Topline Results of the UCEAP Reciprocity Survey: May 2012

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Presentation Purposes

• Review Survey
  ➢ Purposes & Survey Response Characteristics
  ➢ Topline Results
  ➢ Potential Implications & Uses
This is the third consecutive year that we have distributed a reciprocity survey; of the 27 countries contributing respondents, Hong Kong has the most respondents \( n = 311 \) (or 11.3% of total).
Survey Purposes

• Assess:
  ➢ How exchange students learn of UC opportunities?
  ➢ UC’s pre-arrival resources: Use & Quality
  ➢ Social Media Use & UC Social Media Engagement
  ➢ UC Orientation Characteristics & Quality
  ➢ Interactions with UC Resources (frequency & quality)
  ➢ Housing (resources, satisfaction, recommendations)
  ➢ Academic Intentions, Successes, & Contributions
  ➢ Non-Resident Student Recruitment & Relationship Building
How did you first learn about UCAP Opportunities?

- 80% learned of UCEAP exchange opportunity from their institutional “international office”
- UCEAP students are insignificant “ambassadors” of our exchange opportunities
- Friends & acquaintances are largely the “Other”
Pre-Arrival Information Resources

What resources helped you first learn about UCEAP opportunities?

<table>
<thead>
<tr>
<th>Resource</th>
<th>2009-10</th>
<th>2009-10</th>
<th>2011-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff advisor</td>
<td>45.4%</td>
<td>42.1%</td>
<td>47.6%</td>
</tr>
<tr>
<td>Faculty member</td>
<td>20.3%</td>
<td>22.1%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Advertisement</td>
<td>11.7%</td>
<td>9.5%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Exchange fair</td>
<td>24.3%</td>
<td>22.8%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Brochure</td>
<td>15.5%</td>
<td>18.6%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Website</td>
<td>59.8%</td>
<td>57.6%</td>
<td>56.3%</td>
</tr>
<tr>
<td>E-mail</td>
<td>12.1%</td>
<td>12.5%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Other</td>
<td>4.7%</td>
<td>5.2%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

- Responses/Respondent = 1.9 (3-year average)
  - Slightly more than half used our UCEAP resources for pre-arrival information
**Pre-Arrival Information Sources**

What were the major sources of pre-arrival information available to you?

- **My Home University**
  - 2009-10: 60.1%
  - 2010-11: 63.4%
  - 2011-12: 67.4%

- **My Home University Pre-departure Orientation**
  - 2009-10: 48.7%
  - 2010-11: 48.7%
  - 2011-12: 46.6%

- **UCEAP Systemwide Office Resources**
  - 2009-10: 70.5%
  - 2010-11: 53.7%
  - 2011-12: 52.4%

- **UCEAP Campus Office Resources**
  - 2009-10: 42.7%
  - 2010-11: 45.2%
  - 2011-12: 42.0%

- **Host UC Office of International Students**
  - 2009-10: 28.3%
  - 2010-11: 28.9%
  - 2011-12: 30.2%

- **Host UC Department Academic Advisor**
  - 2009-10: 5.7%
  - 2010-11: 6.2%
  - 2011-12: 7.1%

- **Host UC College Academic Advisor**
  - 2009-10: 5.2%
  - 2010-11: 3.9%
  - 2011-12: 3.7%

- **Other Host UC Campus Resources**
  - 2009-10: 13.9%
  - 2010-11: 14.2%
  - 2011-12: 16.2%

**Number of Responses per Respondent**

<table>
<thead>
<tr>
<th>Year</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009-10</td>
<td>2.8</td>
</tr>
<tr>
<td>2010-11</td>
<td>2.6</td>
</tr>
<tr>
<td>2011-12</td>
<td>2.7</td>
</tr>
<tr>
<td>3-Year Average</td>
<td>2.7</td>
</tr>
</tbody>
</table>

- Responses/Respondent = 2.7 (3-year average)
Quality of Information from Pre-Arrival Resources

Rate the quality of the information that you received from these sources to prepare for your arrival at UC: (AY 2011-12)

<table>
<thead>
<tr>
<th>Source</th>
<th>Unsatisfactory + Poor</th>
<th>Satisfactory</th>
<th>Excellent + Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host UC Office of International Students</td>
<td>14.8%</td>
<td>81.2%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Host UC Department Academic Advisor</td>
<td>22.9%</td>
<td>74.3%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Host UC College Academic Advisor</td>
<td>21.6%</td>
<td>70.3%</td>
<td>8.1%</td>
</tr>
<tr>
<td>EAP Campus Office Resources</td>
<td>17.3%</td>
<td>79.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>My Home University Pre-departure Orientation</td>
<td>21.0%</td>
<td>76.8%</td>
<td>2.2%</td>
</tr>
<tr>
<td>EAP Reciprocity Systemwide Office Resources</td>
<td>19.5%</td>
<td>77.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Other Host UC Campus Resources</td>
<td>21.3%</td>
<td>75.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>My Home University</td>
<td>24.7%</td>
<td>68.2%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

- **UC Resources Were Better Than Others**
- *Department & College Academic Advisors respectively rated Excellent or Good by 85% & 84% or respondents (with only 3% saying “poor”)*
Social Media Use: I

- Exchange/Reciprocity
  Students use Facebook more than other Social Media.
  ➢ 1 in 5 exchange students use Twitter (Up 6% from previous year)
Interest in joining social media sites or groups is the highest after reciprocity students arrive at the UC.

- The Percent of students who joined social media sites after arriving at the UC grew from 59% in 2010-11 to 66% in 2011-12.
• Not quite half the students were willing to update their e-mail address so as to have us promote contact from UC graduate & professional schools.
• More than half the students were open to joining our alumni network for exchange students.

Percent of students who provided their preferred e-mail address to join the UCEAP alumni network

- 60% in 2010
- 57% in 2011
- 56% in 2012
Campus Orientations Include UCEAP Information: I

Did your UC campus international student orientation include UCEAP-specific information? AY 2011-12

- Over 80% recall UCEAP specific information in their campus orientation

![Pie chart showing 82% Yes, 9% Yes but I don't remember attending, 10% No, and 9% I don't remember attending a UC international student orientation]
Rating of International Student Orientation: Academic Resources

- Students are generally satisfied with orientation information of Institutional Offices & Academic Support
Rating of International Student Orientation: Academic Resources

Rating of Information Presented at International Student Orientation: Campus Services

Rating of Information Presented at International Student Orientation: Personal Affairs
Offices Exchange Students Interact With

Which UC offices did you interact with while enrolled at your UC campus? (Multiple Choice Response)

- Once at the UC, relatively few reciprocity/exchange students recall having interactions with the UCEAP Systemwide Office, their Host College Academic Advisor, the Counseling & Career Services Office, or the Office of Students with Disabilities.
### Frequency of Campus Office Interactions

**How often did you interact with these offices while enrolled at UC? (AY 2011-12)**

<table>
<thead>
<tr>
<th>Office in UC</th>
<th>Frequently</th>
<th>Somewhat</th>
<th>Rarely</th>
<th>Never</th>
<th>Don't Remember</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCEAP Campus Office</td>
<td>3%</td>
<td>17%</td>
<td>22%</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Universitywide UCEAP Office</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Office of International Students</td>
<td>7%</td>
<td>30%</td>
<td>37%</td>
<td>48%</td>
<td>41%</td>
</tr>
<tr>
<td>Host UC Department Academic Advisor</td>
<td>3%</td>
<td>33%</td>
<td>41%</td>
<td>40%</td>
<td>34%</td>
</tr>
<tr>
<td>Host UC College Academic Advisor</td>
<td>9%</td>
<td>36%</td>
<td>44%</td>
<td>44%</td>
<td>29%</td>
</tr>
<tr>
<td>Housing Office</td>
<td>36%</td>
<td>40%</td>
<td>29%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Counseling &amp; Career Services</td>
<td>29%</td>
<td>44%</td>
<td>29%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Office of Students with Disabilities</td>
<td>15%</td>
<td>12%</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

- Though relatively few students recalled interactions with their Host Department Academic Advisors (21%) or Office of Students with Disabilities (2%), they were among the more frequently visited service centers.
Quality of Office Interactions

In general, 7 out of 10 students found the service centers very helpful or helpful.

- Offices of International Students are most commonly recalled, most frequently used, & among the UC’s most helpful resources for reciprocity students.
Type of Housing While at UC

What type of housing did you live in during your UC studies? (AY 2011-12)

- The most common response for ‘Other’ type of housing was an International House.
How did you find housing?

How did you find housing? AY 2011-12

- Information from the UCEAP Systemwide Office: 17%
- Information from the UCEAP Campus Office: 21%
- UC housing office resources (website, printed materials): 42%
- UC community housing office resources (website, printed materials): 10%
- Other resources (e.g., Craig’s list, local newspapers...): 25%
- Friends: 22%
- Other: 7%
Most shared housing experiences included American students

- In 2011-12, a majority of students who lived in UC owned Residence Halls lived with American students (75%)
- x% of students who lived in a community house or apartment lived with both American & International students.
Housing Quality

- Quality Rating Relates to Housing Type
  - E.g., \(x\)% of students in Cooperative living in AY 2011-12 responded “Excellent” vs. \(x\)% of students who lived alone in an apartment or house
  - Others (and larger samples) were near the means.
Academic Intentions and Successes while Enrolled in the UC

- Nearly 90% of Exchange Students Anticipate UC Courses will Contribute Credit to Home Degree (this percent is consistent across 3 years)

- Almost 85% enrolled in opportunities unavailable at their home institution
The majority anticipate degree credit – which our Reciprocity Analysts equate to “major” credit – for unique UC academic experiences.

This data might suggest opportunities to reverse engineer Academic Integration
Academic Objectives & Course Accessibility

Select the statement below that best describes how fully you were able to meet your academic objectives while enrolled at UC. "I was able to enroll in..." (AY 2011-12)

- Over 75% Accessed All or a Majority of Courses Needed
- 90% had a Sufficient Number of UC Courses
  - More Challenges for Biological Sciences, Foreign Language/Literatures, & Legal Studies Students but still between 80 – 85%.
Credit for All Courses

Which of the following statements best describes the likelihood that you will receive credit toward your home university degree for coursework completed while enrolled at UC? "I will ...

(AY 2011-12)

- This Question Suggests Reliability for the Finding of 90% Anticipate Credit
  - Nearly 50% Anticipate Credit for All Courses.
Potential For Non-Resident Student Recruitment

- Removing the 20% With No Intentions of Graduate School Improves the “Increased” Response to 78%.

How have your study experiences at UC influenced your interest in future graduate studies at UC? (AY 2011-12)

- Increased: 63%
- Decreased: 5%
- Unchanged, I was already planning to apply to a UC graduate program after EAP: 3%
- Unchanged, I had no intention of applying to graduate school after EAP: 20%
- Don’t Know: 10%
Value Propositions of Exchange Program

- Most Value Propositions for Exchange are Supported by Reciprocity Students.
  - Significant Academic Research and Relationships with Faculty were Relatively Weak But Not Necessarily Dismal

Identify your level of agreement with the following statements: As a UC reciprocity student, I was able to... (Strongly & Somewhat Responses Displayed Only) (AY 2011-12)

- **Develop productive academic relationships with UC students**: 43% Strongly, 40% Somewhat
- **Develop skills that will improve my employment options**: 40% Strongly, 39% Somewhat
- **Develop skills that will help me move on to graduate level study**: 40% Strongly, 36% Somewhat
- **Develop leadership or social skills**: 38% Strongly, 43% Somewhat
- **Contribute unique academic knowledge or perspective to UC...**: 34% Strongly, 50% Somewhat
- **Contribute unique cultural perspectives to campus events...**: 34% Strongly, 41% Somewhat
- **Develop productive academic relationships with UC faculty**: 30% Strongly, 41% Somewhat
- **Engage in significant academic research**: 19% Strongly, 27% Somewhat
Recommendation of the Program

How highly would you recommend your study experience at UC to students at your home university... (AY 2011-12)

- Alumni Might Give a Higher Recommendation to Students in Their Discipline or Major

- [Bar chart showing the percentage of alumni who would recommend their study experience at UC very highly, highly, somewhat, little, and not at all]

  - Who share your home university academic discipline or major
  - Who have a different academic discipline or major from your own
UC Ambassadors

Would you be interested in educating prospective applicants in your home country about UC by... (AY 2011-12)

- Visiting high schools?
  - Yes: 41%
  - No: 29%
  - Maybe: 28%

- Attending study abroad fairs?
  - Yes: 56%
  - No: 16%
  - Maybe: 28%

- Attending UC receptions or information sessions for applicants?
  - Yes: 60%
  - No: 14%
  - Maybe: 26%

- Talking to students by phone or online chat?
  - Yes: 42%
  - No: 28%
  - Maybe: 30%

- Exchange Student Returnees Are More Likely to Attend a Study Abroad Fair or UC Information Reception
Relationship Building 2B

- An Opportunity to Reach the Secondary Segment for Non-Resident Student Recruitment Could be an Early Alumni Network Message

<table>
<thead>
<tr>
<th>Alumni Network Contact Permission Given</th>
<th>Count</th>
<th>Blank, No E-mail</th>
<th>E-mail Provided</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blank, No E-mail</td>
<td>390</td>
<td>71</td>
<td></td>
<td>461</td>
</tr>
<tr>
<td>% within Alumni Network Contact Permission Given</td>
<td>84.6%</td>
<td>15.4%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>E-mail Provided</td>
<td>137</td>
<td>405</td>
<td></td>
<td>542</td>
</tr>
<tr>
<td>% within Alumni Network Contact Permission Given</td>
<td>25.3%</td>
<td>74.7%</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>527</td>
<td>476</td>
<td></td>
<td>1003</td>
</tr>
<tr>
<td>% within Alumni Network Contact Permission Given</td>
<td>52.5%</td>
<td>47.5%</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>
Conclusions

• “As soon as I got here I fell in LOVE with (UC)LA. I learned more in one quarter than in four years in my home university. I learned things in much more depth, did my own research and worked directly with linguists/professors/researchers that are known around the world! I really took advantage of this opportunity from the first day, I applied to Grad school after 3 months and I got into the PhD program! My dream has come true! It wouldn't have been possible without this exchange. Thank you SO much. You've changed my life.”

• “I am really willing to help students from my home university coming to Davis (or any UC) because I missed being able to talk to someone who had first-hand experience before I came.”