

## Survey Background

The first Alberta Survey of International Students (ASIS) took place in 2009.

The **purpose** of the survey was to gain insight on:

- **Student Experience** – what is the experience like for international students in Alberta?
- **Retention** – how is Alberta doing and what can be done better to retain international learners?
- **Attraction** – how do students find out about Alberta? What are they looking for, and how do they make decisions about where to study?
- **Alberta Perspective** – the only international student survey with the potential to capture all of Campus Alberta.

ASIS 2009 used on-line survey software to distribute an email link to international students.

A total of 753 international students from 16 institutions participated. This is about 7.5% of all international students in Campus Alberta (based on 2007/08 data). The margin of error at 95% confidence is  $\pm 3\%$ .

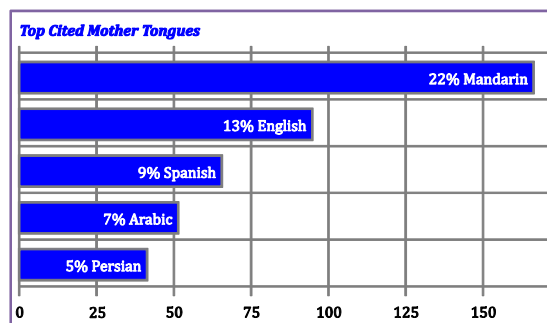
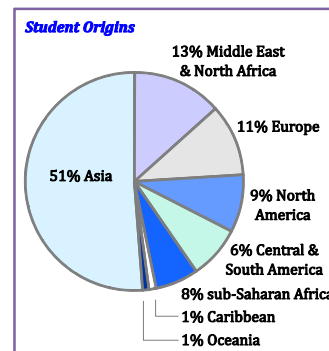
<i>Participating Post-secondary Institutions</i>	
<b>Comprehensive Academic &amp; Research Institutions</b>	
University of Alberta	University of Lethbridge
University of Calgary	
<b>Baccalaureate &amp; Applied Studies Institutions</b>	
Grant MacEwan University	
<b>Polytechnical Institutions</b>	
NAIT	SAIT
<b>Comprehensive Community Institutions</b>	
Bow Valley College	Grande Prairie Regional College
Keyano College	Lethbridge College
Medicine Hat College	Olds College
Red Deer College	
<b>Independent Academic Institutions</b>	
Ambrose University College	St. Mary's University College
Concordia University College	
<b>Specialized Arts and Culture Institutions</b>	
Alberta College of Art & Design	

## Student Profile

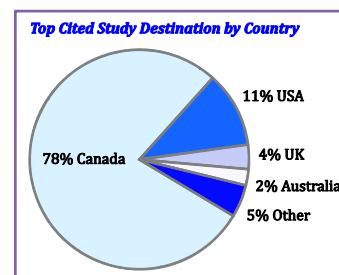
- For over three-quarters of international students, their current studies in Alberta represent their first time studying outside their home country. Those who had studied outside their home country before were more likely to have studied abroad in pursuit of a Master's Degree (26%), Bachelor's Degree (24%), or High School (22%). This is consistent with the majority of international students being enrolled in undergraduate or graduate degree programs.
- For students who had previously studied abroad, the greatest proportion (37%) did so in Canada. The United States was the second most popular former study destination, cited by 17% of students. The United Kingdom followed, cited by 7%.
- Of students who had studied outside their home country before and had done so in Canada, 40% studied

in Alberta. Ontario was the next most popular choice (19%), followed by British Columbia (18%).

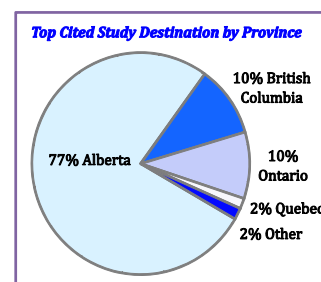
- Slightly more students were male (56%) than female.
- Most students were under 30 years: 20-24 years (42%) and 33% 25-29 years (33%).
- Over three-quarters of students were single.



- Consistent with institutional enrolment data, most international students attend Comprehensive Academic & Research Institutions (67%), followed by Polytechnical Institutions (18%), & Comprehensive Community Institutions (7%).
- The majority of international students study the Physical, Natural, & Applied Sciences (45%), Business/Management (21%), and Languages, Social Sciences, Arts, & Humanities (16%). A total of 7% are enrolled in Health Sciences.

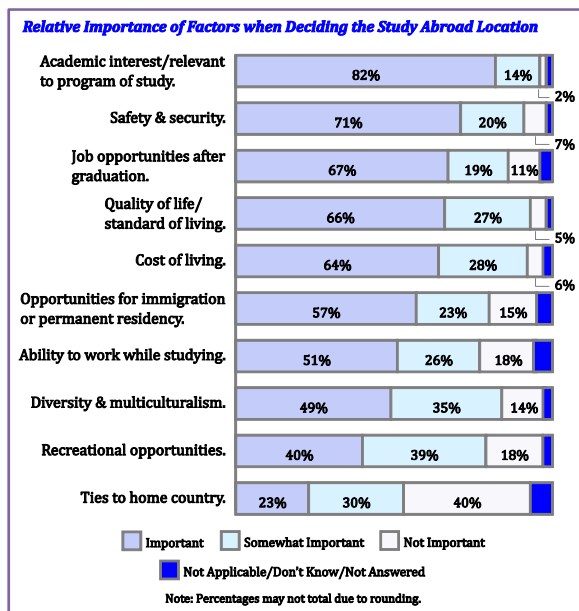


- While the majority of international students are enrolled in Bachelor Degree programs, international students comprise a significant proportion of Alberta's graduate (Master's & PhD) students. A total of 38% of survey respondents were enrolled in Bachelor Degree programs, 19% in Master's Degree programs, and 21% in PhD programs.



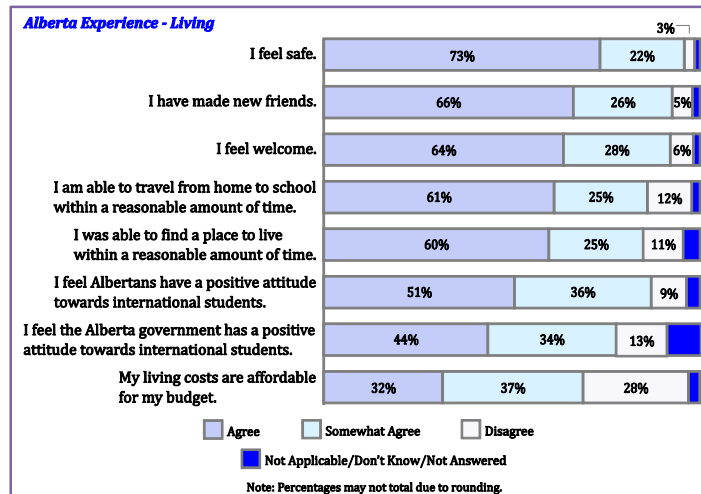
### Student Choice Factors

- The most important factors influencing students' decision to study abroad were the variety of educational opportunities available outside students' home countries & the opportunity to experience new people & places. Students' responses also pointed to the importance of earning a foreign credential.
- Graduate students were more likely to cite research opportunities, scholarships, & financial supports as important factors.
- The most important source of information for students when researching study abroad was institutional websites. Students also relied to a considerable degree on advice from friends, family members, & teachers.
- The most important factor in students' decision of where to study was the availability of a particular program related to their academic interests. The presence of friends, family, or other community connections was the most important factor in students' choice of where to study.



### Alberta Experience

- The majority of students agreed that they had made friends with local students, felt comfortable in their classes, and felt welcome on campus.
- About 40% of students reported working while studying: 84% part-time and 63% on-campus.
- Half of all students plan to stay in Alberta following graduation. A total of 63% of students plan to look for work after their studies – almost 60% in Alberta.
- About 10% of students plan to move elsewhere in Canada & 8% to their home country.



### Key Findings

- Institutions' websites were the primary way students sourced information about studying abroad, suggesting that awareness about available sources of information on studying in Alberta could be improved.
- There may be value in Alberta institutions working together more closely to coordinate student recruitment & increase awareness of learning opportunities in the province as Campus Alberta.
- Most students feel that Alberta is a welcoming, safe, & comfortable place to live with many good opportunities for the future – professionally & personally.
- Students chose Alberta because of its educational system, high quality institutions, & economic strength.
- Results highlight the importance of collaboration between governments & educational providers to ensure students can access information & supports.
- Students expressed the need to ensure that their study abroad experience is of good value, & provides a unique, rewarding, & overall quality experience.
- Many students expressed the hope that they will be able to find relevant employment & stay in Alberta.
- The majority of students would recommend Alberta to people from their home country as a place to study.
- Increased attention, assistance, & support to students may enhance their Alberta experience & have a positive impact on the province's reputation on the world stage.

For more information:  
<http://www.studyinalberta.ca/>

**Government of Alberta**

