International Student Barometer survey 2017

* **ISB survey done in Aalto: 2010, 2011, 2014 and now 2017**
* **Globally: 110,386 international students responded
from 129 institutions in 17 countries**
* **Institution-specific results compared against comparator groups,
national and international benchmarks**
* **Aalto’s results have been benchmarked together with 15 Finnish HEI and 22 international HEI (higher education institution)**
* **Aalto: 41% response rate (Finland 40%, Europe 39%, Global 28%)**
* **Aalto: 284 doctoral level respondents**
* **All the results in the presentation are Aalto’s results if not mentioned otherwise**

Main comments concerning Aalto according to the survey:

* **When compared with the other universities in the benchmark group, Aalto alumnis are a significant influencer when deciding the study place (1. Website 46% 2. friends 40%, 3. alumnnis 28%)**
* **Employment and employability does count. Students want understanding about local job markets and ”how getting employed happens” in Finland
– and especially from the teaching staff, not only from the career unit.**
* **International and Finnish students do not meet**
* **Better information about visa and banking issues**

Most important when choosing the study place?

* **Based on: Aalto’s reputation (70%), specific course tittles, research quality, cost of study, personal safety, earning potential**
* **Aalto has a relatively high brand image (70%) = The significance of Aalto’s reputation was emphasized when compared to benchmarking universities**

**Overall satisfaction to learning at Aalto: 25% very satisfied + 65% satisfied = 90%**

Conclusions (by Nannette Ripmeester):

* **The challenge that Finland and Aalto have is ”managing expectations”. Students applying to Finland and Aalto already have high expectations about the quality of studies, the university and life in general. If the expectations are not met, the critique is also tougher than if the expectations would have been lower to start with; it is easier to forgive if things were not even expected to be that good.**
* **In some results there is e.g. 87% or even better satisfaction, which is a great result – but when comparing to benchmarking universities, in that group Aalto can still remain in the end of the line when the results are put into perspective. So there is always room to improve.**