

English Language Barometer

New Zealand English Language sector 2014

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Survey overview

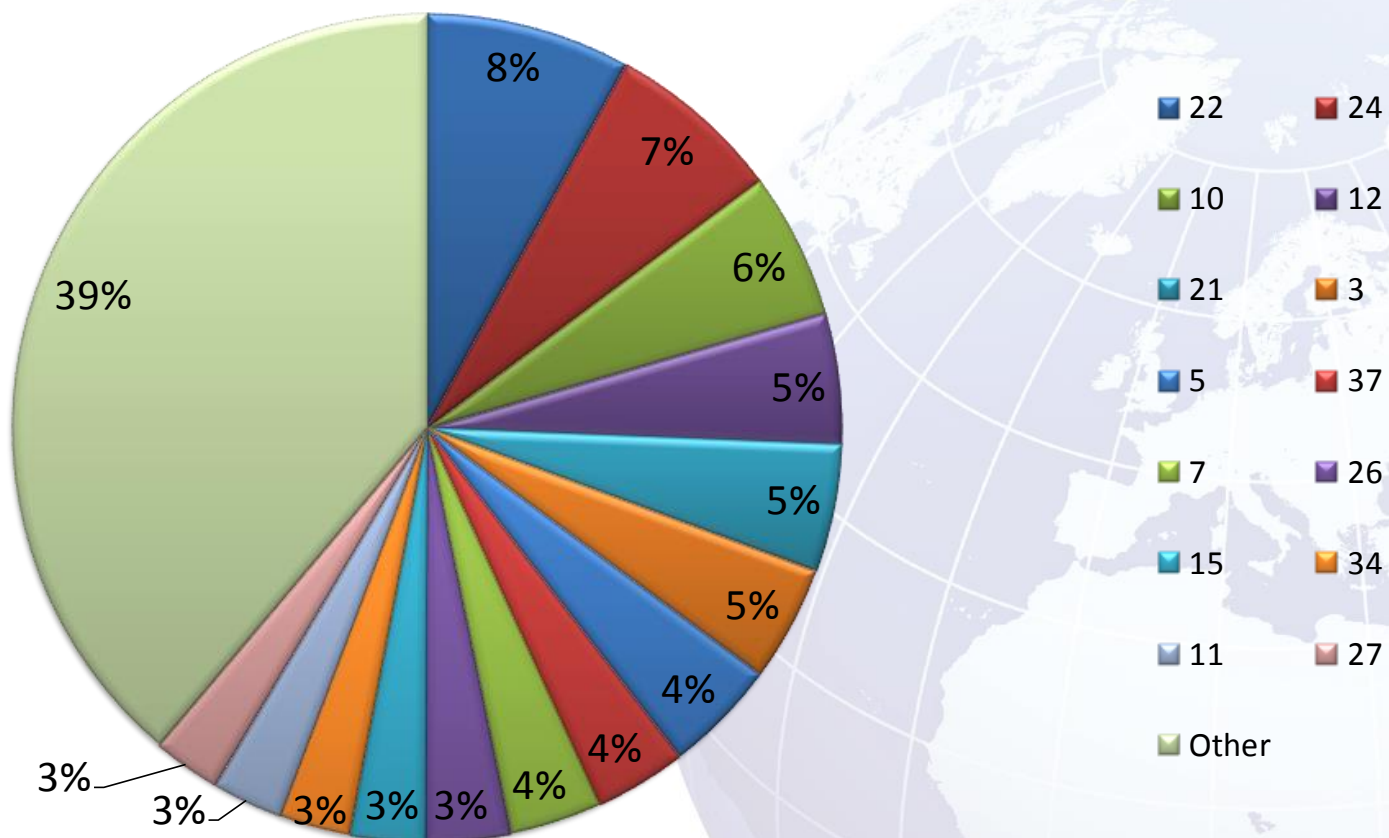
Survey overview

- Core questionnaire covering decision making, application, arrival, learning, living, support and recommendation
- Semi-standardised online questionnaire format, adapted and customised for the New Zealand English Language sector
- Questionnaire available in 9 languages: English, Arabic, Chinese (simplified), French, German, Japanese, Korean, Portuguese (Brazil), Thai
- Fieldwork ran from 25th August to 13th October 2014
- 2,103 English language students participated from 48 institutions:
 - 24 specialist English language providers
 - 13 English language schools/centres at universities and ITPs
 - 11 PTEs that offered English language courses in addition to other courses
- Sector results compared against global benchmark

Survey response

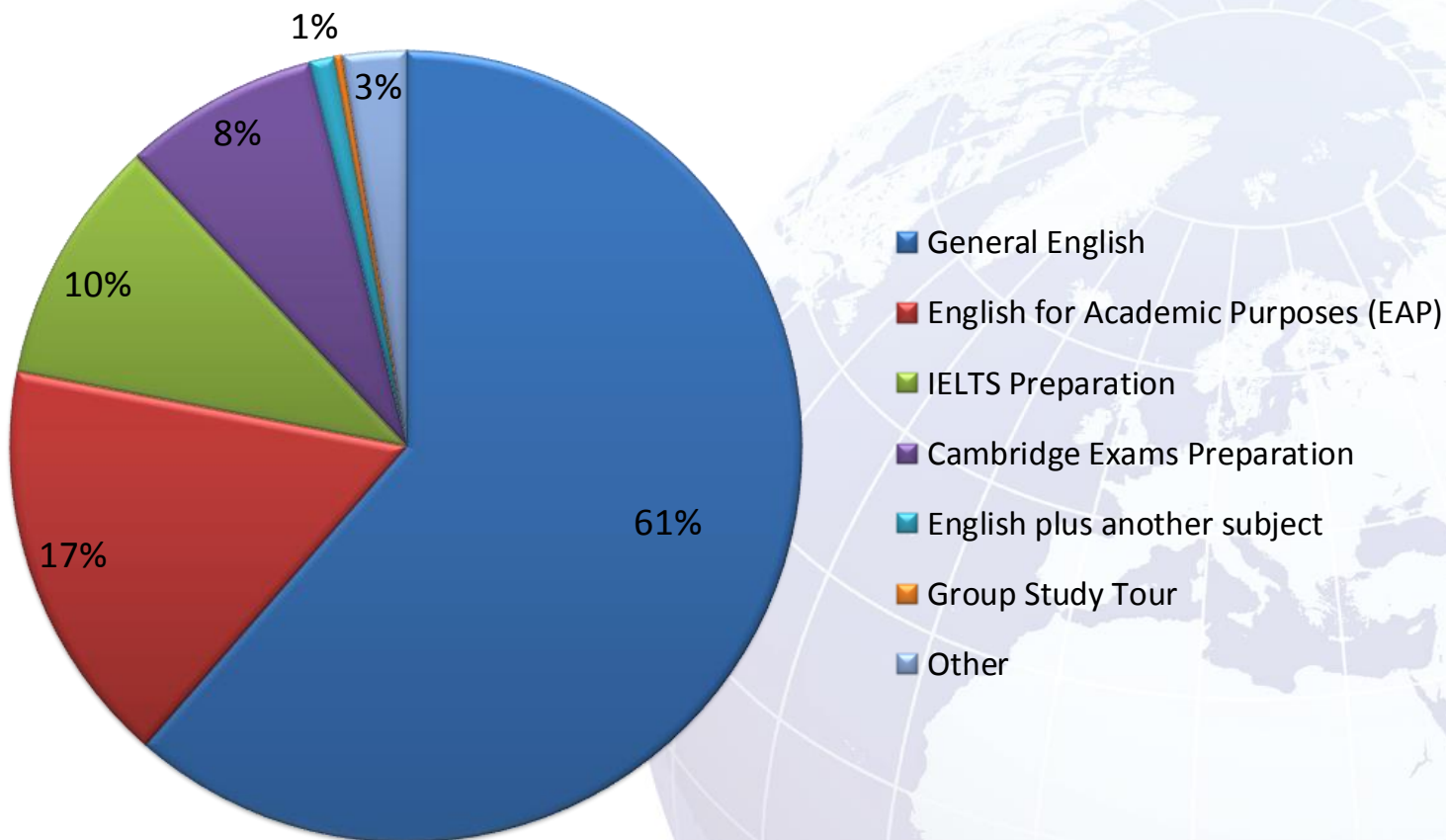
Response by institution (anonymised)

NZ ELB 2014 (2103)



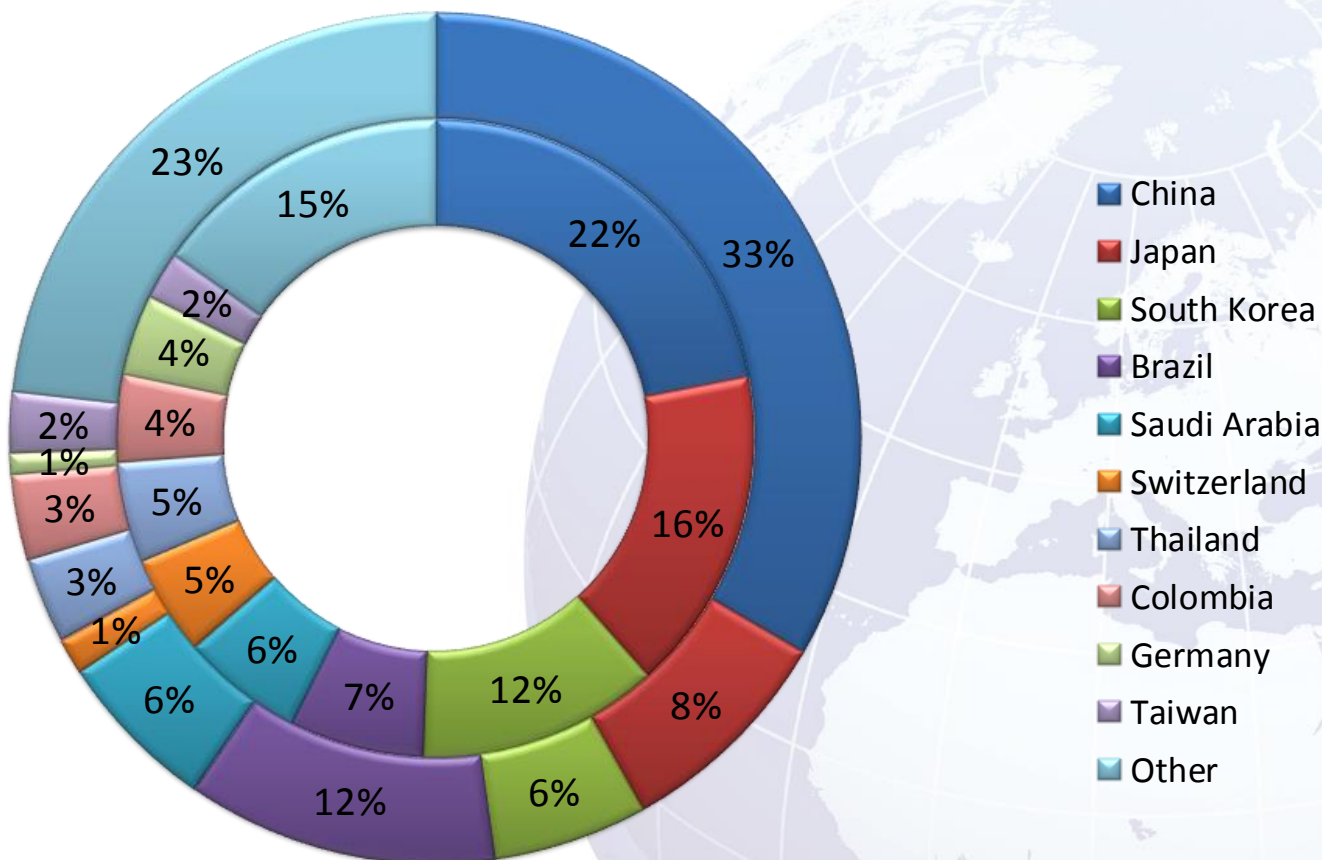
Study type breakdown

NZ ELB 2014 (2103)



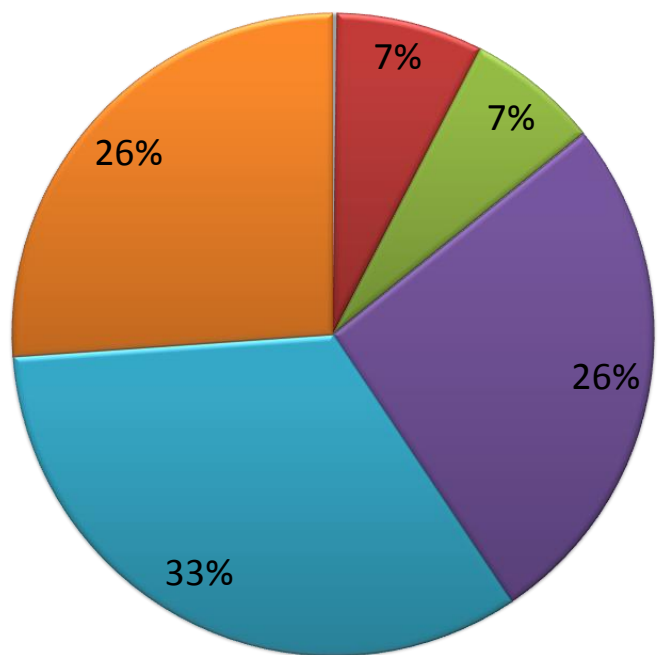
Nationality breakdown

NZ ELB 2014 (2103, inner circle) vs Global ELB (14149, outer circle)



Course length

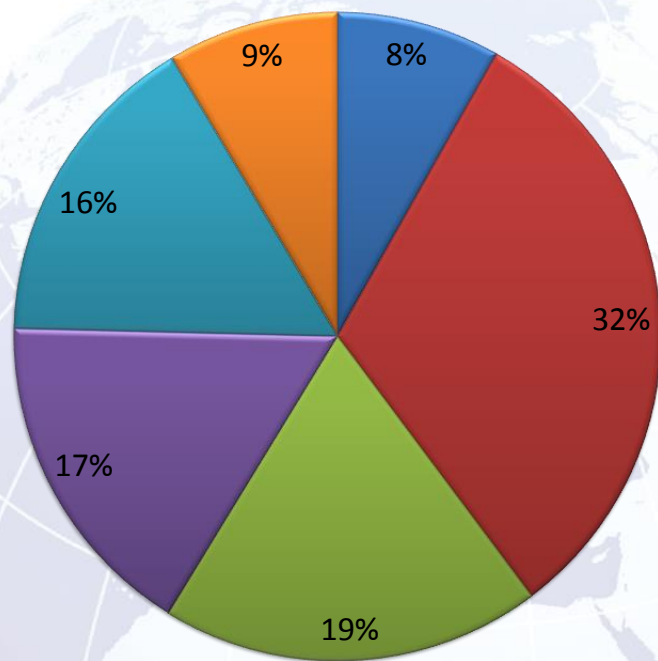
NZ ELB 2014 (2042)



How long is your English language course?

NZ ELB 2014 (2080)

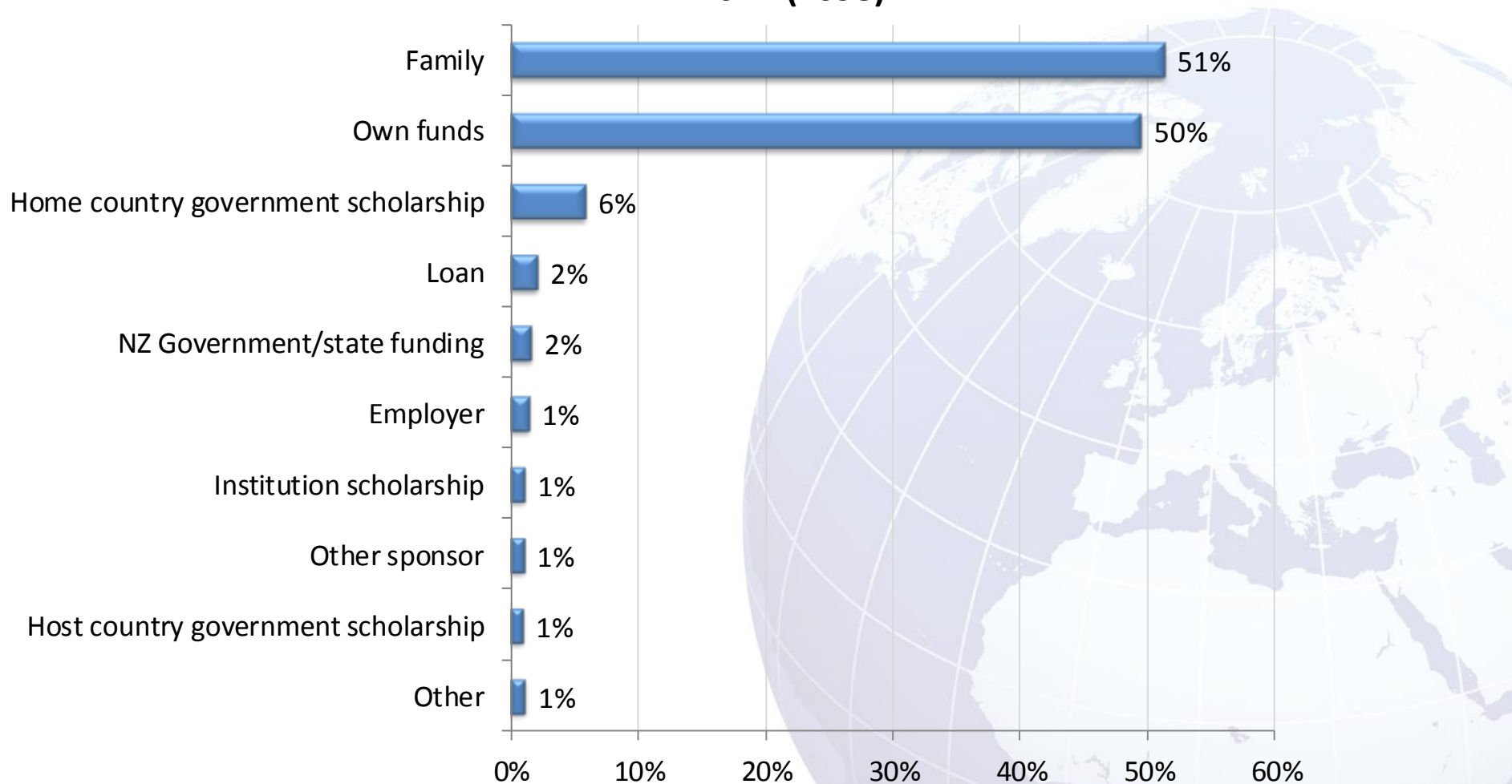
- 1 week or less
- 2-4 weeks
- 5-8 weeks
- 9-12 weeks
- 13-24 weeks
- Longer than 24 weeks



How long have you been studying your current course?

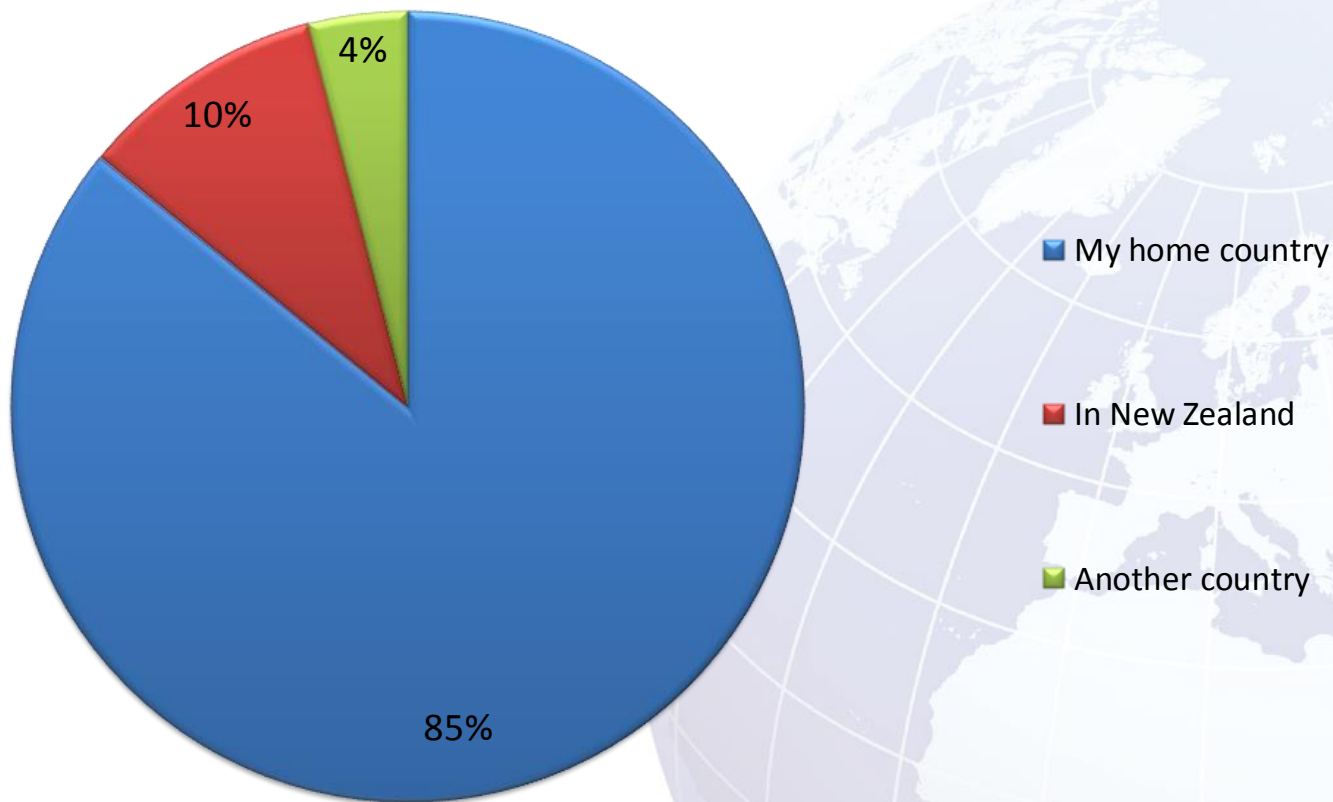
Funding of studies

NZ ELB 2014 (2098)



Pre-study location

NZ ELB 2014 (2100)

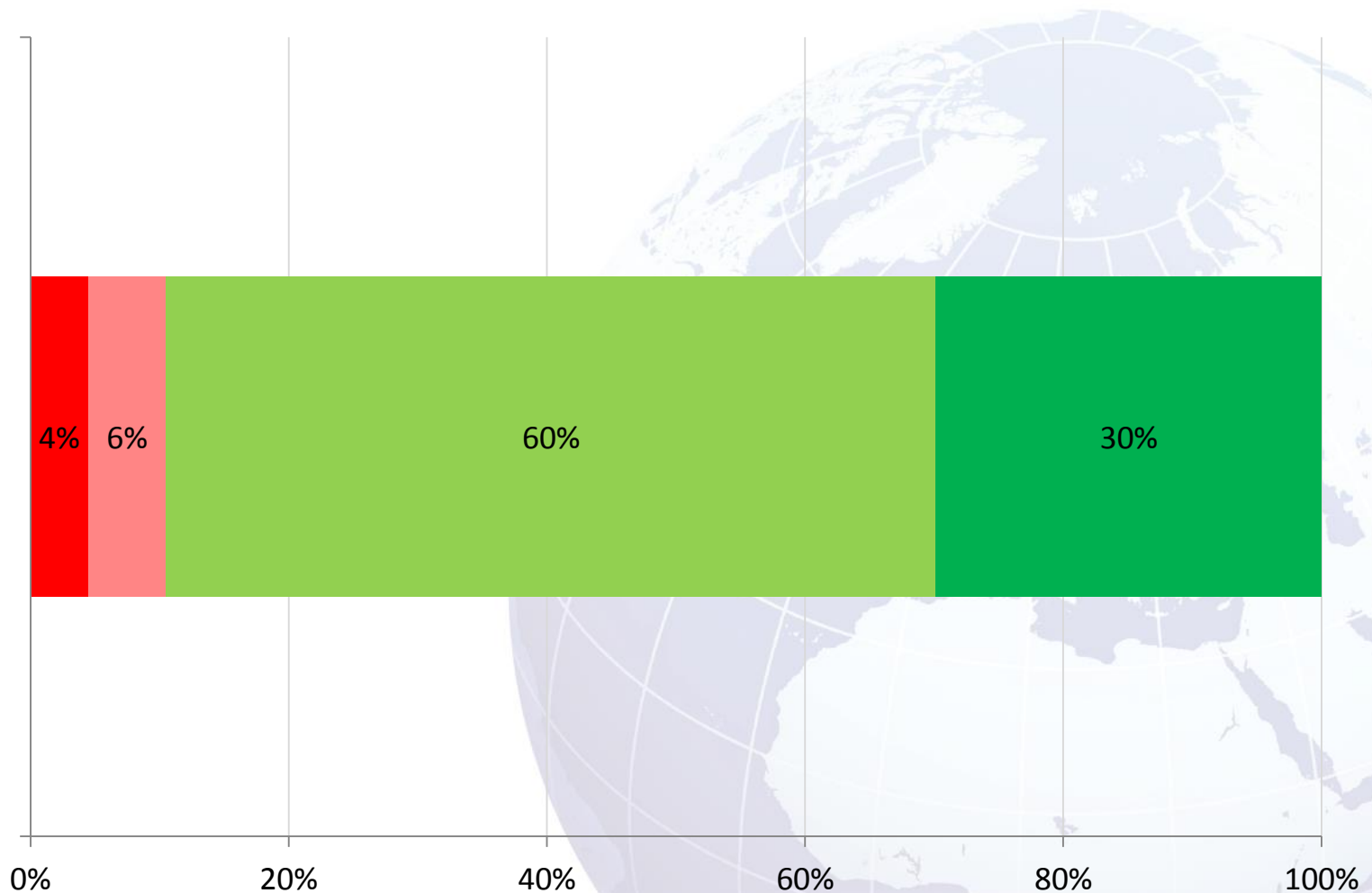


Overall satisfaction

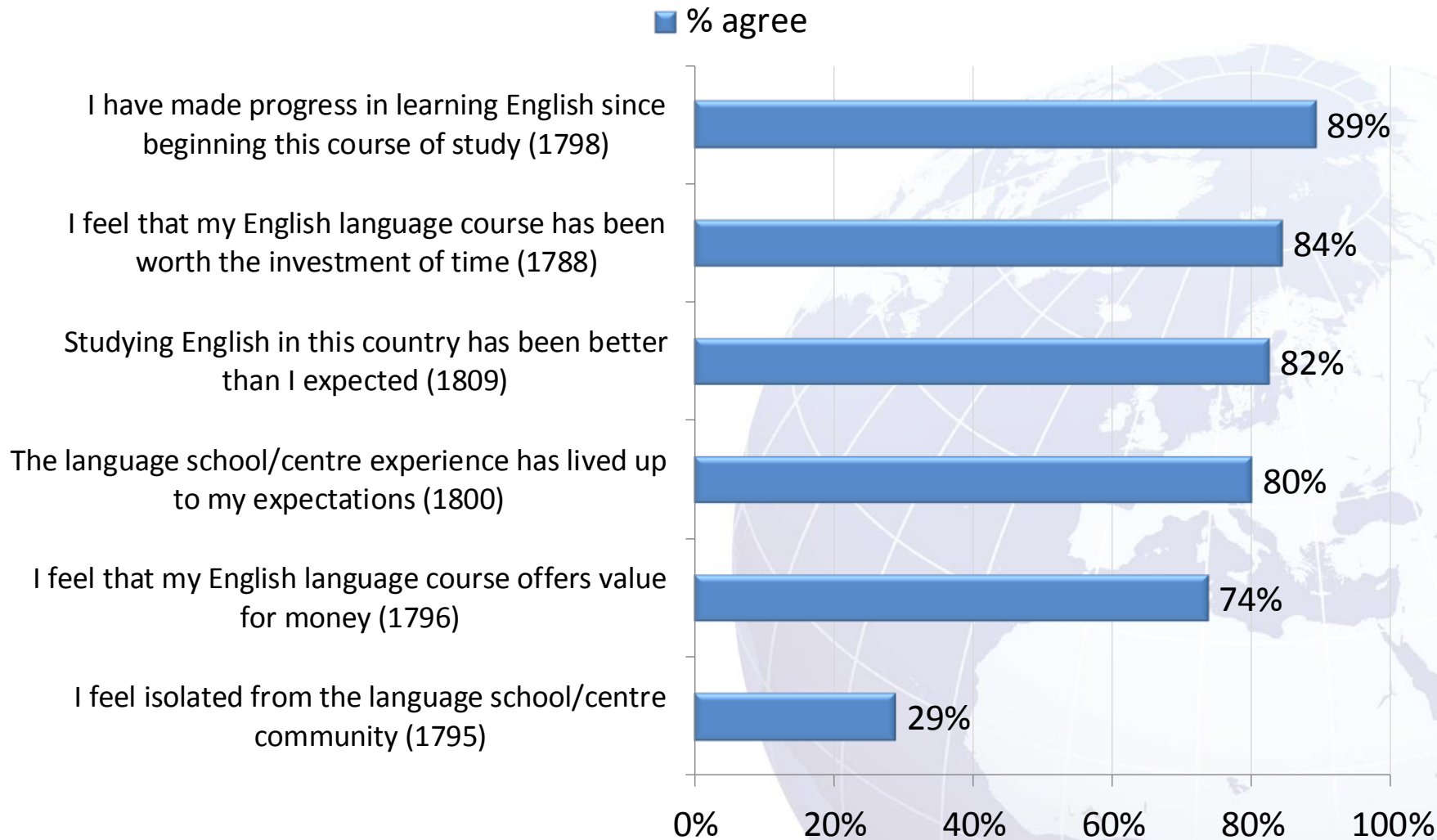
Overall satisfaction

■ Very dissatisfied ■ Dissatisfied ■ Satisfied ■ Very satisfied

NZ ELB 2014 (2103)



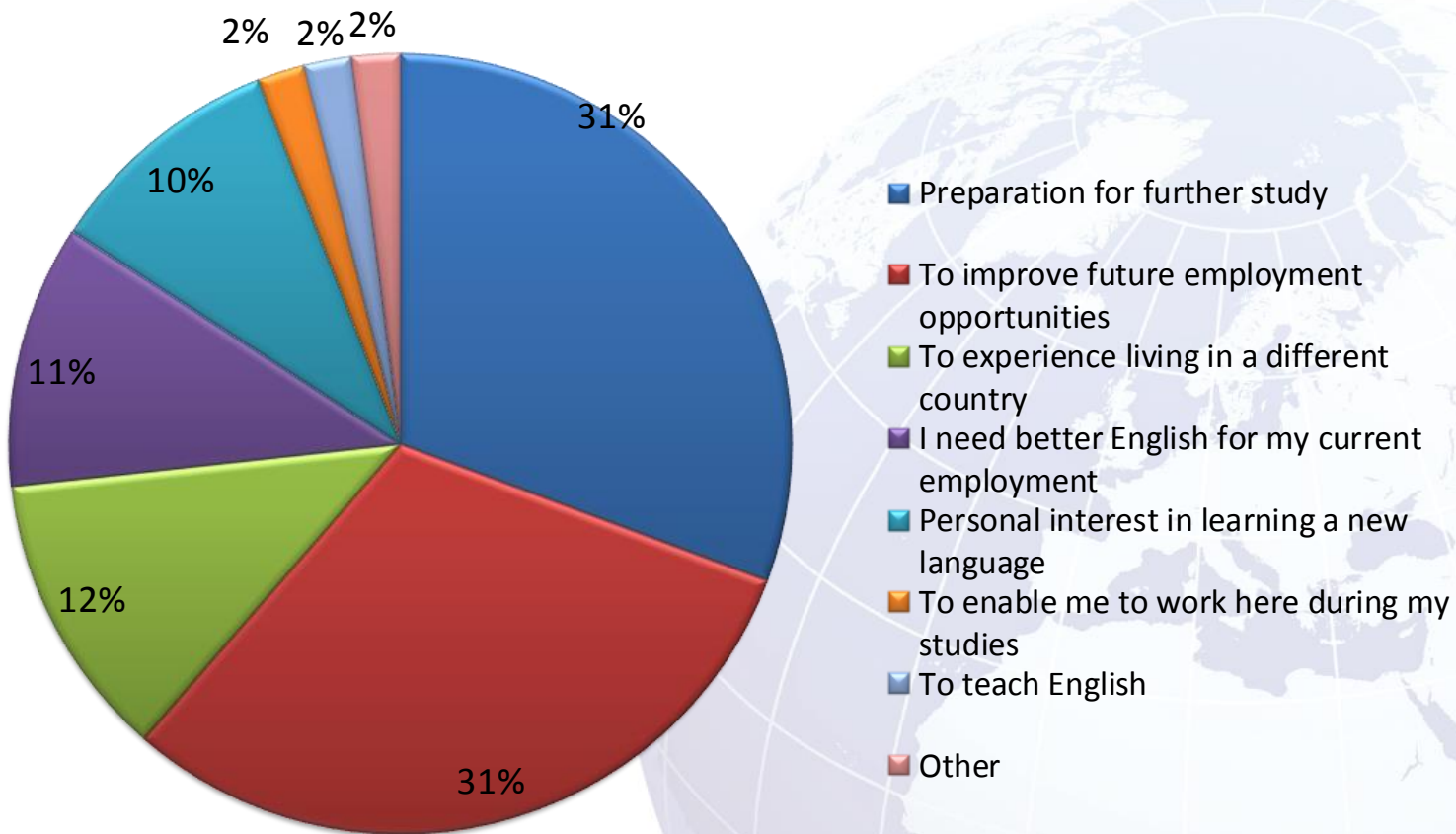
Reflections



Choice of Destination

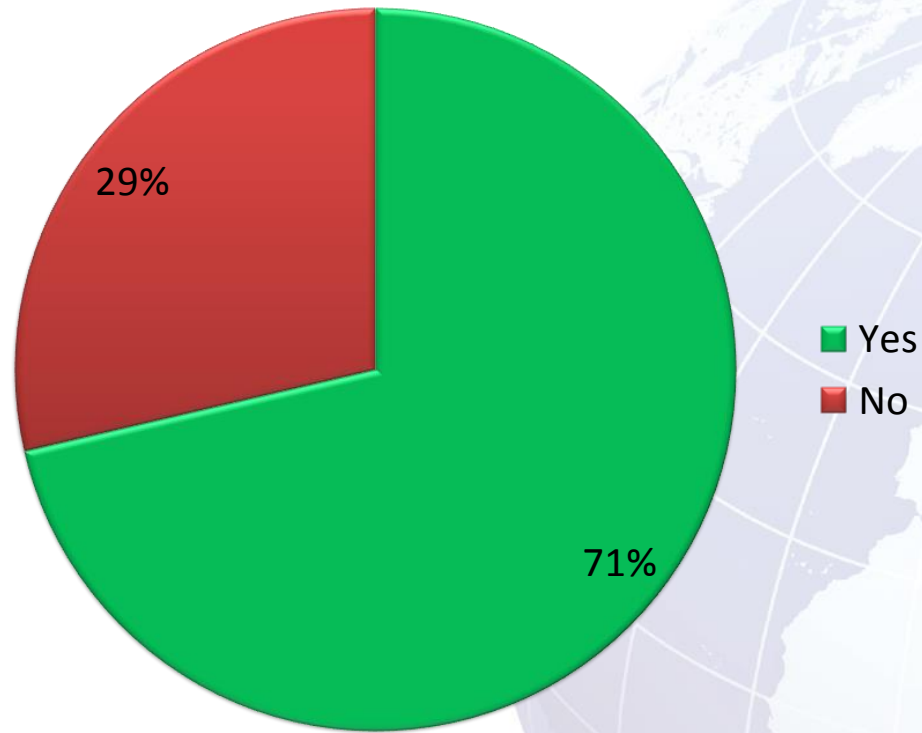
Main reason to study

NZ ELB 2014 (2102)

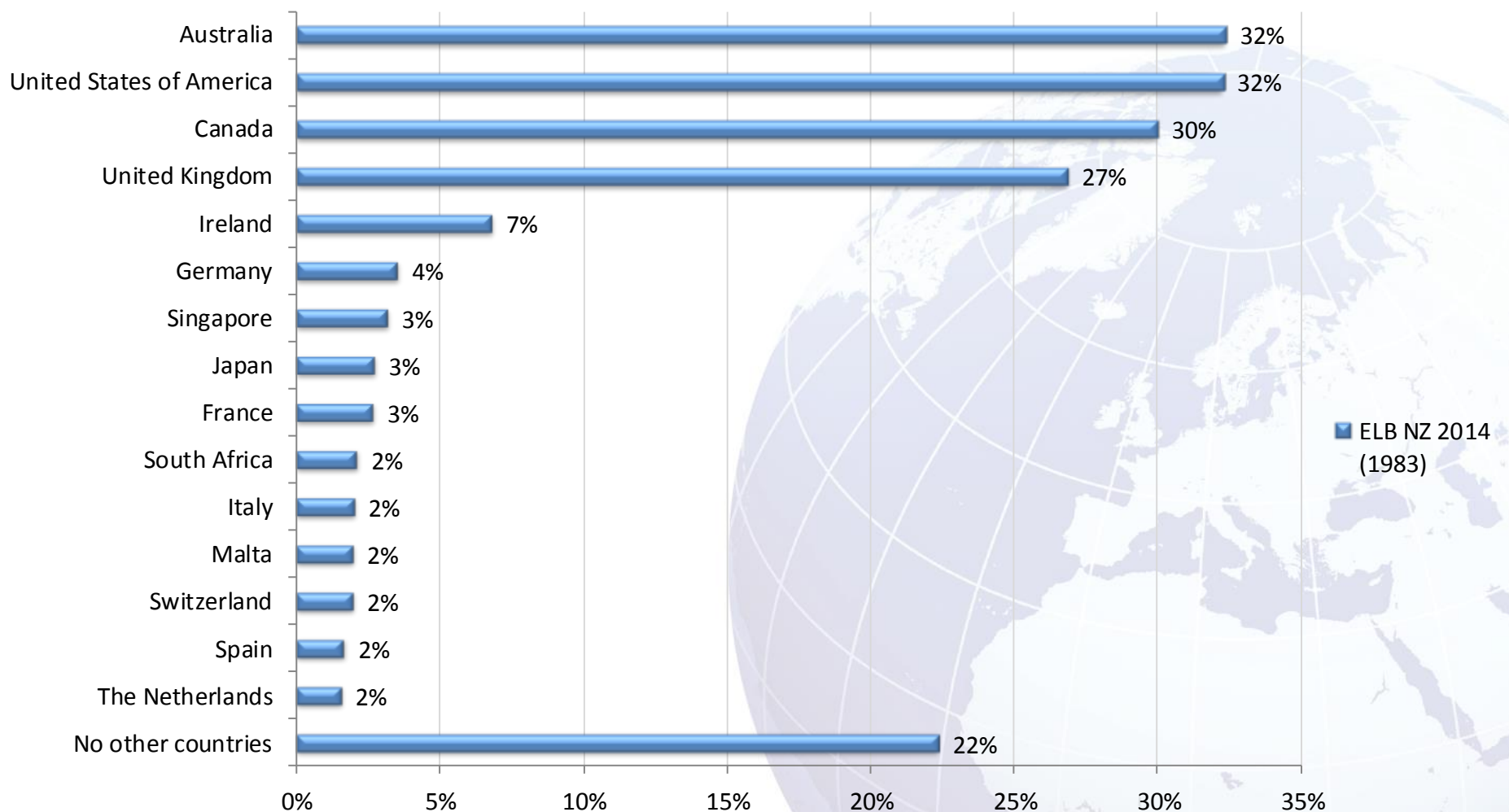


Was New Zealand first choice?

NZ ELB 2014 (2061)

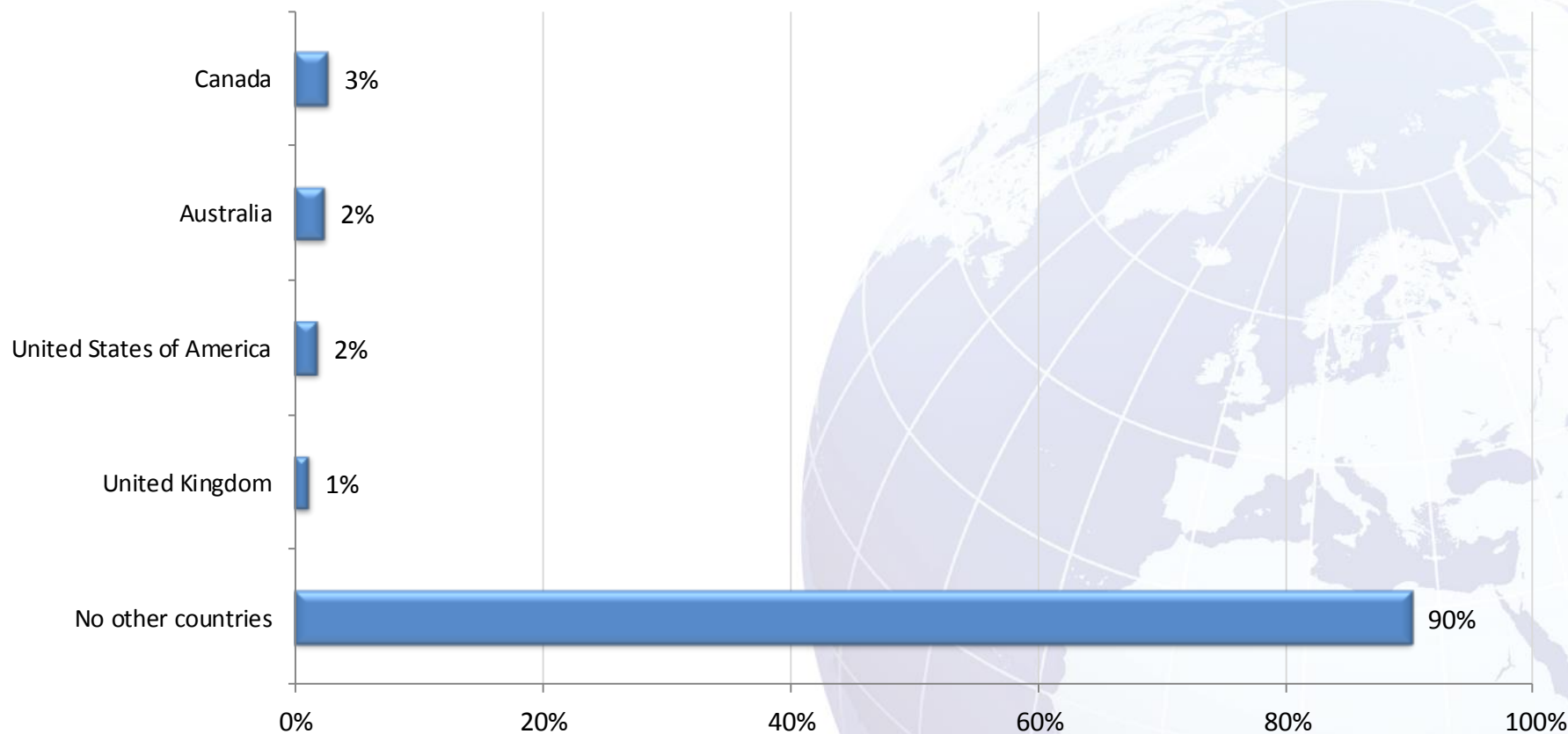


Countries considered

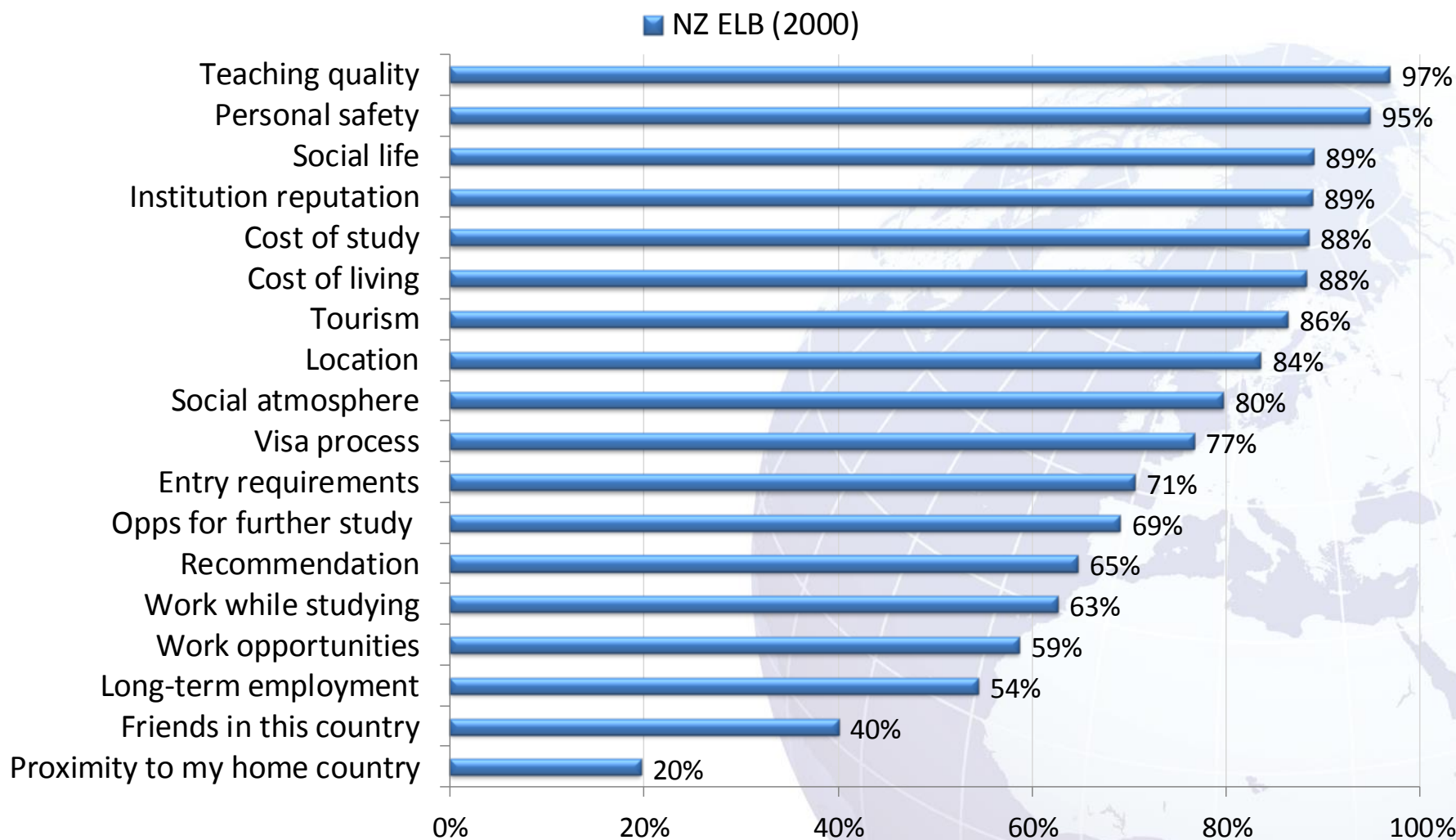


Countries applied to

■ ELB NZ 2014 (1527)

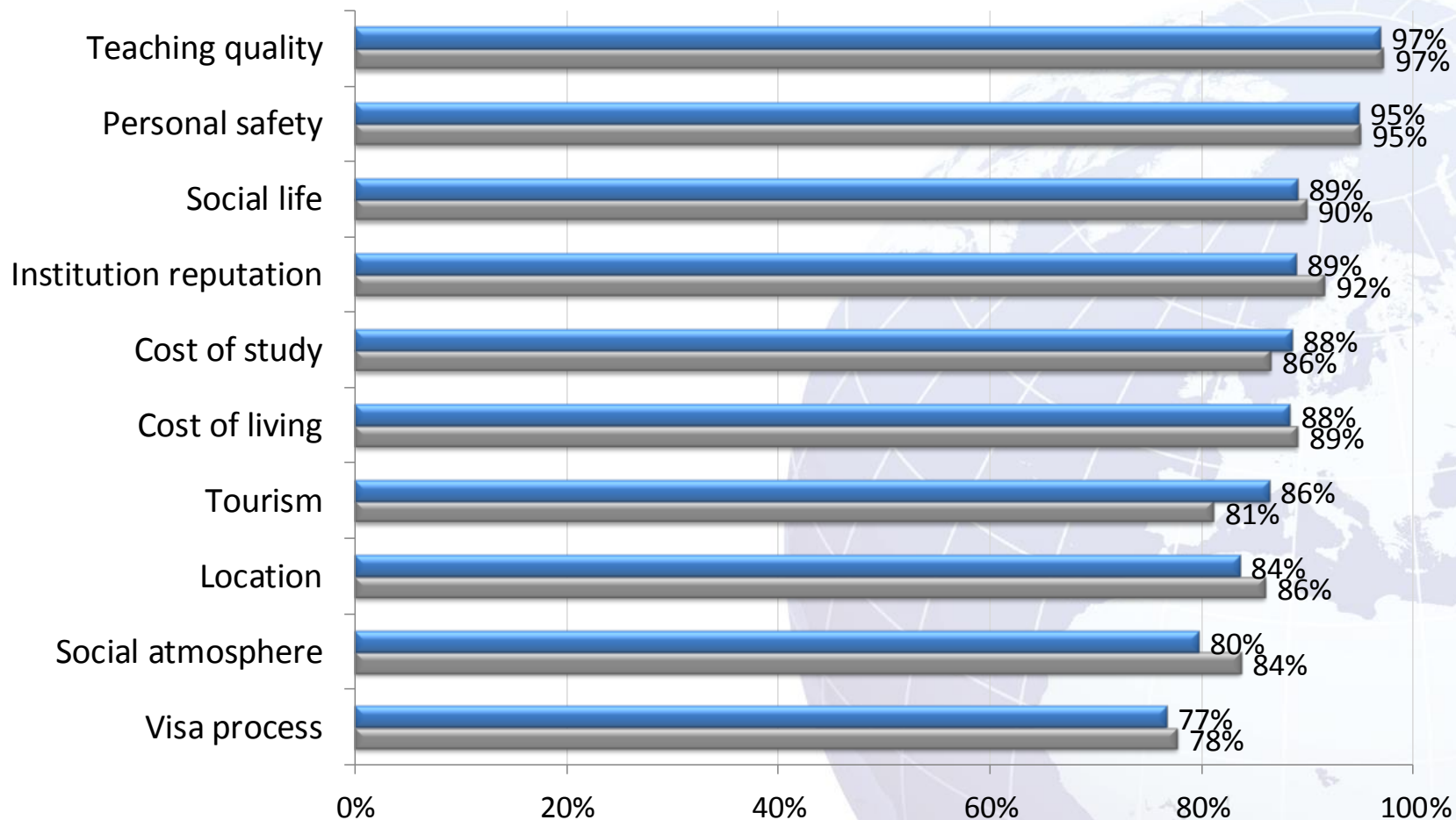


Decision-making factors (% important)

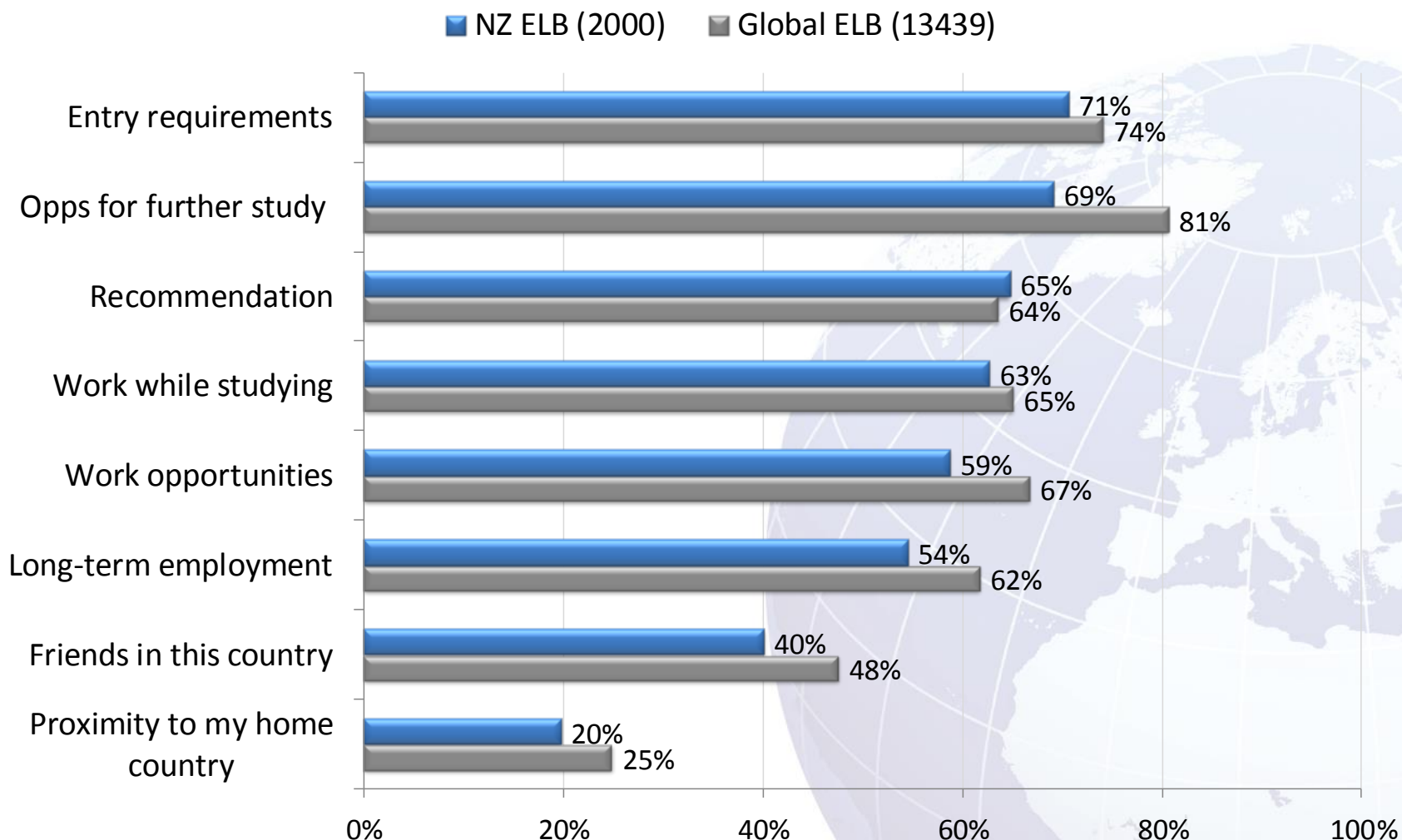


Decision-making factors (% important)

■ NZ ELB (2000) ■ Global ELB (13439)

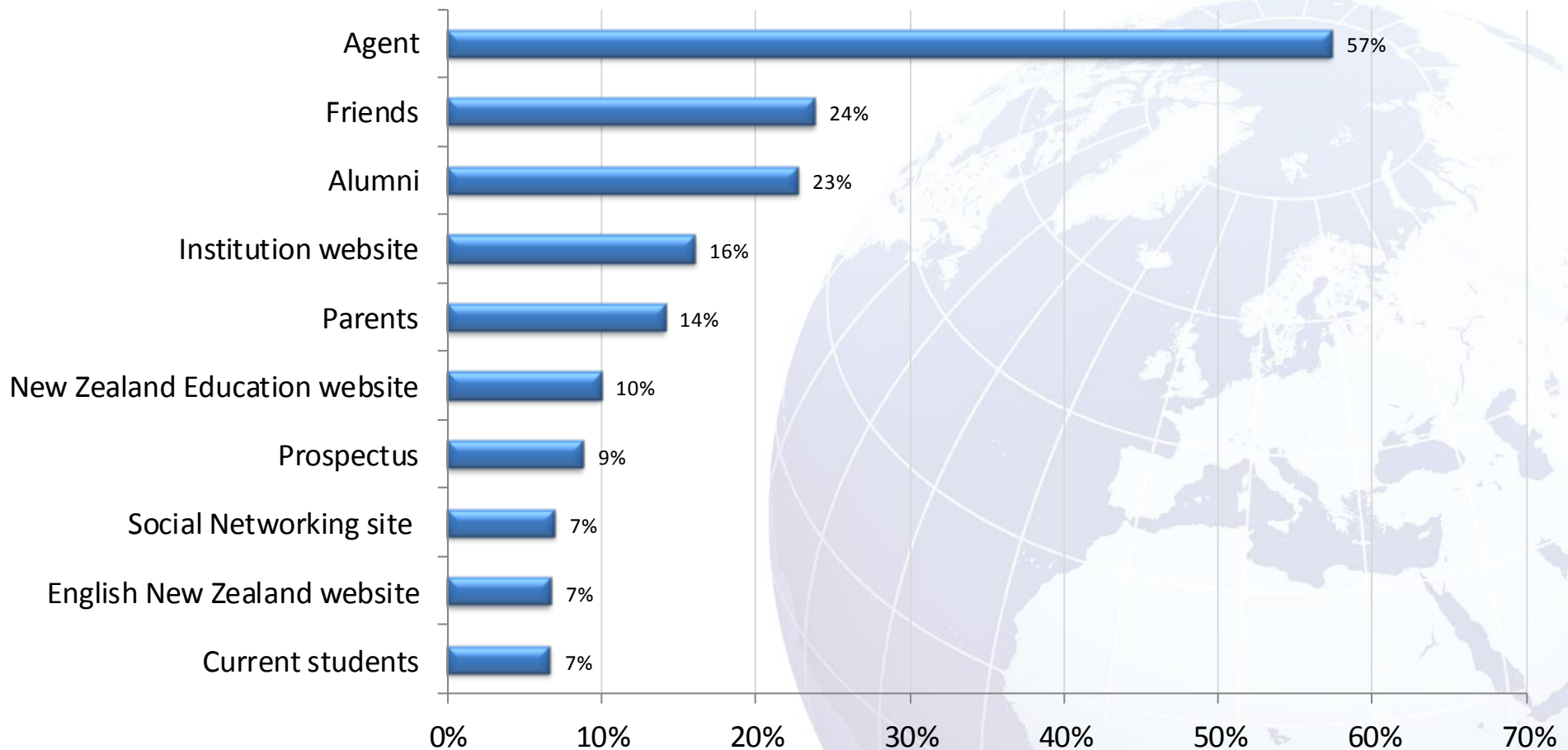


Decision-making factors (% important)

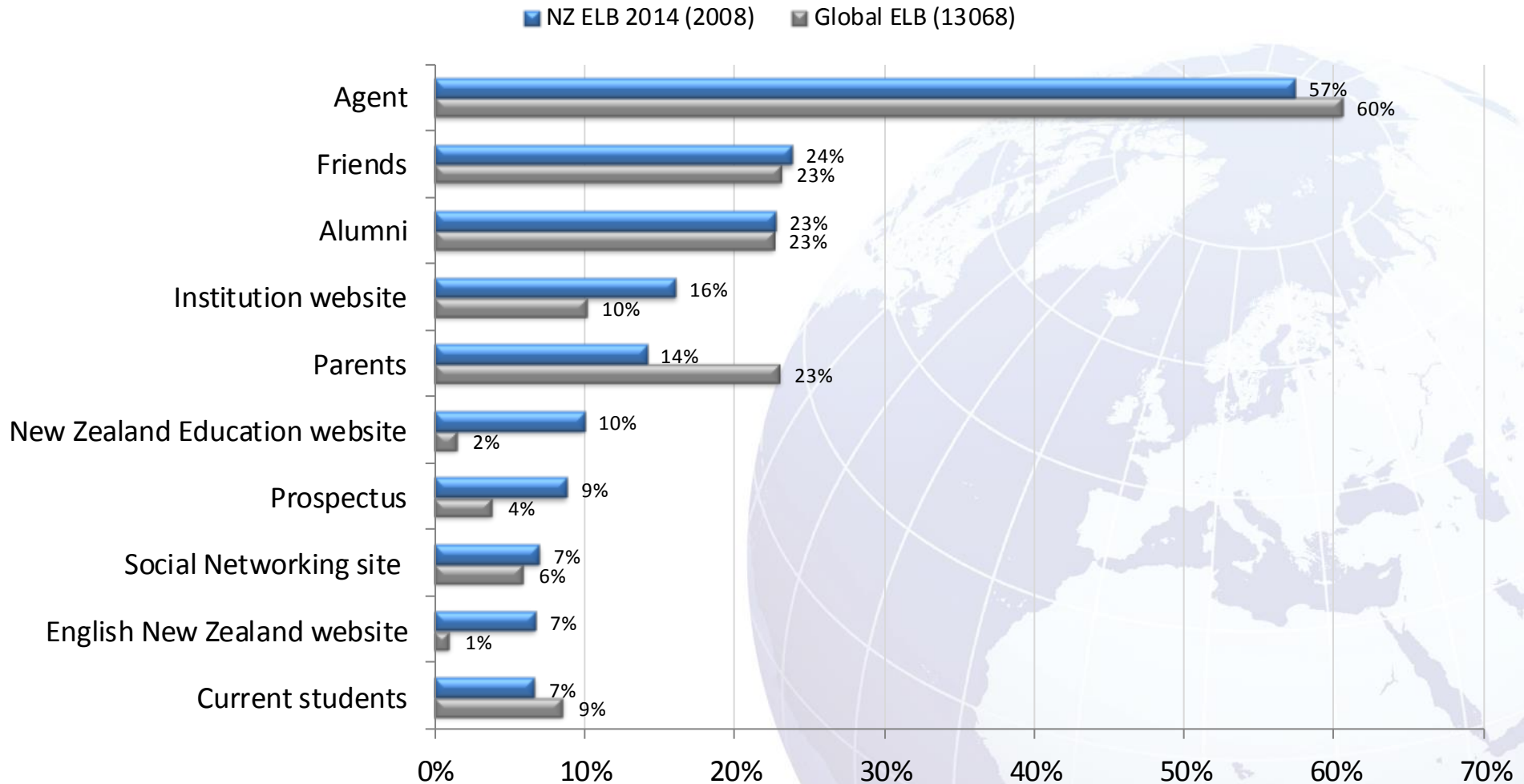


Top 10 key influences (choice of institution)

NZ ELB 2014 (2008)



Top 10 key influences (choice of institution)



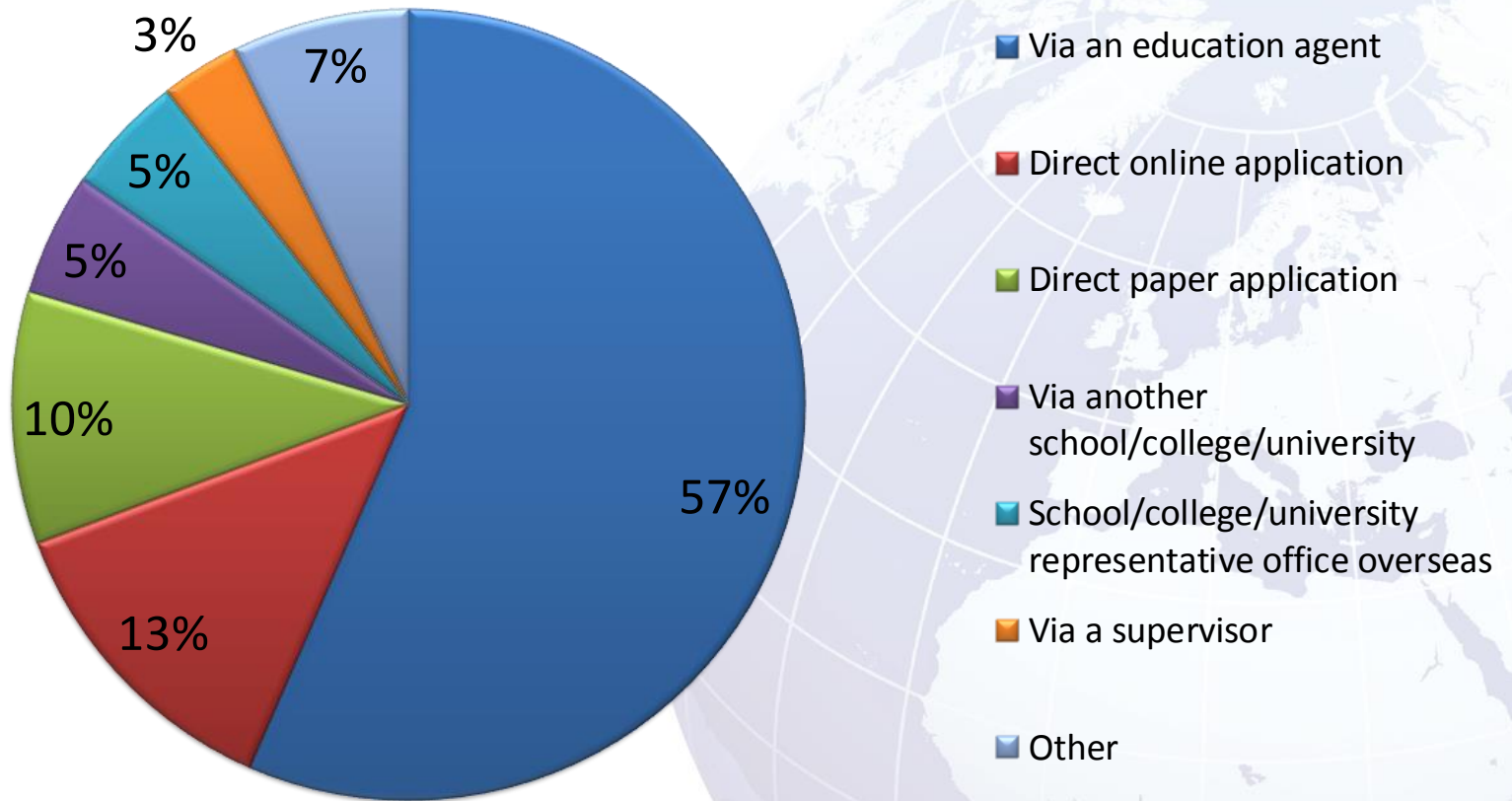
Application & pre-arrival advice

Application to offer – number of days and satisfaction

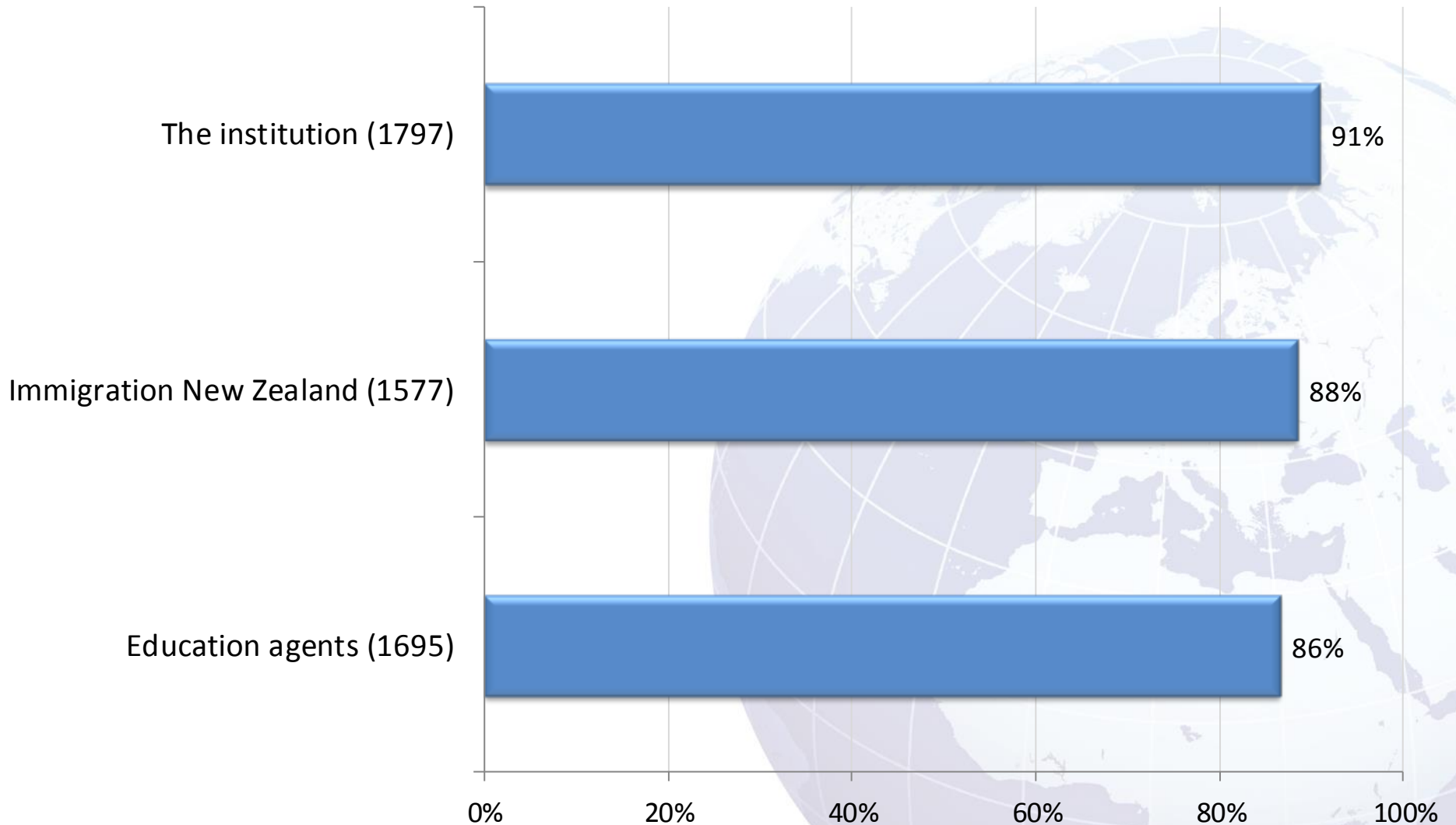
<i>Average Days</i>	NZ ELB 2014
Cambridge Exams Preparation	12
English for Academic Purposes (EAP) - learning English with study skills	22
English plus another subject – learning English plus another subject/hobby	28
General English - learning all areas of English	13
IELTS Preparation	15
Other	30
<i>% Satisfaction</i>	NZ ELB 2014
Cambridge Exams Preparation	92%
English for Academic Purposes (EAP) - learning English with study skills	89%
English plus another subject – learning English plus another subject/hobby	89%
General English - learning all areas of English	88%
IELTS Preparation	90%
Other	91%

Application

NZ ELB 2014 (1989)

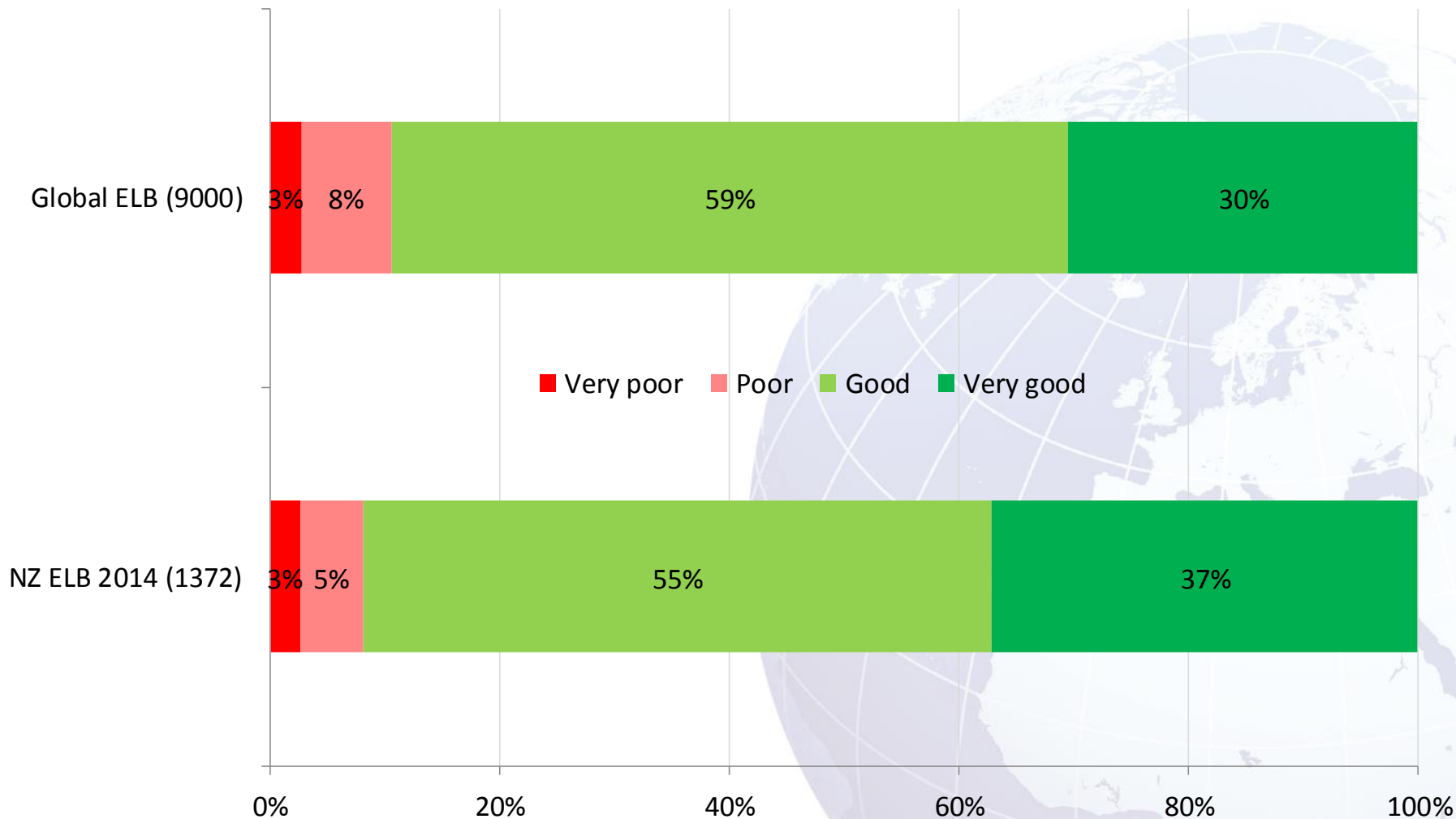


Satisfaction with pre-arrival advice



Agents

Agent/representative rating



Agent recommendation

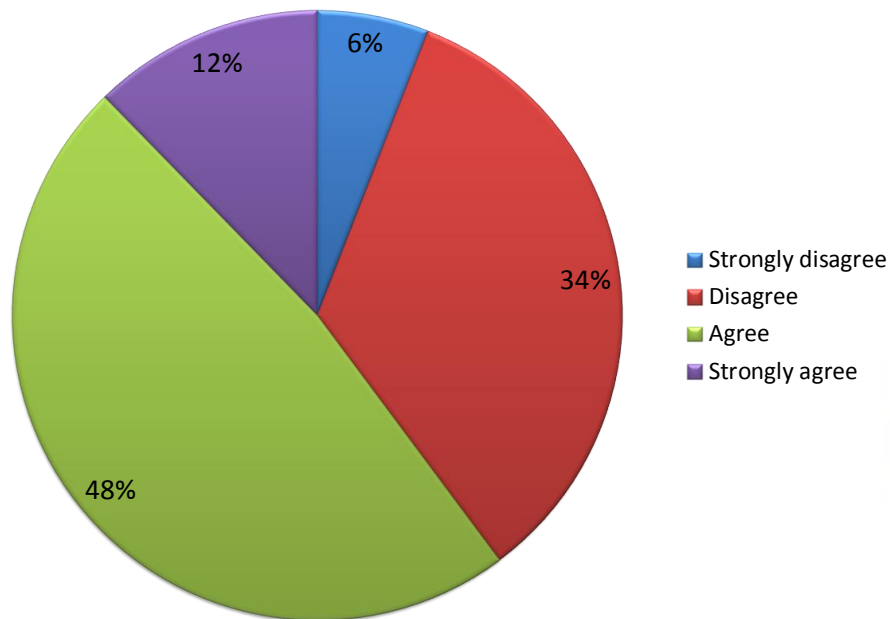
NZ ELB 2014 (1306)	
29%	I would actively encourage people to use my agent/representative
49%	If asked, I would encourage people to use my agent/representative
15%	I would neither encourage nor discourage people to use my agent/representative
5%	If asked, I would discourage people from using my agent/representative
2%	I would actively discourage people from using my agent/representative

Would you recommend the agent/ overseas representative that you used to other students thinking of applying?

Agents

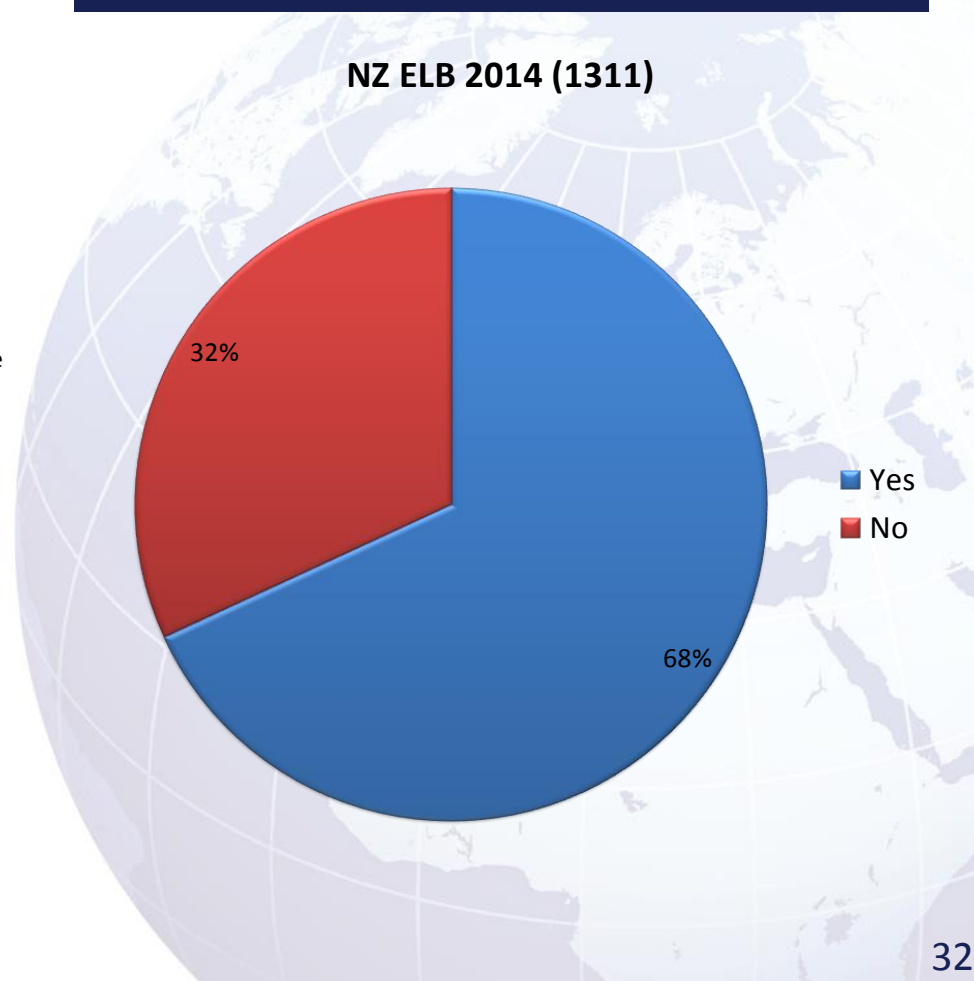
I would not have applied to this institution
without the help of my agent

NZ ELB 2014 (1286)



Have you been contacted by your
agent/representative after arriving at your
institution?

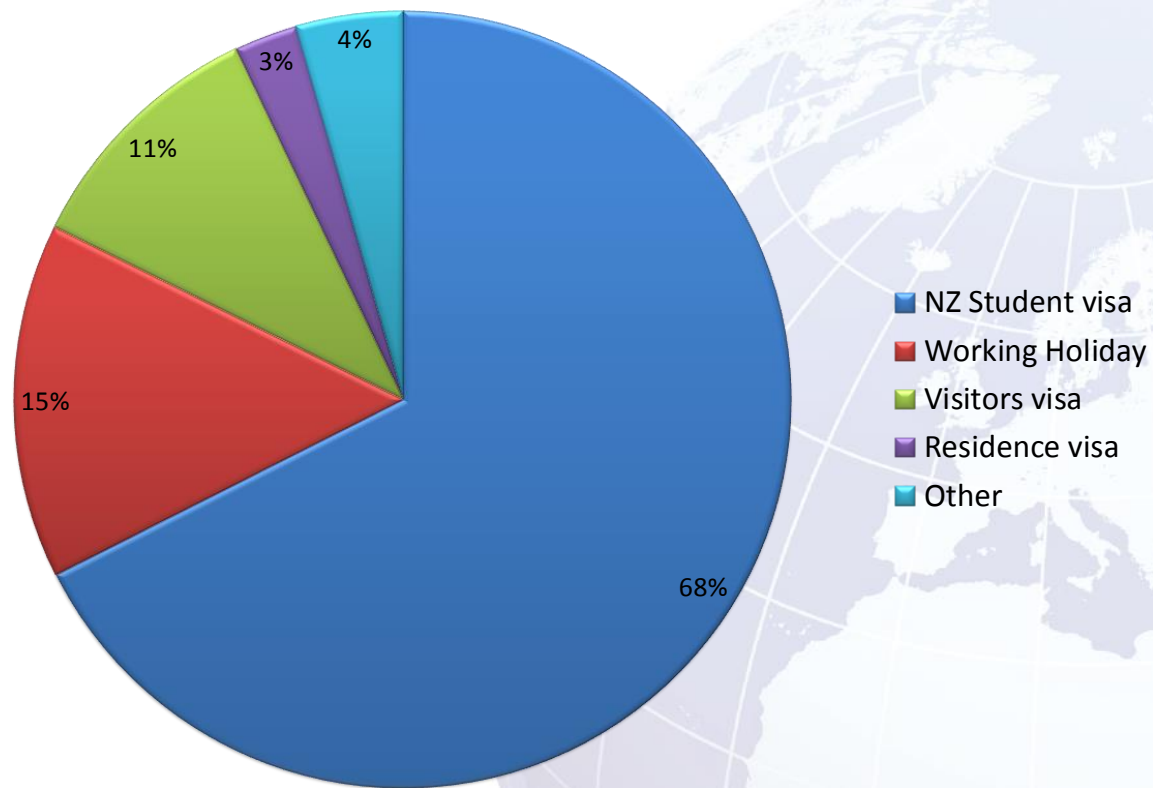
NZ ELB 2014 (1311)



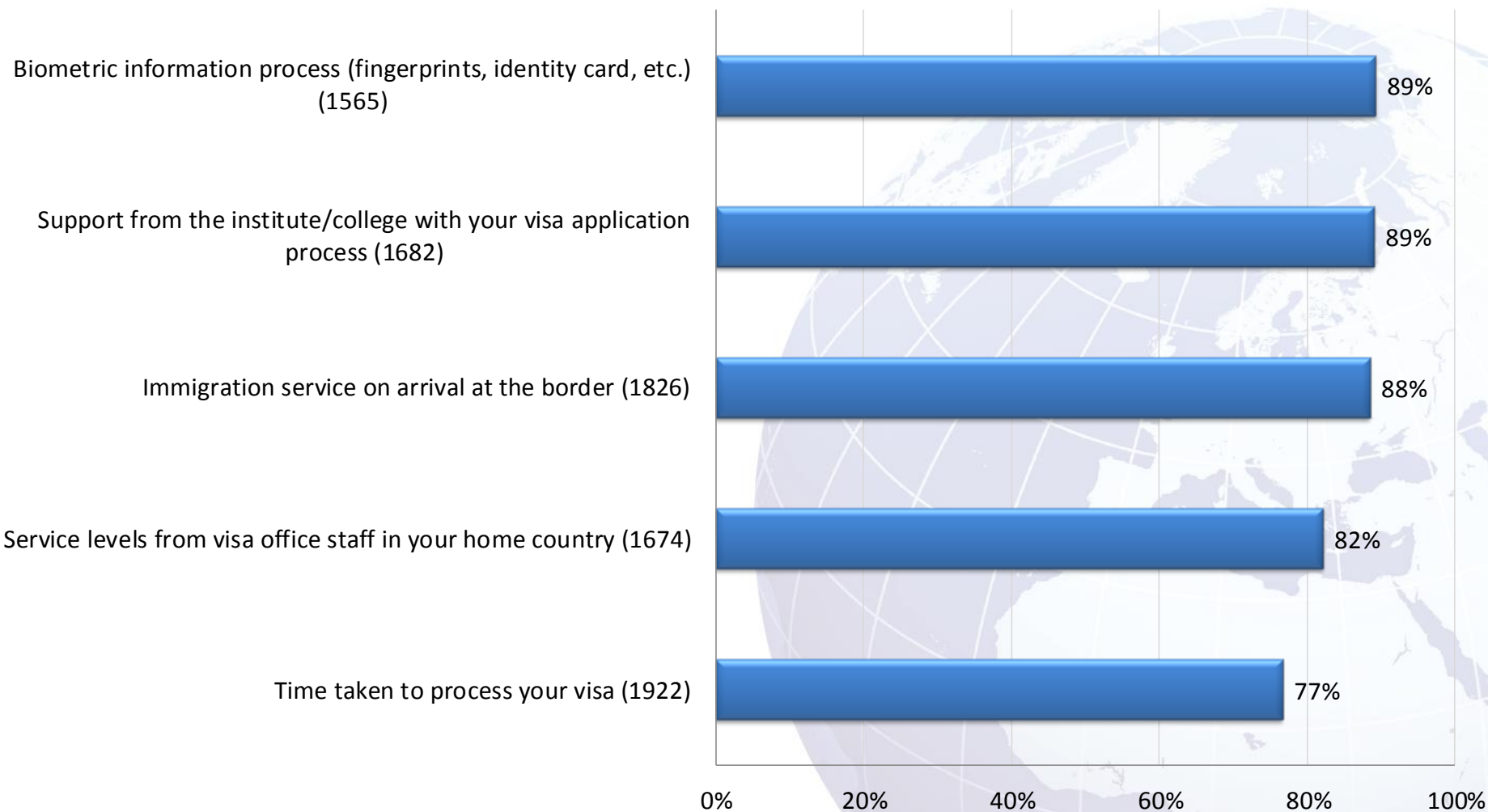
Visas

Visa type

NZ ELB 2014 (2093)

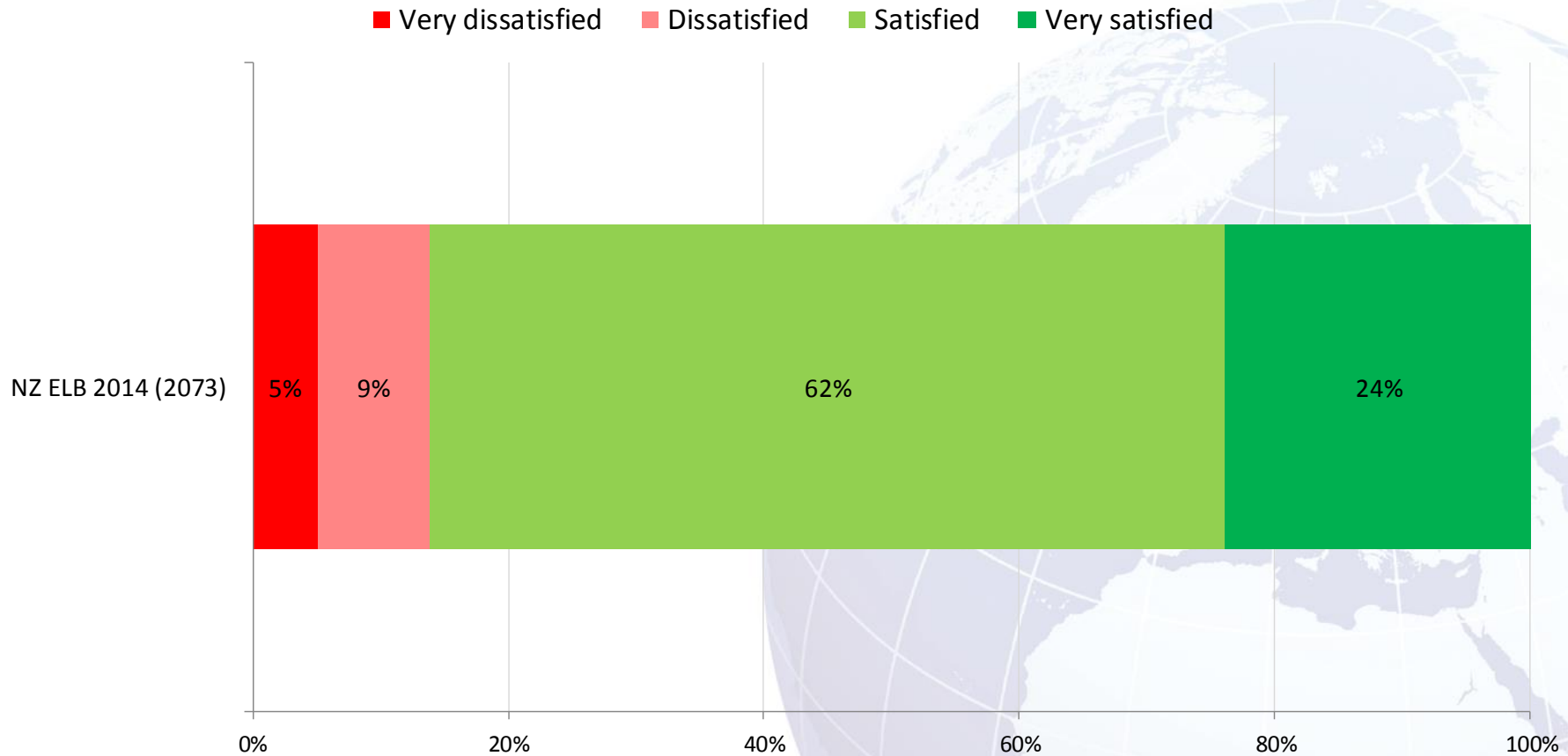


Satisfaction with aspects of the visa application process



During the visa application process, how satisfied were you with the following: 35

Overall satisfaction with the visa application process



Please rate your overall level of satisfaction with the visa application process that you experienced

Arrival

Benchmarking arrival

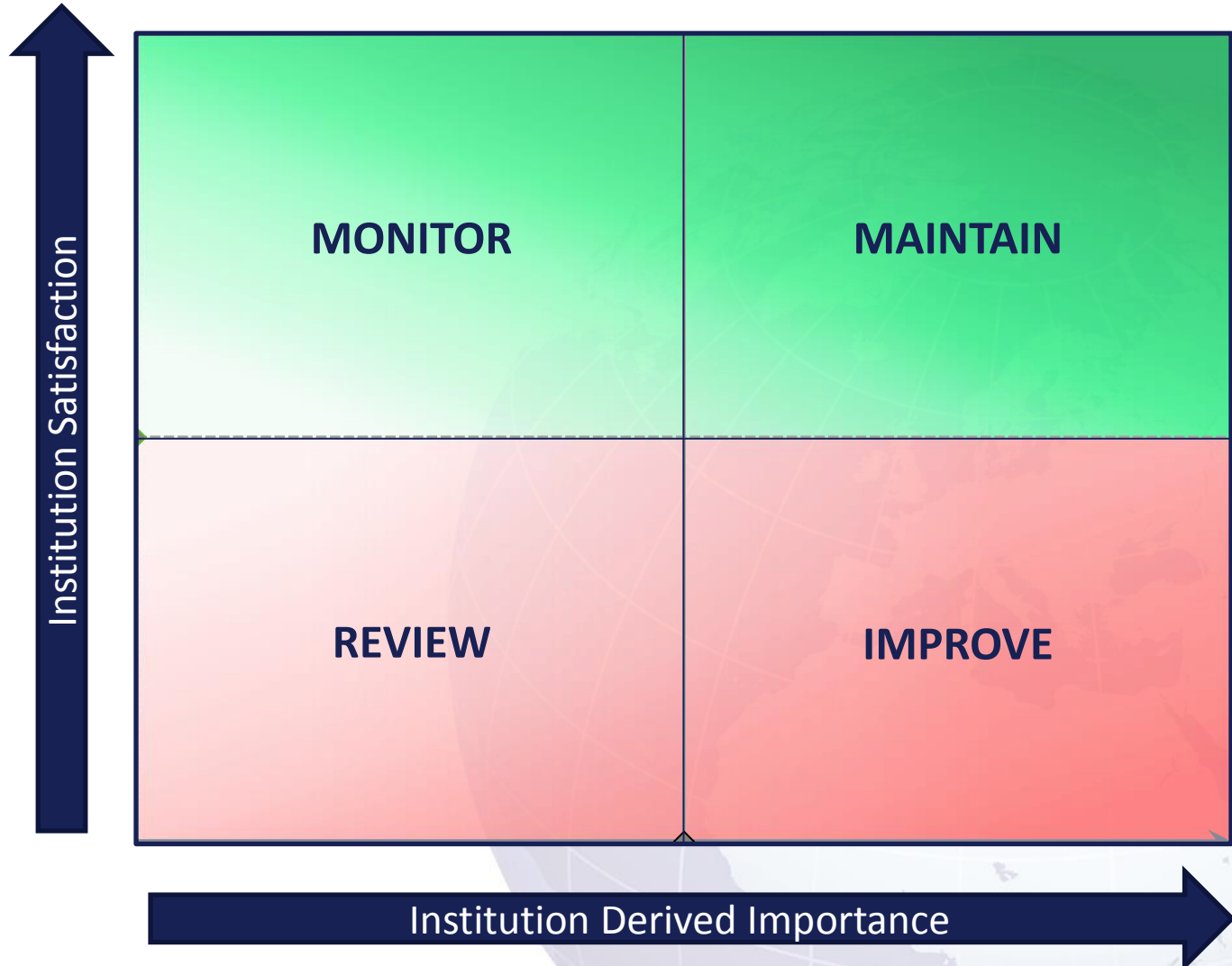
Base	1990	13993	
	NZ ELB 2014 %	Global ELB %	Global ELB +/-
ARRIVAL AVERAGE	89.8%	88.8%	1.0%
ARRIVAL OVERALL	90.8%	90.6%	0.2%
Registration	93.8%	93.4%	0.4%
Meeting staff	93.7%	92.7%	1.0%
Homestay welcome**	91.9%	92.1%	-0.1%
School/centre welcome	91.6%	91.7%	0.0%
School/centre Orientation	91.5%	90.8%	0.7%
Formal welcome	91.1%	90.9%	0.3%
First night	91.0%	87.4%	3.6%
Welcome	89.9%	86.1%	3.8%
Study sense	88.0%	88.4%	-0.4%
Local Orientation	87.2%	86.5%	0.6%
Health insurance	87.0%	84.5%	2.5%
Accommodation Condition	86.8%	85.4%	1.4%
Bank account	84.2%	85.3%	-1.1%

**Asked to Homestay student only

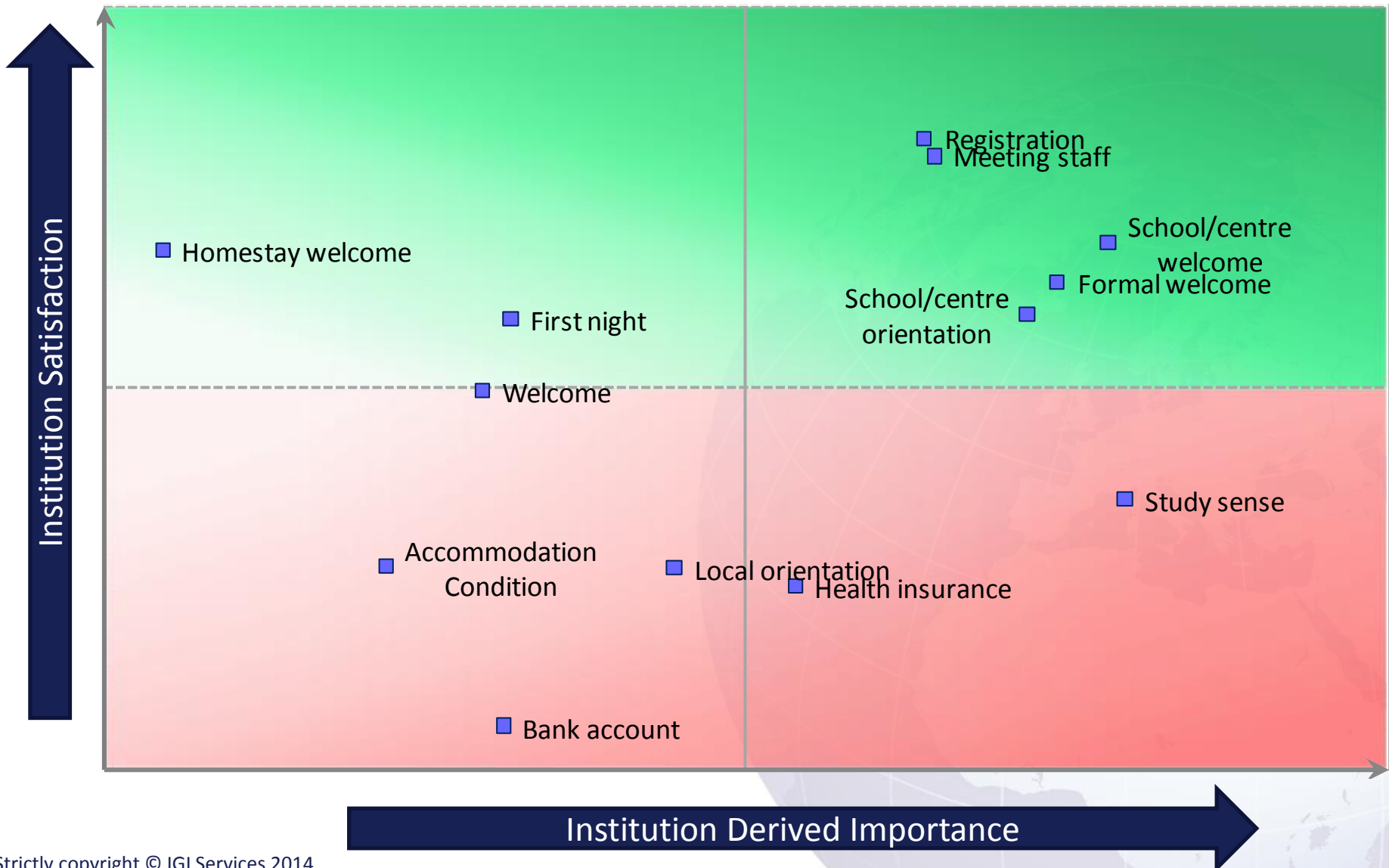
Arrival matrix

Elements in the top right quadrant are important to students and perform well. Those in the bottom right quadrant are important, but do not perform as well and should be improved.

Elements in the top and bottom left quadrants are of lower priority. These elements should be reviewed and monitored to ensure that we focus on the most important issues for students.



Arrival matrix



Arrival – by study type

	Base	1292	349	211	168	22	54
		General English	English for Academic Purposes (EAP)	IELTS Preparation	Cambridge Exams Preparation	English plus another subject	Other
Study sense		88%	86%	92%	94%	75%	89%
School/centre welcome		92%	90%	96%	96%	81%	95%
Formal welcome		92%	91%	95%	95%	67%	98%
School/centre orientation		91%	91%	93%	95%	75%	100%
Meeting staff		94%	92%	97%	95%	94%	91%
Registration		94%	93%	96%	97%	87%	91%
Health insurance		87%	88%	88%	85%	NSV	88%
Local orientation		86%	85%	95%	92%	NSV	98%
First night		92%	85%	95%	93%	100%	87%
Bank account		84%	84%	91%	90%	NSV	91%
Welcome		90%	86%	94%	96%	NSV	92%
Accommodation Condition		88%	86%	87%	90%	73%	81%
Homestay welcome*		93%	87%	99%	91%	NSV	94%

Arrival – by NZ region

<i>Base</i>	<i>1377</i>	<i>196</i>	<i>177</i>	<i>353</i>
	Auckland	Canterbury	Waikato/BoP	Other
Study sense	88%	90%	89%	89%
School/centre welcome	93%	95%	89%	92%
Formal welcome	92%	96%	91%	91%
School/centre orientation	91%	95%	89%	92%
Meeting staff	94%	96%	93%	94%
Registration	94%	96%	94%	92%
Health insurance	87%	92%	86%	88%
Local orientation	87%	92%	85%	90%
First night	91%	92%	89%	92%
Bank account	83%	91%	87%	87%
Welcome	90%	91%	87%	92%
Accommodation Condition	87%	91%	88%	87%
Homestay welcome*	91%	93%	94%	96%

Arrival satisfaction – wave on wave comparison

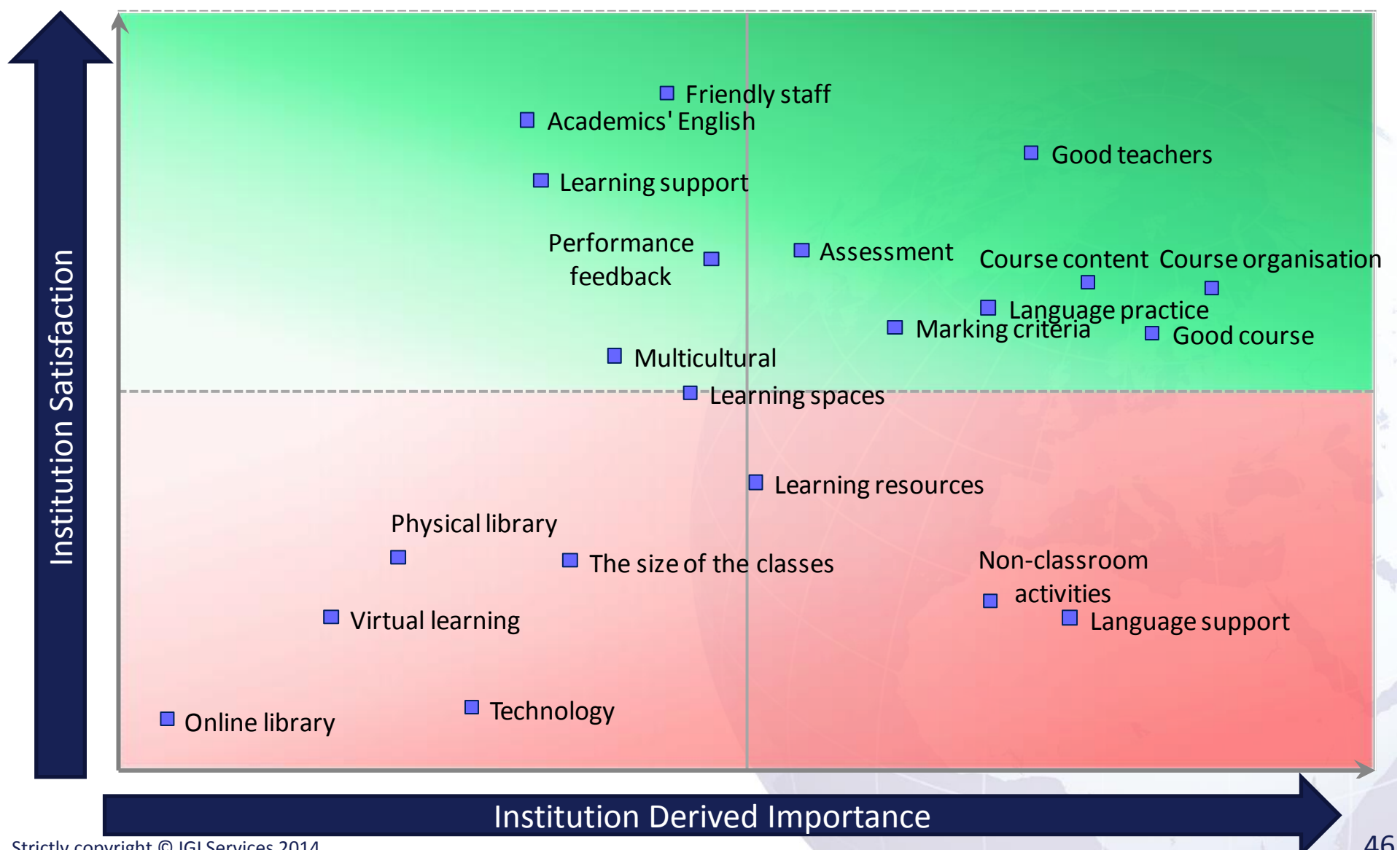
Average	Elements	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2014 vs 1st wave
90%	Arrival overall		89%	90%	1%
87%	Study sense	85%	88%	89%	3%
86%	Local orientation	86%	86%	87%	2%
90%	First night		90%	91%	2%
89%	Welcome	89%	89%	90%	2%
87%	Accommodation Condition		87%	88%	1%
92%	School/centre welcome		92%	93%	1%
91%	School/centre orientation		91%	91%	0%
94%	Meeting staff	94%	94%	94%	0%
92%	Formal welcome		92%	92%	0%
95%	Registration		95%	94%	-1%
88%	Health insurance		88%	87%	-1%
86%	Bank account	86%	88%	85%	-1%

Learning

Benchmarking learning

Base	1990	13993	
	NZ ELB 2014 %	Global ELB %	Global ELB +/-
LEARNING AVERAGE	87.8%	88.7%	-0.9%
LEARNING OVERALL	88.2%	88.3%	-0.1%
Friendly staff	95.7%	95.6%	0.1%
Teachers' English	95.3%	95.1%	0.2%
Good teachers	94.4%	93.2%	1.2%
Performance feedback	91.7%	91.7%	-0.1%
Assessment	91.2%	91.5%	-0.3%
Course organisation	91.0%	90.4%	0.5%
Course content	90.2%	89.5%	0.7%
Learning support	90.2%	92.4%	0.8%
Language practice	89.7%	88.4%	1.3%
Multicultural	89.0%	89.8%	-0.8%
Marking criteria	88.9%	89.3%	-0.4%
Good course	88.7%	89.0%	-0.3%
Classroom quality	88.3%	89.7%	-1.3%
Learning resources	85.6%	85.5%	0.0%
Class size	84.8%	85.8%	-1.0%
Physical library	83.1%	87.1%	-4.0%
Non-classroom activities	81.6%	79.5%	2.1%
Extra language support	81.4%	81.8%	-0.4%
Technology	81.3%	86.5%	-5.2%
Virtual learning	81.2%	86.8%	-5.5%
Online library	78.2%	85.2%	-7.0%

Learning matrix



Learning – by study type

	Base	1292	349	211	168	22	54
	General English	English for Academic Purposes (EAP)	IELTS Preparation	Cambridge Exams Preparation	English plus another subject	Other	
Course organisation	91%	85%	95%	95%	87%	100%	
Good course	89%	90%	93%	95%	NSV	98%	
Course content	91%	86%	95%	96%	87%	100%	
Language support	81%	83%	91%	85%	80%	86%	
Good teachers	94%	94%	95%	97%	93%	100%	
Non-classroom activities	82%	80%	92%	87%	NSV	91%	
Language practice	90%	90%	97%	93%	87%	91%	
Marking criteria	90%	87%	92%	97%	NSV	98%	
Assessment	92%	89%	96%	97%	NSV	98%	
Learning resources	84%	91%	88%	90%	80%	91%	
Performance feedback	90%	93%	94%	97%	NSV	95%	
Learning spaces	87%	91%	91%	86%	93%	96%	
Friendly staff	96%	98%	98%	97%	NSV	100%	
Multicultural	89%	90%	97%	83%	93%	91%	
The size of the classes	82%	87%	88%	88%	80%	87%	
Learning support	93%	97%	96%	96%	NSV	98%	
Academics' English	95%	95%	97%	99%	NSV	98%	
Technology	77%	90%	84%	76%	NSV	93%	
Physical library	82%	90%	84%	83%	NSV	93%	
Virtual learning	79%	88%	87%	86%	NSV	93%	
Online library	77%	87%	83%	75%	NSV	92%	

Learning – by NZ region

<i>Base</i>	<i>1377</i>	<i>196</i>	<i>177</i>	<i>353</i>
	Auckland	Canterbury	Waikato/BoP	Other
Course organisation	92%	88%	94%	88%
Good course	91%	89%	92%	87%
Course content	93%	85%	90%	89%
Language support	82%	80%	82%	84%
Good teachers	95%	90%	97%	94%
Non-classroom activities	82%	81%	83%	86%
Language practice	91%	91%	93%	89%
Marking criteria	91%	89%	92%	87%
Assessment	93%	91%	92%	89%
Learning resources	86%	88%	88%	86%
Performance feedback	92%	94%	95%	89%
Learning spaces	87%	94%	90%	89%
Friendly staff	97%	95%	97%	95%
Multicultural	89%	89%	94%	89%
The size of the classes	82%	91%	92%	83%
Learning support	94%	95%	95%	95%
Academics' English	96%	94%	96%	95%
Technology	78%	85%	84%	85%
Physical library	83%	90%	84%	84%
Virtual learning	82%	83%	82%	86%
Online library	79%	84%	76%	82%

Learning satisfaction – wave on wave comparison

Average	Elements	NZ ELB 2008 ISB	NZ ELB 2012 ISB	NZ ELB 2014 ISB	NZ ELB 2014 vs 1st wave
88%	Learning overall		88%	88%	0%
86%	Multicultural	82%	88%	89%	8%
77%	Online library		74%	80%	6%
91%	Learning support	89%	91%	94%	5%
90%	Performance feedback	88%	91%	92%	4%
88%	Language practice		86%	91%	4%
89%	Course content	87%	89%	91%	4%
91%	Assessment	88%	91%	92%	4%
78%	Technology	77%	76%	80%	4%
81%	Virtual learning		79%	82%	3%
84%	Learning resources		83%	86%	3%
83%	Physical library		82%	84%	2%
90%	Course organisation		89%	91%	2%
88%	Learning spaces	87%	88%	88%	1%
83%	The size of the classes		83%	84%	1%
95%	Academics' English		95%	96%	1%
90%	Marking criteria		90%	90%	1%
94%	Good teachers	94%	93%	95%	1%
83%	Language support		83%	82%	0%
97%	Friendly staff		97%	96%	0%

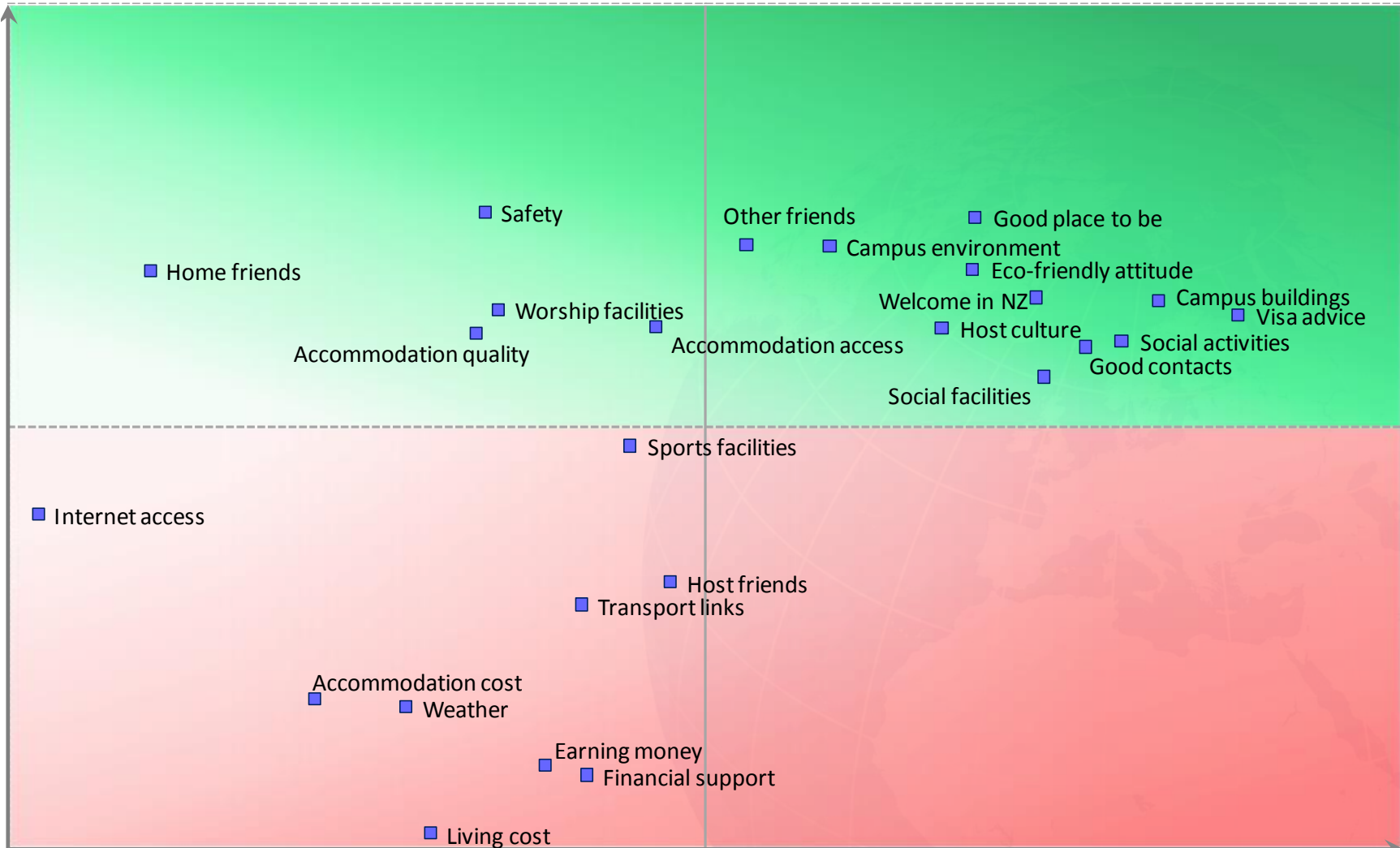
Living

Benchmarking living

Base	1990	13993	
	NZ ELB 2014 %	Global ELB %	Global ELB +/-
LIVING AVERAGE	80.5%	81.6%	-1.1%
LIVING OVERALL	89.1%	89.3%	-0.2%
Safety	94.3%	91.9%	2.4%
Good place to be	93.1%	92.9%	0.2%
Other friends	91.5%	91.0%	0.4%
Campus environment	91.1%	92.5%	-1.4%
Eco-friendly attitude	90.5%	92.0%	-1.5%
Home friends	89.9%	91.1%	-1.2%
Welcome in NZ	88.0%	86.7%	1.3%
Campus buildings	87.9%	90.6%	-2.7%
Worship facilities	87.8%	88.8%	-1.1%
Accommodation quality	87.2%	86.2%	1.1%
Visa advice	86.7%	86.5%	0.2%
Host culture	86.6%	86.7%	-0.1%
Accommodation access	86.4%	86.0%	0.5%
Social activities	84.7%	84.7%	0.0%
Good contacts	84.7%	85.1%	-0.5%
Social facilities	83.0%	85.3%	-2.3%
Sports facilities	80.5%	82.0%	-1.5%
Internet access	75.6%	76.1%	-0.5%
Transport links	70.4%	76.9%	-6.5%
Host friends	70.1%	72.3%	-2.2%
Weather	64.7%	74.2%	-9.6%
Accommodation cost	64.2%	61.3%	2.9%
Earning money	58.6%	59.6%	-1.0%
Financial support	58.2%	60.9%	-2.7%
Living cost	56.4%	57.8%	-1.5%

Living matrix

Institution Satisfaction



Institution Derived Importance

Living – by study type

	Base	1292	349	211	168	54
		General English	English for Academic Purposes (EAP)	IELTS Preparation	Cambridge Exams Preparation	Other
Visa advice		86%	87%	91%	93%	100%
Campus buildings		88%	91%	88%	90%	95%
Social activities		86%	82%	90%	93%	79%
Good contacts		86%	83%	88%	85%	90%
Social facilities		83%	82%	85%	89%	93%
Welcome in NZ		89%	85%	92%	91%	90%
Good place to be		94%	93%	92%	97%	98%
Eco-friendly attitude		89%	94%	92%	90%	100%
Host culture		86%	86%	93%	88%	83%
Campus environment		90%	94%	94%	96%	100%
Other friends		92%	91%	96%	90%	95%
Host friends		70%	74%	77%	63%	73%
Accommodation access		87%	84%	90%	90%	80%
Sports facilities		78%	82%	85%	82%	85%
Financial support		58%	62%	61%	52%	69%
Transport links		70%	63%	76%	71%	77%
Earning money		58%	62%	67%	59%	68%
Worship facilities		86%	90%	92%	88%	93%
Safety		94%	90%	96%	97%	95%
Accommodation quality		87%	86%	86%	84%	83%
Living cost		52%	59%	61%	66%	60%
Weather		61%	69%	70%	62%	53%
Accommodation cost		62%	65%	71%	73%	54%
Home friends		90%	92%	89%	92%	93%
Internet access		75%	76%	76%	78%	66%

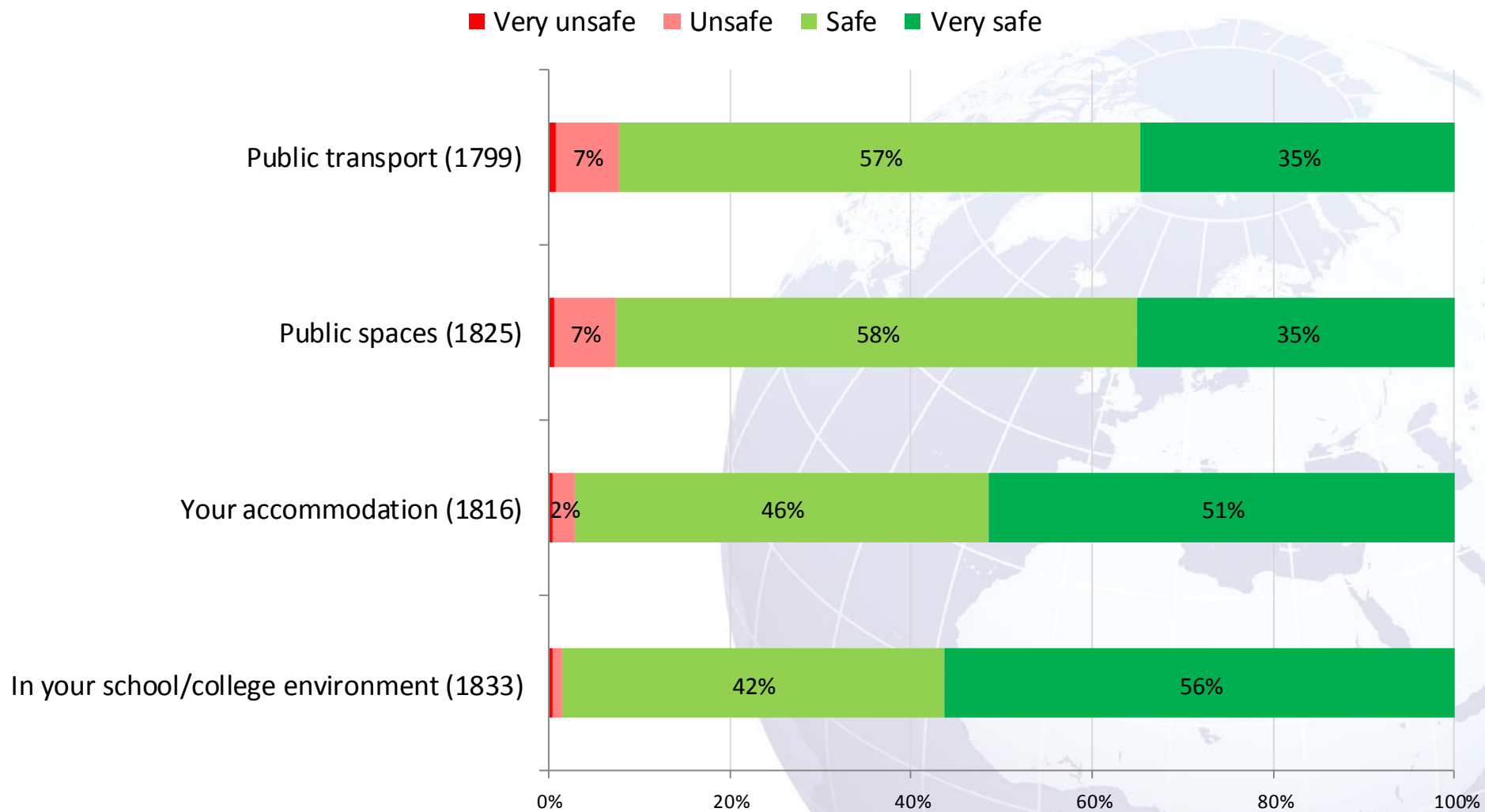
Living – by NZ regions

Base	1377	196	177	353
	Auckland	Canterbury	Waikato/BoP	Other
Visa advice	87%	88%	90%	87%
Campus buildings	87%	91%	90%	92%
Social activities	86%	84%	85%	86%
Good contacts	85%	82%	89%	89%
Social facilities	83%	84%	81%	87%
Welcome in NZ	88%	90%	89%	89%
Good place to be	93%	89%	96%	97%
Eco-friendly attitude	89%	94%	92%	91%
Host culture	86%	84%	89%	91%
Campus environment	90%	94%	94%	96%
Other friends	92%	88%	95%	92%
Host friends	70%	72%	77%	73%
Accommodation access	87%	84%	92%	87%
Sports facilities	77%	82%	82%	86%
Financial support	58%	64%	60%	61%
Transport links	69%	78%	64%	69%
Earning money	59%	65%	58%	61%
Worship facilities	86%	90%	94%	89%
Safety	92%	97%	97%	98%
Accommodation quality	85%	88%	91%	89%
Living cost	52%	67%	65%	59%
Weather	58%	77%	71%	74%
Accommodation cost	61%	69%	68%	72%
Home friends	91%	86%	90%	91%
Internet access	73%	85%	80%	78%

Living satisfaction – wave on wave comparison

Average	Element	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2014 vs 2008
89%	Living overall		88%	89%	1%
83%	Visa advice	75%	87%	88%	13%
82%	Social activities	77%	82%	86%	9%
87%	Home friends	82%	90%	90%	8%
85%	Worship facilities	80%	86%	88%	8%
69%	Internet access	67%	65%	75%	8%
84%	Host culture	80%	86%	87%	7%
90%	Safety	88%	89%	94%	6%
90%	Other friends	86%	91%	92%	6%
67%	Host friends	67%	64%	71%	4%
84%	Good contacts		82%	86%	3%
62%	Weather		60%	63%	3%
87%	Welcome in NZ		86%	89%	2%
86%	Accommodation access		85%	87%	2%
87%	Campus buildings		87%	88%	2%
93%	Good place to be		92%	94%	1%
91%	Campus environment		91%	92%	1%
90%	Eco-friendly attitude		90%	90%	1%
85%	Social facilities		85%	84%	-2%
86%	Accommodation quality	88%	84%	86%	-2%
56%	Earning money	62%	45%	60%	-3%
69%	Transport links	77%	61%	70%	-7%
67%	Accommodation cost	74%	62%	64%	-10%

Feelings of safety



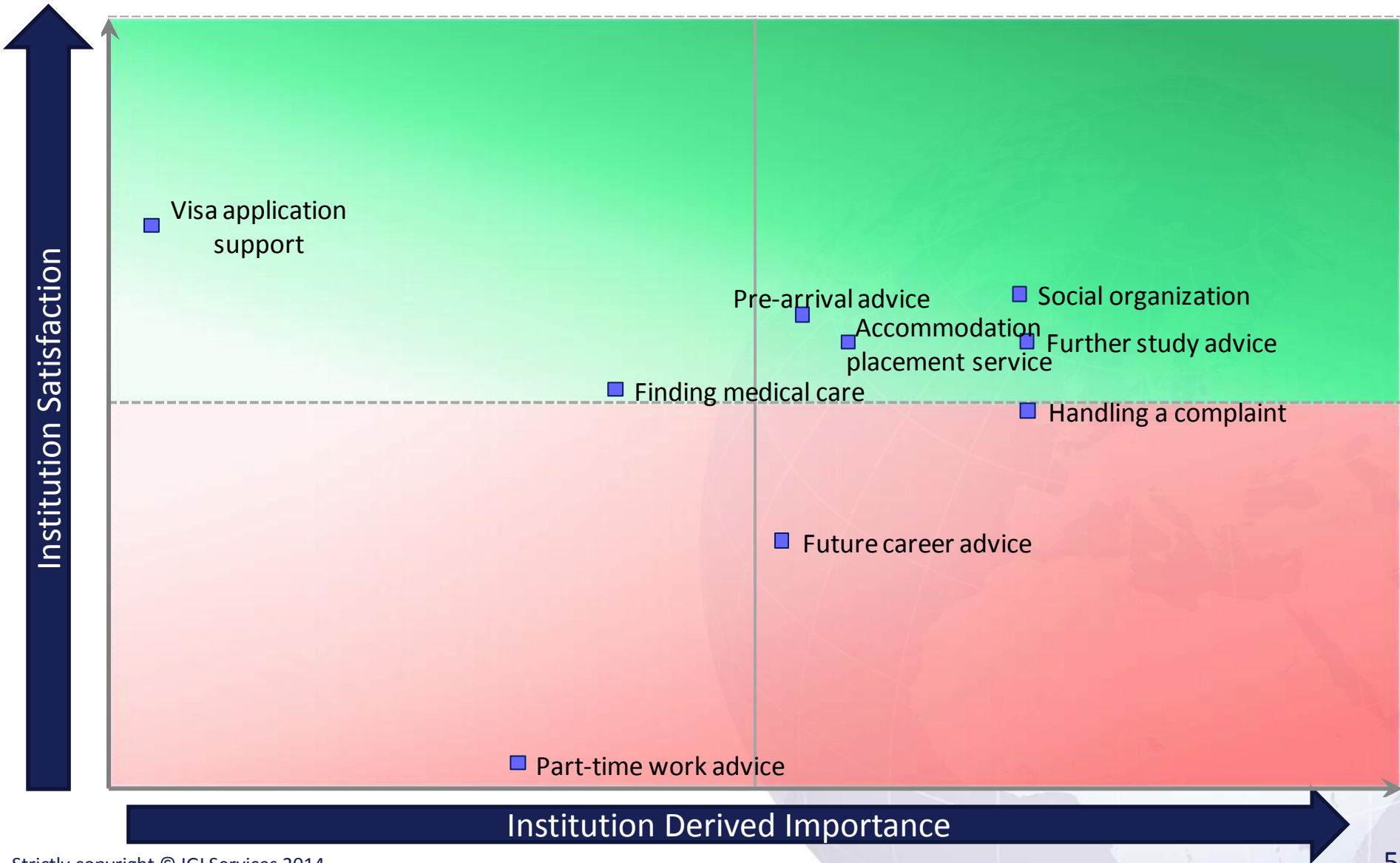
Do you feel safe in the following places? 56

Support

Benchmarking support

Base	1990	13993	
	NZ ELB 2014 %	Global ELB %	Global ELB +/-
SUPPORT AVERAGE	84.0%	83.0%	1.0%
SUPPORT OVERALL	93.1%	92.3%	0.9%
Visa application support	89.1%	88.7%	0.4%
Social organization	87.1%	86.5%	0.5%
Pre-arrival advice	86.6%	86.8%	-0.2%
Accommodation placement service	86.4%	84.2%	2.2%
Further study advice	86.0%	85.1%	0.9%
Finding medical care	84.9%	82.1%	2.9%
Handling a complaint	84.4%	83.9%	0.5%
Future career advice	78.7%	78.0%	0.7%
Part-time work advice	72.4%	71.5%	0.9%

Support matrix



Support – by study type

	Base	1292	349	211	168	54
		General English	English for Academic Purposes (EAP)	IELTS Preparation	Cambridge Exams Preparation	Other
Handling a complaint		83%	81%	91%	84%	91%
Further study advice		84%	89%	93%	84%	91%
Social organization		88%	81%	95%	92%	90%
Accommodation placement service		85%	85%	91%	86%	94%
Pre-arrival advice		87%	83%	90%	92%	93%
Future career advice		79%	80%	87%	71%	88%
Finding medical care		84%	84%	86%	82%	94%
Part-time work advice		71%	74%	83%	67%	87%
Visa application support		90%	89%	93%	89%	91%

Support – by NZ region

	Base	1377	196	177	353
	Auckland	Canterbury	Waikato/BoP	Other	
Handling a complaint	83%	89%	84%	85%	
Further study advice	87%	86%	88%	83%	
Social organization	88%	89%	84%	87%	
Accommodation placement service	86%	87%	92%	85%	
Pre-arrival advice	87%	88%	87%	85%	
Future career advice	79%	81%	82%	80%	
Finding medical care	83%	88%	87%	86%	
Part-time work advice	71%	81%	76%	73%	
Visa application support	90%	90%	91%	88%	

Support satisfaction – wave on wave comparison

Average	Elements	NZ ELB 2008	NZ ELB 2012	NZ ELB 2014	NZ ELB 2014 vs 2008
92%	Support overall		91%	93%	2%
80%	Finding medical care	73%	82%	84%	12%
85%	Visa application support	79%	88%	90%	11%
82%	Further study advice	76%	84%	86%	10%
84%	Social organization	79%	87%	87%	9%
85%	Pre-arrival advice	81%	88%	87%	6%
70%	Part-time work advice		67%	73%	5%
78%	Future career advice		76%	80%	3%
82%	Handling a complaint		81%	84%	3%

Recommendation

Propensity to recommend their institution

NZ ELB 2014 (1841)		Global ELB (12685)
35%	I would actively encourage people to apply	32%
50%	If asked, I would encourage people to apply	50%
11%	I would neither encourage nor discourage people to apply	15%
3%	If asked, I would discourage people from applying	2%
1%	I would actively discourage people from applying	1%

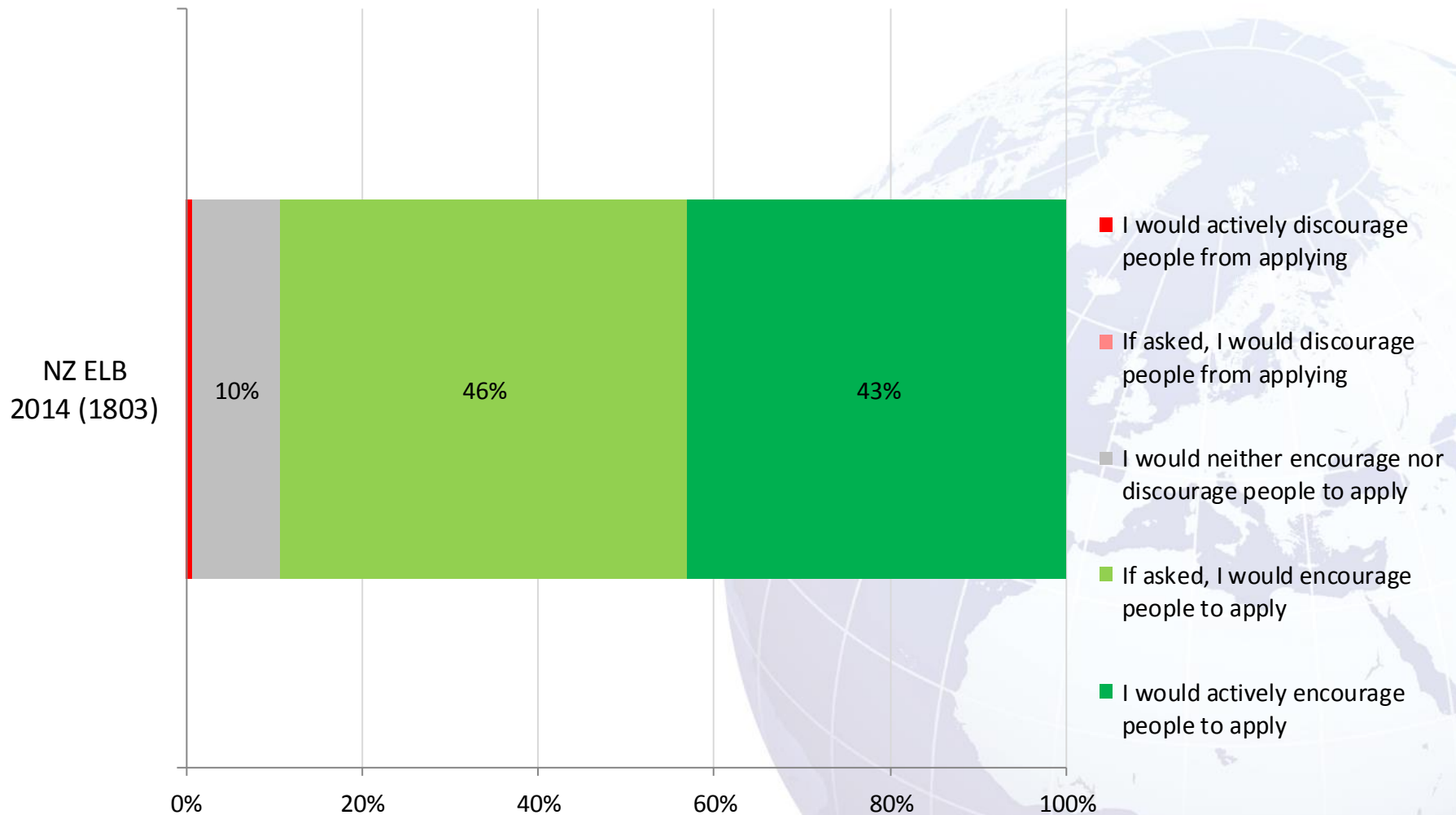
Propensity to recommend their institution – by study type

NZ ELB 2014 (1841)		General English (1143)	English for Academic Purposes (EAP) (311)	Cambridge Exams Prep (144)	IELTS Prep (178)	English plus another subject (15)	Other (44)
35%	I would actively encourage people to apply	33%	31%	47%	40%	40%	43%
50%	If asked, I would encourage people to apply	52%	50%	42%	50%	20%	45%
11%	I would neither encourage nor discourage people to apply	11%	14%	8%	7%	40%	7%
3%	If asked, I would discourage people from applying	3%	3%	1%	2%	0%	5%
1%	I would actively discourage people from applying	1%	2%	1%	1%	0%	0%

Propensity to recommend their institution – by NZ region

NZ ELB 2014 (1841)		Auckland (1199)	Canterbury (174)	Waikato/ BoP (157)	Other (311)
35%	I would actively encourage people to apply	33%	32%	37%	43%
50%	If asked, I would encourage people to apply	52%	50%	54%	42%
11%	I would neither encourage nor discourage people to apply	12%	14%	7%	9%
3%	If asked, I would discourage people from applying	3%	2%	1%	3%
1%	I would actively discourage people from applying	1%	2%	1%	2%

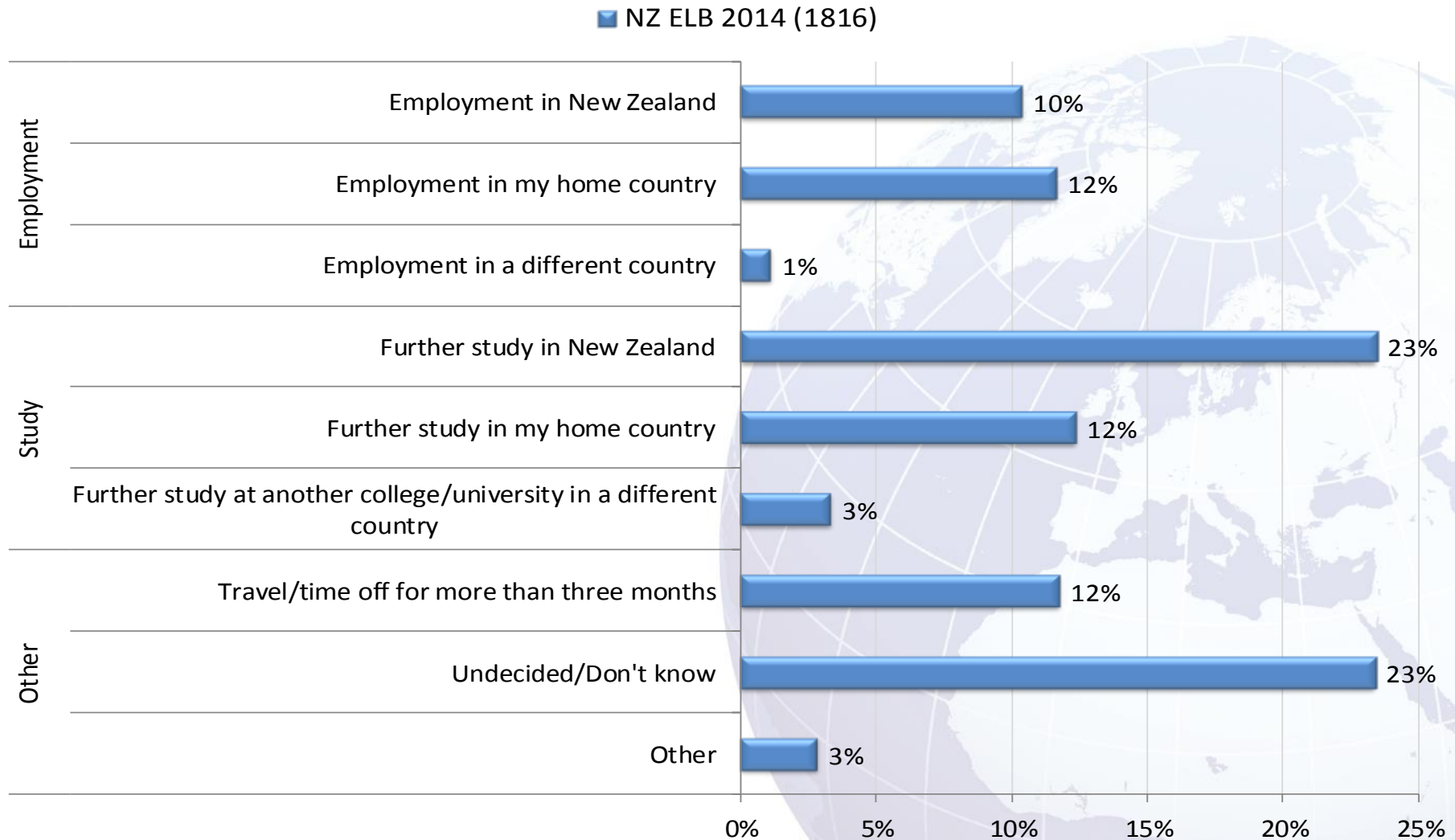
Propensity to recommend New Zealand



Would you recommend New Zealand to other students thinking of applying for a similar course?

Future plans

Future plans



Key observations

Key observations

- Overall, high levels of satisfaction amongst students
- Students equally or more satisfied than in 2012
- New Zealand's performance on par with or slightly above global benchmark on many elements
- BUT there is still a substantial group of students who are not satisfied – key to understand why this is and try to address
- Particular areas that may benefit from attention:
 - Technology-related elements of the learning experience
 - Cost-related factors (may be about managing expectations)
 - Transport links

Thank you!

Contact details

🌐 For further information about the Student Barometer contact a member of the i-graduate Research Team (info@i-graduate.org)

🌐 For further details of any of our other research services, please contact Kyla Steenhart (Kyla.Steenhart@i-graduate.org)

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Appendix

Participating institutions – New Zealand

NZ ELB 2014 (n=2,103)		
ABC College of English	Language Schools New Zealand	Queens Academic Group
AIS	Languages International Auckland	Rotorua English Language Academy (RELA)
Auckland English Academy	Languages International Christchurch	Seafield School of English
Auckland Goldstar Institute	Lincoln University	Southern Lakes English College Ltd
Bridge International College of English	Linguis International Institute - Christchurch	Taupo Language
CCEL Auckland	LSI	The Campbell Institute - Auckland
CCEL Christchurch	Mount Maunganui Language Centre	The Campbell Institute - Wellington
Cornell Institute	Nelson English Centre	Unique New Zealand
CPIT School of English	New Horizon College of English	Unitec Institute of Technology
Crown English	New Zealand College of Business - Auckland	University of Otago Language Centre
Dominion English Schools	New Zealand College of Business - Christchurch	Victoria University of Wellington
DynaSpeak	NorthTec - Auckland	Waiariki Institute of Technology
Eastern Institute of Technology (EIT)	NSIA - The Professional Hospitality Academy	Waikato Pathways College
EF International Language School	Ntec - Concordia (CIB) - Auckland	WelTec
English Language Academy	NZIE	Wilkinson's English Language School
ICL Business School	NZLC - Auckland	Wintec
IGQ Golf College	NZLC - Wellington	Worldwide School of English
Kaplan International English	NZMA	

Participating institutions – Global benchmark

Global English Language Providers (n=14,152)		
ABC College of English	Deakin University English Language Institute	Information Technology Training Institute
Ability English Melbourne Campus	Department of Education Tasmania (Tastafe)	Intensive English Language Institute
Ability English Sydney Campus	Discover English	Kaplan International English
ACN	Dominion English Schools	La Trobe English
ACU English Language Centre, Brisbane	DynaSpeak	La Trobe Melbourne
ACU English Language Centre, Melbourne	Eastern Institute of Technology (EIT)	Language Schools New Zealand
ACU English Language Centre, North Sydney	Education & Training International	Languages International Auckland
AIS	EF International Language School	Languages International Christchurch
Auckland English Academy	ELS Universal English College	Lincoln University
Auckland Goldstar Institute	English Language Academy	Linguis International Institute - Christchurch
Australia Pacific College	English Language Centre, University of New England	LSI
Bond University English	Eynesbury	Macquarie University English Language Centre
Bridge International College of English	Eynesbury College Academy of English	MIBT
CCEL Auckland	Fanshawe	Mizzou
CCEL Christchurch	Griffith English Language Institute (GELI)	Monash College
CELUSA	Hawthorne Melbourne	Mount Maunganui Language Centre
College of New Caledonia, British Columbia	HIC	MQC
Cornell Institute	IC at RGU	Navitas English Bondi
CPIT School of English	ICL Business School	Navitas English Brisbane
CQUniversity English Language Centre	ICP	Navitas English Darwin
CRIC	ICTE - UQ	Navitas English Manly
Crown English	ICWS	Navitas English Perth
Curtin College	IGQ Golf College	Navitas English Sydney
Curtin English	ILSC Brisbane	Nelson English Centre
Curtin Sydney	ILSC Brisbane - Sydney Campus	New Horizon College of English

Participating institutions – Global benchmark (continued)

Global English Language Providers (n=14,152)		
New Zealand College of Business - Auckland	SIBT	University of Otago Language Centre
New Zealand College of Business - Christchurch	Southern Lakes English College Ltd	University of Ottawa
NorthTec - Auckland	Swinburne College	University of Tasmania, English Language Centre
NSIA - The Professional Hospitality Academy	Sydney Institute TAFE English Centre	UNSW Institute of Languages
Ntec - Concordia (CIB) - Auckland	TAFE International Education Centre, Liverpool	UOW College
NZIE	Taupo Language	USQ
NZLC - Auckland	The Campbell Institute - Auckland	UTS Insearch
NZLC - Wellington	The Campbell Institute - Wellington	UWA Centre for English Language Teaching
NZMA	The Immigrant Services Society of BC	UWS College
PIBT	The University of Newcastle Language Centre	Victoria University English
PUIC	The University of Sydney, Centre for English Teaching	Victoria University of Wellington
QIBT	UFV	Waiariki Institute of Technology
Queens Academic Group	UMass Boston	Waikato Pathways College
QUT International College	UMass Lowell	WelTec
RMIT Training (RMIT English Worldwide)	UNH	Wilkinson's English Language School
Rotorua English Language Academy (RELA)	Unique New Zealand	Wintec
SAIBT	Unitec Institute of Technology	Worldwide School of English
Seafield School of English	University of Adelaide English Language Centre	
Seneca College	University of Canberra English Language Institute	

Arrival terminology

Terminology in questionnaire	Terminology in report
Condition of accommodation on arrival	Accommodation Condition
Setting up a bank account	Bank account
First night - getting to where I would stay	First night
Formal welcome at the language school/centre	Formal welcome
Assistance to obtain health insurance	Health insurance
Welcome from my homestay family	Homestay welcome
Language school/centre orientation	Institution Orientation
Orientation (finding my way around the local area)	Local Orientation
Meeting teachers/academic staff	Meeting staff
Academic/course registration	Registration
The welcome I received when I arrived at my language school/centre	School/centre welcome
Understanding how my course of study would work	Study sense
Welcome/pickup at airport/railway/coach station	Welcome

Learning terminology

Terminology in questionnaire	Terminology in report
Fair and transparent assessment of my work	Assessment
The size of classes	Class size
The quality of the classrooms	Classroom quality
The content of my course/studies	Course content
The organisation and smooth running of the course	Course organisation
Extra English language or study skills support classes	Extra language support
Staff/teachers who are friendly and approachable	Friendly staff
Learning that will help me to get onto a good course	Good course
The teaching ability of teachers	Good teachers
Opportunities to practice my English language skills	Language practice
The learning resources (books etc.)	Learning resources
Getting time from teachers/personal support with learning when I need it	Learning support
Explanation of marking/assessment criteria	Marking criteria

Learning terminology (continued)

Terminology in questionnaire	Terminology in report
Studying with people from other cultures	Multicultural
Non-classroom activities to help me learn English	Non-classroom activities
The online library facilities	Online library
Feedback on work from teachers	Performance feedback
The physical library facilities	Physical library
Teachers who I can understand	Teacher's English
The technology (computers, networking, etc.)	Technology
Virtual Learning Environment (Blackboard/WebCT/Weblearn)	Virtual learning

Living terminology

Terminology in questionnaire	Terminology in report
Access to suitable accommodation	Accommodation access
The cost of accommodation	Accommodation cost
The quality of accommodation	Accommodation quality
The design and quality of the campus buildings (what they look like, internal quality, functionality and beauty)	Campus buildings
The quality of the external campus environment (landscaping, street furniture, litter, trees, cycle parking, sign-posting)	Campus environment
The opportunity to earn money while studying	Earning money
The language school/centre's eco-friendly attitude to the environment (e.g. recycling/energy etc.)	Eco-friendly attitude
The availability of financial support/bursaries etc.	Financial Support
Making good contacts for the future	Good contacts
The surroundings outside the language school/centre	Good place to be
Making friends from my home country	Home friends
Opportunities to experience the culture of this country	Host culture
Making friends from this country	Host friends

Living terminology (continued)

Terminology in questionnaire	Terminology in report
Internet access at my accommodation	Internet access
The cost of living (food, drink, transport and social)	Living cost
Making friends from other countries during my stay	Other friends
Feeling safe and secure	Safety
The social activities (organised events)	Social activities
The social facilities (common room etc.)	Social facilities
The sports facilities	Sports facilities
The transport links to other places	Transport links
Immigration and visa advice from the language school/centre	Visa advice
The weather	Weather
Feeling welcome in this country	Welcome in NZ
The facilities for religious worship (quiet room/prayer room, etc.)	Worship facilities

Support terminology

Terminology in questionnaire	Terminology in Report
Accommodation placement service	Accommodation placement service
Advice and guidance on finding part-time work while in this country	Part-time work advice
Advice on employment/career options following my English course	Future career advice
Advice on finding medical care or counselling services	Finding medical care
Advice on further study following my English course	Further study advice
Advice provided by my language school/centre before travelling	Pre-arrival advice
Handling a complaint	Handling a complaint
Help and support with my visa application	Visa application support
Social organization	Social organization

Support base numbers

Element	Base number
Advice provided by my language school/centre before travelling	1466
Help and support with my visa application	1359
Advice on further study following my English course	1265
Advice on employment/career options following my English course	1163
Advice and guidance on finding part-time work while in this country	1157
Advice on finding medical care or counselling services	1322
Handling a complaint	1250
Accommodation placement service	1369
Social organization	1445

About i-graduate

- The **International Graduate Insight Group (i-graduate)** is an **independent benchmarking and research service**, delivering **comparative insights** for the **education sector worldwide**: *your finger on the pulse of student and stakeholder opinion*
- The **Student Barometer** is the **largest annual study of students in the world**, with feedback from over **1.3 million** respondents
- **Used throughout the sector** to target resourcing and investment in improving services, teaching and support for students
- i-graduate surveys implemented **by 1200 education institutions worldwide**
- Running in **24 countries** across **5 continents**

Questionnaire

Questionnaire flow

Background

- *Accommodation*
- *Funding*
- *Study type*
- *Length of study*

Pre-Arrival

- *Choice of destination*
- *Key influences*
- *Application process*

Arrival Experience

- *Overall Satisfaction*
- *Rating on experience*

Learning Experience

- *Overall Satisfaction*
- *Satisfaction of learning elements*

Living Experience

- *Overall Satisfaction*
- *Satisfaction of living elements*
- *perceptions of safety*

Support Experience

- *Overall Satisfaction*
- *Satisfaction with services used*

Recommendation

- *Recommendation to other students*

Future Plans

- *Employment*
- *Study*

Not a full list of questions

Measuring importance

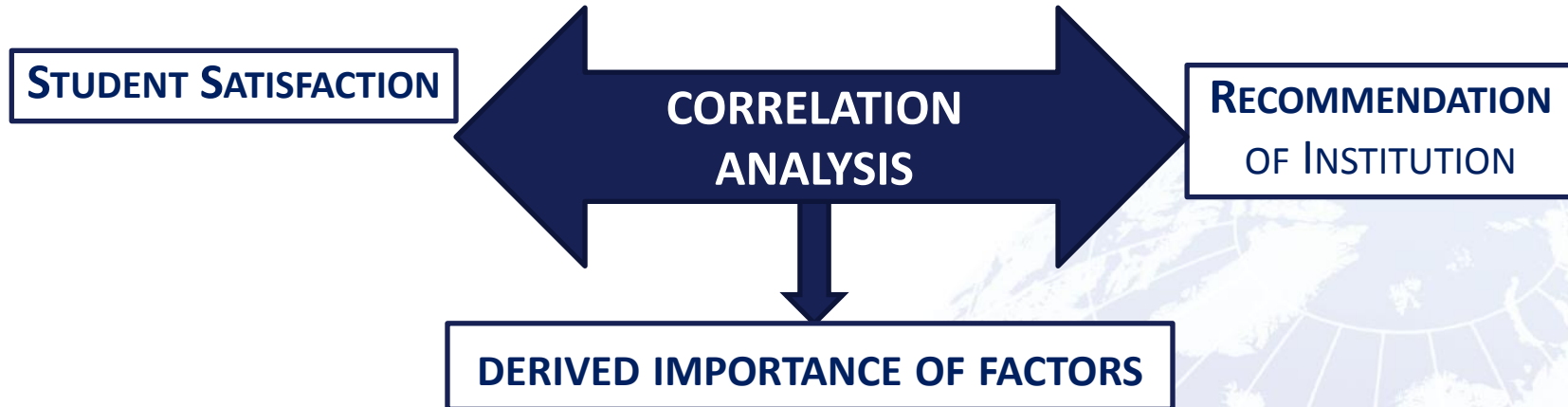
Stated vs. Derived Importance

1. Students were previously asked to state the importance of each element to them in the Student Barometer
2. Importance is now 'derived' rather than 'stated'

Rationale

1. Stated importance only varies slightly by institution – therefore less useful at an institution level for understanding key priorities
2. Derived importance varies much more by institution
3. Questionnaire is significantly shorter reducing survey time for students
4. Outputs and insight will remain the same – i.e. the Student Barometer will still run satisfaction vs. importance matrices

Measuring importance



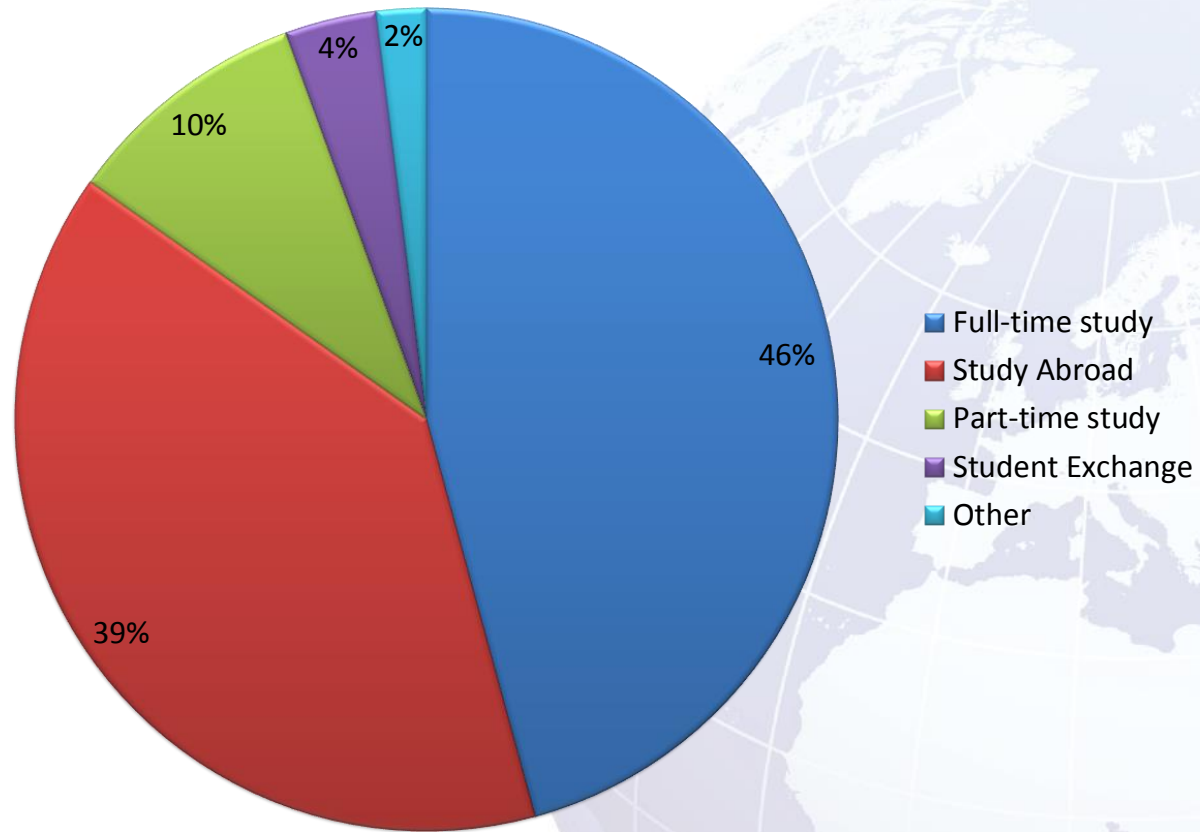
How it works

- Students' satisfaction ratings on the arrival, learning, living and support elements are correlated with their likelihood to recommend their institution.
- A higher correlation means that the *relationship* between the element and the likelihood to recommend the experience is strong.
- Derived importance thus shows which factors have the greatest impact on recommending the institution to others.

**Additional
information**

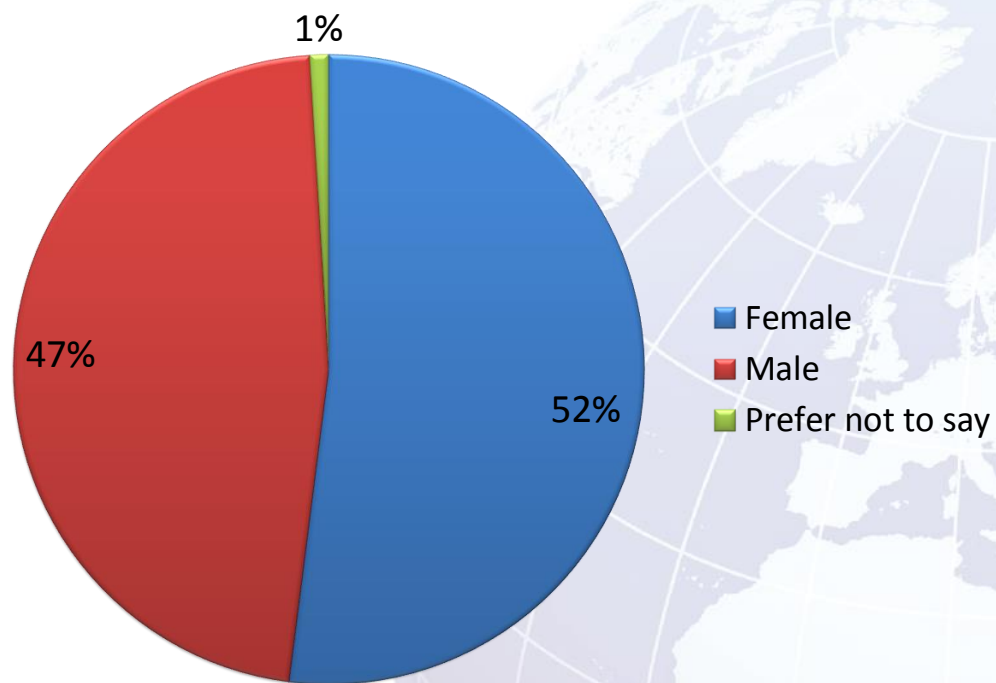
Study breakdown

NZ ELB 2014 (2103)



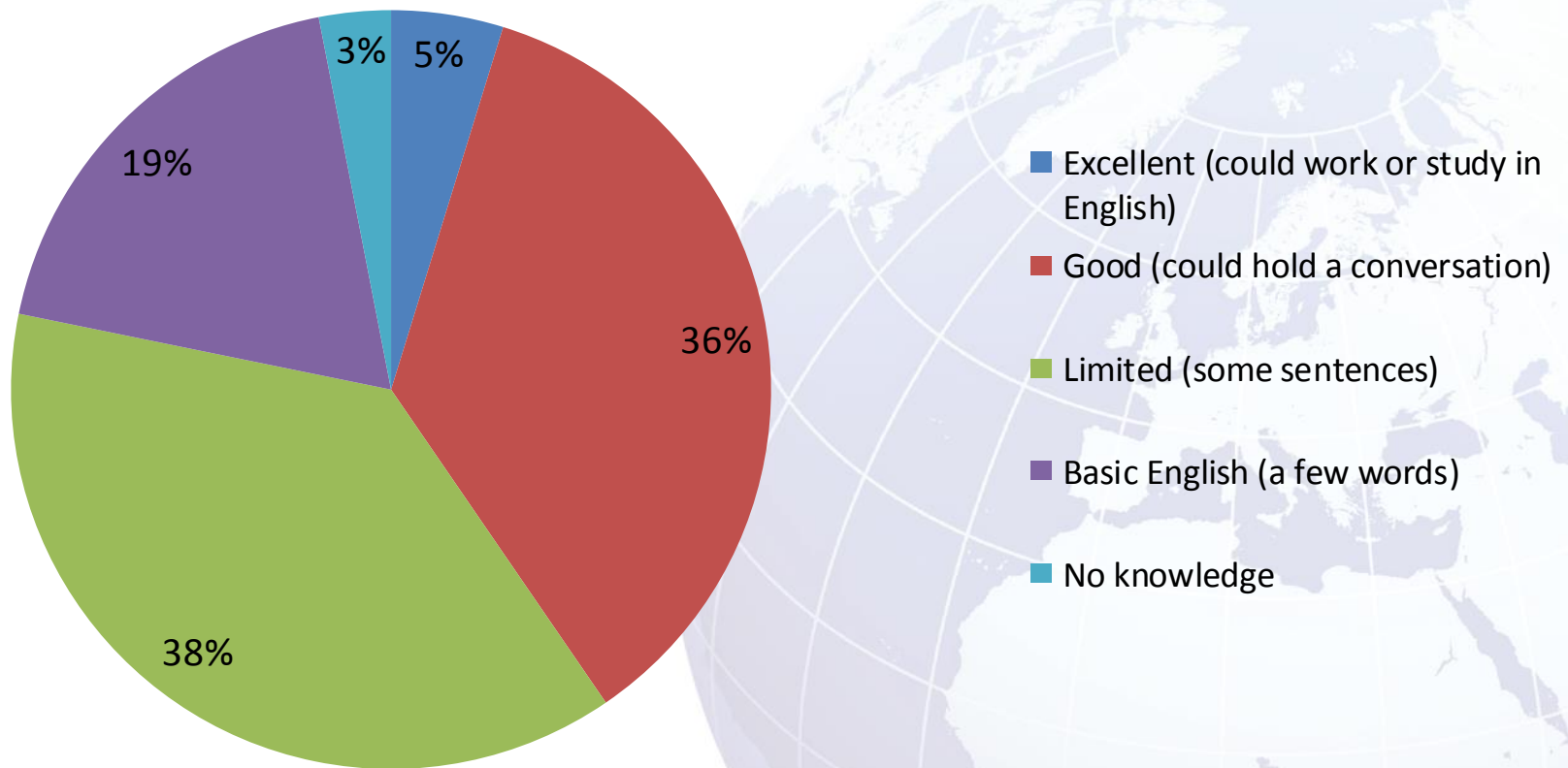
Gender breakdown

NZ ELB 2014 (2088)



Level of English

NZ ELB 2014 (2097)



Please indicate your level of knowledge of English before starting this current course of study

Accommodation

