



Helping institutions achieve *better student experiences* by providing actionable intelligence through our global surveys and consultancy.

| Public and Private Sector Institutions

| University Networks

| Membership Bodies

| National and Regional Governments



*Since 2005* Etio has worked with institutions, Higher Education bodies and national governments around the world to provide the global benchmark for world-class student experience.



## *Asia*

- » **Institutions:** Over 200 institutions across Asia.
- » **Partnered with:** National Governments including Hong Kong, Singapore & Malaysia and peak/representative bodies across Asia.

## *Australia*

- » **Institutions:** Over 300 Australian education institutions.
- » **Partnered with:** English Australia; AUIDF; IEAA; StudyPerth; Study Melbourne; Study Adelaide.

## *Canada and the United States*

- » **Institutions:** Over 50 universities and colleges, across Canada and the United States.
- » **Consortium Partners:** Ontario Colleges; EduNova; The Center for Studies in Higher Education at University of California Berkeley.

## *Europe*

- » **Institutions:** Over 350 institutions.
- » **National Governments partnered with:** DAAD, Nuffic, Study in Estonia, Finnish National Agency for Education, Study in Sweden.

## *New Zealand*

- » **Institutions:** All 8 Universities; 14 Institutes of Technology and Polytechnics; over 40 language schools; over 40 private training establishments; over 90 secondary schools.
- » **Partnered with:** Education New Zealand.

## *UK & Ireland*

- » **Institutions:** Over 120 public and private Higher Education institutions.
- » **Partnered with:** Higher Education Authority Ireland; Irish Universities Association (IUA); British Council; UUKi; BUILA.

## *Africa*

- » In 2025, we welcomed Rhodes University to the ISB and are looking for others interested in elevating the student experience in the region.

## *Middle East*

- » We are now also inviting institutions from across the GCC to participate in the latest International Student Barometer.

## The *world's largest* international student experience survey of enrolled students.

The International Student Barometer (ISB) provides universities with independent, globally benchmarked intelligence into the international student experience across the entire student lifecycle. By combining institution-specific feedback with comparable global data, the ISB enables universities to identify strengths, diagnose areas for improvement, and make evidence-based decisions that enhance satisfaction, retention, and international competitiveness.



### FEEDBACK FROM OVER

4 million students, in 1,600 institutions,  
across more than 40 countries

#### Demographics

Decision Making

Application

Arrival & Getting Started

Learning Experience

Living Experience

Support Services

Careers Support

#### Student Wellbeing

Recommendation

Inclusivity

Future Plans

Accommodation & Commuting

AI

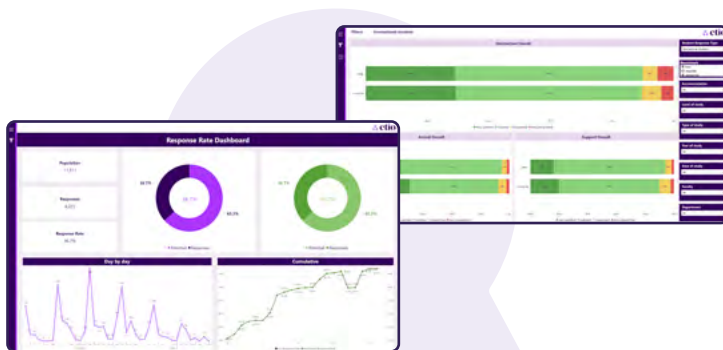
Visa Satisfaction

Agent Satisfaction

- **Increase competitive edge:** Understand your performance in a competitive context - compare your institution's international student experience with regional, national, global and bespoke comparator group benchmarks.
- **Smarter marketing strategies:** Enhance your international marketing and recruitment strategies based on evidence.
- **Influence word-of-mouth student recommendation:** Understand evolving international student perceptions, expectations, motivations, decision-making, and what impacts recommendation.
- **Demonstrate impact:** Quantify the impact of student experience improvement initiatives.
- **Drive a culture of continuous improvement and deliver a world-class student experience.**

## Analysis, insight and meaningful comparison

- The ISB is a fully supported, straight forward process for your institution, with the administration of the survey managed through our secure portal and supported by a dedicated Account Manager.
- Interactive ISB findings are accessible within **In Touch**. Filter data online by study area, department, demographics, study level, study stage (year of study), study mode (part-time, full-time) and study type (student exchange, study abroad).
- Results are benchmarked against competitor groups, national and international indices.
- Raw data is provided including verbatim comments.
- Intelligence on survey findings provided by our experienced team to increase stakeholder engagement and help support change.



For further information about the ISB and how to participate:



*“The ISB provides fantastic insight into our International Students regarding decision factors, expectations, concerns as well as tendency to recommend. The results not only allow us to measure our overall performance against benchmark institutions, but allows us to make better informed decisions to enhance the overall international student experience at DMU.”*

Chris McCafferty, International Planning Manager, De Montfort University (UK)

*“The ISB offers a holistic view of the international student experience, from application to graduation. It enables UT Austin to make data-driven decisions to sustain positive aspects and improve areas that need attention. Being intentional and soliciting feedback is critical in our efforts to support international students as an integral part of our community.”*

Dr Sonia Feigenbaum, Senior Vice Provost for Global Engagement and Chief International Officer, The University of Texas at Austin (US)

*“The survey provides valuable insights for us to benchmark with our counterpart universities in UK and Malaysia as well as with other universities in Asia and globally. It enables us to not only monitor our own performance but also our competitive positioning in the regional and global higher education context over time.”*

Ivy Sun, Deputy Director for Strategy and Performance, University of Nottingham Ningbo (China)

## Measure and understand the value of your student exchange and *study abroad* programmes.

Etio's iMPACT study evidences how mobility transforms students' skills, employability and global outlook, comparing your outcomes with peer institutions. It pinpoints which programmes deliver greatest impact, underpinning stronger strategic decisions, funding bids and partnership cases, while giving compelling, data-led stories to promote mobility to students, academics and leadership.

*"The Impact study has been an invaluable tool for CUHK in evaluating the outcomes of our global education programs and allowing us to benchmark our performance as well as report to key external stakeholders including funding agencies. It has enabled us to validate the success of the programs we offer in enhancing the global citizenship skills for all our students, paving the way for fruitful academic and professional careers."*

Shally Fan, Director of Academic Links at Chinese University of Hong Kong (CUHK)

### *How the survey supports your outbound programmes*

The study centres around six major themes:

- **Participant Background & Demographics**  
This information enables institutions to understand which student groups are engaging in mobility and support robust, segmented analysis.
- **Nature of the International Experience**  
Understand the varying forms of mobility and the structure of opportunities offered.
- **Overall Value & Satisfaction**  
Capture the quality and perceived impact of your students' experience. Directly inform quality assurance and highlight strengths and areas requiring improvement across the mobility lifecycle.
- **Skills Development**  
Assess the developmental outcomes linked to employability and personal growth. The intelligence gained supports evidence-based storytelling around the value of internationalisation for student development and employability.
- **Career Impact & Employment Outcomes**  
Link international mobility to career readiness and early career trajectories.
- **Intercultural Engagement & Global Citizenship**  
Measure intercultural competence - a core global education priority.

# The Student Experience in the Research University (*SERU*)



Etio are proud to be the SERU survey administration partner of the Center for Studies in Higher Education (CSHE) Based at University California Berkeley. The SERU Consortium is a global network of universities including over 40 top-tier US, Canadian and International research universities.

There are two surveys available to members:

## **Undergraduate Survey (SERU survey)**

First launched in 2002, the Undergraduate SERU survey focuses on aspects of the undergraduate experience including: academic engagement, educational experiences, satisfaction, campus climate, major evaluation, academic and professional development, student wellbeing, and cost of attendance.

## **Graduate Survey (gradSERU survey)**

First launched in 2017, the gradSERU survey focuses on the post-baccalaureate experience and covers topics including: selection and admission, financial support, advising, teaching and research experience, program climate, career plans, student wellbeing, obstacles to completion, and overall satisfaction.

One of the key benefits of consortium membership is the collaborative opportunities it provides. Alongside SERU events and workshops, de-identified student level data is shared amongst membership to facilitate seeking paths for institutional self-improvement.

Further information about SERU and the surveys can be found at [www.seru.edu/home](http://www.seru.edu/home)





Contact your Regional Specialist  
to find out more about  
participating in Etio's surveys.



Alternatively, visit our Insights pages for the  
latest student experience insights, analysis,  
articles and reports, plus hear from your  
peers at participating institutions.



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