

FROM RESULTS TO ACTIONS: Factors Determining the Success of International Student Feedback Tools

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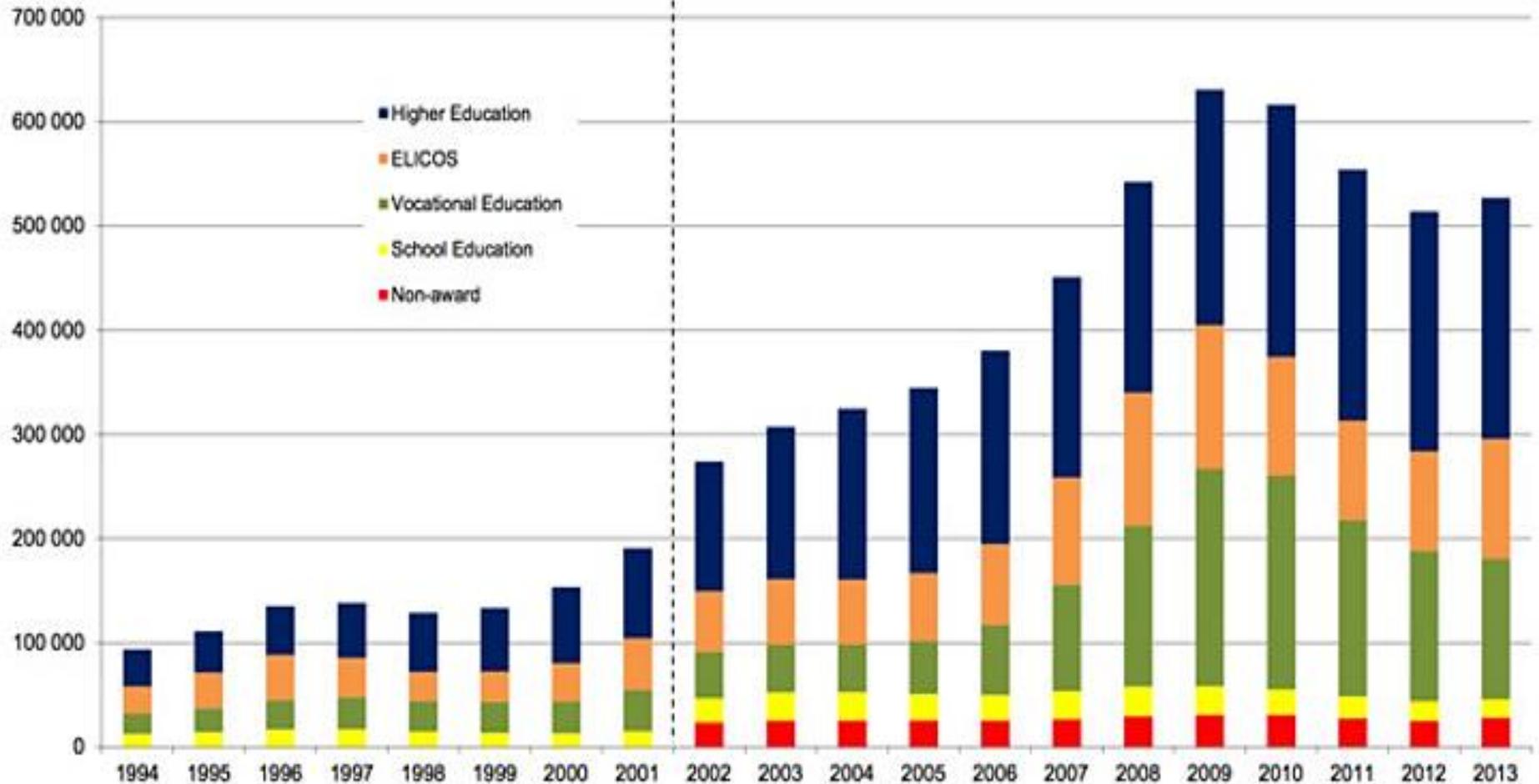


Research Question What is the impact of the satisfaction tools on the levels of satisfaction?

The study intends to find out whether the institutions follow up on the results collected from the surveys in order to improve on the identified areas of weakness and the effectiveness of the improvements.

International Student Enrolments in Australia 1994–2013

Major funding for educational institutions in Australia comes from International Students



Note: There is a break in series between 2001 and 2002

Rationale: The study seeks information on the applicability of the studies for Australian higher education institutions and the problems facing international students within the Australian system.



LITERATURE REVIEW

Higher education institutions are implementing procedures to assess the quality of the services they provide and the satisfaction of students with those services (Hopkins et al., 2014: 257)

Higher education institutions started to assess students' satisfaction due to increased consumerism in the sector of higher education due to the necessity to remain competitive (Lowe et al., 2010: 227)

The main objectives with regard to higher education in Australia are accessibility, competitiveness, and high quality (Peach et al., 2014: 241)

Students' feedback must be used effectively and implement corrective actions to increase student satisfaction (Arambewela and Hall, 2009: 555)

Satisfaction level of international and postgraduate students is important for higher education institutions because these students contribute a major part of funds (Burdett and Crossman, 2010: 53)

Higher education institutions have a necessity to compete for international students, thus students' satisfaction with the provided services is important for them (Nair and Shah, 2011: 113; 2009: 46)

Students' satisfaction is measured because their satisfaction influences the way how quality of the provided services is perceived and consequently affects the income level (Stella and Woodhouse, 2007: 1)

Since education quality may be directly connected with satisfaction this imposes even more difficulty on developing a proper quality and satisfaction measurement test (Harvey, 2003: 3)



LITERATURE REVIEW (CONT'D)

In order to be competitive, higher education institutions have to provide their students best services (Russell, 2006: 17)

When the quality of service that is provided by the institution is improved, this increases the way the quality of the entire institution is perceived (Siemens et al., 2013: 1)

The student satisfaction feedback is affected by the methods implemented to collect information (Aldridge and Rowley, 1998: 197)

When the satisfaction measurement tool is uncomfortable for students, this may lead to false information about their satisfaction (Segedy et al., 2013: 71)

The students' feedback is important to assess the level of satisfaction by the higher education institution and their experiences there (Alderman et al., 2012: 261)

While the number of international students is increasing in Australia, the higher education institutions need to ensure high quality of education and student satisfaction in order to ensure that students (and therefore financial resources) are attracted to their institution (Becket and Brookes, 2006: 23)





Research Contribution: NO 1.

Brings about the possibilities of institutions valuing reputation over quality and the idea that the introduction of consumerization of higher education motivates institutions of higher education to provide quality services out of necessity



Research Contribution: NO 2.

Establish the effectiveness of the actions taken to follow up on the feedback from satisfaction tools

Learning



Expert Lecturers
Academics' English
Program content
Quality lecturers
Good Teachers
Research
Language Support
Managing research
Multicultural
Topic selection
Employability
Opportunities to teach

Research Contribution: NO 3.

Determine the education institutions rationale in the development of actions to follow up on satisfaction tools feedback.

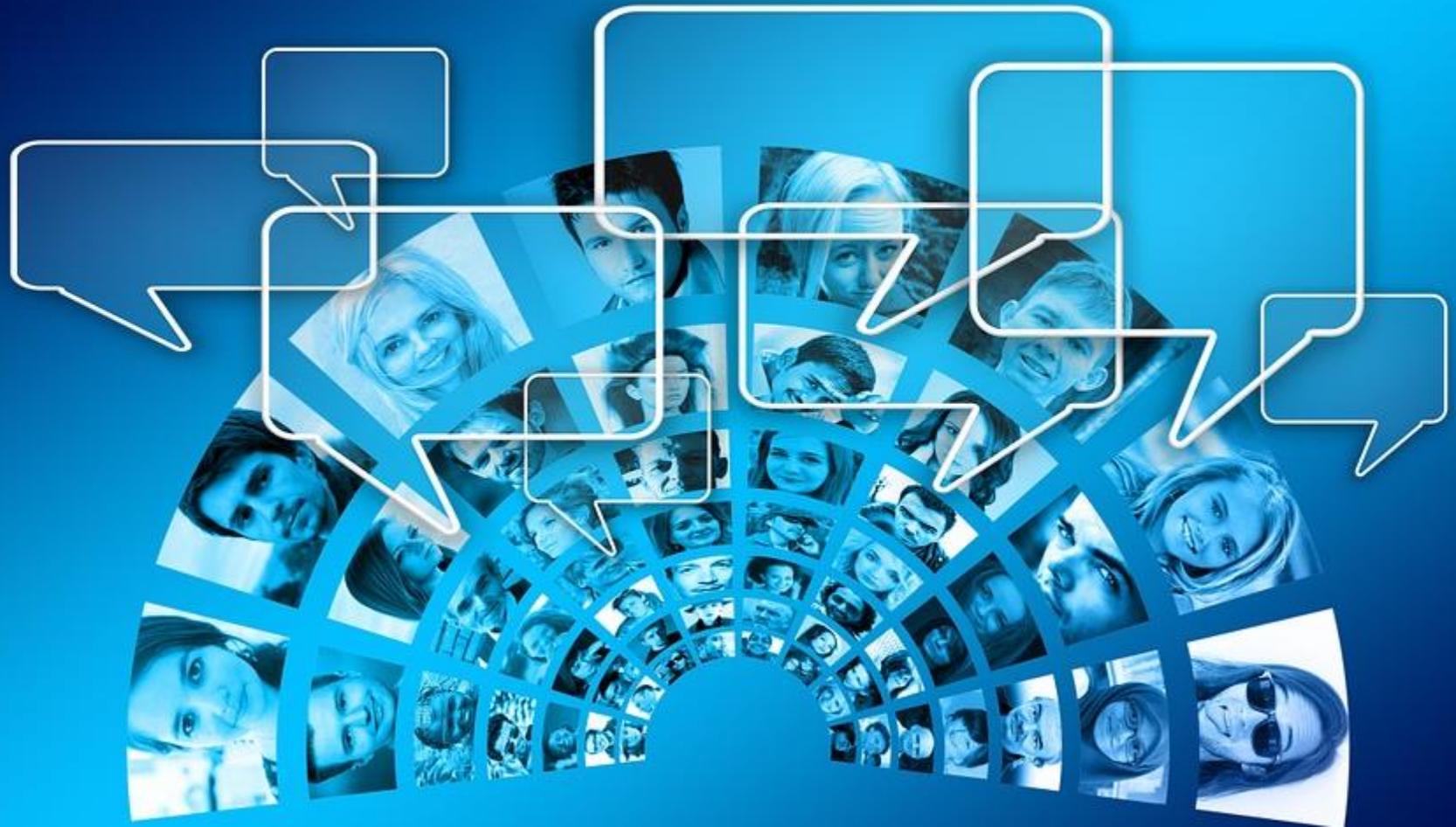
RESEARCH METHODOLOGY

9 International students
10 stakeholders

Interview
Email and face to face

Australia-wide

Tertiary education sectors



INTERVIEW QUESTIONS

TWO sets of questions: Students and Institution

10 questions each

For institution

- 1.The institution uses various feedback tools such as satisfaction surveys to gather information that can help the policy makers in understanding the key issues that impact the international students in various institutions. How does the institution utilize the students' feedback to ensure that their issues are fully addressed? Since different students will have different opinions on a certain issue, how will the institution analyze the student feedback and what does it prioritize?
- 2.Learning institutions need to utilize the student feedback tools to ensure that corrective actions are taken to address the voices of students in regards to their experiences in the institutions. As an institution what do you think is the best way to effectively make use various feedback tools to ensure that the voice of every international student is addressed?
- 3.The main objective of collecting student feedback using different feedback tools is to help in the identification of various ways in which the feedback tools are useful in improving the experience of the international students. Do you think that the available feedback tools are sufficient to collect enough feedback? The central hypothesis is that the feedback tools used in education institutions provide sufficient feedback that can be used to design methods of addressing the issues of international students. What is your opinion about the use of success of international students as dependent variable and various feedback tools as independent variables?
- 4.How will the data be collected? What do you think about the use of cross-sectional samples of international students from different institutions? Should qualitative data be collected from various departments within the institutions? Should the feedback tools use time series or cross-sectional data?
- 5.Institutions and providers need to utilize various tools such as satisfaction questionnaires to identify different ways in which they could improve various ways that students feel are lagging behind. What is your opinion about the use of questionnaires? Should we use focused group discussion?
- 6.Will various feedback tools help the institution to fully address the concerns of international students? What is your opinion on improving these tools?
7. Should the student feedback concerning the effectiveness of the education system be treated with the same intensity or should some feedback be given priority? Is the students' feedback enough or what do you think about collecting feedback from other areas within the institution?
- 8.Satisfaction surveys play a significant role in provoking the institutions to actions. Do you think that the institution gets serious enough about the responses from students in the feedback tools?

9.Do you think the feedback the students give have significant impacts on the decisions of the institutions to improve student's experiences?

10. Students' feedback helps the Australian institutions to improve the experience of international students. Apart from improving students' experience, what other aspects on institution do you think the feedback can help to improve?

For the students

1 Do you feel satisfied with the use of feedback tools as a way of voicing your concerns?

2 Do you feel that corrective measures are taken to fully address your issues?

3 What is your opinion about the method of data collection used? Are the samples used enough? Are they biased?

4 The institution mainly uses sample surveys to collect students' feedback. Do you feel that the question asked in the survey correspond to what you would like to be addressed?

5 After you have completed the surveys, do you ensure that necessary follow-up is done and the policies that will be implemented will address you issues?

6 Do you feel that all the issues raised through the feedback tolls are addressed, or some are dismissed?

7 How do you assess the applicability of the feedback in helping the institution in fulfilling your needs?

8 Do you feel that the institution uses a unanimous way of addressing your needs or does it discriminate?

9 Do you feel that the use of various feedback tools is an effective way of collecting students' feedback? How do you feel about the use of questionnaires?

10 What would you recommend to the institution in relation to the use of feedback tools in addressing student's needs?

RESULT: GENERAL VIEWS



NOT all information collected by satisfaction assessment tools is utilized in policy and decision making

NOT all issued are fully addressed

SOME information is implemented in policy making

NOT all issues can be addressed at once

RESULT: FEEDBACK TOOLS

Current tools are sufficient

Cross-sectional data is acceptable

Use of diverse methods is more effective compared to continuous implementation of one and the same method



WIN €1000

INTERNATIONAL
STUDENTS
SURVEY

RESULT: SUGGESTIONS

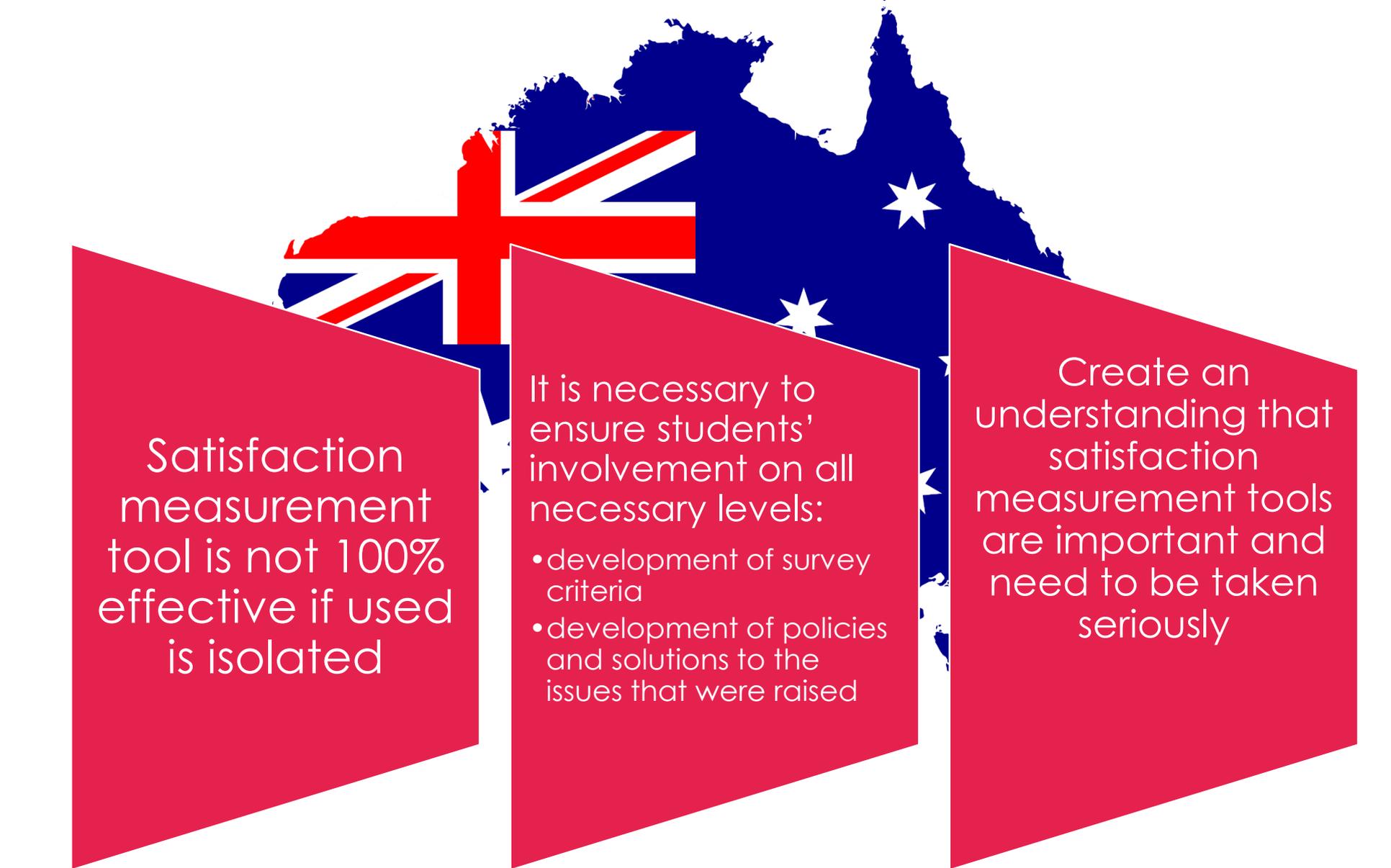


Use of qualitative measures for evaluation and development of solutions

Students' involvement

Compulsory participation in surveys

Feedback to students' feedback



Satisfaction measurement tool is not 100% effective if used is isolated

It is necessary to ensure students' involvement on all necessary levels:

- development of survey criteria
- development of policies and solutions to the issues that were raised

Create an understanding that satisfaction measurement tools are important and need to be taken seriously

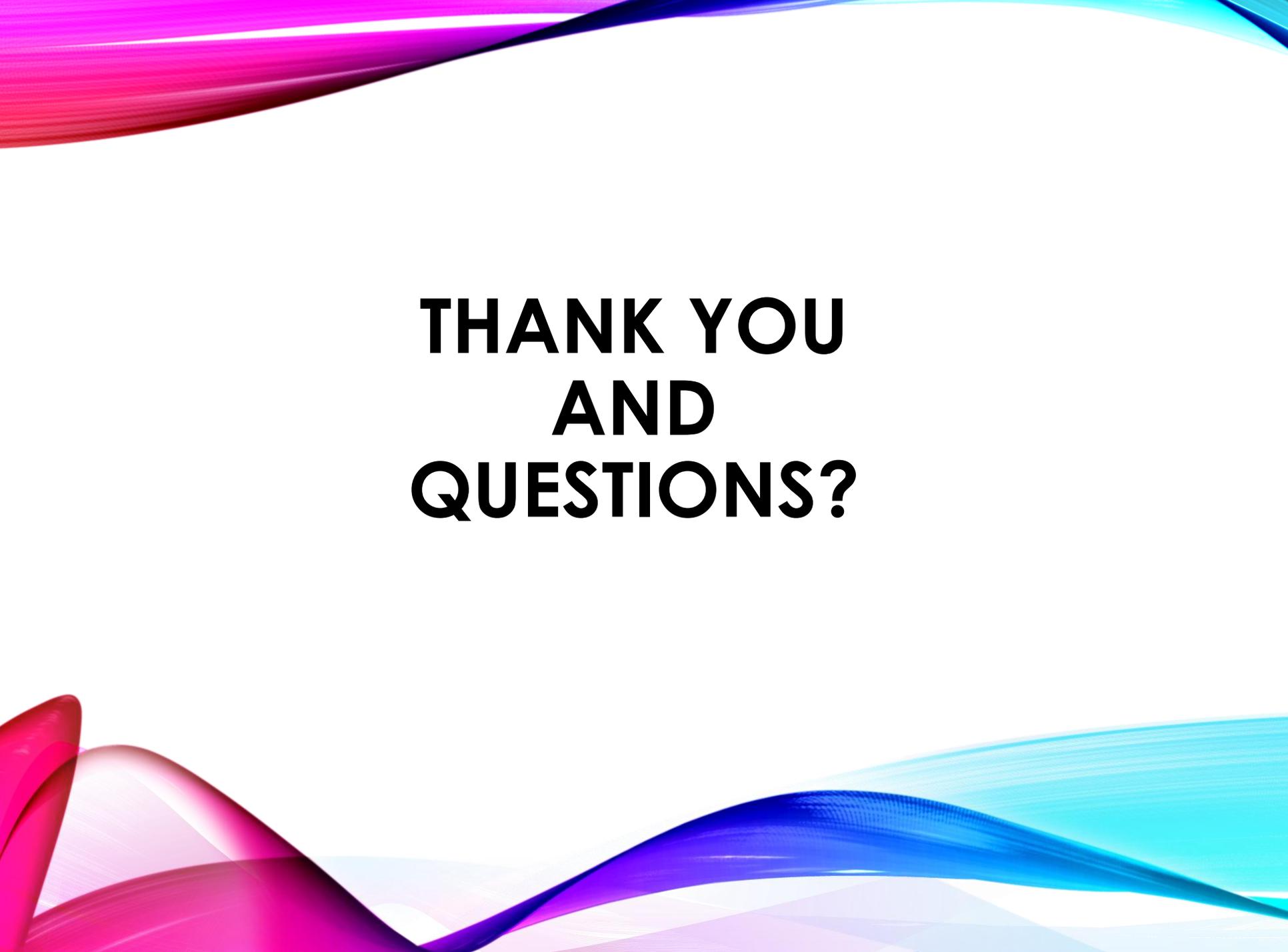
FROM RESULT TO ACTION!

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**THANK YOU
AND
QUESTIONS?**