

# Results from HEIDA Online Questionnaire to European Higher Education Institutions

March 2016



**KOÇ  
UNIVERSITY**

**UAB**  
Universitat Autònoma  
de Barcelona



Mednarodna fakulteta  
za družbene in poslovne študije  
International School  
for Social and Business Studies  
Celje · Slovenia · Europe

# What is HEIDA?

Erasmus+ Key Action 2: Cooperation and Innovation for Good Practices – Strategic Partnerships

- *Data driven decision making for internationalization of higher education: Bridging the gap between faculty and admin using effective communication platforms*

24 months (December 2014 – October 2016)

# The project

- 1st Phase (Dec 2014-May 2016)
  - Literature review
  - Stakeholder consultations
  - Design HEIs survey of data and processes for internationalization
  - Run survey across partners and EU HEIs
- 2nd Phase (May 2016-Nov 2016)
  - **Refine web-based tool**
  - **Training module**
- 3rd Phase (until end of 2016)
  - Dissemination in each partner country
  - **Launch conference** and other promotional activities for the tool and training module

# Online questionnaire

- Online questionnaire using Univerza v Ljubljani 1KA tool
- Targeting 40 European HEIs (focus on TR, SI, ES)
- Invitation to complete the questionnaire was sent from Koç University's President to partner country institutions and disseminated via social media and website
- Respondant should be academic or administrative senior manager with responsibility for internationalization at central or faculty level
- **Questionnaire was open for 1 month (15/01-15/02)**
- **117 responses from HEIs in 13 European countries analyzed (141 valid questionnaires)**

# Online questionnaire

## Research questions

What was the typical university who responded to the questionnaire?

What were the most common internationalization aspects or dimensions present in the universities that responded? (top 5)

Are they able to find internationalization data and indicators easily?

Are they keeping internationalization data and indicators up to date?

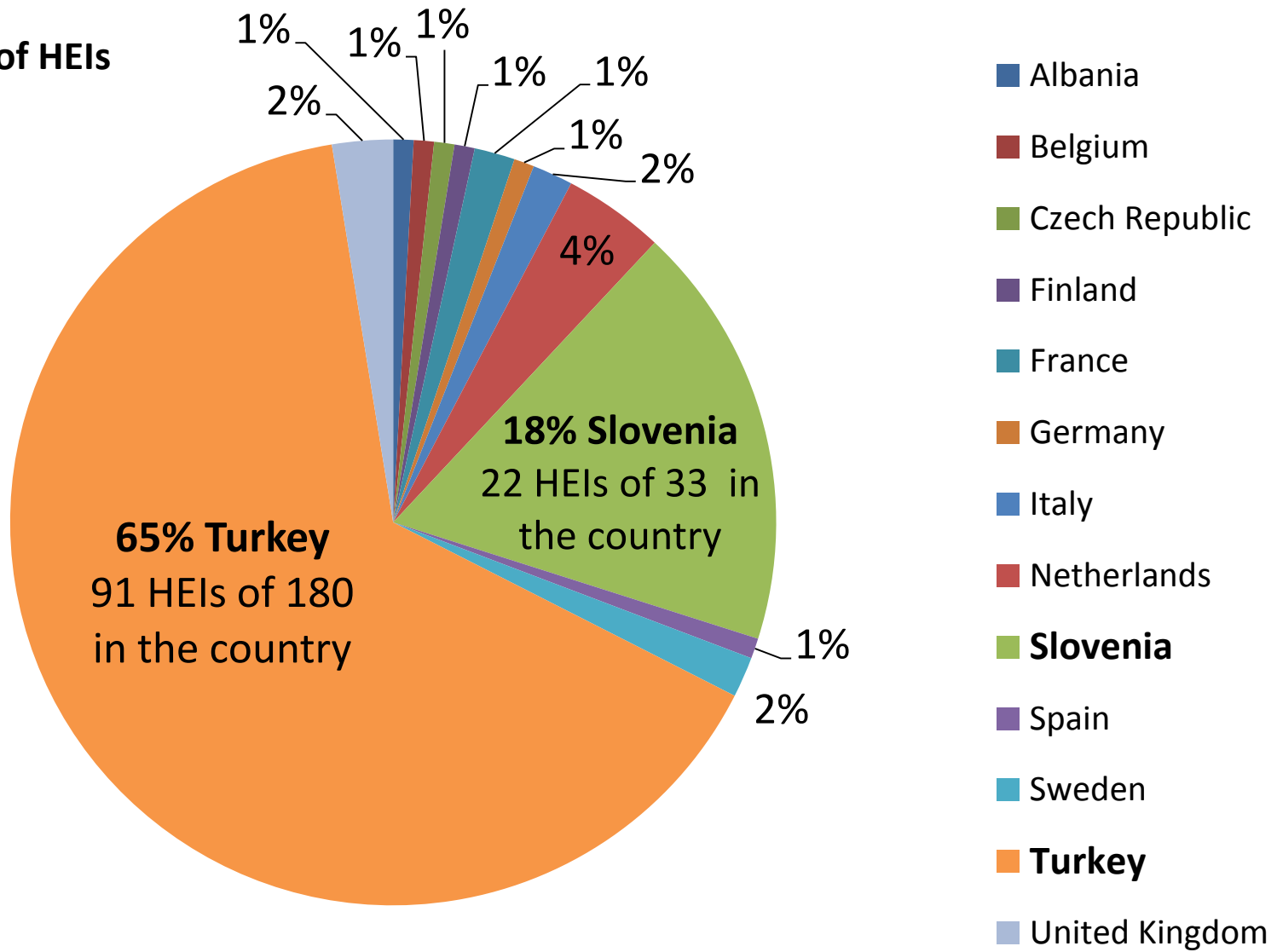
Are they using data collection formats that are easy to use for queries and reporting?

Are senior managers using internationalization data for strategic decisions?

Is staff able to collect, analyse and report internationalization data?

# Results from questionnaire

## Countries of HEIs

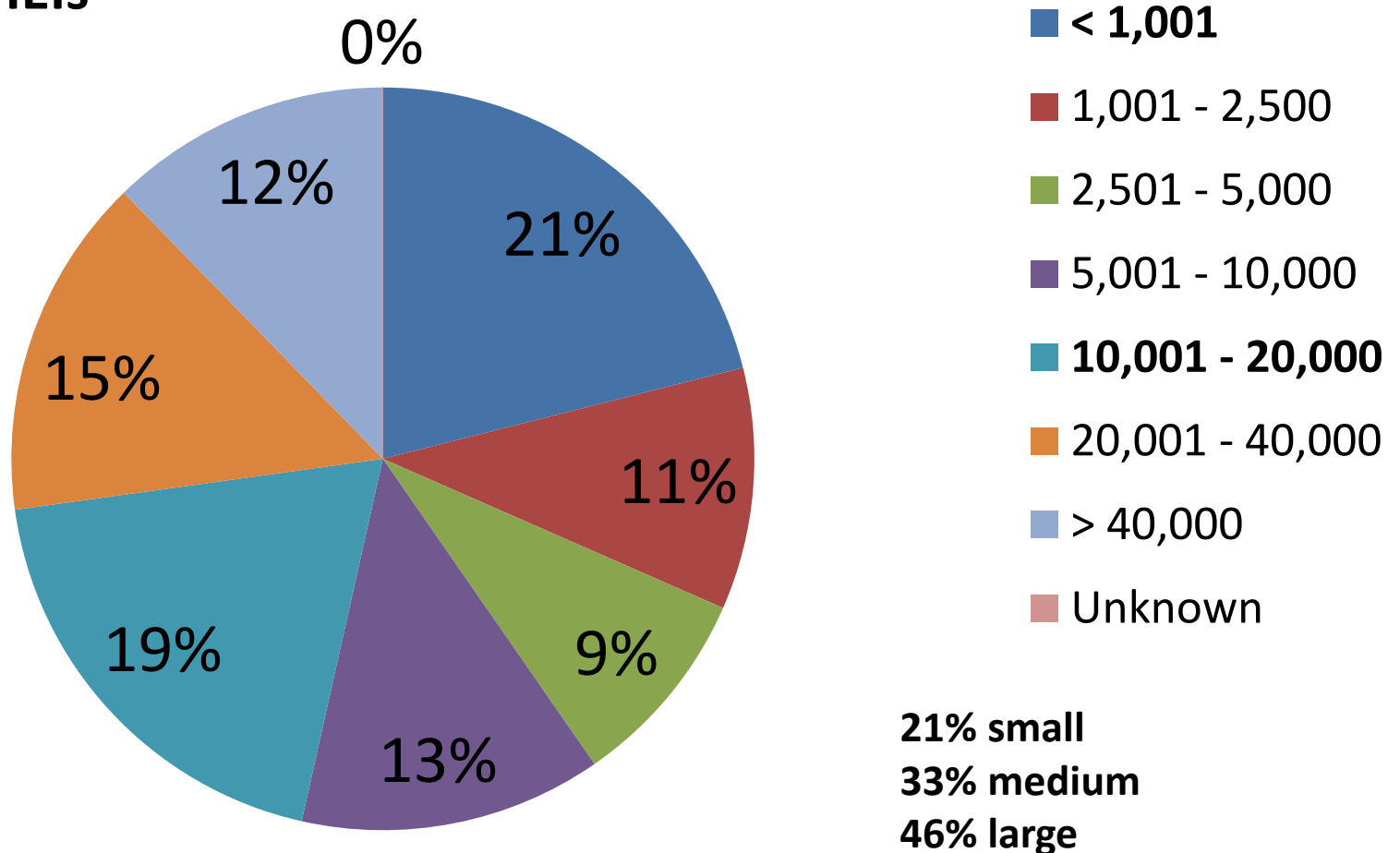


# Results from questionnaire

- The «average» university was:
  - Young (<10 years old)
  - Public
  - Research oriented (offering PhD degrees)
  - Medium sized (10,000-20,000 students)
  - With mixed teaching languages
  - With a central international office coordinating internationalization activities

# Results from questionnaire

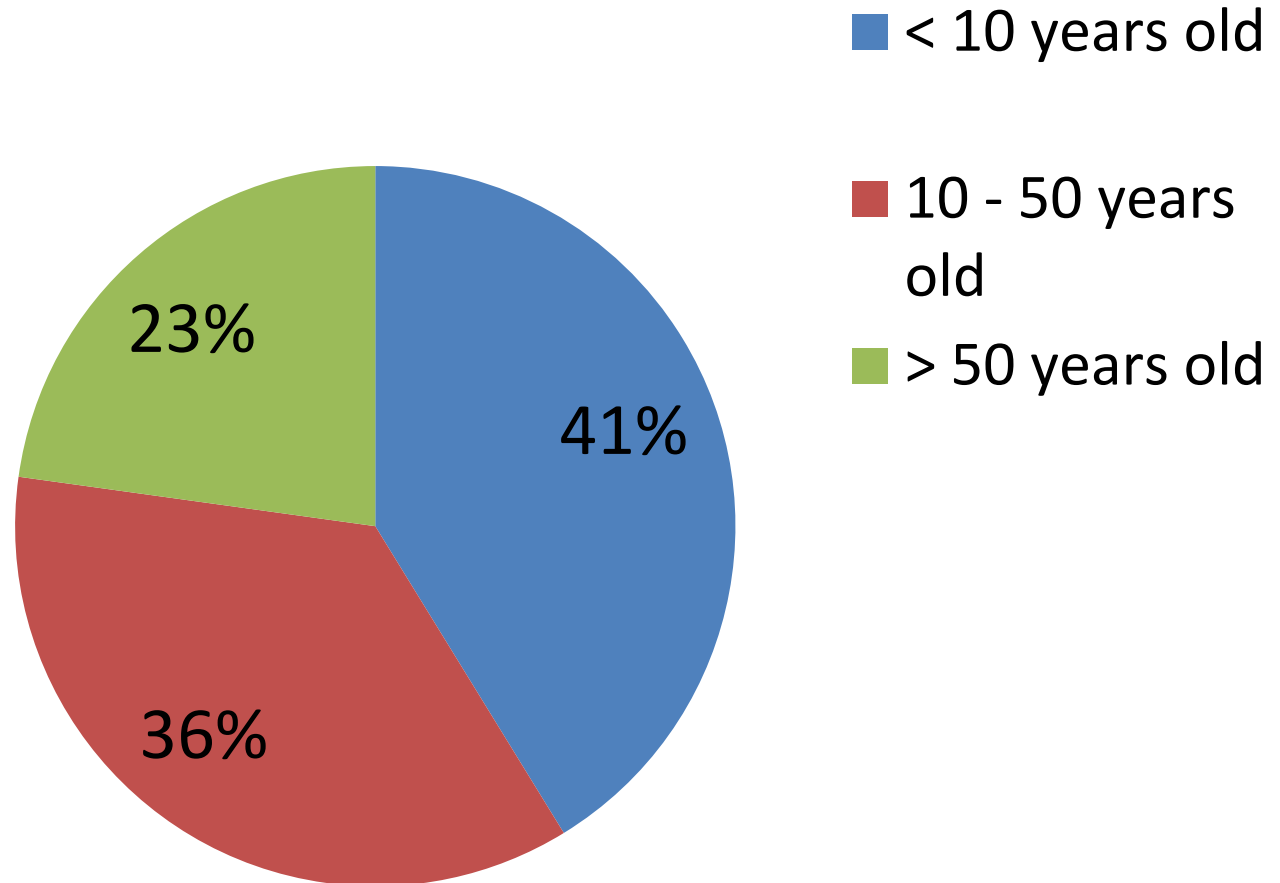
## Size of HEIs





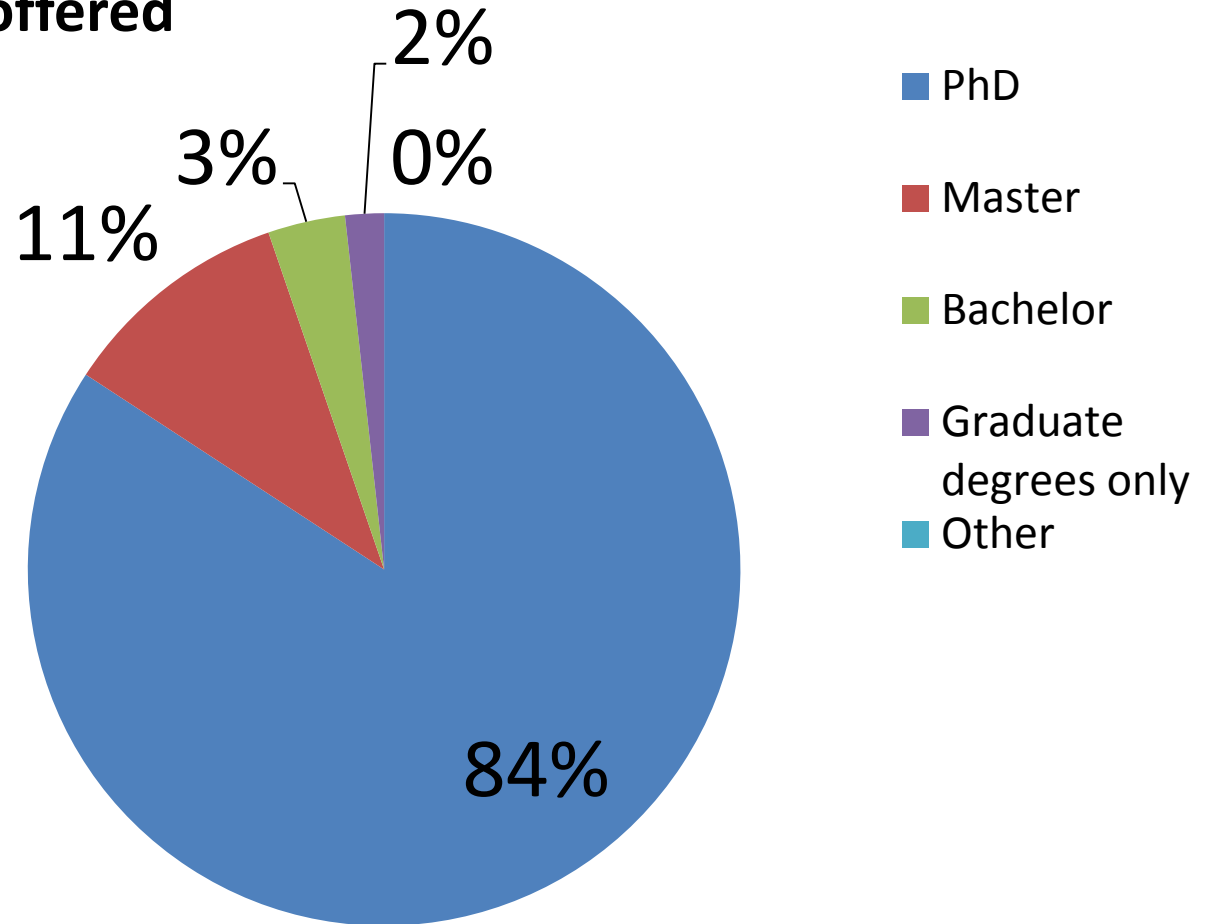
# Results from questionnaire

## Age of HEIs



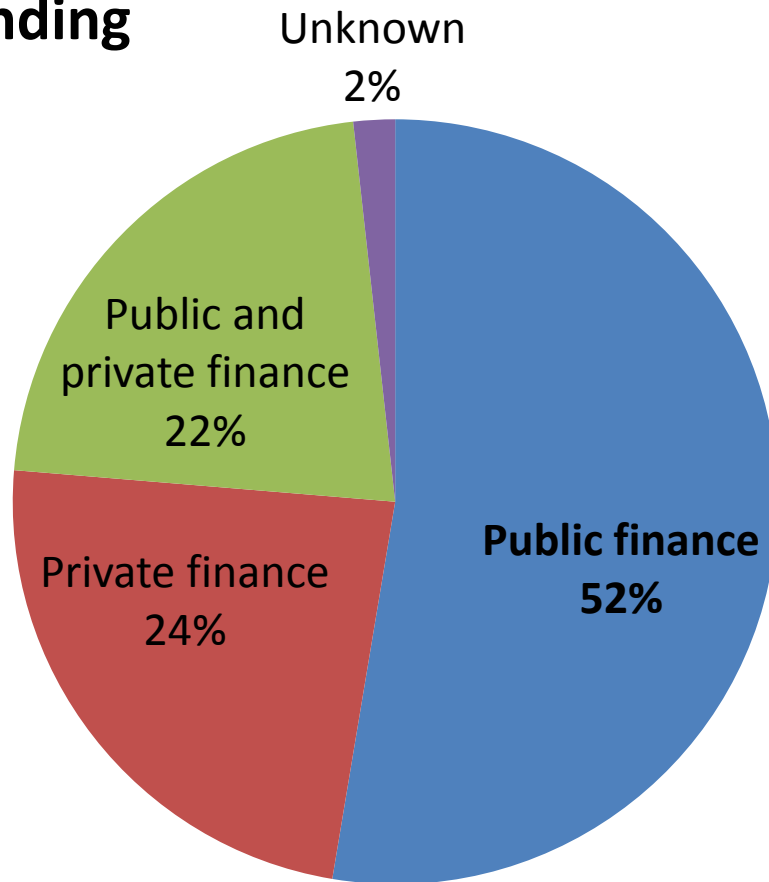
# Results from questionnaire

## Highest Degree offered



# Results from questionnaire

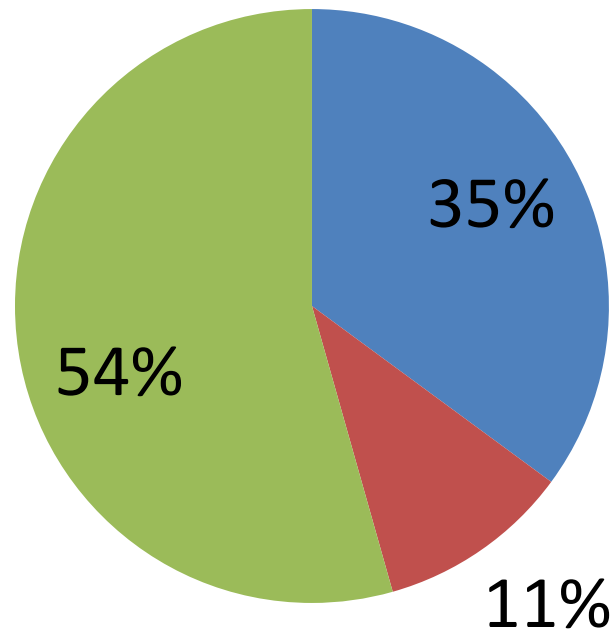
## Source of Funding



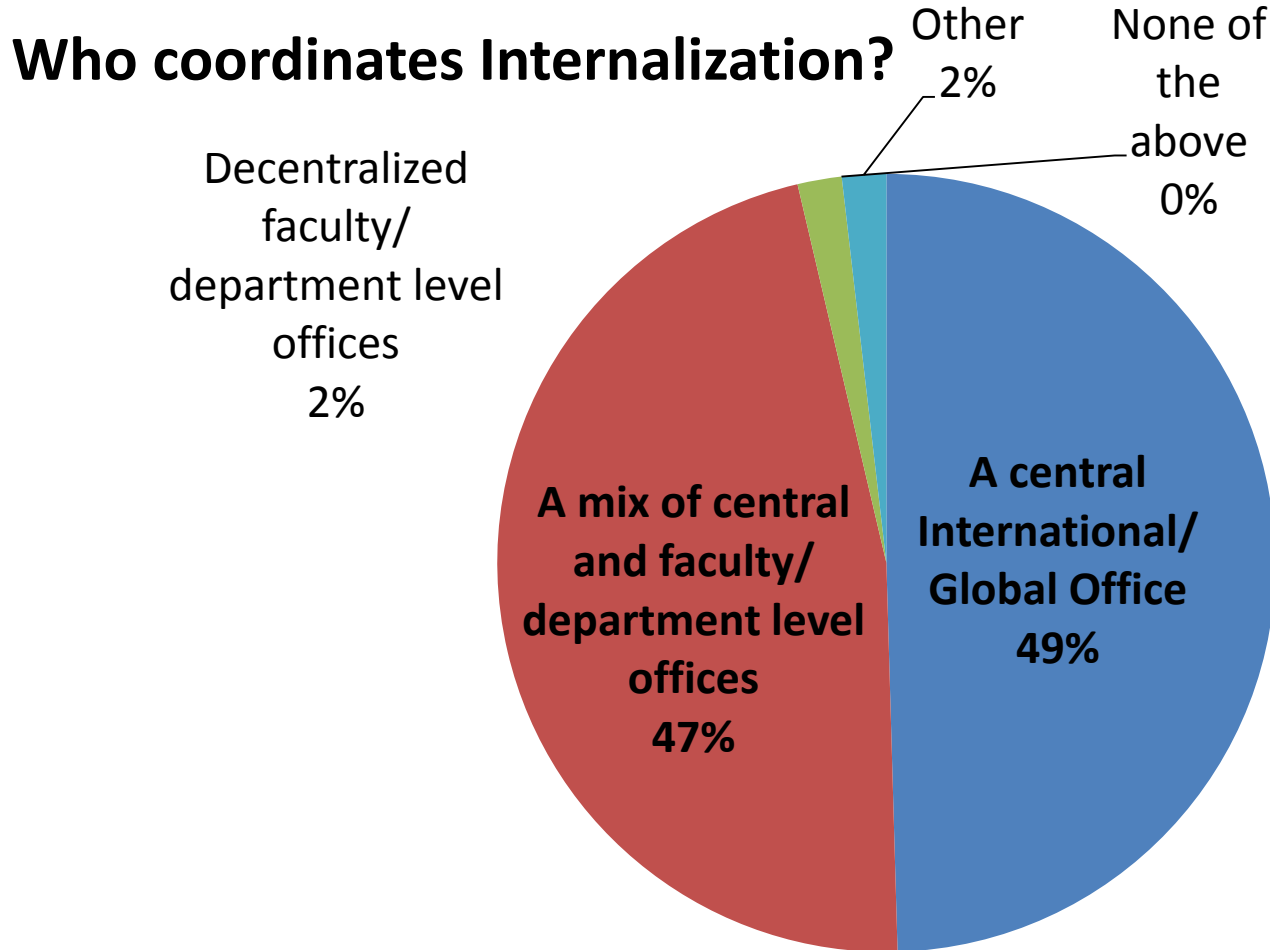
# Results from questionnaire

## Language of Instruction

- Same as country's official language
- Different than country's official language (eg English)
- Mix of country's official language and foreign language(s)



# Results from questionnaire



# Online questionnaire

## Research questions

What were the most “popular” indicators? (top 5) – which areas?

Are there significant differences in the top 10 indicators according to university profile?

For the top 10 indicators which academic or administrative unit is usually responsible for collecting the data?

What are the most common uses of this top 10 indicators?

Do they have procedures or plans to ensure data accuracy?

What is the most common format for collecting the data of the top 10?

What is the most common format for decision makers at the university?

# Online questionnaire

## Top 5 most common internationalization dimensions /aspects

Internationalization aspects or dimensions	Frequency	Percentage
International partnerships	108	92,31%
International students (full time degree and credit mobility)	99	84,62%
International student, faculty and staff services	92	78,63%
International research projects (funding, collaboration)	91	77,78%
International programmes	80	68,38%

# Online questionnaire

## How is internationalization data managed right now?

- **69%** of the respondents agree that they are able to find internationalization data and indicators easily (18% disagreed)
- **67%** of the respondents think that their universities keep internationalization data up to date (14% does not agree)
- **56%** of the respondents think their data collection formats are easy for queries and reporting (16% disagree)
- **72%** respondents believe that university senior managers use internationalization data for strategic decisions (10% disagree)
- **78%** of the respondents agree that university staff are able to collect, analyse and report internationalization data whereas 8% do not agree



# Online questionnaire

## Those universities that disagreed...

**Are universities able to find internationalization data and indicators easily? - 18% (20) disagree**

- 50% **are large** universities and 35% are medium sized
- 90% of the universities **offer PhD** as the highest degree
- 40% of the universities are **financed both publicly and privately**
- 45% of the universities are **older than 50 years old** and 35% are younger than 10 years old
- In 50% of the universities, **a central International/Global office coordinates internationalization** and in the remaining portion a mix of central and faculty/department level offices coordinates.

**Are university senior managers using internationalization data for strategic decisions? - 10% (10) of the respondents do not agree**

- 40% are **large** universities and 40% are **small** sized
- All the universities **offer PhD** as the highest degree.
- 60% of the universities are **public and private funded**
- 60% are **younger than 10 years old**
- In half of the universities, a mix of central and faculty/department level offices handles international coordination, in 40% a central International/Global Office coordinates internationalization

# Online questionnaire

## Selection of indicators

- **30 internationalization indicators** and respondents were asked to select a **maximum of 10**
- The 30 indicators were selected by the project partners from a shortlist of 100 indicators established by the **IMPI project** as «Indicators of the Year» based on their case studies. The **IMPI project built a tool with a total of 489 indicators across 9 categories.**

	Main Category – Sub-Category	Indicator Number – Indicator name
1	Students - Study Abroad	01-001 Does the unit advise students on study abroad opportunities?
2	Students - Study Abroad	01-002 Does the unit provide specific contact information for international internships?
3	Students - Study Abroad	01-003 What proportion of students from the unit participates in outgoing exchange or mobility programmes in a given year?
4	Students - Study Abroad	01-004 Out of all students in the unit, what proportion studies abroad in a given year?
5	Students - Study Abroad	01-005 In a given year, what proportion of students in the unit is required by their study programme to study abroad for at least three months?
6	Students - International Students	01-008 What is the proportion of international students that graduates from the unit in a given year?
7	Students - International Students	01-023 Does the unit maintain an international alumni database?
8	Staff - Academic and Non-Academic Staff Members – General Data	02-004 Does the unit have a defined strategy to develop the participation of staff in internationalisation activities?
9	Staff - Academic and Non-Academic Staff Members – General Data	02-018 In a given year, what proportion of international conferences is organised by the unit's staff members?
10	Staff - Academic Staff Members	02-030 In a given year, out of all of the unit's academic staff members, what is the proportion that attends at least one international conference or seminar?
11	Staff - Academic Staff Members	02-032 In a given year, out of all of the unit's academic staff members, which proportion of the academic staff members are members of at least one international academic or professional association?
12	Staff - Academic Staff Members	02-041 In a given year, out of all of the unit's academic staff members, what proportion is involved in international joint doctoral supervision / co-tutelle?
13	Staff - Academic Staff Members	02-047 In a given year, out of all academic staff members in the unit, what proportion are visiting staff members from abroad?
14	Administration - Administration	03-001 Does the unit have a clearly defined strategy for internationalisation?
15	Administration - Administration	03-009 Does the unit have a specific organisational structure to support internationalisation?

16	Funding and Finance - Funding and Finance	04-001 In a given year, what is the total budget within the unit dedicated to internationalisation?
17	Funding and Finance - Funding and Finance	04-006 In a given year, out of the unit's total budget for scholarships, what proportion is dedicated to scholarships for international students?
18	Funding and Finance - Funding and Finance	04-013 In a given year, how much external funding does the unit receive for international cooperation projects?
19	Curricula and Academic Services - Curricula and Academic Services	05-023 Out of all degree programmes offered by the unit in a given year, what proportion are international joint/double/multiple degree programmes?
20	Curricula and Academic Services - Curricula and Academic Services	05-030 Out of all courses offered by the unit in a given year, what is the proportion of courses taught in a foreign language?
21	Research - Researcher Activity	06-016 In a given year, what proportion of researchers in the unit is involved in at least one research project with an international partner?
22	Research - Researcher Activity	06-018 In a given year, what is the ratio of conference presentations delivered abroad (or in the context of international conferences) to the number of researchers in the unit?
23	Research – Institutional Profile	06-021 In a given year, what proportion of research projects with which the unit is formally associated is internationally funded?
24	Research – Publications and Citations	06-029 In a given year, what proportion of researchers in the unit author (or co-author) pieces (books, journal issues, articles, etc) is published internationally?
25	Research – Publications and Citations	06-032 In a given year, what proportion of articles authored (or co-authored) by the researchers in the unit is published in internationally refereed journals?
26	Promotion and Marketing - Promotion and Marketing	07-001 Does the unit have a defined strategy for international communication, promotion and marketing?
27	Promotion and Marketing - Promotion and Marketing	07-002 Does the unit monitor its international visibility?
28	Promotion and Marketing - Promotion and Marketing	07-013 Does the unit participate in national, regional or local networks supporting internationalisation?
29	Promotion and Marketing - Promotion and Marketing	07-014 What is the ratio between the budget spend for international marketing in a given year and the number of newly enrolled international students in the following year in the unit?
30	Non- Academic Services and Campus and Community Life – Services to International Students	08-008 Does the unit provide international students with comprehensive pre-arrival information (covering such topics as visa procedures, cost of living, tuition fees, accommodation options, university services, sports and cultural activities);?

# Online questionnaire

**What were the 10 most “popular” indicators?  
Which dimensions do they refer to?**

Indicator	Frequency	Percentage
<b>Does the university advise students on study abroad opportunities?</b>	72	61,54%
What proportion of students from the university participates in outgoing exchange or mobility programmes in a year?	66	56,41%
<b>Does the university have a clearly defined strategy for internationalisation?</b>	49	41,88%
<b>Does the university provide international students with comprehensive pre-arrival information (covering such topics as visa procedures, cost of living, tuition fees, accommodation options, university services, sports and cultural activities);?</b>	43	36,75%
<b>Does the university have a specific organisational structure to support internationalisation?</b>	43	36,75%
<b>Does the university provide specific contact information for international internships?</b>	42	35,90%
What is the proportion of international students that graduates from the university in a year?	39	33,33%
Out of all courses offered by the university, what is the proportion of courses taught in a foreign language?	34	29,06%
Out of all students in the university, what proportion studies abroad in a year?	32	27,35%
<b>Does the university have a defined strategy to develop the participation of staff in internationalisation activities?</b>	29	24,79%

# Online questionnaire

**Are there significant differences in the top 10 indicators according to university size, age, highest degree offered, funding and internationalization structure?**

- 53% have between 10,000 and >40,000 students (large)
- 90% of the respondents offer PhD as the highest degree
- 55% of the universities are publicly funded
- 42% of the universities are younger than 10 years old
- In 54% of the universities, a central international/global office coordinates internationalization

# Online questionnaire

## The top 10 internationalization indicators – data management practices

- **88% of the respondents have the data for the top 10 indicators**, 7% have partial data
- In the countries of 39% of the universities the top 10 indicators are compulsory whereas in the countries of the remaining 61% of the universities collection of top 10 indicators is **optional**.
- In 53% of the universities the indicators are **collected once per year**, 33% collects them once per term.
- In 65% of the universities, **the international office is responsible** for collecting them
- On average, 28 of the universities use them for **educational/academic planning**. 16 use them for funding and budgeting, 10 for media and marketing.
- **81% of the respondents believe that their institution have plans or procedures for ensuring data quality**
- On average, in 29 of the universities the indicators are presented to decision makers in **annual report format**, 14 of the universities use their institution's website and 8 universities use the institution's intranet.
- 23 of universities collects the indicators **as Excel database/worksheet**. 20 use **paper records** and 14 of use their own institution's data management software.

# Online questionnaire

**What were the bottom 5 least “popular” indicators?  
Which dimensions do they refer to?**

Code	Indicator Name	Frequency	Percentage
Q14a v	In a year, what is the ratio of <b>conference presentations delivered abroad</b> (or in the context of international conferences) to the number of researchers in the university?	8	6,84%
Q14a x	In a year, what proportion of researchers in the university author (or co-author) <b>pieces (books, journal issues, articles, etc) is published internationally?</b>	8	6,84%
Q14a k	In a year, out of all of the university's academic staff members, what proportion are <b>members of at least one international academic or professional association?</b>	8	6,84%
Q14a l	In a year, out of all of the university's academic staff members, what proportion is involved in <b>international joint doctoral supervision/co-tutelle?</b>	4	3,42%
Q14a q	In a year, out of the university's total budget for scholarships, what proportion is dedicated to <b>scholarships for international students?</b>	4	3,42%



# Online questionnaire

## The bottom 5 internationalization indicators – data management practices

- 73% of the universities have data for them
- In 88% of the countries they are optional
- In 84% of universities, they are collected once per year
- In 38% of the universities, **Education/Academic departments/units are responsible for collecting** them followed by Other (18%) and Research departments (17%)
- 82% of the universities use them **for Educational/Academic planning purposes**, 38% use for Funding and budgeting and 32% use for Media and marketing.
- The most common format is Excel (64%), paper records (48%) and own institution's data management software (31%).
- In 75% of the universities this data is presented to decision makers in annual reports (however, **18% of the universities also use open source/free data management/sharing software**)

# Online questionnaire

## Research questions

Was the questionnaire a good proxy for the data sharing tool?

Were the indicators and questions relevant to the universities?

Were the questions and indicators within respondents' scope of work?

Was the phrasing/definition of most indicators easy to understand?

Did respondents had to ask for information outside their own units?

Did universities consider that collecting this information is helpful?

How aware about internationalization after using the questionnaire?

Good practices in internationalization data management

Recommendations about the proposed tool

# Online questionnaire

## Using the questionnaire as a proxy for the data sharing tool

- 72% of the respondents agree or strongly agree that the questionnaire was **easy to complete**
- 76% agrees that the indicators and questions were **related and relevant**
- 84% believes that the questions and indicators were within respondents' **scope of work**
- 82% found the **phrasing/definition** of the indicators easy to understand. (10% disagreed)
- 30% agrees that they need to ask for information outside their own units/departments. **57% does not agree that they need outside help**
- 70% found that the data collection is **helpful**

# Online questionnaire

How aware about internationalization are the universities' as a whole after going through the exercise of the questionnaire as a proxy for the tool?	Frequency	Percentage
Low	4	5,41%
Moderate	26	35,14%
High	44	59,46%

# Online questionnaire

## Why do you think there is low level of awareness of internationalization at your institution?

- Being a **young/new/small/ small and public** institution – needs more time and staff or it is not a priority yet (*«management understands the basic concept of it but does not take it as an integral part of functioning of our institution»*)
- Not a **goal** for the management
- No **administrative staff** supporting this process
- Insufficient **budget** / not made any relevant investment in this field.
- We need more **time** to collect it (data) effectively
- We need a better international **strategy** / there is no strategy / not yet reached a good level of planning of internationalization
- Lack of **communication** between departments/units
- Internationalization comes as a product of many activities and it is **hard to monitor** all aspects.
- Some academic/administrative units still have **doubts** on some of the activities which may be placed under internationalization such as development of international curriculums.
- **Location** of our university is a disadvantage for internalization.

# Results from questionnaire

## Good practices

- Ease the accessibility of the data by the public
- «*Most of the collected data is not disseminated*»
- Develop better monitoring systems
- Use data to take part in more projects and raise awareness of students and staff
- Each department should determine its own strategy
- Need to be aware what the other departments do in order to work collaboratively

# Results from questionnaire

## How did completing the questionnaire feel/did it help?

- «Even though, we have centralized international units, namely department of international affairs, our academic departments internationalization perspectives seemed limited»
- *«We have wide awareness of internationalization, however your survey has helped us to widen our scope a little».*
- Helped to review international dimensions of the university.
- Some of data asked in the questionnaire could be very useful for future planning
- Most helpful for benchmarking
- Good starting point
- Easy to fill / Easy to understand or follow / useful / relevant
- Questionnaire looked like repeating itself / pretty long but I understand why / complex
- Easy to complete, but requires a thorough knowledge of internationalization at the institute

# Results from questionnaire

## Recommendations for the tool – indicators missing in respondent’s opinion

- *The annual budget of the international office is decided by the management and international office has no say on that – there should be question related to those decision-making mechanisms*
- *Most of the suggested indicators are measurable and already collected at our institutions. How about more intangible and more unconventional ones?*
- *Contribution and/or level of knowledge of the academic staff in terms of internalization of the university.*
- *Terms should be culturally integrated in different policy practices of different countries with sui generis practices*
- Student services and their function or role in internationalization
- Students advisors at each faculty responsible for mobility and/or exchange activities.
- International student activities
- Facts and figures about the policy of the institutions
- National legislation



# Results from questionnaire

## Recommendations for the tool – functions / general principles

- **Visualisation of data**
- Flexible as possible
- *«Import and export of data is a must»*
- *«A data base that is user friendly and that can be easily filled without too many indicators»*
- *«Create a centralized online tool such as the Mobility Tool prepared by the European Commission»*
- *«prefer intranet based to a desktop application»*
- Free of charge

# Next steps for HEIDA

- Refine web-based tool
- Refine online training module
- Share with you at **«Launch Conference» in September 22-23 in Istanbul**

# Join the HEIDA community

- Follow us on **Twitter**: @HEIDAProject
- Join the **LinkedIn** group: Data Driven Decision Making for Internationalization of Higher Education (HEIDA) Project
- Email the team [heida@ku.edu.tr](mailto:heida@ku.edu.tr)
- Check the project website <https://heida.ku.edu.tr/>