

2016 International Student Experience Survey for PTEs and ELPs – Frequently asked questions

What is the ISB?

The International Student Barometer (ISB) is an online semi-standardised survey questionnaire designed by i-graduate and used by over 1,400 institutions in 28 countries around the world. It has over 150,000 respondents each year, with over two million unique responses since its inception in 2005.

The ISB tracks decision making, expectations, perceptions and experiences of international students. Institution-specific results can be compared against sector, national and international benchmarks (where available). Reporting is confidential and customised to each institution.

What topics does the ISB survey cover?

The ISB asks international students questions in the following areas (though topics may vary by sector):

- the student decision-making process, including key influencers and reasons for choosing New Zealand and their New Zealand institution
- satisfaction with use of agents, the visa process and the application experience at their institution
- arrival experience (new students only) – satisfaction with the arrival experience in New Zealand and at their institution
- learning experience – satisfaction with their course of study, subject choice, learning environment and resources
- living experience – satisfaction with such things as accommodation
- students' experience in getting to know New Zealanders
- support services – satisfaction with and availability of support services
- future plans.

Why should our institution take part?

The ISB is a unique opportunity to understand not just how satisfied your international students are with a range of elements of their experience, but to see how this compares to other providers in New Zealand and around the world. The ISB provides institutions with evidence of where they are doing particularly well in terms of student experience and identifies areas where improvements could be made. Satisfied students are more likely to recommend their institution to others, so maximising student satisfaction is valuable in increasing student numbers.

In addition to using results to make internal changes, institutions that have participated in previous waves of the survey have also used results in promotional materials and in NZQA external evaluation and reviews (EER).

How much does it cost to participate?

Participation is free to all New Zealand PTEs and English language providers.

What does participation involve?

The ISB is designed to take as little of an institution's time as possible to administer. Following registration, institutions will receive a step-by-step guide to the study, but the only task required of institutions is that they email the survey to their international students, with up to two follow-up/reminder emails if required (all text provided by i-graduate).

Survey data will then be analysed and results provided to institutions.

What if my institution offers English language tuition to international students as well as other types of courses e.g. business, computing, aviation?

If your institution has significant numbers of international students enrolled in English language, as well as other types of courses, you can choose for your institution to participate in both surveys (i.e. English language and PTE). In this case, you will be sent links for both surveys.

Students can only participate in one survey, either the English language or PTE survey, so it will be up to you to ensure that each student is sent the correct version of the survey. If English language provision is only a supporting subject alongside their major area of study then the student should be identified as a PTE student.

What can participating institutions expect to receive?

All participating institutions will receive a copy of the sector summary report and presentation. For information, the 2014 summary reports and presentations are available below.

[2014 PTE sector - Summary report](#)

[2014 PTE sector - Presentation](#)

[2014 ELP sector – Summary report](#)

[2014 ELP sector - Presentation](#)

All participating institutions who receive a minimum 15 responses* will receive a summary sheet of their results with comparisons to the sector national and, where available, international benchmarks. An example institutional summary sheet is available below.

[Example institutional summary sheet](#)

*This minimum response rate protects the identity of students who have participated.

Will anyone else have access to my institution’s results or my student details?

All results will be made anonymous once collected so as to protect the identity of the student.

The student is asked as part of the survey to provide their contact details should they wish to participate in a prize draw, or if they would be willing to be contacted again to follow up on their responses. These contact details are held securely by i-graduate and will not be distributed to a third party or used in any other way than as described to the student during the questionnaire. The student is given the option not to provide their contact details.

Education New Zealand will receive an aggregated copy of sector-level results but all identifying information e.g. student details and institutional details will be made anonymous.

When will the survey take place?

Fieldwork for the 2016 PTE and ELP ISB surveys will take place from late-September to early-November 2016.

Key dates are:

Action	Date
Survey launching from	Monday 26 th September 2016
Last launch date	Monday 17 th October 2016
Survey close	Sunday 6 th November 2016

Participating institutions are asked to run the survey for at least a three-week period from the launch date.

Survey results will be available from mid-December 2016.

What have previous surveys shown?

The 2014 PTE International Student Experience Survey showed that at an overall level, satisfaction amongst international students at New Zealand PTEs was relatively high; 88% of students surveyed were satisfied with their experience (a 1% increase since 2012) and 76% indicated that they would recommend their institution to others thinking of applying there (in line with 2012 results). There was, however, considerable variation in results by institution and by student nationality. While scores for New Zealand PTEs were on par with or slightly above the global benchmark on many aspects of the student experience, this still left around a quarter of students overall who would not have recommended their institution. Understanding the reasons behind this and working to address them was deemed important for both individual institutions and at sector level.

The 2014 English language sector International Student Experience Survey also found high levels of satisfaction: 89% of English language students surveyed were satisfied, 1% above the global benchmark and 1% higher than the last survey in 2012. 85% of English language students in New Zealand said they would recommend their institution to others thinking of applying there. This was 3% above the global benchmark group average and a 5% increase since 2012. Like PTEs, however, there was considerable variation in results by institution and student nationality. The survey also identified particular areas of the student experience where students were considerably less satisfied and where improvements could be made.

How do I sign up to participate in the survey?

To sign up for the 2016 survey please [complete the online registration form](#).

Once you have registered, further information about the survey process and launch date will be sent to you.

What if we would like more in-depth analysis of the results?

If your institution has a significant number of international student responses to the survey (100+), you are able to upgrade to receive a more comprehensive analysis of your student responses. For more information on this please contact Kyla Steenhardt at i-graduate: kyla.steenhardt@i-graduate.org.

Who is i-graduate?

The International Graduate Insight Group (i-graduate) is a leading market research consultancy specialising in providing customer insight for the education sector, tracking and benchmarking student and stakeholder opinion across the globe. Its purpose is to help education providers to enhance their competitive advantage and quality.

i-graduate's customers and partners are 1,400 of the world's leading universities, colleges and schools, plus governments and government agencies, across 28 countries.

As part of the New Zealand international student experience survey, i-graduate will be using survey instruments developed in consultation with individual sectors to ensure that the information collected is relevant and useful to institutions.

For more information on i-graduate and the services it provides please visit www.i-graduate.org.

Who can I contact if I have questions?

If you have any questions about the study or need any help, please don't hesitate to contact Kyla Steenhart, Director, i-graduate New Zealand at kyla.steenhart@i-graduate.org or on +64 21 857 054.