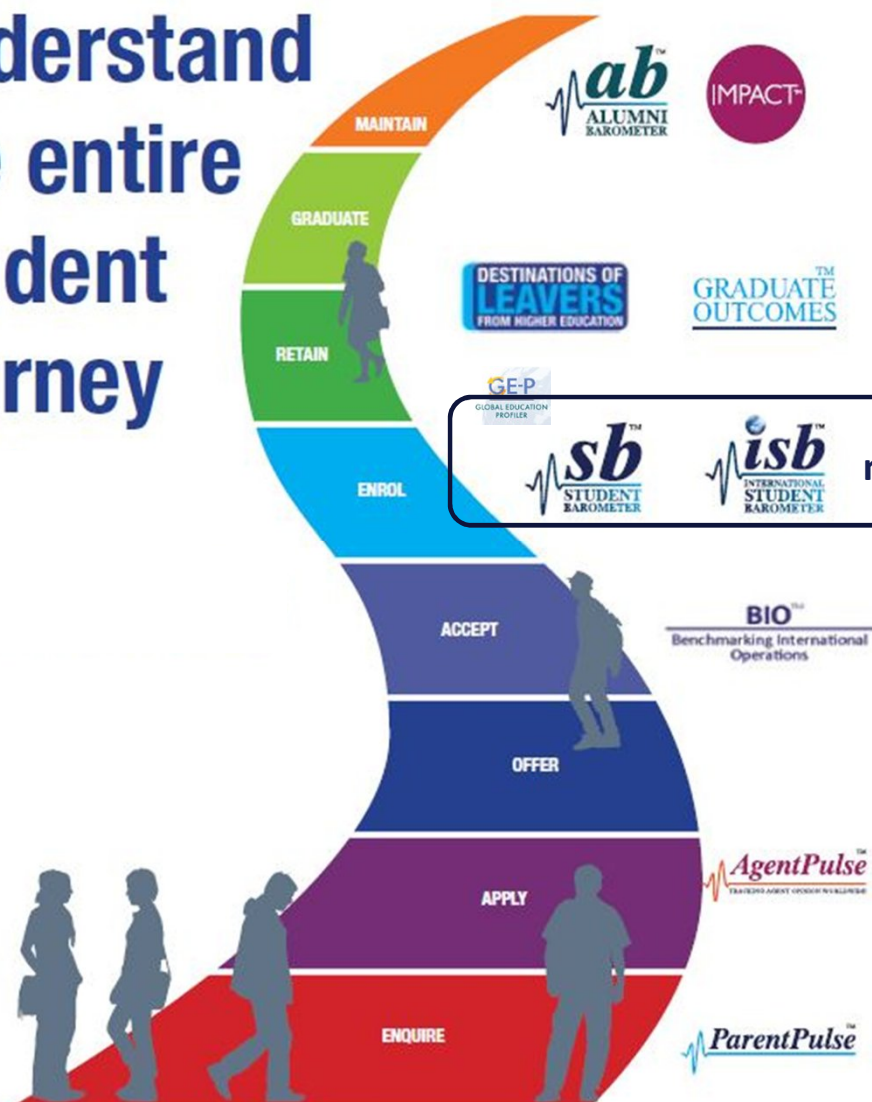


Insights from student feedback

AIEC Melbourne 20th October 2016

Will Archer
Founder & CEO, i-graduate

Understand the entire student journey

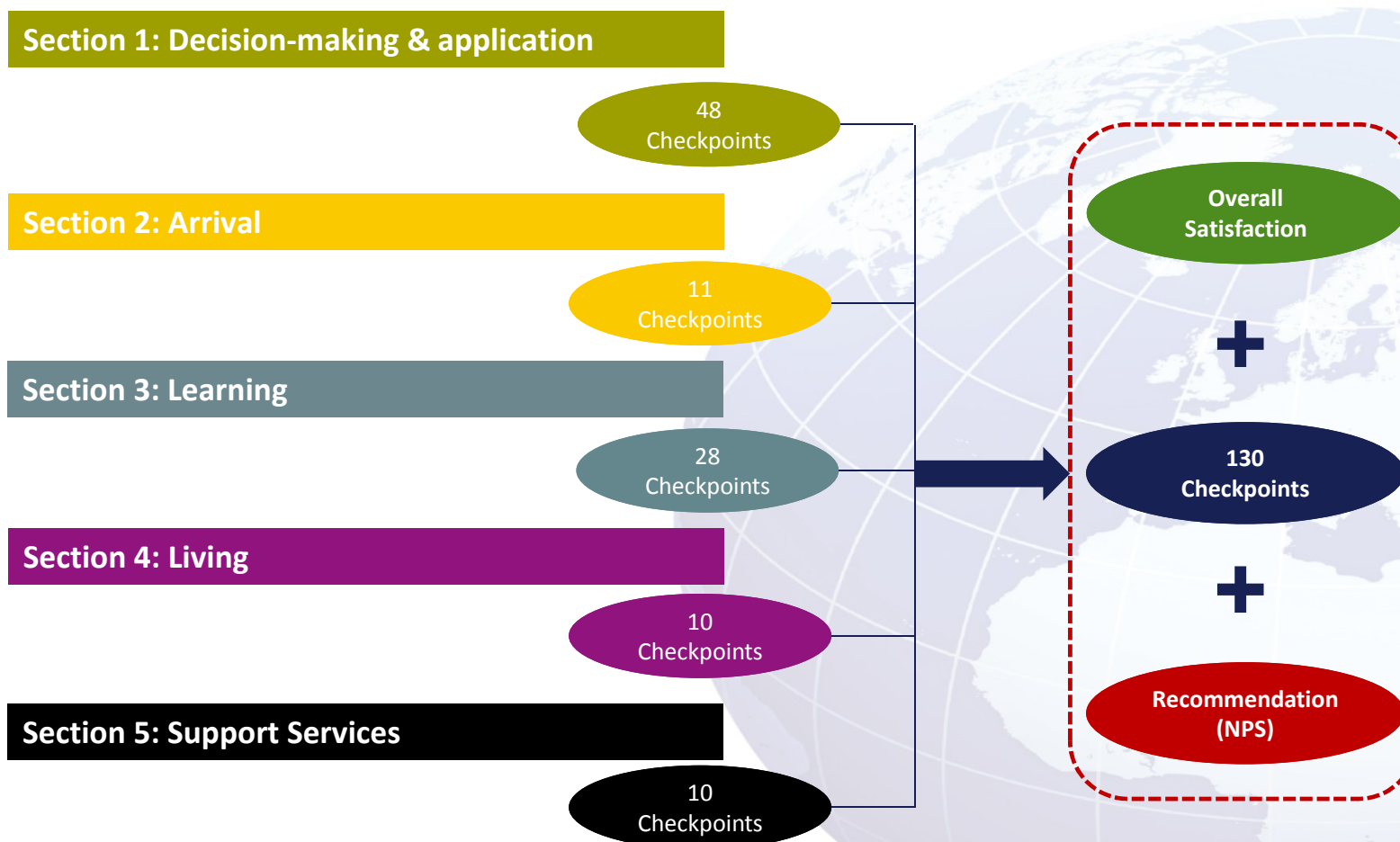


Implemented in
Australia, Bahrain,
Belgium, Canada,
China, Denmark,
Dubai, Estonia, France,
Fiji, Finland, Germany,
Hong Kong, Ireland,
Italy, Japan, Kenya,
Luxembourg, Malaysia,
Netherlands, New
Zealand, Scotland,
Singapore, South
Africa, South Korea,
Spain, Sri Lanka,
Sweden, Switzerland,
Thailand, UK, USA,
Vietnam.



Semi-standardised survey tool
All aspects of the student experience
Decision-making and intentions
Runs each year
All years of study, all levels of study
Comparative benchmarking
Confidential, unpublished
Reported in person, in confidence
Purpose: institutional enhancement

Template Questionnaire Structure



Section 2: Arrival

- Accommodation condition
- Accommodation office
- Accommodation quality

Section 4: Living

- Accommodation cost
- Accommodation quality

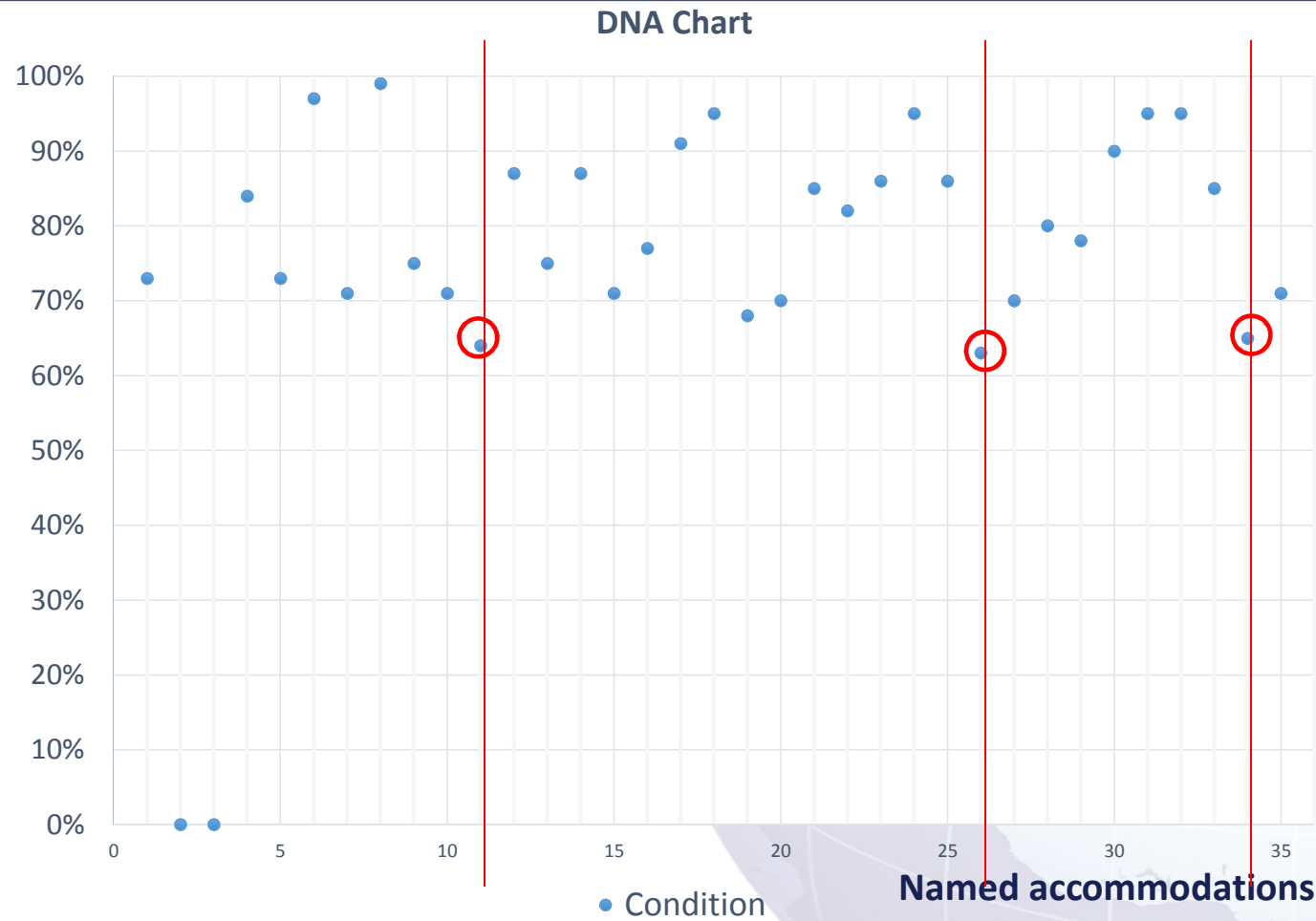
Section 5: Support Services

- Accommodation office

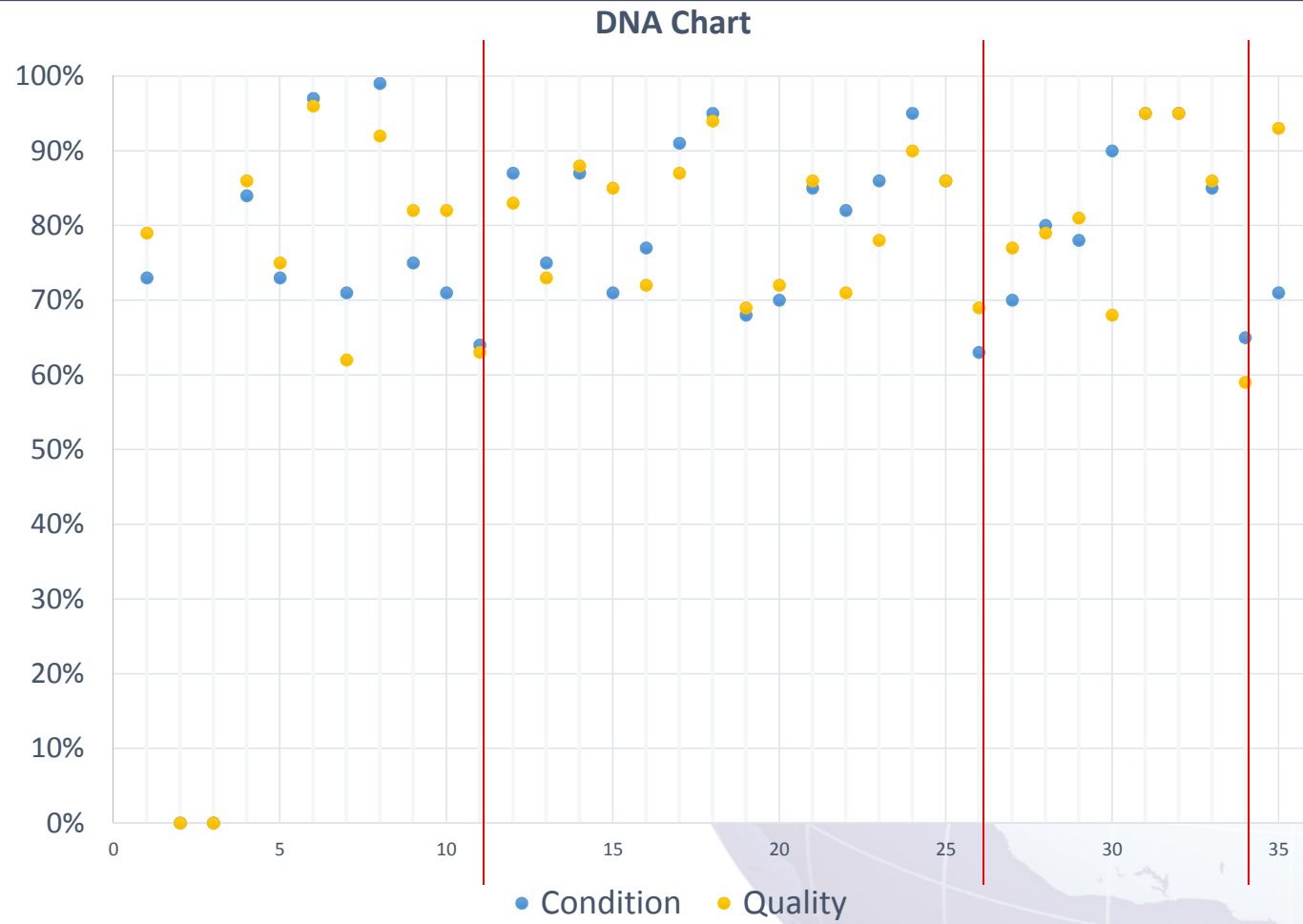
Other relevant measures:

- First night
- Local orientation
- Catering / food-service
- Safety
- Friendships & integration
- University transport
- Public transport
- Social activities
- Resident tutors/ staff

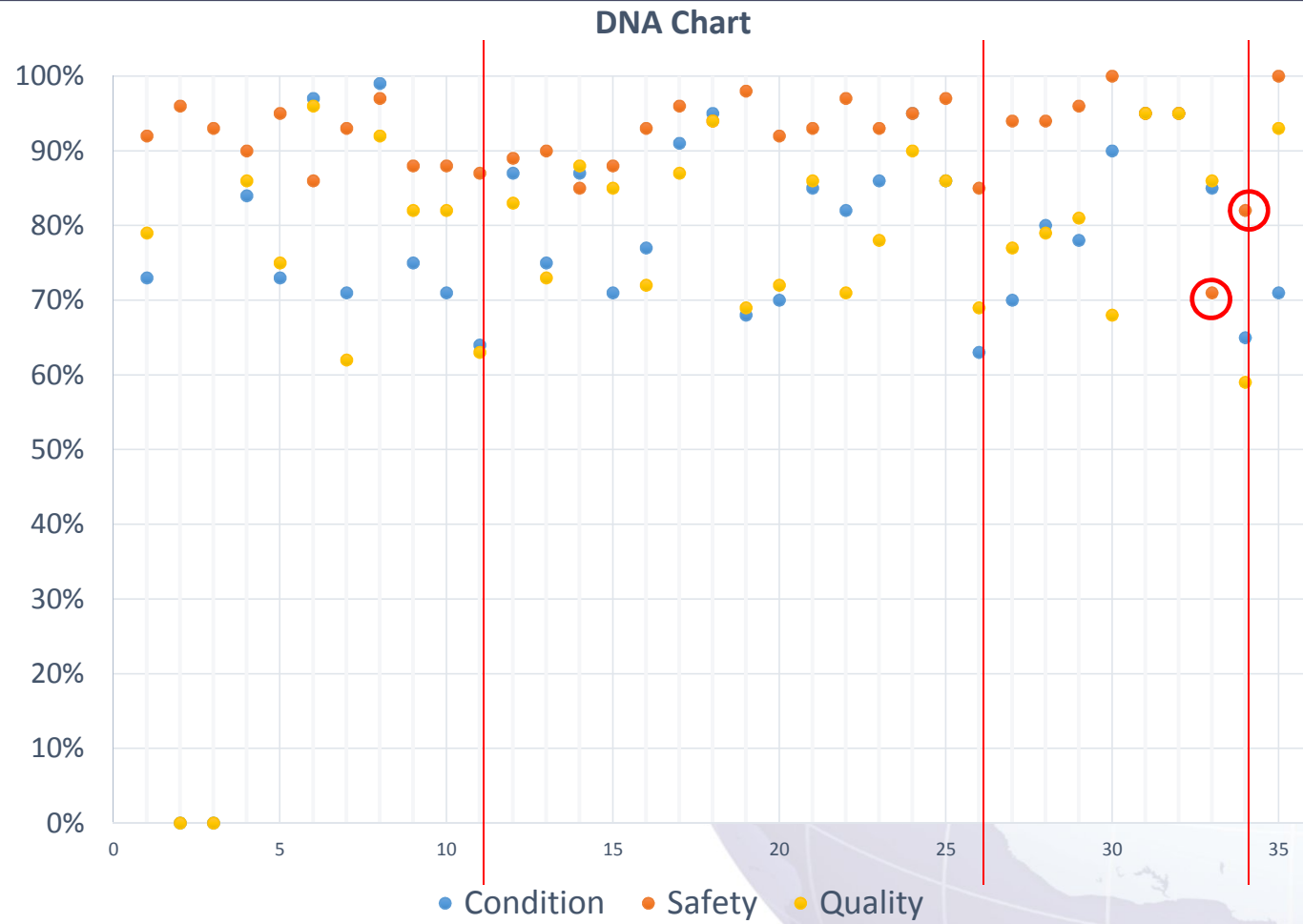
Accommodation Condition



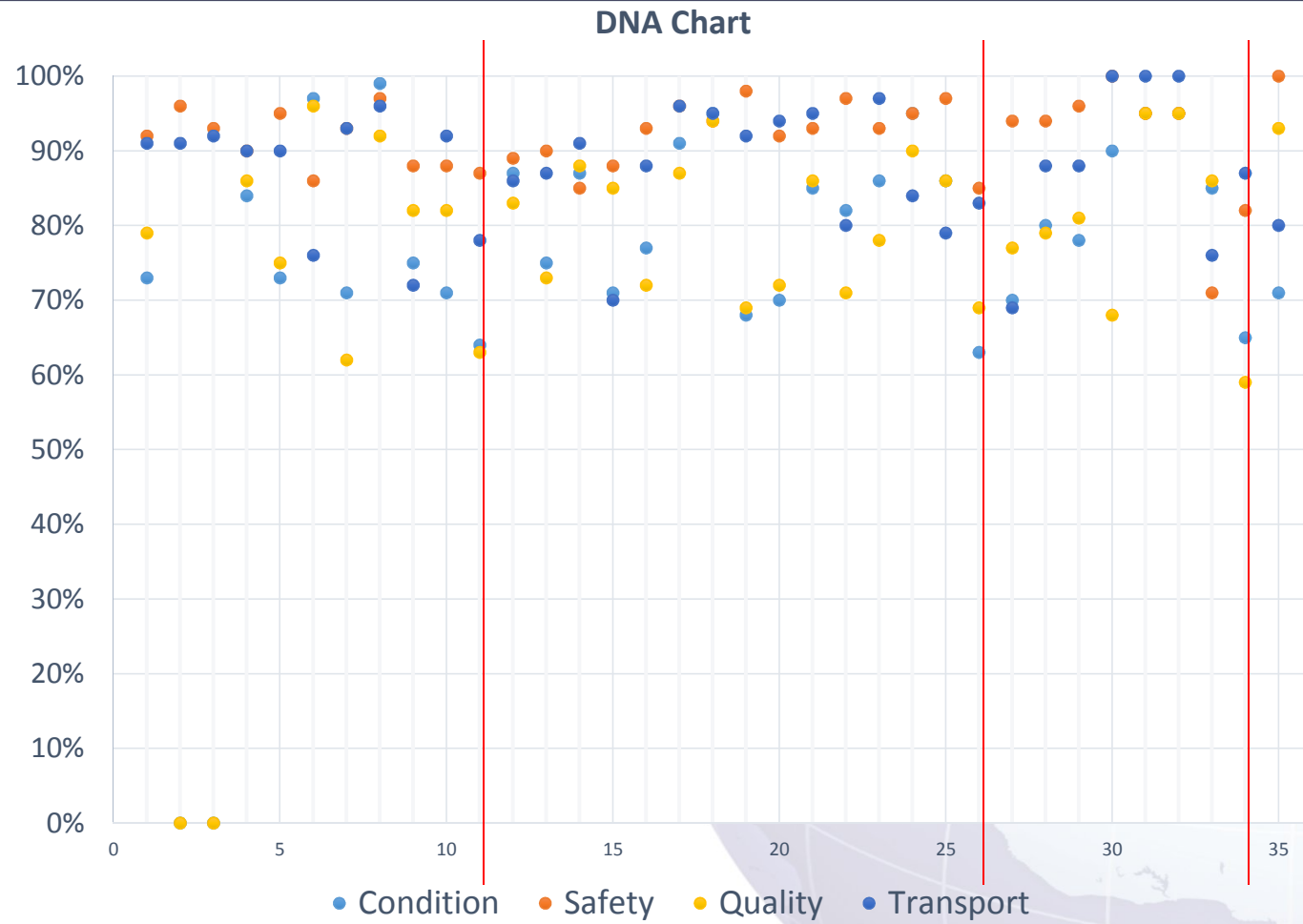
Condition and quality



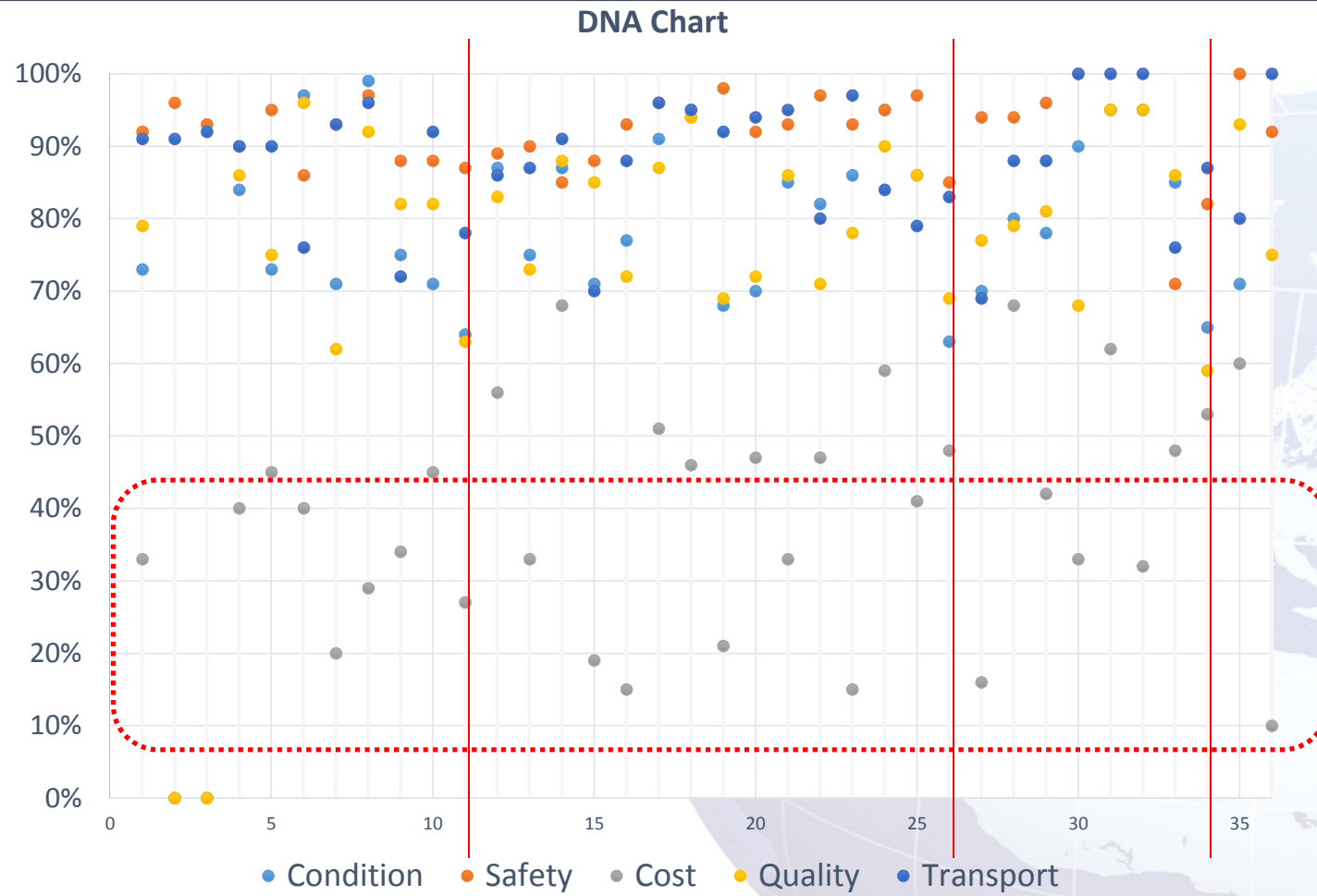
...and Safety



...plus Transport



...and cost



Eight things...

1. Accommodation office = impossible job
2. First impressions count.
 1. First night. First encounters. First reports.
 2. Community starts (or ends) here.
3. Accommodation /// Location /// Transport.
4. Accommodation /// Space /// Food /// Social...///Study
5. Not all students are the same
6. The expectation factor in the student equation.
7. Social engineering: policy and design
8. Ultimately, the front office is the front line



1. Accommodation office – impossible job

- You can change that!
- 1) expectations
- 2) staff development
- 3) recognition



2. First impressions count

- Malaysian student blog



2. First impressions count

Arrived

Tuesday 13 September

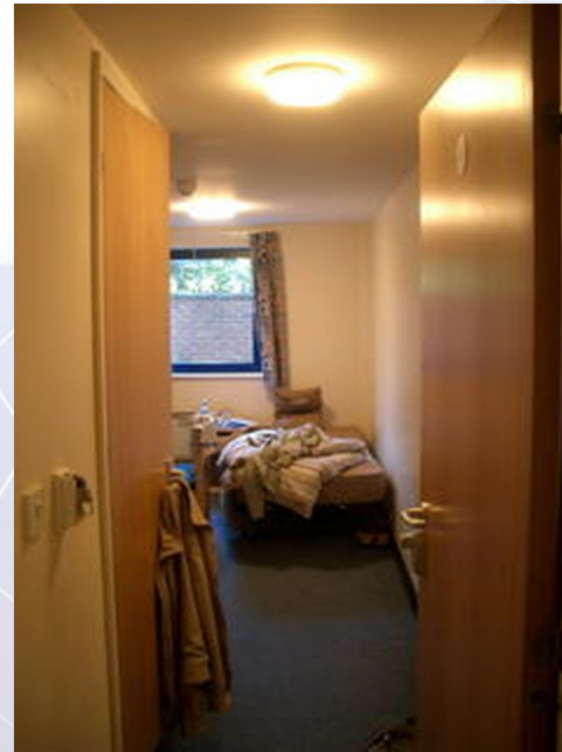
Hello. Im *officially* blogging from XXXX.

I have settled in, bought my stuff, unpacked, etc. And im alone.

Oh well.. The people here are nice. Havent spoken to that many yet because nothign has begun. No enrolment, no housemates.. Sigh. Anyways, let's talk about accomodation this time around, aight? Lets compare the accomodation in YYYY and in XXXX University.

The new consumer

1. The Opened Door



The left is what you get in XXXX. Open the door, and you see all. On the right, is YYYYY Court.

The new consumer

2. Slumber Place

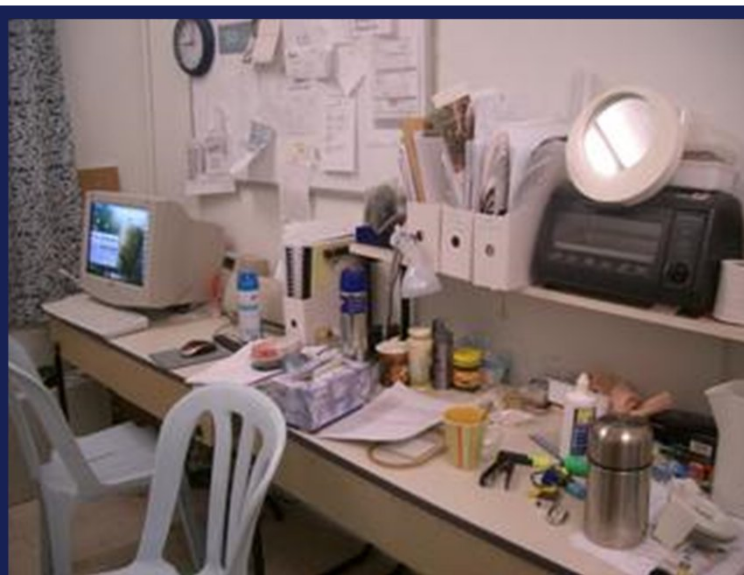


The beds in XXXX are surprisingly similar to that of YYYY's. Hence not very comfortable. I expected more from the beds



The new consumer

3. The Workstation

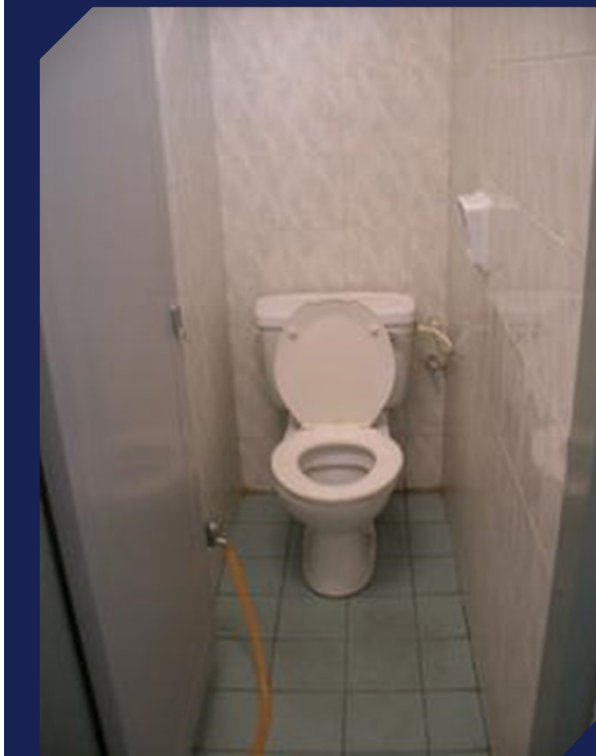


Yeap. I prefer YYYY Court's one. Everything is just more quality than XXXX's... the chairs are just incomparable. XXXX's chair is plastic s**t, and made to fit Asian asses. But those here, are made of wood, has a very comfy foam seating, and made for large European asses.

When my ass is comfy, i would be too.

The new consumer

4. Eau De Toilette



XXXX's bathroom seems bigger. However, when cleanliness is concerned.. Its totally different. Try comparing KL streets public toilet a Mandarin Oriental. Its that different.

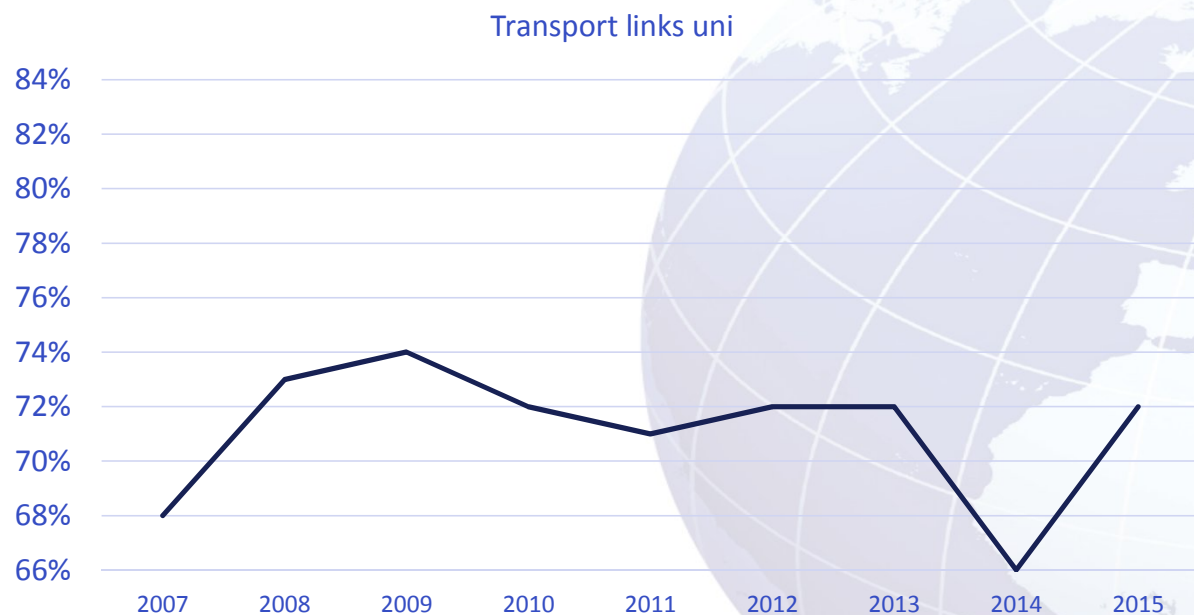
The new consumer

5. Shower Power



3. Accommodation /// Location /// Transport.

- Its not where it is – its what you do with it.
- Bus times example:

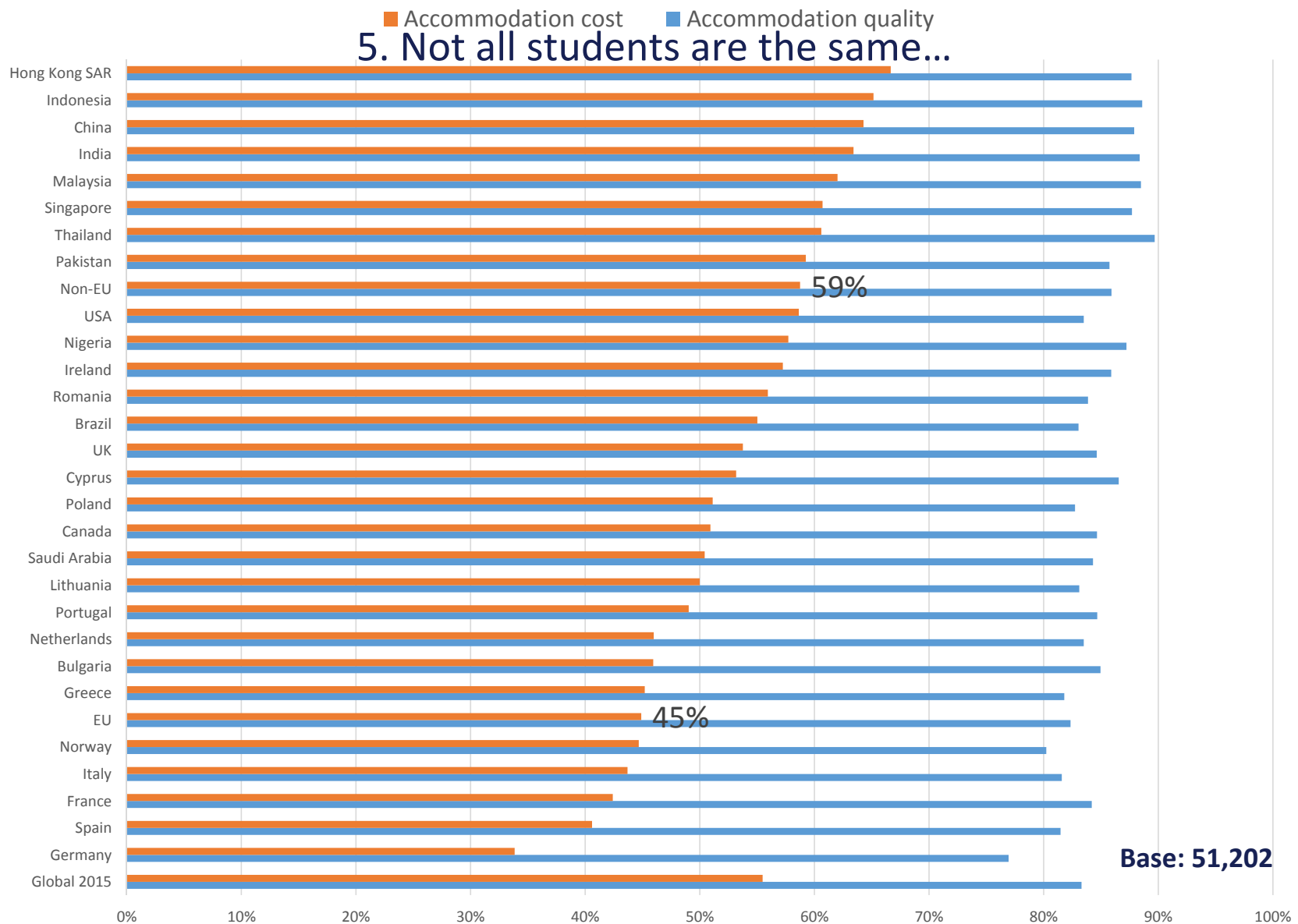


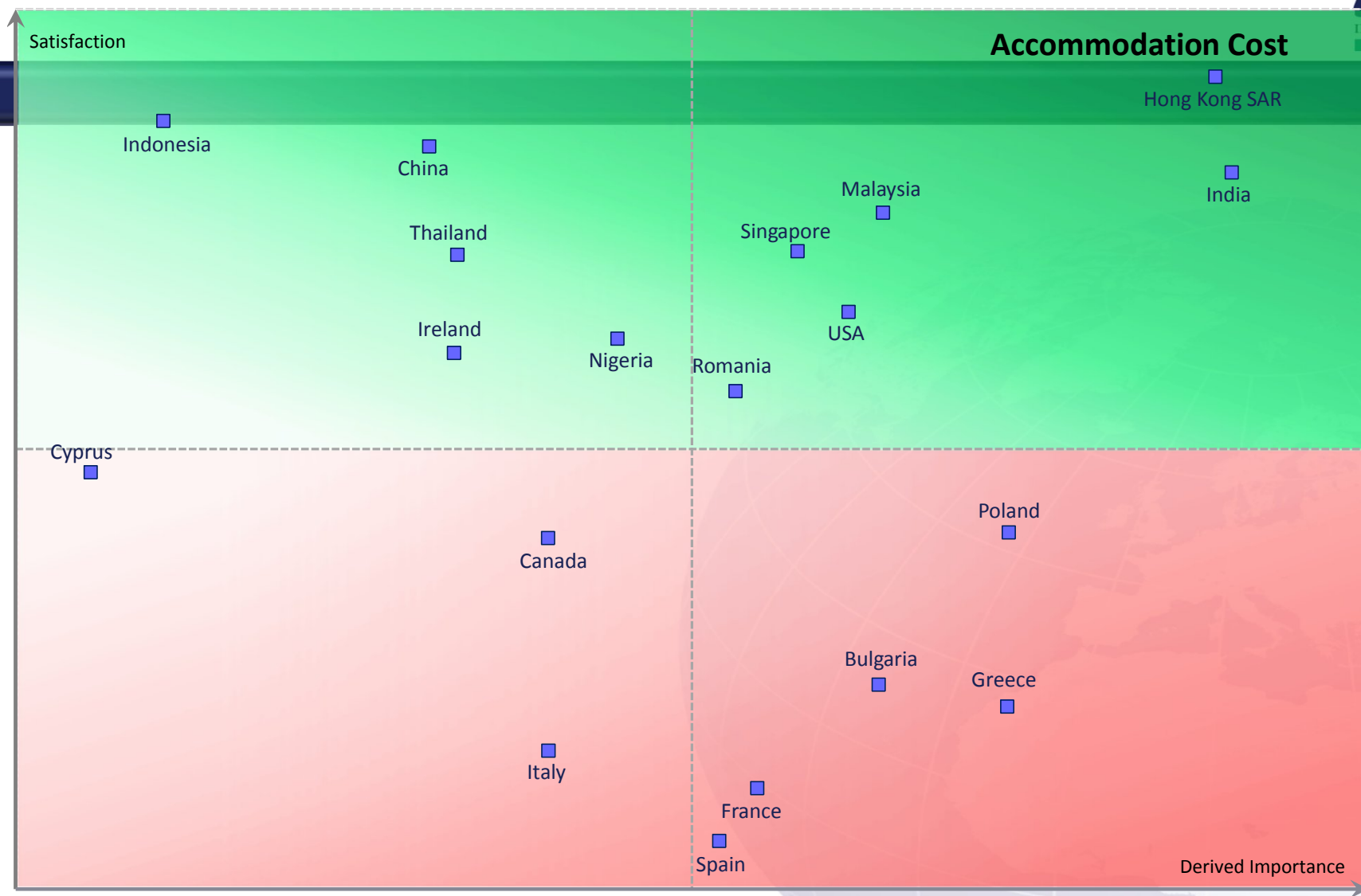
4. Accommodation /// Space /// Food /// Social...///Study

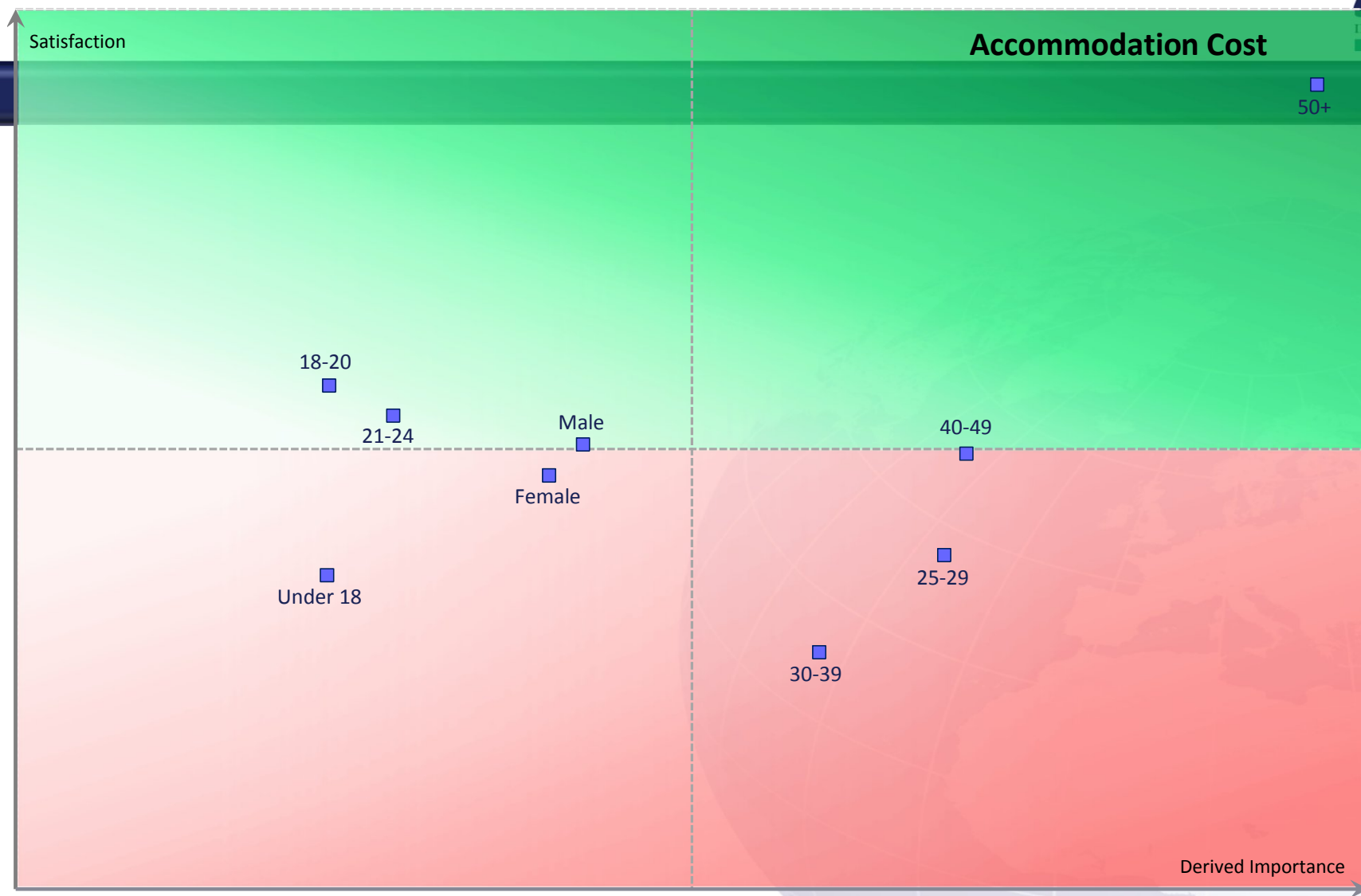
- Edinburgh - PGT
- Bath - food
- Warwick – shop
- Remote ≠ Bad: Edge Hill
- Study



5. Not all students are the same...







6: The expectation factor in the student equation.

- Satisfaction is relative... to expectation
 - Finest turf rugby fields
 - Award-winning library
 - Biggest improvement in IT satisfaction
 - Quality accommodation (v security - lighting)



7. Social engineering – policy and design

- Policy: you make people mix (sorting hat)
- Design: people mix (PGT eg)
- Both matter

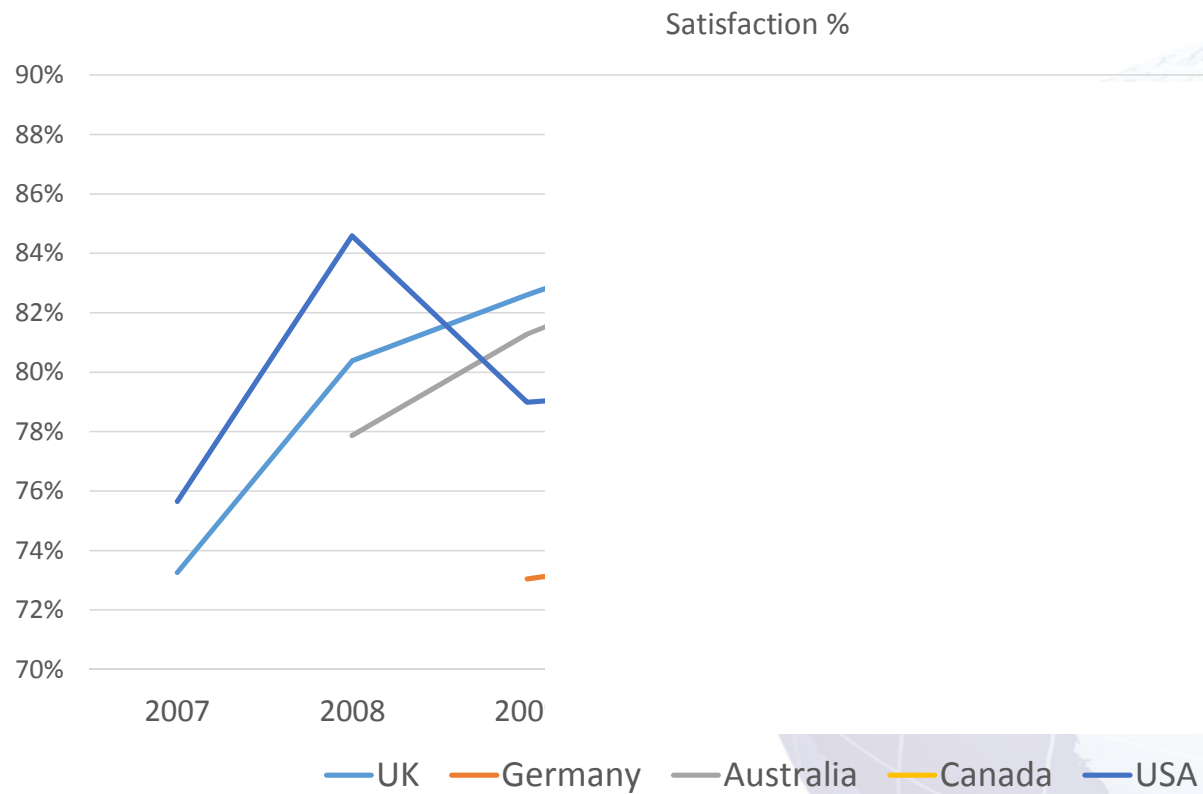


8: Ultimately, the front office is the front line

- Whoever faces the problem owns the problem
- The London Tube before Boris
- Edge Hill guard house
- Exeter's arrivals lounge
- ... centralised v decentralised international student services
 - “who are you?” v “Oh wow, its you!”



Accommodation services: nations making a difference



Thank you!

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