Topline Results of the UCEAP Reciprocity Survey: April 2013

Gordon Schaeffer  
Sr. Research Analyst

Emily Graham  
Research Analyst
Presentation Purposes

• Review Survey In Its:
  ➢ Purposes & Response Characteristics
  ➢ Topline Results
  ➢ Potential Implications & Uses in Support of UCEAP & UC Institutional Strategies
It is, in many ways, a relatively long survey with 8 principal subjects ranging from pre-arrival to post-participation interests for UCEAP, UC Campus, and UC Systemwide international student recruitment strategies.

### Survey Purposes

- **Instrument is Design to Determine:**
  - How exchange students learn of UC opportunities
  - UC’s pre-arrival resources: Use & Quality
  - Social Media: Use & Engagement
  - UC Orientation: Characteristics & Quality
  - Interfaces with UC Resources: Frequency & Quality
  - Housing: Resources, Satisfaction, & Recommendations
  - Academic Intentions: Successes & Degree Contributions
  - Non-Resident Student Recruitment & Relationship Building
Survey Highlights

- The majority of reciprocity students find out about UCEAP opportunities and pre-arrival information from their home university international office
  - The satisfaction with pre-arrival resources is high with 90% of resources rated as Excellent, Good, or Satisfactory
- Nearly 9 out of 10 reciprocity students would very highly or highly recommend their UC study experience to students at their home university
- 90% of respondents anticipate UC courses will contribute credit to their home degree
- Study experiences at the UC has increased interest in future graduate school at UC for 90% of respondents (removing 30% of respondents who don’t know or currently have no intentions for graduate school)
To view data use this link - https://docs.google.com/spreadsheet/ccc?key=0AtO7l19ykqWudERWU1MxZGVbpmQ4RFVgZ9dRTIpN2c&usp=sharing. It should allow you to see the number of respondents by country for the last 4 years.
A common interest is if respondents are representative of nationality or country of origin. For most countries, the response rate compares well with the enrollment of reciprocity students. We are seeing a lower response rate from Japan compared to the count of UC reciprocity participants from Japan. Hong Kong respondents are a bit over-represented compared to the percent of participants.

To view data use this link - https://docs.google.com/spreadsheet/ccc?key=0AtO7119ykqWudFVwdmFXTEo1dGtjbzVyRUtpVUdLeI&usp=sharing.
With increasing populations and communication resources – e.g., updated e-mail addresses in our alumni database or from reciprocity students interested in helping us recruit students, we might be able to improve the influence past UCEAP exchange/reciprocity students play in recruitment of not only UCEAP exchange students but International Student Recruitment.

*Note that this question in 2010-11 was set up as a single response item.*

Overall, about 1 in 5 students identify their university major department as one of the first ways they learned about UCEAP exchanges. However, in the UK, that figure increases to 1 in 2 (49%).

https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudFBMc2R5OTZzGR1b2JqanUwWWczMVE&usp=sharing
Again, things are a little different in the UK with faculty members selected as an early recruitment resource by 1 in 3 (33.8%) respondents – or significantly more so than elsewhere and the overall response rate of between 20% & 24%.

Over half of Japanese respondents (58.8%) selected staff advisors as a helpful resource.

In Hong Kong, Exchange Fairs have been unusually successful with 41% of respondents (n=169).

The website was most commonly identified as a helpful resource and among Australian and Chinese respondents that measure is over 65%.
Outside of the first year & the measure of UCEAP Systemwide Office Resources, in recent years the network of student information resources has changed little.

Resources of pre-arrival information have migrated from UCEAP to student home institutions.

Should UCEAP be a “hub” or “broker” of information?
Satisfaction with all resources is above 90% (Sum of Excellent, Good, & Satisfactory). Excellent & Good sum to 70% for nearly all resources.

Though students commonly chose a home university resource, for quality our UC resources rated higher (69% of students ranked their home university resources as excellent or good in quality, whereas UCEAP campus and systemwide office resources each individually had 78% of students rank them as excellent or good).

4 out of 5 respondents rated the UC Office of International Students & UC Department Academic Advisor as Excellent or Good. However, as good as these resources are, they are not commonly used by the majority of international students (see previous slide: in 2013 only 6% reported using pre-departure resources from the host UC college academic advisor and only 28% reported using the UC Office of International Student pre-departure resources).
The quality of UCEAP’s Systemwide Reciprocity information has not differed much in the last 3 years.

Campus office information quality is rated with the highest satisfaction at UCB (83.3% Excellent or Good), UCD (81.3% Excellent or Good) and UCSB (79.2% Excellent or Good). UCR is the lowest with only a little over 60% suggesting that the campus content is Excellent or Good (&14% of respondents rating the information from the UCR campus office as unsatisfactory or poor).
The quality of information from Campus Academic Advisors has fluctuated a bit, with 2013 scores for both Department and College resources being below their better scores in 2010 and 2011.
Although satisfaction with the quality of information received from Other Host UC Campus Resources is still above 90%, there is a higher amount of respondents who rated the information as unsatisfactory + poor (8.2%). This suggests there is room for improvement.
Clearly, Facebook is familiar to our audience of Exchange students. Comparatively, Twitter & LinkedIn are weaker, but still 1 in 5 of these students represent that they use Twitter or LinkedIn. LinkedIn might be a better resource for alumni services, development, etc.

As UCEAP’s Marketing only recently adopted Pinterest for outbound students, is this also a social media resource that we should monitor (or add to the question in future efforts)?

**Social Media Use: I**

- Exchange/Reciprocity Students use Facebook more than other Social Media.
  - Based on “Other” descriptions in the previous year’s survey, LinkedIn was added to the 2013 survey.
  - One in five students use LinkedIn as a social media resource.
  - Future outreach efforts (Advertising) with these students as returnees to the UC for Professional & Graduate School.

![Bar chart showing social media usage percentages over years](chart.png)
The design of this question needs to be improved in further editions of the survey from ‘Did you join social media post-UCEAP’ to ‘Do you think you will continue to use social media...’ We can’t quite answer – given the design of this question - if students will likely or intend to stay “involved” with the UC through social media.

If we plan to engage with reciprocity students for the future, we’d better do it before they leave campus. What services can we offer? One service is to help them with graduate school or constructing Relationships with the UC.
The number of students willing to update their e-mail address so as to have us promote contact from UC graduate & professional schools is declining year-over-year.

Dataset

For our 5 largest countries by enrollment and response rates, interest in graduate school has increased from 2011 to 2013 for Australian (+10%) and British (+4%) reciprocity students. The countries where graduate school interest has decreased are China (-22%), France (-13%), Hong Kong (-10%) and Japan (-17%). Without inferring too much from the data, it appears that interest in graduate school from Asian countries as a whole is decreasing. Maybe we need to give some examples, or “sell” this opportunity more than once if we want to improve with some segments?

https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudGREZjA4X1E3dl8zVkRXOUlyaTMxR2c&usp=sharing
In 2013, 7% more Students were interested in joining the alumni association than connecting with graduate schools, etc..

For our 5 largest countries by enrollment, and for our 5 largest countries by responders, interest in joining the alumni association has increased from 2011 to 2013 for Australian (+17%), French (+13%), and British (+17%) reciprocity students. The countries where alumni association interest has decreased are China (-29%), Hong Kong (-14%) and Japan (-20%). Once again, it appears that interest in maintaining a relationship with the UC is decreasing among Reciprocity students from Asian countries.

https://docs.google.com/spreadsheet/ccc?key=0AtO7l19ykqWudEhOQIVLUJKZlNQcVZnSGI0azZuMlE&usp=sharing
For any number of reasons, campus international student orientations are representing UCEAP. The good news is, this result did not significantly differ by campus other than at UCR where only 62% of reciprocity students recall a UCEAP specific information at their UC campus international student orientation in AY 2013.

https://docs.google.com/spreadsheet/ccc?key=0AtO7l19ykqWudHVijS21NRjQQjRiOTZjdExaXzhMcWc&usp=sharing
Other than UCSC & UCR, all campuses received over 90% satisfaction for the quality of information relating to UC Education Abroad Program Services and the Office of International Student Services.

Perhaps some action needs to be taken as 16% of respondents rated “Course Enrollment” information as unsatisfactory or poor.

https://docs.google.com/spreadsheet/ccc?key=0AtO7l19ykqWudGtMekZYY3pWRGx4V1BFSlAxbzhENXc&usp=sharing
Course Enrollment & UC Academic Advising Services for ALL YEARS combined by Campus. This way we have a big enough sample to say something about differences – if any dramatic results come back – by field. This might help Paulette & Reciprocity to encourage advising development... without them having to pick-on a campus or two...
Rating of International Student Orientation: UC Academic Advising Services

Rating of Information Presented at International Student Orientation by Campus: Excellent + Good Responses Combined

- UCB: 50.0%
- UCD: 49.6%
- UCLA: 50.0%
- UCSD: 75.0%
- UCSC: 60.0%
- UCI: 60.0%
- UCSB: 60.0%
Health & Safety is handled to the satisfaction of most students. Adjusting to remove “Not Applicable” (46%), the Office of Students with Disabilities Services is overwhelmingly positive.

A subject of interest is Counseling & Career Services where 15% of respondents report that they don’t remember the topic at orientation or “Not Applicable”. Of those who say “Not Applicable”, the responses are concentrated from UCB (20.6%) , UCSB (19.7%) and UCSD (18.9%).

The subjects of Employment & Internships and Finances also had high rates for “Not Applicable”. These responses were again concentrated at UCB, UCSB and UCSD. Perhaps these campus offices are not publicizing resources for these subjects as thoroughly as other campuses.
Once on Campus, our Systemwide UCEAP offices are less commonly recalled as a point of interaction for Reciprocity students. The Office of International Students or the UCEAP Campus Office are the leading points of interaction. That said, and maybe reflecting campus strategies or that of our own offices, Reciprocity students are interacting more with the OIS and less with the UCEAP Campus office.
It is interesting to see that the among the students who recalled an interaction with the
Host Department Academic Advisor (1 in 5 respondents), nearly a fourth said the level of
interaction was frequent (which compares to about 9% for the UCEAP Campus office). This
possibly reflects upon the complexity of subjects these offices and their staff must address.
Respondents are only rating those offices they recalled using (based on previous answers, slide #22 above or entitled: “Offices Reciprocity Students Interact With”).

As the International Student’s Offices are highly rated resources, we should possibly try to connect them to marketing Graduate & Professional Schools for students, or make some references to their utility when participating in International Student Recruitment. We should also not be shy in encouraging Reciprocity/Exchange applicants to become familiar with this office early in the process.
In the past three years, there has been a slight decrease in the percent of reciprocity students housed in UC-owned residence halls, offset by a slight increase in the percent of students residing in UC-owned apartments.

- The most common response for ‘Other’ type of housing was an International House or non-UC owned apartment/dorm.
Housing: 4-Year Data Combined

How did you find housing? (Multiple Choice Response)

- Information from the UCEAP Systemwide Office: 19.3%
- Information from the UCEAP Campus Office: 21.0%
- UC housing office resources (website, printed materials): 41.1%
- UC community housing office resources (website, printed materials): 11.5%
- Other resources (e.g., Craigslist, local newspapers): 27.1%
- Friends: 32.8%
- Other: 5.8%
Housing Information:
4-Year Data Combined

- Respondents from non-English speaking countries are more likely to reach out to “Other Resources” than those listed in our question.
  - On average, respondents selected 1.5 responses
Housing quality has remained consistent in the past 3 years.
Students are typically satisfied with housing, but UCSD, UCSC, & UCB have very low Unsatisfactory & Poor measures.
Respondents who found their housing information from “other resources” – like Craig’s list – were somewhat less satisfied than those who had other sources or guides to housing.

We might take some satisfaction from seeing the UCEAP Campus & Systemwide Offices as reliable resources.
Housing Shared with Others?

- Most shared housing experiences included American students
  - The majority of students who lived in UC owned Residence Halls (78.2%) and UC owned apartments (86.1%) lived with American students
  - The most common responses for ‘Other’ were other students from home university or partner/boyfriend/girlfriend
Students who shared housing with other students – American or other International students -- are more satisfied in their housing than those who lived with Non-Students or families.
Compared to others, STEM majors are slightly less likely to enroll in courses or engage in academic opportunities not available at their home university.

https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudC1rY3h1WXJxaG10b0dKaHNwRk1sYlE&usp=sharing
Almost 80% of students from France expect to receive credit for ALL courses. This percent rises to 92% when we add in French students who expect to receive credit for some courses.

Everyone from the Netherlands (100%) expect to receive credit for some, if not all courses.

The countries with the highest percent of students who don’t expect to receive credit for any courses are Ireland (26%, n=14), the UK (20.9%, n=65), and Taiwan (18.9%, n=7). We need to review these events more closely to make certain we are partnered well, or that we are committing limited opportunities to students who can use the opportunity. Maybe they are concentrated in a discipline or degree or institution? Maybe they are not gaining access to courses they need? There’s probably a good (potentially multivariate) explanation for this.

By discipline, Medical Sciences (80%, n=4), Architecture & Environmental Design (69.2%, n=18) and Law (64.3%, n=9) students have the highest expectations to receive credit for ALL courses. Biological Science major are the least likely to receive credit with 12% (n=10) students not expecting to receive any credit.

https://docs.google.com/spreadsheet/ccc?key=0AtO7l19ykqWudExNUkhwb1d3ZTFRSFlwV TJLOXVoEE&usp=sharing
Course Accessibility

- In the past 3 years, over 75% Accessed All or a Majority of Courses Needed
- Nearly 90% enrolled in a Sufficient Number of Courses for their academic objectives
Course Accessibility: 4-Year Data Combined

- Medical Sciences, Communication Studies, & Agriculture Students have more challenges with enrolling in courses at the UC: Dataset

https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudFNU9va1hjbVllakhrVWJVR3BORF&usp=sharing
Credit for All Courses

- This Question Suggests Reliability for the Finding of 90%
  Anticipate Credit
- 50% Anticipate Credit for All Courses.
- More students anticipated credit for their home institution
degree in 2013 than in previous years.
For all disciplines, over 85% of respondents expect to receive credit towards their home degree for all or some courses:

Dataset

https://docs.google.com/spreadsheet/ccc?key=0AtO7l9yqWudEI2SDh5U1AtWTJPyWo2ZmRaMEZYWWc&usp=sharing
What is very slight, but interesting to note, is the increase in students who are coming as Reciprocity students who have an intention of applying to the UC for graduate school programs.

- Filtering for the 30% With “Don’t Know” & “No Intentions of Graduate School”: The “Increased” Response Rises to 89%.
Value Propositions of Exchange Program

Most Value Propositions for Exchange Programs are Supported by Reciprocity Students.
- Significant Academic Research and Relationships with Faculty were relatively weak but not necessarily insignificant events

- Dataset

https://docs.google.com/spreadsheet/ccc?key=0AtO7I19yqWudHEzQ1VkeXc5Zzd2TJVdHdmeDFVUE&usp=sharing
Recommendation of the Program:
4-Year Data Combined

How highly would you recommend your study experience at UC to students at your home university...

- On the basis of a sum of Very Highly & Highly:
  
  - Nearly 9 out of 10 reciprocity students would recommend their UC study experience to students at their home university.
Recommendation of the Program (by Year)

- [Dataset](https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudHFCbUZsWIRvN1NtVDZ2MjJXczIVZxc&usp=sharing) by Country
- [Dataset](https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudGNDTU1uZVFZT3IxeG9hX2NGOGvtVEE&usp=sharing) by UC Campus
- [Dataset](https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudGlVMnBzdUY0akpWQ24zdEM4QX8Kc3c&usp=sharing) by Discipline

By Country -
https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudHFCbUZsWIRvN1NtVDZ2MjJXczIVZxc&usp=sharing
- Students from some Asian countries would less enthusiastically recommend UC study to others who share their discipline:
  - Only 71% from Korea, 77% from Thailand, and 78% from Taiwan would very highly or highly recommend UC study

By UC Campus -
https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudGNDTU1uZVFZT3IxeG9hX2NGOGvtVEE&usp=sharing
- Only 69% of students from UCR would very highly or highly recommend their UC study experience to others who have a different academic discipline or major (compared to 93% of UCB students)

By Discipline -
https://docs.google.com/spreadsheet/ccc?key=0AtO7I19ykqWudGlVMnBzdUY0akpWQ24zdEM4QX8Kc3c&usp=sharing
- Students who study Mathematics and Psychology are least likely to very highly or highly recommend their UC study experience to others who share their academic discipline.
Year-over-year, there have not been any significant changes in the likelihood of reciprocity student interest in educating prospective applicants, or helping us with campus internationalization interests.
Ultimately, 62\% of Reciprocity students provided an updated email address to support their interest in our alumni network and/or UC graduate school interests.
Students are generally thankful for the opportunity to come to the UC. They'd like to stay longer or advise that students stay for more than a semester. Some would like to transfer to the UC through the program. They are willing to help us help their peers and others for the internationalization of UC campuses. We have a good sense for how they learn of our program’s opportunities by institution, and the value of the alumni network.

One subject that is consistently born out, is the need for more course information before they arrive and in orientations. This is no different than what we hear from our UC students attending host/foreign institutions. Auditing, crashing courses... these are maybe “UC” or foreign concepts to Reciprocity students and provide us a way of helping them brave the UC experience.
The character of UC institutions is borne out by Reciprocity student exchanges – with housing satisfaction, research & academic opportunities, the interest in joining our alumni network or availing themselves to support our Internationalization efforts as recruiters or returning students (62% updated an email address for one or all of these events). Again, we encourage people to read over the highlights.
Quotes

• “The experience I have had here has been a life-changing one. It has accelerated my learning process while opening my eyes to life in a culturally diverse community. It has also provided me with a higher platform to reach for a graduate level of education.” – UC Berkeley

• “Being able to study film at UCLA is by far the greatest opportunity I was ever offered. Coming to Los Angeles, live and study here was the most amazing experience of my life. I would recommend to anyone to go study abroad. There is nothing that builds you the way an experience like this does.” – UC Los Angeles

• “Studying at UC Irvine was one of the best experiences of my life. At every stage I was welcomed and supported. This was a very valuable academic experience and I would recommend it to anyone who has the opportunity of applying.” – UC Irvine

• “Participating in the 'Exchange Program' and having the opportunity to study at The University of California Los Angeles (UCLA), was the best thing I have ever done!!! I highly recommend all students to take up the opportunity to study overseas as the experience (on an academic, cultural and social level) is invaluable.” – UC Los Angeles
Quotes

• “My exchange quarter at UCSB was the most difficult yet most rewarding experience I have ever had and been involved in. I am constantly reliving every day and reminiscing about the new friends I have made. I would do it again in a heartbeat! I recommend the exchange program to everyone! You become a stronger person. You become more confident and you develop the ability to conquer anything!” – UC Santa Barbara

• “Thank you for providing me with the most important academic and cultural experience I’ve had in my life. California lived up to the mythos of the western Promised Land and I sorely miss my friends from Berkeley and the wonderful things I’ve seen and done.” – UC Berkeley