

StudentPulse – Global Brand Tracking for Scotland

THEMES:

- Development of institutional capacity to engage successfully in international education
- Enhanced profile for Scotland in key international markets

OUTLINE:

StudentPulse - Global Brand Tracking for Scotland is an international research study examining the brand awareness and perceptions of Scotland and its institutions among students in target markets who are actively considering international study, enabling Scottish institutions and the Government to track their brands internationally within key established and emerging student markets.

The initiative will track perceptions of quality, safety, employment, access (visas) and cost, offering insight into how Scotland's brands and those of competitors are perceived across priority markets. The study will provide quantitative data into perceptions of Scotland as a study destination among students who are actively considering international study.

OUTCOMES:

- Track the Scotland Brand with prospective international students in key overseas markets; in terms of Scotland as a country and perceptions of individual institutions
- Scotland's brand as a study destination against the rest of the UK and rival markets around the world
- Profile of students finding Scotland attractive and provision of comparisons with those finding other countries/regions more attractive
- The results will feed directly into developing and maintaining marketing activities and competitive advantage
- The results could inform the adaptation of the country brand, which both universities and the Government can use to market overseas

WHAT IS COVERED?

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| <ul style="list-style-type: none">• Demographics: gender, age, nationality, country• Current work/study status• Subject, level and year of study considered• Academic achievement – self-rating• Awareness/attractiveness of the Scotland brand• Awareness/attractiveness of institutional brands• Students' plans to undertake overseas study• Study destinations considered• Motivations and concerns regarding overseas study | <ul style="list-style-type: none">• Importance of institution vs. country• Attractiveness of global study destinations• Perceptions of personal safety and security• Perceptions of cost of study• Perceived ease of obtaining a student visa• Perceived reputation of a qualification from Scotland• Perceived ability to work in Scotland after graduation• Personal attitudes and aspirations |
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FEASIBILITY:

The StudentPulse global research programme started in 2005 in China. The University of Edinburgh was one of the first institutions to use it. During 2007 the programme collected responses from 11,000 students in 143 countries across the globe, providing stakeholders with valuable insight into global trends in perceptions of study destinations and decision making processes. Responses are gathered online via a network of partner organisations contacting their databases of prospective students.

WHAT DOES THE PARTNERSHIP INCLUDE?

- Consultation - We work to agree the process with each institution
- Survey design and coding - We deal with all design and technical aspects, including coding and building of questionnaires
- i-graduate contacts prospective international students via the StudentPulse survey partners
- Response monitoring - i-graduate manages and monitors all data collection
- Management of the response process, analysis of results and delivery of a personalised report to each institution
- Central annual report for all Scotland
- Incentives (prize draw)

UNIVERSITY REQUIREMENTS:

Involvement in the initial consultation process

CENTRAL (GOVT) COST:

Estimated £30,000

MATCHED FUNDING REQUIREMENT:

Possible interest from Education UK Scotland.

Outside of this (Scotland) initiative, individual institutions joining the StudentPulse Brand Tracker pay £9,500 per annum. As a coordinated Scotland initiative with central funding, individual institutions could buy in to the global study at £3,300. On this basis, to achieve full matched funding without support from Education UK Scotland would require 9 institutions to support the proposal.

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