



UCEAP

UNIVERSITY
of CALIFORNIA
Education
Abroad
Program

Topline Results of the UCEAP Reciprocity Survey: May 2012

Gordon Schaeffer
Sr. Research Analyst

Emily Neumann
Research Analyst

Presentation Purposes

- Review Survey
 - Purposes & Survey Response Characteristics
 - Topline Results
 - Potential Implications & Uses

Respondents

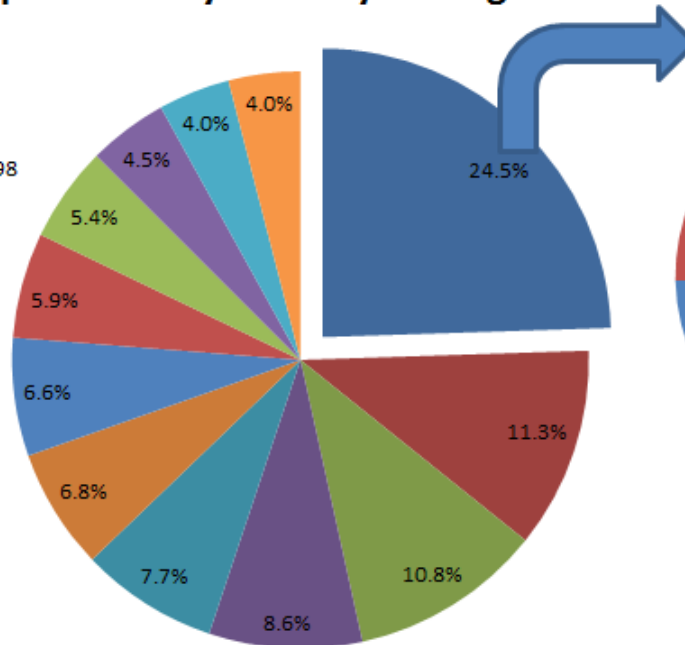
- This is the third consecutive year that we have distributed a reciprocity survey; of the 27 countries contributing respondents, Hong Kong has the most respondents $n = 311$ (or 11.3% of total)

Survey Respondents by Year

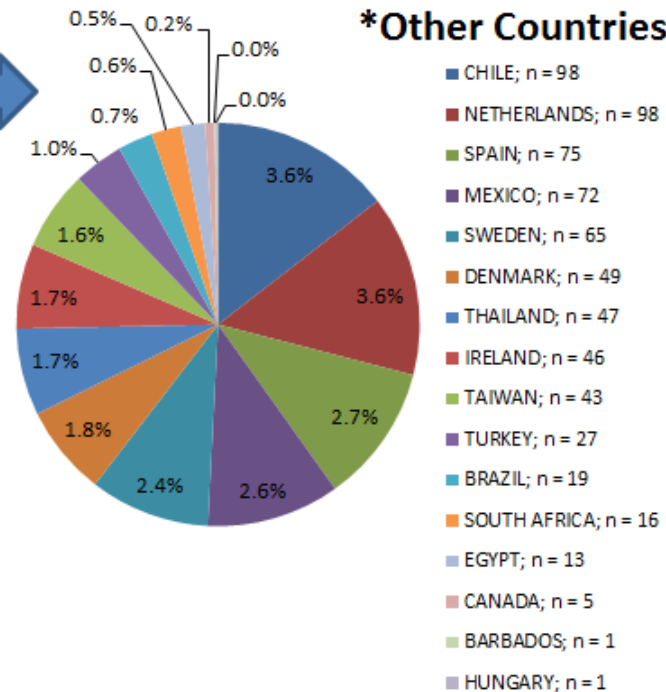
	Frequency	Percent
2008-09	27	1.0%
2009-10	784	28.4%
2010-11	946	34.3%
2011-12	1,003	36.3%
Total	2,760	100.0%

Survey Respondents by Country of Origin

- Other*
- HONG KONG; $n = 311$
- UNITED KINGDOM; $n = 298$
- AUSTRALIA; $n = 237$
- FRANCE; $n = 213$
- ITALY; $n = 187$
- CHINA; $n = 183$
- JAPAN; $n = 163$
- KOREA; $n = 148$
- SINGAPORE; $n = 123$
- GERMANY; $n = 111$
- NEW ZEALAND; $n = 111$



*Other Countries

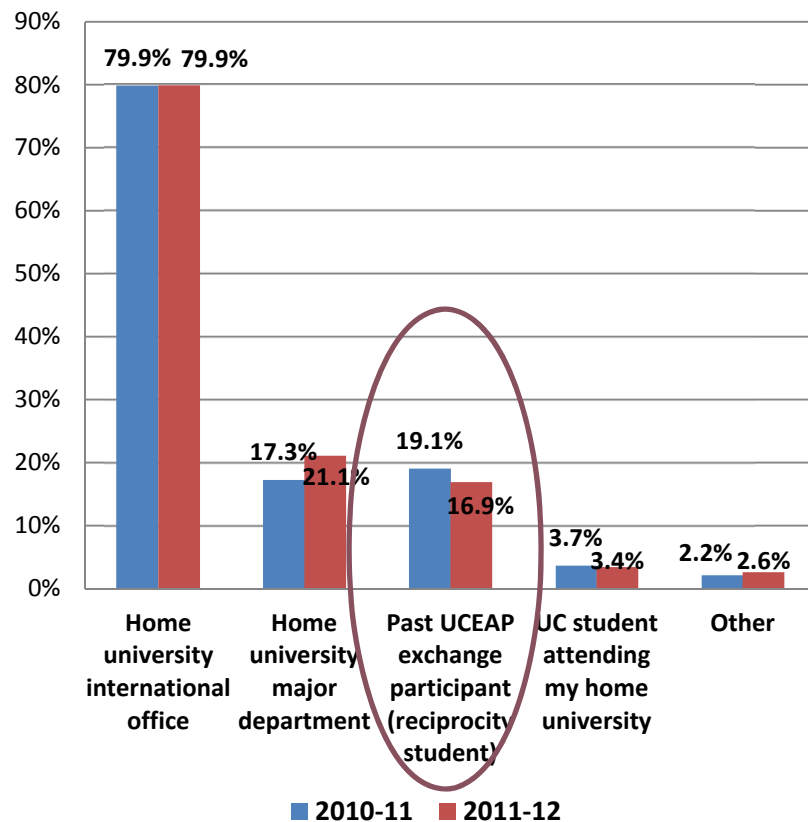


Survey Purposes

- **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 UCEAP Opportunities?

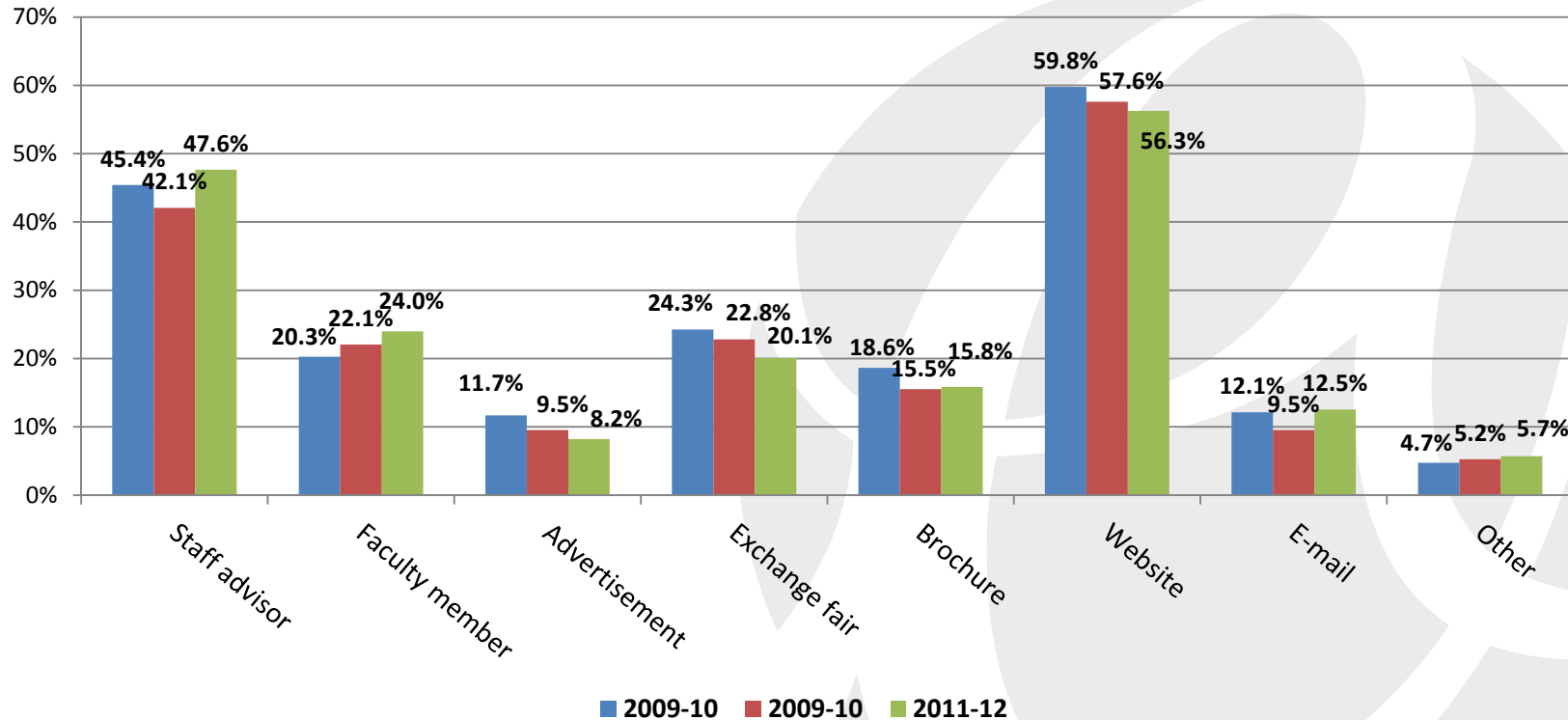
How did you first learn about UCEAP opportunities? (Multiple Response)



- **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

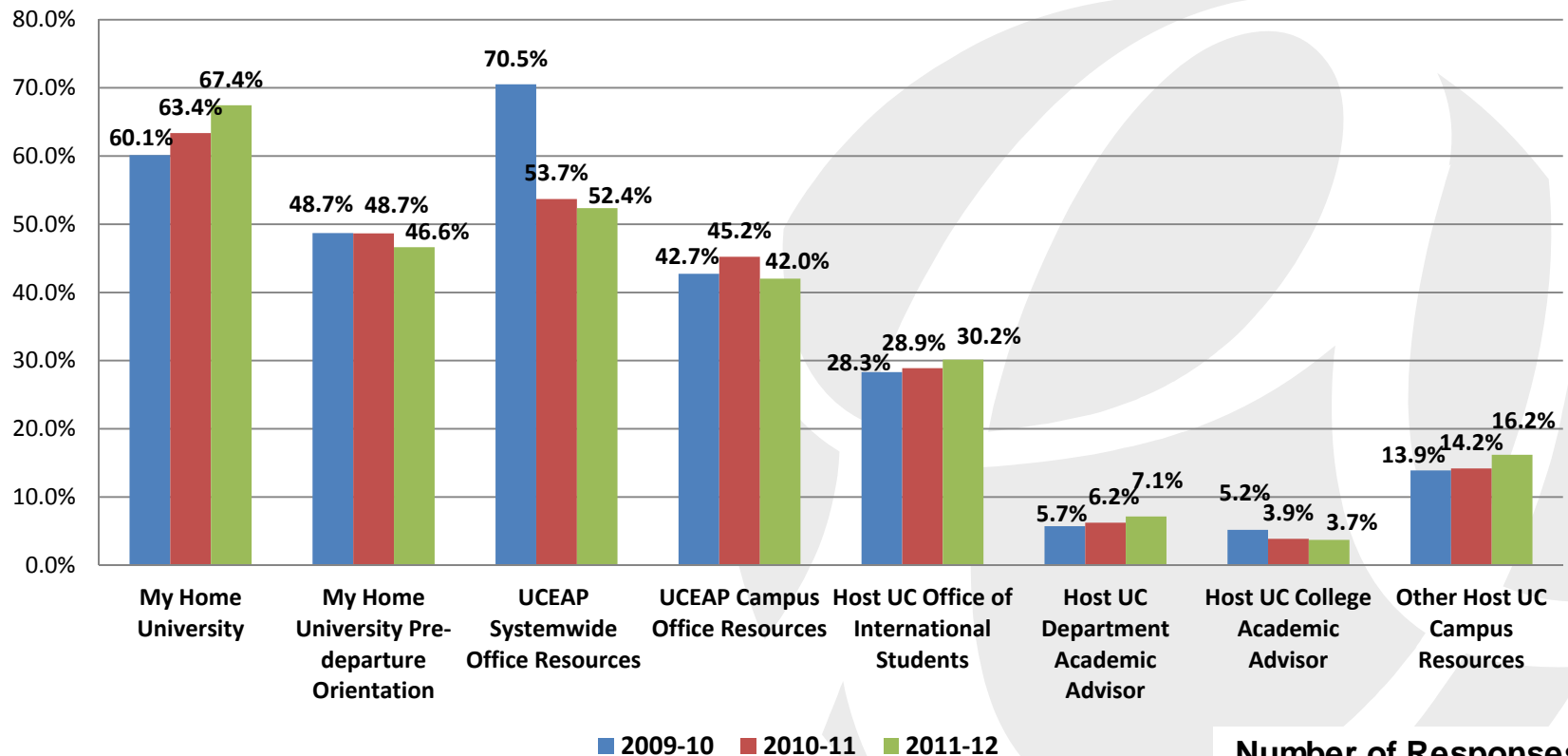
What resources helped you first learn about UCEAP opportunities?



- 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?



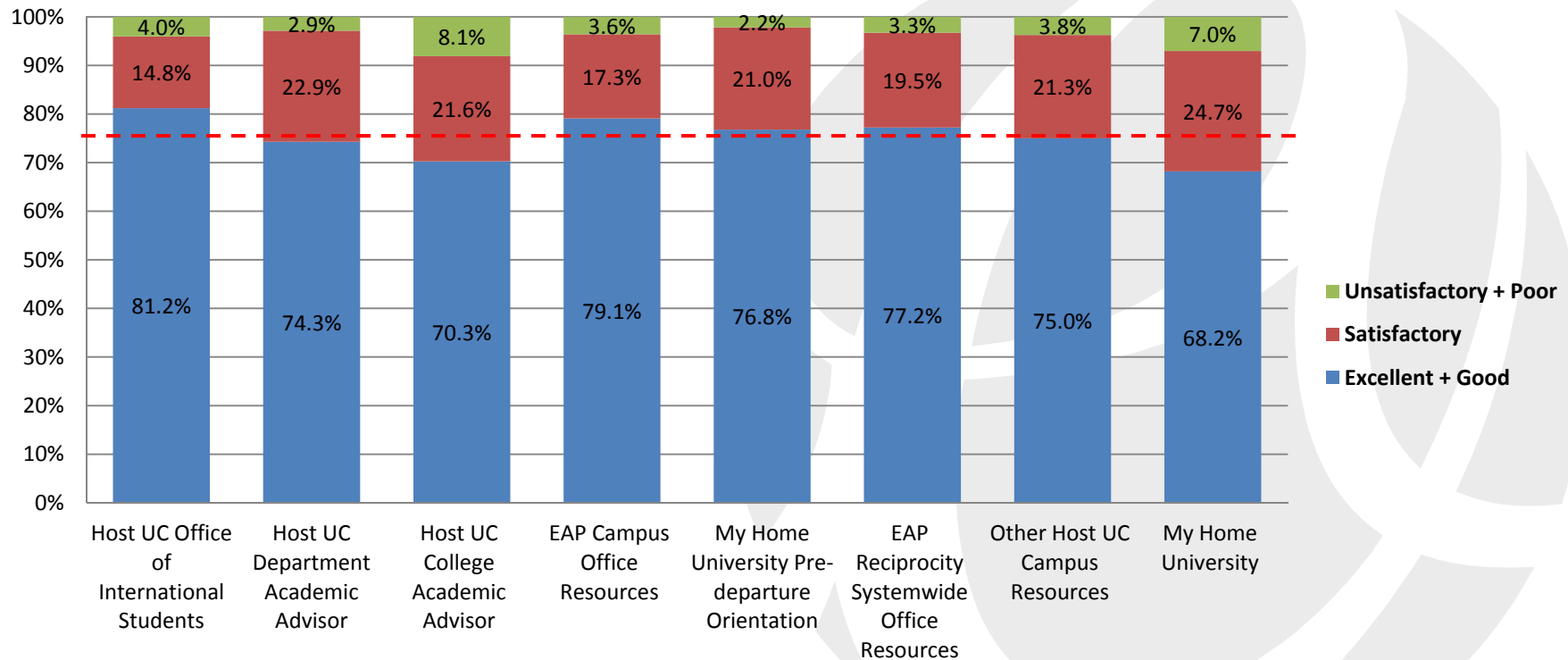
Number of Responses per Respondent

Year	Frequency
2009-10	2.8
2010-11	2.6
2011-12	2.7
3-Year Average	2.7

- Responses/Respondent = 2.7 (3-year average)

Quality of Information from Pre-Arrival Resources

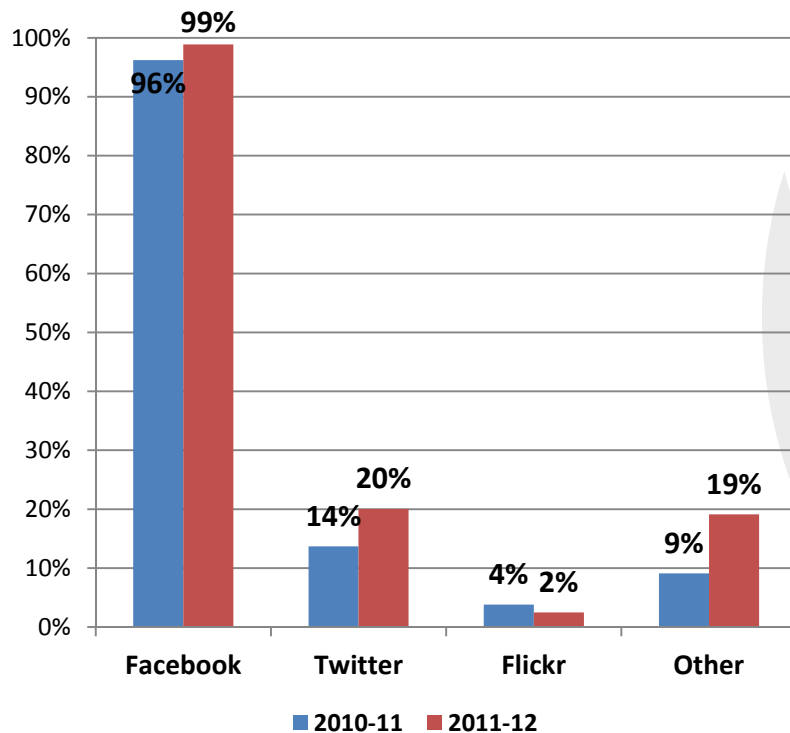
Rate the quality of the information that you received from these sources to prepare for your arrival at UC: (AY 2011-12)



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

Social Media Use: I

What social media do you use?
(Multiple Choice Response)

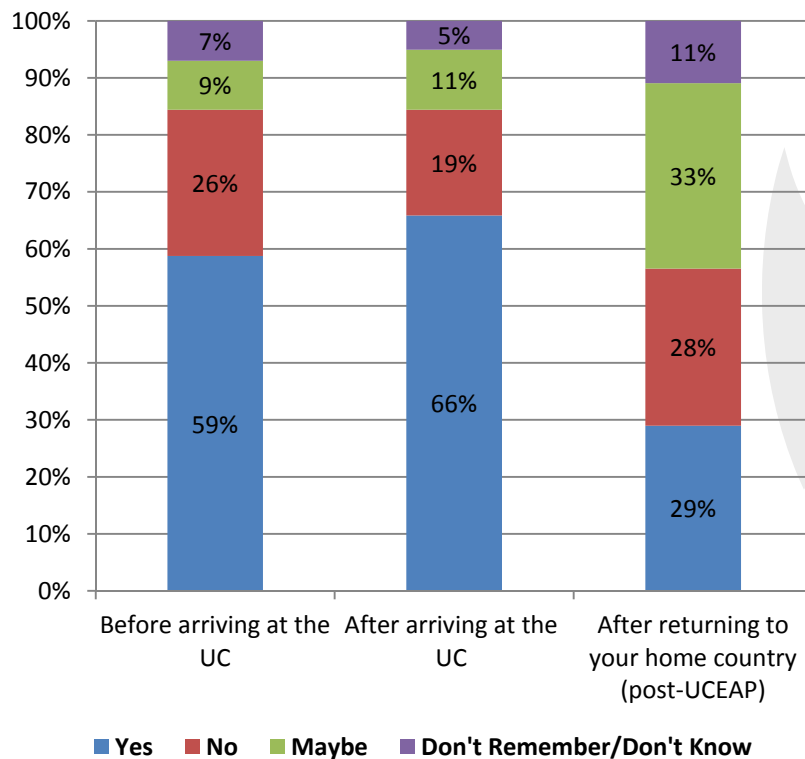


- **Exchange/Reciprocity**
Students use Facebook more than other Social Media.

➤ *1 in 5 exchange students use Twitter (Up 6% from previous year)*

Social Media Use: II

Did you, or do you plan to, join UC-specific social media sites or groups?
AY 2011-12

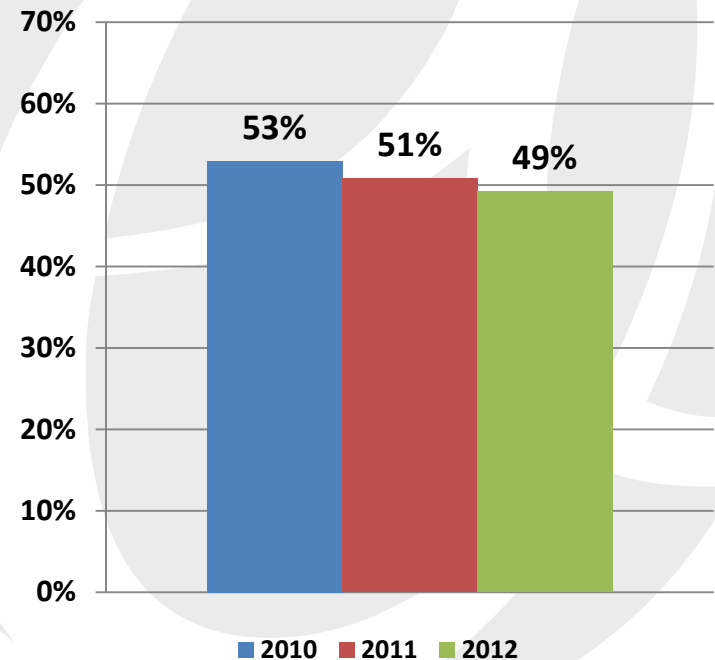


- Interest in joining social media sites or groups is the highest after reciprocity students arrive at the UC.
 - The Percent of students who joined social media sites after arriving at the UC grew from 59% in 2010-11 to 66% in 2011-12.

Relationship Building I

- 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

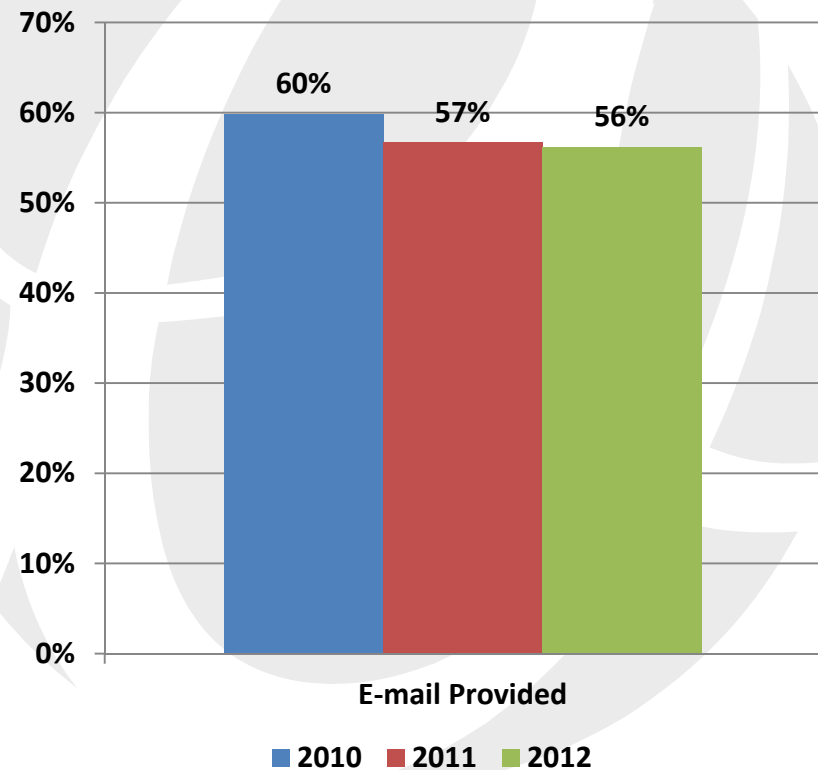
Percent of students who provided their preferred e-mail address to share with UC graduate admissions...



Relationship Building 2A

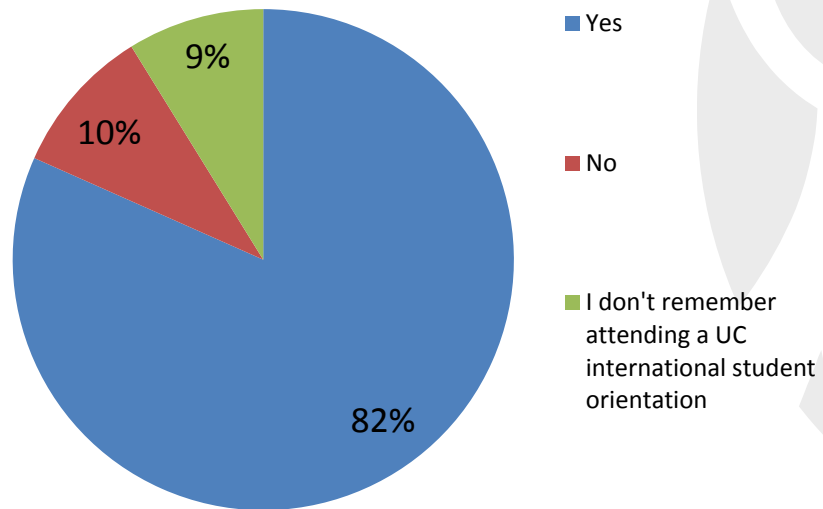
- More than half the students were open to joining our alumni network for exchange students.

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



Campus Orientations Include UCEAP Information: I

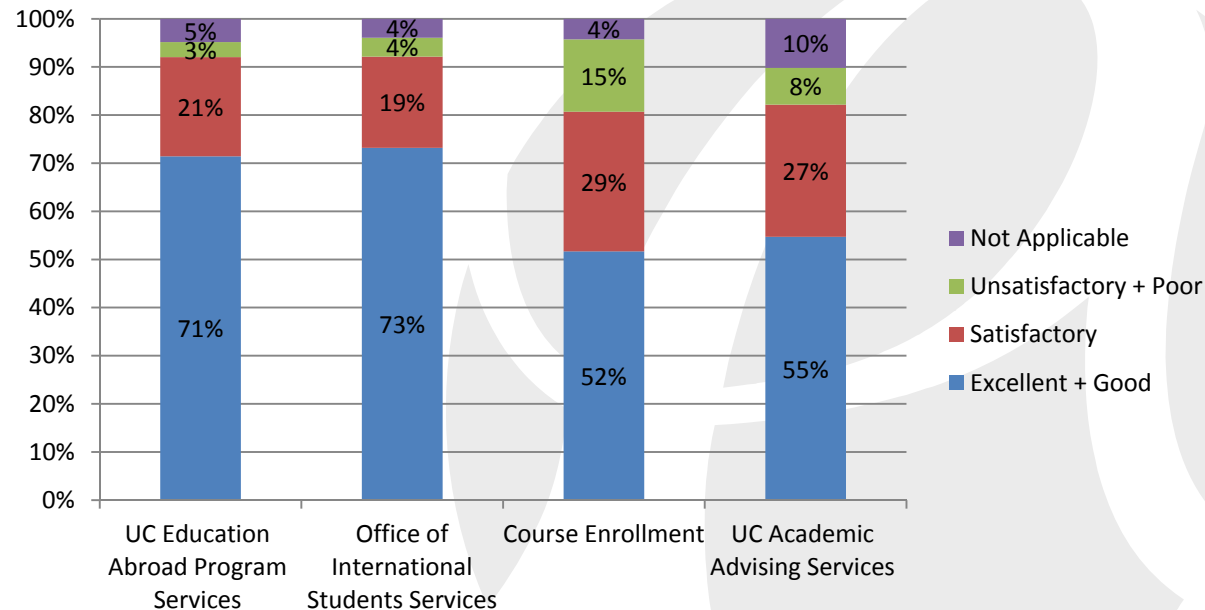
Did your UC campus international student orientation include UCEAP-specific information? AY 2011-12



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

Rating of International Student Orientation: Academic Resources

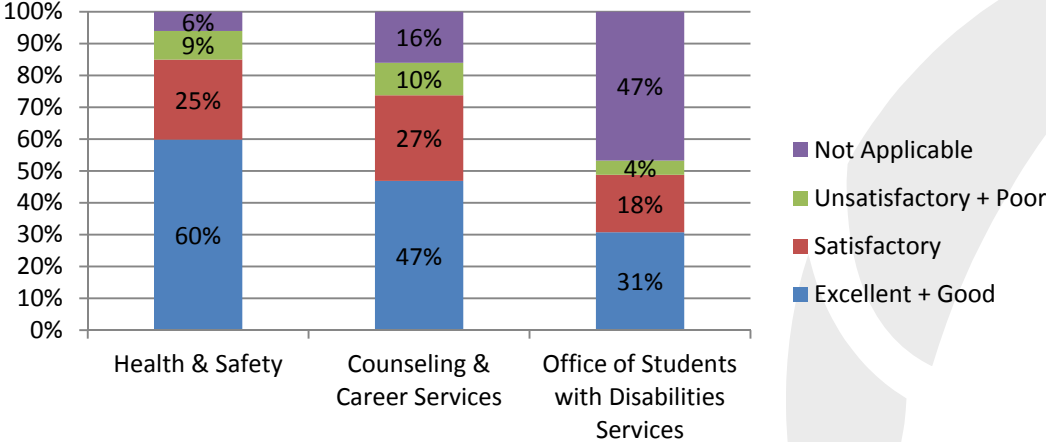
Rating of Information Presented at International Student Orientation: Academic Resources



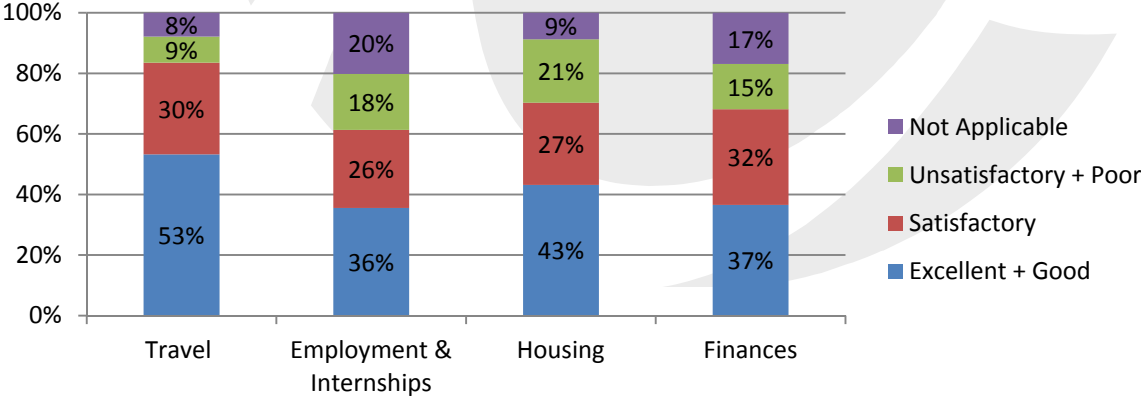
- **Students are generally satisfied with orientation information of Institutional Offices & Academic Support**

Rating of International Student Orientation: Academic Resources

Rating of Information Presented at International Student Orientation: Campus Services

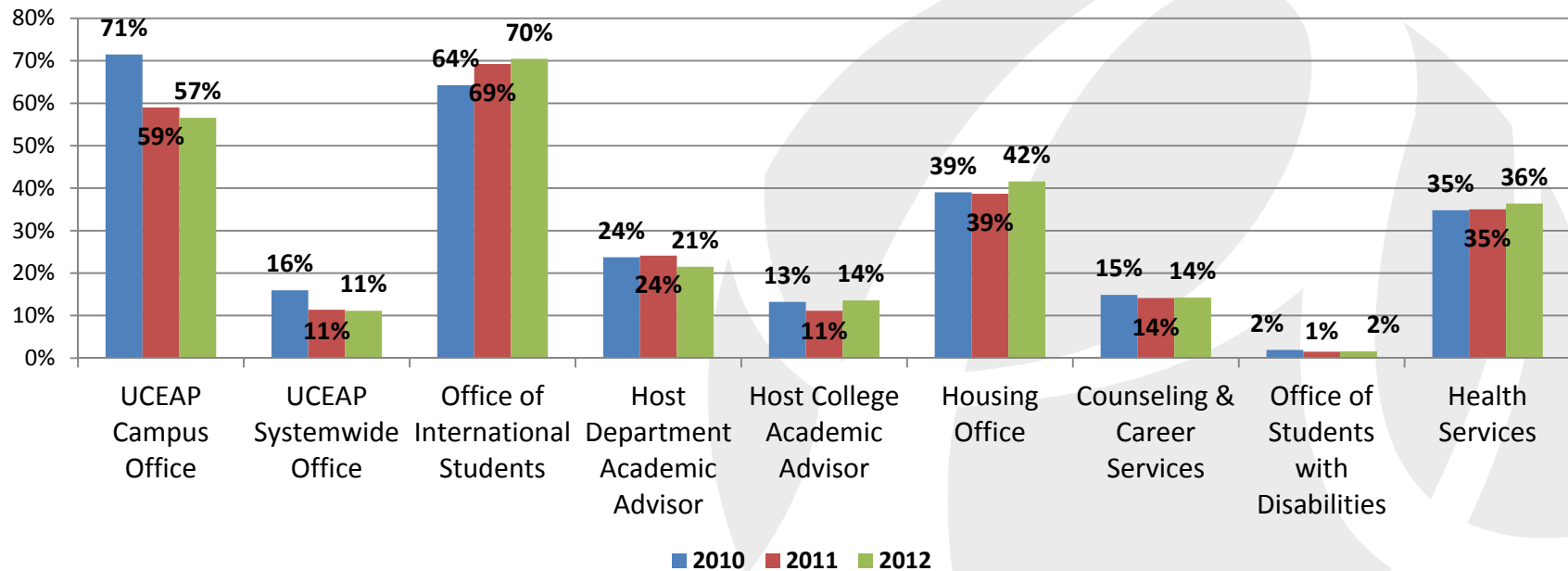


Rating of Information Presented at International Student Orientation: Personal Affairs



Offices Exchange Students Interact With

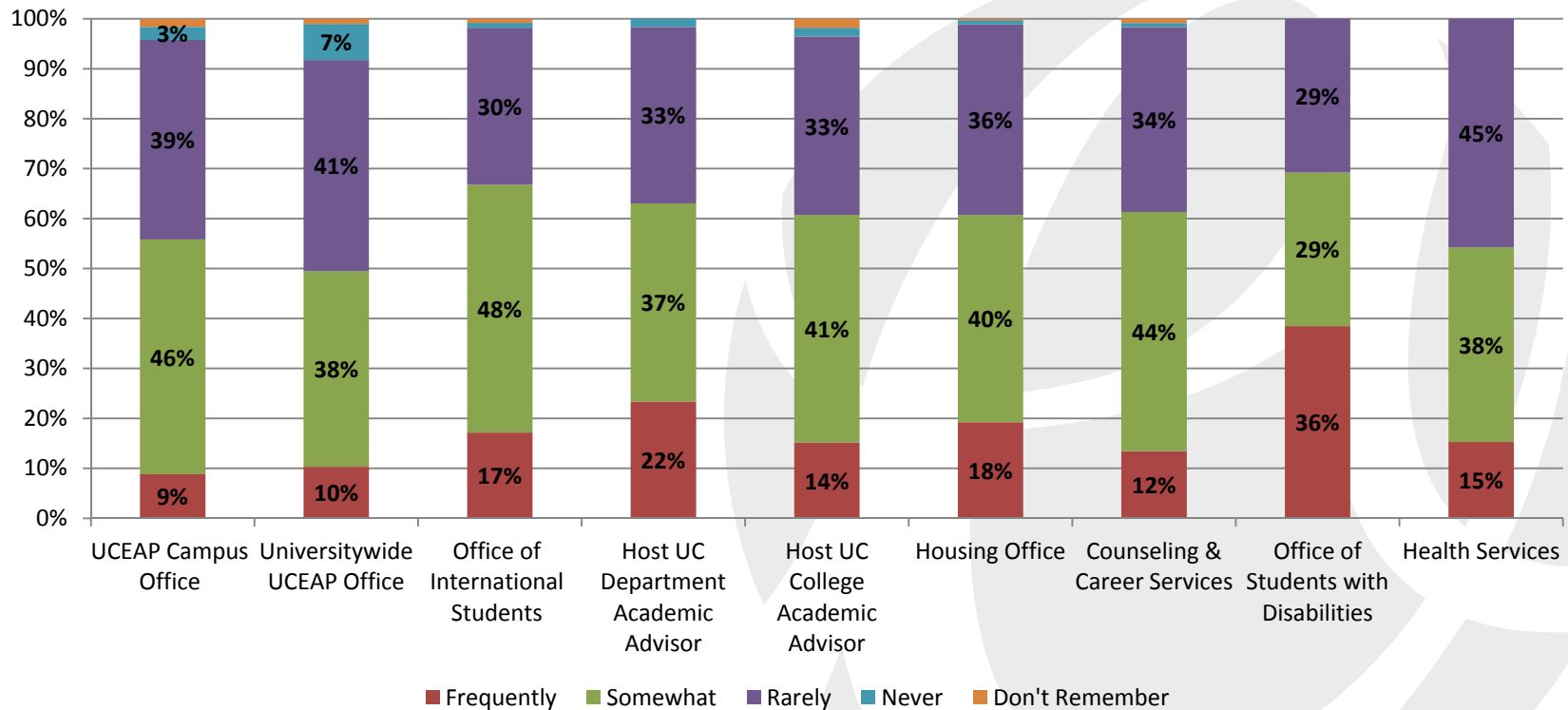
Which UC offices did you interact with while enrolled at your UC campus?
(Multiple Choice Response)



- 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

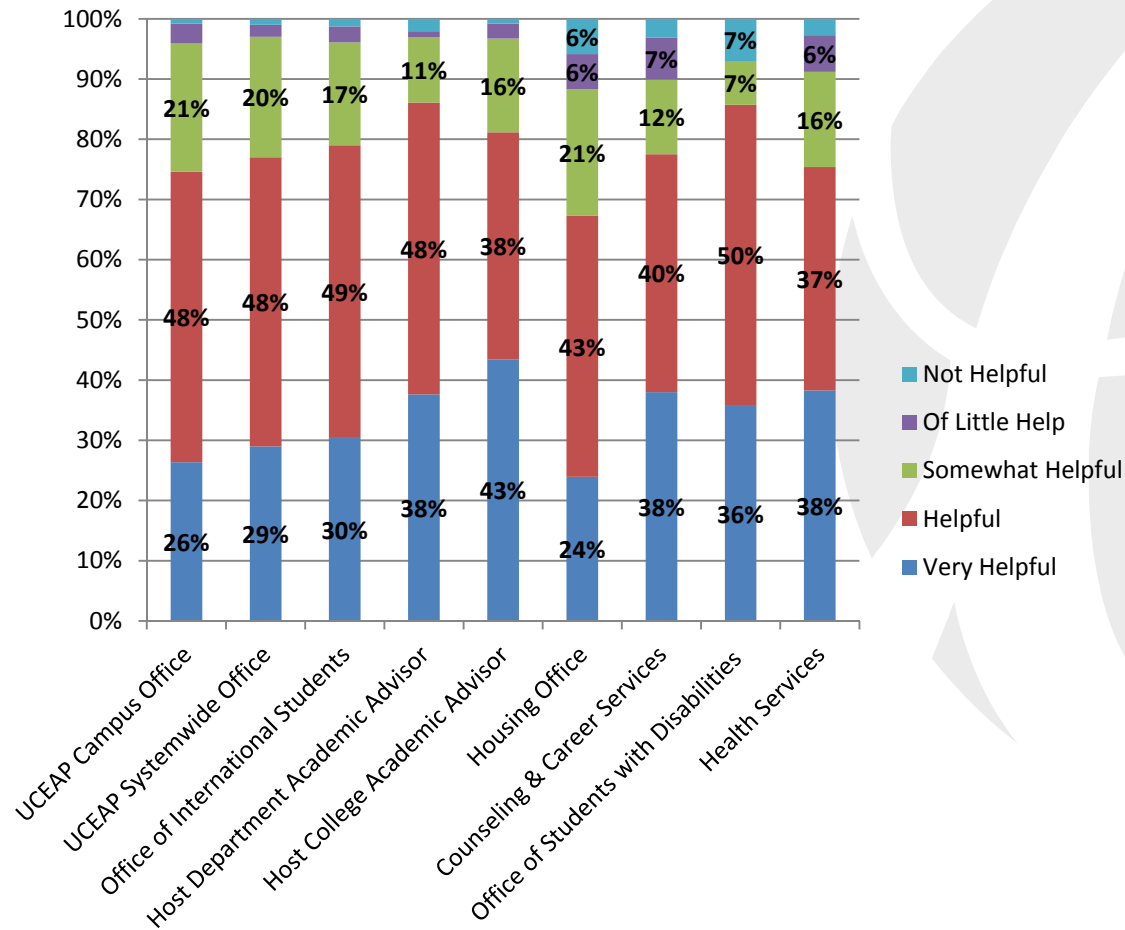
How often did you interact with these offices while enrolled at UC? (AY 2011-12)



- 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

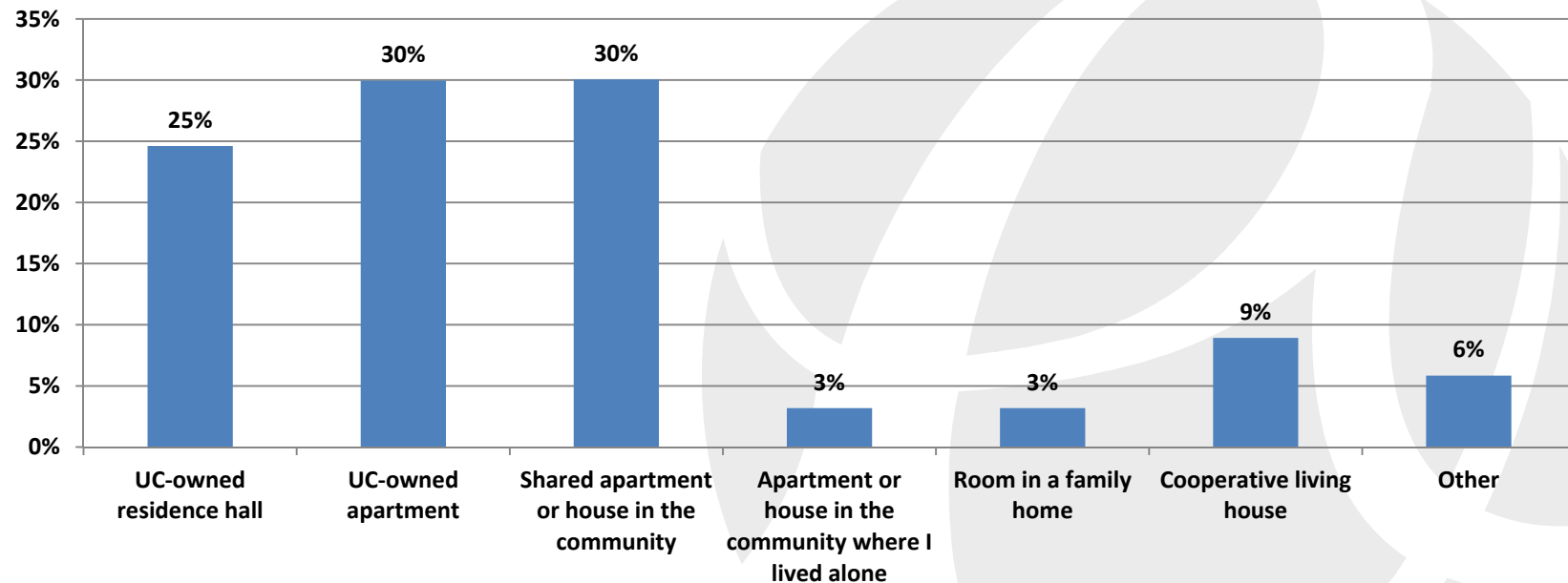
Rate the quality of the assistance you received from these UC offices: AY 2011-12



- **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

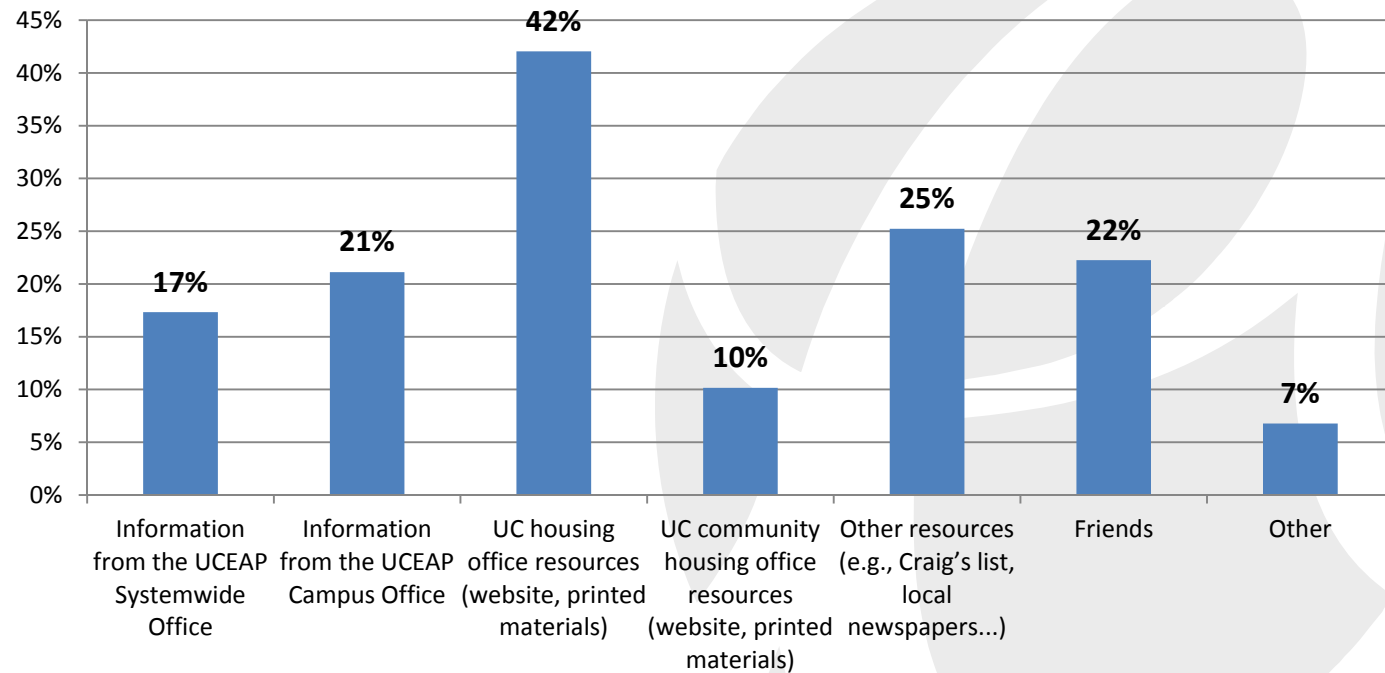
What type of housing did you live in during your UC studies? (AY 2011-12)



- *The most common response for 'Other' type of housing was an International House.*

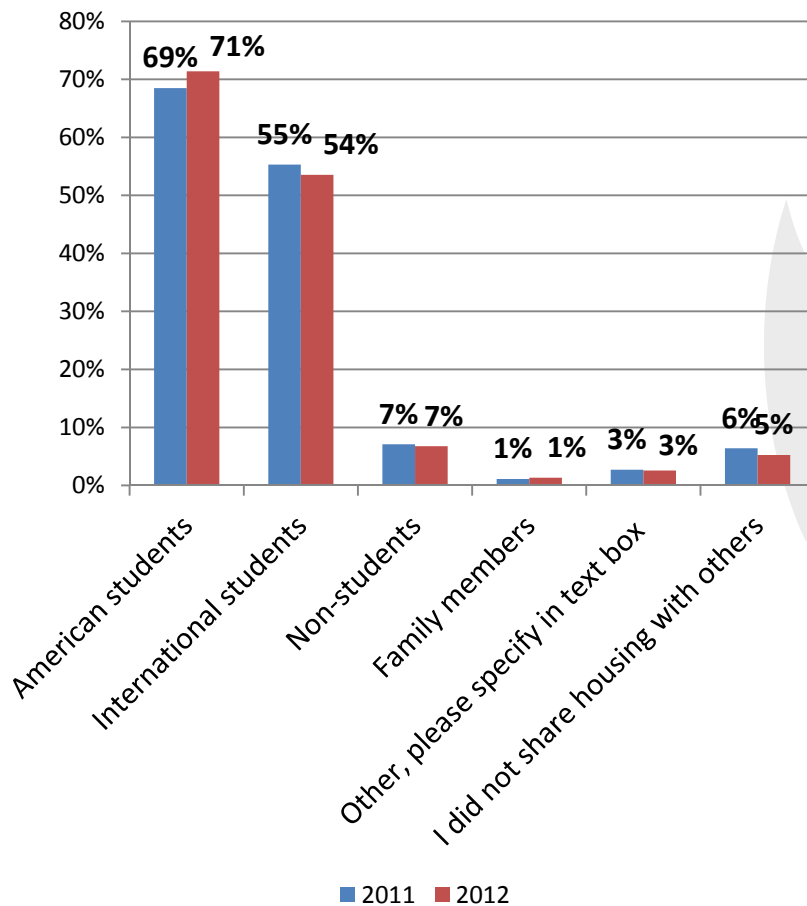
How did you find housing?

How did you find housing? AY 2011-12



Housing Shared with Others?

If you lived in shared housing with others, with whom did you share? (Multiple Choice Response)

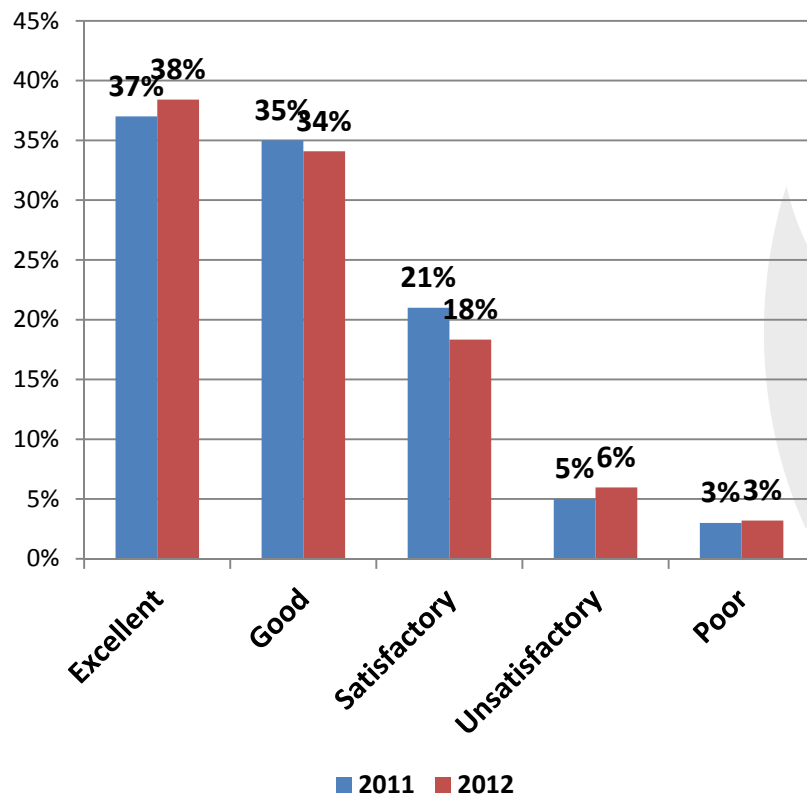


- **Most shared housing experiences included American students**

- *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

How would you rate the quality of your housing experience?

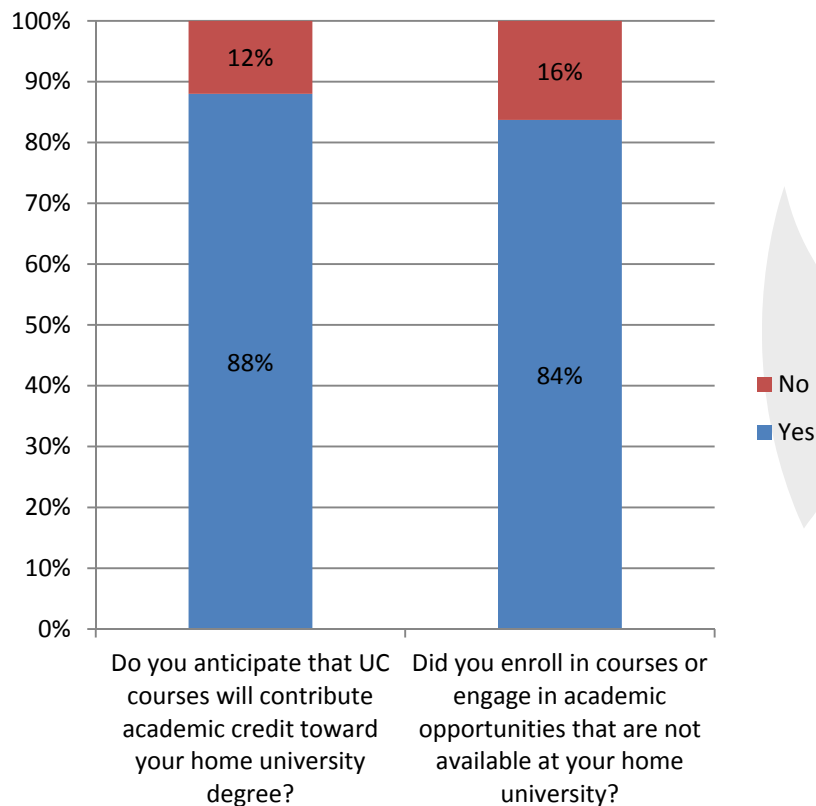


- **Quality Rating Relates to Housing Type**

- *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

Regarding academic intentions and successes.

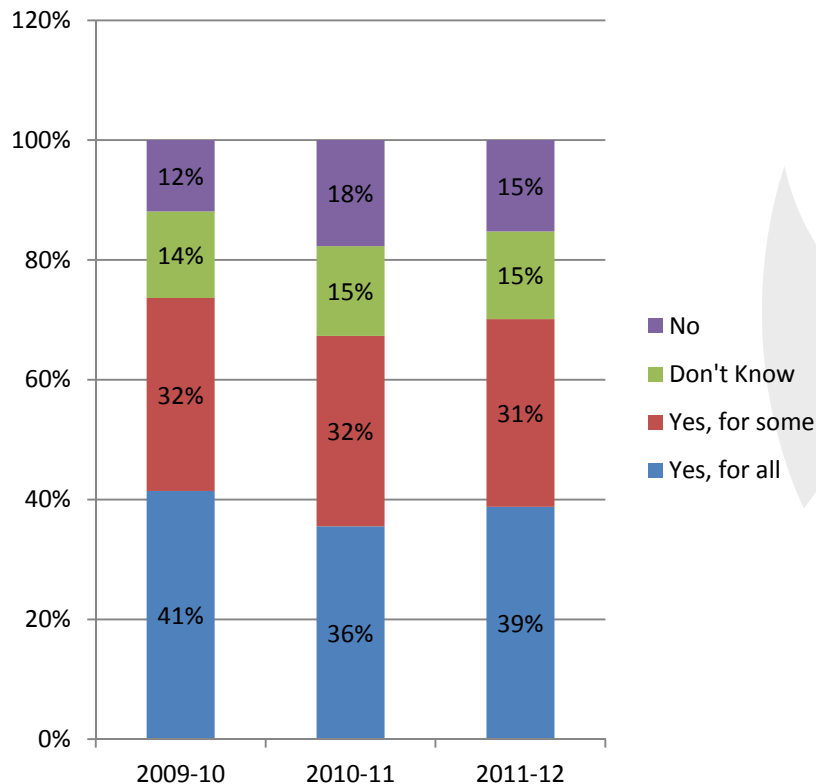


- **Nearly 90% of Exchange Students Anticipate UC Courses will Contribute Credit to Home Degree (this percent is consistent across 3 years)**

➤ *Almost 85% enrolled in opportunities unavailable at their home institution*

Anticipated Degree Credit for Unique UC Courses

Do you think you will receive credit toward your home university degree for these unique UC academic experiences?

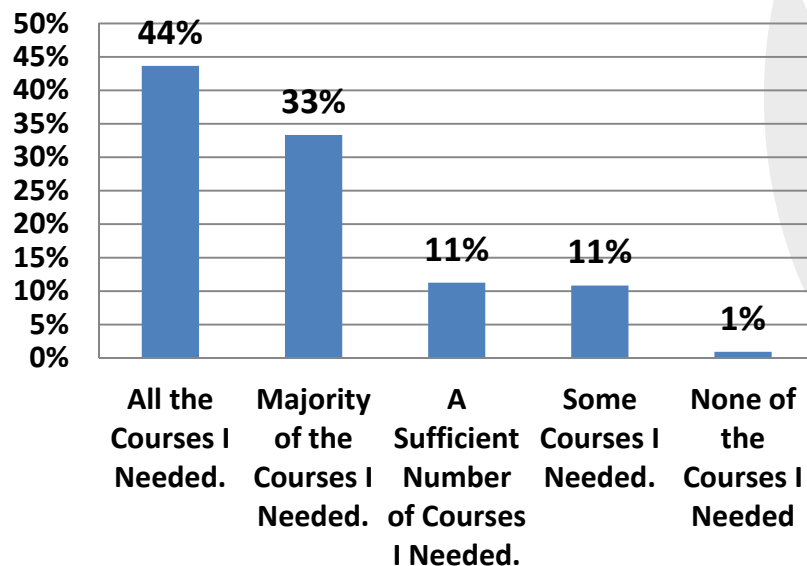


- The majority anticipate degree credit – which our Reciprocity Analysts equate to “major” credit – for unique UC academic experiences.

➤ *This data might suggest opportunities to reverse engineer Academic Integration*

Academic Objectives & Course Accessibility

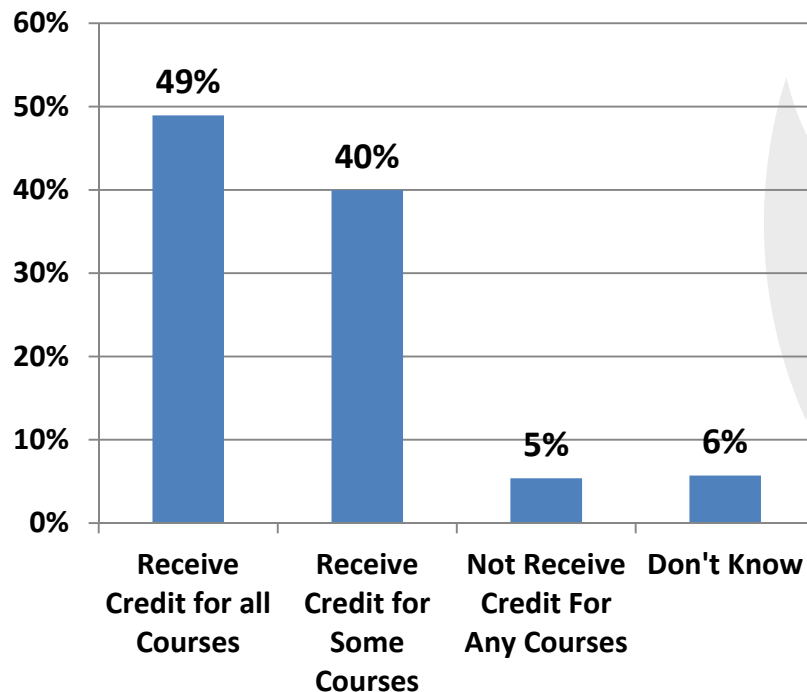
Select the statement below that best describes how fully you were able to meet your academic objectives while enrolled at UC. "I was able to enroll in..." (AY 2011-12)



- 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

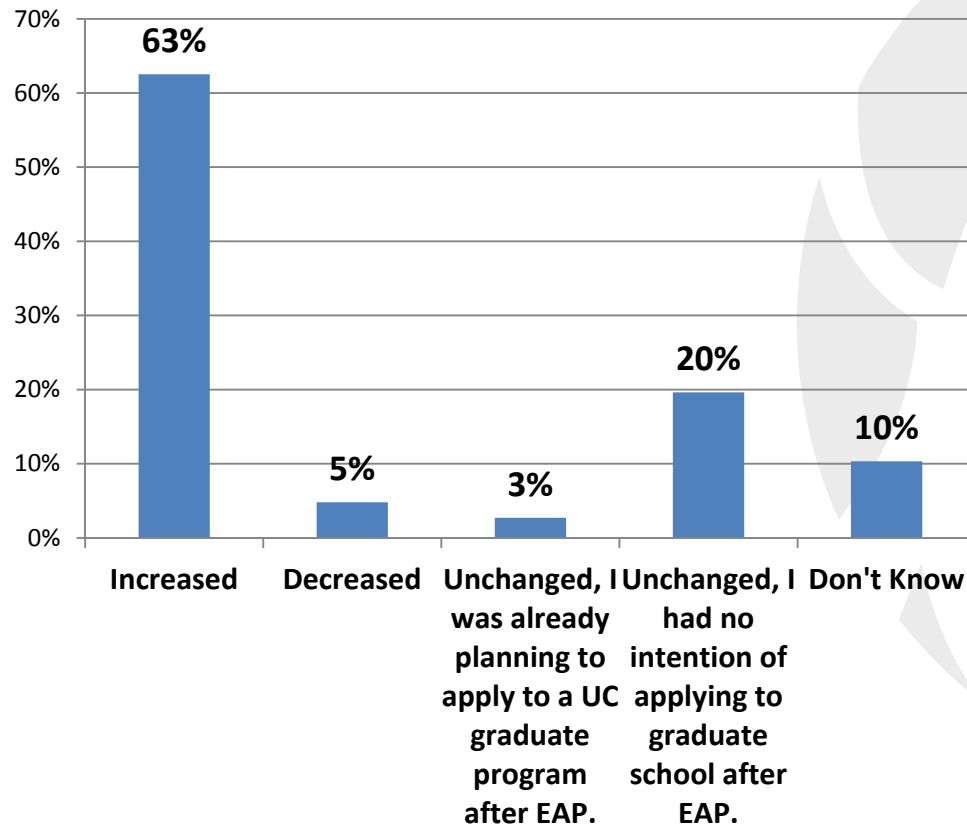
Which of the following statements best describes the likelihood that you will receive credit toward your home university degree for coursework completed while enrolled at UC? "I will ... (AY 2011-12)



- This Question Suggests Reliability for the Finding of 90% Anticipate Credit
 - Nearly 50% Anticipate Credit for All Courses.

Potential For Non-Resident Student Recruitment

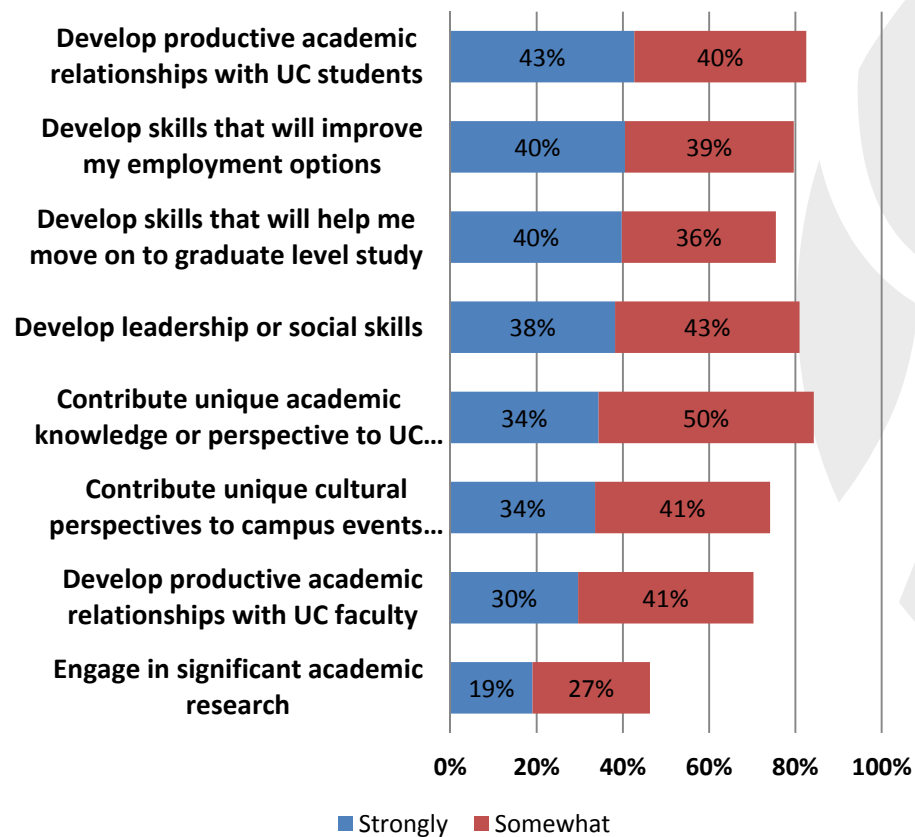
How have your study experiences at UC influenced your interest in future graduate studies at UC? (AY 2011-12)



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

Value Propositions of Exchange Program

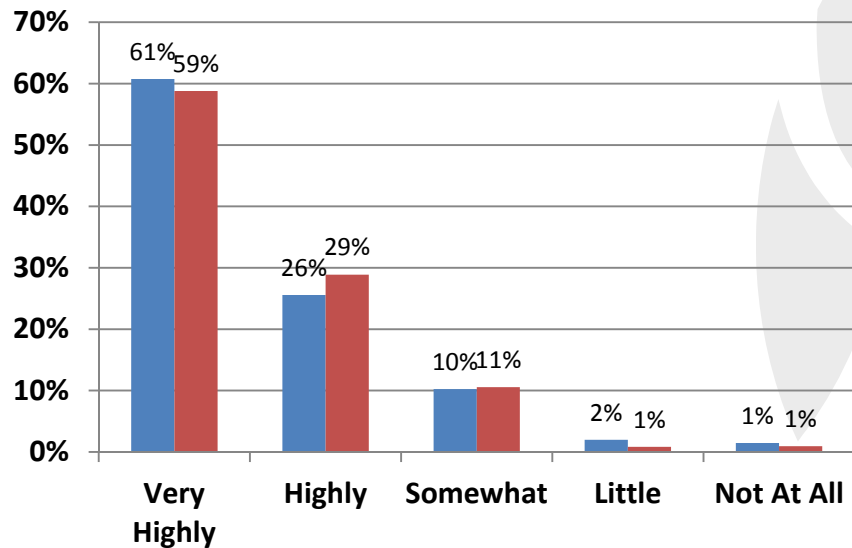
Identify your level of agreement with the following statements: As a UC reciprocity student, I was able to... (Strongly & Somewhat Responses Displayed Only) (AY 2011-12)



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

Recommendation of the Program

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

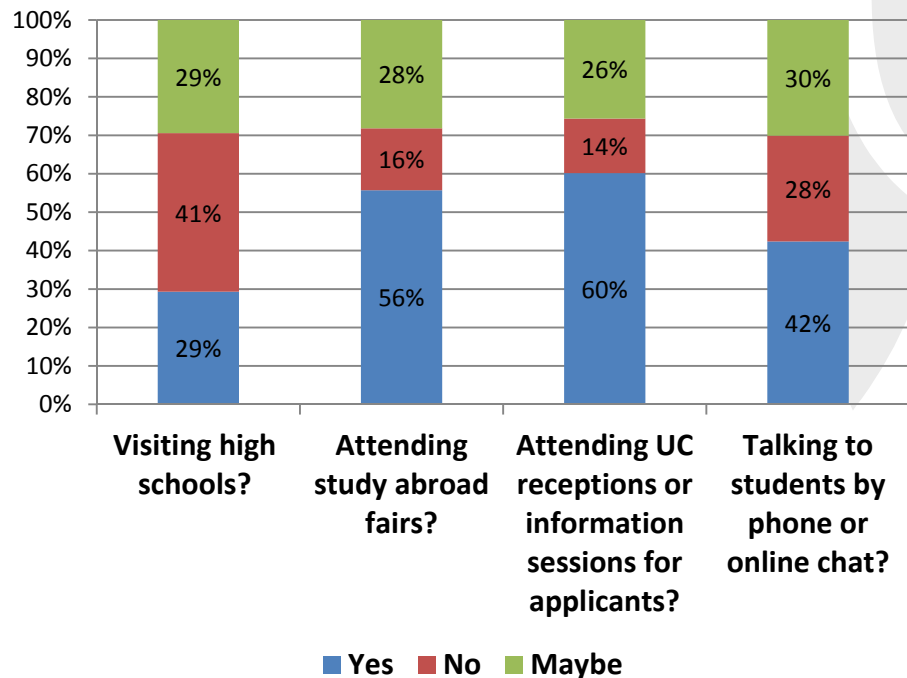


- Who share your home university academic discipline or major
- Who have a different academic discipline or major from your own

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

UC Ambassadors

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



- 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

Crosstabulation: Graduate School Contact & Alumni Network Contact Permission

			Graduate School Contact		Total
			Blank, No e-mail	E-mail Provided	
Alumni Network Contact Permission Given	Blank, No e-mail	Count	390	71	461
		% within Alumni Network Contact Permission Given	84.6%	15.4%	100.0%
	E-mail Provided	Count	137	405	542
		% within Alumni Network Contact Permission Given	25.3%	74.7%	100.0%
Total	Count		527	476	1003
	% within Alumni Network Contact Permission Given		52.5%	47.5%	100.0%

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.”*