

memo© tool FAQs



What is **memo©**?

memo© is an acronym for Monitoring Exchange Mobility Outcomes. It is not just a student satisfaction survey, although it does measure this too. Rather, it is a unique tool that measures and analyses the outcomes and added value of student mobility for both incoming and outgoing exchange students. This means that it provides information on how mobility affects students, how students change during a stay abroad, which groups of students benefit more and which less and how to optimise services to best help mobile students. In particular, **memo© focuses on the personal development of students** and monitors the development of students' personality traits related to intercultural skills and competences and future employability.

memo© consists of a pre-departure and post-return survey. It can be partially adapted to the specific circumstances of the participating HEI. For example, while certain exchange types are pre-defined (such as studies, internships and research), each HEI can define the exchange programmes to be analysed. Studies as well as internships abroad can be covered, and any duration can be accommodated as long as the student returns to the home institution afterwards.

How was **memo©** developed?

The basic idea for **memo©** Tool emerged from a three-year research project undertaken by CHE Consult in which the relevant dimensions for academic success (focusing on specific academic and social prerequisites) were examined. **memo©** is based on a validated survey tool (QUEST) developed by CHE Consult and also incorporates results from other international research projects.

How does **memo©** work?

memo© analyses who students are (facts), what they think (perceptions) and how they behave (personality traits). We survey students before and after they study abroad, which allows us to show how different groups of students handle studying abroad and how institutions could improve their mobility services. **memo©** is able to show what is happening during student mobility and how the mind-set of students changes with regard to intercultural skills and employability-related competences. **memo©** also provides a comparison with similar ("peer") institutions, as well as with the overall **memo©** average globally.

What will my institution get if it purchases **memo©**?

When your institution invests in **memo©** (the basic annual price is 3 000 EUR, plus VAT) it receives access to the two-phase survey, an annual report based on a survey of up to 500 students (additional students will cost slightly extra), an executive summary with expert evaluation of the project results, the possibility of your outgoing and incoming exchange students being able to take the survey in 9 languages currently, and the right to use the label "**memo©** partner", awarded by CHE Consult. **memo©** is purchased on an annual basis.

What does my institution have to do after it purchases memo©?

memo© is designed to make the survey process easy and effortless for the participating institutions, meaning that no extra work is required from participating HEIs beyond the initial stages. If you decide to purchase memo©, our team will provide you with a data request form that serves to individualise the survey to your HEI's needs. Only very basic information is needed, such as the list of partner HEIs, the types of programmes offered and the degrees awarded at your institution. Your institution must then send a link to mobile students, who register for the survey anonymously. From this point on, no work is required on the side of the client HEI, although we suggest that the HEI engage in promotional or motivational activities to increase return rates (e.g. by offering incentives).

Can the survey be personalised to fit my institution's needs?

The memo© survey is a standardised tool, designed to allow for comparison of results among the memo© partners. However, there is an option to individualise certain categories in the memo© survey. These categories include: destination country, host university, type of degree and exchange programme. Any further requests can be accommodated on an individual basis and at extra cost.

What types of questions are asked in the memo© survey?

Students will be asked about their socio-economic background, their perceptions and satisfaction with many different aspects of their study abroad programmes, as well as their experiences at their home university. Besides this they will be subjected to a psychometric test measuring key aspects of their personality.

How long does it take for students to fill out the survey?

The survey takes approximately 10-15 minutes to complete.

What is memo© data security policy?

In the memo© project, students are anonymously surveyed about their family background, their study situation and their attitudes towards their studies and study periods abroad. These data are collected and evaluated by CHE Consult in cooperation with and at the request of each higher education institution (HEI). The data collection is conducted using on-line survey software, namely the Enterprise Feedback Suite of QuestBack AG, the European market leader for Enterprise Feedback Management, whose servers are located in Germany.

For further information please see also:

- <http://www.memo-tool.net/cms/?getObject=1011&getLang=en>
- <http://www.questback.com/de/datenschutz-datensicherheit>

CHE Consult's data evaluations are essentially conducted on the basis of group data (e.g. all participants, study programmes, target countries). As a matter of principle: single-case evaluations are not carried out. CHE Consult sends the resulting data to HEIs in the form of a report.

How will students be motivated to take part in the surveys?

In order to motivate students to take part in both the pre- and post-surveys, **memo©** offers personal feedback for each student who fully completes the survey. At the end of each completed pre- and post-survey, students will have the possibility to see their personal results related to their personal development (so called **memo©** factors) compared to the results of other students who participated in the **memo©** survey. In this way students will be able to see how they rate among their peers' average and also how their scores have changed while they were abroad.

What types of exchange programmes can be included in the **memo©** survey?

Participants in all possible types of exchange programme can be involved in the survey, including ERASMUS+, university partnerships, summer/winter schools, short intensive study abroad programmes and more. It should be noted however that **memo©** is not intended for full degree programmes.

How long does it take to produce a **memo©** report?

When all the data are collected and students from both semesters have filled in the post-return survey, the data are analysed, a report created and an expert-commented executive summary is written within three months. Usually, the final version of the **memo©** report is sent during the autumn following the respective academic year (November-December).

What does the **memo©** timeline look like?

When you sign up to participate in **memo©** and pay the annual price, the **memo©** team will provide you with a data request form that serves to individualise the survey to your needs. Only very basic information is needed, such as the main destination countries, host universities, exchange programmes, etc. As soon as we have developed your individual survey (usually within 2 weeks following the delivery of the required institution-specific data), we will create a registration page for your institution and ask you to send out a link to this page to your outgoing and/or incoming students. Each student has to go to the registration page and indicate his or her date of departure and date of return, as well as his or her email address. From this point forward, we will take care that students are invited at the right time for the pre-survey (14 days before departure) and post-survey (30 days after their return). We will inform you regularly about response rates in order to give you the possibility to remind your students to take part in the surveys.

These first few steps normally take only a few weeks to complete. After this, the students fill out the survey and our team has to wait for several months until they return from abroad before we can extract data from both their pre- and post-surveys. Then during the autumn you will receive the final **memo©** product, which is the **memo©** report. Details of what is included in this report can be found below.

What is included in the memo© report?

The memo© report is comprised of an executive summary and an extensive data analysis report. The executive summary contains the most important findings of the memo© surveys.

The data analysis report covers:

- The number of students who took part in the survey,
- personality traits (memo© factors describing the personal development of students through study abroad experience, related to intercultural competences and employability),
- memo© results analysed by key aspects of analysis (gender, family background, duration of the stay abroad, field of study, degree level, exchange programme, exchange type, destination region / region of origin),
- other students' characteristics (participation in preparatory courses, knowledge of foreign languages, linguistic background, financing for the stay abroad, students' evaluation of their school performance, students' extracurricular activities, previous international experience, motivations to go abroad etc.),
- perceptions of personal aspects (preparedness for going abroad, interest in living / working abroad in the future, etc.), academic aspects (organisation of study programme, support in academic issues, etc.) and non-academic aspects (financial support, administrative/organisational support, etc.).

What if there are some questions unanswered?

As a representative of a client HEI, you can always contact us at martina.bugarova@che-consult.de.

For participating students, there is a memo© helpdesk available at memo@che-consult.de.