

# memo<sup>©</sup>



## memo<sup>©</sup> tool

**A survey-based tool for assessing study  
abroad programmes and measuring  
exchange mobility outcomes**

[www.memo-tool.net](http://www.memo-tool.net)

## Online memo<sup>®</sup> survey

A pre-departure and post-return online survey for your **outgoing** and **incoming students**, consisting of **facts** (who the students are and what they do), **perceptions** (what the students think) and a **psychometric test** of 10 memo<sup>®</sup> factors measuring the personality traits of students (how the students behave and how their personalities and mind-sets change)

**Measure what really matters! On average 92% of European employers consider memo<sup>®</sup> factors important for recruitment.** Skills can be trained but personality traits are very hard to change. Does mobility have an impact strong enough to develop the personality of students?



## Testimonials

*"memo<sup>®</sup> tool provided us with valuable feedback and suggestions on who our students are, what they need and how to shape our institutional strategy in order to reach the highest possible level of personal development and employability of mobile students. And above all – it is very easy to implement!"*

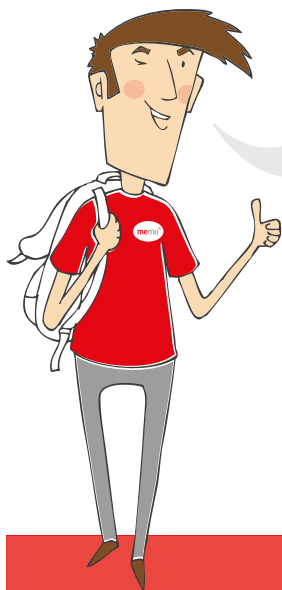
**Clara Gartner**

*Internationalisation Project Manager | Universidad Francisco de Vitoria, Madrid, Spain*

*"memo<sup>®</sup> survey results helped us in clarifying the rationales underlying strategic policy development regarding the international and intercultural context of our curricula."*

**René A.G. Teunissen, MSc**

*Departmental Coordinator International Affairs and International Relations Manager, Lecturer Higher Professional Education | Avans University of Applied Sciences, School of Health, Breda, The Netherlands*



**Find out more about the  
real impact of mobility on  
personal development and the  
employability of students.  
TEST your students!**

**1 memo<sup>®</sup> YEAR**

**BASIC PRICE**

**3000 € (+VAT)**

Special price 2000 € (+ VAT)  
for new language test partners

- 500 students analysed
- any type of exchange mobility
- possibility of choosing language version of memo<sup>®</sup> survey
- immediate personal feedback for each student
- annual memo<sup>®</sup> report for HEI (including extensive data analysis and comparison with peer institutions)

**10 memo<sup>®</sup> factors**

**Curiosity | Confidence | Adaptability | Sociability | Tolerance  
Decisiveness | Self-awareness | Problem-solving  
Self-assessment | Position-defending**

## Why memo<sup>©</sup>?

### A comprehensive and unique survey

Merges existing satisfaction surveys and psychometric tests into one survey. Easy to use and implement. Only one link. Also accessible on smartphones and tablets.

### Added value for both HEIs and students

A chance to learn more about your mobile students and measure their personal development related to international mobility experience. A direct link to employability. Immediate feedback for students.

### Strategic development tool

How effective are your mobility programmes? Check and act. Make strategic decisions. Revise procedures. Help your students to benefit. Increase pre-departure support and improve student counselling.