What makes Germany an appealing study destination?

Source: i-graduate DAAD ISB 2022
The Global Comparison

Top 10 factors in study decision

- Future career impact (both in Germany and globally)

Source: i-graduate DAAD ISB 2022

Learning

- Careers advice coming from academics, employability, learning support, marking criteria, & performance feedback are below the global benchmark
- 94% of international students in Germany mention the high level of expertise of their lecturers.

Source: i-graduate DAAD ISB 2022

Living

- Living cost (19% above European benchmark), cost of accommodation & finding accommodation are areas where Germany outperforms the global benchmark.
- Particularly in the current light of the student housing crisis in Europe it is interesting to note Germany does so well.

Source: i-graduate DAAD ISB 2022

Wellbeing

- We've asked students whether they feel comfortable to ask for mental health support: 21% say very comfortable (global benchmark 25%) and 42% say somewhat comfortable (same as global benchmark).
- However, that leaves 37% (compared to 33% globally) not entirely comfortable to ask for support in an area we know matters to students.

Source: i-graduate DAAD ISB 2022
Discussion Topic
What data do you use at your institution and with what aim?

German Academic Exchange Service's Dr. Ursula Maria Egyptien Gad
on the ISB in Germany

Discussion Topic
What's the importance of national/regional marketing?

University of Bayreuth, Germany – a globally connected research university
6 Global hubs + 5 Sub hubs with 9 Gateway Offices + 3 Strategic Destinations / 400 institutional partnerships
Europe: Bordeaux (Gateway Office)
North America: Boston
Oceania: Melbourne (Gateway Office)
Asia: Shanghai (Gateway Office)
African Cluster Centres:
Latin America (esp. Colombia, Cuba)
India (esp. Mumbai, Pune)
Israel

How does UBT use tools, such as ISB, for INZ?
• Setup & tailor professional services for international students (15% BA/MA; 25% PhD)
• Integrate student perspective into internationalization strategy
• “Nudge” university stakeholders to improve their performance
• Foster internationalization on campus
• Adapt academic design, international marketing & recruitment

Students’ choices of UBT as destination
- Excellent research university
- Attractive courses in multiple languages
- Profound global reputation
- Prospects of high employability
- Cosmopolitan campus
- Safe & healthy environment
- Excellent value for money

UBT’s marketing & recruitment strategy
- Students’ comments crucial for international marketing & recruitment strategy
- Individual benchmarks exchanged
- UBT’s USP & USP
- Target activities of new students through peer recommendations & stories
- Target groups-specific addressing
- Monitors, alumni, parents, grandparents, friends, sponsors, colleagues, current students

Students’ comments crucial for international marketing & recruitment strategy
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UBT’s target regions for recruitment

- Filter functions allow country-specific benchmark analyses bundled into regional analyses
- Define strategic & target regions
- Design matching modes of outreach & marketing
- Tailor-made offers for specific groups on campus
- Follow-up on employability & (academic) careers
- ISB data makes a full cycle of recruitment & study process visible

What do students like at UBT?

- They are happy at UBT
- Great campus experience (welcoming, quality of teaching and programme design, supportive, career opportunities)
- Value for money
- Living and learning satisfaction is high
- Very satisfied with accommodation and allocation services

What do students criticize at UBT?

- Students are overall more concerned
- Difficulties with the organization of studies in natural sciences
- Insufficient support for international students in certain disciplines and in the use of English as a lingua franca on campus
- Students struggle with bureaucracy and laws (immigration, university) and housing

Main outcomes of the 2022 sample? (pre/post COVID differences)

- 94% of the new cohort for the academic year 2022/23 are overall happy with the UBT experience so far. Students seem to embrace the post COVID student life
- Feeling safe and secure, campus and city environment have become more important for the study experience
- Nevertheless, students overall are more concerned with their studies and more stressed (multiple pressures such as war in Ukraine, energy crisis and COVID)
- Students seem more concerned with employability (comments)
- Hardly any change in the reasons for decision-making
- Students were satisfied with UBT’s response to COVID (92%)
Discussion Topic

Why, if at all, is data-driven marketing important?