Nearly 20 per cent of international students in New Zealand study at universities. Results of the eight participating universities were aggregated into a New Zealand university benchmark group and findings compared against the global ISB University aggregated data of comparable institutions worldwide.

Overall

International student satisfaction at New Zealand universities was comparable to the global ISB benchmark. Overall, students were 87.6 per cent satisfied with their experience at their university in New Zealand, compared with an ISB benchmark of 86.8 per cent (+0.8 per cent).

Area	NZ Universities	ISB	ISB +/-
Arrival	88.3%	87.7%	+0.6%
Learning	85.6%	86.1%	-0.5%
Living	86.9%	86.8%	+0.1%
Support	88.6%	88.3%	+0.3%
Overall	87.6%	86.8%	+0.8%

Students were least satisfied with their learning experience, which was below the international benchmark. The other areas of arrival, living and support were close to the international benchmark, with only marginal variations which indicates that New Zealand universities do not enjoy comparative advantage on any overall measure.

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

- Less satisfied with their learning experience (down 0.5%), with a decrease in benchmark performance (down 0.7%)
- More satisfied with their support experience (up 0.2%), but with a decrease in benchmark performance (down 0.9%)
- More satisfied with their living experience (up 0.1%), but with a decrease in benchmark performance (down 2%).
- More satisfied with their arrival experience (up 0.5%), but with a decrease in benchmark performance (down 1.2%).

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 universities 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 University benchmark group of approximately 200 universities.

How do universities compare with the global benchmark?

New Zealand universities compare satisfactorily against the global benchmark in 2013, with the bulk of measures at or near the international benchmark.

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

Universities area of excellence in 2013

The following area was rated as 10 per cent over the ISB benchmark:

✓ Bank account 90.6% satisfied +10.4% vs ISB

Universities area of strong performance in 2013

The following area was rated as 5 per cent over the ISB benchmark:

✓ Welcome	85.5% satisfied	+7.6% vs ISB
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Key features of the 2013 results

PRE-ARRIVAL

Areas of strength

✓ Contact to response	84.9% satisfied	+1.4% vs ISB
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Areas to improve

- Response to offer	74.3% satisfied	-3.6% vs ISB
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ARRIVAL

Areas of strength

✓ Bank account	90.6% satisfied	+10.4% vs ISB
✓ Welcome	85.5% satisfied	+7.6% vs ISB
✓ First night	87.6% satisfied	+4.6% vs ISB
✓ Accommodation condition	87.6% satisfied	+4.6% vs ISB
✓ Accommodation office	87.0% satisfied	+4.4% vs ISB

Areas to improve

- Internet access	74.3% satisfied	-5.9% vs ISB
- Health insurance	83.0% satisfied	-1.5% vs ISB
- Registration	86.0% satisfied	-1.2% vs ISB
- Social activities	81.8% satisfied	-0.6% vs ISB

LEARNING

Areas of strength

✓ Online library	92.9% satisfied	+3.7% vs ISB
✓ Managing research	93.0% satisfied	+3.5% vs ISB
✓ Physical library	91.3% satisfied	+3.5% vs ISB
✓ Research	88.1% satisfied	+3.1% vs ISB
✓ Virtual learning	91.9% satisfied	+2.4% vs ISB
✓ Topic selection	89.2% satisfied	+2.2% vs ISB

Areas to improve

- Opportunities to teach	66.4% satisfied	-3.6% vs ISB
- Careers advice	67.5% satisfied	-2.3% vs ISB
- Work experience	62.9% satisfied	-2.7% vs ISB
- Employability	73.9% satisfied	-1.7% vs ISB

LIVING

Areas of strength

✓ Financial support	65.1% satisfied	+4.2% vs ISB
✓ Good place to be	91.7% satisfied	+4.1% vs ISB

✓ Safety	91.6% satisfied	+3.1% vs ISB
✓ Home friends	89.1% satisfied	+2.7% vs ISB
✓ Worship facilities	85.7% satisfied	+2.4% vs ISB
✓ Campus environment	92.2% satisfied	+2.2% vs ISB
✓ Earning money	56.4% satisfied	+2.1% vs ISB

Areas to improve

- Transport links	72.0% satisfied	-7.8% vs ISB
- Living cost	54.2% satisfied	-7.3% vs ISB
- Internet access	73.2% satisfied	-6.9% vs ISB
- Accommodation quality	80.6% satisfied	-4.0% vs ISB
- Accommodation cost	53.2% satisfied	-3.6% vs ISB

SUPPORT

Areas of strength

✓ Accommodation office	85.5% satisfied	+3.9% vs ISB
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Areas to improve

- Careers service	81.0% satisfied	-4.1% vs ISB
- Catering	76.4% satisfied	-2.0% vs ISB
- International office	90.4% satisfied	-1.0% vs ISB

What has changed since 2011?

ARRIVAL

		2011		2013		Satisfaction trend	vs bench mark
		Satisfaction (%)	vs ISB (%)	Satisfaction (%)	vs ISB (%)		
	Arrival average ¹	84.7	2.7	85.2	1.5	+	-
	Arrival overall ²	88.2	3.4	88.3	0.6	+	-
++	Finance office	88.4	0.9	90.9	2.2	+	+
	Home friends	88.3	1.8	88.4	2.3	+	+
	Local orientation	86.5	1.9	86.9	2.1	+	+
	Meeting staff	88.3	-0.3	89.5	0.8	+	+
	Study sense	79.1	-1.9	82.2	-0.3	+	+
	Internet access	74.1	-5.1	74.3	-5.9	+	+
+-	Welcome	83.5	9.4	85.5	7.6	+	-
	First night	87.3	8.0	87.6	4.6	+	-
	Accommodation office	86.3	7.2	87.0	4.4	+	-
	Accommodation condition	81.9	6.0	84.0	3.5	+	-
	Social activities	81.4	0.1	81.8	-0.6	+	-
	Registration	85.6	-0.8	86.0	-1.2	+	-
-+	Other friends	86.9	-1.2	86.5	-0.4	-	+
--	Bank account	91.8	14.8	90.6	10.4	-	-
	Formal welcome	88.6	1.3	88.3	0.4	-	-
	Institution orientation	87.9	2.0	87.2	-0.5	-	-
	Host friends	73.5	2.4	73.0	-0.6	-	-
	Health insurance	86.1	2.4	83.0	-1.5	-	-

¹ Average of student responses across all indicators in the Arrival section.

² Overall rating by students on their Arrival experience.

- Overall, international student satisfaction with their arrival experience increased from 2011 to 2013, but was down against the benchmark.
- Satisfaction with registration remains below benchmark, indicating scope to improve the registration process for international students.
- Position against benchmark decreased for 60 per cent of the arrival indicators.

LEARNING		2011		2013		Satisfac tion trend	vs ISB bench mark
		Satisfaction (%)	vs ISB (%)	Satisfaction (%)	vs ISB (%)		
	Learning average	86.2	2.4	85.7	0.7	-	-
	Learning overall	85.9	0.5	85.6	-0.5	-	-
++	Online library	90.3	1.9	92.9	3.7	+	+
	Physical library	89.1	1.6	91.3	3.5	+	+
	Laboratories	87.9	-1.4	91.0	1.4	+	+
	Technology	84.5	-3.7	88.4	0.1	+	+
	Multicultural	88.3	-0.7	89.1	-0.5	+	+
	Opportunities to teach	65.0	-3.8	66.4	-3.6	+	+
+-	Managing research	91.8	3.7	93.0	3.5	+	-
	Virtual learning	90.3	2.5	91.9	2.4	+	-
	Learning spaces	89.2	1.9	90.6	1.8	+	-
	Language support	85.7	1.6	86.5	-0.6	+	-
--	Research	88.8	3.6	88.1	3.1	-	-
	Topic selection	90.9	5.6	89.2	2.2	-	-
	Course content	90.3	2.9	89.2	1.5	-	-
	Academics' English	92.7	2.6	92.2	1.4	-	-
	Learning support	88.8	2.3	88.4	1.3	-	-
	Performance feedback	88.3	5.3	83.3	1.2	-	-
	Course organisation	86.3	5.1	85.4	1.1	-	-
	Expert lecturers	93.9	1.8	93.7	1.1	-	-
	Good teachers	89.1	3.0	87.7	0.6	-	-
	Quality lectures	90.8	3.4	88.4	0.6	-	-
	Assessment	88.3	1.5	87.0	-0.2	-	-
	Marking criteria	86.4	4.9	81.8	-0.5	-	-
	Employability	80.6	6.3	73.9	-1.7	-	-
	Careers advice	70.8	5.4	67.5	-2.3	-	-
	Work experience	66.8	3.0	62.9	-2.7	-	-

- Overall, international student satisfaction with their learning experience decreased from 2011 to 2013, and was down against the benchmark.
- More than half of the indicators decreased in satisfaction and two thirds decreased against the benchmark.
- Areas of concern relate to employment; employability, careers advice and work experience all decreased in satisfaction and now sit below the benchmark.
- Satisfaction with key areas of research, course content and course organisation all decreased.

LIVING		2011		2013		Satisfaction trend	vs ISB benchmark
		Satisfaction (%)	vs ISB (%)	Satisfaction (%)	vs ISB (%)		
	Living average	78.6	1.4	78.7	-0.6	+	-
	Living overall	87.0	1.5	86.9	0.1	-	-
++	Good place to be	90.3	2.1	91.7	4.1	+	+
	Safety	91.1	1.1	91.6	3.1	+	+
	Social facilities	80.6	0.4	81.7	1.9	+	+
	Eco-friendly attitude	88.3	-1.3	89.6	0.3	+	+
	Other friends	86.6	-1.1	87.4	0.1	+	+
	Internet access	72.0	-8.2	73.2	-6.9	+	+
+-	Worship facilities	84.0	3.1	85.7	2.4	+	-
	Host friends	71.7	1.8	73.1	-0.1	+	-
-+	Home friends	89.3	2.6	89.1	2.7	-	+
--	Host culture	82.2	-0.1	82.2	-1.5	=	-
-=	Transport links	74.0	-7.8	72.0	-7.8	-	=
--	Financial support	67.7	11.5	65.1	4.2	-	-
	Earning money	57.5	8.8	56.4	2.1	-	-
	Sport facilities	81.5	4.4	80.7	1.4	-	-
	Visa advice	84.9	9.4	81.1	0.2	-	-
	Good contacts	80.5	3.1	78.4	-0.4	-	-
	Social activities	80.2	1.5	79.2	-1.7	-	-
	Accommodation cost	57.5	0.3	53.2	-3.6	-	-
	Accommodation quality	84.7	0.6	80.6	-4.0	-	-
	Living cost	58.3	-2.5	54.2	-7.3	-	-
	Campus environment	n/a	n/a	92.2	2.2	n/a	n/a

- Student satisfaction with their living experience decreased against the benchmark between 2011 and 2013.
- Students rated their time highly for safety, financial support and a good place to be.
- Dissatisfaction is evident with transport links, living costs, internet access, accommodation quality and cost.

SUPPORT		2011		2013		Satisfaction trend	vs ISB benchmark
		Satisfaction (%)	vs ISB (%)	Satisfaction (%)	vs ISB (%)		
	Support average	89.9	1.8	90.1	0.9	+	-
	Support overall	90.2	3.3	88.6	0.3	-	-
++	Students' union	92.1	1.4	95.0	2.5	+	+
	Finance office	85.8	-0.2	88.6	1.5	+	+
	Disability support	88.6	-3.2	93.3	1.4	+	+
+-	Accommodation office	83.4	4.1	85.5	3.9	+	-
	Counselling	91.7	2.9	92.4	2.8	+	-
	Halls welfare	90.2	5.0	91.9	2.5	+	-
	Student advisory	93.3	4.4	94.1	2.5	+	-
-+	Catering	76.9	-2.2	76.4	-2.0	-	+
--	Faith provision	96.1	4.4	94.8	2.0	-	-
	Clubs/societies	93.7	2.7	93.6	1.7	-	-
	Health centre	90.2	1.4	89.6	0.6	-	-
	Graduate school	96.7	3.1	94.6	0.2	-	-
	International office	91.7	1.0	90.4	-1.0	-	-

	IT support	92.3	0.6	90.3	-1.6	-	-
	Careers service	85.4	1.8	81.0	-4.1	-	-

- Of concern is declining student satisfaction with careers services. This indicator has gone from 1.8 per cent above benchmark in 2011 to 4.1 per cent below benchmark in 2013. Satisfaction with international office has followed a similar trajectory.
- Satisfaction with support services such as students' union, finance office and disability support increased both in satisfaction and against the benchmark.
- While satisfaction with accommodation office, counselling, halls welfare and student advisory increased since 2011, it lost share against the benchmark.