

British Council GREAT Survey of New IHE Students 2015 FAQs

Q) Why is the research being done?

- To inform future marketing planning and activity for the sector as a whole,
- To help understand and improve the impact of the work of the British Council and GREAT Britain campaign internationally 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 Britain campaign
- The research is being managed by in2impact (www.in2impact.co.uk), consultants to the education strand of the GREAT Britain campaign. Original research is being undertaken by Research Stories (www.researchstories.co.uk)

Q) What are the direct benefits for participating institutions?

- All participating institutions will receive a free summary of the main data and findings
- 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?

- All participating international students will be entered into a prize draw
- Two winners drawn at random will each win a brand new iPad Pro worth approx. £700

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 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 course at a HEI

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

Q) What is the timing?

- Please circulate the survey URL to international students as soon as you can
- The survey will remain open until 31st December 2015
- Student winners will be drawn and notified before 29th January, 2016
- Summary reporting will be available by end February, 2016

Q) Can I see a copy of the questionnaire?

- Yes, please request a copy from your contact person at the British Council
- Or contact Gyongyi Incze at Research Stories directly, Gyongyi.Incze@researchstories.co.uk

Q) How long is the questionnaire?

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

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?

- A version of the survey was run last year. More than 70 institutions participated last year by sharing the survey with first year students. This year we hope to see higher numbers participate which will generate better quality data for institutions
- You can see the headline results from the same research conducted last year on our website by clicking [here](#).

Q) If the survey is for new international students, why does the survey have an option for other intakes, e.g. 2014, 2013 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
- Research Stories is a corporate member of the Market Research Society and fully complies with the MRS Code of conduct.