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Benefits of THE-ICE Membership

THE-ICE Student **Barometer**

An Institution Perspective -



International Centre
of Excellence in
Tourism and Hospitality
Education (THE-ICE)

THE-ICE International Accreditation for a Global Market Workshop
The Bayleaf Intramuros, Manila, 20th February 2018



Recognition for Commitment
to Quality Management:
2012-Batangas Campus
2013-Manila Campus
2015-Laguna Campus



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The audience is
the barometer of
truth!



Barbra Streisand

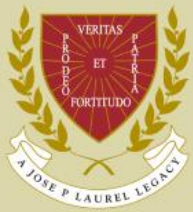


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So how do you listen to your most important customer?



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Barometer

- an instrument measuring atmospheric pressure, used especially in forecasting the weather and determining altitude.
- something that reflects changes in circumstances or opinions





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THE-ICE Student Barometer Report



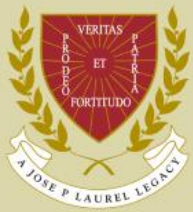
i-graduate

THE-ICE Student Barometer (ISBSB™) Topline Report 2017



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Highlights

- Conducted in partnership with an external agent, *i-graduate*
 - <https://www.i-graduate.org/services/international-student-barometer/>

The Next Step
Email info@i-graduate.org and we'll put you in touch with your nearest specialist.

 Established in 2005	 In over 1400 institutions	 Across 33 countries	 Feedback from over 3 million students
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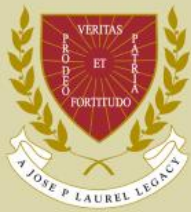


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Highlights

- Same tool is used by all participants for the year
 - THE-ICE - 24 institutions in 10 countries
 - Other global schools participating in *i-graduate* – 174 institutions

All participating institutions – THE-ICE (24)

THE-ICE (11,924)		
Blue Mountains International Hotel Management School - TUA	Griffith University	Swiss Hotel Management School
Cesar Ritz Colleges Switzerland	Hotel Institute Montreux	Taylor's University
Charles Darwin University	IHTTI School of Hotel Management	The Hotel School Melbourne
Dusit Thani College	IMC University of Applied Sciences, Krems	The Hotel School Sydney
Emirates Academy of Hospitality Management	International College of Management Sydney	The University of the South Pacific
Far Eastern University	Lyceum of the Philippines University	University of Santo Tomas
Free University Bozen, Bolzano	MCI Management Centre Innsbruck	William Angliss Institute
Glion Institute of Higher Education	Stenden University of Applied Sciences, Netherlands	William Blue College of Hospitality Management

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Focus

5 key areas: Arrival, Learning, Engagement, Living & Support, 14 sub-areas, 190+ elements

Summary

Survey
Overview

Headline Results

Survey
Response

Pre-Arrival

Decision Factors

Key Influences

Agents

Application
Process

Experience

Arrival

Learning

Engagement

Living

Support

Appendix

Additional
Information

Questionnaire

Contact Details



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Highlights

365 Days
52 Weeks
12 Months
ONE Year

- Initial review is done by the school representative
- Common collection period for all participants – 4 months
- Online deployment, with link being given to each school
- Respondents – THE-ICE member school students vs Global
 - International – ISB, 7365 vs 145,345
 - Domestic – SB, 4559 vs 84,571
 - Total - 11,924 vs 229,925
- Periodic update from THE-ICE on % respondents to date



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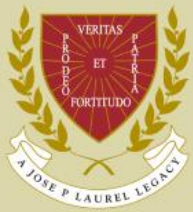
Process in LPU

- Provide incentive
- Identify our international and local students
- Calculate 10% or higher of our target respondents
- Coordinate with various Campus Managers for strategies in deploying the online questionnaire
 - Coordinate with teachers handling computer classes
 - Identify one subject for each year level, use the e-library or their own smart phones



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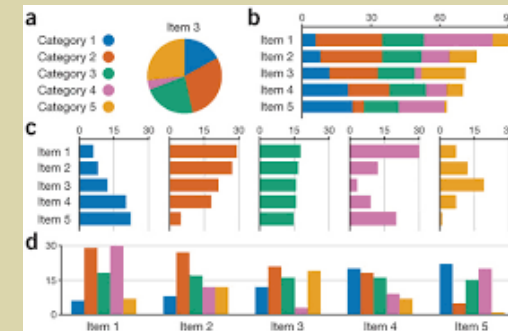


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Integration

- Results –
 - Levels – ratings for the year
 - Trends – comparison of current and previous year
 - Benchmark – against THE-ICE members and Global Index
- Presentation of results
 - Soft copy is sent last quarter of the year
 - Skype or F2F presentation/planning workshop



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Utilization

- Use the quantitative and qualitative results to drive new actions from the college and different support units
- Compare results of new ISB-SB Results with previous year and see if student satisfaction levels have improved for each of the areas
- The color coding is a great way to view on a macro/micro level the results – the more green, the better!



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*What is the **better** benchmarking option?*



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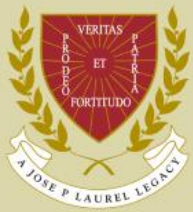


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What a business needs most for its decisions
— **especially its strategic ones** —
are data about what goes on outside it.
Only **outside a business** are there
results, opportunities and threats.”

Peter Drucker



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THE, going global! More fun in the Philippines



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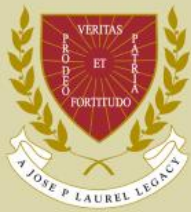


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at your service....

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Lyceum of the Philippines University, Manila

TIBFI, Chairperson, <http://www.tourismindustryboard.org>

THE-ICE, Board Secretary, Director, <http://www.the-ice.org>

HRAP, Associate Board Member, <http://www.hrap.org.ph>

APacCHRIE, Past President, <http://www.apacchrie.org>

COHREP, Immediate Past President, <http://www.cohrep.net>



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