



International undergraduate student satisfaction and likelihood to recommend

	Okanagan	Vancouver	ISB
	2011/12	2011/12	2011/12
Overall Satisfaction with UBC	89%	89%	86%
% Would recommend UBC	82%	85%	80%

Benchmark:

On the International Student Barometer/iGrad survey (ISB), UBC students had a higher satisfaction rate than other Canadian institutions (UBC 89%; Canadian institutions 86%), and a similar satisfaction rate as all institutions in the ISB.

UBC students also had a higher recommendation rate (85% UBCV/82% UBCO) than students at other institutions (Canada 79%; ISB 80%).

Description

International Student Barometer Survey. Undergraduate international student respondents on two questions:

- Overall, how satisfied are you with all aspects of your University experience?
- Recommendation - Based on your impressions AT THIS STAGE IN THE YEAR, would you recommend the university to other students thinking of applying here?

Person with lead responsibility for this metric: Director, VPS Portfolio Initiatives; Director, Campus Research and Analysis

Data collection will be from: Graduate or Undergraduate Student Experience Survey

Date: May 1 to April 30 (Academic Year)

Explanation of Results

Overall, UBC's international undergraduate students are quite satisfied with their overall experience at UBC, and are quite likely to recommend UBC to others.

This is important because UBC international students are much more likely to choose UBC based on discussions with their friends than students at other institutions (63% of UBC international students said their friends helped them make a decision, compared to 48% of students at other Canadian institutions).

UBC international undergraduate students overwhelmingly cite teaching quality and institutional and qualification reputation as key deciding factors in coming to UBC, and 85% of them are satisfied with the overall learning experience at UBC.

However, they also are more likely than students at other institutions to cite social life and location as important factors in making their initial decision to come to UBC, and 5 of the top 10 important* factors correlated with recommendation have to do with the social and support experiences at UBC (e.g. overall support services, social activities, living experience, social facilities and making friends from this country). Across all of these measures, UBC satisfaction scores are either in line with other Canadian institutions, or higher (range of satisfaction rates from 81-87%).

*using ISB's derived importance methodology

UBC supports international students through international student development services, which provides a variety of targeted programs that help integrate new international students into campus, build opportunities for international students to engage on campus and build social networks. A key example of



this is the Jump Start program, which is a program for first year international students to support their transition to both UBC campuses that consists of a two-week immersion program and ongoing support through the year.

Faculties and other administrative units on campus also provide services to international students, e.g. Student Housing and Hospital Services, which provides accommodation for international students.

Recommended Action

On the Vancouver campus, the Vice President, Students is developing a strategic plan to improve the student experience for all students. A key aspect of this plan will be how to continue to improve the student experience for international students. The VPS will intentionally focus on further and better ongoing consultation and dialogue with international students and student groups to enhance our understanding of issues and possible responses.

On the Okanagan campus, the AVP Students is interested in developing international service learning opportunities that are based in course work and developed in tandem with faculty partners. The senior executive is interested in service learning that is embedded in the classroom discourse and includes a component of international service.