

UNDERSTANDING THE STUDENT PERSPECTIVE: STUDENTS SPEAK UP

In the second edition of the international conference Building Universities' Reputation, the focus of the conversation is on students with the theme "Understanding the student perspective: keys to a reputation strategy". For this reason, the organization of the conference has

wanted students from the University of Navarra to participate. Some of them have already expressed their views about university reputation in the video "What is university reputation? Students speak their mind" but this report aims to take a step further. The University of Navarra conducted a survey about the topics within the conference programing to 26,003 students: 870 future students, 9,134 currently studying at the University, and 16,059 former students. Of those students, 323 prospective students, 448 current students and 585 graduates answered the survey.

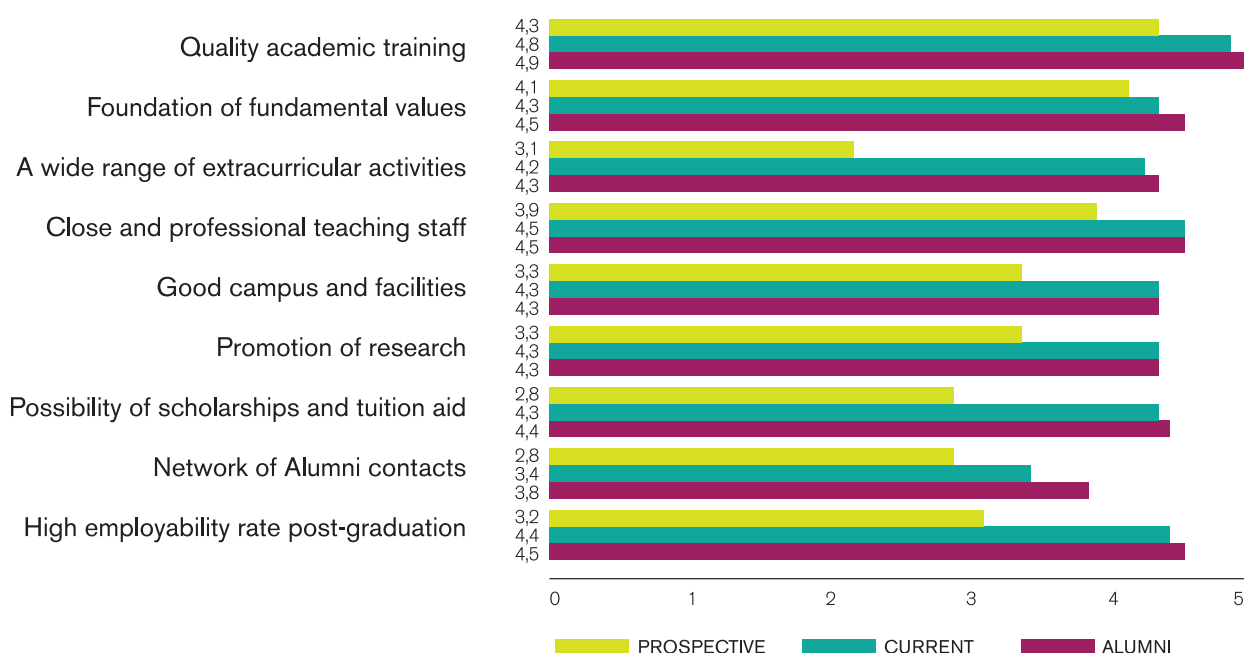
The questions touched on different issues: expectations, reputation, use of rankings, factors influencing university decision making, teaching and faculty, social and environmental responsibility, university-student communication, graduate grouping, student experience ... This report was based off of the collection of their answers. This is the contribution of the protagonists of the conference.

A. THE CHOICE OF UNIVERSITY

1. Expectations

Future students and current students emphasized in their expectations the educational quality, the high rate of employment at the end of their studies, the personal development as well as a professional and close relationship with teachers.

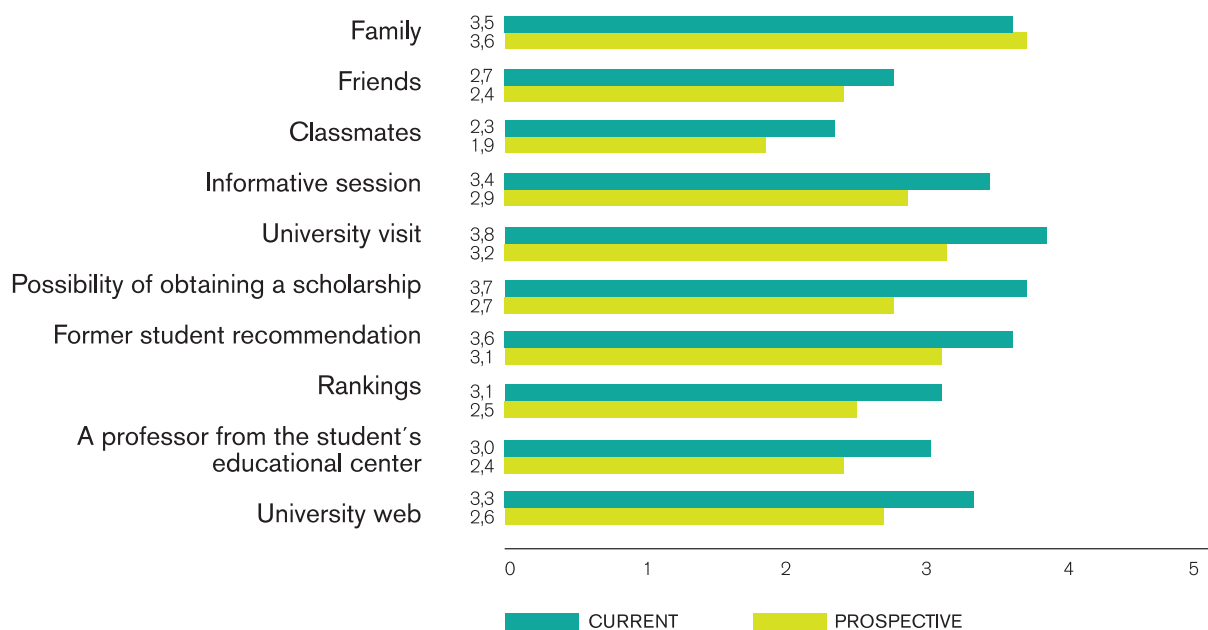
Question: What expectations do you have from a university? (to current and future students) and What do you think the university gave you? (to Alumni)



2. Who influences your decision?

- a. Among the current students, the four most important factors when choosing a university - in order of importance - are family members, university visits, former student recommendation, and informative sessions. In addition there are four factors that have less of an impact: a professor from the student's educational center, friends, classmates and rankings.
- b. Among the future students, the four most important factors when choosing a university - in order of importance - are visits to the university, the possibility of obtaining a scholarship, former student recommendation, relatives, and the four factors that have less of an impact are classmates, friends, a professor from the student's educational center and rankings.

Question: Rate 1 to 5 - 5 being the maximum score - the weight these factors have/had on choosing your university



3. Use of rankings

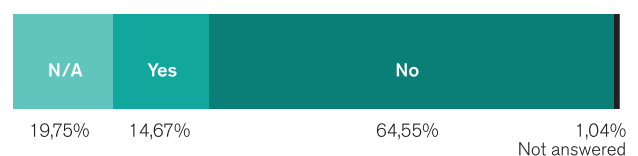
The use of rankings is considered not very important among current and future students: they use about 15%, a somewhat lower percentage in the case of alumni.

Question: Do you use / have you used rankings in order to help you chose your university?

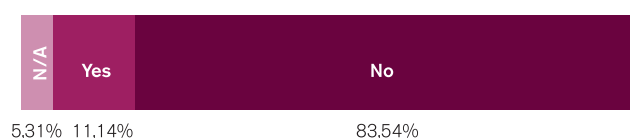
Prospective students



Current students



Alumni



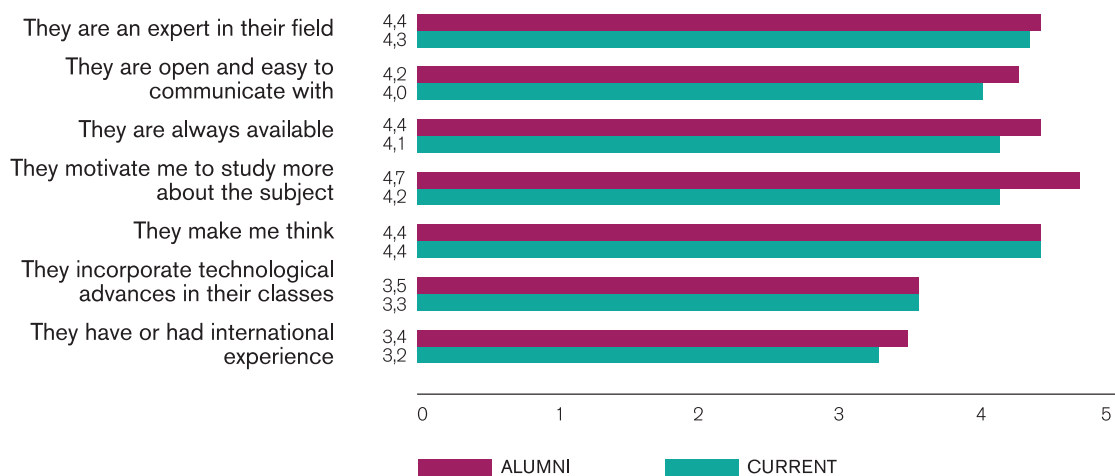
B. THE STUDENT'S EXPERIENCE

4. What characteristics do they look for in a teacher?

On the most valued characteristics of the faculty, current students and alumni agree on their assessments. The most valued characteristic by the current students is "motivates them to study their subject" followed by "making them think, that they are an expert in the matter and that they are always available". And for the alumni: "to make you think",

followed by "an expert in the subject, who motivated to study the subject and that is always available."

Question: In your experience with teachers, what value did these different factors have for you? Rate from 1 to 5, with 5 as the best score



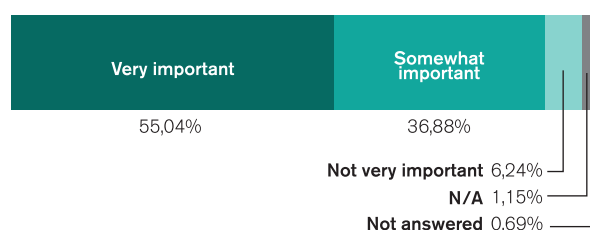
5. How do you value the social commitment of the university?

55% of current students surveyed consider it very important that a university is socially and environmentally committed. 78% also consider that the service to society and the care of the environment is

the task of the whole university community and almost half (47.78%) would be very interested if the subjects of the degree contained some form of service to society.

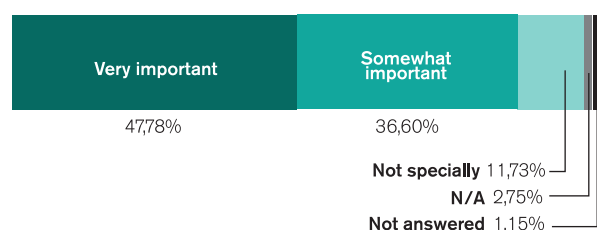
Question: Do you consider it important that a university should be socially and environmentally committed?

Importance of social and environmental commitment of a university (Current students)



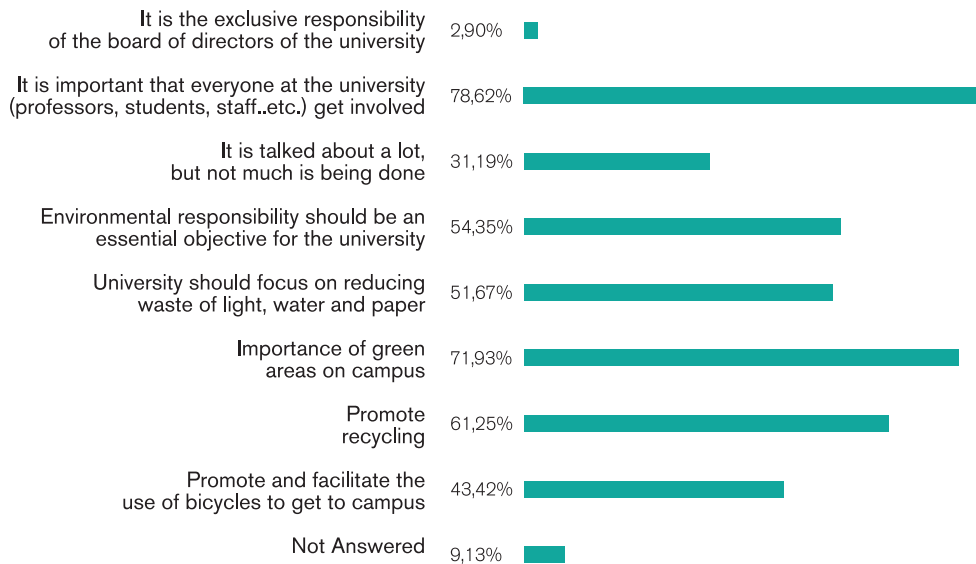
Question: Would you like the subjects, in addition to professional and academic training, to have an aspect of service to society?

Classes based on professional and academic training as well as service to society (Current students)



Having answered "Somewhat or Very Important": current students gave their opinion on what subjects the University should prioritize:

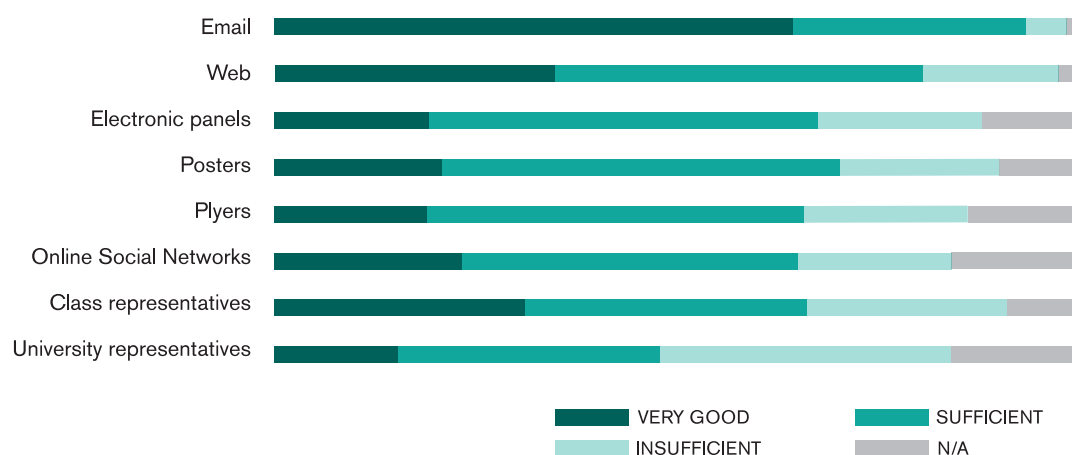
Question: If you answered question 6 with "somewhat important / very important," please mark the statements that you consider true about a university's social and environmental responsibility



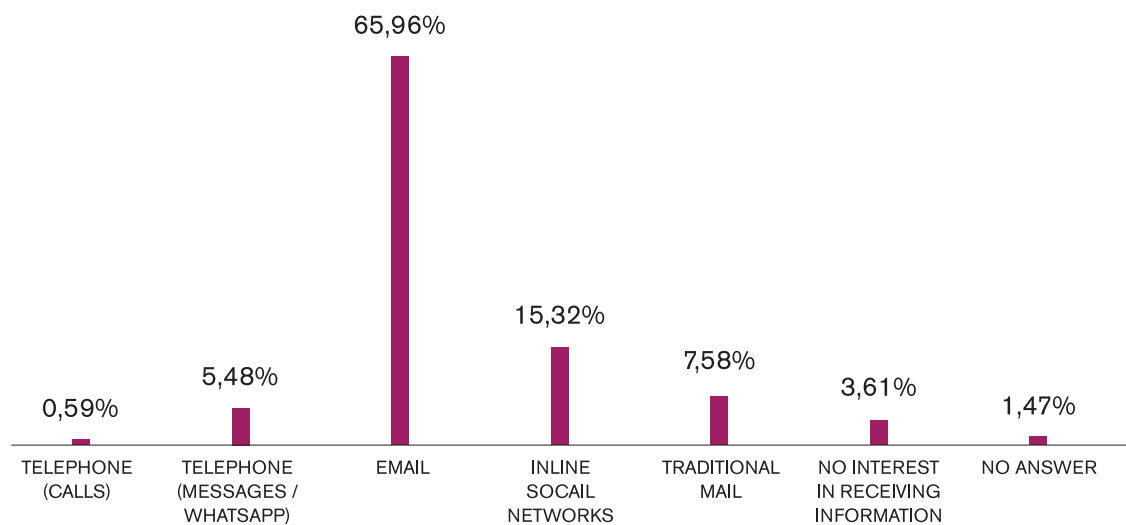
6. What is your preferred channel of communication?

The preferred means of university-student communication for current students is email. Email is also the preferred channel for alumni.

Question: How do you value the channels of information through which the university communicates with you? (Current Students)



Question: What channels do you prefer to get the information from your university? (Alumni)

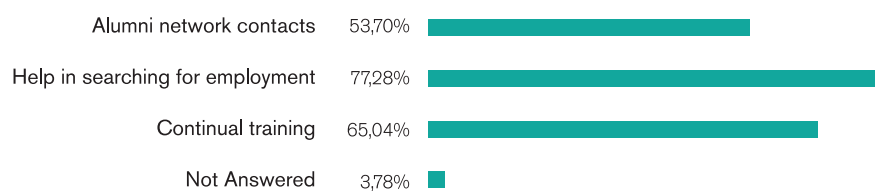


7. What do students expect from the group of graduates?

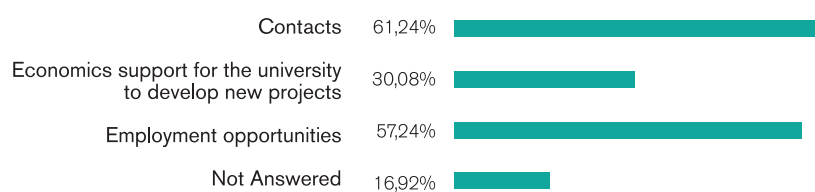
With regard to the contact from university after graduation, current students expect mostly in help finding employment (77%) and the students believe

that they can contribute, above all else, contacts (61%) for the university as well as (57%) offer employment possibilities.

Question: What do you think the university can offer you after graduation? (Current Students)



Question: What do you think you can offer the university after graduation? (Current Students)



C. REPUTATION OF THE UNIVERSITY

8. Reputation

The educational quality coincides as the most important characteristic of a university, in all three types of students. The other characteristics that they consider

important are: employability and networking, international experience, safety, reputation and innovative teaching.

What aspects do you consider important to have in a university?

