What are prospective international students’ perceptions and expectations for employability?

Phillip Allen
Market Intelligence & Product Development Manager
UTS:INSEARCH
Purpose

Employability and motivation for overseas study

Survey Design Methodology

Student perspective on employability & the leadership program

Student Survey Results

Pilot in preparation for large scale survey on mindset for employability, conducted with IDP
Motivations for study overseas

- 95% Reputation of qualification
- 94% Reputation of institution
- 93% Reputation of Australia’s education system
- 92% Personal safety
- 91% Quality of research and teaching at institution

Source: International Student Survey April 2015, Australian Government Department of Education and Training
Motivations for study overseas

Where are careers and post-study outcomes?

- 95% Reputation of qualification
- 94% Reputation of institution
- 93% Reputation of Australia’s education system
- 92% Personal safety
- 91% Quality of research and teaching at institution

Source: International Student Survey April 2015, Australian Government Department of Education and Training
FOCUS GROUP: EMPLOYABILITY AND MOTIVATION

Large variation in motivation and awareness
FOCUS GROUP:
EMPLOYABILITY AND MOTIVATION

Large variation in motivation and awareness

Difference between parents and self
Ideas of ‘improving prospects’
Some highly motivated
Others unclear
The overall motivation for overseas education

**COURSE**
- Restricted university places
- High entry requirements
- Course availability
- Limited recognition of qualifications
- Quality of education

**POST STUDY**
- Improve career prospects
- Higher status
- Broaden personal experience
- Economic conditions
Survey Design

Rokeach Value Survey
Outcomes and self identified strengths

Ranking

Academic vs. Career and post-study outcomes

Testing 1-10 or top 3
Strengths

- Confidence
- Curious
- Intellectual
- Independent
- Diligent
- Focused
- Persistent
- Self-Discipline
- Ambitious

Strengths
Outcomes

To experience something new
To develop leadership skills
To get a great job
To become more independent
To improve my English
To prepare me for the workforce
Sense of accomplishment
Satisfaction of learning
RESEARCHERS
Academic Mindset vs Post-Study Outcome Orientation

LEADERS
<table>
<thead>
<tr>
<th>LEADER</th>
<th>RESEARCHER</th>
<th>OBSERVER</th>
<th>GO GETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian</td>
<td>Chinese</td>
<td>Indonesian</td>
<td>Vietnamese</td>
</tr>
<tr>
<td>Amandeep</td>
<td>Zhang</td>
<td>Elwina</td>
<td>Thao</td>
</tr>
<tr>
<td>No English</td>
<td>40 Weeks English</td>
<td>10 Weeks English</td>
<td>20 Weeks English</td>
</tr>
<tr>
<td>IT Diploma</td>
<td>Foundation</td>
<td>Communications Diploma</td>
<td>Business Diploma</td>
</tr>
<tr>
<td>Studied at school then college in India and ultimately wants to complete a masters course</td>
<td>Chinese ‘Early Bird’ arriving in Australia at 17 from Northern China with limited English and is focused on good grades</td>
<td>Studied at international school in Indonesia, wants to make her parents proud</td>
<td>Wants to become an entrepreneur</td>
</tr>
</tbody>
</table>
Respondents

Pilot sent to approx. 2000 prospective students and via social media

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>34</td>
<td>20%</td>
</tr>
<tr>
<td>Sub continent</td>
<td>22</td>
<td>13%</td>
</tr>
<tr>
<td>Nepal</td>
<td>19</td>
<td>11%</td>
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<tr>
<td>Indonesia</td>
<td>17</td>
<td>10%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>14</td>
<td>8%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>6</td>
<td>4%</td>
</tr>
<tr>
<td>Myanmar</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Korea</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>49</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>168</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Academic Mindset

Post-Study Outcome Orientation

RESEARCHERS

LEADERS

OBSERVERS

GO GETTERS

China
Academic Mindset Post-Study Outcome Orientation

RESEARCHERS

OBSERVERS

LEADERS

GO GETTERS

Hong Kong
Academic Mindset and Post-Study Outcome Orientation

- RESEARCHERS
- LEADERS
- OBSERVORS
- GO GETTERS

Indonesia
Academic Mindset vs. Post-Study Outcome Orientation:

- **RESEARCHERS**
- **LEADERS**
- **OBSERVORS**
- **GO GETTERS**

Myanmar

UTS INSEARCH

UNIVERSITY OF TECHNOLOGY SYDNEY
Academic Mindset

Post-Study Outcome Orientation

RESEARCHERS

LEADERS

OBSERVORS

GO GETTERS

Nepal
Academic Mindset

Post-Study Outcome Orientation

RESEARCHERS  LEADERS

OBSERVERS  GO GETTERS

Vietnam
Next Steps

- Refinement of survey tool and dimensions
- Larger Survey
- Application of results