SUPPORTING THE AFTER STUDENT MOBILITY PHASE WITH ICT:
The institutional perspective

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Initial Questions

- Do universities show interest in keeping in touch with post-exchange students (incoming)?
- What services do universities offer (think of offering) to post-exchange students?
- Why do universities think it is important to keep in touch with post-exchange students?
The Online Staff Survey

✓ Response from 23 (out of 41) UNICA universities
✓ Response from Laurea University of Applied Sciences
✓ Most respondents’ work is related to international relations (58%) and student mobility (29%)
✓ Almost no responses from staff involved in marketing/PR, alumni activities, ICT services, e-Learning
Services actively offered to post-exchange students

Services currently offered by host institution to exchange students after their exchange

- Membership in online community: 12.5%
- Online newsletter or magazine: 4.2%
- E-mail newsletter / bulletin: 12.5%
- Magazine by post: 12.5%
- Electronic transfer of credits: 8.3%
- Intranet services: 8.3%
- Electronic transcripts: 8.3%
- Use of e-learning workspace: 12.5%
- Membership in alumni association: 29.2%
- Reunion activities: 20.8%
- None to my knowledge: 41.7%
Kinds of services regarded as important to offer to post-exchange students

Importance of offering services to exchange students after their exchange

- A membership in an alumni association / register
- Access to other e-services at host HEI
- Electronic transfer of credits
- Electronic transcripts
- Access to Intranet
- Use of e-learning workspace
- Magazine by post
- E-mail newsletter / bulletin
- Online newsletter or magazine
- A membership in an online community

Very important: ☐
Somewhat important: ☐
Not very important: ☐
Not at all important: ☐
Services held likely to be offered

Likelihood of host institution to offer services to exchange students after their exchange

- A membership in an online community
- Online newsletter or magazine
- E-mail newsletter / bulletin
- Magazine by post
- Use of e-learning workspace
- Access to Intranet
- Electronic transcripts
- Electronic transfer of credits
- Access to other e-services at host HEI
- A membership in an alumni association / register

Very likely
Somewhat likely, depending on cost
Somewhat likely, depending on technical obstacles
Not likely at all

0 % 10 % 20 % 30 % 40 % 50 % 60 % 70 % 80 % 90 % 100 %
Reasons for keeping in touch with post-exchange students

- They are prospective students for postgraduate studies
- They are ambassadors of our organisation and education offered here
- They are promoters of student mobility in general
- They are ambassadors of our country and culture
- They are sources of feedback on our operations and education
- They are a marketing channel

Importance of reasons for keeping in touch with incoming exchange students after their exchange period:

- Very important
- Somewhat important
Methods for keeping in touch regarded as useful

Usability of methods for keeping in touch with incoming exchange students after their exchange

- Reunion activities
- Within general stakeholder management database
- Separate postal addresses database
- Separate e-mail database
- Within the general alumni database
- Separate online community

Very usable
Somewhat usable
Not very usable
Not usable at all
Observations & Conclusions

- Little awareness of the necessity to keep in touch
- Awareness of the usefulness but
- (too) few ideas as to how
- Discrepancy between students’ wishes and institutions’ offers
- → institutions should listen more to students and adapt their offers accordingly
Thank you for your attention!