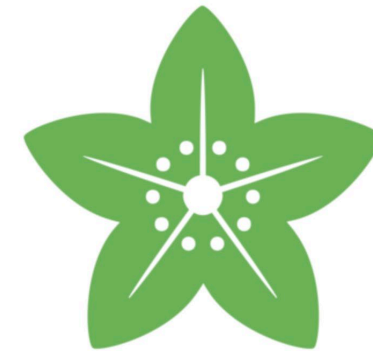


ISB RESULTS

FINNISH UNIVERSITIES' SPRING FORUM 2023



- Nannette Ripmeester, iGraduate, UK
- Joanna Kumpula, Tampere University
- Hanna Saarela, University of Oulu
- Toni Kaila, Aalto University



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PROGRAMME

15:00 Introduction + Presemo link

15:05 ISB Results 2023: integration, employability and reasons to leave

15:45 Q&A from Presemo

16:00 Wrap up



Introduction

Joanna Kumpula & Hanna Saarela

- **ISB in Finland 2023**
- **Shortly on Today's Topic**
- **Presemo**



Presemo link: <https://presemo.aalto.fi/isb>

INTEGRATION, EMPLOYABILITY AND REASONS TO LEAVE

A 3D graphic of a gear with a red center, set against a blue background with a grid of raised rectangular blocks. The gear is positioned in the center-right of the frame. The background consists of a grid of raised rectangular blocks, creating a textured, geometric effect. The overall color palette is dominated by shades of blue, with a prominent red circle in the center of the gear.

**Nannette Ripmeester, MA
Director i-graduate Europe & North America**



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SPRING FORUM

The International Student Experience in Finland compared



Finnish Spring Days

Nannette Ripmeester

4 May 2023

NANNETTE RIPMEESTER



Expertise in Labour Mobility

- Corporate bodies
- Higher Education Institutions
- Individuals
- (Regional) Governments



i-graduate

International Student Barometer (ISB) - Global benchmark survey covering 4.2 M students

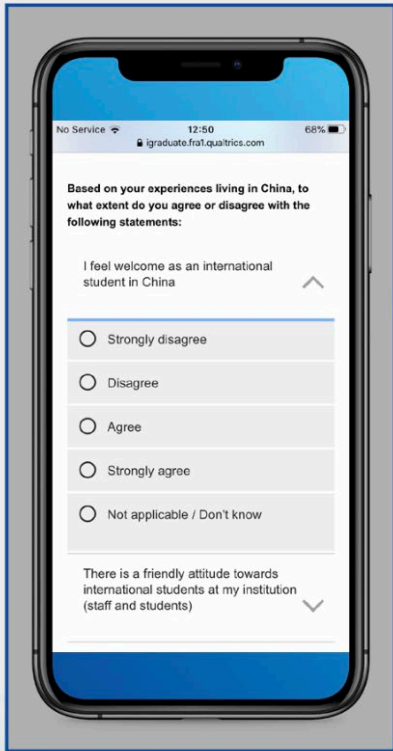


CareerProfessor.works

App with gamified international careers advice bridging the gap between education & the global job market



Survey response
International Student
Barometer
ISB 2022 (2)



LEARNING EXPERIENCE:

Measures how satisfied students are with over 30 aspects of the Learning experience at the institution, including teaching quality, facilities and assessment methods.

ONLINE LEARNING EXPERIENCE:

How satisfied students are with a range of online learning indicators such as lectures and group work.

LIVING EXPERIENCE:

The extent to which students are satisfied with over 20 aspects of the Living experience, from accommodation cost and quality of internet to making friends from other countries and transport links. It also includes questions on how welcome international students feel.

SUPPORT SERVICES:

How satisfied students are with the institution's personalised list of support services, such as the library, catering and careers service.

CAREERS SUPPORT: *

Measures the expectations of students around careers support and then how satisfied students are with that support in terms of guidance, training and placements.

STUDENT WELLBEING:

The extent to which students are stressed, anxious or have concerns about completing their studies. Institutions can provide contact details in case students need to speak to someone.

RECOMMENDATION:

Students are asked if they would actively encourage or discourage others of applying to the institution, as well as if their course represents good value for money.

INCLUSIVITY: *

Invites students to say if they have experienced any form of discrimination including discrimination based on race, nationality and gender.

Pre-Arrival

Decision Factors

Key Influencers

Application, Agents & Visas

Experience

Arrival

Learning

Online Learning

Living

Support

Support Services

Careers & Future Plans

Student Wellbeing & Inclusivity

SURVEYS

Satisfaction on employability

("Learning that will help me get a good job")



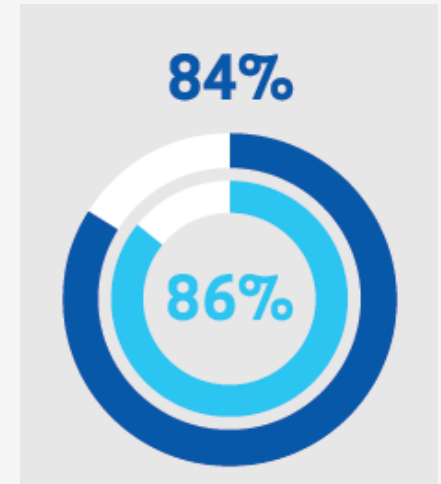
STUDENT BAROMETER

Satisfaction on employability

("Learning that will help me get a good job")



vs



UK Benchmark

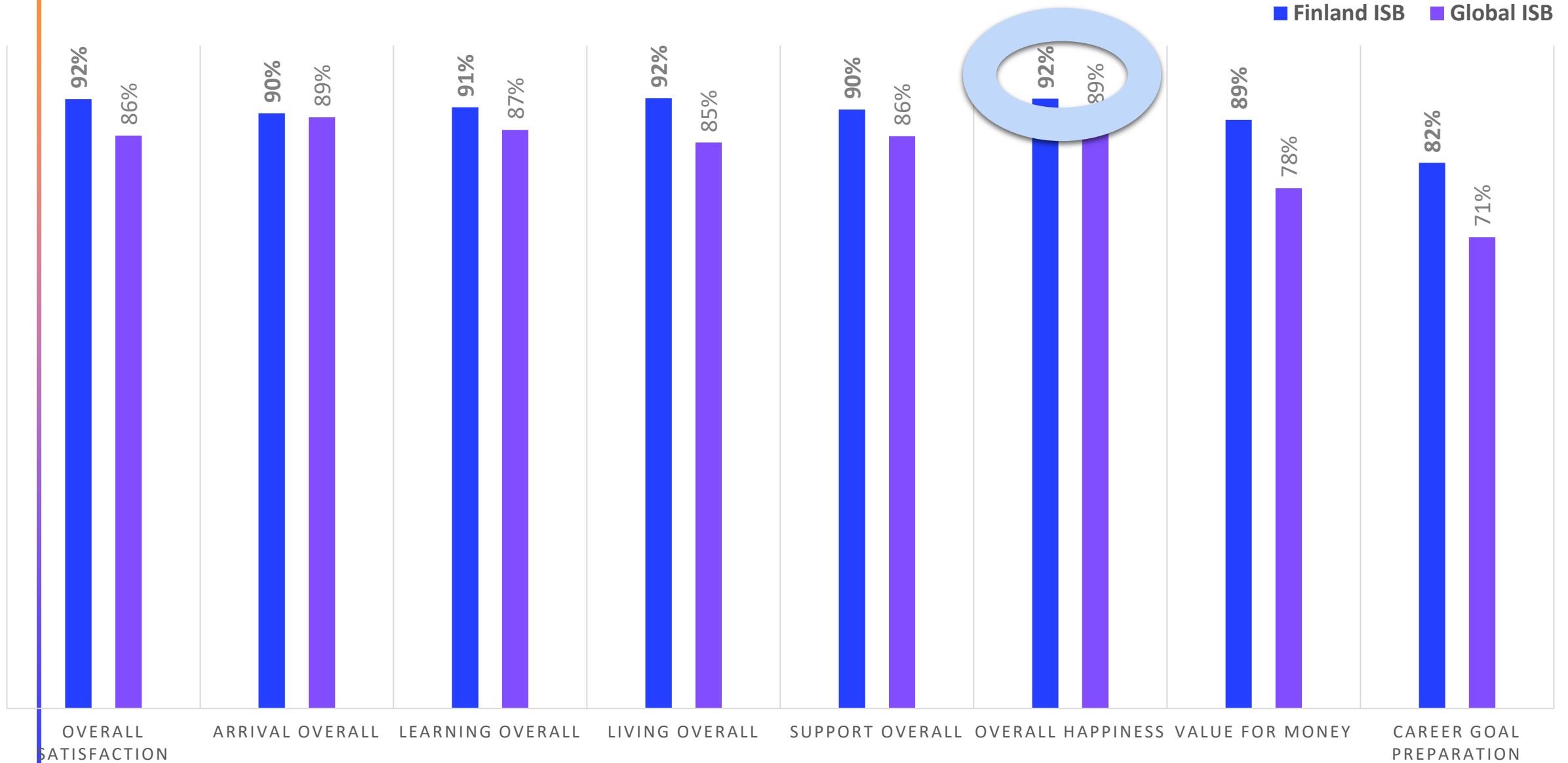
Global Benchmark

Some key findings from the ISB 2022 in Finland



- The top 3 **decision making factors** for international students in the Finnish ISB 2022 are:
 - **Future Career Impact**
 - Specific Course Title
 - Cost of Study
- **Integration:**
 - The **connection between international and domestic students** is an area with room for improvement.
 - Upon arrival the satisfaction with *'Host Friends'* is 12% below the Global ISB benchmark.
 - And when they are studying & living in Finland it does not get any better: 13% below Global ISB benchmark, whereas the element scores a relatively high connection to recommendation (*'derived importance'*).
- **Employability:**
 - Important for choosing an HEI and for recommendation of a HEI.
 - *'Careers Advice'* coming from academic staff scores 6% below the Global ISB benchmark.
 - *'Employability'* (learning that will help me **get a good job**) scores 6% below the Global ISB benchmark.
 - *'Career Services'* score 3% below the Global ISB benchmark, whereas the expectations from the international students for careers advice is 4% higher than the Global ISB and the satisfaction with **careers advice** is 10% below the Global ISB benchmark.
- **Reasons to leave**
 - Top 3: Language barrier; **Employers not interested in foreign candidates**; No jobs in my chosen career.

Headline Findings: It's not bad 😊



Finnish ISB Benchmark 2022 (wave 2)

Finland ISB (3,878)

Aalto University/Aalto-yliopisto

Haaga-Helia University of Applied Sciences

Tampere University

University of Helsinki

University of Oulu

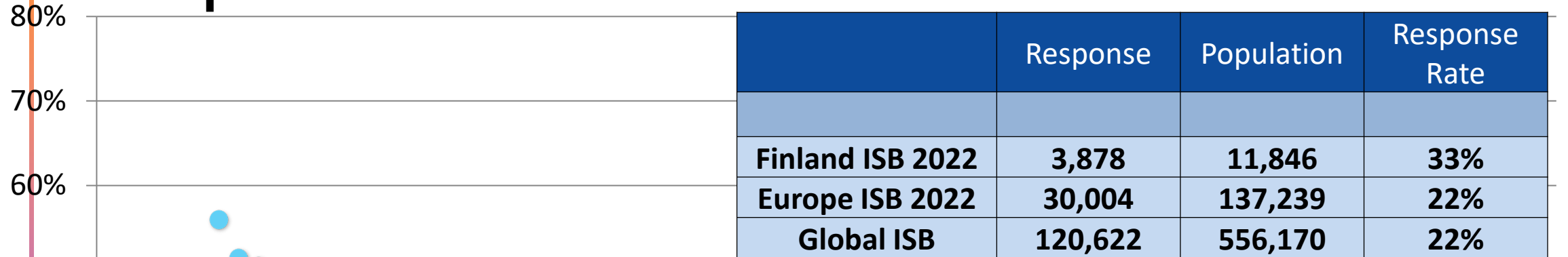
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“ISB was and still is the only way to really measure and compare international student satisfaction rates in different countries on the global level.

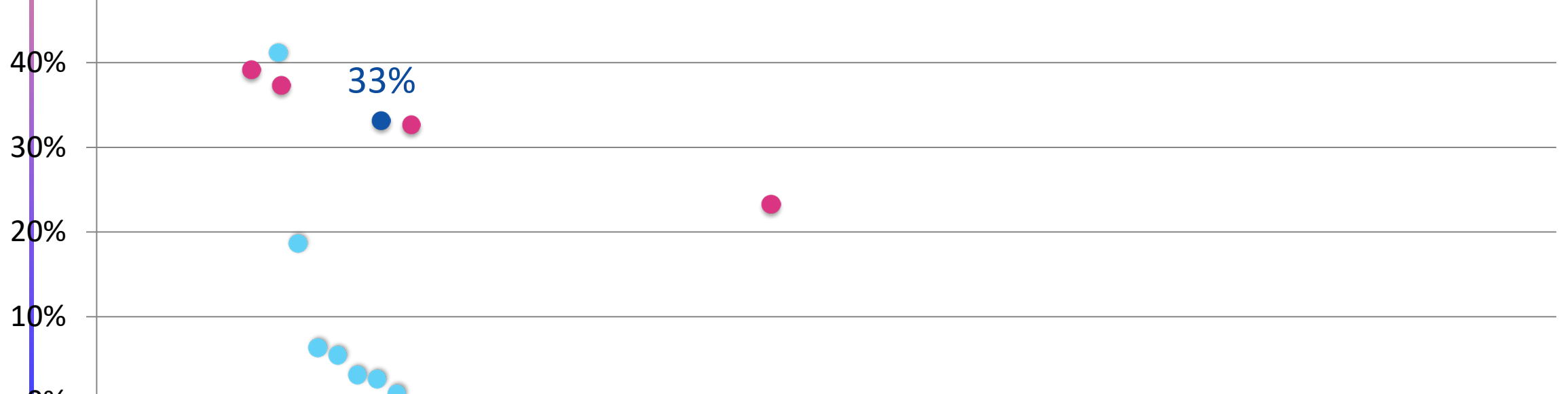
It’s a really good tool for assessing performance and results, and planning for the future.”

Eero Loonurm, Head of International Higher Education Marketing at the Estonian Education and Youth Authority

Response rate breakdown

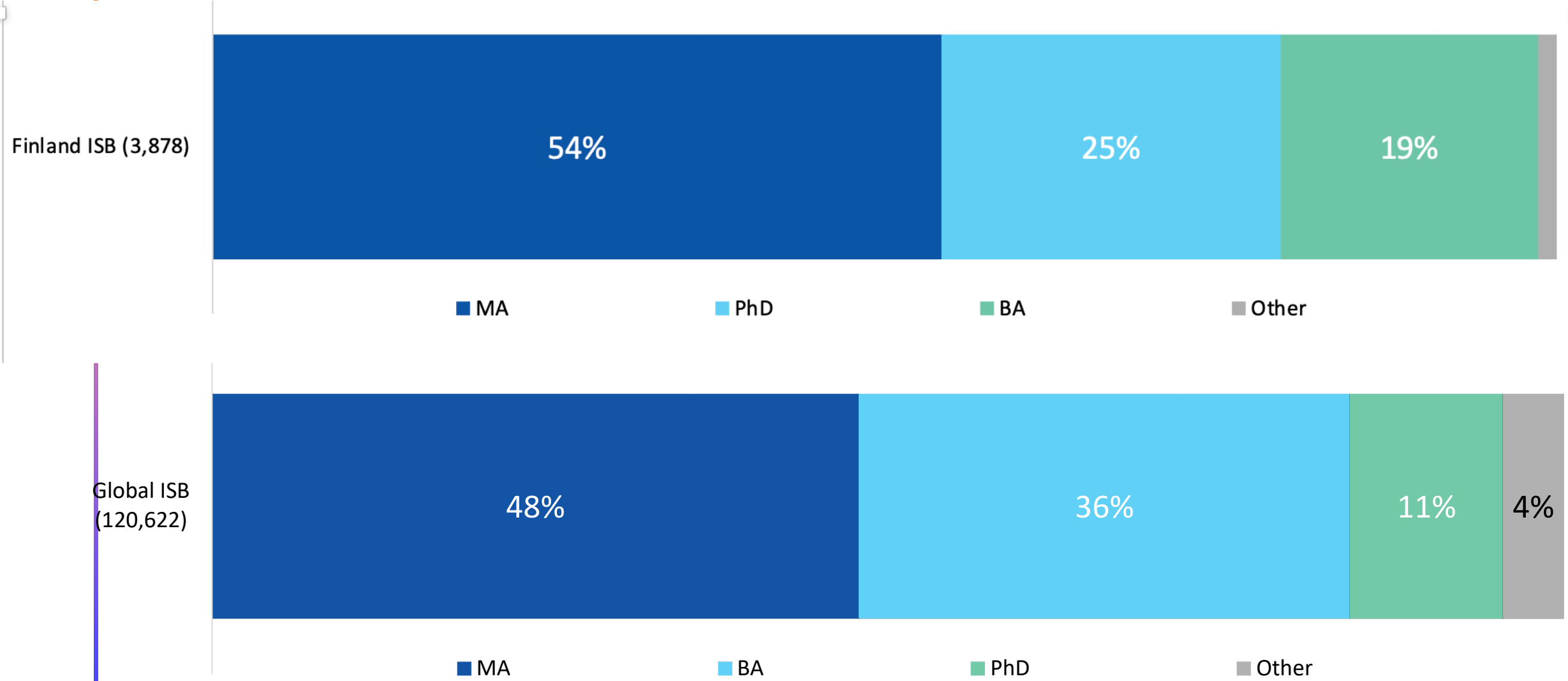


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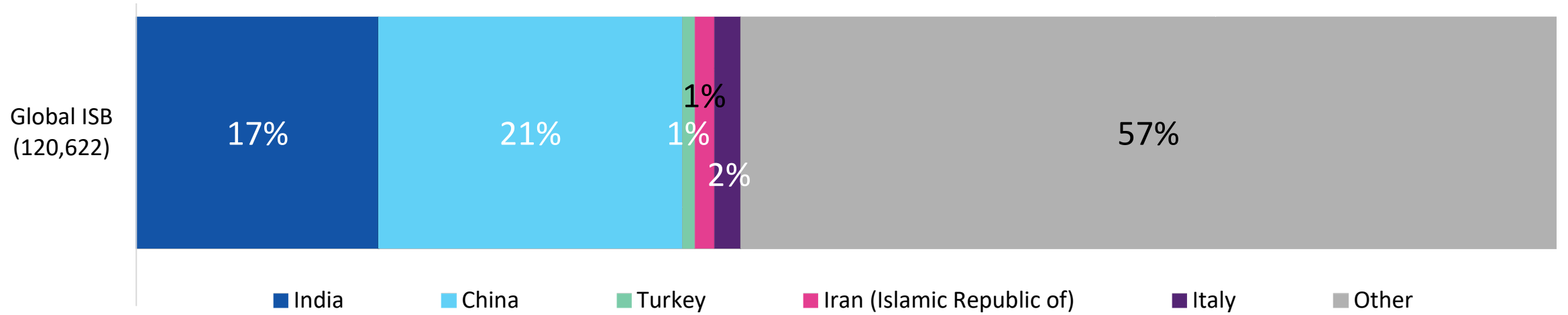
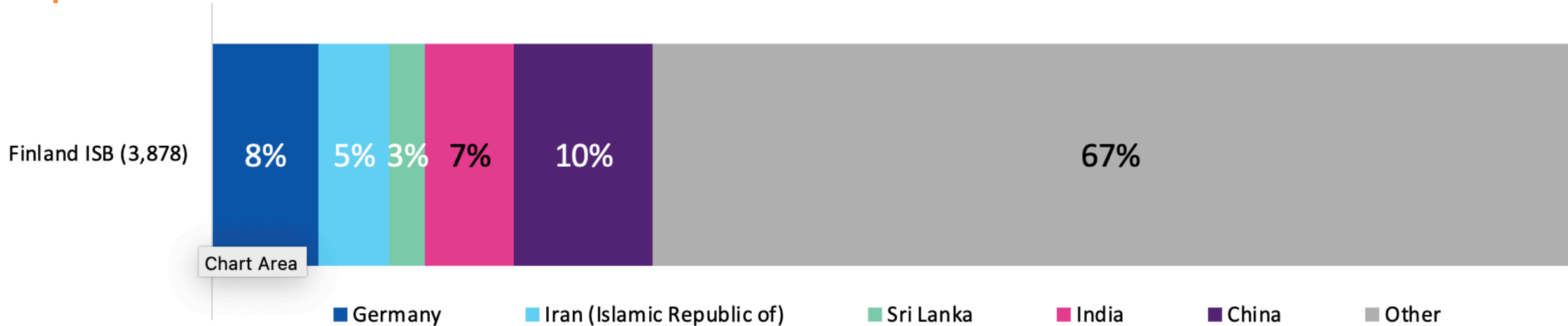


Each dot represents an institution in the global benchmark. The pink dots represent institutions in the primary benchmark. This institution's response rate is highlighted in dark blue

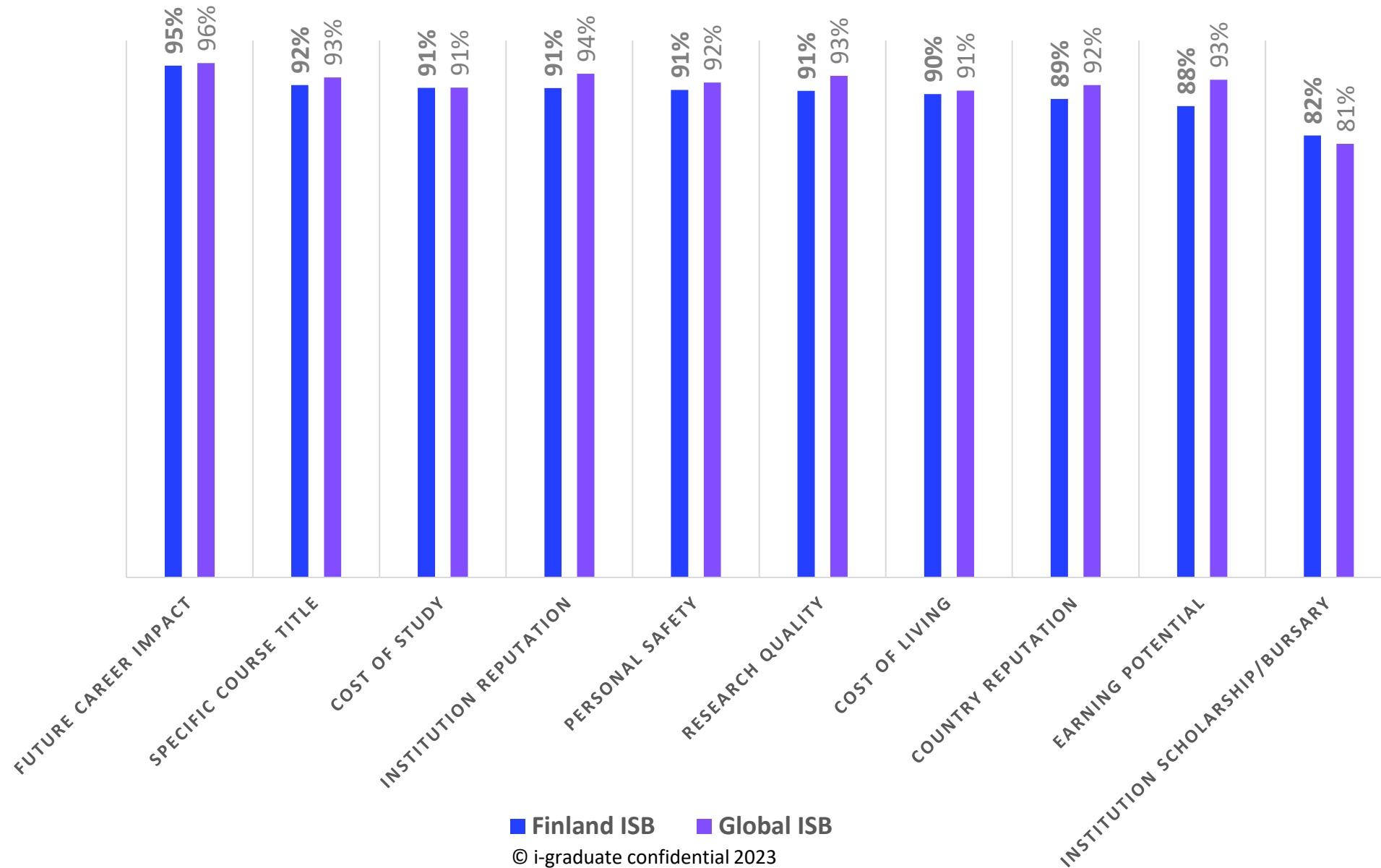
Study level breakdown



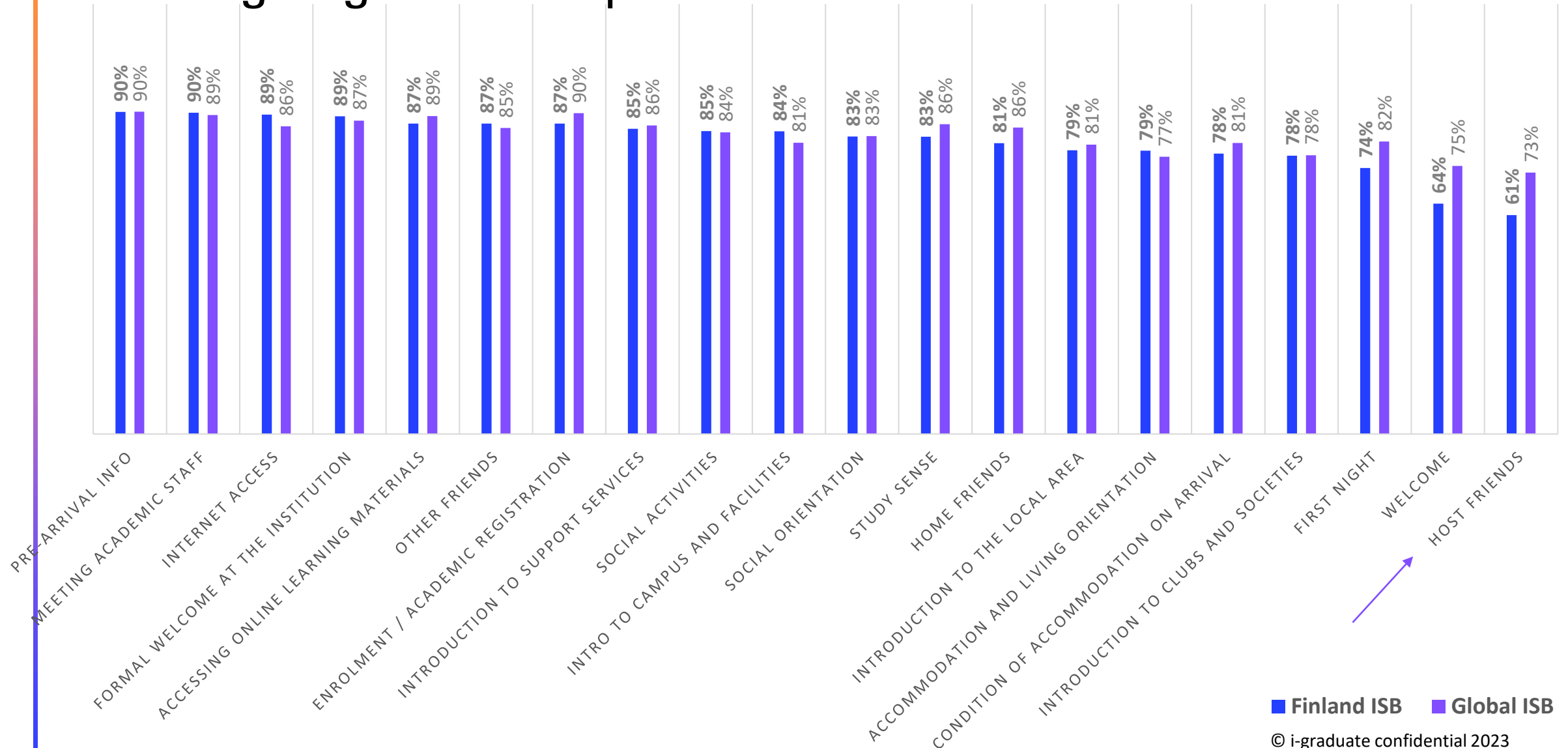
Nationality breakdown: Top 5



Top 10 STUDY DECISION MAKING factors



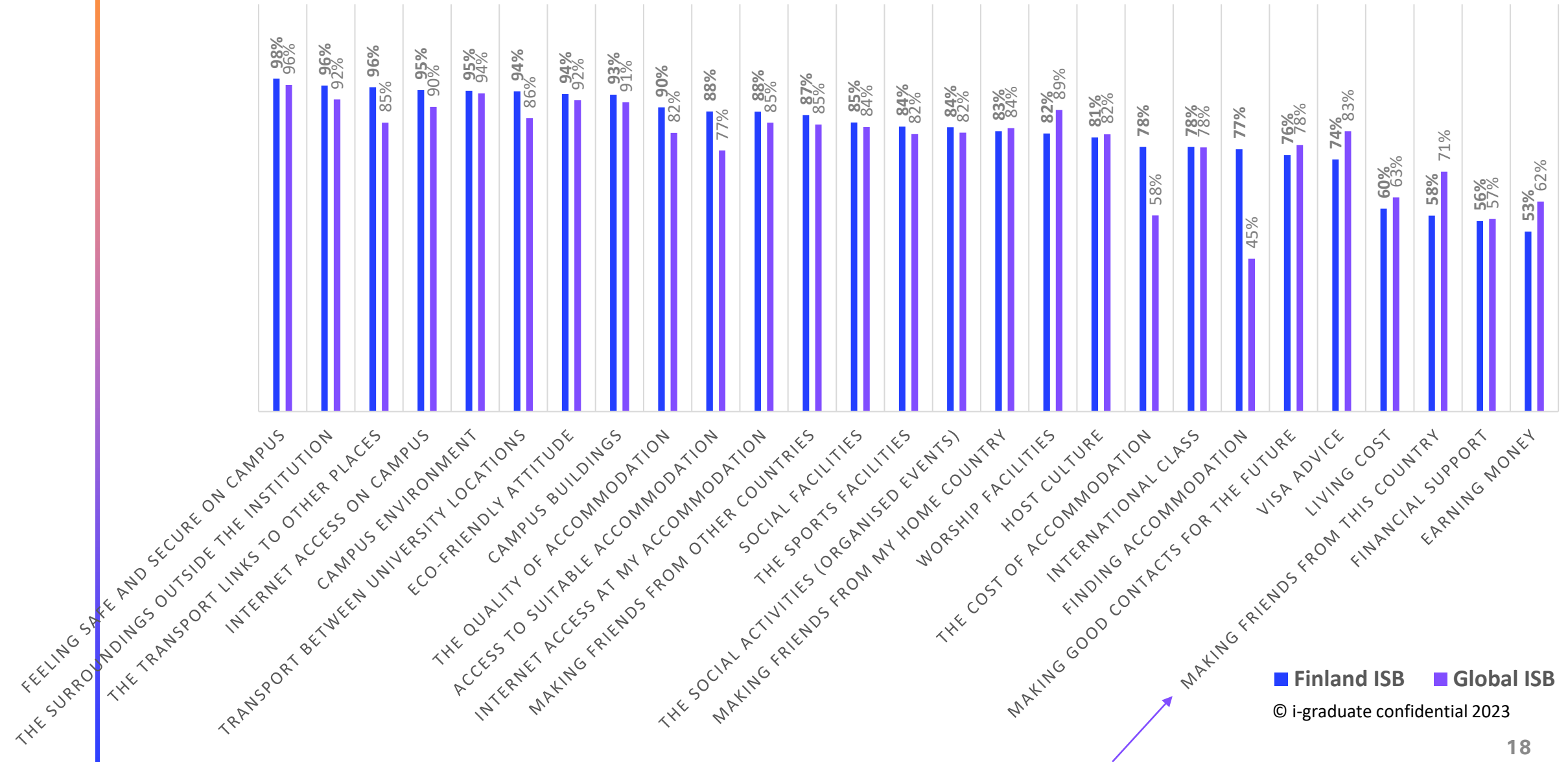
Arrival satisfaction: Connecting to the domestic students is not going smooth upon arrival in Finland



■ Finland ISB ■ Global ISB

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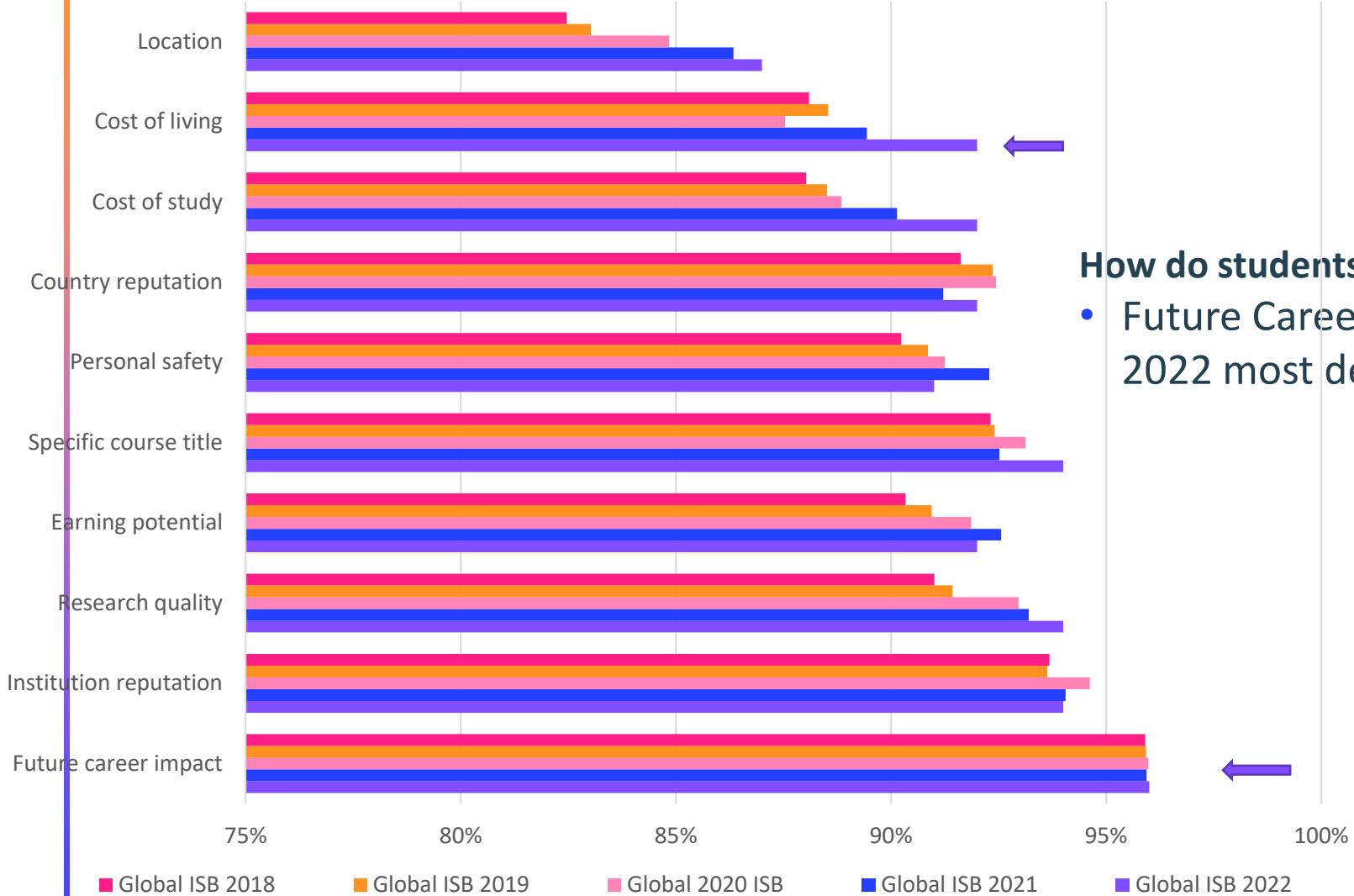
Living satisfaction: Connecting to the domestic students keeps being difficult over time



■ Finland ISB ■ Global ISB

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WHY EMPLOYABILITY MATTERS (2018-2022)



How do students decide?

- Future Career Impact is (again) in 2022 most decisive factor at 96%



Source: *i-graduate*, International Student Barometer

WHY EMPLOYABILITY MATTERS

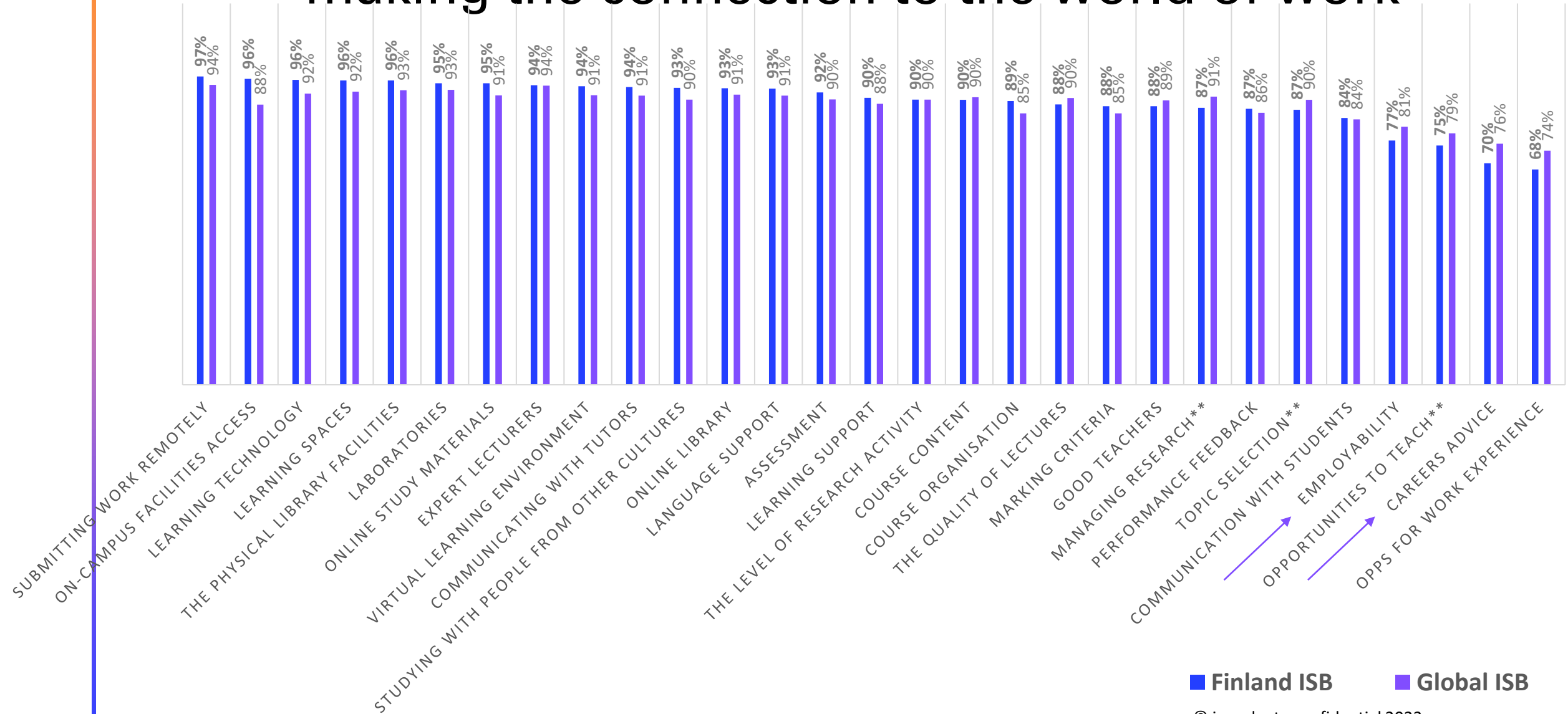
Why do students recommend the learning at an HEI?

1. Learning Overall (43%)
2. Learning that will help me to get a good job (40%)
3. The quality of Lectures (40%)
4. Careers advice from academic staff (38%)
5. Course / Program organization (38%)

Source: *i-graduate*, International Student Barometer 2022 Global data set N = 120,622



Learning satisfaction: making the connection to the world of work



■ Finland ISB ■ Global ISB

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Do international students feel welcome?

Based on your experiences living in this country, how far do you agree or disagree with the following:

FEELING WELCOME			
	% Agree		
Feeling welcome elements	Global ISB	Finland ISB	Europe ISB
There is a friendly attitude towards international students at my Institution (staff and students)	93%	95%	94%
There is a friendly attitude towards international students at the city/location where my Institution is based (local population)	90%	92%	89%
I feel welcome as an international student in this country	90%	92%	89%

How inclusive is our society?

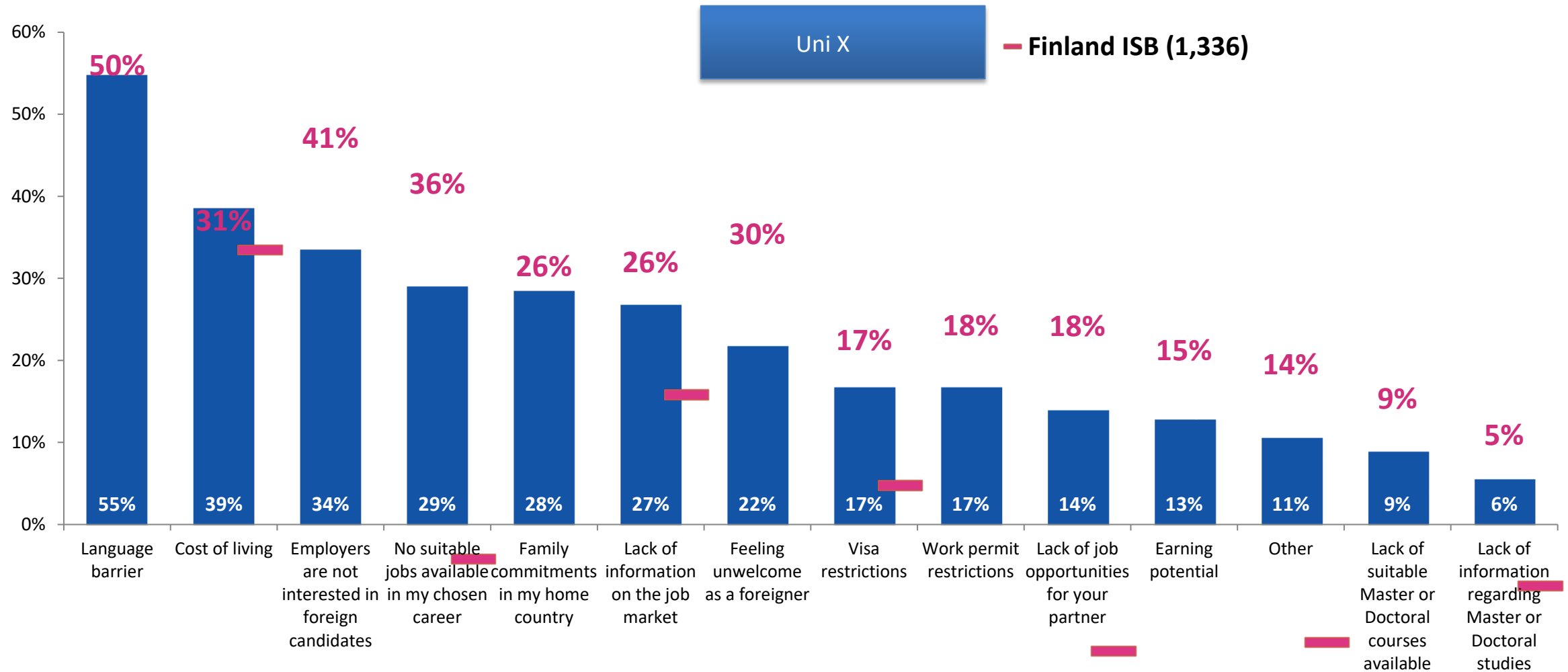
Have you experienced any discriminatory behaviour at this institution based on the following:

INCLUSIVITY			
	% Never experienced discrimination		
Inclusivity	Global ISB	Finland ISB	Europe ISB
Sexual orientation	93%	97%	95%
Mental or physical disability	91%	95%	94%
Religious beliefs	91%	95%	94%
Gender or gender identity	90%	93%	90%
Race or ethnicity	78%	85%	84%
Nationality	75%	80%	76%

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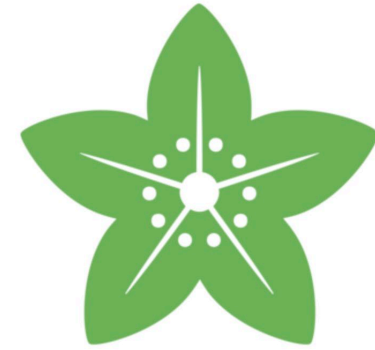
Reasons to leave

What would make you LEAVE your host country after graduation?



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Thanks for listening
Any questions?



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Nannette Ripmeester

E: n.ripmeester@labourmobility.com | E: nannette.ripmeester@i-graduate.org

ISB 2022: managing student expectations

Strategical tool in developing international student services and communications, improving the experience

- TAU took part in the International Student Barometer (ISB) in 2020 and 2022

Gen Z as students are looking for return on investment, diversity in their community and more student support than amenities.

- Looking to learn more skills while sceptical of university systems

**Overall learning experience
satisfaction**

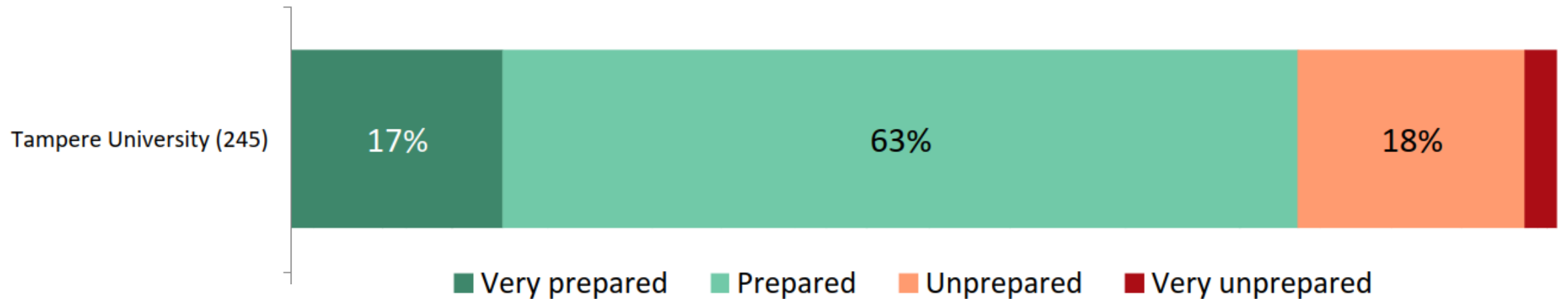
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**95% feel welcome in
Tampere University as an
international student**

**58% of last year
students plan to stay in
Finland (further study,
work)**

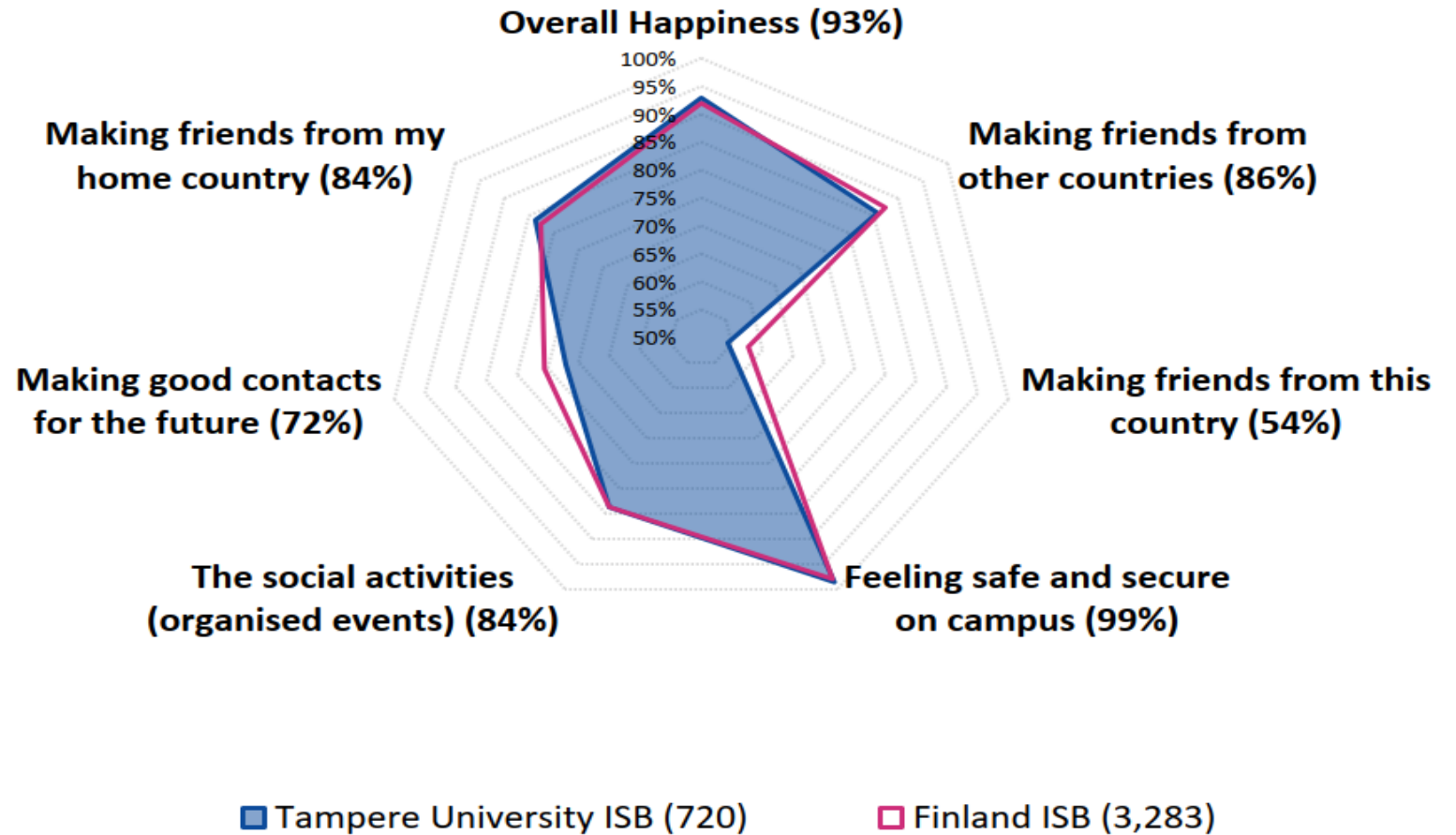
24% have not yet decided...

Integration starts: “Before arrival, how prepared did you feel academically to start your studies?”



So are students happy at TAU?

When expectations are met well, students tend to be happy.



ISB at Aalto 2023



2023 Results at Aalto

- Clear improvement from 2017 ISB largely due to comprehensive service renovation and new campus
- 92% of international students satisfied with their experience
- 86% of final year students say they are prepared for their career goals
- Integrating employability skills into curricula, creating social opportunities and making the link to the world of work seem keys to further improvement

Briefly on discussions at Aalto

- Frequency of ISB
- ISB as an outside view in, and then back outside
- Qualitatively satisfactory employment the main issue with international students
- Study success + social success + clear goals + time + support = good ground for employment

Actions from ISB

- Better tools to support study planning, esp. timetabling and workload estimates
- Engagement with Career Design Lab from the start
- Tweaks into curricula and how they are planned



ISB AT THE UNIVERSITY OF OULU

Hanna Saarela

Special Advisor, Talent Boost Project Manager

Unit for Strategy and Science Policy

Motivation

- At UniOulu, ISB has been realised on a yearly basis for more than 10 years
- Academic Affairs leads the collection of student feedback
- The 2022 survey for international students was open from 7 November to 19 December 2022 and gathered a total of 562 respondents at UniOulu
- The consistent collection and continuum enable the comparison of our own and national/European/Global results
 - Insights on student experience on faculty and programme level, by student group, nationality etc.
- Continuous awareness and visibility of challenging issues
- The investment is considered well-justified
 - Three-year contract brings down the yearly cost

Benchmarking

- International benchmarking is essential
 - Note, though, that the terms state that rankings cannot be used for marketing purposes
- The differences between us and other Finnish universities (benchmark) are usually narrow
 - Not of major importance who comes first, second or third
- However, having visibility to regional differences within Finland, e.g. regarding potential reasons to leave the country, would help with prioritising development efforts
- Comparing or rewarding the performance of faculties or programmes is tricky
 - The distribution of respondents is too random
 - The reward is attracting increasingly better students as the word of quality services and other assets, such as safety, hopefully spreads

Benefits

- Student experience is seen as much broader than study experience
 - Naming of key elements and contributing factors
- Initially, the results were considered at the university level
 - Facilitating change where it can actually happen
 - Now, action plans and leaders are defined by faculties
- Weight on how we attract, welcome, integrate and retain students as a joint effort
 - Discussing the results, related services and offering with key stakeholders, especially the City of Oulu and PSOAS – Pohjois-Suomen opiskelija-asuntosäätiö

Development

- Formal processing of the results e.g. in the Faculty Education Committee and Education Management Group
 - Raises the importance of student experience and development work
 - Possible common nominators with the Bachelor's Graduate Survey explored
- As we cannot develop everything, it's crucial to evaluate where we can create an impact
 - Derived importance, e.g. low score but not so important for the respondents
 - Internal ISB Workshop for students – from Results to Actions (10 May)
- Successful development efforts, based on ISB, include e.g.:
 - Career Centre
 - Smoother services such as opening a bank account and visibility of cultural activities organised in Oulu
 - Updates to orientation

Q&A



Presemo Link:

<https://presemo.aalto.fi/isb>

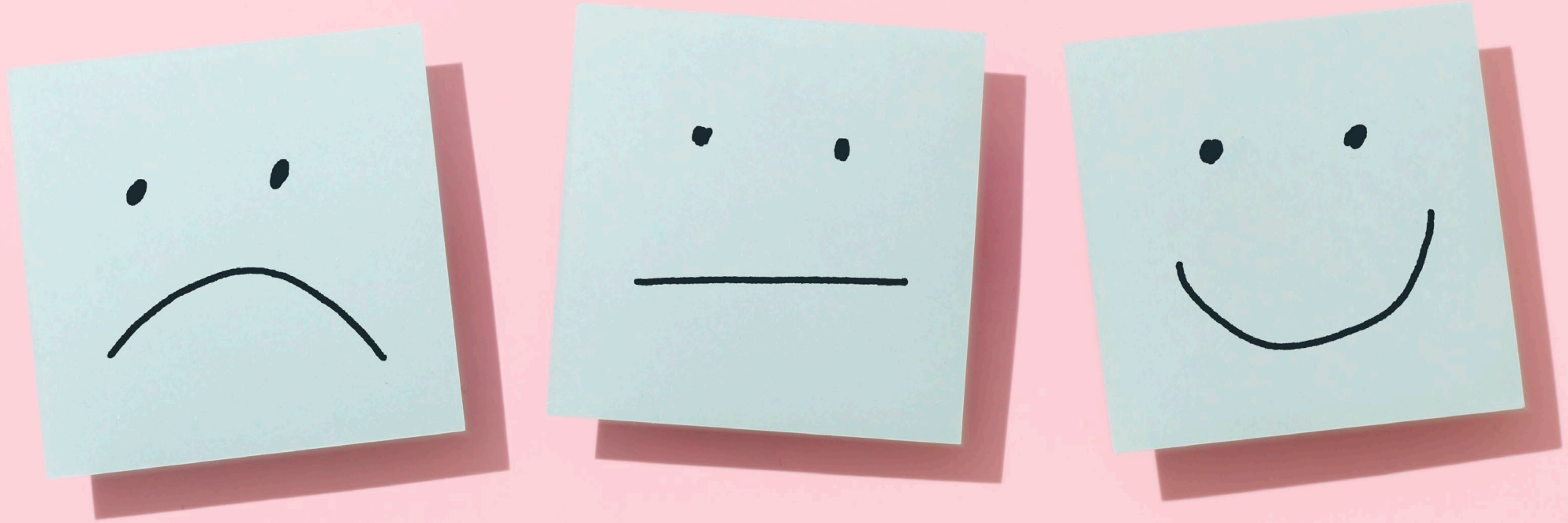
A landscape of layered mountains under a blue and purple sky at dusk or dawn. The mountains are silhouetted against a soft, hazy light, creating a sense of depth and tranquility. The sky transitions from a deep blue at the top to a lighter, almost white glow near the horizon, suggesting the time is either early morning or late evening. The overall mood is serene and expansive.

SUMMARY

HOW DID WE DO?

ISB RESULTS

Please give us feedback: <https://presemo.aalto.fi/isb>



Thank you!