i-graduate

The **Global Education Profiler** Handbook

Identify student aspirations, develop Global Graduate skills
Measure internationalisation and staff perceptions

Contents

Introduction

If you have just received GE-P Getting Started Handbook – Welcome! We look forward to working with you over the coming weeks, months and hopefully years.

This handbook provides a comprehensive guide to the GE-P – how the process works, what you'll gain from the initiative and suggestions on how you can make the most of your data. The handbook provides helpful information for anyone involved with the GE-P at your institution. It is divided into several sections designed to help you every step of the way.

About the Global Education Profiler (GE-P)

Higher Education institutions are increasingly internationalised in outlook, attracting students from across the world.

Employers seek graduates who have worked in multicultural teams, across multiple languages and who can communicate effectively across cultures. Graduates need to be armed with global skills to give them the best chance in the world of work.

Providing students with opportunities for social and academic integration is key to this and so the extent to which students are integrating in the classroom and into communities has become of strategic importance to many Universities' internationalisation agendas.

The GE-P provides a clear view of the current state of integration and global skills of all students, and perceptions of staff, enabling effective monitoring and planning of the internationalisation strategy.

The study is a comparative measure, comparing results against indices and tracking year on year how expectations and perceptions change within institutions and across groups of institutions.

- All levels of study, all years of study (or specific target populations)
- Independently administered, independently verified
- Institution-level findings confidential to each institution
- Students and staff assured of confidentiality in their responses

GE-P and Student Barometer (SB) – what's the difference?

The Student Barometer (ISB) is designed specifically to track the decision-making, perceptions, expectations and experiences of international and domestic students. Results are compared against national and global benchmarks. The instrument covers core areas of pre-arrival, arrival, learning, living and support. Barometer measures of satisfaction are used as comparative measures across more than 30 countries.

The Student Barometer can be completed by all currently enrolled domestic, international (and EU) students, including study abroad and exchange students at all years and levels of study.

The Global Education Profiler (GE-P) gathers feedback on the motivations and experiences of staff and students to track the quality of internationalisation on campus.

The GE-P provides a research-based framework enabling you to demonstrate the drive towards improved 'global graduate' skills and whole campus internationalisation, measure progress and compare against a peer group benchmark.

Topics Covered	
Students	Staff
1. Social integration 2. Academic integration 3. Language skills 4. Communication skills 5. Global Development Opportunities	1. Workplace life 2. Intercultural development opportunities 3. Intercultural competence 4. Teaching and learning 5. International collaborations 6. Workplace engagement

Data is captured on importance / experience and importance / ease of handling measures and not satisfaction.

The study is designed by academics in the field of intercultural competence. It was developed and designed by Professor Helen Spencer-Oatey and Daniel Dauber, Applied Linguistics, University of Warwick. The study is independently administered by i-graduate, under license, experts in international education research.

Scope

The GE-P Student can be completed by all currently enrolled international and domestic students at all years and levels of study (except Postgraduate Research students). The staff questions can be completed by all academic, administrative and support staff, as well as teaching assistants.

General Information

Important Dates

Action	Date
Registration	31st August 2018 (late joiners until January 2019)
Terminology Change Forms returned	30th November, or minimum 15 days before intended launch
First launch date	21st January 2019
Last launch date	25th March 2019
Survey close	12th April 2019
Feedback of results	3rd June 2019

Process

Registration → Terminology change for information → Return terminology change form → Survey build → Survey checking → Survey launch → Response rate monitoring → Reminder emails → Survey close
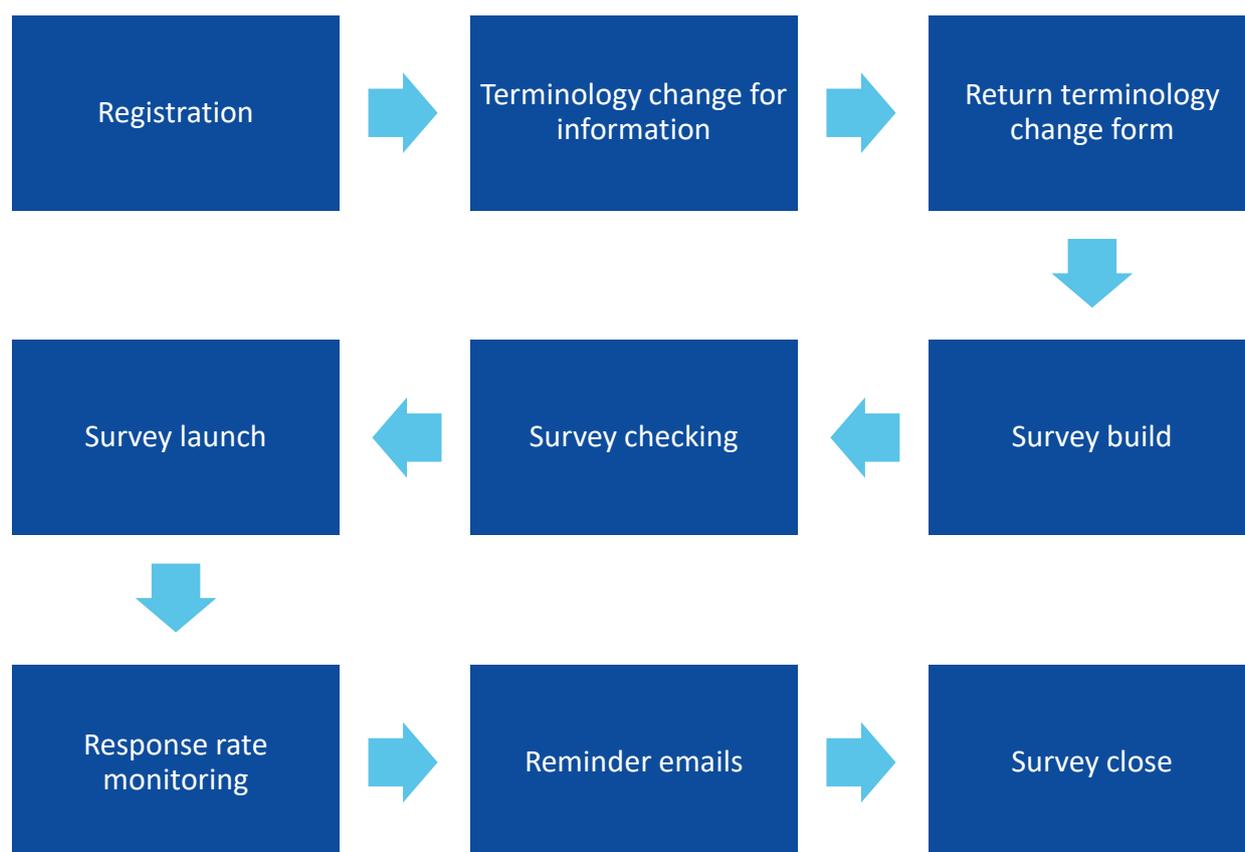
The Questionnaire

The benchmarking capability of the Global Education Profiler requires a semi-standardised structure and content, which we will help to personalise for your institution. There is a common question bank but each questionnaire is built to order. While we will always be as flexible as possible, we ask you to remember this is a benchmarking project and as a result changes to the questionnaire are limited.

The majority of the questions in the Global Education Profiler are not compulsory for the students to answer. Certain demographic information, do require a response from the student in order to proceed further in the survey. Access to the full questionnaire is available from your account manager.

You will be able to customise the following sections of the survey through a Terminology Change Form (TCF), which we will send to you approximately 3-4 weeks before the survey is open:

- **Prizes & Benefits** – on the survey's first page you can list any incentives you may be offering respondents and explain to the students why their feedback is so valuable to you. See below for further information on incentives
- **Faculties/Departments/Schools** – we operate a two-tier system to ensure you can easily report at higher and more detailed levels
- **Colleges / Campuses** – list your locations
- **Halls of Residences/Housing** – list both your institution-owned and private provision

We will need your TCF returned 15 working days before you wish to launch your survey to allow sufficient time to build and test your surveys.

Incentives

You have the chance of offering an incentive for your students, and to staff. Details of your incentives must be listed in your TCF. We can provide suggestions and examples of incentives used by other institutions we work with.

Translations

Staff and Student surveys will be offered in English and in a local language *if English is definitely not suitable* for respondents*.* Please indicate to your account manager in good time if translation for either survey is needed.

Online Survey

Once you have submitted your terminology change form, it will be checked and built into the online survey by our Technical Team. The survey will then be checked by your account manager. Due to the number of institutions participating in i-graduate surveys, please allow up to 15 days for the building and checking process.

Can I test the online survey before sending it to students?

Yes! Prior to your launch you will receive a test link to your survey to give you the opportunity to familiarise yourself with the format of the survey and check that all of your institution specific terminology changes have been implemented. We encourage you to test this link as many times as you like before the launch.

This is your chance to check that all of your requested TCF changes have been implemented.

Once you have finished testing, please notify your account manager and they will send you a separate 'live' links to send out to students and staff.

Launch

How is the survey launched to students?

You will need to send out the link to the survey via email alerts sent from within your institution to student institution and/or personal email address.

We like to keep surveys open for a 4-week period to allow all students the chance to complete if they wish to.

What do I need to do?

The schedule of what needs to be done at your end follows:

- Put the launch date in the diary and agree the person who will send out the emails
- Inform your account manager of your intended launch date (within the recommended launch period, dates can be found in the 'General Information' section of this Handbook)
- Prepare the email addresses of your student cohort and, separately, your staff. The link can be sent to either the institution email addresses or the student's personal email
- Prepare and personalise the text of the email to your student cohort (see guidance below and we also provide a template) and the email to your staff population (again, template provided)
- Send out the launch email to students and separately to staff, inserting the correct survey links
- Let your account manager know that you have launched, giving a breakdown of international students and domestic students emailed and the number of staff emailed – this will help us monitor your response rates effectively

What should the launch email to students include?

Prior to the survey being launched, we will provide you with recommended text for launch and reminder emails. This email should include a short message with the following information:

- Instructions for the respondent who is completing the survey
- Details of any incentive offered
- Closing date for survey
- Reassurance to the respondent that the survey is confidential
- Information on how the survey data will be used
- The hyperlink to the survey – ensure this is prominent in the email

We also recommend that you personalise our standard message to make it engaging for your students. However, if you do make changes to our recommended text, make sure not to include any inappropriate wording that may be interpreted as influencing the students' response (for example – 'please tell us how much you've *enjoyed* your experience…'). If you would like us to look over the final version, please send it to your account manager so we can review it for you.

See also section below 'How can I maximise the survey's response rate?'

Who should the launch email be sent from?

We recommend you send the launch email from someone who the respondents have a lot of contact with or is easily recognisable. This will encourage respondents to read the email.

Who should the email be sent to?

The **Global Education Profiler** (GE-P) can be completed by the following students:

- All currently enrolled domestic and international students
- All degree-seeking students, including undergraduate, postgraduate taught / masters students, (but NOT Postgraduate Research students)
- Study abroad and exchange students
- All years of study

The **Global Education Profiler** (GE-P) can be completed by the following staff:

- All academic and teaching staff
- All support, administrative and professional staff

We have specifically designed surveys and benchmarks for these students and staff, please ask your account manager for further details.

If you are unsure of who the launch email should be sent to, please contact a member of the team who can advise you.

When can I send the launch email to students?

You can send the email to students any time after the official launch date and before the last launch date. We do our utmost to adhere to the dates published in the draft schedule, but please note they are subject to change.

When can I send the launch email to staff?

You can send the email to staff any time after the official launch date and before the last launch date. We do our utmost to adhere to the dates published in the draft schedule, but please note they are subject to change.

Can I send the staff and student surveys out at different times?

Yes, as long as the surveys are run within the survey window (after the official launch date and before the last launch date).

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Survey Live

What should I do while the survey is live?

You should monitor response rates and take action to boost responses. We will provide response rates on a weekly basis, and can also provide you with a breakdown of respondents, by nationality, department/school or level of study. This will help you to involve the departments/schools and clubs/societies where necessary. You may wish to try a couple of ideas to boost response rates, we have provided some ideas below. If you would like more frequent response updates please talk to your account manager.

Should I send reminder emails?

We recommend you send reminder email alerts to students at the following points:

- Send reminder email out to alumni after 3-5 days after launch
- Send a second reminder email after 8-10 days after launch
- Send a final reminder to alumni after 13-15 days after launch

How can I maximise the survey's response rate?

A survey must have a good response rate in order to produce accurate, useful results – it shouldn't just be left to chance. In our experience, there are several things you can do to improve your response rate.

The key to success is your email campaign – this, after all, is how the respondents access the survey. Your email to a potential respondent should feel like a personal invitation.

We provide you with a standard text that you can use as a guide, and you can make changes to it to personalise the messages. Send the invitation from someone that the students will recognise and want to respond to (typically the Principal, the Vice Chancellor, or a well-known member of staff at the institution).

The subject line has to show benefit or value to the respondent because it may be all they read. The text of the email should be brief and direct.

Other examples of good practice include:

- Send out reminders – by means of announcements, emails etc. Each email reminder will generate additional responses
- Put up posters in key student hubs – coffee shops/the students' union
- Put information about the GE-P in a prominent place on your website to alert students. Please note, when using online media for publishing information regarding the GE-P, please do not place the hyperlink to the online survey in a prominent <u>public</u> place. The link should always be sent to a targeted audience, not a general one. For example if you are surveying all students the link could be on your student portal, but <u>not</u> on your institution website or main Facebook homepage where members of the public can access it. Instead use 'closed' social media groups which are generally only used for currently enrolled students
- Other activities – hold GE-P launch parties and event nights

- Other media – there are other channels you can use to promote the GE-P, for example social media groups, sending SMS reminders etc.
- Try not to run any other surveys at the same time or immediately before – this will have a significant impact on response rates
- Provide an incentive – the key lies in providing positive reinforcement – that is, in providing some kind of incentive for taking part in the GE-P. We are happy to make suggestions for this
- Feedback to students – if your students think that you will not pay any attention to their answers, you will get a poor return rate. Following the survey, you may want to report back to your students on findings from the GE-P
- Make a noise about any winners – if your institution has offered an additional incentive – announce the winner. It will increase the response rate of the next GE-P too

Closing the survey

All GE-P surveys will automatically close at the same time on the survey close date (see 'General Information' for outline of key dates).

You are welcome to stop promoting the survey before the official close date, although we recommend you have ensured a sufficient response rate first.

If respondents click on the survey link after the survey has closed, they will see a polite message informing them the survey has now closed.

The Results

All analysis is conducted centrally by i-graduate and reported back to you. Data analysis will begin on the official close date of the surveys; you will be instructed of this date before you launch your survey.   Analysis takes our technical team approximately 6 weeks.

How will the results of the survey be presented?

As part of the Coimbra Group initiative, deliverables of the GE-P are as follows:

- Institution summary sheet
- Comments file
- Institution Pivot table
- Institution Breakdown Sheet (excel breakdowns of key demographics)
- PDF Presentation of overall Coimbra Group findings

Summary Sheet – an overview of your top-line results.   The summary sheet shows all main elements of the questionnaire and the importance and experience of each, and the gap score. Your institution results will be compared with the Coimbra Group benchmark.

Open Comments – anonymised open comments collected from the questionnaire are grouped, sorted and reported verbatim in searchable Excel format. These comments prove to be highly insightful and instructive in terms of how to improve the experience and can be easily investigated across key areas of the GE-P.

"Great university, so many ways to make local and foreign friends"

"I do wish my social network was more integrated with more cultural

Pivot Table – the raw data from your GE-P will be returned to you in an Excel pivot table allowing you to drill-down into the results at every possible level.

	A	B	C	D	E
1		Drop Page Fields Here			
2					
3	Count of What is your school/faculty/department?	Gender - Are you...?			
4	What is your school/faculty/department?	Female	Male	Prefer not to say	Grand Total
5	Agriculture, Food and Rural Development	48	22	1	71
6	Architecture, Planning & Landscape	76	54	3	133
7	Biology	31	16		47
8	Biomedical Sciences	80	54	1	135
9	Business School	490	276	2	768
10	Chemical Engineering	32	46		78
11	Chemistry	10	9	1	20
12	Civil Engineering & Geosciences	36	82	3	121
13	Computing Science	24	112	1	137
14	Dental Sciences	12	7		19
15	Don't Know	41	29	1	71
16	Education, Communication & Language Sciences	144	26	2	172
17	Electrical, Electronic and Computer Engineering	35	190		225
18	English Literature, Language and Linguistics	49	15		64
19	Geography, Politics and Sociology	40	32	1	73
20	Historical Studies	21	9		30
21	Law School	36	23	1	60
22	Marine Science & Technology	28	104	2	134
23	Mathematics and Statistics	9	10		19
24	Mechanical & Systems Engineering	10	80		90
25	Medical Sciences (MBBS)	103	74	2	179
26	Modern Languages	113	21	6	140
27	Music, Media, Fine Art (SACS)	109	22	1	132
28	Philosophical Studies	1			1
29	Psychology	10	5		15
30	Grand Total	1588	1318	28	2934

PivotTable Field List

Choose fields to add to report:

- [ ] EU or non-eu
- [ ] What is your nationality as stated in your passport or other offici...
- [ ] Which state/city/region do you come from?
- [ ] What is your year of birth?
- [x] Gender - Are you...?
- [ ] ISB or SB student hidden question
- [ ] Where are you living now?
- [ ] Own funds (How are you funding your studies?)
- [ ] Loan (How are you funding your studies?)
- [ ] Family (How are you funding your studies?)
- [ ] Employer (How are you funding your studies?)
- [ ] Host country government scholarship (How are you funding your ...
- [ ] Home country government scholarship (How are you funding you...
- [ ] University scholarship/bursary (How are you funding your studies?)
- [ ] Other scholarship (How are you funding your studies?)
- [ ] Research Council funding (How are you funding your studies?)
- [ ] Welsh Assembly Learning Grant (How are you funding your studie...
- [ ] SAAS (How are you funding your studies?)
- [ ] Charity or trust (How are you funding your studies?)

Drag fields between areas below:

Report Filter

Column Labels: Gender - Are you...?

Row Labels: What is your school/faculty...

Values: Count of What is your scho...

Due to the confidential nature of the open comments and pivot table, these files will be locked with an additional password. These files may include statements or data which identify institution staff members, respondents or other individuals. We request that you read and adhere to our terms on confidentiality and acknowledge your agreement by email. Our confidentiality agreement will be sent to you in advance of the release of any data.

Breakdown Sheet – an Excel spreadsheet of the main survey questions with breakdowns by the key demographics e.g. study level, nationality, academic department/school, area of study etc. Institution results are provided as both percentages and mean scores.

PDF Presentation of overall Coimbra Group findings - you will also be provided with a copy of the Coimbra Group PDF report. Your institution will be anonymised within the report, and you may identify your institution with a Letter code.

The anonymised institution data will be shared with Coimbra Group within a datafile (all names and emails removed), for the purpose of further analysis. Anonymised data gathered in the GE-P surveys is shared with Warwick Applied Linguistics for research purposes and the development of training materials only.

How do we deliver your data?

Your files will be loaded onto a password protected online store; this is your 'Filestore'. Filestore enables one or many institution staff to log in and view/download the files. We will contact you once the files are ready for download. If you need a reminder of the log-in details, please contact a member of the team.

How is the data stored?

i-graduate holds data which identifies individuals though this information is kept confidential. Names and emails of respondents are not reported back to institutions.

The anonymised institution data will be shared with Coimbra Group within a datafile (all names and emails removed), for the purpose of further analysis and reporting. Anonymised data is also shared with Warwick Applied Linguistics for the purpose of academic research purposes and the development of training materials only.

For more details on our privacy policy please visit:

http://www.i-graduate.org/privacy-policy

What happens if we need extra analysis of results?

We are happy to perform additional analysis on your results. If you require additional analysis of particular areas or topics, this can be arranged at additional cost. Please contact your account manager, who will be happy to help.

Additional Services

Distance Education/E-Learning (DE) Barometer

The Distance Education Barometer can survey your online learners with an adapted question set integrated within the Student Barometer survey. Reporting is separate from the main Barometer reporting, and shows the results for your DE students compared with a DE benchmark.

Transnational Education (TNE) Barometer

The Transnational Education Barometer is an adapted survey that can be sent to students studying on overseas campuses and at partner institutions. Please note that the associated costs are negotiable based on the size of your transnational student population.

Student Barometer / International Student (SB / ISB) Barometer

The (International) Student Barometer can survey up your on campus student population. Reporting is shows the results for your international and domestic students compared with ISB benchmarks. It covers all areas of the student decision-making, and experience across arrivals, learning, living and support.

Please contact your account manager for further information about any of our additional services.

Contact Information

Throughout the process you'll be in touch with a dedicated account manager who will be there every step of the way. The contact details of the UK head office and your country representative are below:

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