

Best Practices For Assessment and How To Use the Data

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UNIVERSITY OF
ARKANSAS

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AUSTIN
COLLEGE

Abroad101 Team



Adam, Jason, Michelle, Marc, Tami, Jenna, Rachel, Danielle, Mike



✧ 200+ University Partners

✧ 10,000+ Student Reviews

✧ 2,500+ Abroad Programs Listed

Our Mission



Abroad101's mission is to promote global citizenship by fostering the most meaningful study abroad experience for all students through technology innovation in international education.

What Abroad101 does:



- ✦ Provides software-as-service tools to institutions of higher education
- ✦ Collects comprehensive study abroad program evaluations from students
- ✦ Creates comparative reports on their data
- ✦ Incorporates a directory of study abroad programs

Austin College

Center For Global Learning Staff



Truett Cates
Director of the
Center for
Global Learning



Valerie Roberts
Assistant Director
for Study Abroad



Ashlee Flinn
Study Abroad
Advisor



Mary Buick
JanTerm
Coordinator



Austin College



- ✦ Private Liberal Arts College (Sherman, TX)
- ✦ Approx. 1,300 students
- ✦ 70% of students study abroad
- ✦ Center for Global Learning
 - ✦ 4 Staff Members
 - ✦ 6 Student Workers



University of Arkansas Study Abroad Staff



Mandy Prorok,
External Programs & General
Advisor; Outreach Coordinator



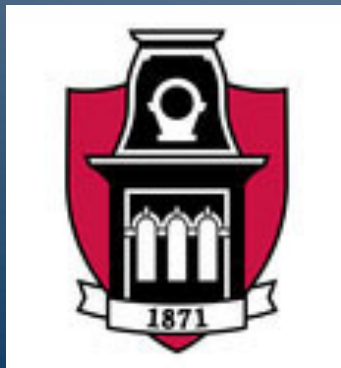
DeDe Long, Director



Laura Moix
Faculty-Led Advisor and
Exchange Coordinator



Jennifer Hatfield, Office Manager



Jinny Lowe, Secretary

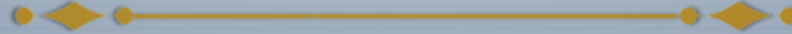


Bryn Huntpalmer,
Graduate Assistant



Shunterrance Trammell,
Peer Advisor

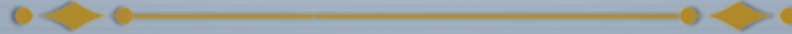
University of Arkansas



- ✦ 23,000 total student body population
- ✦ 17,247 Undergraduates
- ✦ 2011 Statistics:
 - ✦ 553 Study Abroad Participants
 - ✦ 228 Faculty-led program participants (summer & winter)
 - ✦ 301 Third-party program participants
 - ✦ 24 UA Rome Center Participants



Why Should We Do Evaluation?

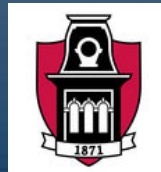


- ✦ Peer Advising
- ✦ Program Development and Improvement
- ✦ Track Trends in Study Abroad
- ✦ Gain Support from Faculty and Administration

What Are Your Goals for Assessment?

University of Arkansas

- ✦ Study Abroad Office Accountability
- ✦ Feedback for Faculty-Led Programs
- ✦ Peer Advising
 - ✦ “Outsourced” & “Real-people”
- ✦ Opportunity to share Experience
- ✦ Gains
 - ✦ Thorough knowledge of success, results, improvement needs of Faculty-led programs

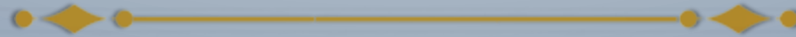


Austin College

- ✦ Travel ≠ Experience
- ✦ Reflection
 - ✦ GS201 & Digital Stories
- ✦ QEP
- ✦ Gains
 - ✦ Qualitative & Quantitative data
 - ✦ Means of Peer Advising



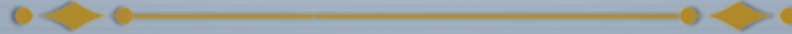
Peer Advising



Understaffed? Take advantage of your study abroad alumni as a valuable resource:

- ✦ Set up in person peer-advising: Staff
 - ✦ Students value their peers' perspective
- ✦ Make student evaluations public: Online
 - ✦ Students can use their peer's experience to help them choose a study abroad program

Program Knowledge



- ✦ Is it more than just reciting the facts?
- ✦ Personal knowledge skewed towards extremes
 - ✦ *“My internship was SO amazing!”*
 - ✦ *“I HATED my host family!”*
- ✦ Peer-to-peer feedback is a major decision-making factor
 - ✦ Advisors lack direct personal experience
- ✦ We need to connect students with right programs
- ✦ Look for red flags

Program Development



- ✦ Office Evaluation
- ✦ Faculty-led Programs
- ✦ Pre-Approved Program List

How Do You Collect Evaluations?



✧ Methods:

- ✧ Online, Public (Abroad101)
- ✧ Online, Private (Survey Monkey, Internal Systems, etc.)
- ✧ Paper

✧ Does this differ for types of programs?

- ✧ Faculty-Led
- ✧ Exchange & Direct Enrollment
- ✧ Third Party Provider

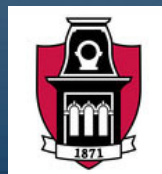
University of Arkansas

Austin College



- ✦ Faculty-led programs
 - ✦ Paper, on-site, in class
 - ✦ Summary of comments compiled by SA staff
 - ✦ Public archives in office
- ✦ Exchange, Direct Enrollment and External Partner Programs
 - ✦ Abroad101

- ✦ All Semester and Year-Long Students:
 - ✦ CCAI (Cross Cultural Adaptability Index)
 - ✦ Abroad101
 - ✦ Interview with the Director



How Does the Abroad101 Evaluation Tool Work?



- ✦ Advisors use the Student Invite tool to send a group email with evaluation link
- ✦ Students log into Abroad101 to fill out evaluation
- ✦ Students receive reminder emails every two weeks for three months until they have submitted their evaluation
- ✦ Evaluations are published on Abroad101.com

Feedback Form Categories

- ✦ Academics Overall
- ✦ Courses
- ✦ Language
- ✦ Program Administration
- ✦ Housing
- ✦ Food
- ✦ Social and Cultural
- ✦ Safety and Health
- ✦ Money
- ✦ Home Institution Advising (private)
- ✦ General Assessment Overall

Example Evaluation Questions

Language Questions

What was the highest college-level course taken in the language of your host country prior to departure?

Intermediate Spanish.

How confident were you in your ability to speak the language of your host country prior to studying abroad?



How sufficient did your foreign language skills prove to be?



Did you use your host language as much as you would have liked to?



Host Country Program Administration

What did your program do to prepare you for your time abroad prior to departure? *

We had a general pre-departure orientation, and a short orientation when we got to Barcelona.

If your program held an orientation, how helpful was it? *



If your program held an orientation, would you suggest any changes?

It would've been nice to have a walking tour of the area around the campus.

Host Country Program Administration Overall

The following questions pertain to your HOST COUNTRY Program Administration (or Faculty Leader, if trip was Faculty-Led). Questions about your home institution study abroad office can be found in the "Home Institution Advising" section below.

**On-site administration of your program: *



**Please explain the program's strengths and weaknesses: *

Feel free to discuss their accessibility/support services, ability to get things done, knowledge about host country and American higher education, program size, and whether your expectations were met.

The program admin were great, we had awesome weekend excursions around the country! They were really helpful in getting my cell phone set up too.

Published Review



Most Recent Reviews



Amsterdam: De Lekkerste (The Best!)

★★★★★

"The teachers were hard to connect with. I come from a university where professors are eager to inte ..."



CGE Central America: No Program Compares.

★★★★★

"This is not an overstatement: If I could trace my current life, its trajectory, my passions, and my ..."



It was a great experience and I would recommend it to everyone!

★★★★★

"Courses are only 3 weeks long but you actually learn a lot. The grading system is normal and it is p ..."



Sydney: If You Lived Here, You'd Be Home Now

★★★★★

"Study abroad time is the time for you: not your parents, not your friends, but you. I've dreamed of ..."



Semester in the Capitol of Europe

★★★★★

"I gained work experience,

Student Reviews

[Register](#) to see reviews from students at your university



Tess Herman
10/05/11

CIEE Tropical Ecology and Conservation: Months of pure amazement for the world around you.

★★★★★

Be prepared to be mentally and physically challenged. Go in with an open-mind, and enjoy every moment. Focus on your studies, because they are so vital for the success of our planet. You will leave as a defender of nature.

[view full review](#)



Patrick Donworth
09/26/11

My time in Costa Rica was the most pivotal and memorable part of my college experience

★★★★★

I developed a deeper love of ecology/science/nature, improved my Spanish, learned what it was like to live in a developing country, and made some great friends. More than anything else, it has made me consider going into an environmental field.

[view full review](#)



hbuckn01
11/29/10

CIEE Costa Rica, best four months of my life

★★★★★

My study abroad program helped me realize what I care about and what kind of person I want to be. I met incredible people and had incredible experiences. I would not be where I am right now if I did not do this program.

[view full review](#)



Snick
03/07/10

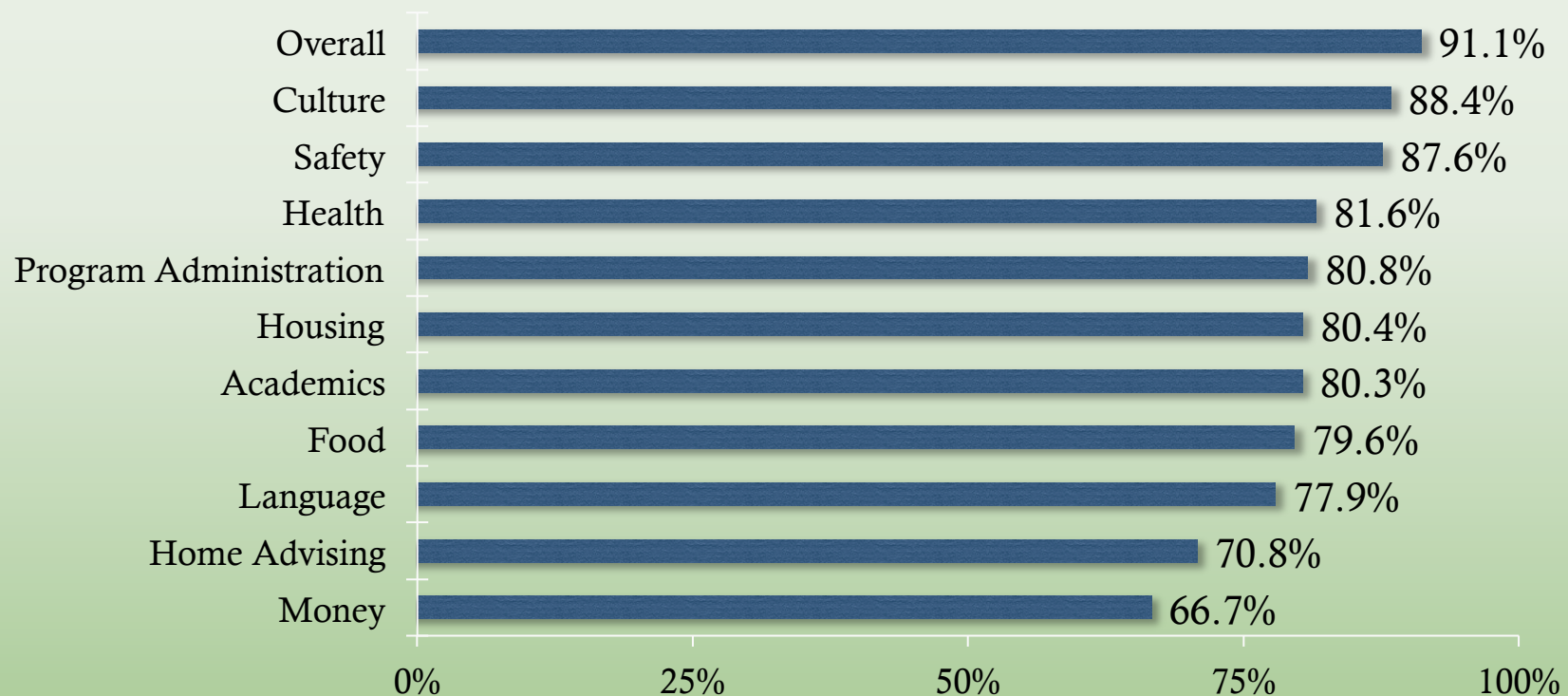
★★★★★

I learned so much about tropical ecology and conservation. I enjoyed living in a Latin American country and discovered that I wouldn't mind living in a place like that for an extended period of time.

[view full review](#)

Average Ratings

Abroad101 N= 9000

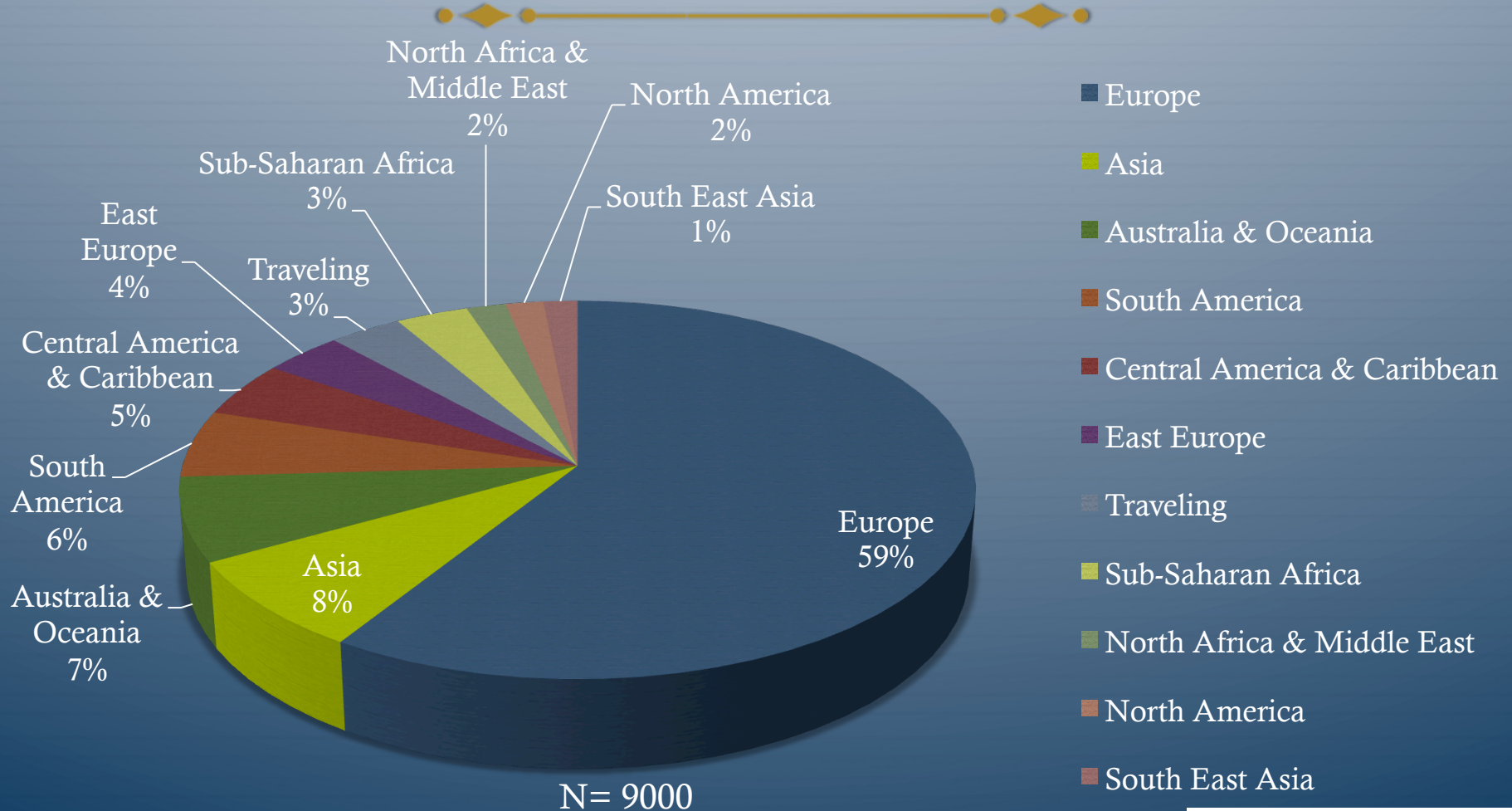


Correlations

Culture	0.534
Academics	0.489
Program Administration	0.437
Housing	0.384
Safety	0.359
Health	0.344
Food	0.270
Language	0.265
Home Advising	0.243
Budget	0.167
N=9000	

Trends in Study Abroad

Where Are Students Going?

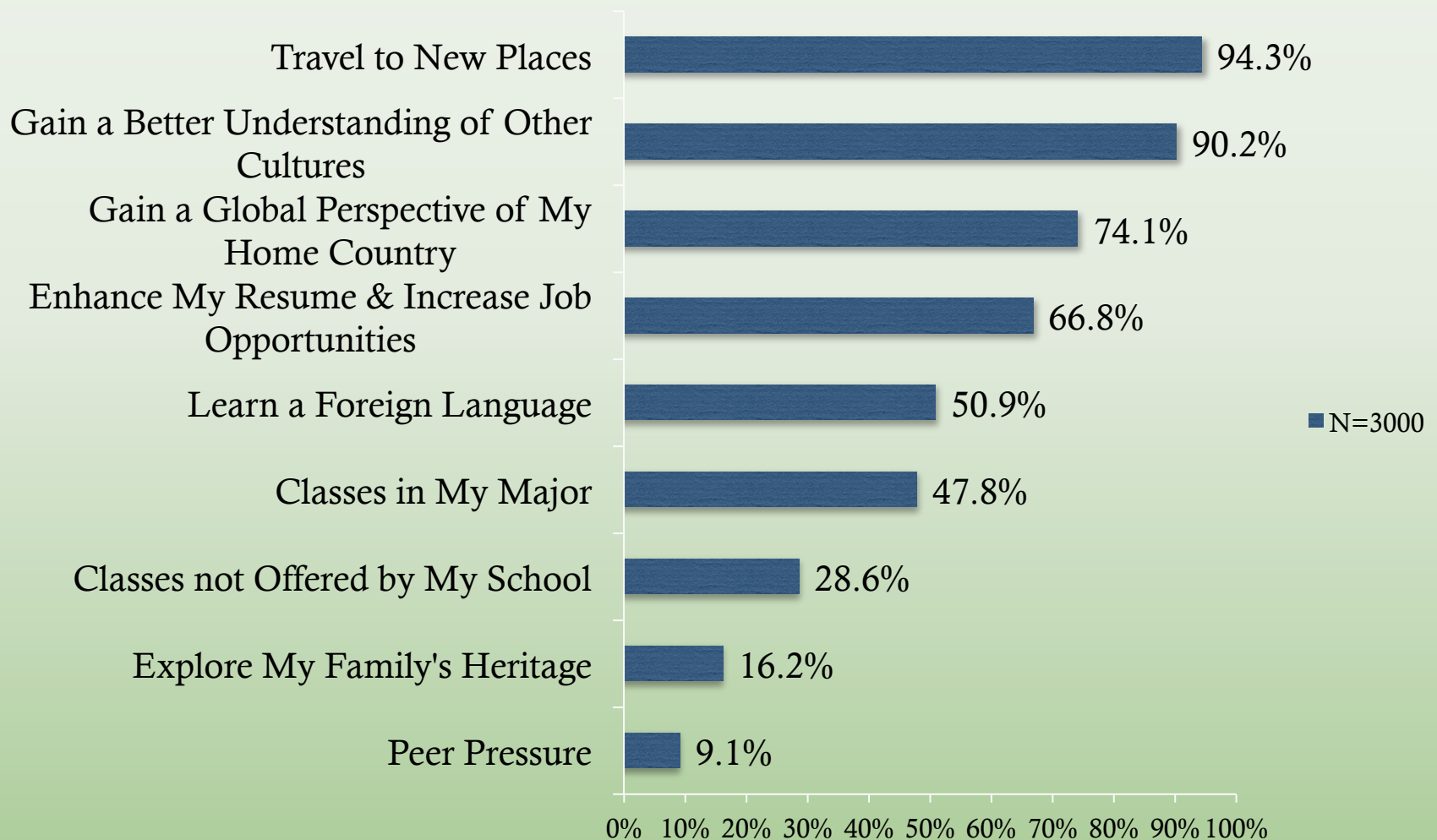


Gain Support From Faculty and Administration

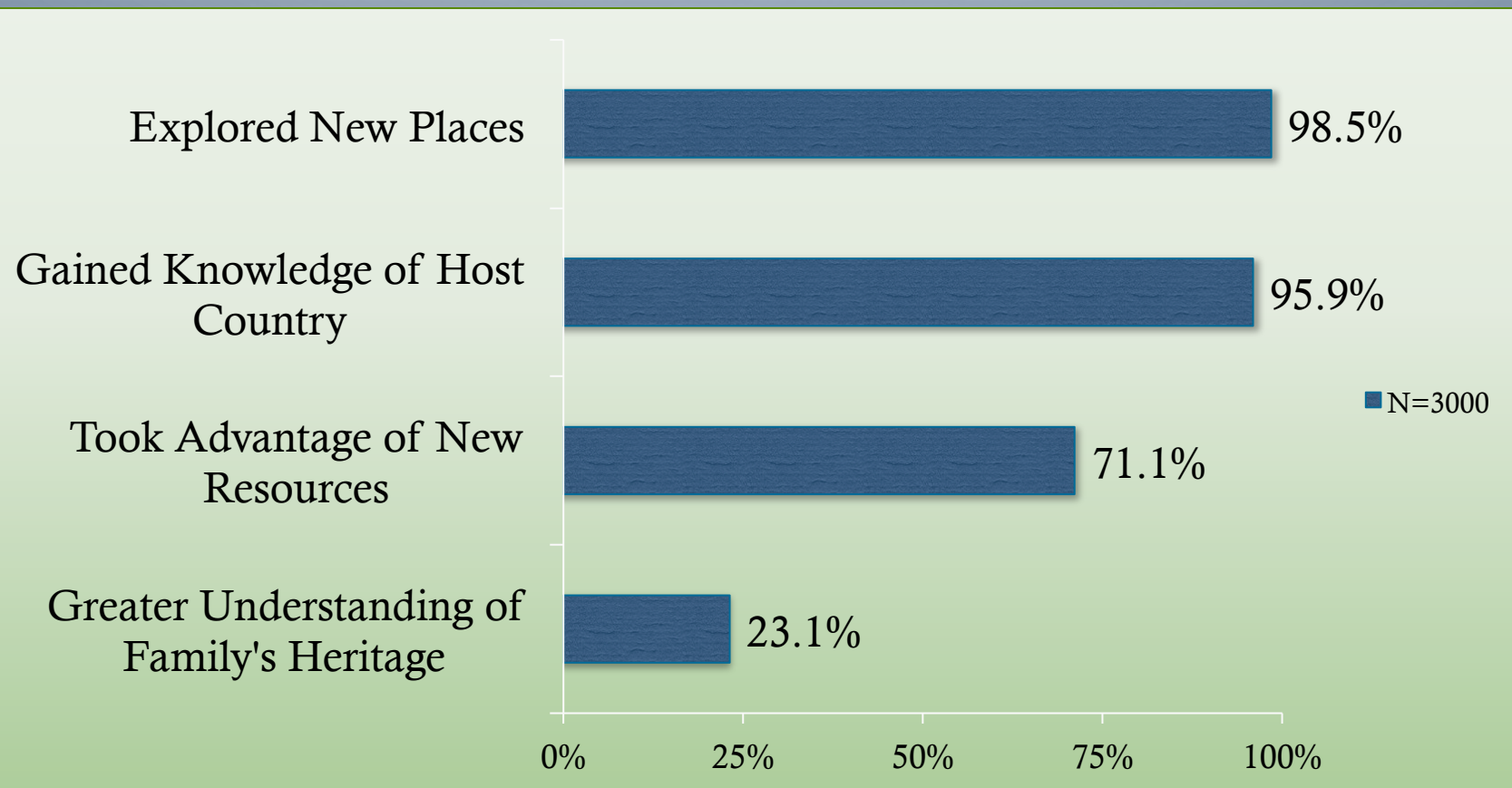
Leverage the data collected from students!

- ✦ Accountability coming from
 - ✦ Government, Accrediting Agencies, University Leadership, Deans, Faculty, Other Study Abroad Professionals
 - ✦ (Helicopter) Parents
- ✦ Funding, expansion, growth
- ✦ Articulating the value of study abroad
 - ✦ Within our institutions
 - ✦ For student's professional development
- ✦ Strategic Planning
 - ✦ Program development & future capital campaigns

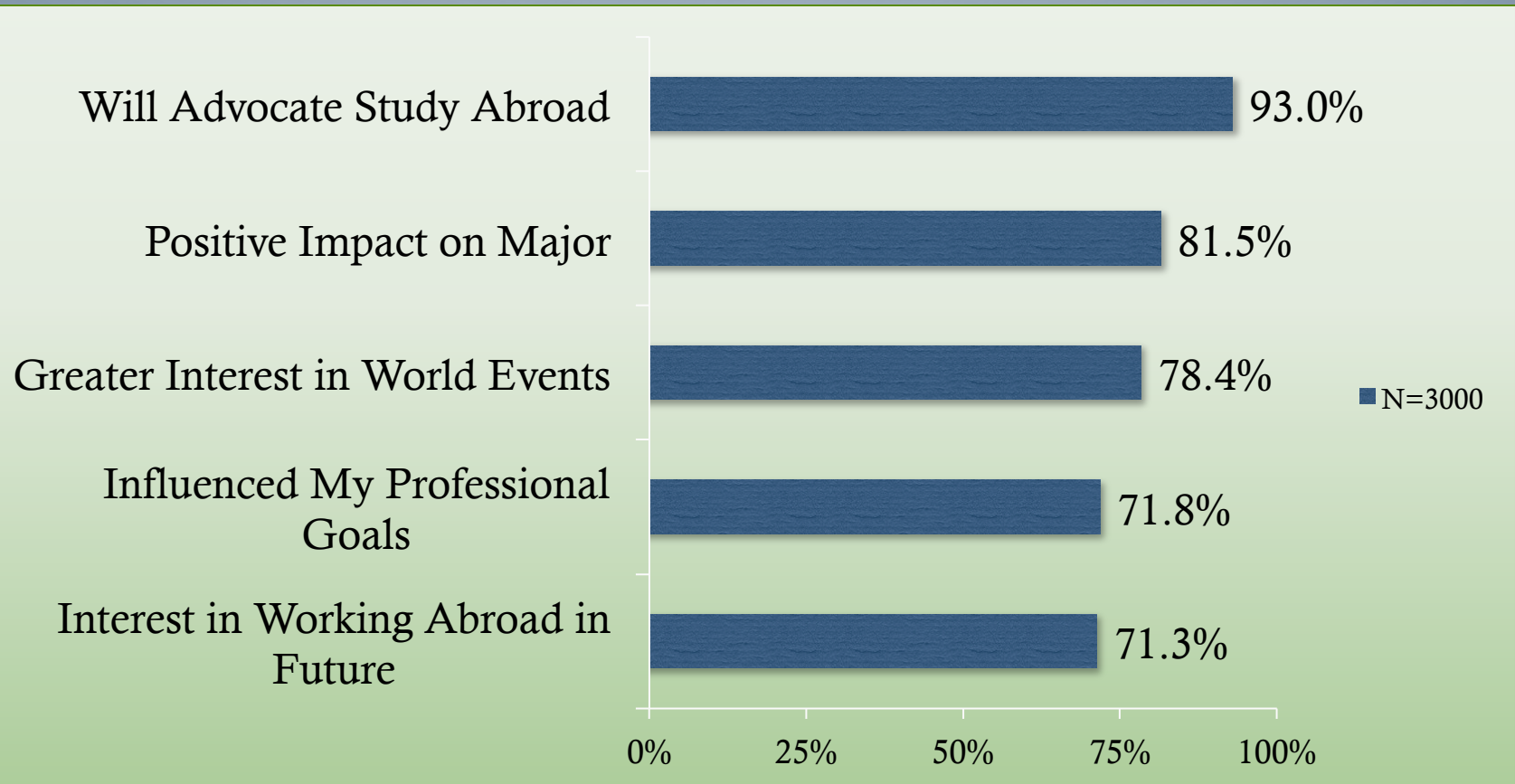
Why Do Students Study Abroad?



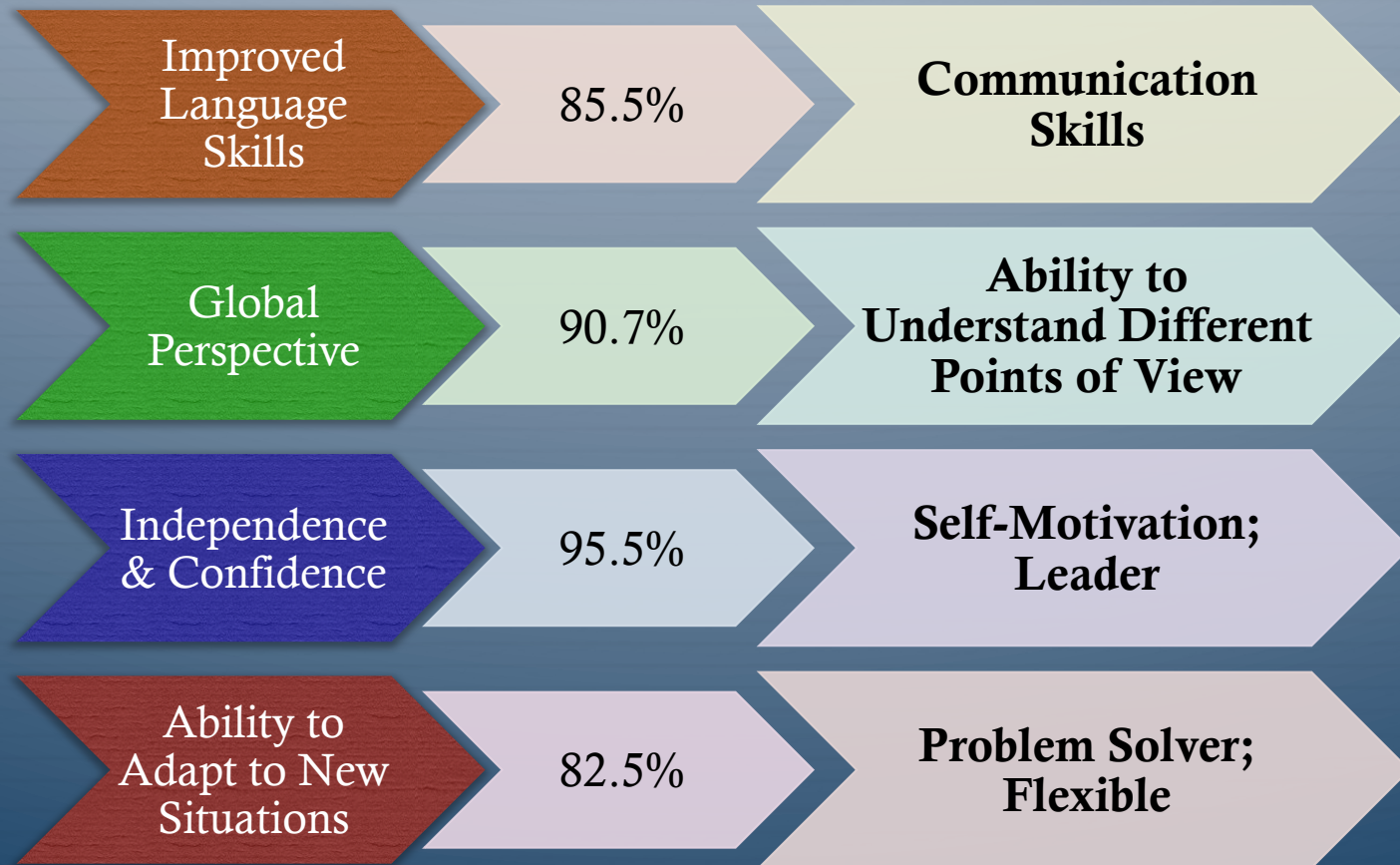
What Did They Learn?



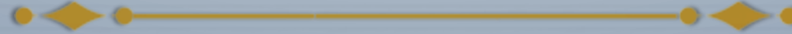
How Did This Impact Their Future?



Transferable Skills

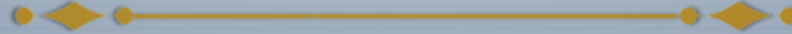


Challenges of Evaluation



- ✦ Enormous amount of data collected
- ✦ Organizing and tracking data
- ✦ Sharing and reporting on data
- ✦ Budget and personnel restraints
 - ✦ Challenges faced by the One Person Office

How Do You Get Students to Respond?



- ✦ Are evaluations required by your institution?
- ✦ Struggling with return rates?
 - ✦ Incentives
 - ✦ Integrate into re-entry programming
 - ✦ Ideas?

Group Discussion

- ✦ What are you currently doing?
- ✦ What are the pros and cons?
- ✦ Do you have ideas for improvement?
- ✦ What are your concerns around evaluation and Assessment?
- ✦ How can we measure quality and cost effectiveness of various programs?
- ✦ How can we measure quantitative impact of study abroad?

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