

GREAT/Study UK campaign: Survey of New IHE Students 2019/20

FAQs

Q) Why is the research being undertaken?

- To help understand and improve international student marketing activity by British Council and the GREAT/Study UK campaign on behalf of the sector

Q) What is the focus of the research?

- The student journey, the decision-making process and the influences on international students coming to study at a Higher Education Institution in the UK.

Q) Who is involved in the research?

- The research has been commissioned by the British Council and the GREAT/Study UK campaign
- The research is being managed by In2Impact (www.in2impact.co.uk), evaluation consultants to the education strand of the GREAT/Study UK campaign. Original research is being undertaken by Research Stories (www.researchstories.co.uk)

Q) What are the direct benefits for participating institutions? - UPDATED

- All participating institutions will receive a free summary of the main data and findings, with dedicated sections on EU and Rest of World students, as well motivational segments
- Webinar on headline findings, free to join for participating institutions (envisaged date: 21st April, 2020 – TBC closer to the time)
- Institutions will have the opportunity to request analysis specific to their university or countries/topics of interest*

Q) What are the direct benefits for participating students? - UPDATED

- All participating international students will be entered into a prize draw for a chance to win an iPad Pro worth approximately £750 or an amazon voucher worth £750
- There will be three winners drawn randomly as follows:
 - Two winners drawn from respondents who complete the survey by 2nd February, 2020 (inclusive) – notified by 14 Feb (Friday)
 - One winner drawn from respondents completing the survey after 2nd February – notified by 13 Mar (Friday)

Q) Which institutions are invited to participate in the research?

- All Higher Education Institutions (public or private) in the UK

Q) Which students are invited to participate in the research?

- All new international (including EU) students at any HEI in the UK
 - Students from EU and RoW
 - Starting at their HEI in the UK this academic year
 - Including those who started/may finish their course outside UK
 - Studying at any level (Foundation, Vocational, ELT, UG, Masters, PGCE, PhD, Visiting and Exchange)
 - Studying full-time or part-time
 - Studying any subject at a HEI

Q) What is the timing? - UPDATED

- Please circulate the survey URL to international students as early as possible
- The survey will remain open until 1st March 2020
- Student winners will be drawn and notified by 14th February 2020, and by 13th March 2020 respectively – please see question *What are the direct benefits for participating students?* for details
- Summary reporting will be available in April 2020

Q) What are participating HEIs expected to do?

- Simply send the following link to all *new international* (including EU and non-EU) students at your institution

<https://s.surveys-researchstories.co.uk/?e=174415&h=0C9E27B5687F4F5&l=en&q1=2>

Q) Can I see a copy of the questionnaire?

- Yes, please request a copy from your contact person at the British Council
- Or contact Research Stories directly (ihe.studentinsight@researchstories.co.uk)
- You are welcome to test the questionnaire but please mark **test** at the end so that we can screen your response out

Q) How long is the questionnaire?

- We estimate that the questionnaire will take approximately 12 minutes to answer.

Q) Is there any cost for institutions?

- NO. There is no cost for institutions
- Each participating institution will receive a summary of the main data and findings for free

Q) Is this the first year the survey has been run?

- The research has been undertaken for the last four years. Between 35-70 institutions participated each year by sharing the survey with first year students.
- You can see some headline results from the same research conducted in 2018/19 on our website by clicking [here](#)

Q) If the survey is for new international students, why is there an option for other intakes, e.g. 2018, 2017, 2016 and earlier?

- This option is simply to accommodate other students who choose to respond anyway or are unsure about their start date

Q) Are students required to share personal data?

- Respondents are asked to provide an email address purely to participate in the prize draw, so that the winner can be identified and contacted.
- Email details will not be used for any other purpose without their explicit consent
- Research Stories is a corporate member of the Market Research Society and fully complies with the MRS Code of Conduct.

* There may be a small charge for specific analysis depending on the complexity of requirements