

UCeAP

UNIVERSITY  
*of* CALIFORNIA  
Education  
Abroad  
Program



## **Topline Results of the UCEAP Incomplete Applicants Survey: March 2012**

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# Survey Purpose

## ➤ Purpose:

- Through the Fall and Winter of 2011-12, UCEAP has experienced a surge in applicants to Academic Year 2012-13, but has so far had a lower rate of conversion or development of applicants into participants. These diverging measurements have encouraged UCEAP leaders to ask if there are some common or more frequently held reasons that are likely explanations.

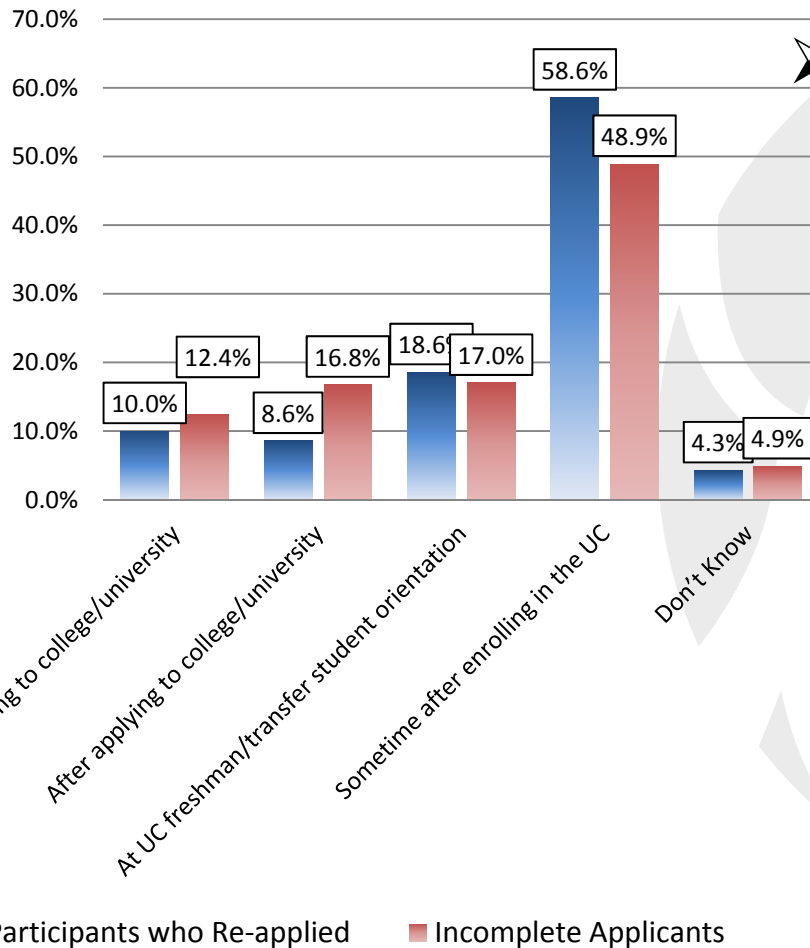
# Survey Sample

## ➤ Sample:

- Academic Year 2012-13 applicants to UCEAP On-Cycle programs (including Summer, Fall and On-Cycle Year) who never advanced any application beyond In Progress
  - The sample excludes students who had an active application (defined as an application modified 20 days prior to the survey release date February 28, 2012) as well as non-UC students
- Of the 3,334 applicants surveyed, 13.7% responded (n=458; 417 Completed, 41 Failed to Complete the Survey)
- For reporting purposes, the sample was divided into applicants who were truly incomplete (Incomplete Applicants) and those who had participated on UCEAP in a previous year but were Incomplete Applicants to 2012-13

# When did you develop your interest in UCEAP?

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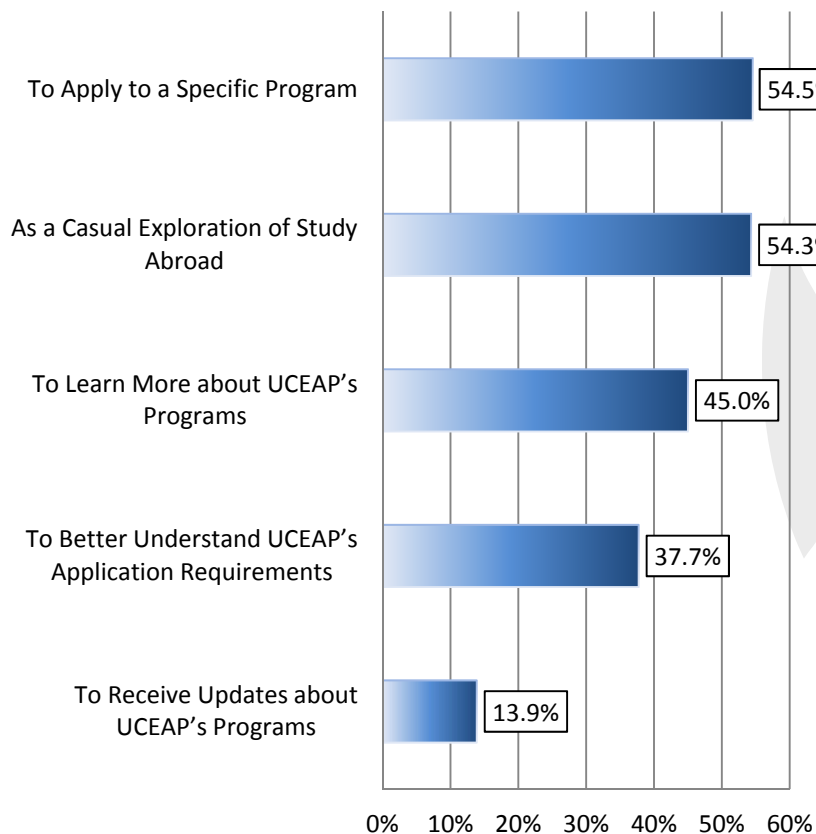


➤ Over 50% of Incomplete Applicants developed interest in UCEAP after enrolling in the UC

- Too Late.
- This improves by only 5% among Incomplete Applicants who had an interest in study abroad before enrolling in the UC.

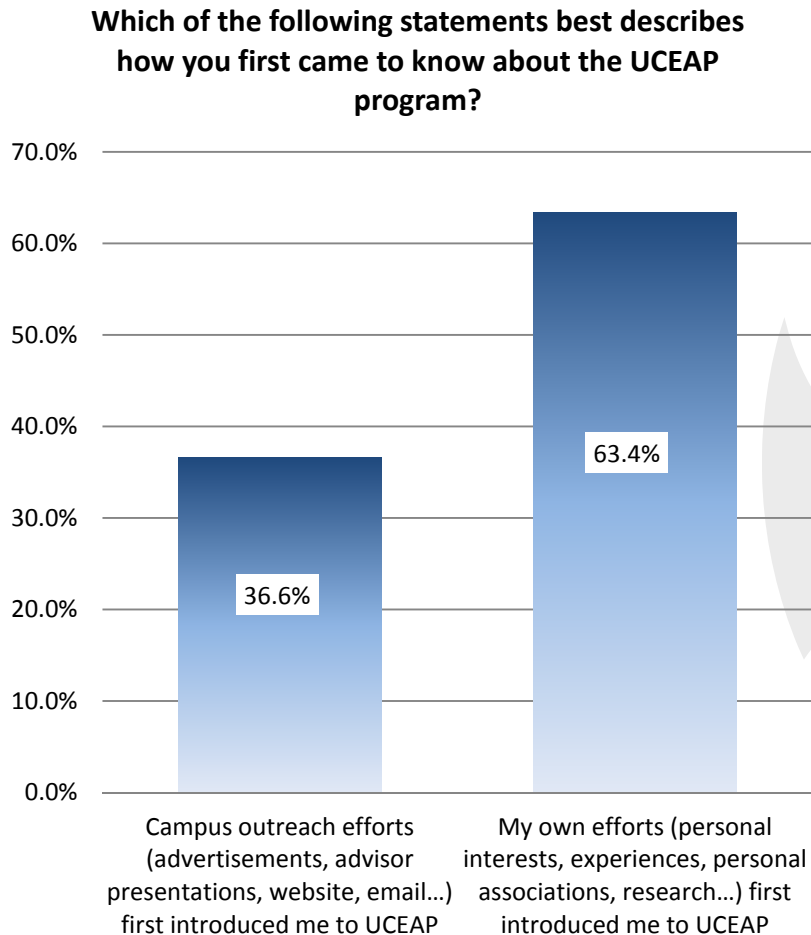
# Why did you start your first UCEAP?

Did you start your first UCEAP application...  
(Multiple Choice Response)



- Nearly half the Incomplete Applicants initiated their first (and usually only) UCEAP Application out of Frustration: I.e.,
  - “To learn More about UCEAP’s Programs” (45%)  
or
  - “To Better Understand UCEAP’s Application Requirements” (38%)
- Incomplete Applicants are expressing “Casual Exploration” as much as a Specific Program Interest

# Which of the following statements best describes how you first came to know about the UCEAP program?



- The results of this question are nearly identical to those of the 2010 Perceptions Survey and do not differ between segments of our sample.
- Students who said their introduction to UCEAP came from campus outreach efforts were more likely to recall Study Abroad Fairs, Information Sessions and print publications than were students who assigned their introduction to their own efforts (see next slide)

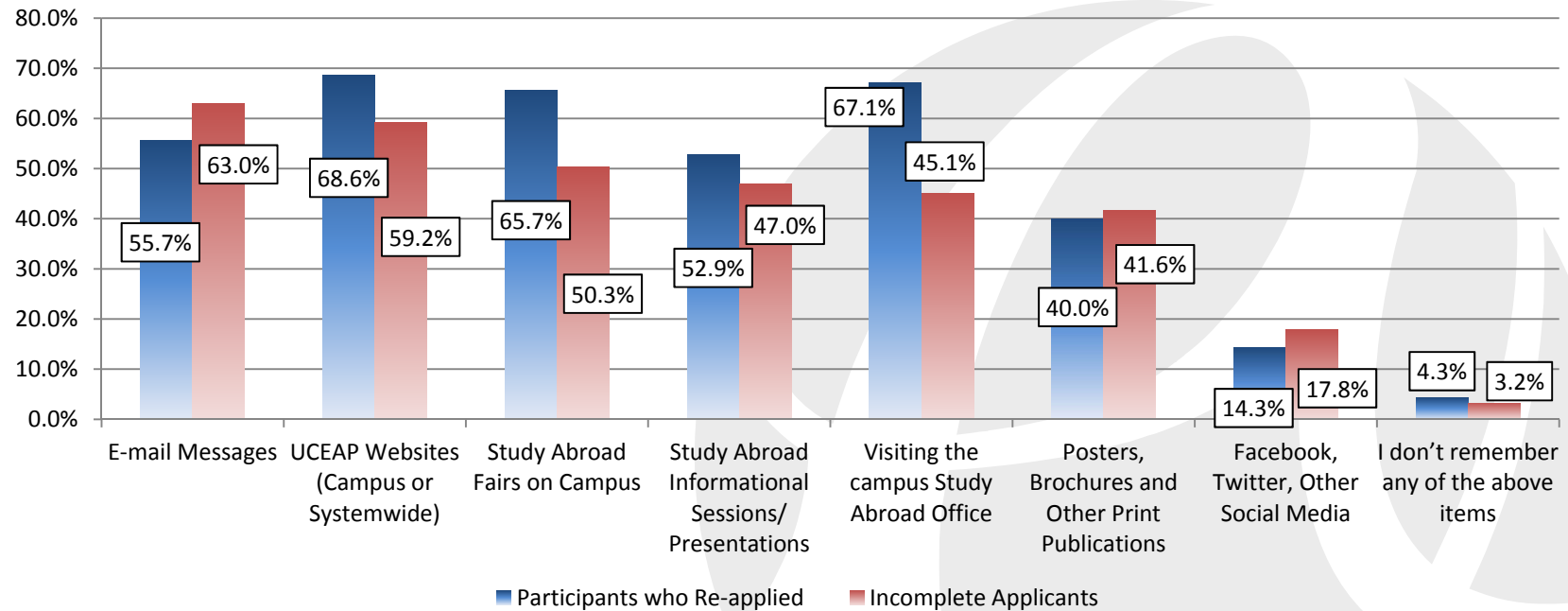
# Cross-table: Outreach Items Recalled by How Students First Learned of UCEAP

Multiple Response Cross-table for Outreach Items Recalled & How Students First Learned of UCEAP

|  |   | Which of the following statements best describes how you first came to know about the UCEAP program?               |           |  |           |
|--|---|--|-----------|--|-----------|
|  |   | Campus outreach efforts<br>(advertisements, advisor presentations, website, email...) first introduced me to UCEAP |           | My own efforts<br>(personal interests, experiences, personal associations, research...) first introduced me to UCEAP |           |
|  |   | Count  | Column N% | Count  | Column N% |
| Which of the following EAP outreach items do you recall?<br>(Check all that apply) | Study Abroad Fairs on Campus                          | 102  | 63.4%     | 130  | 46.6%     |
|  | Study Abroad Informational Sessions/<br>Presentations | 91   | 56.5%     | 120  | 43.0%     |
|  | E-mail Messages                                       | 104  | 64.6%     | 168  | 60.2%     |
|  | Visiting the campus Study Abroad Office               | 81   | 50.3%     | 133  | 47.7%     |
|  | Facebook, Twitter, Other Social Media                 | 29   | 18.0%     | 47   | 16.8%     |
|  | Posters, Brochures and Other Print Publications       | 74   | 46.0%     | 108  | 38.7%     |
|  | UCEAP Websites (Campus or Systemwide)                 | 99   | 61.5%     | 168  | 60.2%     |
|  | I don't remember any of the above items               | 2  | 1.2%      | 13   | 4.7%      |
| <b>Total</b>   |   | 161  | 100.0%    | 279  | 100.0%    |

# UCEAP Resources

Which of the following UCEAP Resources do you recall? (Multiple Choice Response)

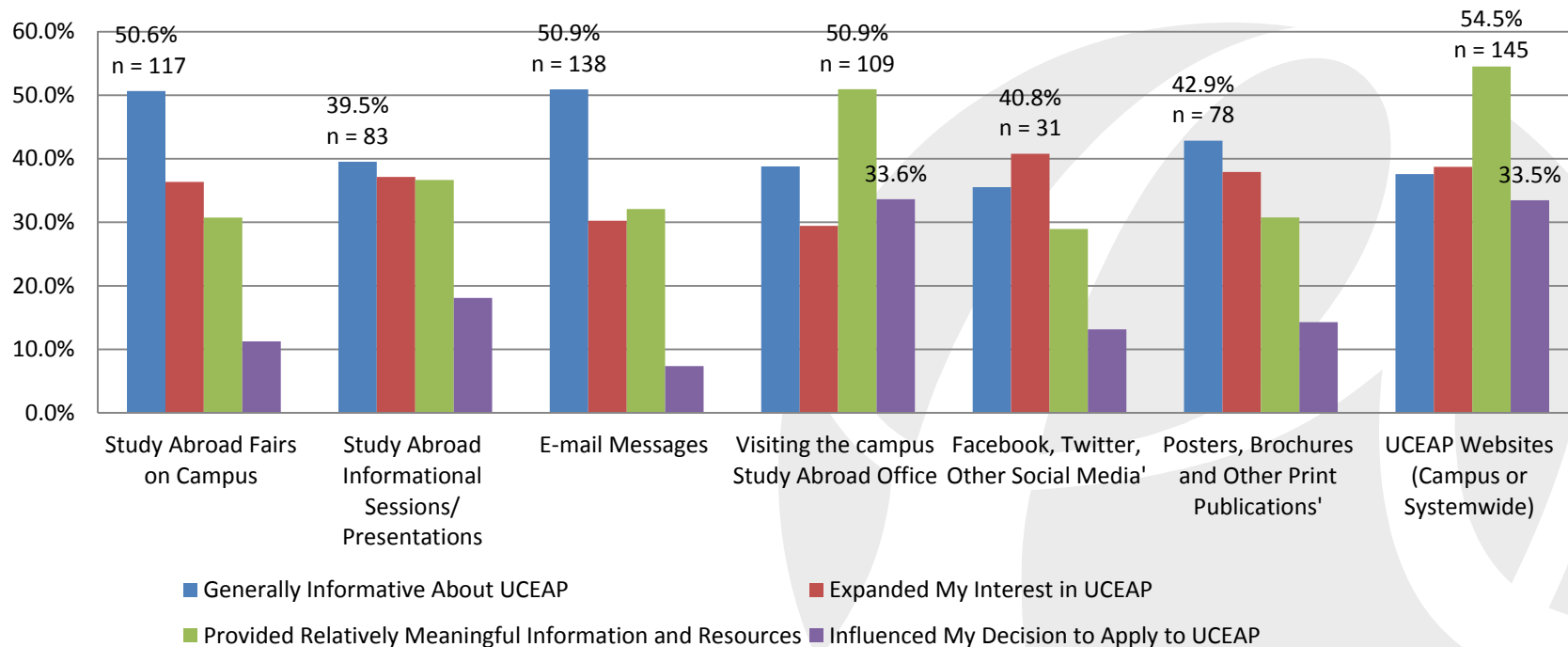


- **UCEAP failed to encourage the majority of Incomplete Applicants to visit the campus Study Abroad Office**
  - *The letter sent to applicants when they begin an application will be strengthened by Marketing & IT...*



# How useful are UCEAP Resources?

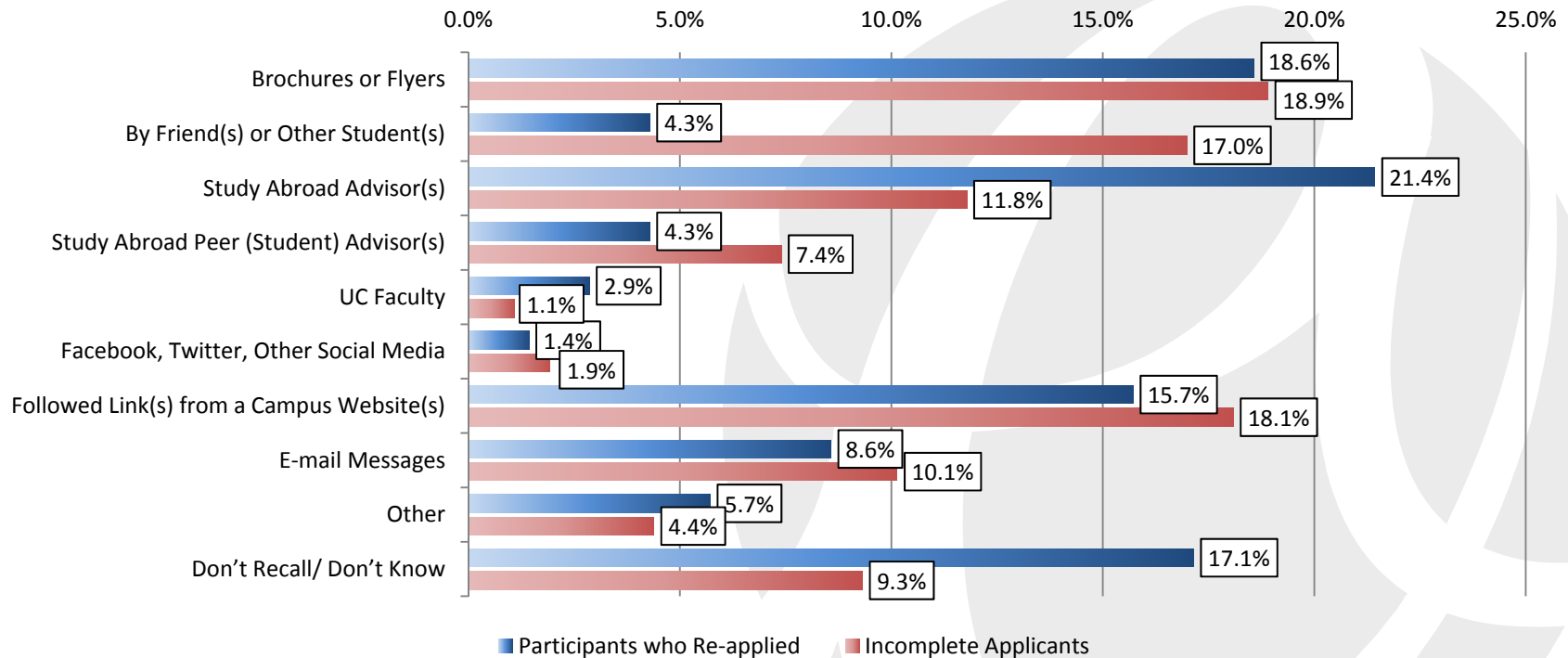
How useful would you say each item was? (Multiple Choice Response)



- The importance of the website can be seen in how significantly it influences students at all levels.
  - E.g., 33% of students said Visiting the Campus Study Abroad Office influenced their decision to Apply to UCEAP – the same as did the website.

# UCEAP Website

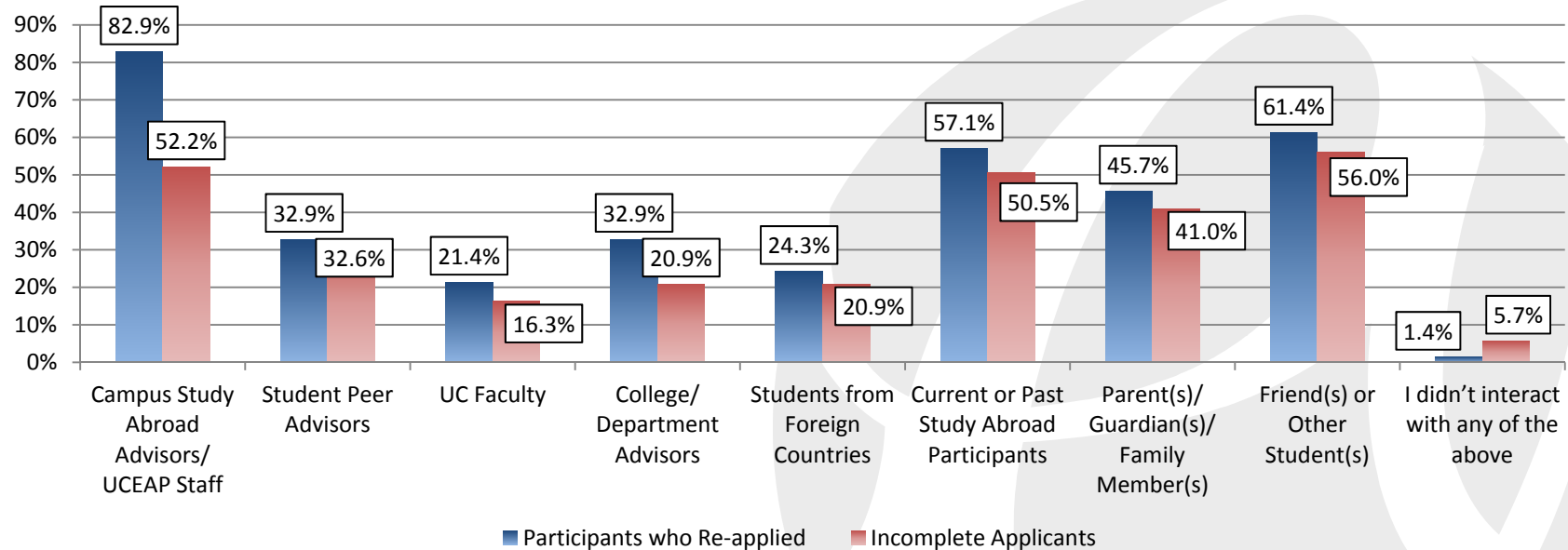
How were you first directed to UCEAP's System-wide Website?



- There are many ways to get to the UCEAP website. That said, Incomplete Applicants are largely dependent upon their personal network of friends or other students, links from a Campus Website (a hint here for Academic Integration to increase our presence on any and all campus websites), or even Brochures & Flyers (suggesting some utility to print publications exists in the digital age)

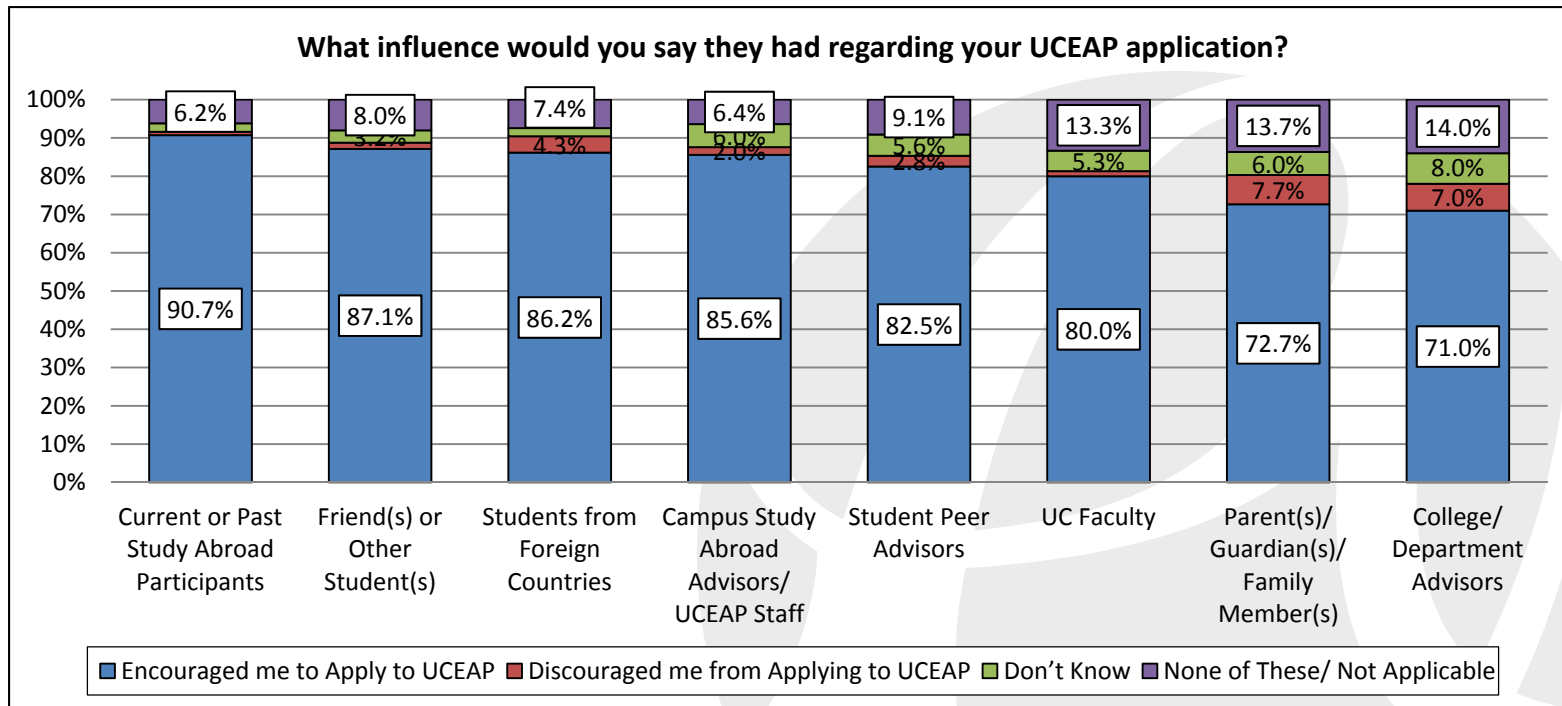
# Individuals with whom respondents met or discussed study abroad interests

Please identify the individuals with whom you met or discussed your interests in study abroad? (Multiple Response)



- Within their personal network: Incomplete Applicants most likely will recall discussing study abroad with friends and other students
- This represents the opportunity to complement the campus advisors with our own student ambassador program -- or to expand the use of "Current or Past Study Abroad Participants"

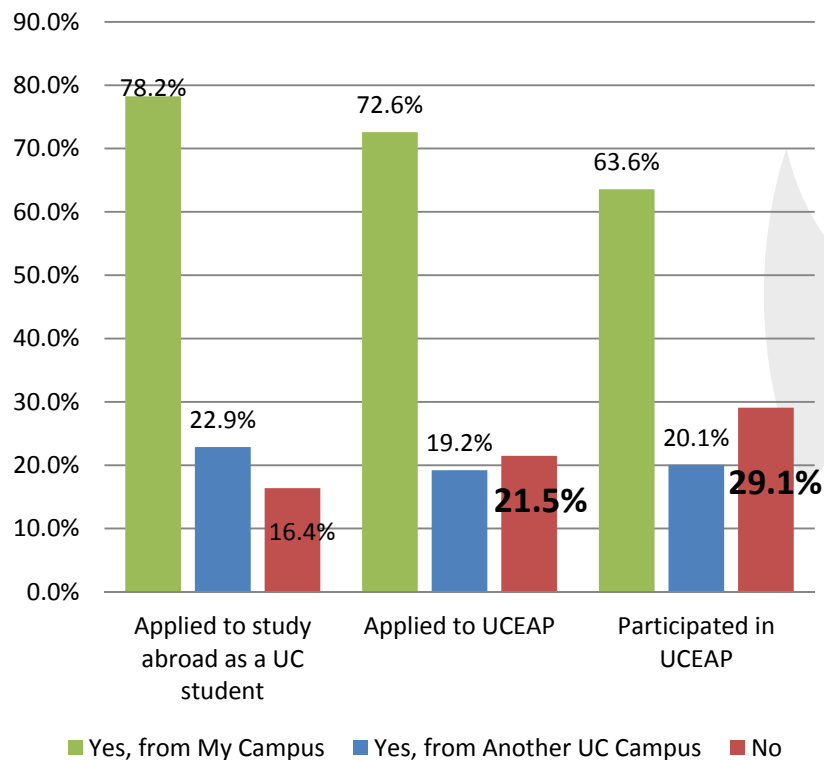
# Influence of Individuals



- Friends or Other Student(s) and Current or Past Study Abroad Participants stand out amongst individuals who encourage applicants to apply to UCEAP – high volume, positive amplifiers of our interests.
- Again, Academic Integration has some work cut out for it with College & Department Advisors – low volume and not quite as positive as we'd expect.

# Personal Network & Applicants

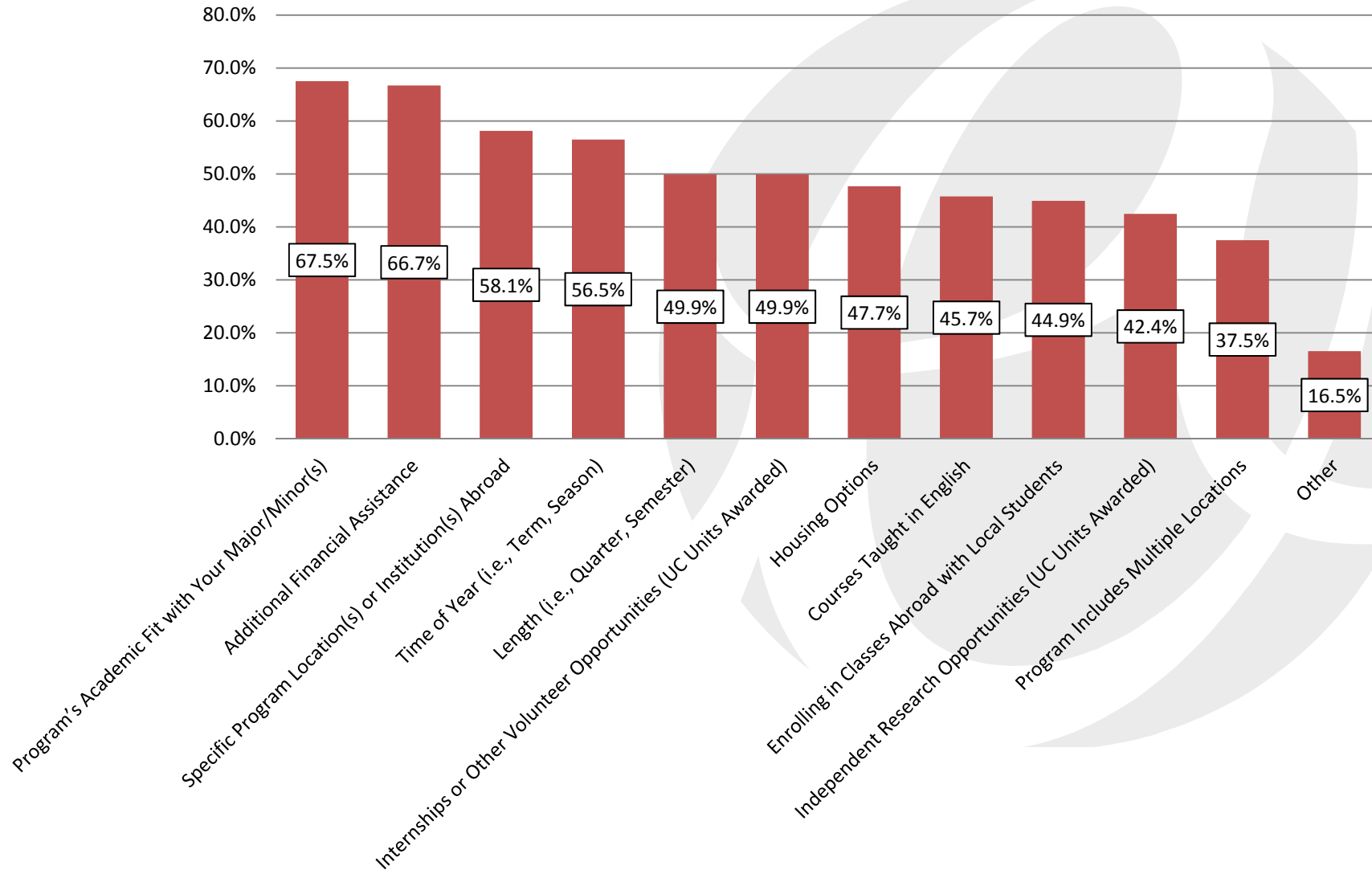
Do you know current or past UC students from either your campus or another UC campus who have: (Multiple Choice Response, Incomplete Applicants Only)



- Social Media should improve or expand their network to include UCEAP applicants & participants
- The goal is to reduce the number of students who don't know anyone who has applied to or participated with UCEAP
- CF., Slide #9 Above.

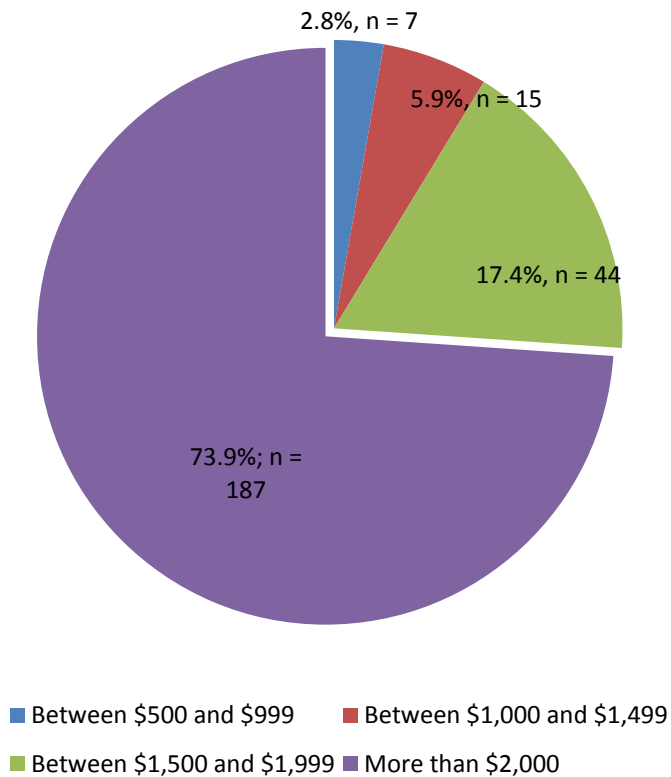
# Program Features

Which of the following program features were important to you but not offered by UCEAP? (Incomplete Applicants Only)



# Estimate of financial assistance

Please estimate the amount of financial assistance you would need to offset the cost of study abroad over staying on campus.



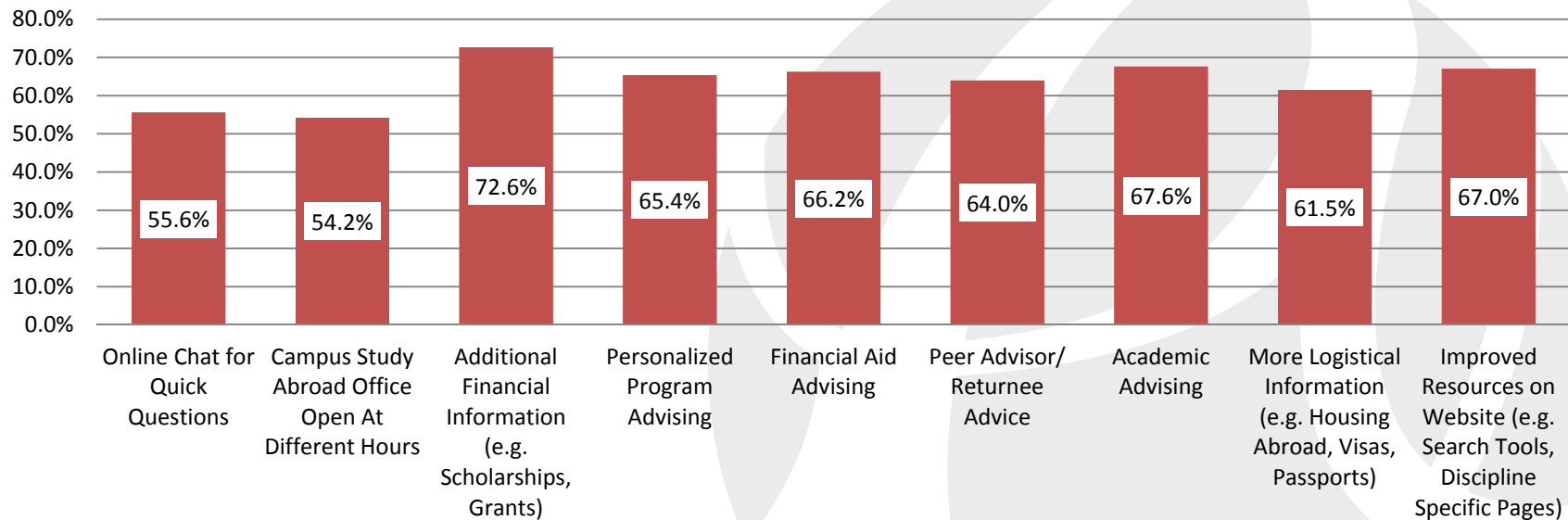
Please estimate the amount of financial assistance you would need to offset the cost of study abroad over staying on campus.

|                             | Participants who Re-applied | Incomplete Applicants |
|-----------------------------|-----------------------------|-----------------------|
| Between \$500 and \$999     | 2.9%                        | 2.7%                  |
| Between \$1,000 and \$1,499 | 5.9%                        | 5.9%                  |
| Between \$1,500 and \$1,999 | 14.7%                       | 17.8%                 |
| More than \$2,000           | 76.5%                       | 73.5%                 |

Students are telling us that they expect to need more financial assistance.

# UCEAP Services

Incomplete Applicant & services that would have Greatly or Somewhat helped them complete a UCEAP application

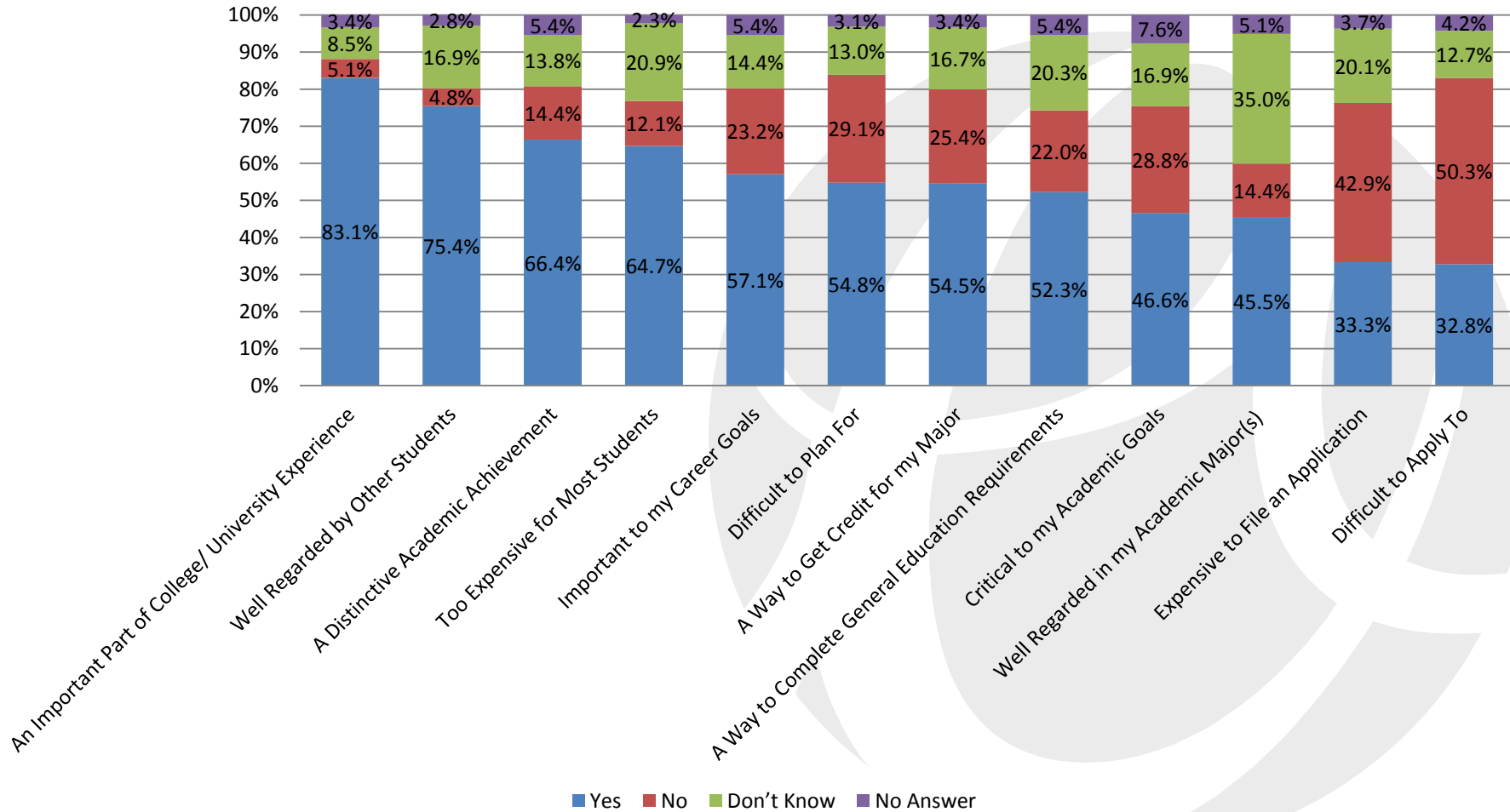


- An online chat feature would have greatly or somewhat helped over 50% of applicants complete a UCEAP application
  - We have been offered a free three month trial of an online chat feature by Live Person. This is an opportunity we can't afford to miss.



# UCEAP Is...

Please indicate your agreement with the following statements. "UCEAP Is..." (Incomplete Applicants Only)



# ‘UCEAP is too expensive to file an application’

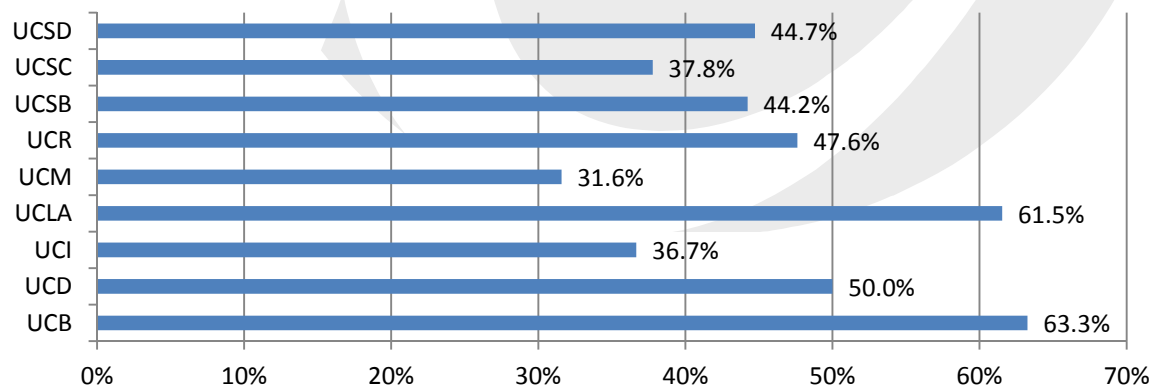
Crosstabulation: Please indicate your agreement with the following statements:  
"UCEAP Is Too Expensive to File an Application" by Campus.

|            |         | UCEAP Is Expensive to File an Application |       |       |       |           |       | Total<br>Count |
|------------|---------|---|-------|-------|-------|-----------|-------|----------------|
|            |         | Yes + Don't Know                          |       | No    |       | No Answer |       |                |
|            |         | Count                                     | %     | Count | %     | Count     | %     |                |
| Campus     | UCB     | 31  | 63.3% | 18    | 36.7% | 0         | 0.0%  | 49             |
|            | UCD     | 26  | 50.0% | 24    | 46.2% | 2         | 3.8%  | 52             |
|            | UCI     | 11  | 36.7% | 17    | 56.7% | 2         | 6.7%  | 30             |
|            | UCLA    | 48  | 61.5% | 28    | 35.9% | 2         | 2.6%  | 78             |
|            | UCM     | 6   | 31.6% | 12    | 63.2% | 1         | 5.3%  | 19             |
|            | UCR     | 10  | 47.6% | 11    | 52.4% | 0         | 0.0%  | 21             |
|            | UCSB    | 23  | 44.2% | 28    | 53.8% | 1         | 1.9%  | 52             |
|            | UCSC    | 17  | 37.8% | 27    | 60.0% | 1         | 2.2%  | 45             |
|            | UCSD    | 34  | 44.7% | 39    | 51.3% | 3         | 3.9%  | 76             |
|            | Unknown | 1   | 50.0% | 0     | 0.0%  | 1         | 50.0% | 2              |
| % of Total |         | 207                                       | 48.8% | 204   | 48.1% | 13        | 3.1%  | 424            |

- 50% of students believing that it is or could be too expensive to apply to UCEAP. This suggests confusion in the market as students don't know it is free to apply.

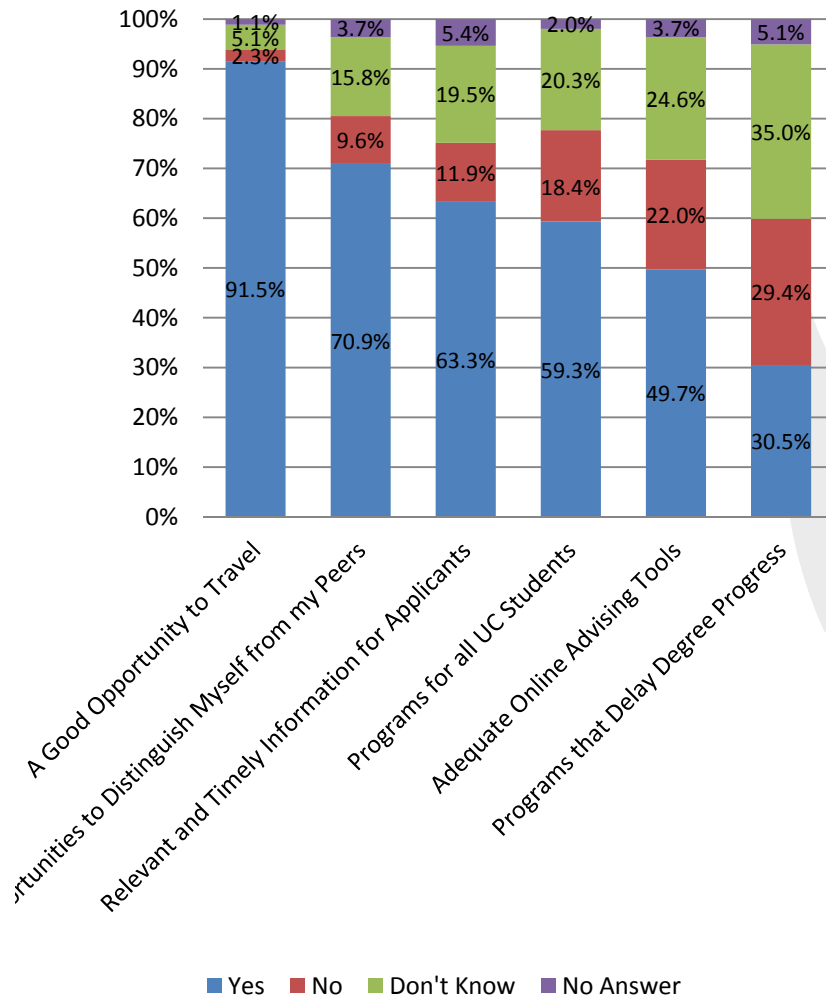
Too Expensive to File Application: Yes + Don't Know

- 63% of UC Berkeley applicants think it is or could be expensive too apply



# UCEAP Provides...

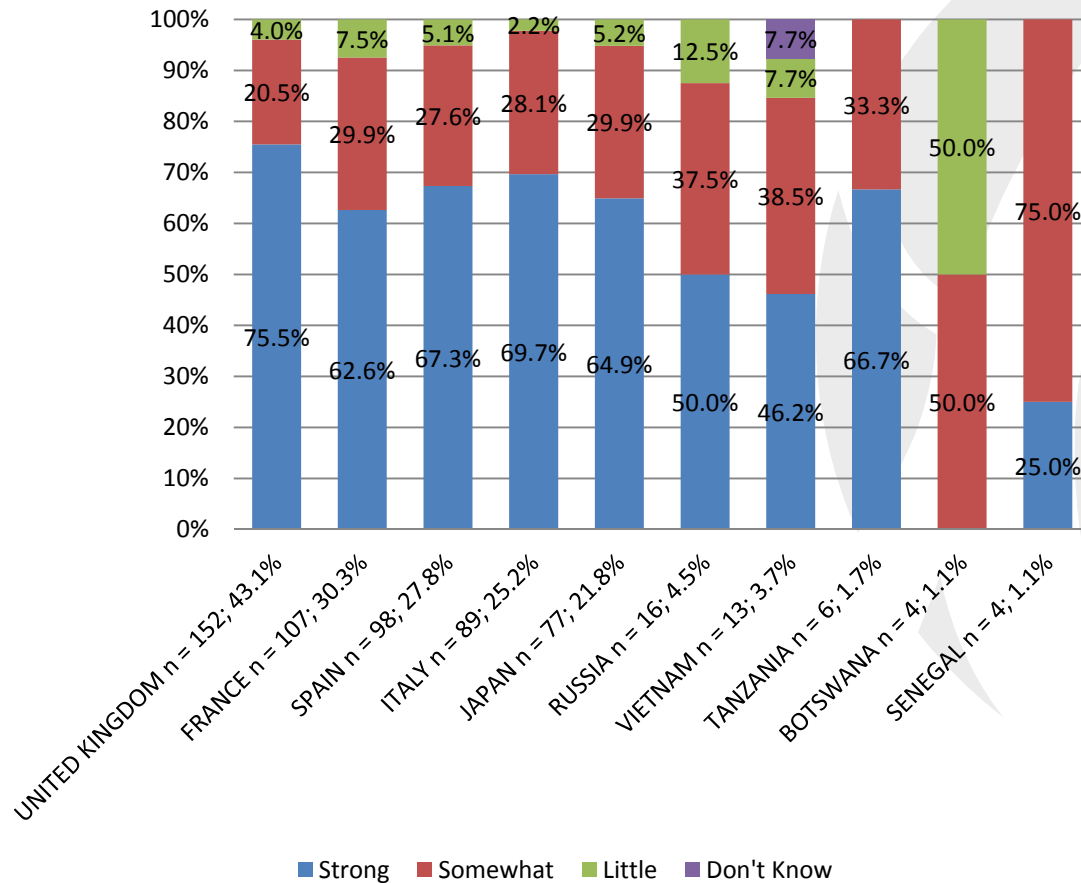
Please indicate your agreement with the following statements. "UCEAP Provides..." (Incomplete Applicants)



- Of the participants who re-applied, nearly 100% agree that study abroad is a good opportunity to travel.
- We need to continue to dispel the myth that study abroad delays progress to degree (35% of incomplete applicants ‘Don’t Know’ if study abroad delays progress to degree)

# Countries of Interest

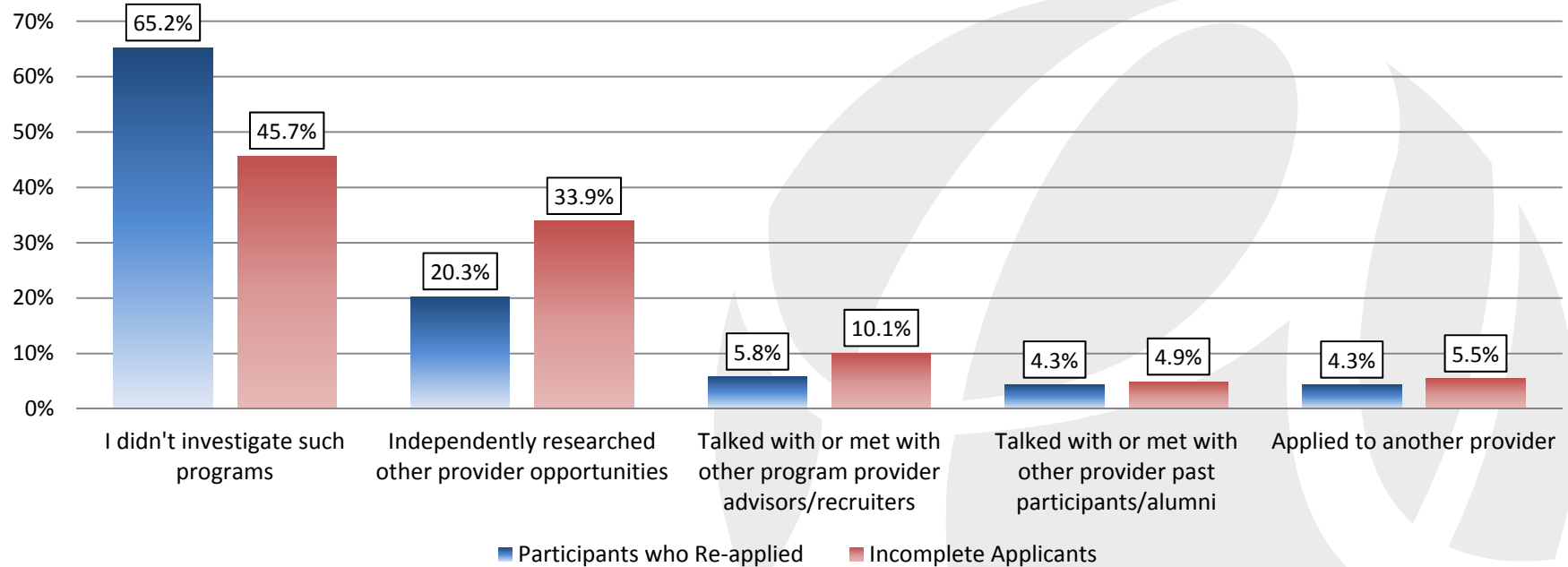
**Top and Bottom 5 Countries of Interest by Strength of Interest (Incomplete Applicants Only)**



- The United Kingdom was the most popular country. Of the 43% (n = 152/353) of respondents who selected it, 75% rated their level of interest as 'Strong'.

# Consideration of other UC Programs

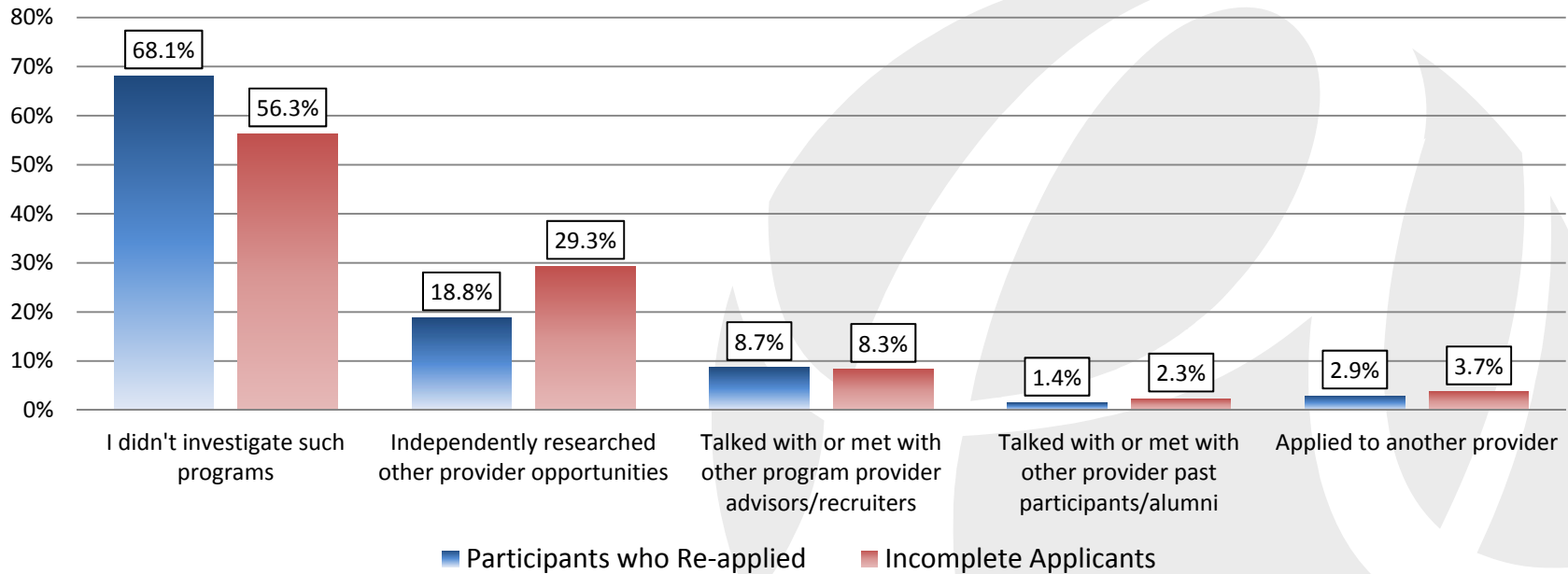
When you were applying to UCEAP, how much did you consider other UC Programs (e.g., UCLA Summer Travel, UCD Faculty Led Programs, anything other than UCEAP organized by a UC campus)



- Loyalty is expressed by participants who re-apply to UCEAP as they are less likely to investigate other UC Programs.

# Consideration of Non-UC Programs

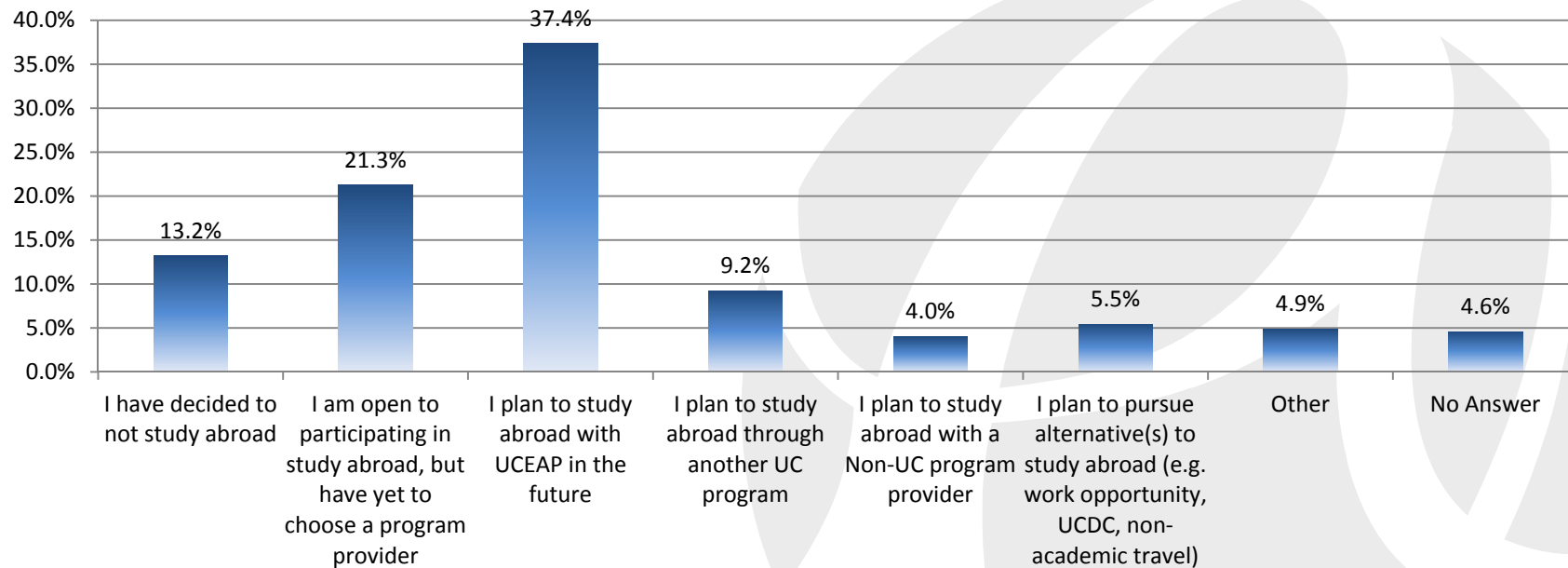
When you were applying to UCEAP, how much did you consider Non-UC Programs (e.g., Semester at Sea, CIEE, Butler University...)



- Once again, loyalty is expressed by participants who re-apply to UCEAP as they are even less likely to investigate Non-UC Programs.

# Conclusions

At this time, which statement best describes your future study abroad plans?  
(Incomplete Applicants Only)



- Well over 50% of respondents who had incomplete applications are still open to study abroad. With the help of marketing, we plan to e-mail those who are plan to study abroad with UCEAP or are open to participating in study abroad but have yet to choose a program provider. Let's encourage them to apply for a Spring program!