

APAIE 2024



PERTH, AUSTRALIA 4-8 MARCH 2024

#APAIE24

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Collaborating for sustainable impact: partnerships across the Asia Pacific

APAIE Perth 4 - 8 March 2024

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Session 16F: Thurs 7th March, 12:00 – 12:30

What Makes Students Happy and Satisfied - A Global Perspective

Guy Perring
i-Graduate, Malaysia

Linley Lord
Curtin Singapore, Singapore

Siti Fariza
Sunway University, Malaysia

Chair

Guy Perring
i-Graduate, Malaysia

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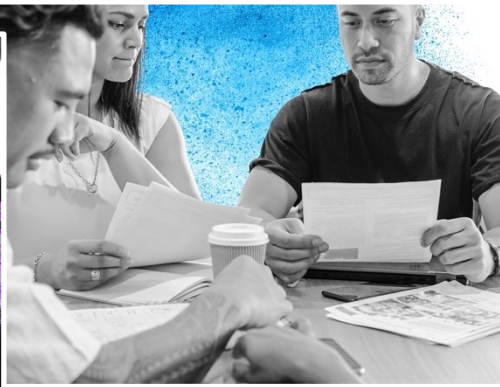
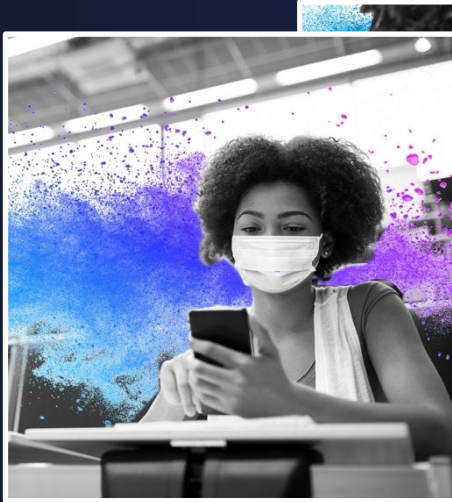


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TRIBAL

i-graduate

Providing comparative insights to the worldwide education sector to help institutions track, benchmark and improve student and stakeholder experience across the entire student journey.

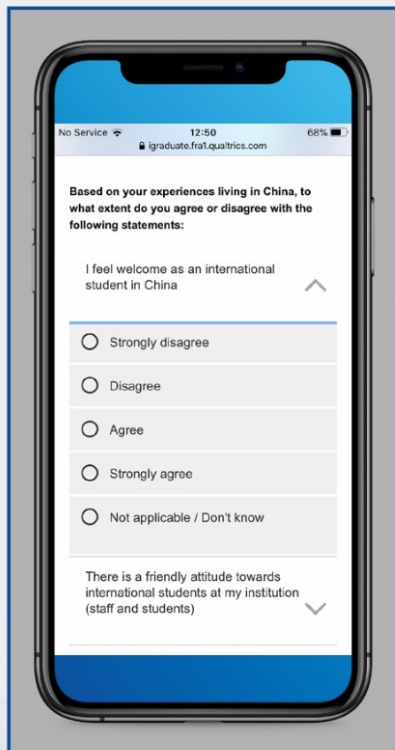
Process summary and time scale

Students invited to feedback from September 2022 to December 2022 in the Northern Hemisphere and March 2023 to June 2023 in the Southern Hemisphere.

116,881 international students and 62,685 domestic students responded from 141 universities in 18 countries.

Institution-specific results compared against comparator groups, national and international benchmarks.

Reporting: in person, confidential and customised to each institution.



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

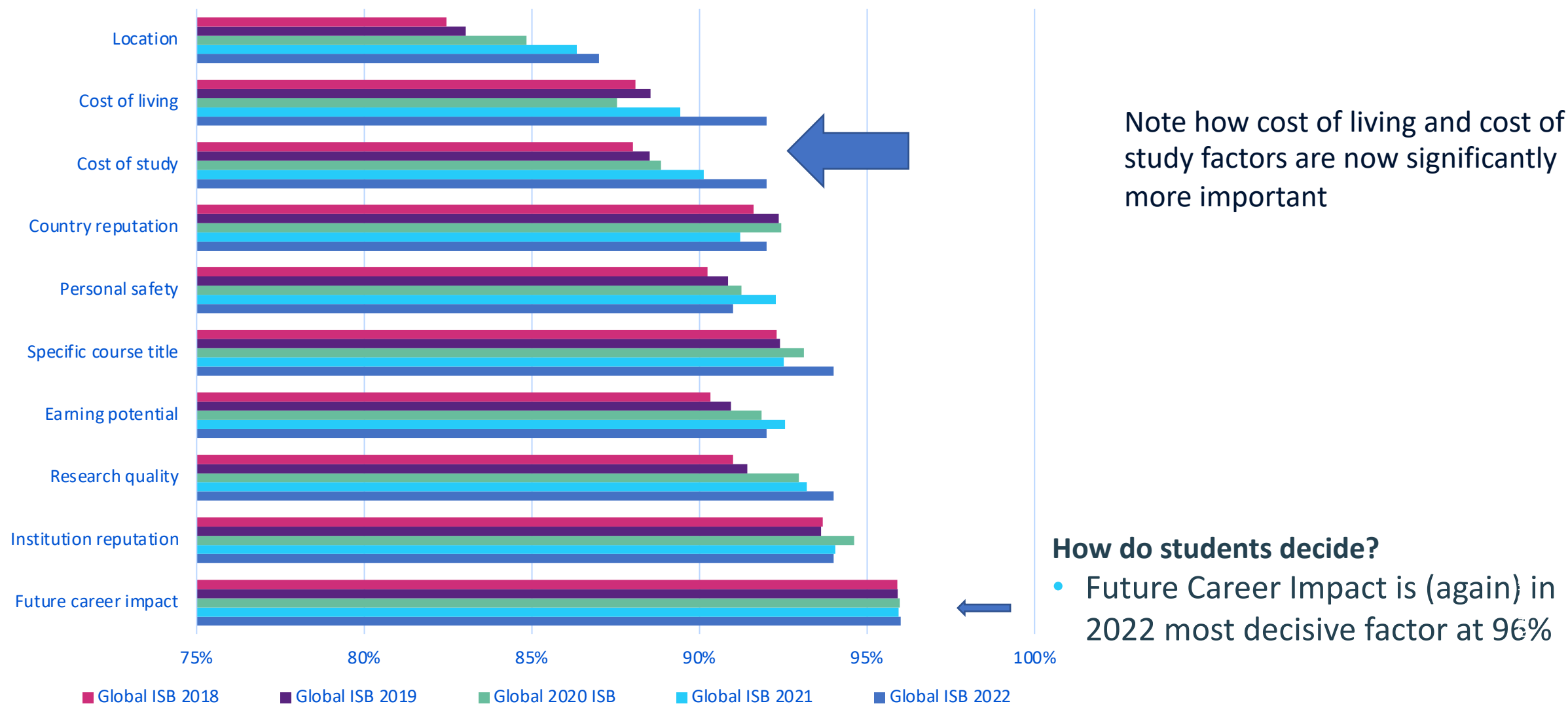
Support

Support
Services

Careers &
Future Plans

Student
Wellbeing &
Inclusivity

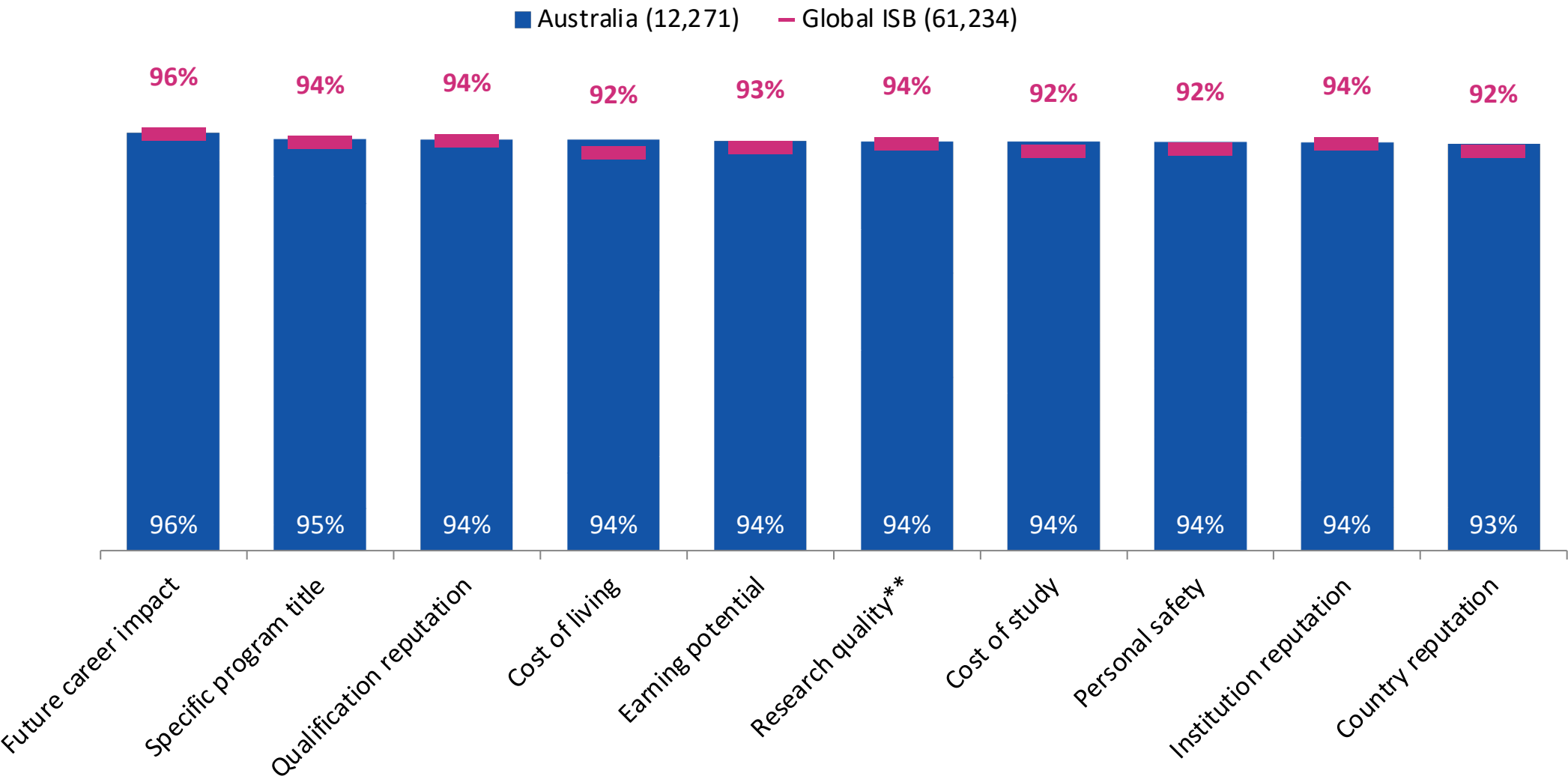
Key Decision Making Factors(2018-2022)



Source: i-graduate, International Student Barometer

Top 10 factors in study decision

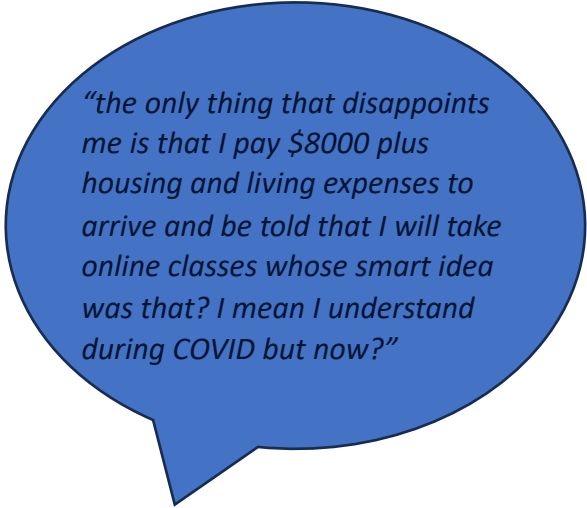
(% Important or Very important)



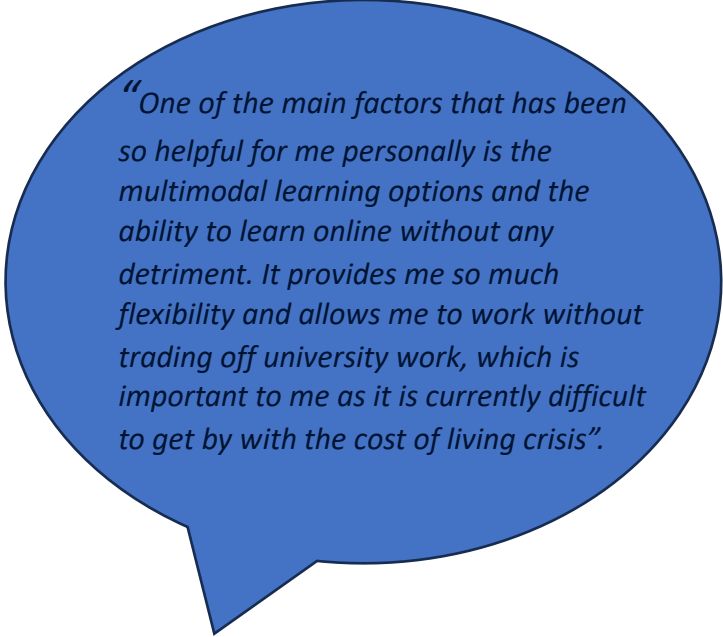
How important were the following factors when deciding where to study?

Online learning vs in-person learning

- Satisfaction with online learning was initially low.
- Considerable improvements in the provision of online learning.
- **Institutional success at providing online delivery changed what international students want.**
- Just 24% of international students globally claim they would not like any of the lectures online 30% would not like any online tutorials.
- Preference for a **hybrid** learning model is around flexibility allowing students to **balance their studies** with other commitments such as work, family or personal pursuits.
- International students especially really value having access to **online recordings of lectures** this is particularly useful for students who are not native speakers and may struggle with what has been said.

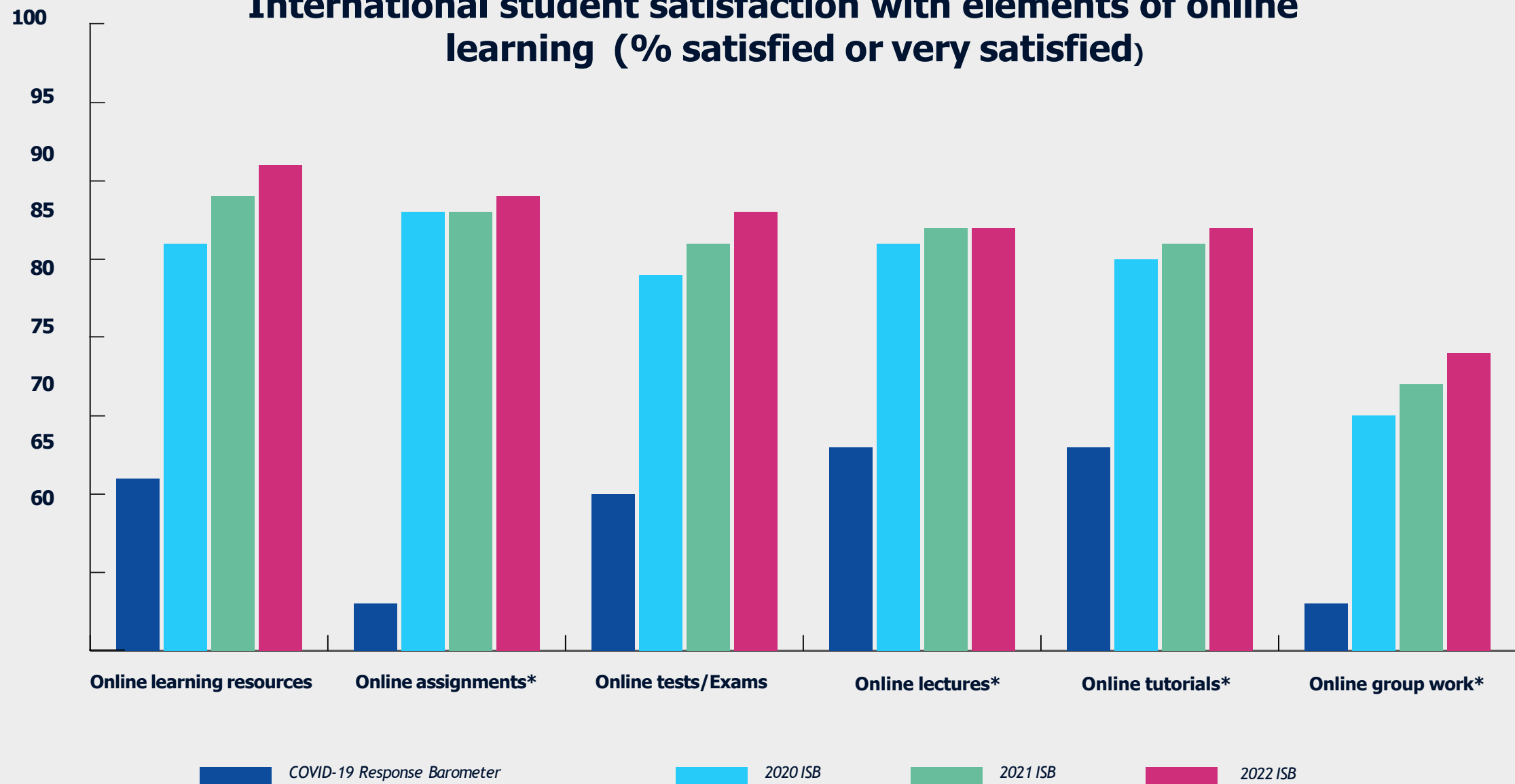


"the only thing that disappoints me is that I pay \$8000 plus housing and living expenses to arrive and be told that I will take online classes whose smart idea was that? I mean I understand during COVID but now?"



"One of the main factors that has been so helpful for me personally is the multimodal learning options and the ability to learn online without any detriment. It provides me so much flexibility and allows me to work without trading off university work, which is important to me as it is currently difficult to get by with the cost of living crisis".

International student satisfaction with elements of online learning (% satisfied or very satisfied)

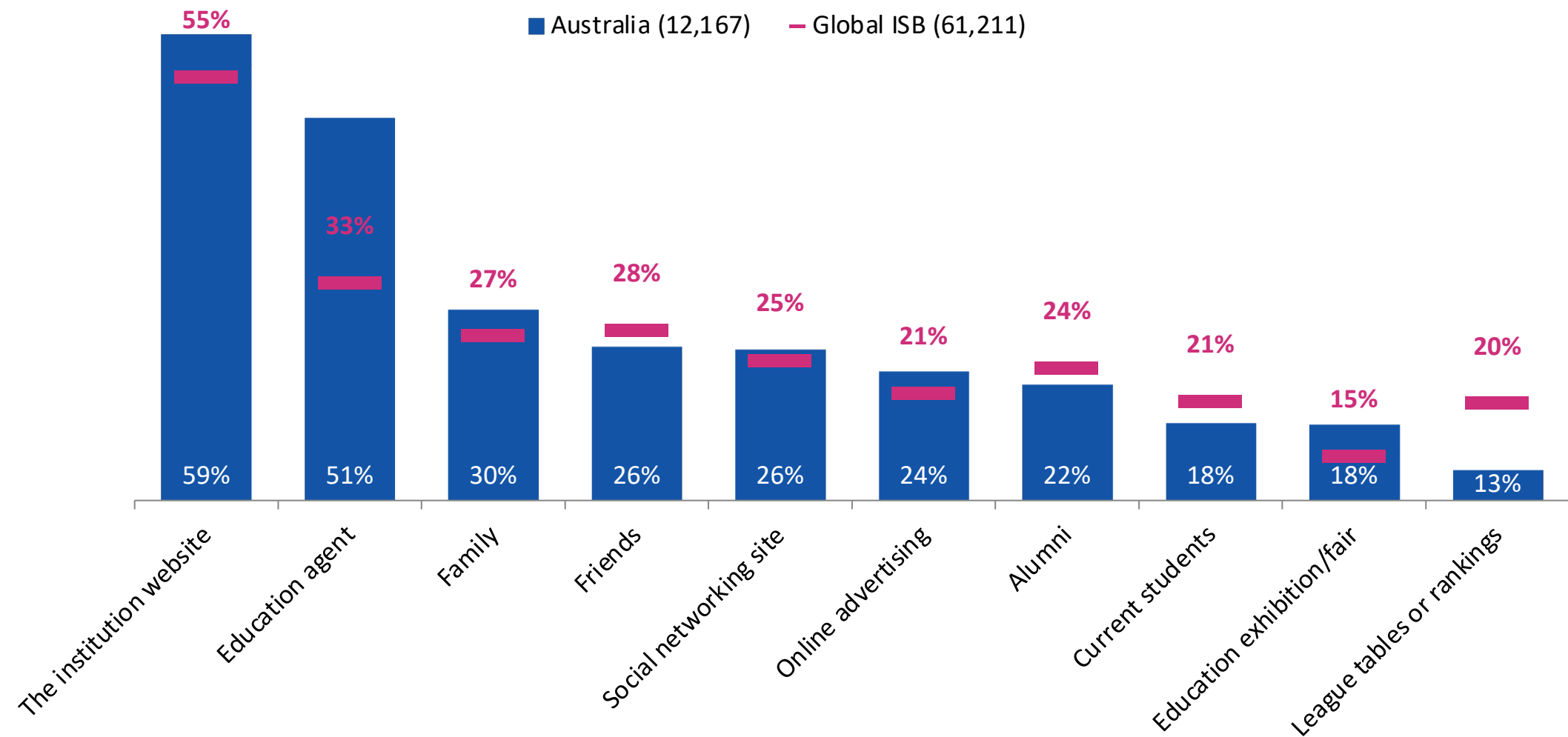


Propensity to recommend

Australia (19,000)	2023 vs 2021		Global ISB (88,720)		PGT (8,415)	UG (7,693)	PGR (2,432)
33%	11%	I would actively encourage people to apply	34%		35%	27%	41%
79%			80%				
46%	1%	If asked, I would encourage people to apply	45%		44%	49%	41%
16%	-7%	I would neither encourage nor discourage people to apply	16%		15%	19%	13%
3%	-3%	If asked, I would discourage people from applying	3%		3%	3%	3%
1%	-1%	I would actively discourage people from applying	2%		2%	1%	1%

Based on your impressions AT THIS STAGE IN THE YEAR, would you recommend this institution to other students thinking of applying here?

Top 10 influencers (choice of institution)



Which of the following helped you to choose this institution?

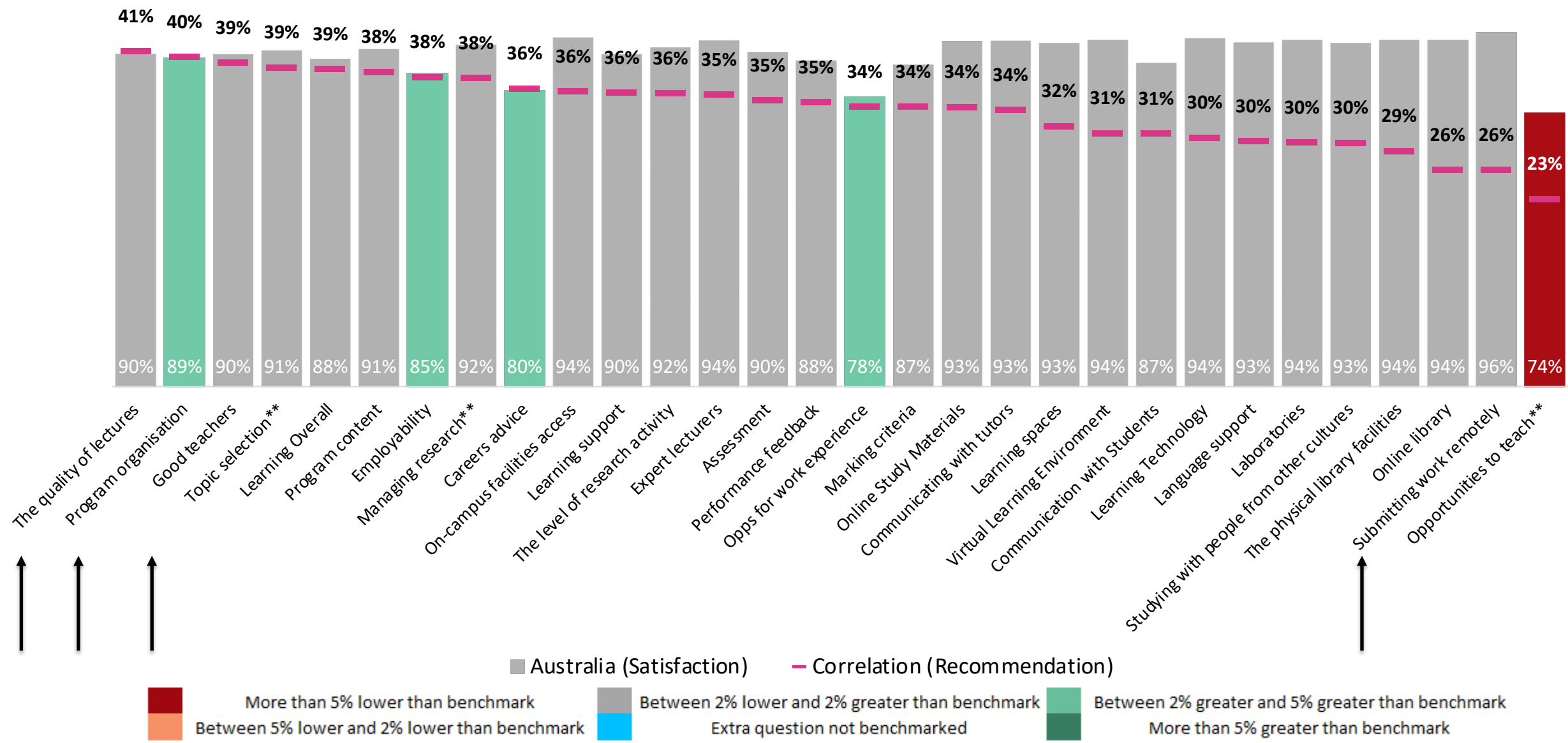
Measuring ‘what is important’ to students



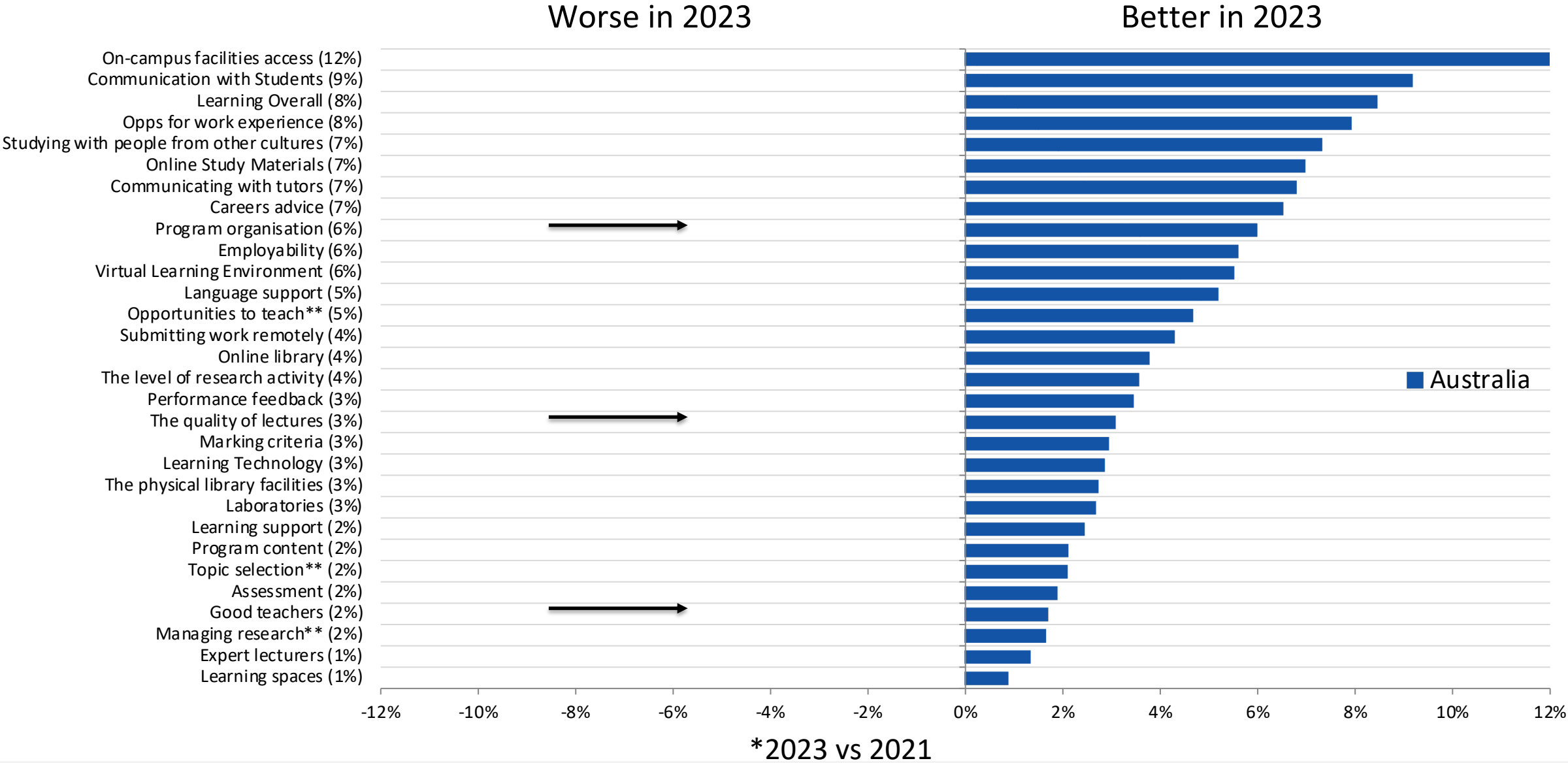
How it works

- Each student's satisfaction scores (for each of the Arrival, Learning, Living and Support elements) are correlated with their score for their 'likelihood to recommend' their university.
- A high correlation (positive or negative) means that scores for that element are strongly related to the scores given for the likelihood to recommend.
- In this way, Derived Importance helps identify which factors have the greatest impact on students, and on them recommending the university to others.

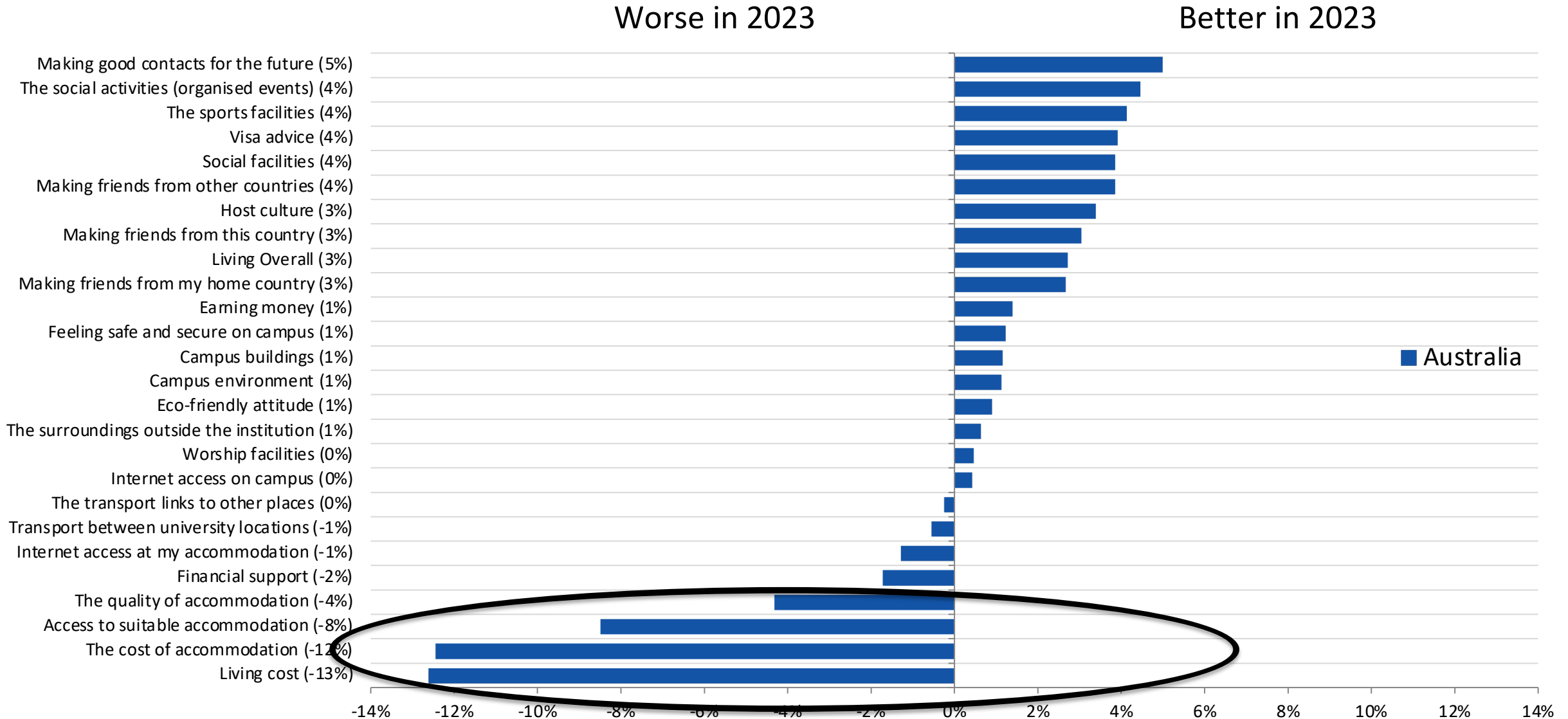
Derived importance – Learning



Learning satisfaction (year-on-year)



Living satisfaction (year on year)

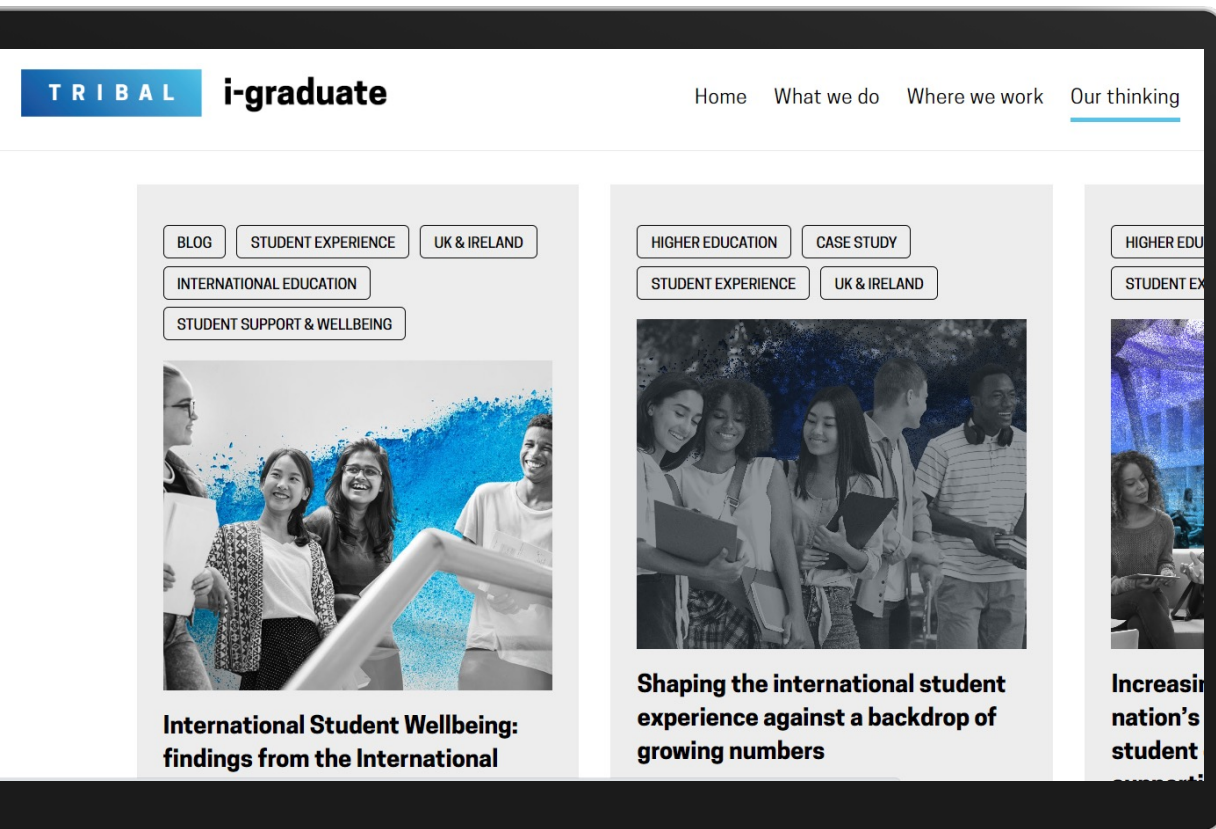


*2023 vs 2021

What do institutions need to get right!!

Living Elements	Learning Elements
Making good contacts for the future	Course organization
Campus buildings	Course content
Campus environment	Good teachers
Social facilities	The quality of lectures
Social activities	Employability

The above elements have the highest correlation with recommendation globally, so it is incumbent for institutions to get these items correct if you expect your students to be both satisfied with their experience and also likely to recommend the institution to others



For expert articles, ISB case studies and specialist reports, visit i-graduate.org

For details of the next survey, including:

- How to take part
- Timelines and deadlines
- Survey set-up options
- Your reporting dashboards

Please contact Guy:

Guy.Perring@i-graduate.org

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Curtin Singapore

Professor Linley Lord
Pro Vice-Chancellor and
President



Curtin University Vision

*Through partnership,
we will make a
difference for people
and our planet*

CURTIN 2030



ENCIRCLING THE INDIAN OCEAN RIM





Curtin: A Global University

STRATEGY

A global focus, a core part of the University's strategy. A global campus network around the Indian Ocean Rim.

STUDENT

We cultivate global talents equipping them with knowledge, skills, and networks to make a difference globally. Our students come from 120 + countries and consists of 25% of our student population.

STAFF

Staff come from five different continents and work at seven campuses and in various regions, forming a unique global community which celebrates cultural diversity and demonstrate Curtin's values.

TEACHING & LEARNING

We have a globally integrated teaching and learning system and experience. Our curriculums and courses are globally relevant.

RESEARCH

Delivering and collaborating on world-class research, tackling local and global challenges, aiming for a sustainable global future.

ENGAGEMENT

Taking a holistic approach, we engage with key stakeholders globally, and collaborating in the knowledge and value co-creation processes.



Major Impact



Student Recruitment and Admissions

Over 4000
Over 550
Around 300
1000+

Total international student commencements in 2023
Curtin English students enrolled in 2023
Curtin agents recruiting international students
Agent branches around the world

Global Partnership

Nearly 70
50
Over 300
Nearly 70%

Active partnerships
International sponsors
Sponsored international students in 2023
Curtin research publications have international affiliation (2021)

TNE & Global Campus

Over 120
Nearly 300
Nearly 6000

Articulation Agreements
Students came to Curtin in 2023 through our partnership pipeline
Students at global campuses (EFTSL)

Curtin Singapore

**Feb
2024**



**Approx.
3,060**

Student enrolment

Pathway 26%

Excluding English

Undergraduate 63%

Postgraduate 11%

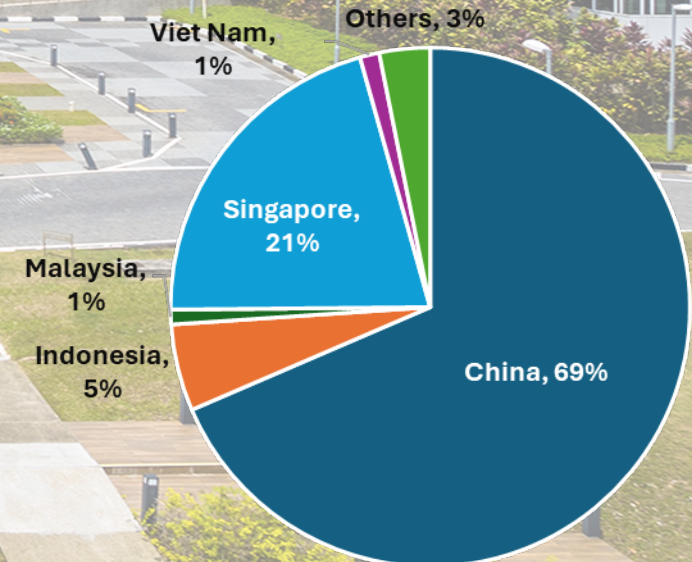
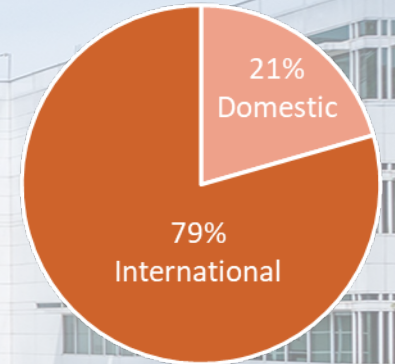
**65%
Business**

**15%
Health
Sciences**

**7%
Humanities**

**3%
Science &
Engineering**

**11%
English**



What do we do with the results

Track trend data



Curtin Singapore has been participating since 2018. We can now measure improvement – or decline over time

Benchmark



One of the requirements from our regulator in Singapore is that we benchmark ourselves against others in the sector.

We benchmark against

- ✓ Curtin University overall results
- ✓ Other Curtin Global campuses
- ✓ Universities in the region

Reporting



The results are reported to the

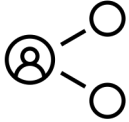
- ✓ Curtin Singapore Academic Board
- ✓ Curtin University's Global Positioning Committee
- ✓ Joint Management Committee meetings with our partner in Singapore
- ✓ Help inform our yearly Strategy on a Page

The value to the University and the campus

 Evidence based decision making

 Increased understanding of students' decision making

 Ability to track progress

 Sharing what works at Curtin Singapore – and learning from the other campuses

 Early warning system

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What Makes Students Happy and Satisfied: A Global Perspective



Presented by
Siti Fariza Mohd Dahlan
Director – University Services

***For APAIE 2024 Collaborating for sustainable impact: partnerships across
the Asia Pacific Stream: Student experience and well-being @ Perth, Australia***

7th March 2024

Sunway University Quick Facts



10,000

STUDENTS



86

ACADEMIC
PROGRAMMES



8

ACADEMIC
SCHOOLS



18

RESEARCH
CENTRES



**NOT FOR
PROFIT**
PRIVATE
UNIVERSITY

Business, Arts, Engineering & Technology, Medical & Life Sciences, Hospitality & Services Management, Education, Mathematical Sciences, American Education

RANKED
#586 GLOBALLY



QS World University Rankings 2024

RANKED
#103



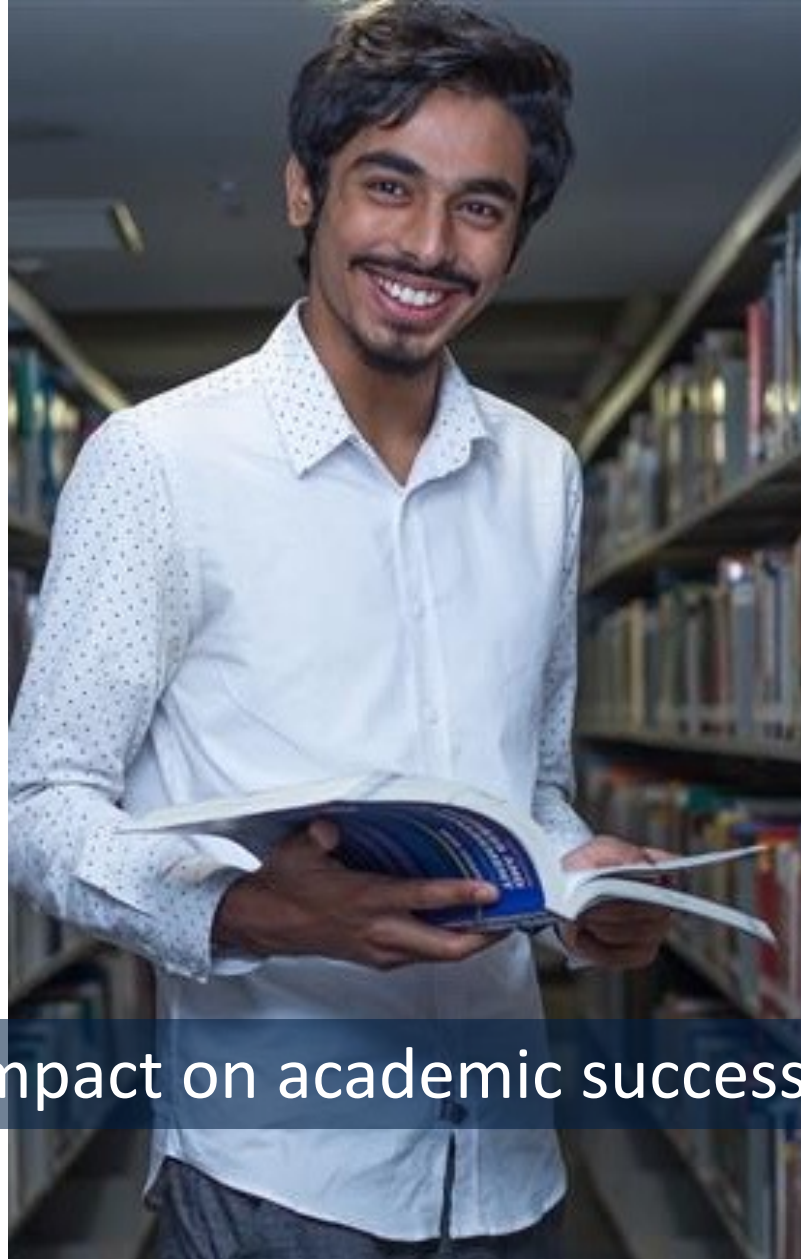
ASIA | 2024

22 in South East Asia

11 in Malaysia



Importance of Student Happiness



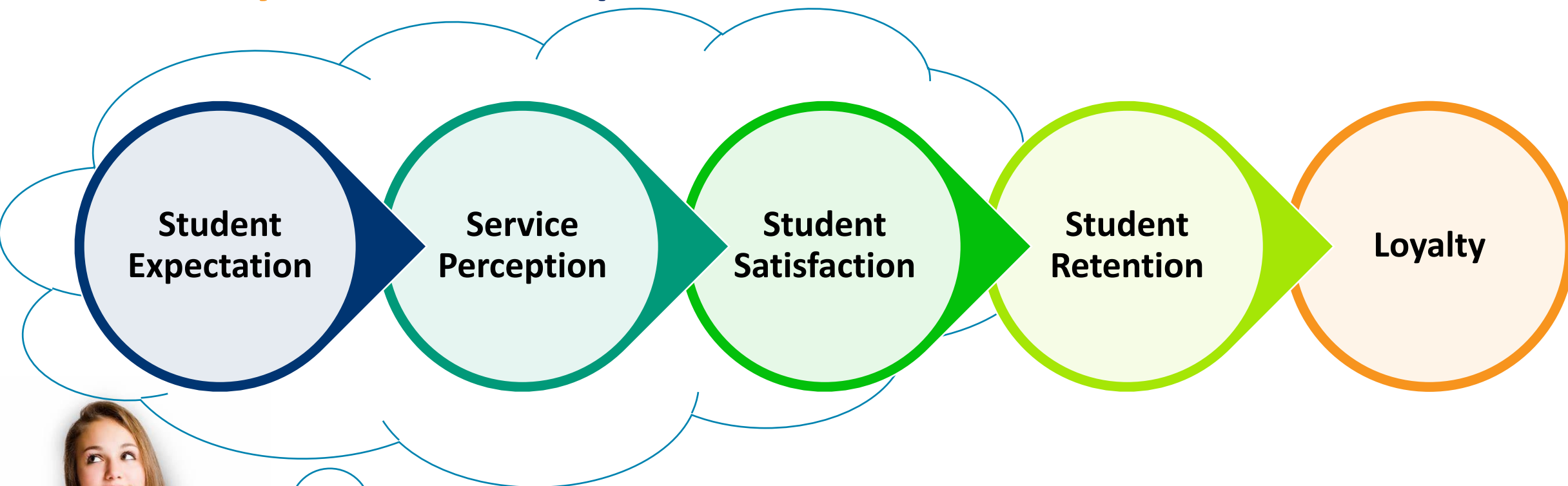
Student happiness has an impact on academic success and overall well-being

Student Experience

01

“Student experience plays a crucial role in shaping happiness levels”

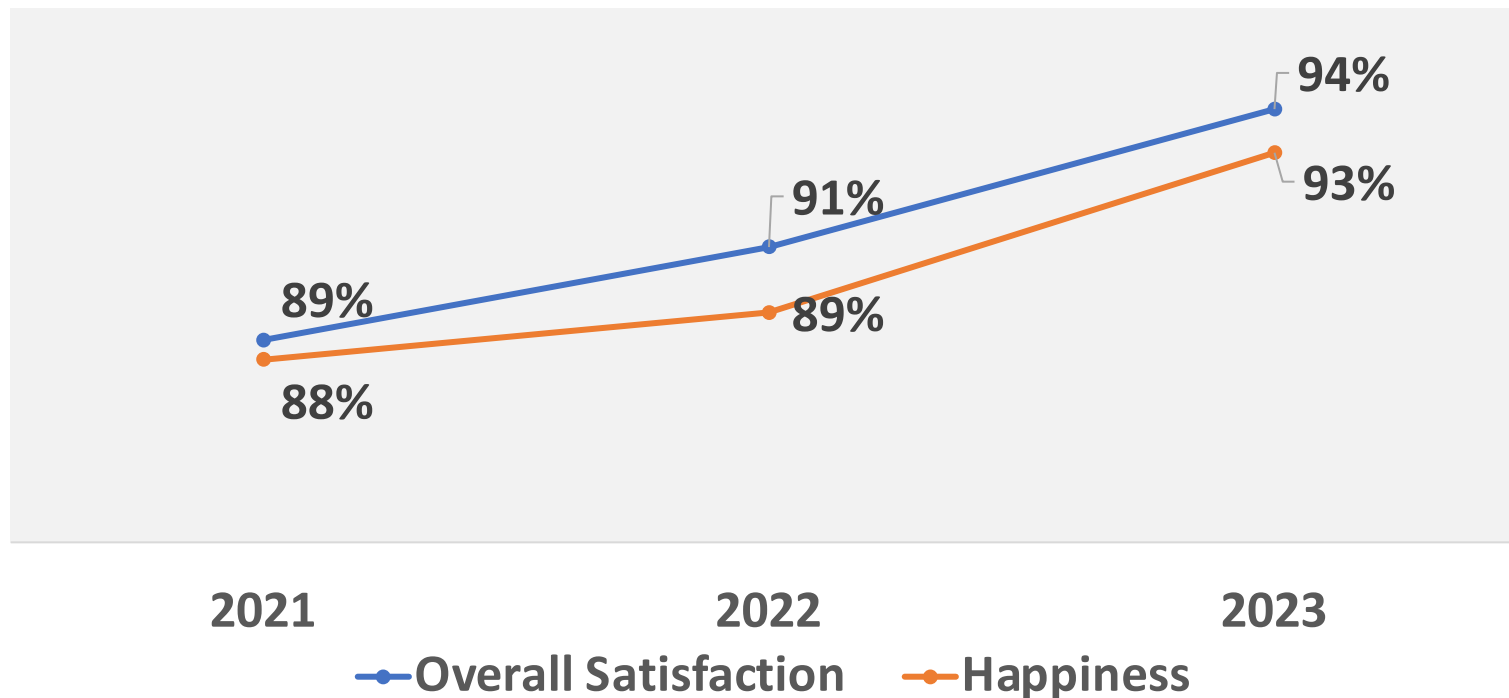
Quality of Student Experience



Analysis of Student Experience

02

i-graduate | ISB Happiness vs Overall Satisfaction



Q1: Overall, how satisfied are you with all aspects of your experience at Sunway University?

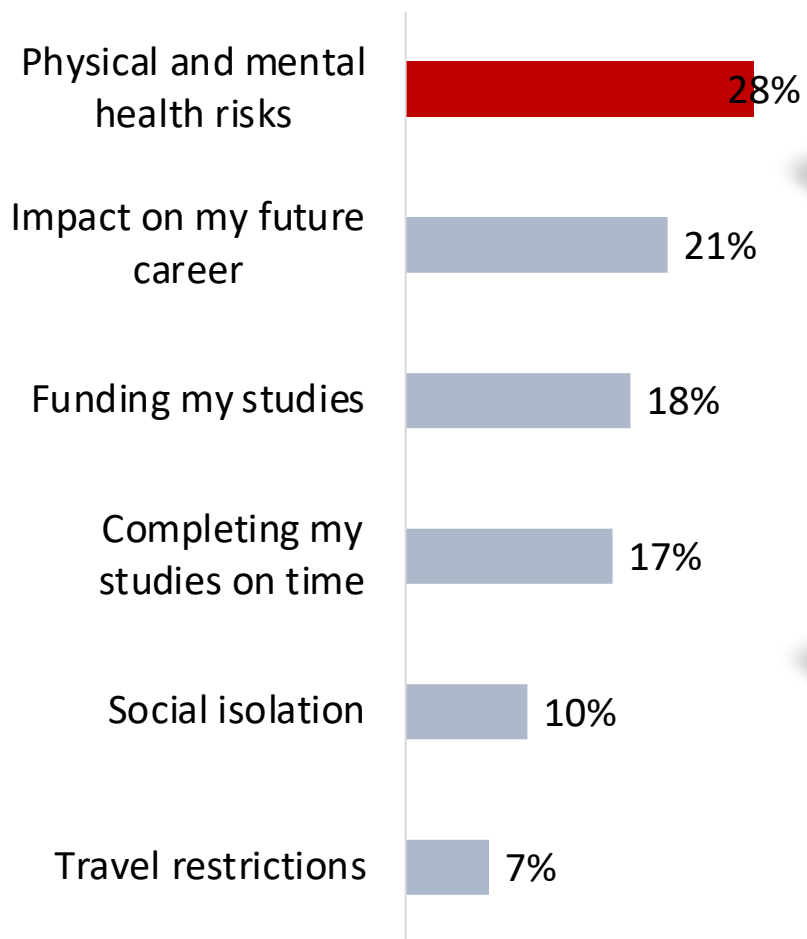
Q2: Overall, how happy are you with your life at Sunway University at this stage in the year?

→ Positive correlation between student overall satisfaction and happiness level



Mental Health Support

What Students Concern Most about
COVID-19 (2020 Covid-19 Response
Barometer)



Individual
Counseling



Group
Counseling



Workshops &
Talks



Counseling Awareness
Programme



Counseling
Resources



Mental
Health
Screening



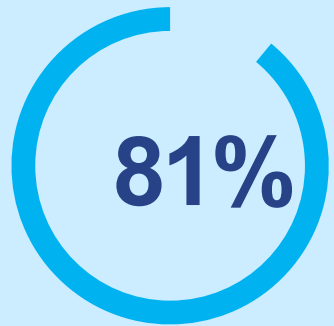
WE-CARE
Team



Peer Counseling
Volunteers

Happiness & Sense of Belonging (SUN-U ISB 2023)

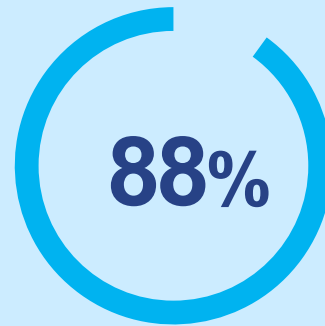
Sense of Belonging



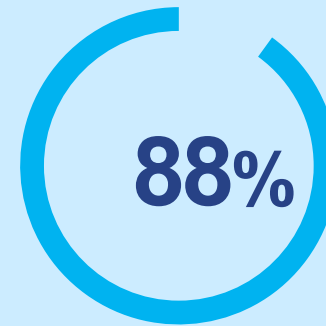
Pakistan



Indonesia



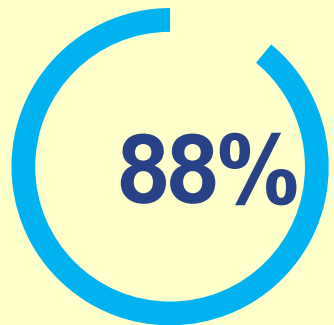
China



Japan



India



Happiness

Happiness Influencing Factors

03

Happiness Influencing Factors



International Student Expectations | Decision Making

Immigration Affairs

Visa Process

Cost

Cost of Study
Cost of Living
Scholarship

Career-ready

Future Career Impact
Earning potential
Specific programme title

Reputation

Institution Reputation
Country Reputation

Living

Personal Safety
Social Life
Work Opportunities

* Top 10 – Derived Importance



Learning Aspects



Orientation

- Academic registration
- Formal welcome at the institution
- Introduction to support services
- Making friends from other countries
- Making friends from my home country
- Making friends from this country
- Orientation social activities



Teaching & Learning

- Programme organisation
- Quality of lectures
- Employability
- Programme content
- Learning support
- Learning spaces
- Learning facilities
- Online learning



Career Support

- Advice / Support
- Internship Placement
- Training
- Network with Alumni
- Employment

Campus Experience & Support

A photograph of four students sitting on a green lawn in a campus setting. On the left, a young man in a blue shirt and khaki pants sits cross-legged, looking towards the others. Next to him is a young woman in a red and white striped shirt and blue jeans, also sitting cross-legged and smiling. To her right is a young man in a purple hoodie and blue jeans, sitting cross-legged and looking at the woman on the far right. On the far right is a young woman in a light blue long-sleeved shirt and blue jeans, sitting cross-legged and looking back at the man in the purple hoodie. They are all smiling and appear to be in a friendly conversation. In the background, there is a soccer field with a goalpost and some trees.

Library Service
Campus Cafeteria
IT Services
Student LIFE
International Office
Student Council
Clubs/Societies
Accommodation Office
Financial Services
Counseling Services

Feedback

I feel very
welcomed and
supported.

Facilities are
clean

Mostly, I enjoy studying
here, especially the
teachers are very
enthusiastic in teaching

The environment around
campus brings a happy
life to students and the
lecturers are willing to
guide students through
their journey.

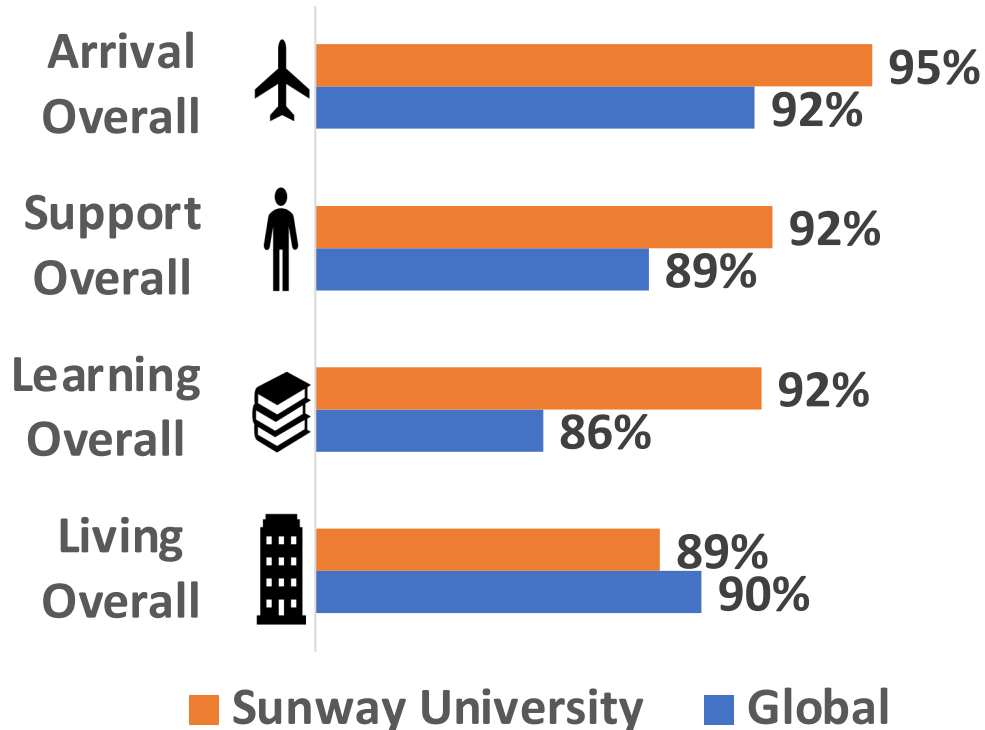
Advanced facilities,
clean environment, dual
certification, Number 1
employability nationally
and various events
happening

I love the
atmosphere here
and the diversity of
the people

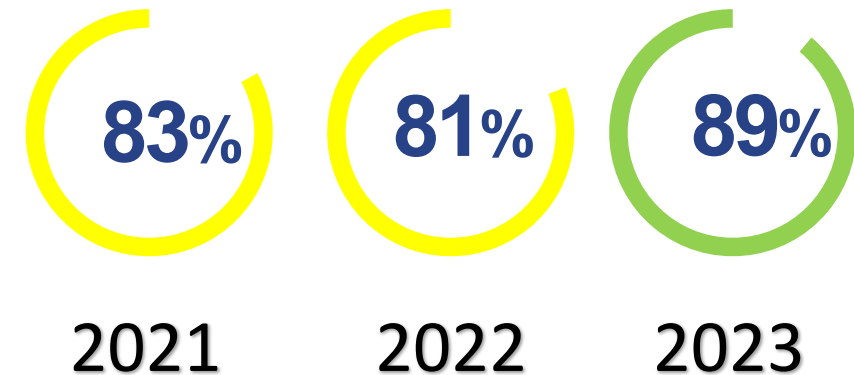
Summary

05

Student Barometer ISB 2023



Value for Money



Student happiness has a profound impact on their academic success and overall well being.
By investing in their experiences, we're not just shaping their time at university; we're shaping their futures.



SUNWAY
UNIVERSITY

THANK YOU

Siti Fariza Mohd Dahlan
Director – University Services
sitifarizad@sunway.edu.my

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