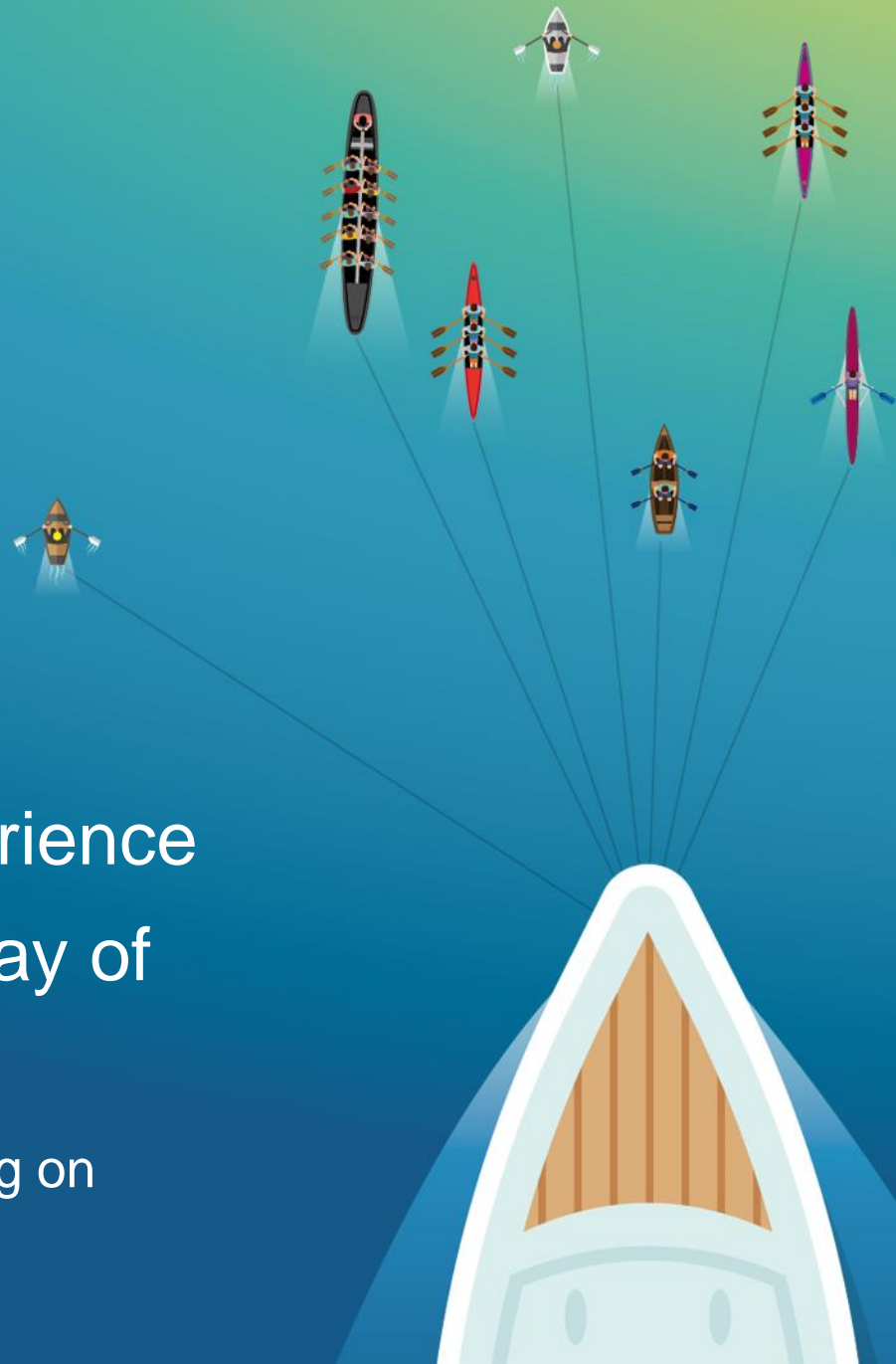


The Alumni Experience Starts the First Day of School

The Importance of Acting on
Student Feedback





July 1, 1999

First listed on the
Paris Stock Exchange

3rd largest global market research company

(Source: ESOMAR Report 2016, IMS Health Report 10-K)

1,780.5
million



16,664



89

countries



MARKETING
RESEARCH:

Ipsos Marketing

Helping clients to optimise their brand portfolio strategies and positioning. Segmenting their markets and seizing new opportunities. Understanding the path to purchase and designing products and services.

MEDIA AND ADVERTISING
RESEARCH:

Ipsos Connect

Assisting clients in measuring and weighing their brands, advertising and media in order to optimise communications and content in a highly digitised world and a fragmented audience.

OFFLINE OPERATIONS:

Ipsos Offline Operations

Expert in collecting, processing and providing offline quantitative research data (face-to-face interviews and by telephone).

CLIENT AND EMPLOYEE
RELATIONSHIP MANAGEMENT:

Ipsos Loyalty

Assisting clients in measuring customer experience, satisfaction and loyalty by measuring, modelling & managing customer and employee relationships.

OPINION AND SOCIAL RESEARCH:

Ipsos Public affairs

Helping companies and institutions understand how the world is changing, the behaviour and opinions of citizens and consumers and the trends underway, in order to enhance their reputation and communications.

ONLINE OPERATIONS:

Ipsos Interactive Services

Expert in online and mobile surveys, managing online consumer panels and the infrastructures that support them (4.5 million panellists in 50 countries).

Every
individual
is in turn a
**Consumer,
Customer,
Citizen**
OR
Employee

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Ipsos MORI, UK

Higher Education Research

We carry out small and large-scale research studies, including student surveys. We offer a range of student and stakeholder research; we have an established reputation for our work with universities, students, government agencies and other stakeholders and audiences.

What I will talk about...

- Informing student choice: university and course
- Student satisfaction, student engagement, survey research
- Enhancing reputation: Surveys data, league tables and reputation

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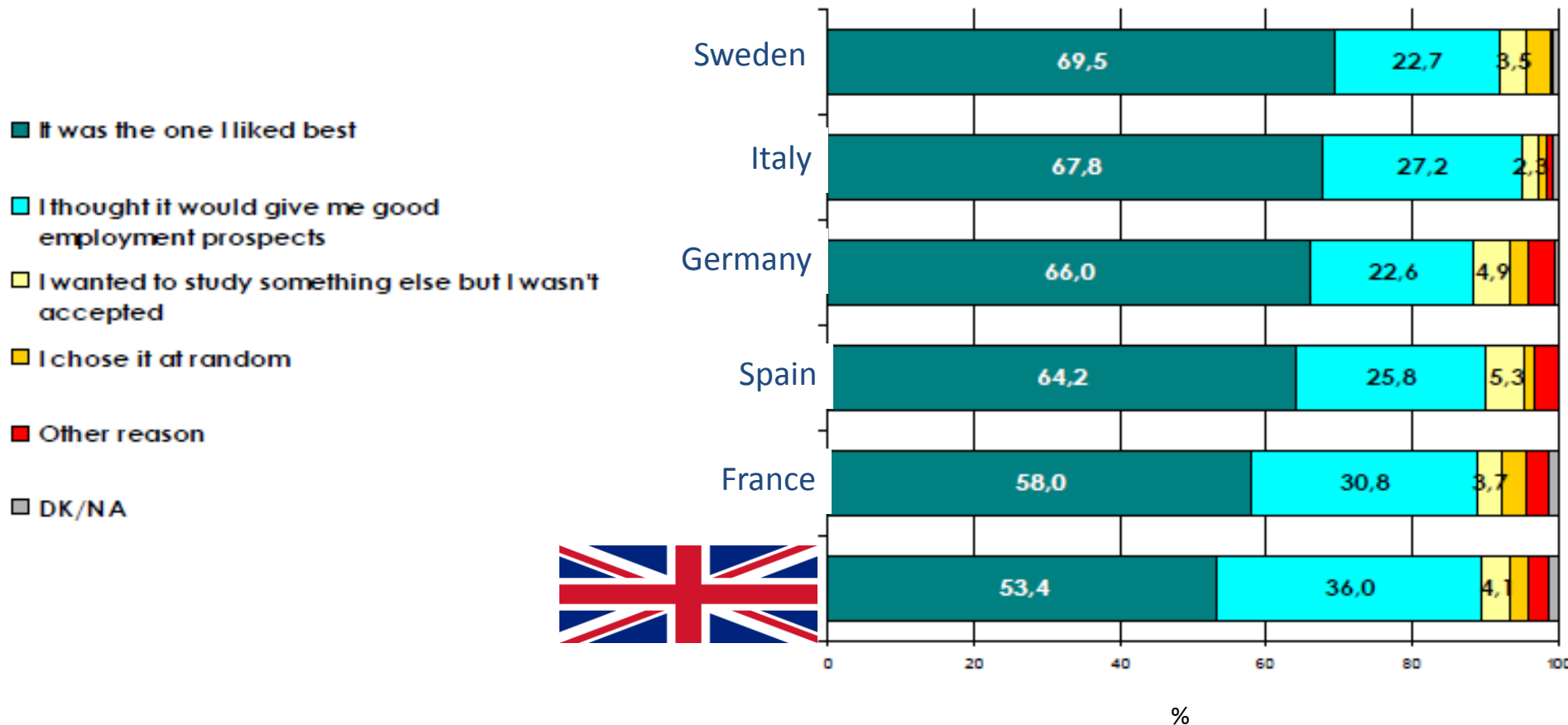
**Students across Europe approach
university/course choice differently**



UK student most likely to choose university on functional criteria

What is the main reason you enrolled in the course you are currently studying?

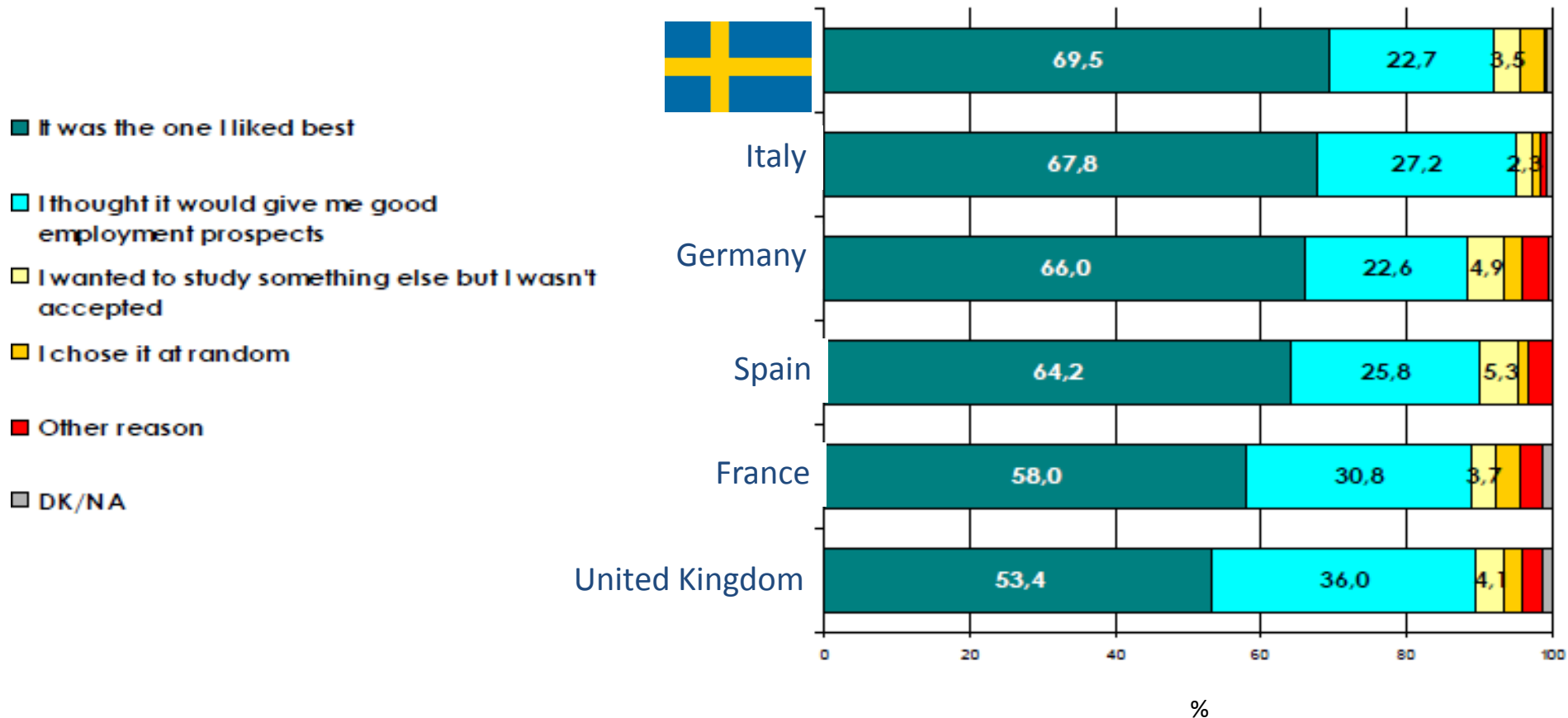
Base: total interviews



Swedish students most likely to choose what they like best

What is the main reason you enrolled in the course you are currently studying?

Base: total interviews

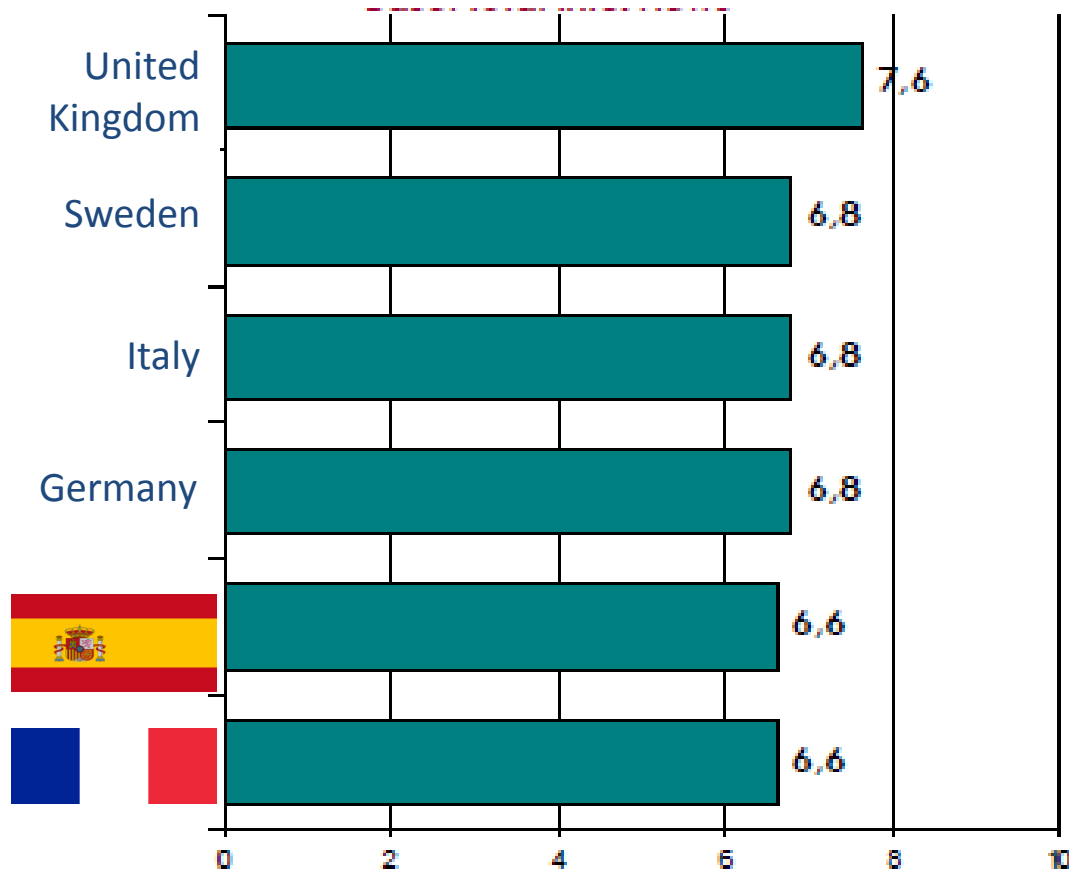


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Where are Europe's happiest students?

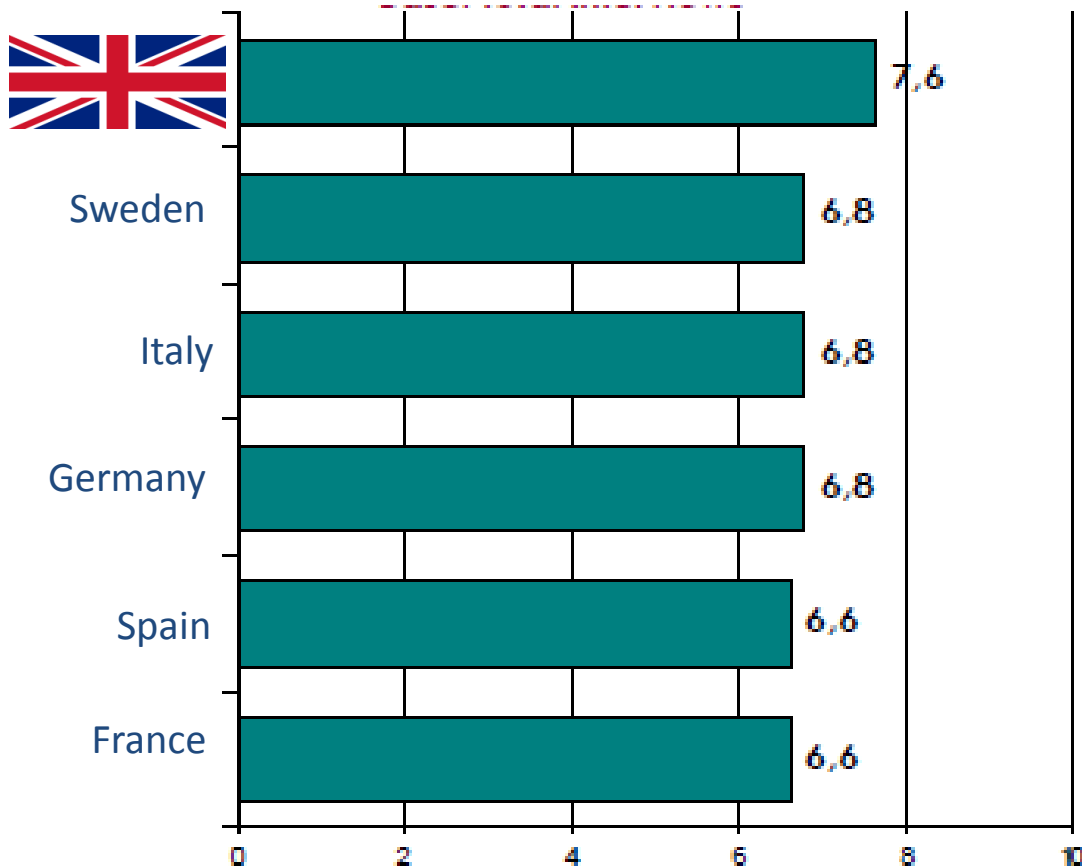


Spanish and French students *least* satisfied



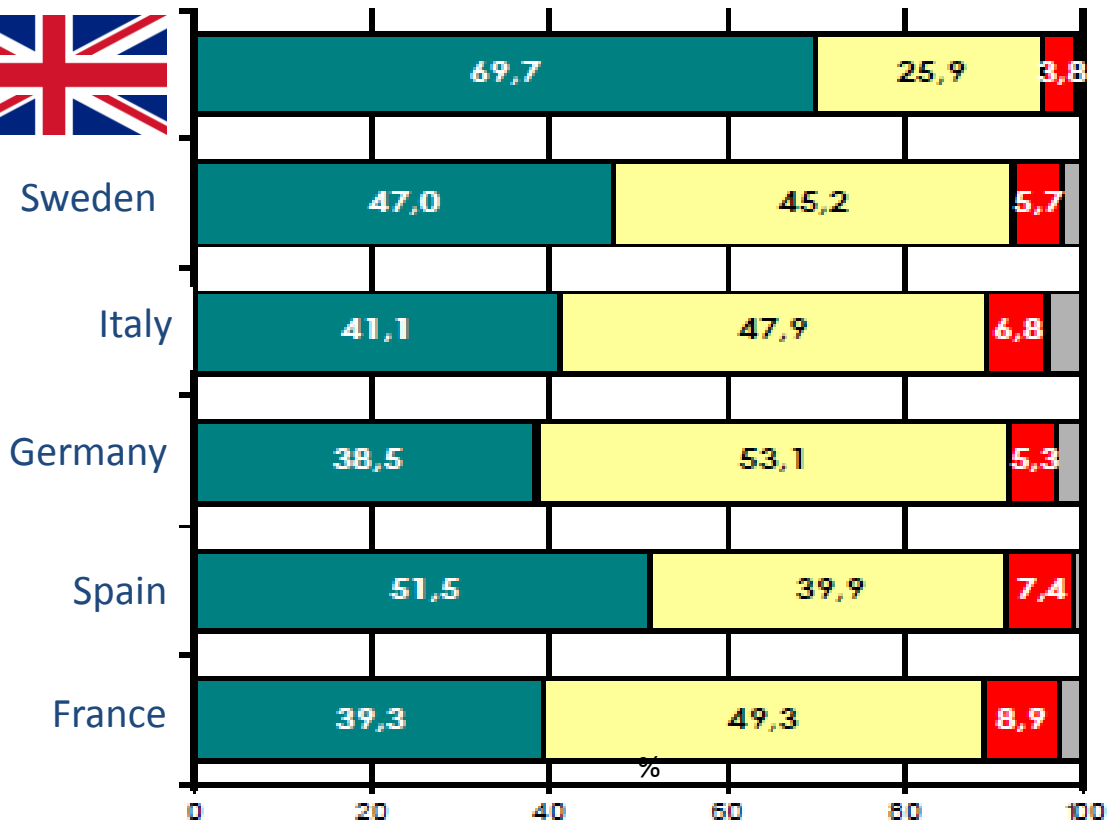
How satisfied would you say you are overall with your Higher Education institution?

UK students *happiest...*



How satisfied would you say you are overall with your higher Education institution?

UK students *proudest...*

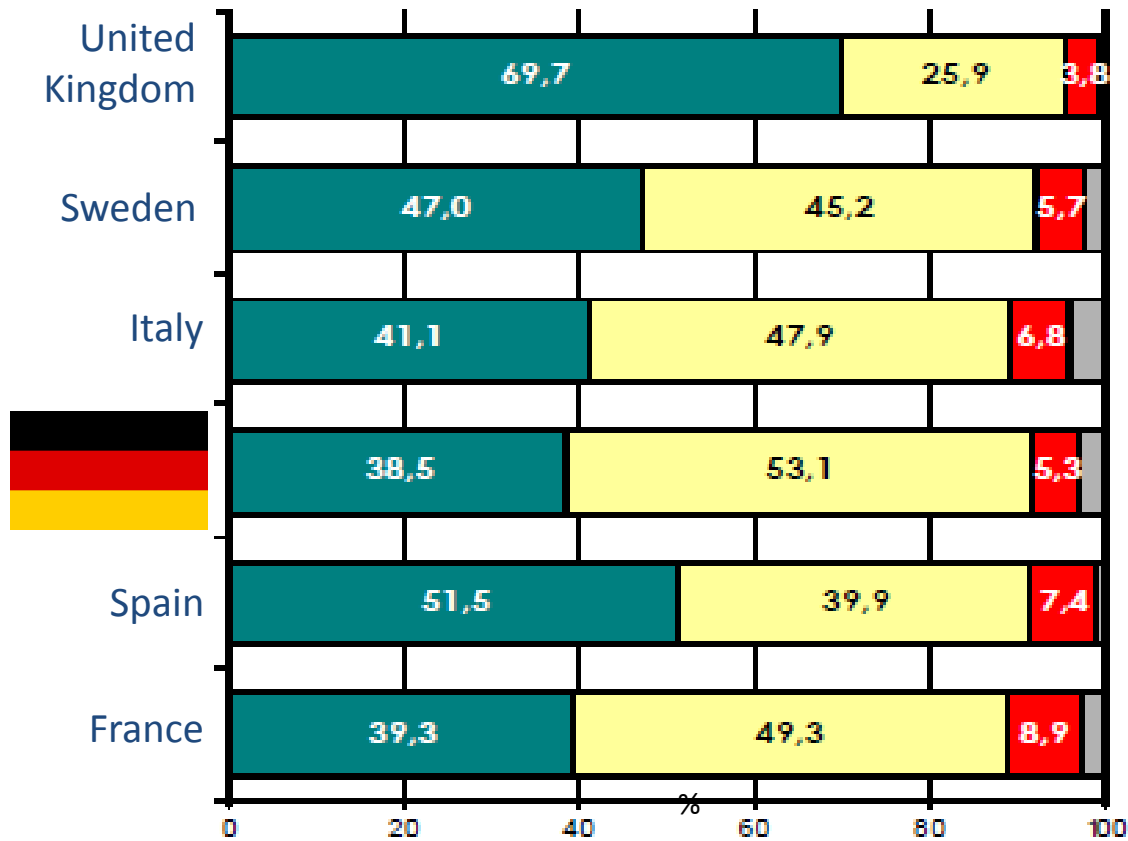


Which of the following statements best defines your feelings about your Higher Education institution?

Seven in ten students in Britain said: I am proud to be a student at this higher education institution: I feel very identified with it.

- I am proud to be a student at this higher education institution: I feel very identified with it
- I am neither proud nor disappointed with regard to my higher education institution: I have no special feelings towards it
- I am disappointed with my higher education institution: I do not feel at all identified with it
- DK/NA

German students *least proud*



- I am proud to be a student at this higher education institution: I feel very identified with it
- I am neither proud nor disappointed with regard to my higher education institution: I have no special feelings towards it
- I am disappointed with my higher education institution: I do not feel at all identified with it
- DK/NA

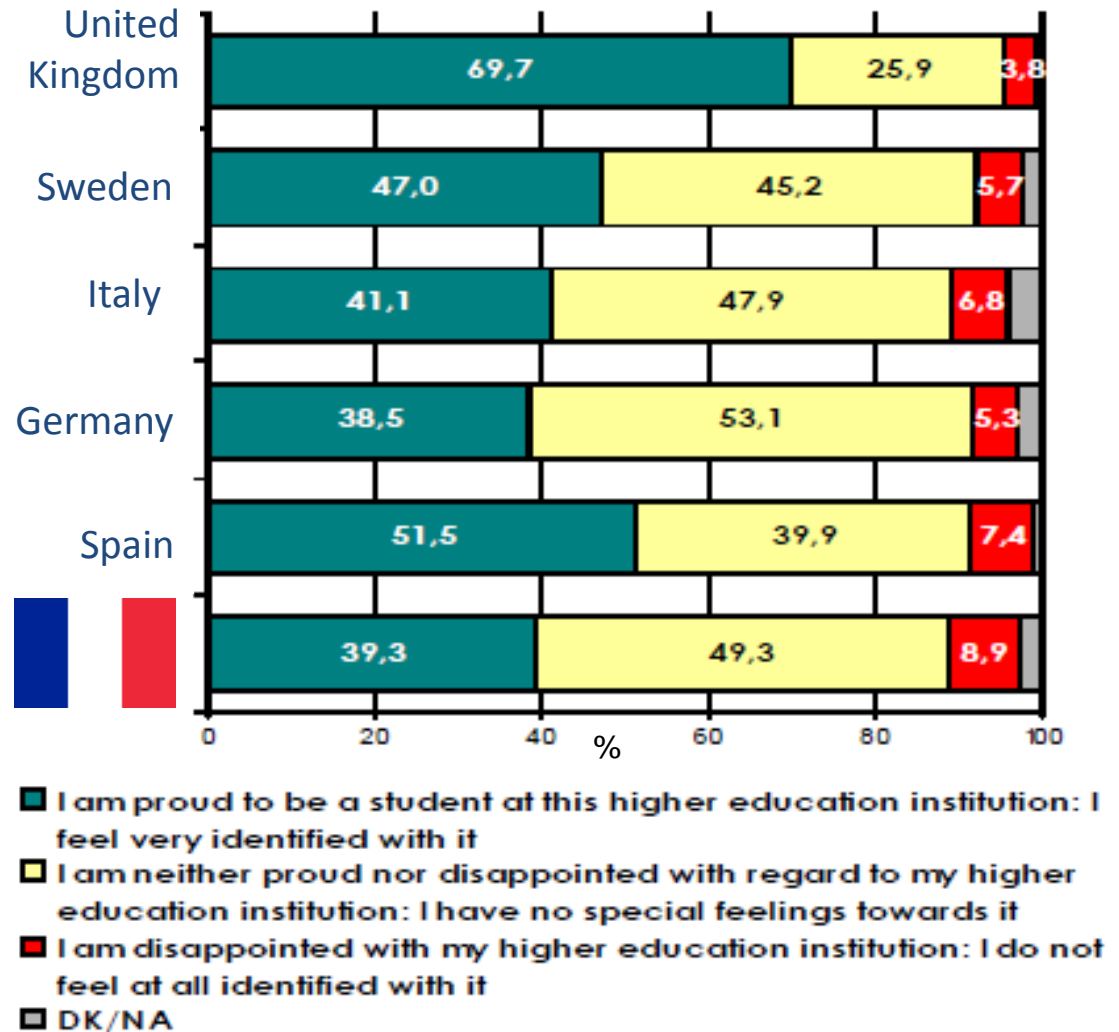
Which of the following statements best defines your feelings about your Higher Education institution?

More than half the students in Germany are neither proud nor disappointed with their higher education institution: ... they have no special feelings towards it.

French students most *disappointed*

Which of the following statements best defines your feelings about your Higher Education institution?

One in ten students in France said I am disappointed with my higher education institution: I do not feel at all identified with it.



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The Student Experience

Student satisfaction is a key measure of the student experience therefore how a university/course is doing

**YOU CAN ONLY
IMPROVE WHAT
YOU MEASURE**

Survey Research

Surveys have become the norm for gathering student opinion on university/course experience

Survey data inform official statistics, prospective students, media stories, league tables, policy makers, universities and course leaders etc.

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The UK loves surveys...



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Course and
module
evaluations

Universities'
internal
surveys

Student
Unions'
surveys

Alumni
surveys

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Postgraduate Taught Experience

Survey: A UK higher education sector-wide survey to gain insight from taught postgraduate students about their learning and teaching experience

Postgraduate Research Experience

Survey: A UK higher education sector-wide survey to gain insight from postgraduate research students about their learning and supervision experience

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UK Engagement Survey: A nationwide UK undergraduate survey focusing on student engagement

Student Academic Experience Survey:

An annual Student Academic Experience Survey – it shows how full-time undergraduate students rate their time in higher education and their attitudes towards policy issues that impact upon them

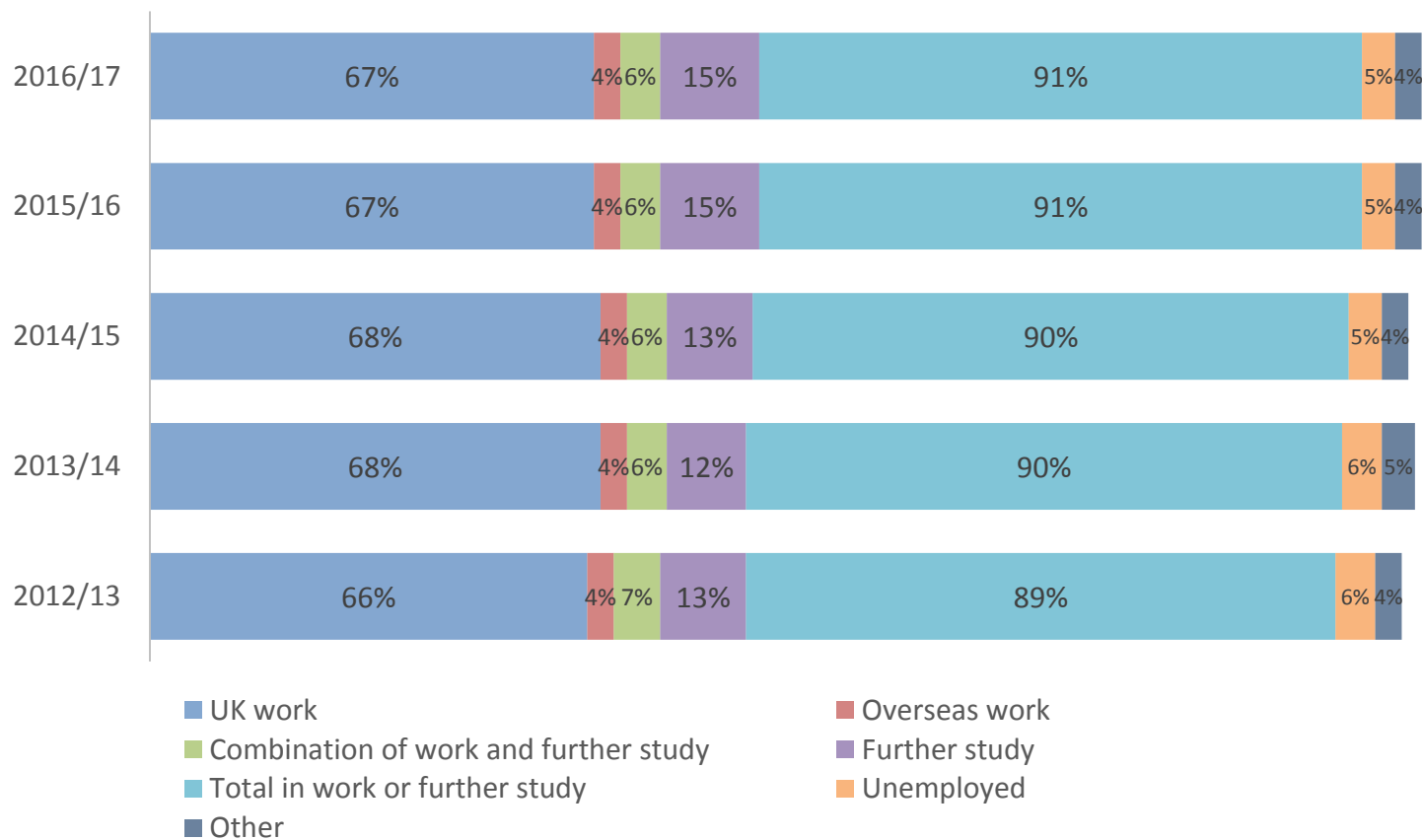
And, many syndicated and ad-hoc surveys...

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National government funded studies

Destination of Leavers from Higher Education

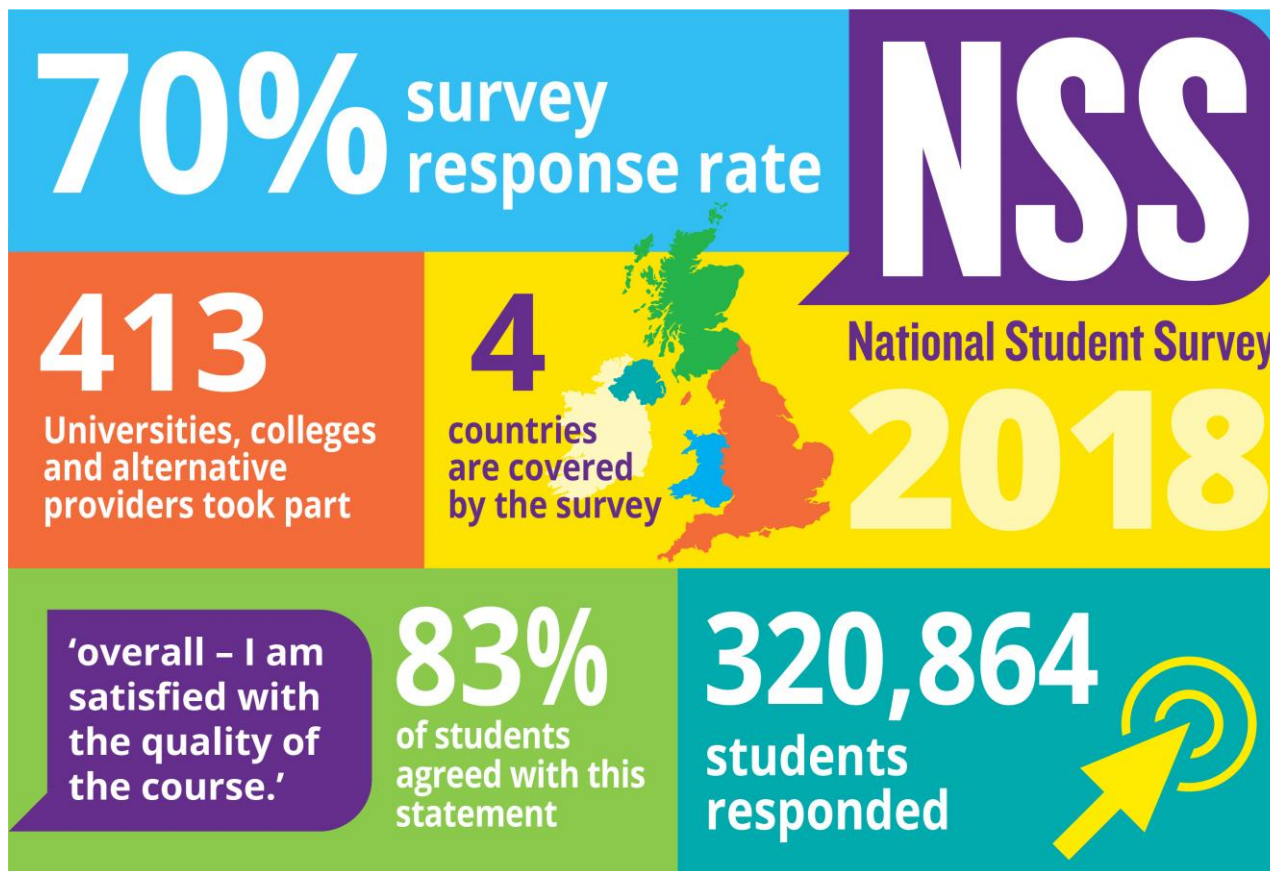


Source: Higher Education Statistics Agency

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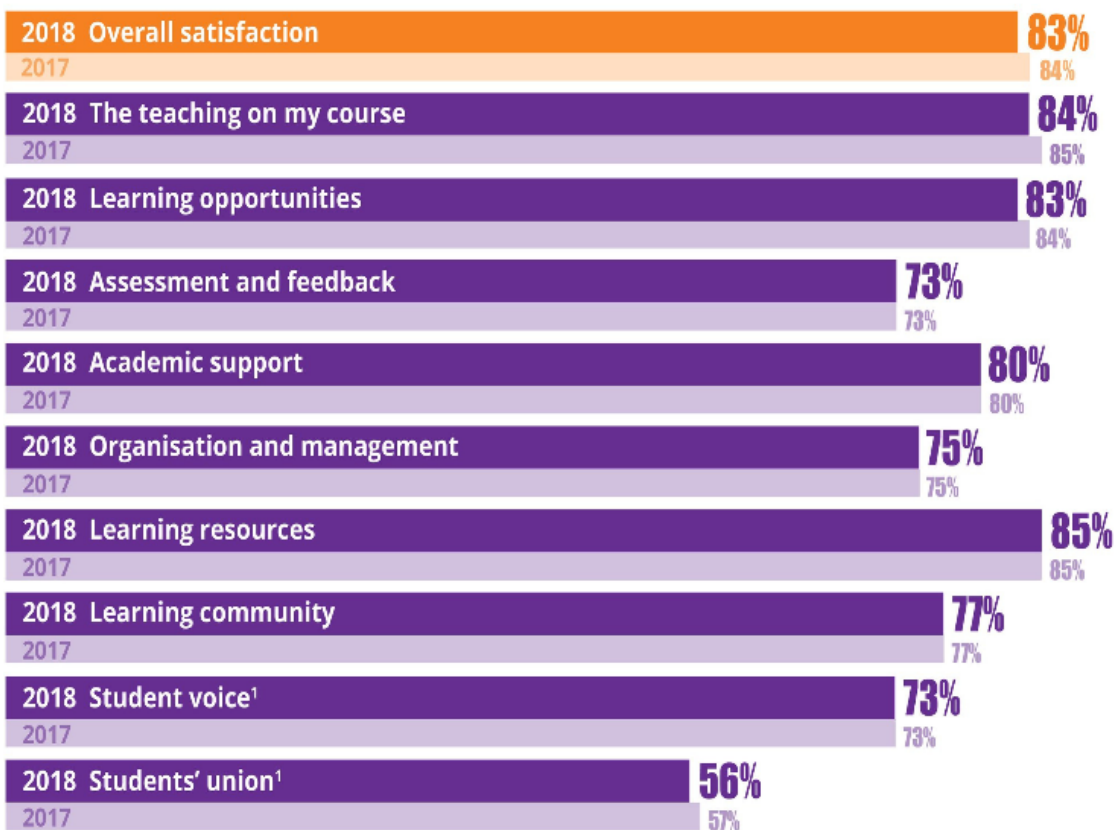
National Student Survey



Source: Office for Students

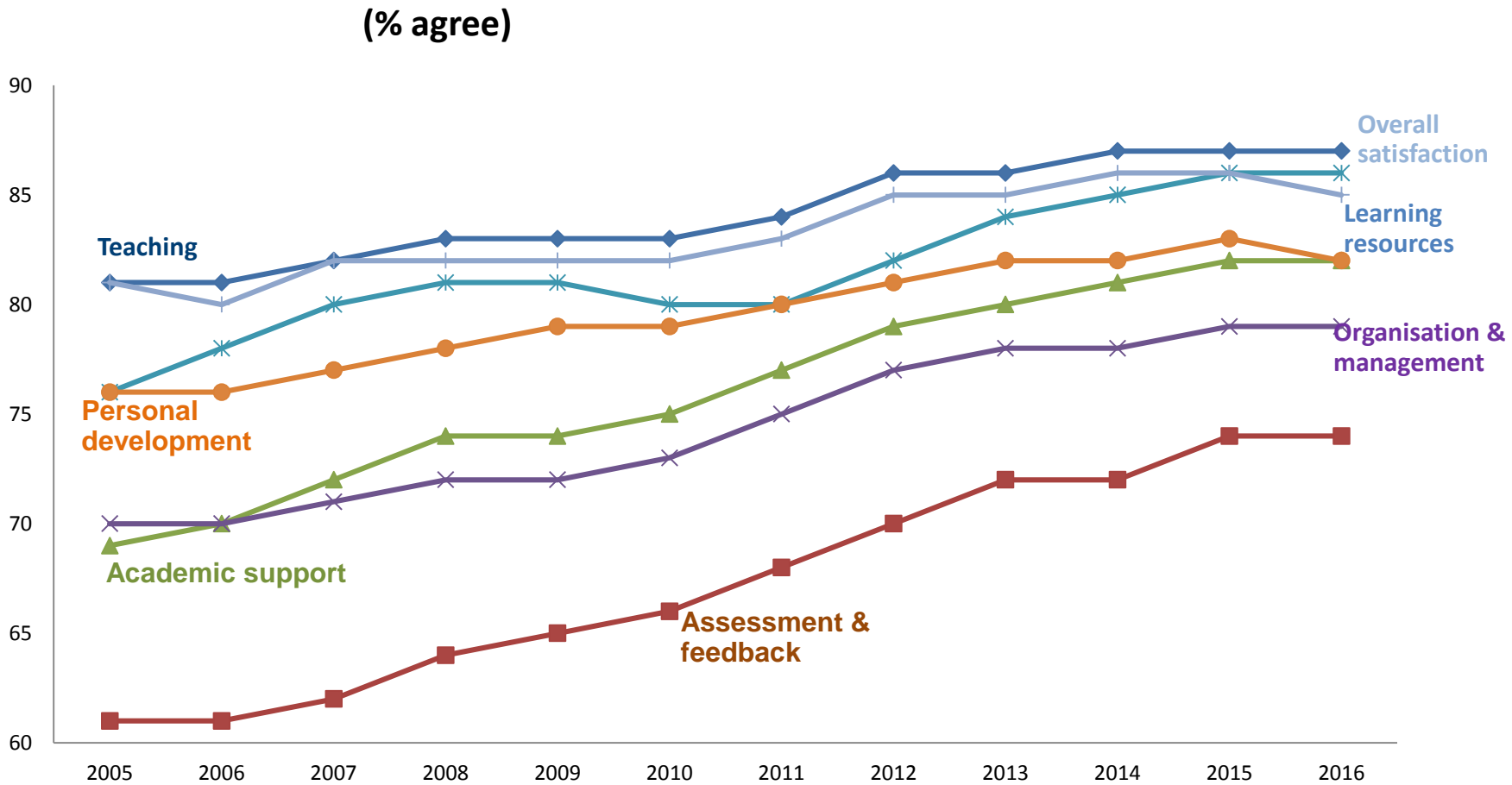
National Student Survey Results

Percentage of respondents who gave the two most positive answers ('definitely' or 'mostly' agree) on:

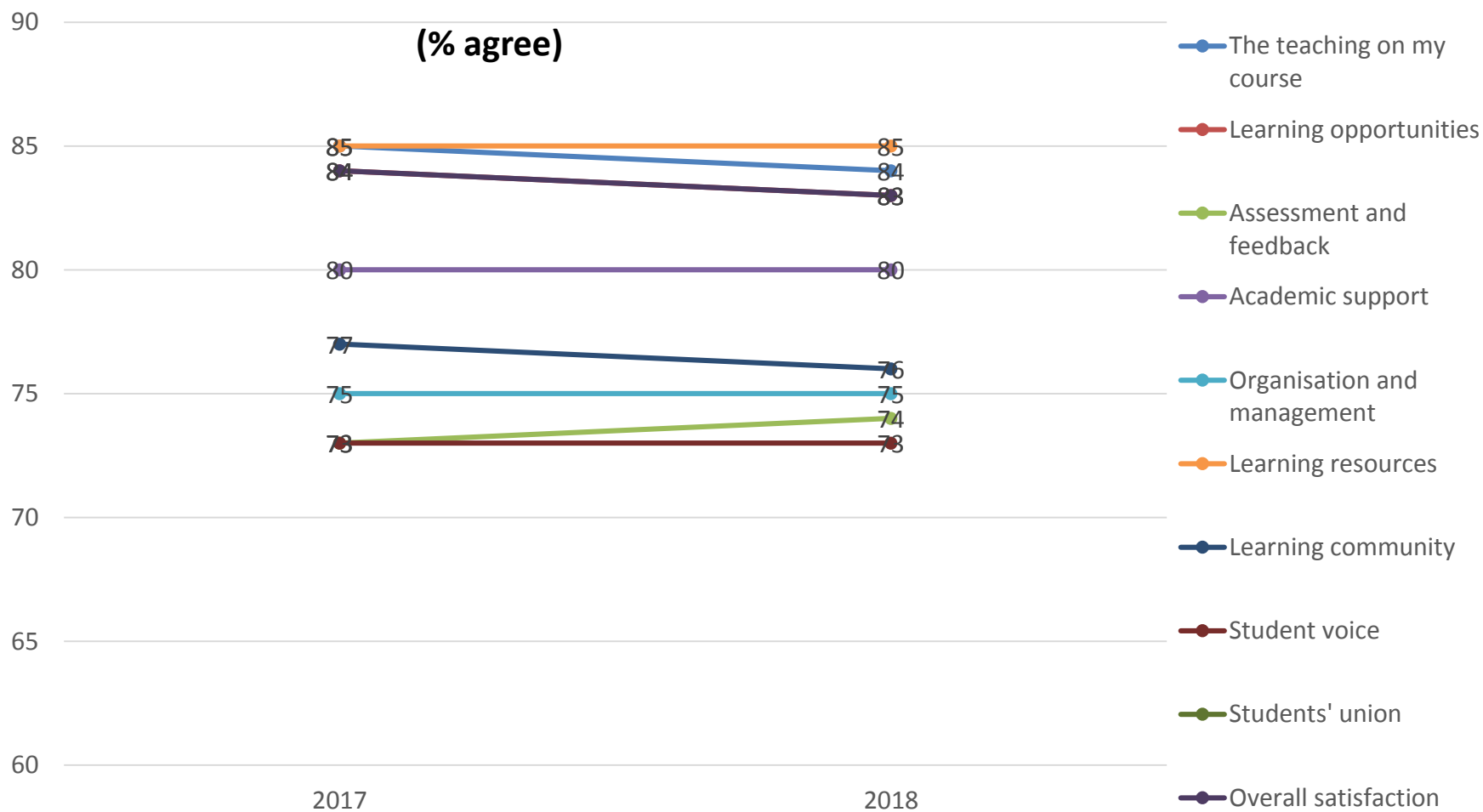


Source: National Student Survey, Office for Students

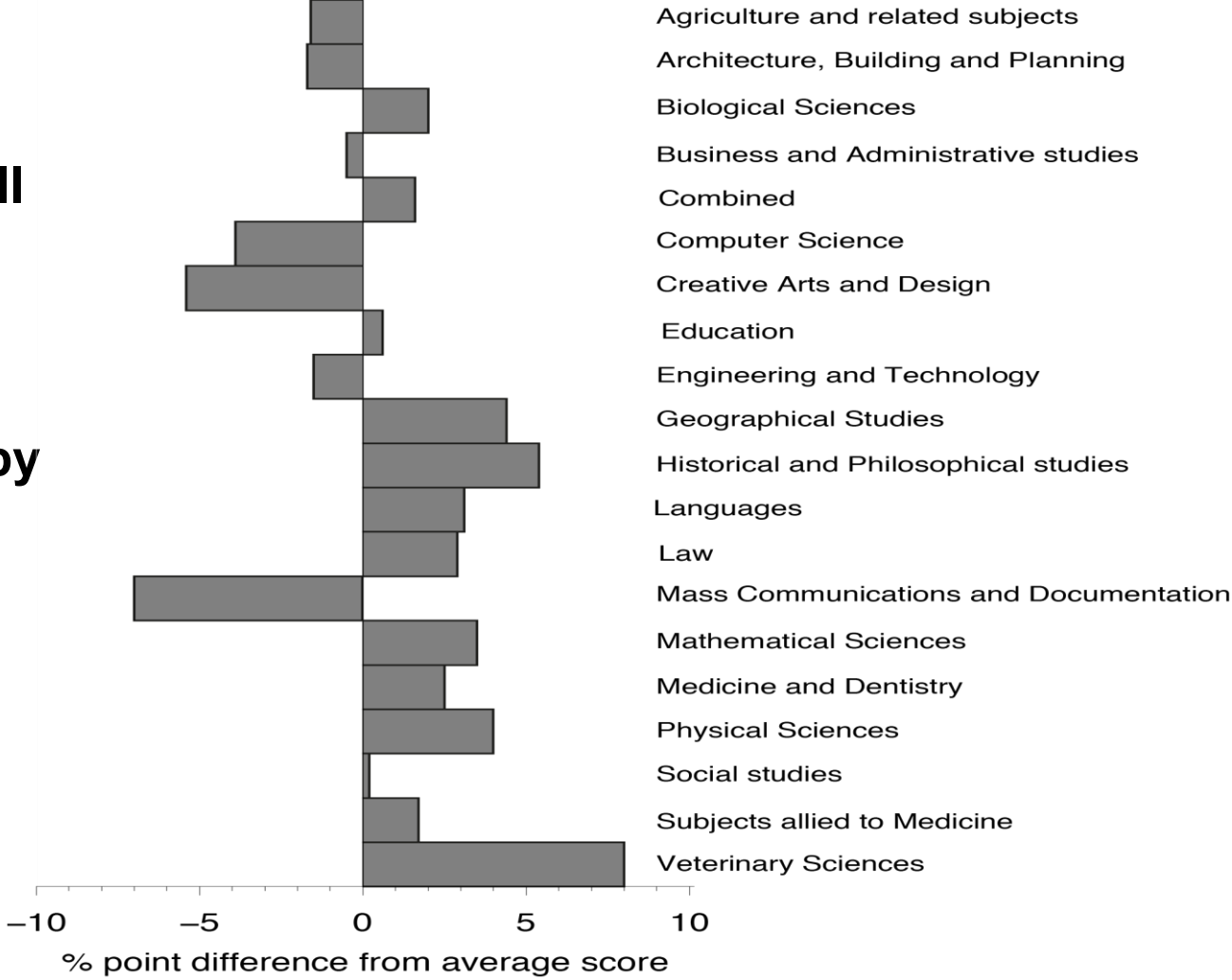
Trends



National Student Survey 2005-2016, Higher Education Funding Council for England



Difference in 'overall satisfaction' from average 'overall satisfaction' score by subject



Can surveys enhance reputation?

It takes **many good** deeds
to build a good reputation,
and only **one bad** one
to lose it.

Benjamin Franklin

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Or ... are institutions chasing fake
prestige through league tables?

FAKE
NEWS

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- Lack of reliable tools that measure quality of a course leave a gap ...
- Quality of teaching, the structure of the course, the overall student experience are important and need to be measured

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League tables hold too much power?

‘Good’ survey data inform ‘bad’ league tables...



PROFESSIONAL JOBS SUMMITS RANKINGS STUDENT ABOUT US



Overall score

Rank	University name	Overall score
1	Loughborough University	85.1
2	University of York	84.9
3	University of Leeds	83.3
4	University of Bath	83.1
5	University of Sheffield	82.9
6	University of Oxford	82.1
=7	University of Surrey	81.3
=7	University of Exeter	81.3
=7	University of Exeter	81.3
=10	University of Chichester	81.2
=10	University of St Andrews	81.2
=12	Royal Veterinary College	81.1
=12	Falmouth University	81.1
14	University of Dundee	80.7
15	University of Dundee	80.7

Obsession with
quantifying degrees
into a table!

City University of Hong Kong

[▶ Video](#) [Explore](#)



- ▶ See all universities which offer Electrical & Electronic Engineering
- ▶ View our Engineering & technology ranking

STUDY ACCOUNTING & FINANCE

[▶ Video](#) [Explore](#)



Chung-Ang University

[▶ Video](#) [Explore](#)



- ▶ See all universities which offer Accounting & Finance
- ▶ View our Business & Economics ranking

STUDY BIOLOGICAL SCIENCES

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TripAdvisor style feedback...

a job Sign in / Register Search ▾

Sport Culture Lifestyle More ▾

The Guardian

UK edition ▾

Nagging university students for feedback is like pestering for TripAdvisor reviews

Universities are manipulating their students into providing positive NSS scores to boost their reputations. This has to stop



▲ 'For university staff, it can feel as if the focus is purely on getting the scores to go up every year - just as some restaurants are obsessed with handing out freebies to secure those elusive five stars.' Photograph: Alamy Stock

Published data: Advantages

- Act then communicate:
 - To outline what institutions do to improve the student experience
 - To demonstrate that feedback is taken seriously
 - To point out changes/improvements made
- May enhance reputation...
- Alumni will remember what it was like: Best 'reputation ambassadors'

League tables: Double-edged sword?

- It helps to be at the top of league tables
- Methodology of some tables can be obscure
- You can drop places easily; you can do nothing about it
- Not much between 1st and the nth ...!

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- Data need to be seen in context
- When published you have no control
- But, visibility matters

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Thank you!

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