

TRIBAL

i-graduate

i-graduate

Measuring the
Student Experience

IPOE 2021
BUXTON 25-27 OCTOBER



Session outline



About us



Highlights from
THE-ICE Report



Global insights
from the ISB



Survey
Customisation -
Refresher



Q&A

About us



Nick Pidgeon

- Tribal Group | i-graduate
- Surveys & Benchmarking
- The Student Barometer – running since 2005, SH and NH waves



THE-ICE i-graduate Project Team



Nick Pidgeon (Head of Surveys & Benchmarking)



Robin Hallows (Lead consultant)



Mellissa Oliver (Client services team lead)

Highlights from THE-ICE Report



Mellissa Oliver

All participating universities

ISB (68,294), SB (53,457), ISBSB (78,445)

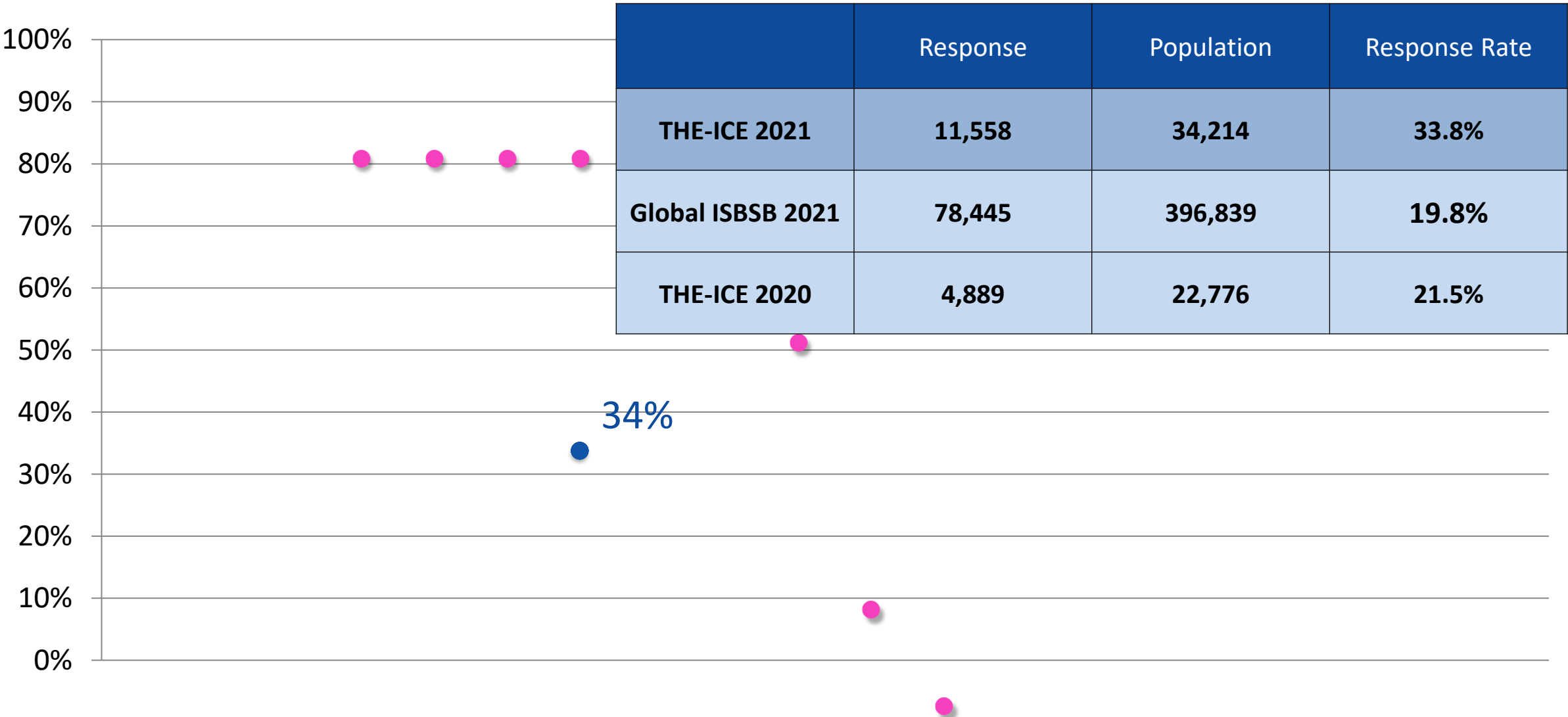
Algonquin College	Deakin University	Jönköping University
Auckland University of Technology	DTC - Bangkok	Kaplan Business School, Adelaide
Australian National University	DTC - Pataya	Kaplan Business School, Brisbane
BMIHMS - Leura	Durham University	Kaplan Business School, Melbourne
BMIHMS - Suzhou	Edith Cowan University	Kaplan Business School, Perth
BMIHMS - Sydney	EHL Swiss School of Tourism and Hospitality	Kaplan Business School, Sydney
Breda University of Applied Sciences - Academy for Tourism	Emirates Academy of Hospitality Management	Lincoln University
Breda University of Applied Sciences - Academy of Hotel & Facility Management	Fleming College	LPU - Batangas
Centennial College	Free University of Bozen-Bolzano	LPU - Cavite
Charles Darwin University	Griffith University	LPU - Davoa
Charles Sturt University	Haaga-Helia University of Applied Sciences	LPU - Laguna
Coventry University	Hong Kong Community College (HKCC)/School of Professional Education and Executive Development (SPEED)	LPU - Manila
CQUniversity Australia	Hotel Institute Montreux	Mae Fah Luang University
CRCS - Brig	Hotelschool The Hague	Mahidol University
CRCS - Le Bouveret	Institut of Paul Bocuse	MCI Management Center Innsbruck
CRCS - Luzern	International Medical University	Melbourne Institute of Technology (MIT) - Melbourne
Curtin Singapore	Iowa State University	Melbourne Institute of Technology (MIT) - Sydney
Curtin University	James Cook University	Miami University
Curtin University, Malaysia	James Cook University (Singapore)	Murdoch University
De Montfort University	James Cook University Brisbane	National Kaohsiung University of Hospitality and Tourism

All participating universities

ISB (68,294), SB (53,457), ISBSB (78,445)

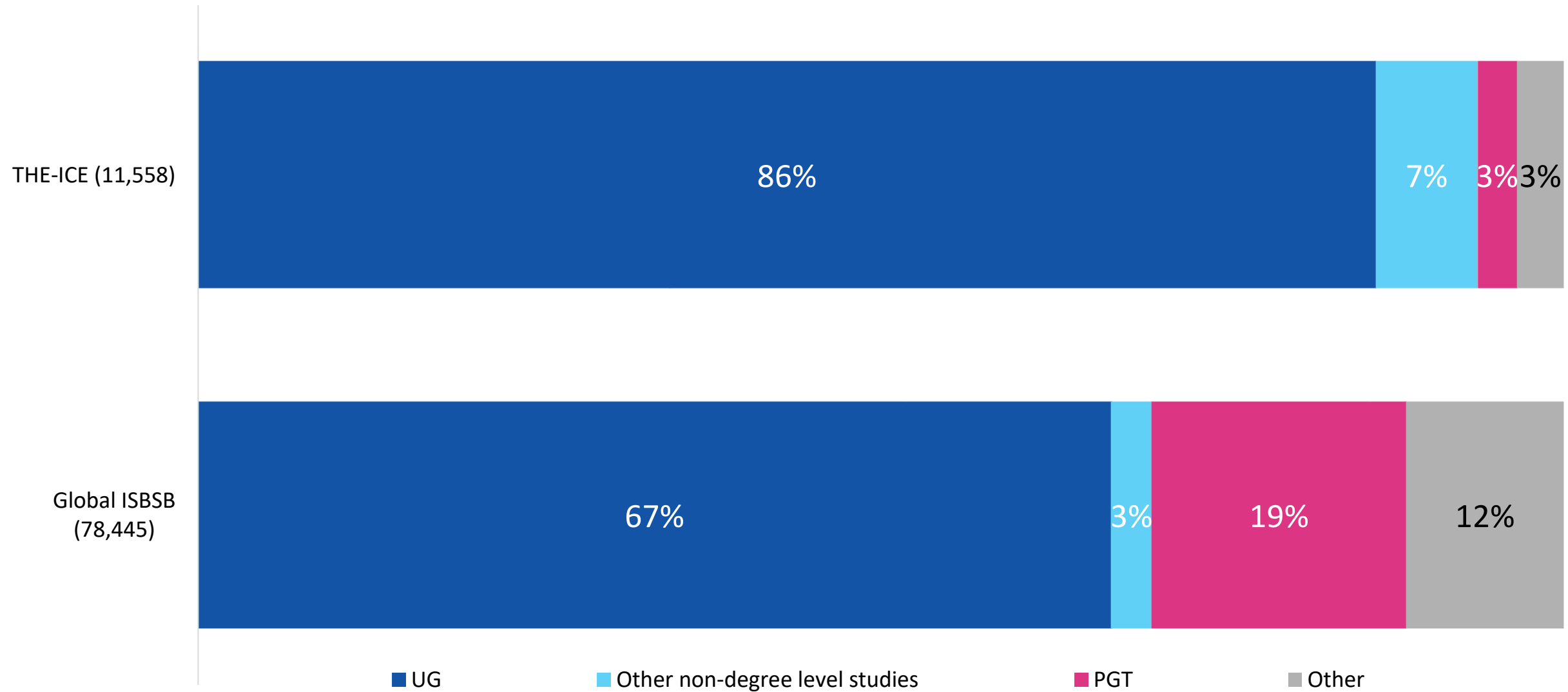
NHL Stenden University of Applied Sciences, Academy of Leisure and Tourism	Tampere University	University of Santo Tomas
NHL Stenden University of Applied Sciences, Stenden Hotel Management School	Teesside University	University of Saskatchewan
North Metropolitan TAFE	The Hong Kong Polytechnic University	University of South Australia
Prince of Songkla	The University of Adelaide	University of Southern Queensland
PSB Academy	The University of New England	University of Tasmania
Queen's University Belfast	The University of Queensland	University of Technology Sydney
Queensland University of Technology	The University of Sydney	University of Texas at Austin
RMIT University	University College Dublin	University of Twente
Saxion University of Applied Sciences, Hospitality Business School	University of Adelaide College	University of Waikato
Sheridan College	University of Amsterdam	University of Wollongong
SHMS - Caux	University of Auckland	University of York
SHMS - Leysin	University of Canberra	USP
SIM Global Education (SIM GE)	University of Helsinki	USP - Pacific TAFE
Singapore Institute of Technology	University of Leicester	Utrecht University
South Metropolitan TAFE	University of Nottingham - China	Vistula School of Hospitality
Southern Cross University	University of Nottingham - Malaysia	WAI - Melbourne
Stenden University Qatar	University of Otago	WAI - Singapore
Swinburne University of Technology	University of Oulu	WAI - Sydney
Swinburne University of Technology (Sarawak Campus)	University of Oxford	Zuyd University of Applied Sciences, Hotel Management School Maastricht
TAFE Queensland	University of Pittsburgh	

Response rate breakdown



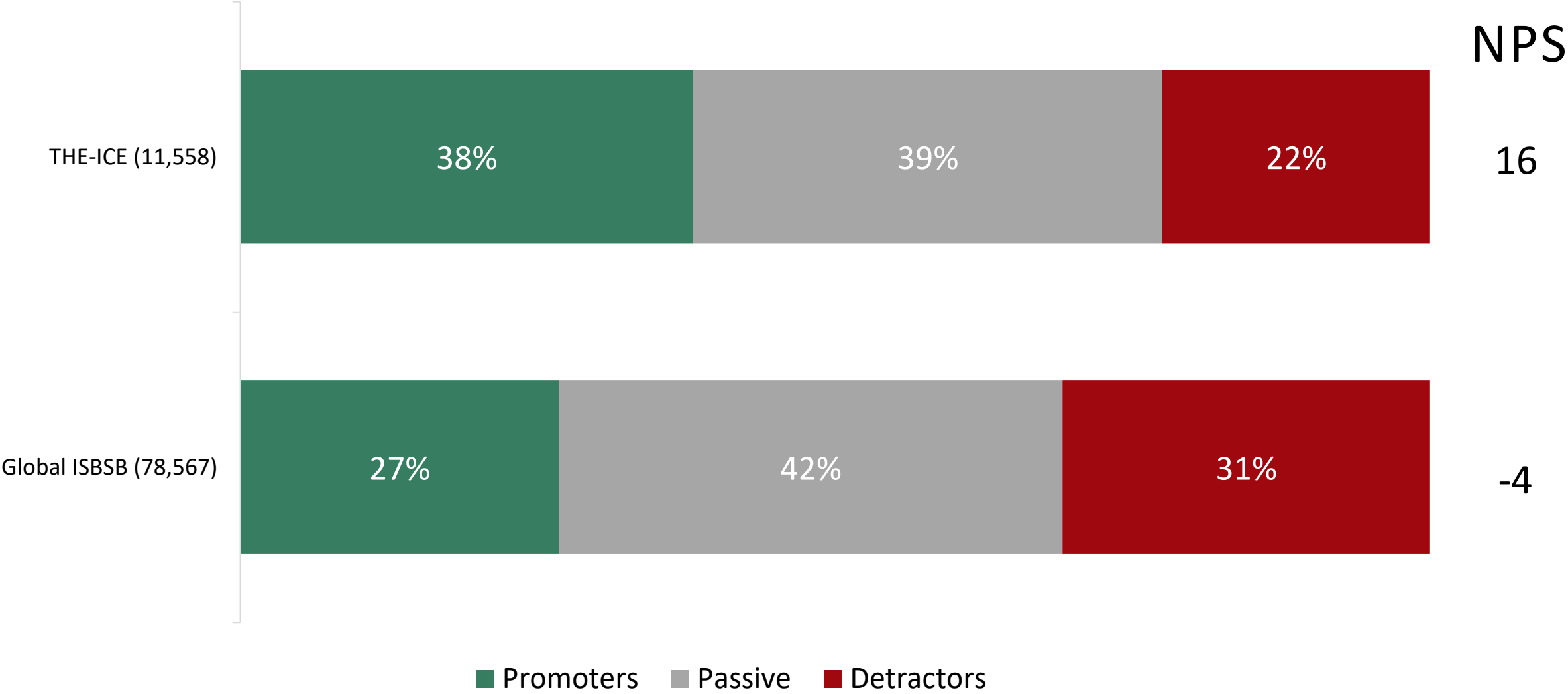
Each dot represents an institution in the global benchmark. THE-ICE 2021 response rate is highlighted in dark blue.

Study level breakdown



Net Promoter score

Students that give you a 6 or below are Detractors, a score of 7 or 8 are called Passives, and a 9 or 10 are Promoters. To calculate your Net Promoter Score, detract the percentage of Detractors from the percentage of Promoters

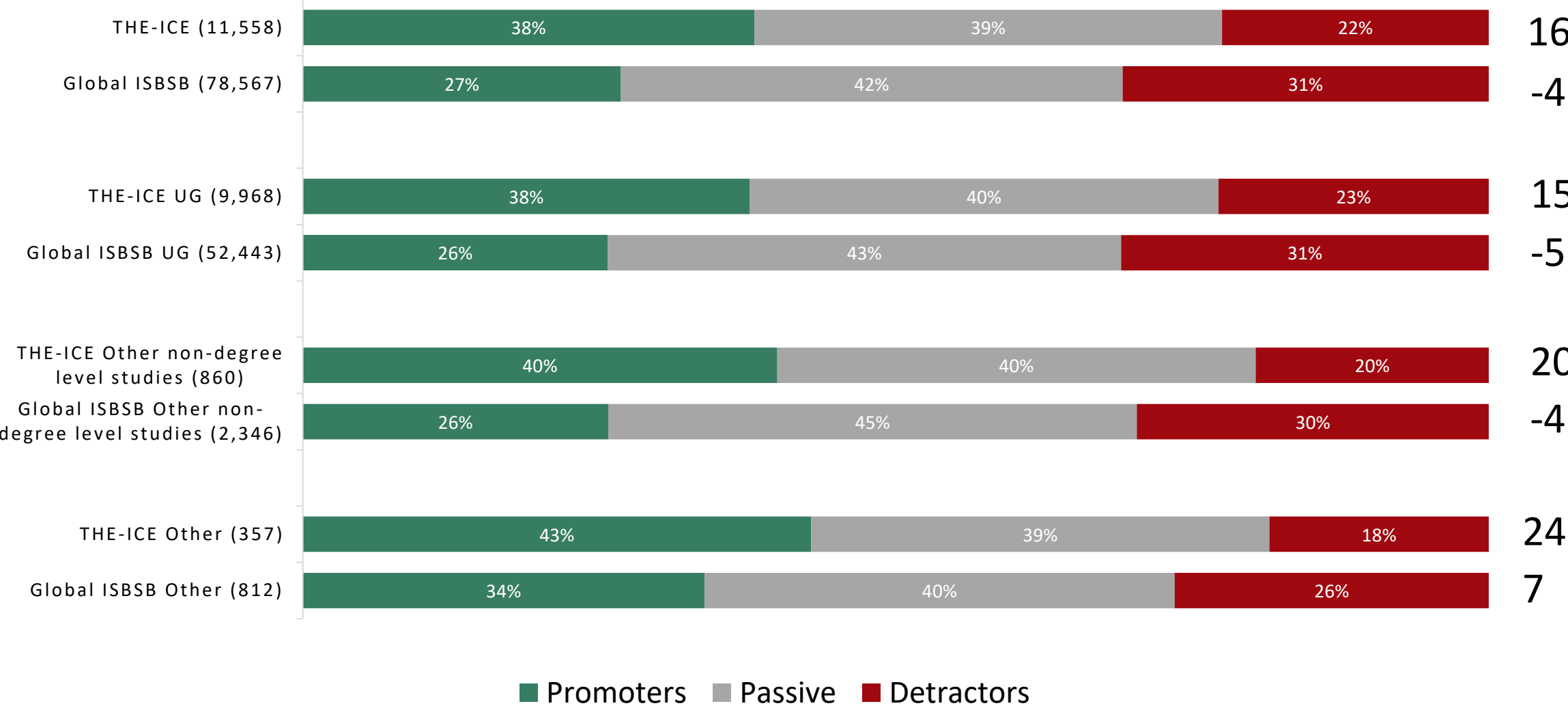


How likely is it that you would recommend this institution to family or a friend?

Net Promoter score

Students that give you a 6 or below are Detractors, a score of 7 or 8 are called Passives, and a 9 or 10 are Promoters. To calculate your Net Promoter Score, detract the percentage of Detractors from the percentage of Promoters

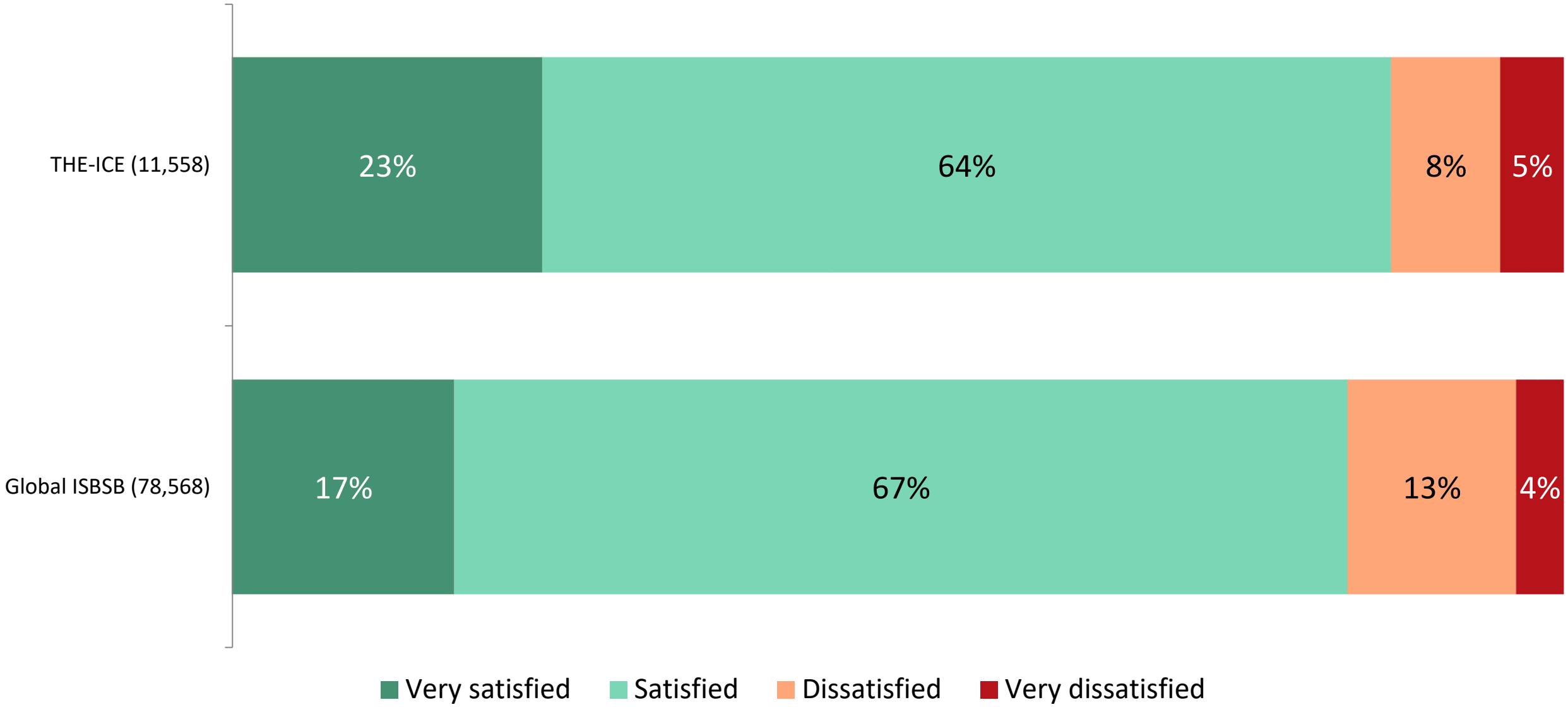
NPS



How likely is it that you would recommend this institution to family or a friend?

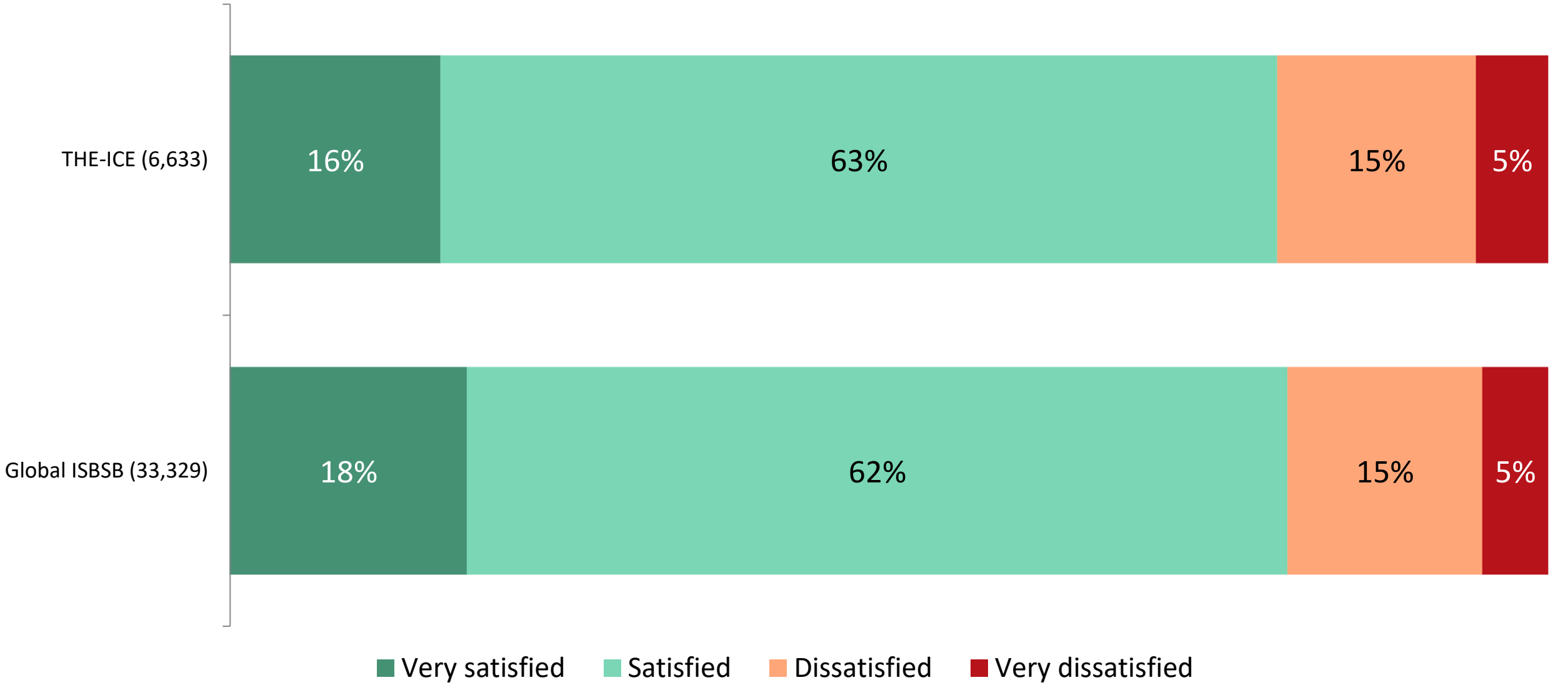
THE-ICE (9,991)	2021 vs 2020		Global ISBSB (64,650)		UG (8,671)	Other non- degree level studies (705)	Other (314)
28%	0%	I would actively encourage people to apply	21%		28%	29%	37%
48%	2%	If asked, I would encourage people to apply	50%		49%	48%	45%
20%	0%	I would neither encourage nor discourage people to apply	23%		20%	18%	13%
3%	-1%	If asked, I would discourage people from applying	5%		3%	4%	4%
1%	-1%	I would actively discourage people from applying	2%		1%	1%	1%

Would you recommend the institution to others thinking of applying here?

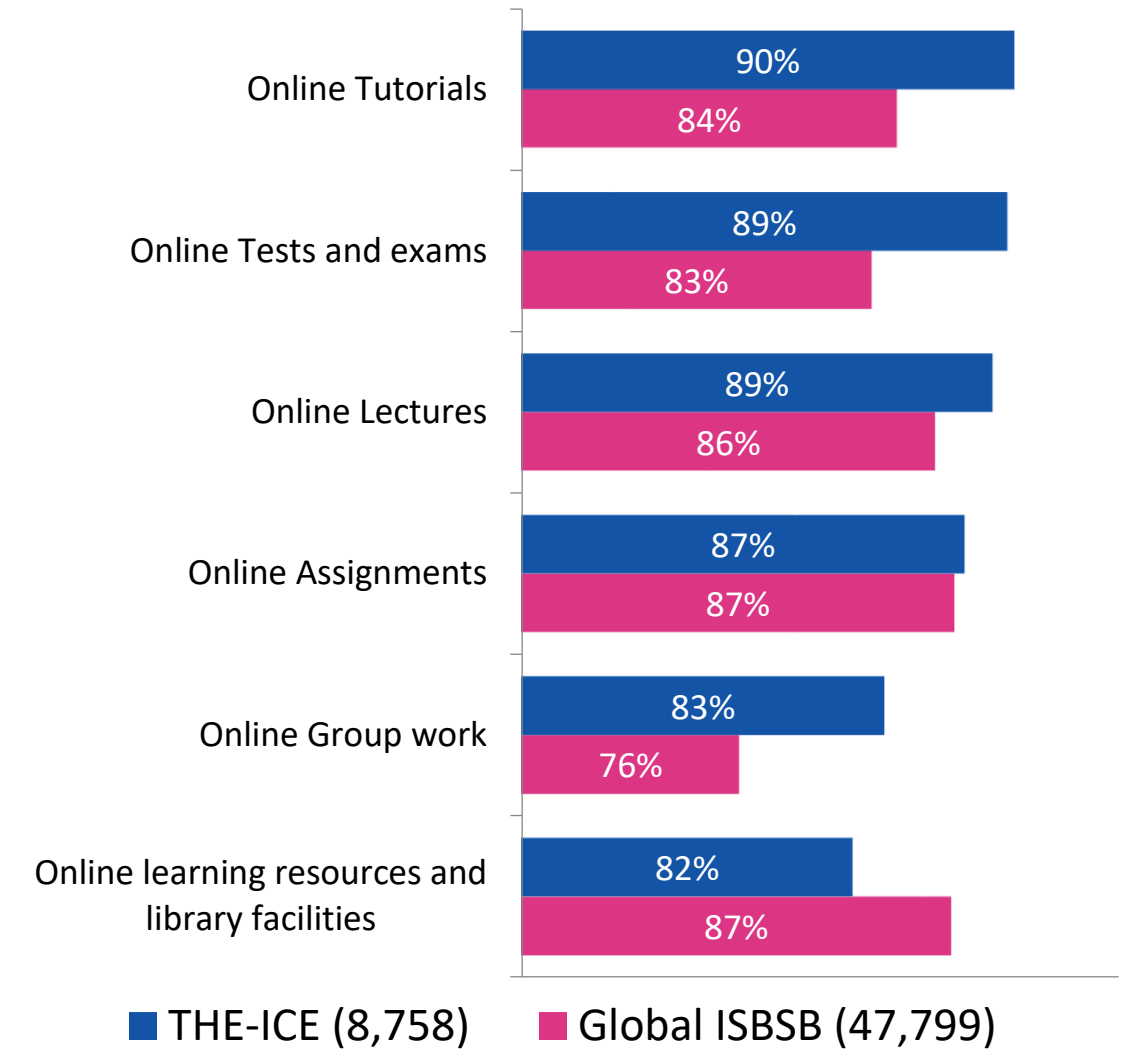


Overall, how satisfied are you with all aspects of your experience at your institution?

COVID-19 overall response

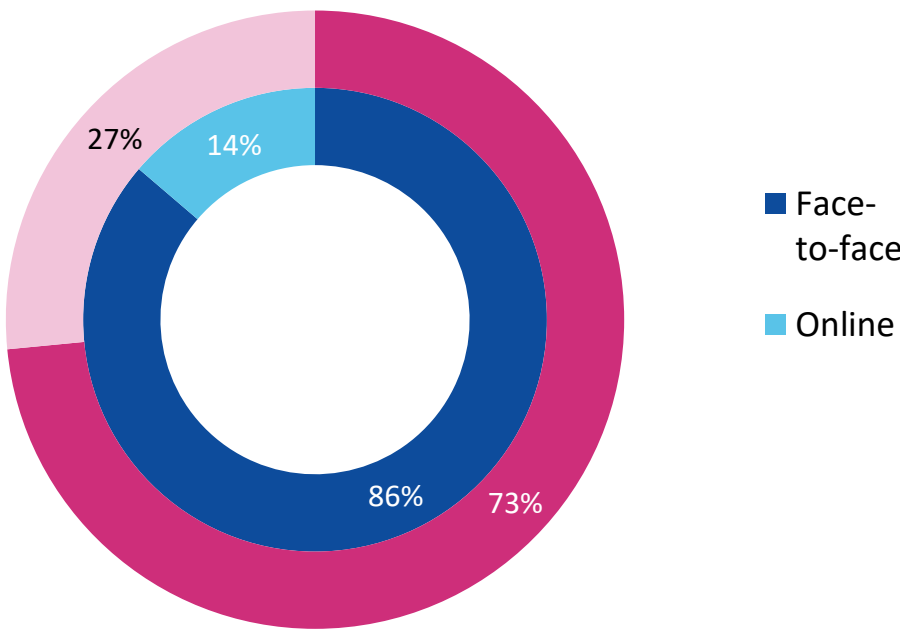


Overall, how satisfied were you with this institution's response to COVID-19?

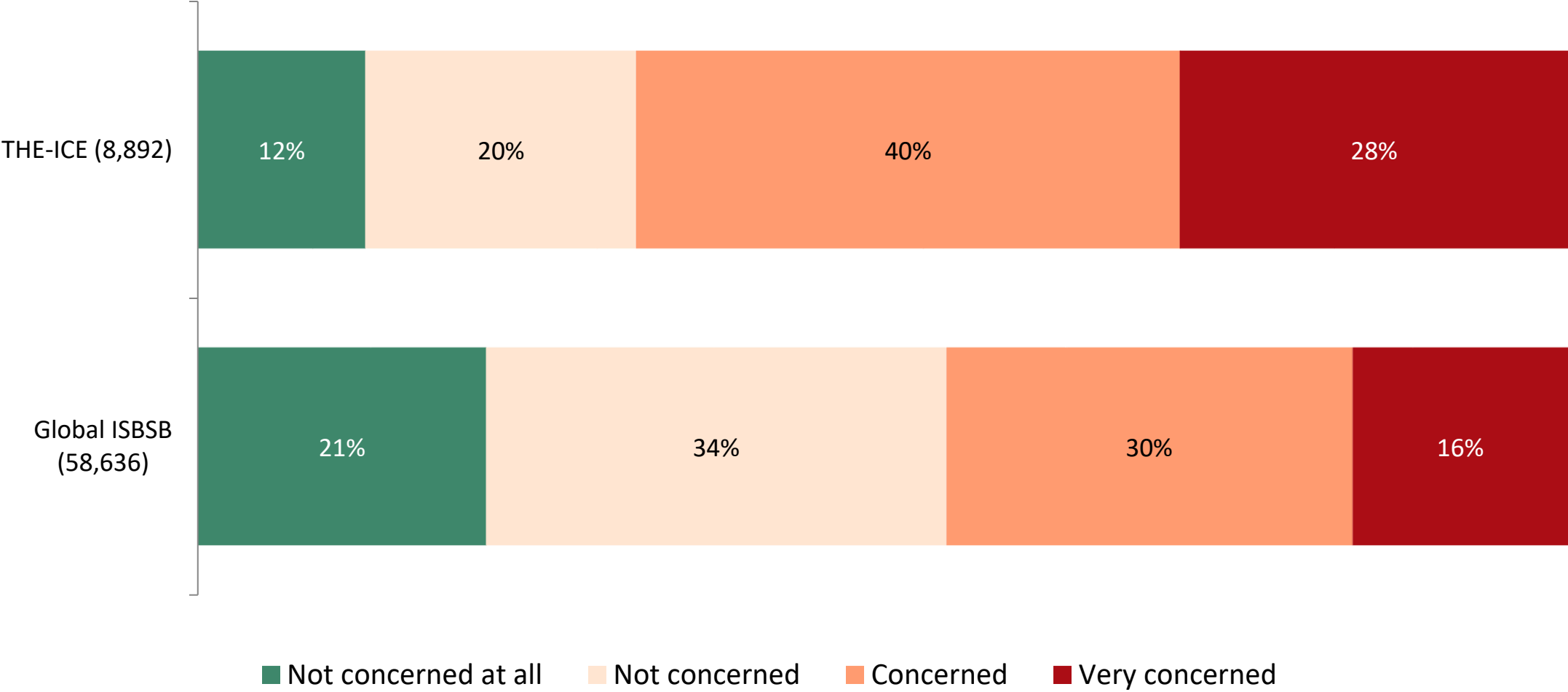


How satisfied are you with the following aspects of your ONLINE LEARNING experience:

THE-ICE (9,091, inner circle) vs Global ISBSB (47,276, outer circle)

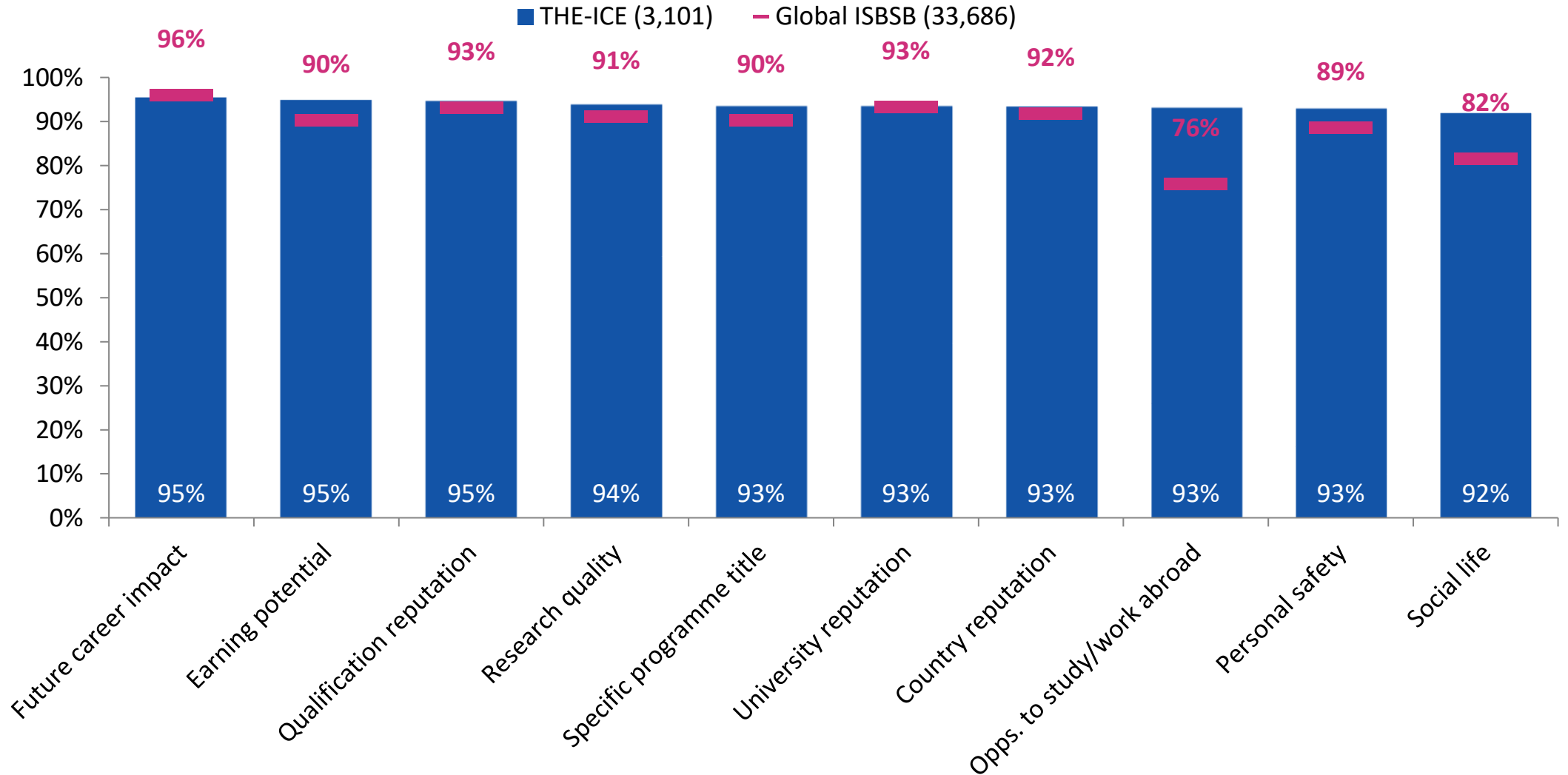


Overall, do you prefer studying online or face-to-face?

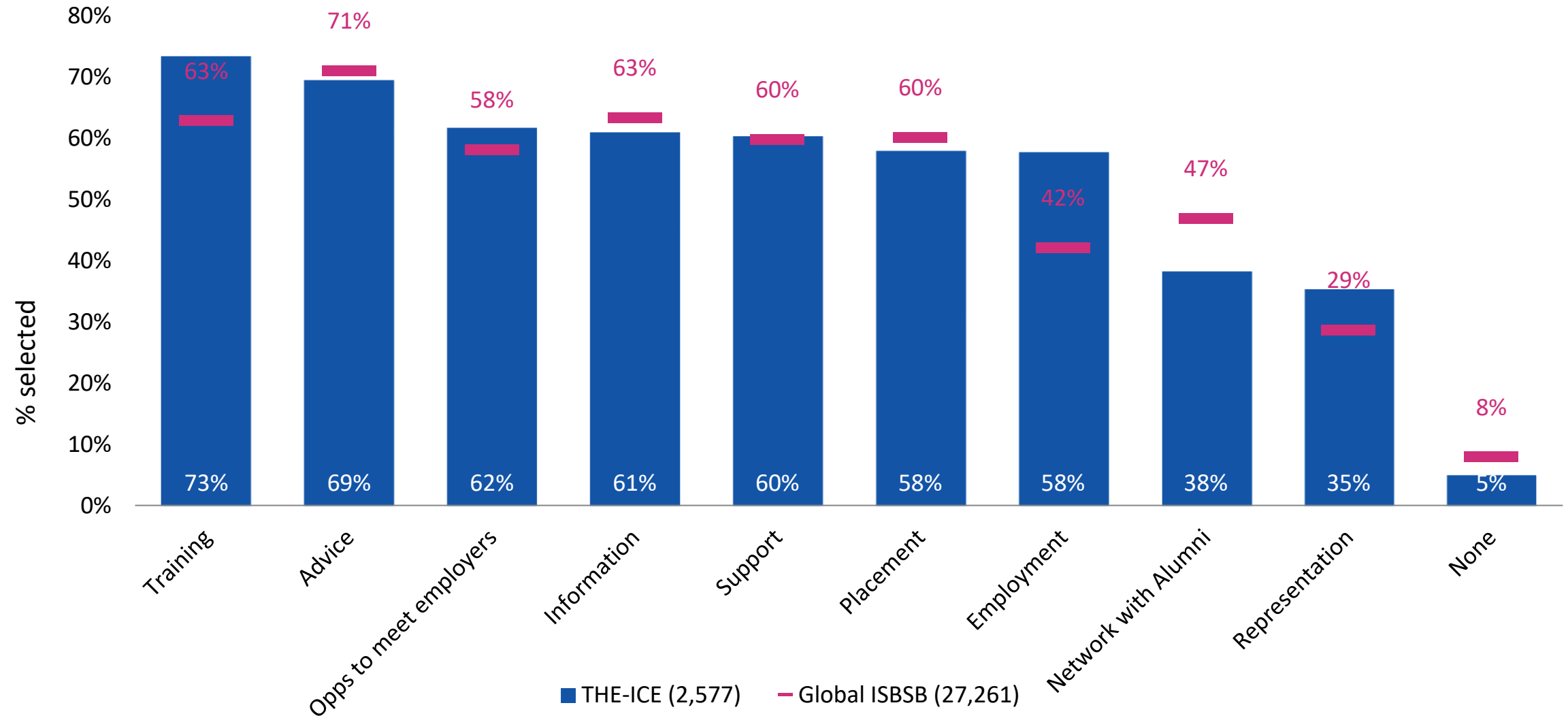


Are you concerned about completing your studies at this institution due to COVID-19?

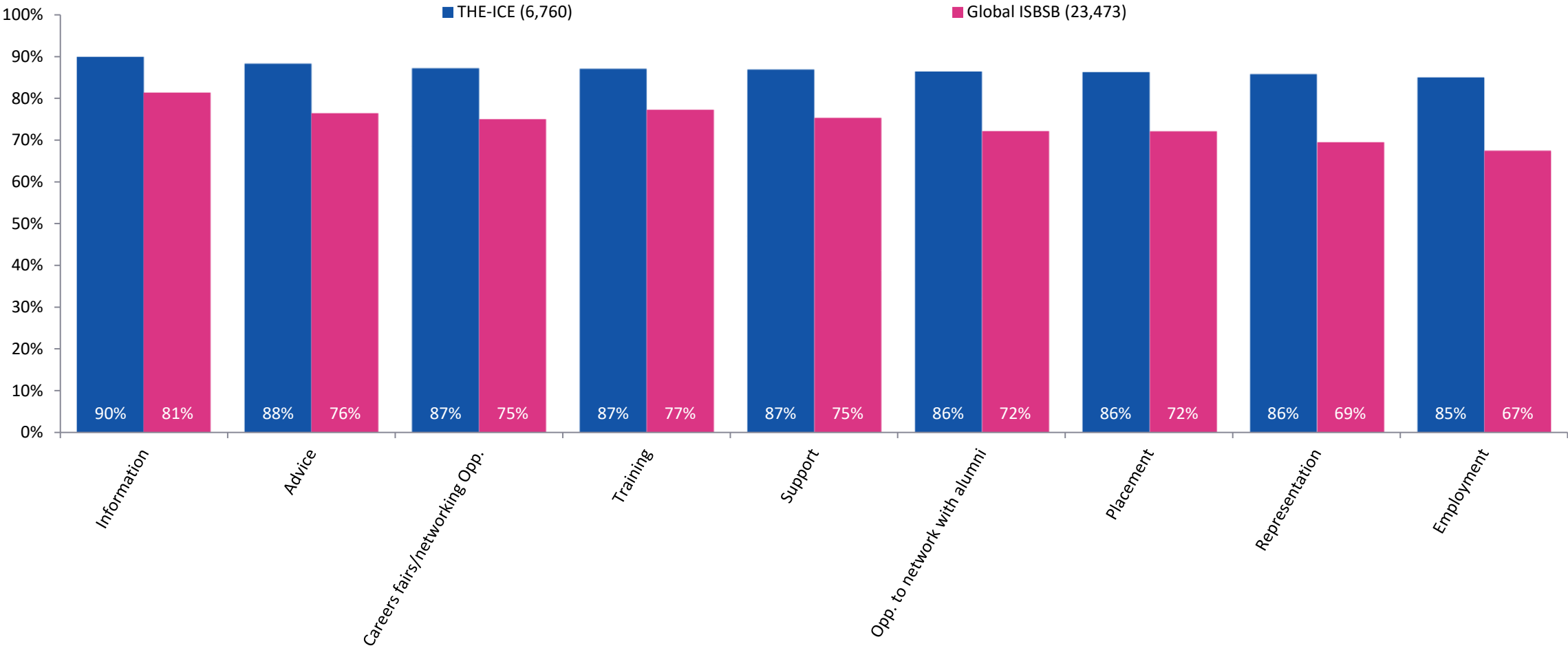
Top 10 factors in study decision (% Important or Very important)



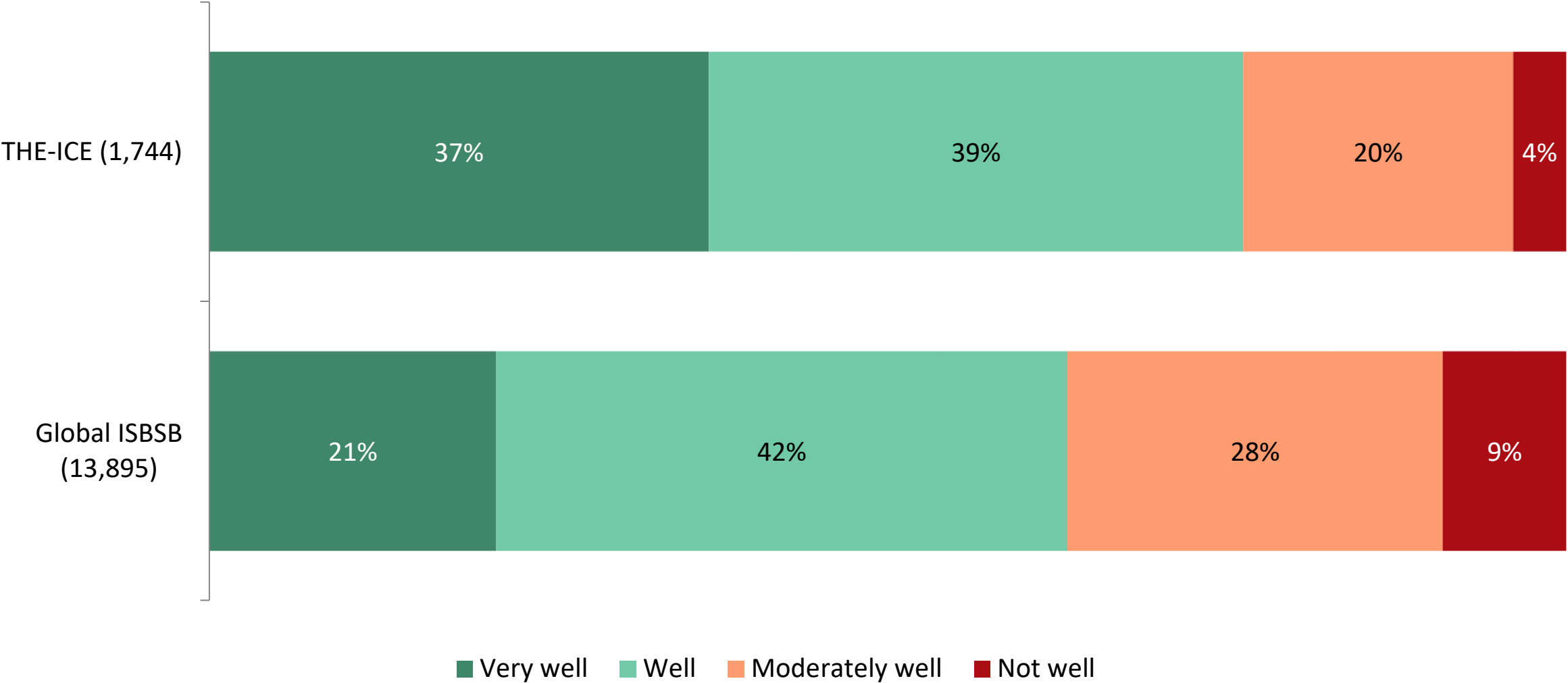
How important were the following factors when deciding where to study?



What employment/careers support do you expect from the institution? Tick all that apply



How satisfied are you with the following types of employment/careers support from your university? (excludes first year students)



How well has your experience prepared you for your career goals? (final year only)

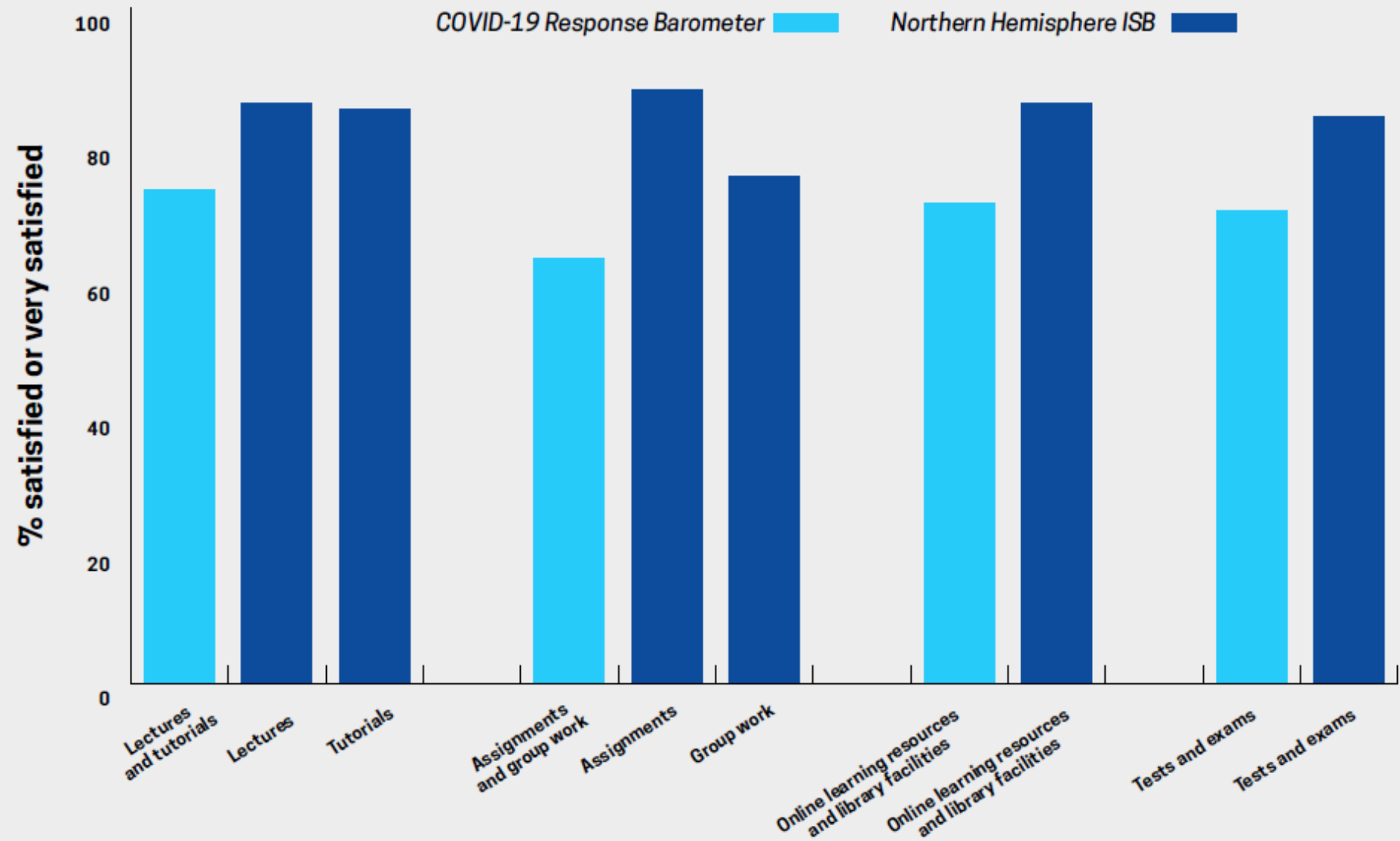
Global Insights from the ISB



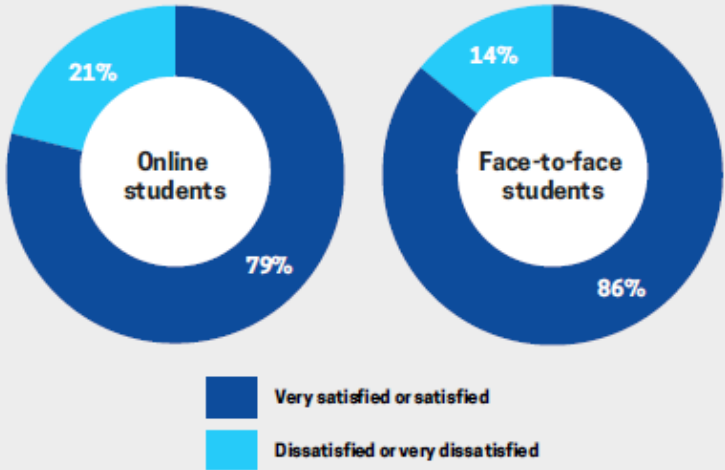
Nick Pidgeon

Happiness & Wellbeing

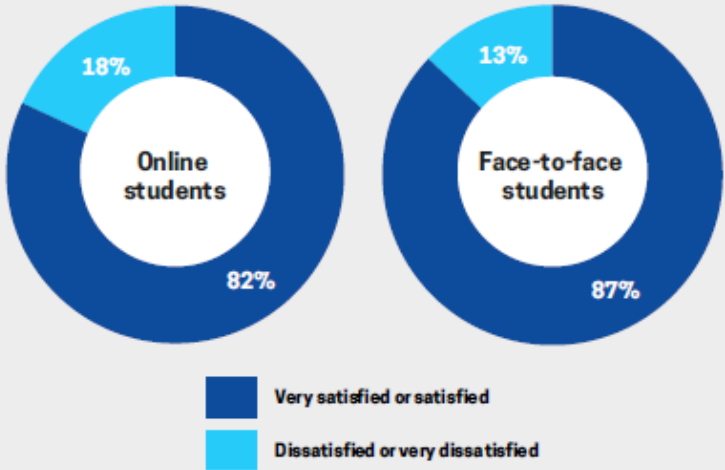
	2019	2020
Happiness	91%	83%
Concerned / very concerned about completing studies	34%	40%
Satisfied with making friends from other countries	87%	78%
Making friends from the host country	72%	67%
Satisfied with making good contacts for the future	79%	70%



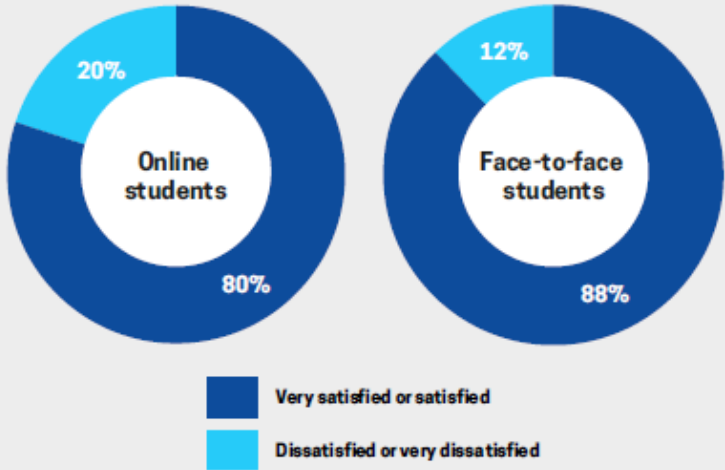
Online versus Face to Face



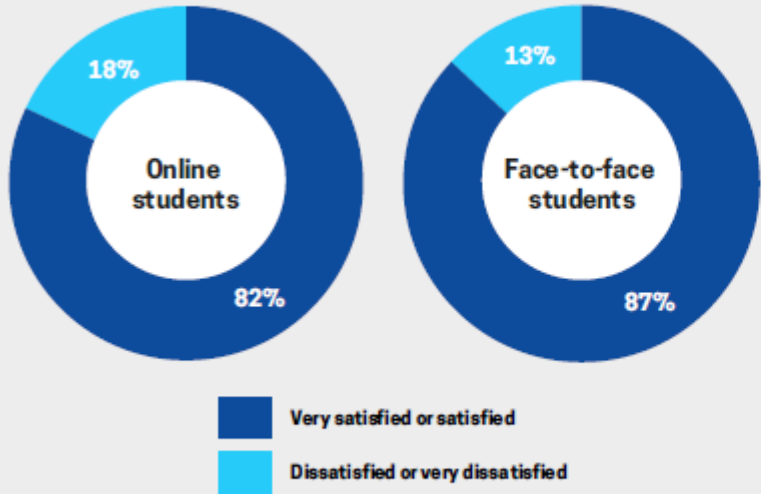
Learning Experience



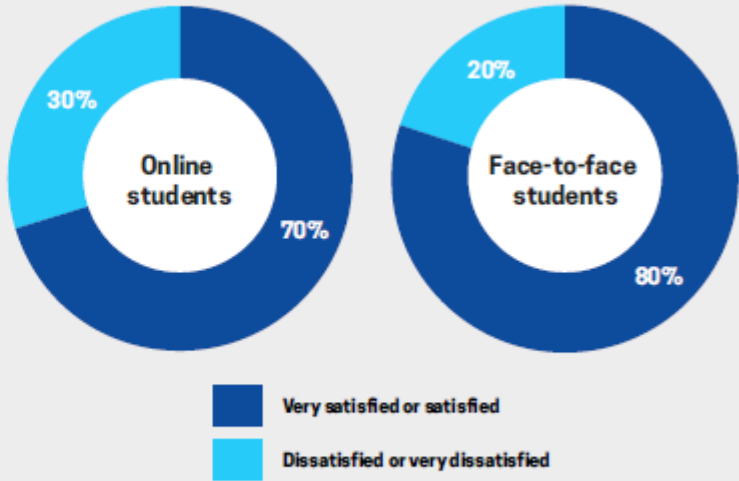
Support Services



Orientation & Onboarding

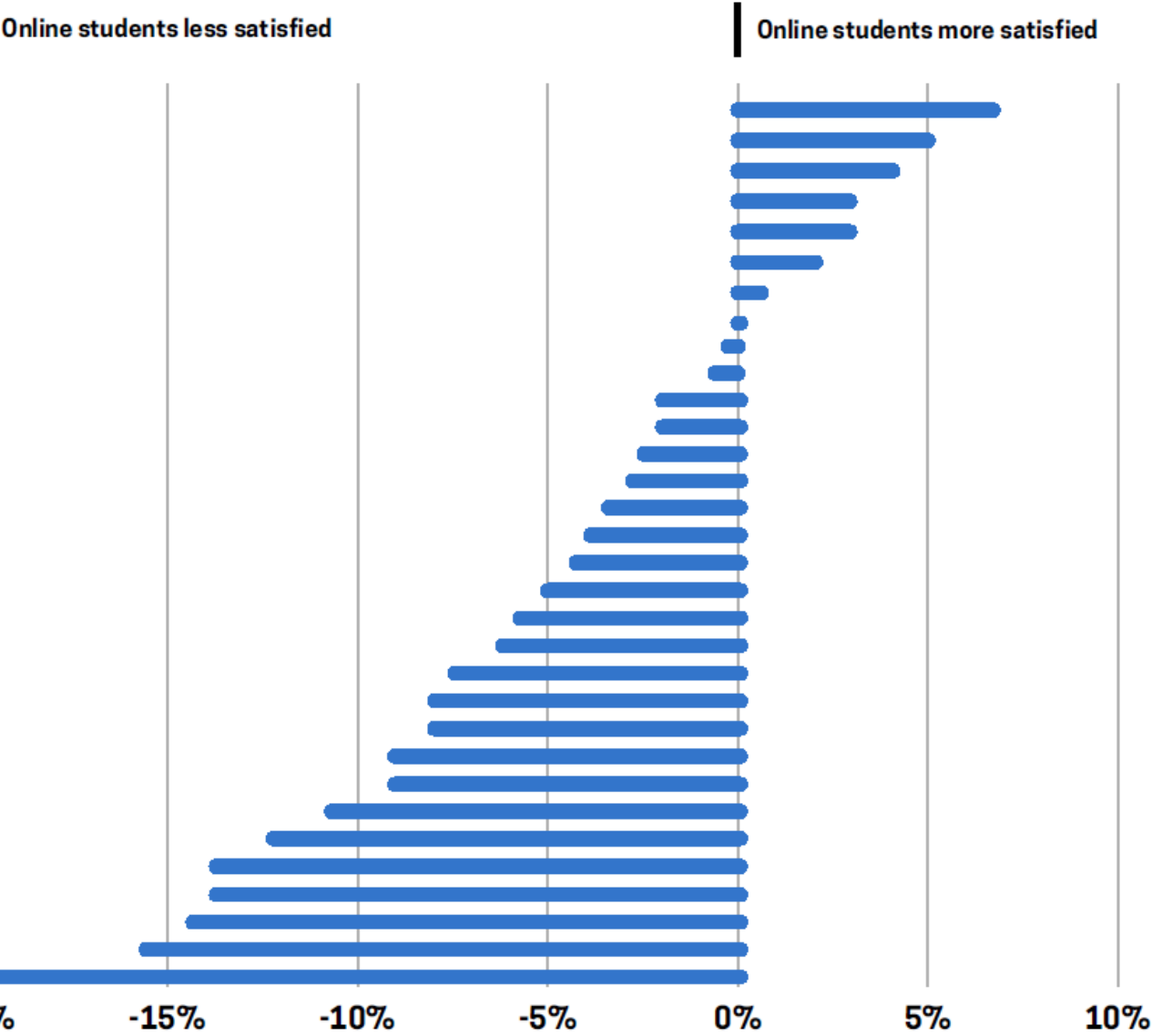


All Aspects of Student Experience



Programme Value for Money

Online versus Face to Face



Survey Customisation - Refresher



Mellissa Oliver

Secure login, actions and self service page

i-graduate

IN TOUCH

HOME

SELF SERVICE

USER OPTIONS

My Actions

Complete and submit the Terminology Change Form for Northern Hemisphere 2020.

View

Complete your Data Upload for NH 2020 UK by uploading your file.

Upload

Guidance

My Actions (TCF)

In this area you will find any actions for you to complete as part of the project/s which are administered by i-graduate. Please click on the action link and this will re-direct you to the steps needed to complete the action.

For more information on how to use the TCF tool, please [click here](#) to download our instructional PDF or [click here](#) to see our instructional video.

My Files

This area allows you to download files associated with the project/s which are administered by i-graduate. To download a file, click the File Name associated with the file you wish to download. Doing so should start your download. If for some reason your file does not start downloading, please refresh the page and try again.

The files available may contain data that allows the Identification of an individual. Please familiarise yourself with this [confidentiality agreement](#) before downloading any files.

My Files

File Name	Category	Survey
Presentation Tribal Hallows University.pptx	Presentation	Demo Survey (2019)
UB Sheet Tribal Hallows University.pdf	UB Sheets	Demo Survey (2019)
Pivot Table Tribal Hallows University.xlsx	Pivot Table	Demo Survey (2019)

Cookies

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Prize, benefits, wellbeing and population data

TCF Definition for Northern Hemisphere 2020 for Tribal Hallows University

Back to Home Page

- Introduction
- Optional questions
- School - 1st Layer
- School - 2nd Layer
- Campus
- Accommodation - Standard elements
- Accommodation - Additional halls of residence
- Support - Standard elements
- Support - Additional elements
- Additional Questions

This section covers the first page of the survey, before students start responding to questions.

Edit

Submit for Approval

Introduction

Intro prize text

If you are offering an incentive, let your students know before they start the survey.



As a thank you for completing this survey Tribal Hallows University are offering 2 x £250 amazon vouchers and 5 x £50 amazon vouchers.

Prize text end

If you are offering an incentive, remind students at the end of the survey, too. This will appear above two text boxes where students will be invited to provide their name and email address.



E.g. Students who complete the survey will be entered into a prize draw and the winner will receive an iPad.

Benefits of the Student Barometer

Let your students know how completing the survey will benefit them and their institution.



By taking the Tribal Hallows University Barometer, you are helping us highlight areas our institution is succeeding in, as well as areas that could use some development.

Wellbeing Contact Details

Let the students know who they can contact if they have any issues with their wellbeing.



wellbeing@yourinstitutionnamehere.ac.uk

Optional question blocks

TCF Definition for Northern Hemisphere 2020 for Tribal Hallows University

Back to Home Page

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- Additional Questions

In this section, you can choose which modules to include and remove from your organisation's survey.



Edit

Submit for Approval

Optional Question Blocks

Inclusivity

Question focuses on: "Have you experienced any discriminatory behaviour at <Institution Name> based on the following:"



--- Select Item---

Future Plans

For First Year and Short course students, questions focus on: "What do you plan to do after your current course of study?"



--- Select Item---

Previous Education

Question focuses on: "Before commencing your studies, where did you study previously (most recently)?"



Yes

COVID-19 Response

Questions that focus on how well your institution is responding to the COVID-19 pandemic.



--- Select Item---

Additional Decision-Making & Application Information



--- Select Item---

Local customisations

TCF Definition for Northern Hemisphere 2020 for Tribal Hallows University

Back to Home Page

- Introduction
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- School - 1st Layer
- School - 2nd Layer
- Campus
- Accommodation - Standard elements
- Accommodation - Additional halls of residence
- Support - Standard elements
- Support - Additional elements
- Additional Questions

This tab can be used to personalise any of the default terms used for the different types of student support. You can choose to remove any that are not relevant for your institution. The 'short label for reporting' textboxes are required for presentation purposes and should be no longer than 26 characters long. Each support element should have a corresponding short label for reporting.

Edit

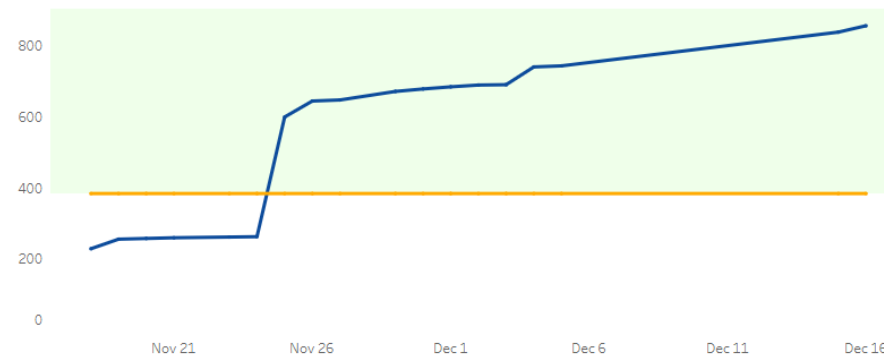
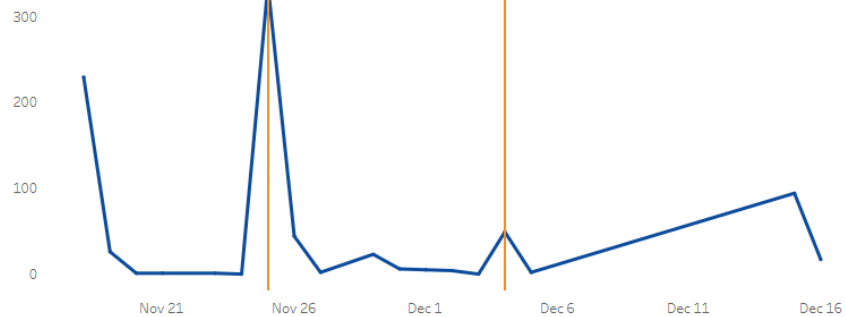
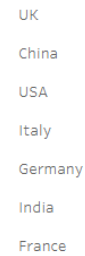
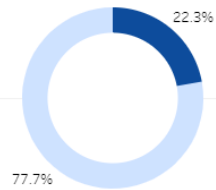
Submit for Approval

Support - Standard elements

Institution accounts/finance department		Institution accounts/finance department
Short Label for Reporting		
International Office		International Office
Short Label for Reporting		
IT and system support		IT and system support
Short Label for Reporting		
Library Service		Library Service
Short Label for Reporting		
Student Advisory Service		Student Advisory Service
Short Label for Reporting		

USER OPTIONS ▾

Level of study



Q&A ?

Contact:

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