


2019
AIEA Annual Conference
What's Next?
Possibilities and Probabilities
in the Future of International
Higher Education

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

Nannette Ripmeester, Expertise in Labour Mobility
Wendy Luther, EduNova Cooperative Ltd
Katie Orr, Nova Scotia Community College



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What's Next?
Possibilities and Probabilities
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Higher Education

Today's Presenters (in speaking order)


 **NANNETTE RIPMEESTER**
 Director, Expertise in Labour Mobility

 **WENDY LUTHER**
 President & CEO,
 EduNova Co-operative Ltd.




 **KATIE ORR**
 Director NSCC
 International, Nova
 Scotia Community
 College




Data to action: WWW?



NANNETTE RIPMEESTER
 Director, Expertise in Labour Mobility


  




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DATA TO ACTION: WWW? Or HHHH?

Why do we need data?
What data do we need?
Where do we get data from?

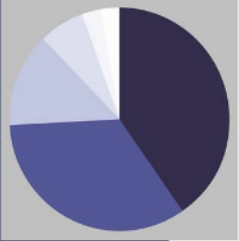


How should we use data?
How to make an impact with data?
How to make sure the data works for you?
How to ensure you work with the data?



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WHY DATA MATTERS?



DATA INSPIRES PROGRESS

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

- Understanding your students
- Taking informed decisions
- Improving your performance

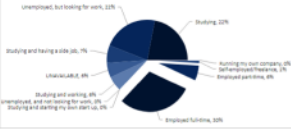
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WHAT KIND OF DATA DO WE NEED?

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?
- ...




Source: CareerProfessorworks

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

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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)

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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

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MAKING AN IMPACT

Examples

Attracting International Students (Germany)

1-graduate

- 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 #10 in the THE 150 under 50

Remodeling Career Services (Finland)

1-graduate

So, career and employability...

ISS INDICATED: THE STUDENTS ARE MAINLY DISSATISFIED

STUDY INDICATED: IT IS AN IMPORTANT ASPECT

FOCUS GROUPS INDICATED: WE WERE DOING THIS POORLY

THEREFORE:

WE DISCONTINUED THE CENTRALISED CAREER SERVICES

Source: EAIE i-graduate workshop, Geneva 2018

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LEVERAGING YOUR DATA

Based on ISB data we developed a scalable solution for global graduate employability outcomes, the app **careerprofessorworks**

Train staff to understand and analyze data

Interconnect data outcomes for utmost results

Move from data to action

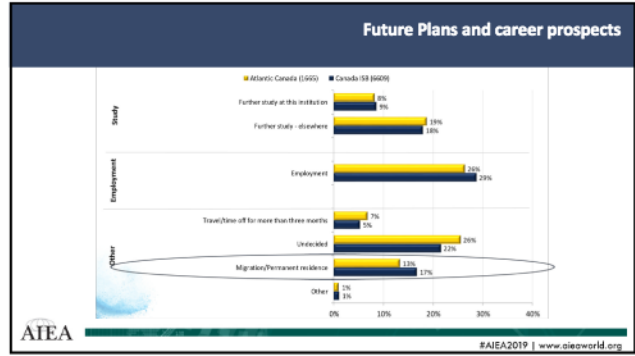
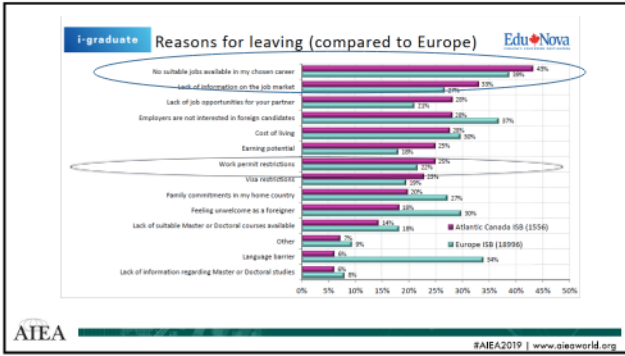
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WENDY LUTHER
President & CEO
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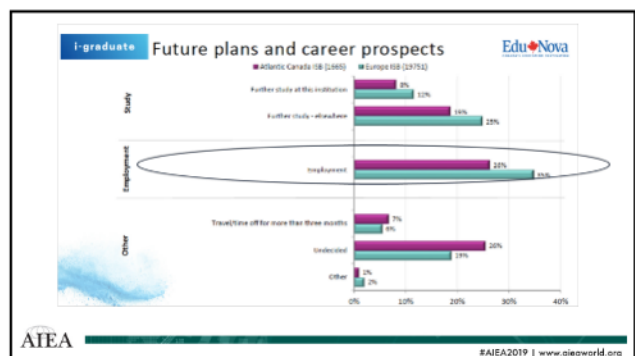
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- Using data at a regional level
- Data to inform policy and programing
- Debunking myths about barriers for international students
- Being intentional about sharing data results with stakeholders
- How survey questions are worded leads to vastly different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

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SURVEY	FRAMING OF POST GRADUATION QUESTION	RESULTS
AAU	"Would remain in their province of study if they had an attractive job offer in their field?"	<ul style="list-style-type: none"> 82% Would Stay 18% Would not Graduates Surveyed: 4,543
AAU	"Given the choice, would you like to have the opportunity to stay in the province after graduation and become a permanent resident?"	<ul style="list-style-type: none"> 75% Yes 15% No and/or Unsure in Graduates Surveyed: 4,643
CBIE	"Employment Plans following current program of study: Work Permanently in Canada (become a Canadian Resident)?"	<ul style="list-style-type: none"> 49% Migration/Permanent Residency 52% Other
CBIE	"Do you plan to apply for permanent resident status in Canada?"	<ul style="list-style-type: none"> 60% Yes 40% Unsure or No
ISB	"What do you plan to do after your current program of study?"	<ul style="list-style-type: none"> 33% Migration/Permanent Residency



EduNova
STAY IN NOVA SCOTIA

Atlantic Canada Study and Stay™
Nova Scotia
(Formerly Stay in Nova Scotia Program)

Your future belongs here.

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STAY IN NOVA SCOTIA

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

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Utilizing Needs Assessments to Guide Projects

The student needs assessment is foundational to the program's success and student-focused design. It supports student-related outcomes and is embedded into program design, delivery, and monitoring. The assessments help to determine individual student needs while providing insight into group needs. The results help in designing activities, workshops, mentorship, and one-on-one career and cultural coaching.

Results of the Student Needs Assessments (Stay in Nova Scotia Cohort 2) Identified 3 top student needs as:	Program Implementation
#1 - Networking support and opportunities: 34 students	<ul style="list-style-type: none"> Workshop: Normalizing Communication in Atlantic Canada's Professional Environment Workshop: Networking 101 (Retreat) Workshop: Networking 102 (BEST) Networking Events: Meet and Mingle (with EduNova mentors, members, alumni)
#2 - Immigration support - Pathways to Permanent Residency: 29 students	<ul style="list-style-type: none"> Workshop: Immigration Pathways 101 (Retreat) Workshop: NOCI and Immigration Pathways 102 Immigration Resources
#3 - Building a personal brand and personal pitch: 21 students	<ul style="list-style-type: none"> Workshop: Personal Branding with a Spotlight on your Pitch workshop (BEST) Personal Branding with a Spotlight on LinkedIn workshop (BEST)

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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.

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KATIE ORR
 Director NSCC International, Nova Scotia
 Community College

nscc


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Data to action

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



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- 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

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

nscc outperforms the benchmark

- 1 Teaching ability of faculty members/lecturers
- 2 Quality of student services
- 3 Academic support
- 4 Internationalization
- 5 Career and life preparation
- 6 Program content
- 7 Program organization
- 8 International student recruitment
- 9 Quality of learning resources
- 10 Quality of learning support

nscc is ranked #1 in Canada

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

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Room for improvement

Managing Expectations
 We learn to better understand students' academic and social needs so they can be a ready applicant (PROFESSOR) or a successful student (STUDENT) in an accelerated program to accommodate to working with other students.

Visa Advice
 We learn to guide international students through the visa application process (PROFESSOR) and to provide support and advice to international students (STUDENT) to ensure a smooth transition to Canada.

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i-graduate Learning satisfaction (year on year) nscsc

Elements	2013	2014	2015	2017	First year vs 2017
Physical library	97%	95%	93%	95%	0%
Multicultural	88%	94%	90%	94%	6%
Language support	89%	89%	91%	91%	0%
Learning Overall	88%	91%	93%	90%	-6%
LMS	93%	95%	95%	93%	-2%
Technology	93%	98%	95%	93%	-2%
Work experience	81%	86%	86%	87%	1%
Online library	95%	95%	92%	93%	-1%
Quality classes	94%	93%	93%	93%	-1%
Program content	94%	93%	93%	93%	-1%
Research	94%	94%	90%	91%	-2%
Class size	97%	98%	98%	92%	-1%
Program organization	93%	95%	92%	88%	-3%
Teaching ability of faculty members	94%	95%	93%	91%	-1%
Expert faculty members	97%	98%	94%	94%	-1%
Grading criteria	94%	95%	90%	90%	-4%
Learning spaces	97%	98%	97%	93%	-4%
Laboratories	98%	98%	97%	93%	-4%
Learning support	100%	98%	94%	94%	-6%
Assessment	100%	95%	96%	94%	-6%
Faculty members' English	100%	99%	95%	92%	-8%
Employability	97%	93%	93%	88%	-9%
Performance feedback	100%	95%	94%	91%	-9%
Careers advice (faculty members)	94%	84%	91%	84%	-10%

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i-graduate Living satisfaction (year on year) nscsc

Elements	2013	2014	2015	2017	First year vs 2017
Social activities	82%	85%	85%	81%	-5%
Home friends	71%	73%	80%	80%	7%
Host culture	88%	91%	91%	93%	5%
Living Overall	83%	91%	87%	86%	3%
Social facilities	78%	90%	87%	83%	3%
Campus buildings	94%	94%	95%	97%	3%
Living cost	66%	58%	62%	65%	-1%
Earning money	57%	54%	54%	56%	-1%
Internet access	95%	87%	85%	88%	-2%
Eco-friendly attitude	100%	96%	96%	97%	-3%
Visa advice	76%	67%	75%	67%	-3%
Campus environment	93%	91%	90%	93%	-4%
Good contacts	84%	90%	88%	81%	-4%
Safety	100%	98%	96%	96%	-4%
Making friends from Canada	85%	71%	87%	80%	-5%
Workshop facilities	94%	94%	84%	89%	-5%
Transportation links college	80%	83%	74%	74%	-4%
Financial support	82%	82%	85%	84%	-2%
Other friends	93%	83%	80%	82%	-11%
Housing quality	97%	92%	85%	86%	-11%
Good place to be	100%	98%	94%	89%	-12%
Housing cost	83%	67%	65%	67%	-16%
Sport facilities	84%	75%	75%	68%	-16%
Transportation links	86%	77%	69%	65%	-21%

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THANK YOU!

Q&A / Discussion

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