



Ottawa, 20 November 2018

Data to Action

Best Practices in Evidence-Based Decision Making for International Student Success



CBIE
2018
OTTAWA
18-21 NOV



Today's Presenters

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Director, Expertise in Labour Mobility

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Data to action: WWW?



NANNETTE RIPMEESTER
Director, Expertise in Labour Mobility

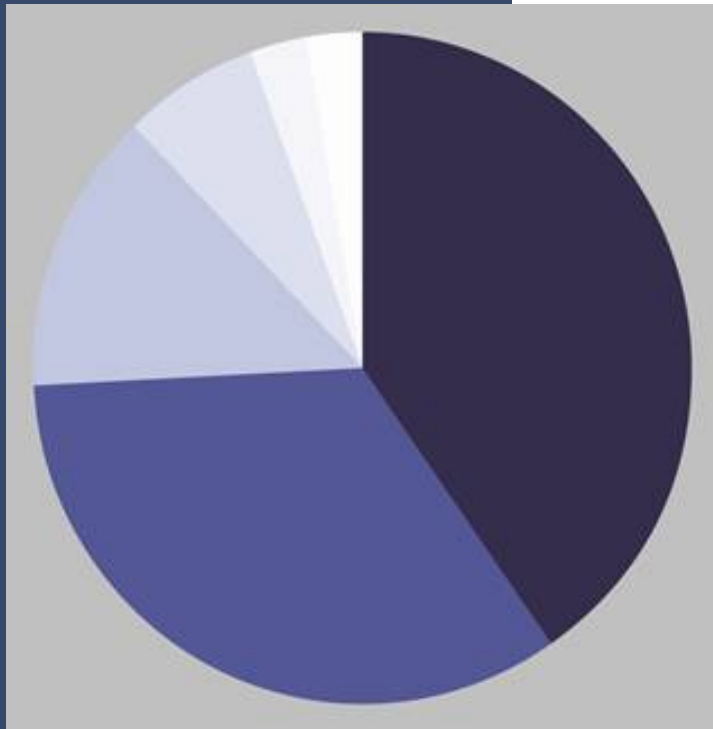


WWW? Or HHHH?

Data to action:

- why do we need data?
- what data do we need?
- where do we get data from?
- how should we use data?
- how to make an impact with data?
- how to make sure the data works for you?
- how to ensure you work with the data?

WHY DATA MATTERS?



DATA INSPIRES PROGRESS

- FOR THE STUDENTS
- FOR THE UNIVERSITY
- FOR THE SOCIETY

Understanding your students

Taking informed decisions

Improving your performance

WHAT KIND OF DATA DO WE NEED?

Defining the right question to go for the right data

WHAT IS YOUR FOCUS

- Attracting (international) students?
- Increasing retention?
- Improving student satisfaction?
- Understanding graduate employability outcomes?
- Provide better feedback to students?
- Revising curriculum?
- Enhance teaching & learning?
- ...



- **Demographics**
- **Enrollment & Completion of Studies**
- **Student Experience & Satisfaction**
- **Student Engagement & Attendance**
- **Employability Outcomes**

WHERE DO YOU GET YOUR **DATA** FROM?

Data should be:

Fit for purpose

Reliable

Accurate

Consistent



One data source might not be enough (combine & connect)

One time is not enough (update & compare)

HOW TO USE THE DATA?

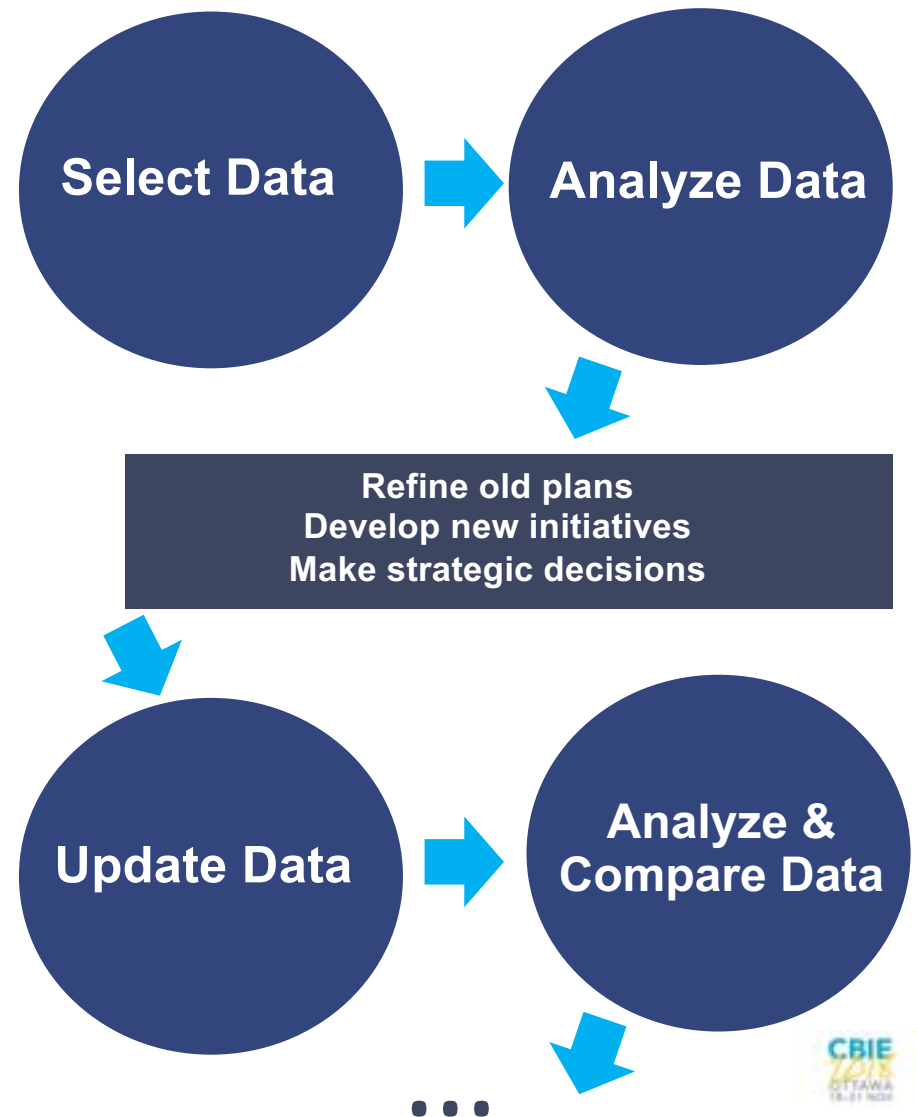
Evaluate performance – ‘Know thyself’

Provide strategic input to key decisions

Develop targeted communications

Convince leadership & discuss (smoothly) with administrative units using evidence

Optimize resource allocation



MAKING AN IMPACT

Examples

Remodeling Career Services (Finland)

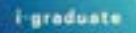


So, career and employability...

ISB INDICATED: THE STUDENTS ARE MAINLY DISSATISFIED
DECLINER STUDY INDICATED: IT IS AN IMPORTANT ASPECT
FOCUS GROUPS INDICATED: WE WERE DOING THIS POORLY

THEREFORE:
WE DISCONTINUED THE CENTRALISED CAREER SERVICES

Attracting International Students (Germany)



- developed a focused update of its internationalisation strategy
- Containing structured marketing, outreach and recruitment strategies
- increased its number of international students by 40%
- increased its percentage of international PhD students to 25%
- went from #75 to #30 in the THE 150 under 50

But also improvement in **Student Satisfaction (NL)**
and in **Governmental Support (AU)**

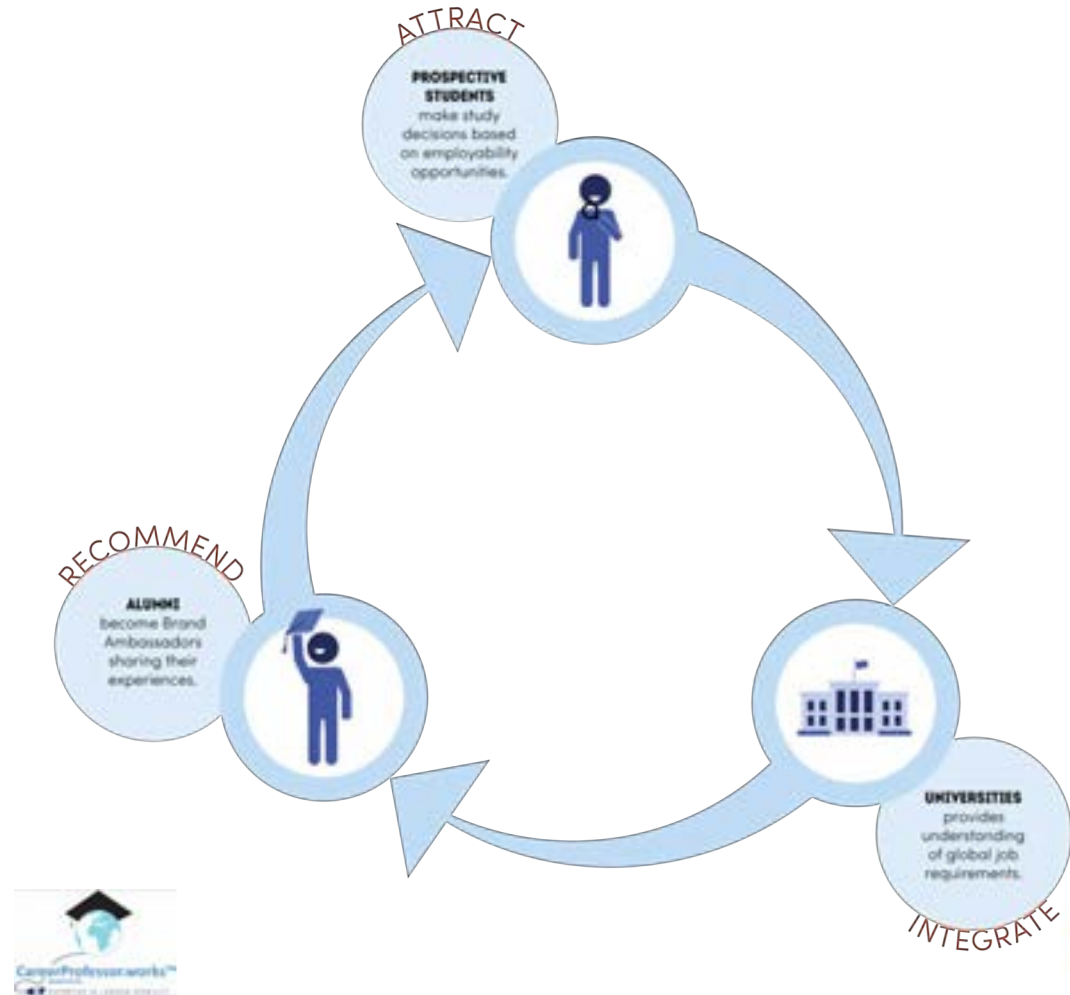
LEVERAGING YOUR DATA

Train staff to understand
and analyze data

Interconnect data outcomes
for utmost results

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Based on ISB data we developed a scalable
solution for global graduate employability
outcomes: careerprofessor.works



WENDY LUTHER

President & CEO
EduNova Co-operative Ltd.

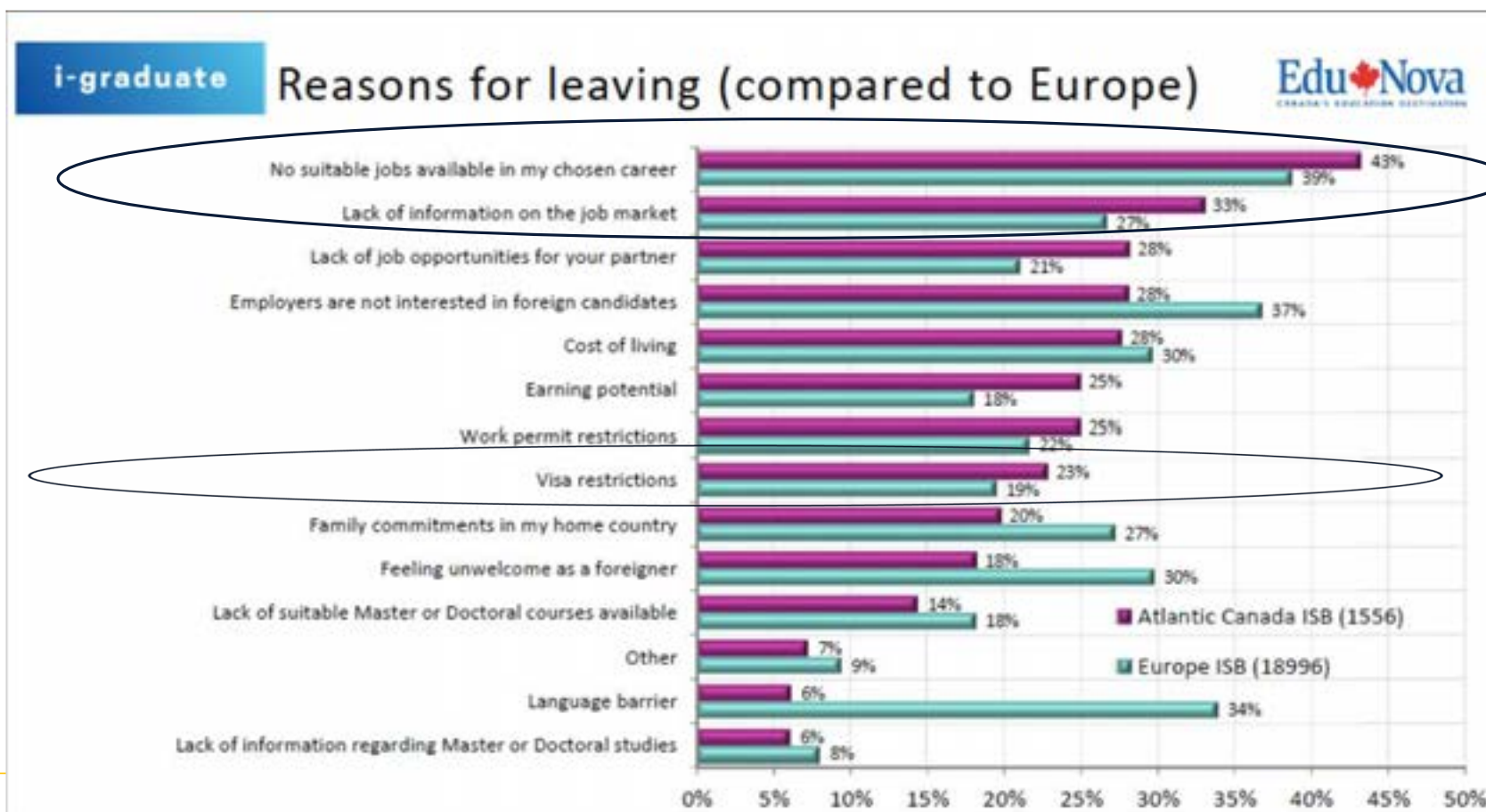


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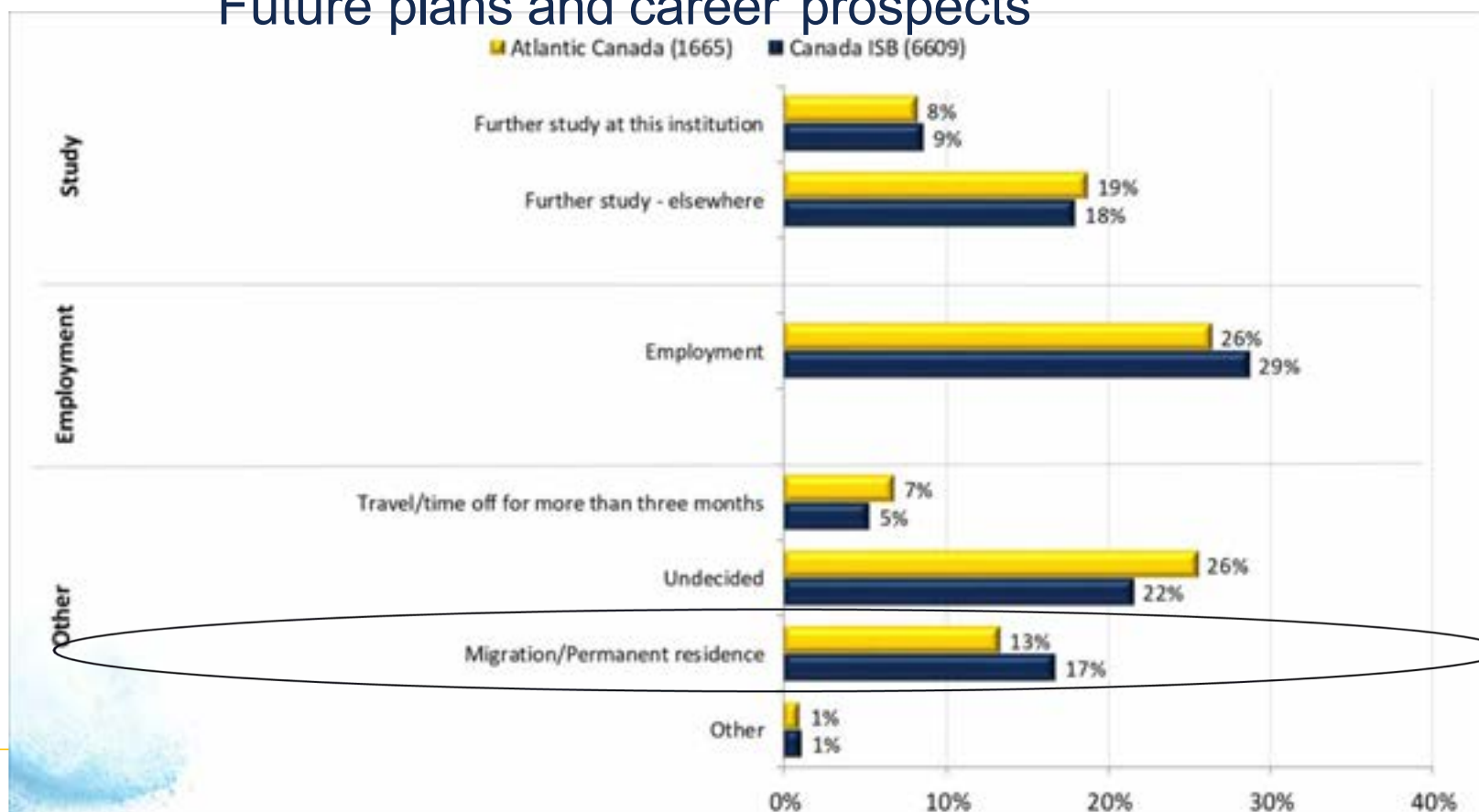
- **Using data at a regional level**
- **Data to inform policy and programing**
- **Debunking myths about barriers for international students**
- **Being intentional about sharing data results with stakeholders**
- **How survey questions are worded leads to vastly different responses**

Part 2



Part 2

Future plans and career prospects



Part 2

i-graduate

Future plans and career prospects

EduNova
CANADA'S EDUCATION DESTINATION

■ Atlantic Canada ISB (1665) ■ Europe ISB (19751)

Study

Further study at this institution

8% 12%

Further study - elsewhere

19% 25%

Employment

Employment

26% 35%

Other

Travel/time off for more than three months

7%

6%

Undecided

26%

19%

Other

1%

2%

0% 10% 20% 30% 40%

Part 2

EduNova
CANADA'S EDUCATION DESTINATION

STAY IN NOVA SCOTIA



Winner of Association of the year
www.aucc.ca



Shortlisted for Student support award
Celebrating achievement and innovation in international education
www.iau.org



2015-2016
Outstanding Achievement in
Recognition for the
Field of Career
Planning

Atlantic Canada Study and Stay™ Nova Scotia

(formerly Stay in Nova Scotia Program)

Your future belongs here.

Part 2



Program Components (final year int'l students):

- Individually designated mentor
- Student retreat to rural area of Nova Scotia
- Workshops (resume writing, personal branding, career planning, LinkedIn etc.)
- One-on-one career support
- Professional Networking opportunities
- ~~BEST Conference~~



Program Components (int'l students recruited into the program in 2016-17: now in second year):

- Pre – arrival support (Airport Welcome)
- Workshops (language and early year transition)
- One-on-one transition support
- Newsletter as student engagement tool

Atlantic Canada Study and Stay – Nova Scotia

2018-2019 Cohort:

- 53 + 9 Int'l Students: 25 Nationalities
- 9 NS post-secondary institutions
- Rural and urban- across province

Outcomes:

- 82 % of 2016-17 cohort retained, 100% of 2017-18 cohort retained
- Quality of eligible students across institutions rose over time; 170 applicants in fall 2018 for 50 available seats in the program.



KATIE ORR

Director NSCC International, Nova
Scotia Community College

nscc



Data to action:

- Using data to make evidence-based decisions, strategies and investments at your institution



**You didn't fill out
the survey?**

**I don't know who you are....
But I will find you...**

- **Quality data – response rate strategies;
right questions**
- **Feedback session with stakeholders;
external advice on using data**
- **Comparative data year on year**
- **Action plan using data – includes
investments, new strategies and
expectation management**

NSCC is
"the best in the world"
in 10 categories

nscc outperforms the benchmark



1

Teaching ability of
faculty members/
lecturers



2

Quality of
classes



3

Learning support
(getting time from
lecturers & personal
support with learning)



4

Employability
(learning that will
help me get a good job)



5

Careers Advice
from academic staff
on job opportunities



6

Program content
(the academic content)



7

Program organization
(the smooth running
& organization
of the course)



8

Assessment
(fair & transparent
assessment of my work)



9

Grading Criteria
(explanation of marking/
assessment criteria)



10

Meeting
faculty members
(academic staff upon arrival)



nscc

is ranked

#1 in Canada in **34** categories
including orientation and welcome, making
Canadian friends, safety, learning spaces
and learning support

#1

in Canada
for happiness

#7
in the world



Room for improvement



Managing Expectations

ensure international students understand what to expect when they opt for a study experience @NSCC, ranging from transport on arrival to accommodation to meeting with other students



Visa Advice

6% lower than global (67% vs 83%).
Atlantic Canada: 78%

Elements	2013	2014	2015	2017	First year vs 2017
Physical library	83%	96%	93%	89%	6%
Multicultural	88%	94%	90%	94%	6%
Language support		89%	95%	93%	4%
Learning Overall	86%	93%	93%	90%	4%
LMS	91%	96%	96%	93%	2%
Technology	91%	98%	95%	93%	2%
Work experience		81%	86%	82%	1%
Online library	94%	95%	92%	93%	-1%
Quality classes	94%	93%	95%	93%	-1%
Program content	94%	93%	95%	93%	-2%
Research	94%	94%	90%	91%	-2%
Class size	94%	98%	98%	92%	-3%
Program organization	91%	95%	92%	88%	-3%
Teaching ability of faculty members	94%	95%	91%	91%	-3%
Expert faculty members	97%	98%	94%	94%	-3%
Grading criteria	94%	95%	90%	90%	-4%
Learning spaces	97%	98%	97%	93%	-4%
Laboratories		98%	97%	93%	-4%
Learning support	100%	96%	94%	94%	-6%
Assessment	100%	96%	96%	94%	-6%
Faculty members' English	100%	96%	96%	92%	-8%
Employability	97%	93%	93%	88%	-9%
Performance feedback	100%	95%	94%	91%	-9%
Careers advice (faculty members)	94%	84%	91%	84%	-10%

Elements	2013	2014	2015	2017	First year vs 2017
Social activities	67%	88%	86%	81%	15%
Home friends		73%	73%	80%	7%
Host culture	88%	91%	91%	93%	5%
Living Overall	83%	91%	87%	86%	3%
Social facilities	78%	90%	87%	81%	3%
Campus buildings	94%	98%	95%	97%	3%
Living cost	66%	58%	62%	65%	-1%
Earning money		57%	54%	56%	-1%
Internet access	91%	89%	85%	88%	-2%
Eco-friendly attitude	100%	96%	96%	97%	-3%
Visa advice	70%	69%	79%	67%	-3%
Campus environment	97%	95%	90%	93%	-4%
Good contacts	84%	90%	88%	81%	-4%
Safety	100%	98%	96%	96%	-4%
Making friends from Canada	85%	78%	82%	80%	-5%
Worship facilities		94%	84%	89%	-5%
Transportation links college	80%	82%	74%	74%	-6%
Financial support		62%	64%	54%	-7%
Other friends	93%	85%	86%	82%	-11%
Housing quality	97%	92%	85%	86%	-11%
Good place to be	100%	98%	94%	88%	-12%
Housing cost	83%	67%	66%	67%	-16%
Sport facilities		84%	76%	68%	-16%
Transportation links	86%	72%	69%	65%	-21%



The Student's Voice: National Results of the 2018 CBIE International Student Survey

CBIE August 2018

Figure 11: Study plans following current program of study

None, I do not have any plans to further my education	43%
Study for another degree/diploma at another Canadian educational institution	25%
Study for another degree/diploma at this institution	21%
Study for another degree/diploma in a country that is neither Canada nor my home country	7%
Study for another degree/diploma in my home country	4%

Figure 12: Employment plans following current program of study

Work permanently in Canada (become a permanent resident of Canada)	49%
Work for up to three years in Canada, before returning home	21%
None, I do not have any work-related plans	13%
Look for work in my home country	9%
Look for work in another country that is neither Canada nor my home country	5%
Return to previous job in my home country	3%

THANK YOU!

Q&A / Discussion

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