Insights from student feedback

AIEC Melbourne 20th October 2016

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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.

n: 2,726,093
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Confidential, unpublished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 1: Decision-making & application
- 48 Checkpoints

Section 2: Arrival
- 11 Checkpoints

Section 3: Learning
- 28 Checkpoints

Section 4: Living
- 10 Checkpoints

Section 5: Support Services
- 10 Checkpoints

Overall Satisfaction

130 Checkpoints

Recommendation (NPS)
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
...and Safety

DNA Chart
...plus Transport

DNA Chart

Condition  Safety  Quality  Transport
...and cost

DNA Chart

- Condition
- Safety
- Cost
- Quality
- Transport
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. I'm officially blogging from XXXX.

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

Oh well.. The people here are nice. Haven't spoken to that many yet because nothing has begun. No enrolment, no housemates. Sigh. Anyways, let's talk about accommodation this time around, aight? Let's compare the accommodation in YYYY and in XXXX University.
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 beds in XXXX are surprisingly similar to that of YYYYY’s. Hence not very comfortable. I expected more from the beds.
The new consumer

3. The Workstation

Yeap. I prefer YYY 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
• It's not where it is – it's 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...

Accommodation cost: 45%
Accommodation quality: 59%

Base: 51,202
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

Satisfaction %

- UK
- Germany
- Australia
- Canada
- USA
Thank you!

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