

## International Student Survey 2013

### Brief description of project:

The purpose of this project was to gather information about how international students obtained information about the University of Utah. The gathered information will be used to enhance University's international marketing strategies especially for the University of Utah Asian Campus at Songdo in South Korea.

### Who was asked to complete survey:

The International Student Survey was sent to all international students enrolled in Spring 2013 semester.

**Response Rate:** 17.3% (468 of 2710)

**Administration Type:** Campus Labs mailing

### Summary of Key Findings:

The International Student Survey was given to University of Utah international students to better understand how they came to be at the U.

Student demographics show that the survey was completed by a large Asian ethnic group (49.5%) with the highest number of students represented from China(32.1%), India(16.6%), South Korea(10.3%), and Taiwan(2.9%). It is important to note that the majority of respondents were graduate students (doctorial students 41.2%; master's students 21.8%).

When students were questioned about how they first learned about the University of Utah, the most prominent answer was: Family or friends (29.1%) and Internet search (28.7%). A further breakup of the data reveals the following:

#### Family or Friends:

- Attended classes at the U (41.1%);
- Live close to the U (24.1%)

#### Internet Search:

- Websites about higher education/universities in the US that listed the UofU (63.0%);
- Graduate program listing (Peterson's guides, U.S. News & World Report, etc. (30.7%)

Students were asked how many universities they applied to. 26.0% claimed that the UofU was the only school to which they applied. 22.7% selected 2-3 universities.

According to the survey data, the top three reasons students decided to study at the U were:

1. Safe environment in the city (12.7%)
2. College/departmental ranking (11.1%)
3. Specific academic program of interest (11.1%)

When questioned about the satisfaction of their academic experience, 77.6% of respondents chose 'very satisfied' or 'somewhat satisfied' compared to the 16.4% who selected 'very dissatisfied' or 'somewhat dissatisfied.'

Students were also asked the following free response question: *If you talked to an international student who is trying to decide between the University of Utah and another university in the U.S., what is one thing you would tell them you liked about the University?* A variety of answers were given and the following are the most frequent response themes:

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|--------------------------|-----------------------|
| ▪ Academics              | ▪ Cost of living      |
| ▪ Research opportunities | ▪ Friendly people     |
| ▪ Ranking                | ▪ Facilities          |
| ▪ Safety                 | ▪ Diversity           |
| ▪ Location               | ▪ Free Transportation |

When asked one thing students did not like about the University, there was a wide range of responses. Some of the reoccurring themes were:

- |  |                                |
|--|--------------------------------|
| ▪ Lack of jobs or internship opportunities | ▪ Lack of financial assistance |
| ▪ Food                                     | ▪ Lack of student activities   |
| ▪ Faculty                                  | ▪ Lack of city life            |
| ▪ Housing                                  | ▪ Ranking                      |
| ▪ Dry campus                               | ▪ Discrimination of foreigners |
| ▪ Weather/Climate                          |                                |

### **Actions Taken:**

This survey will be reviewed by the Songdo Working Group. Further actions will be determined after the review.

### **Which Student Affairs goals does this project align with?**

This study aligns with the University's goal of developing the Asian Campus of the University of Utah at Songdo Global University in Korea and the goal of the Office for Global Engagement to create a global campus community and recruit top students from around the world.