

memo[©]
**MOBILITY
SCAN**

**A SURVEY-BASED TOOL
MEASURING THE EFFECTS OF
INTERNATIONAL MOBILITY**



A tool for universities and other HEIs



PRE and POST surveys for students



Annual institutional reports, personal feedbacks for students

What is memo© Mobility Scan?

● A tool for universities and other HEIs

To assess study abroad programmes and measure real mobility outcomes that matter for employers

● Surveys for INCOMING and OUTGOING students

2 SURVEYS
- PRE-departure survey
- POST-return survey

● Annual reports for universities, immediate feedback for students

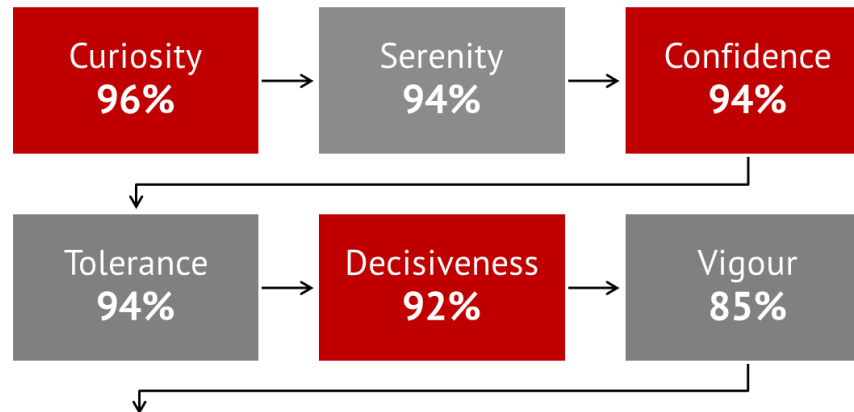
A data report with user-friendly key findings in and charts

Immediate personal feedback for students on the psychometric section



memo[©] focuses on what matters

- Employers assign higher importance to **personality aspects** than to **field-specific knowledge and skills that gets quickly outdated nowadays** (Erasmus Impact Study, 2014)
- memo[©] values were proven to be closely related to **employability of alumni** and their chances of getting promoted **to managerial positions**



92%

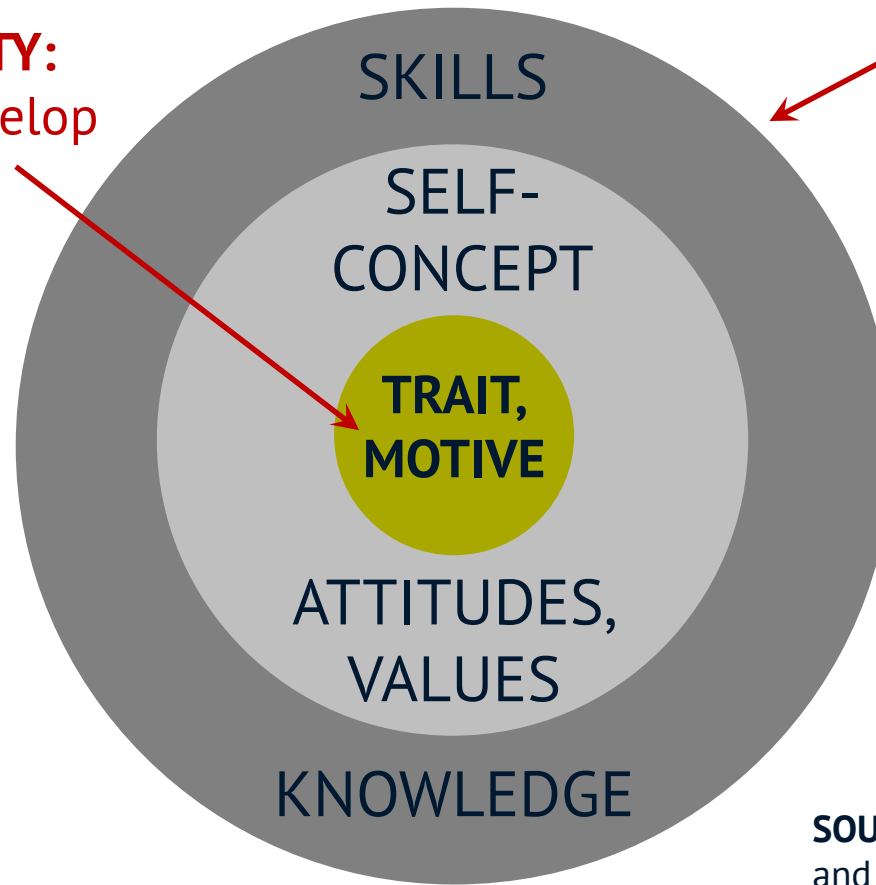
employers in Europe consider the memo[©] factors important for recruitment, on top of knowledge in the field (91%) and relevant job experience (78%)

Personality is not easy to change

CORE PERSONALITY:
most difficult to develop

SURFACE: most easily developed

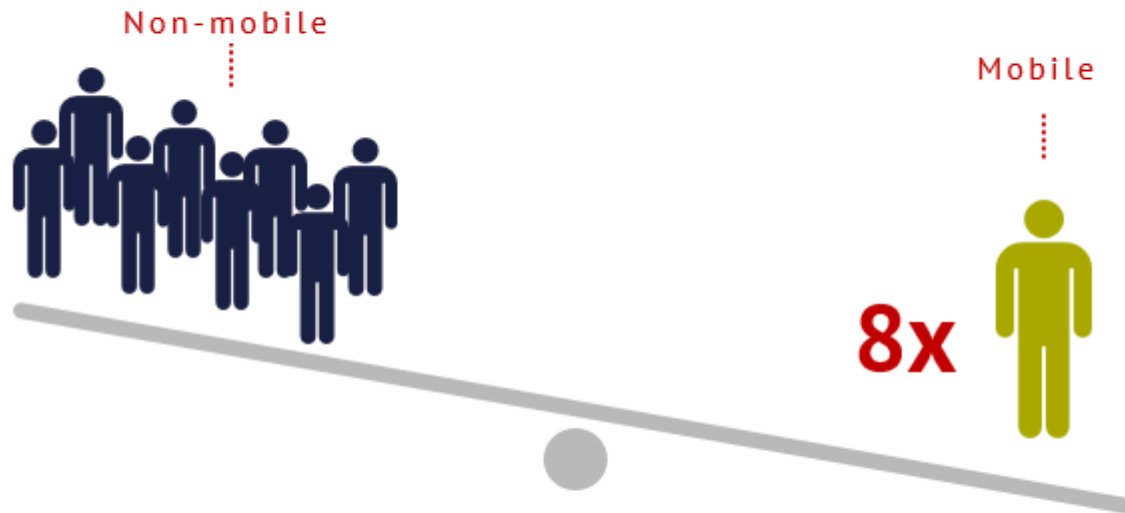
**BUT
INTERNATIONAL
MOBILITY HAS
THE POWER TO
AFFECT IT**



SOURCE: „The Iceberg Model and Central and Surface Competencies“, Spencer & Spencer, 1993

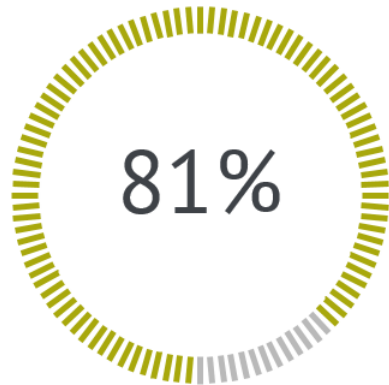
Why measure mobility impact?

**6 months of mobility change you as much as
4 years of life**



Erasmus mobility changes people **8x more**
than normal life.

Why measure mobility impact?



...of Erasmus students perceive an improvement in their personality



...of Erasmus students actually improve!

- Students tend to overestimate mobility outcomes
- Not every student benefits from the exchange mobility
- Not all employers consider mobility to have an added value in itself

How does it work?

- A **survey-based tool** grounded in state-of-the-art research in **psychometrics**
 - A questionnaire on students' characteristics and perceptions
 - A psychometric test assessing their personality traits related to employability and intercultural competence



- Data are collected **prior to and after the mobility** to enable assessing the added value

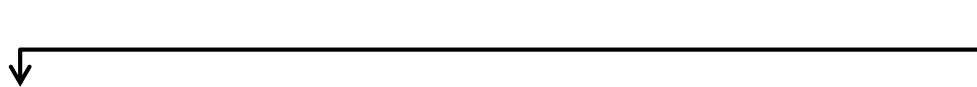
How does it work? BASIC PACKAGE

- **1 year** (academic/calendar year, up to 17 months)
- **2 surveys** (PRE-departure, POST-return)
- **500 students registered, 1000 immediate personal feedbacks** (1 for each student before and 1 after the mobility)
- **applicable to any type of exchange mobility**
- possibility of choosing a **language version of the memo© survey**, and personalise the filter questions; any further requests can be accommodated on an individual basis with individual pricing
- **annual institutional report** (including extensive data analysis and comparison with peer institutions)
- **memo© team support throughout the whole year** – regular invitations, reminders, helpdesk for students, participation statistics

How does it work?

- No extra workload for HEIs
- Personalised survey (language, filter questions – exchange programmes, partner universities,..)
- Possibility to choose the language of the survey
- No extra IT requirements

**You only need to send 1 link
and motivate your students to register**



CHE Consult **memo**® team takes care of all the work behind.

Survey Preparation – Data Collection – Reminding – Data Analysis – Reporting

From a student's perspective...

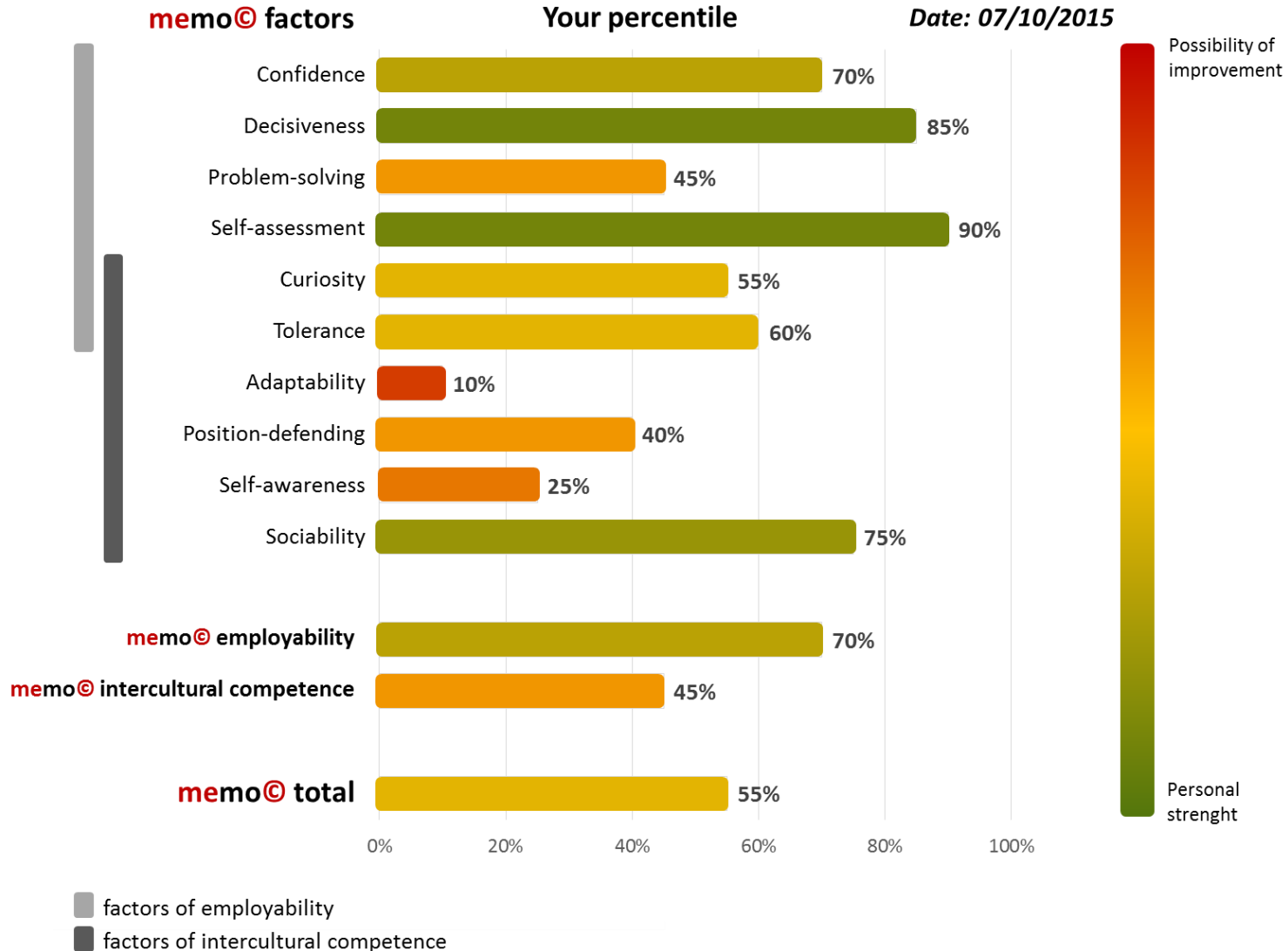
Register and check your mailbox



You will receive a registration link via **email**.
The survey takes approx. **15 minutes**.

You will simply access the surveys from your **inbox**.

Student's personal feedback



Shows you where you stand compared to memo© average, peer institutions, previous years...

annual **memo**© report

Individual report produced for each university

- Data analysis
- Main findings



Answers you get...

- PRE vs. POST values
- How to prepare your students before they go abroad to get most of their stay?
- Which groups are at risk?
- What has happened to students who did not improve?
- What should your study counsellors improve?
- What do incoming students think about your institution, teachers or study support?

Proven by...

CHE
Consult

Definition of 10 **memo©** factors, the most important personality traits, is based on state-of-the-art research and **proved** by:

- **75 000** students and alumni,
- **1 000** higher education institutions,
- **650** employers.

Since then, the number of participants keeps rising!

Testimonials



”memo[©] 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[©] 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

Price

THE BASIC PACKAGE MAY BE ACCOMPANIED BY ANY OF THE COMPLEMENTARY PRODUCTS
CUSTOMIZED QUESTIONS | INTERACTIVE DASHBOARD | FINAL REPORT | SEMINAR

1 memo@ YEAR

BASIC PRICE

€995 (+VAT)

10 language versions of the survey
2x immediate personal feedback for each participant
PDF data summary in charts and tables
Comparison to peer institutions
memo@ client support

CUSTOMIZED QUESTIONS

+ €500

Survey customized
to the specific
needs of your HEI.

INTERACTIVE DASHBOARD

+ €500

Online **dashboard**
with interactive
visualisation of your
data. See example:
<http://www.memo-tool.net/how-it-works/interactive-dashboard/>

FINAL REPORT

+ €1500

A thorough
interpretation of
your HEI's results.

SEMINAR

+ €1200

One day seminar on
how to reflect the
results
in the **strategic
development**
(procedures revision,
pre-departure
support, student
counselling etc.).

DISCOUNT POLICY | 5% on a 3-year abonnement | 10% on a 5-year abonnement

Check also special packages
and discount policy!

Find out more
www.memo-tool.net

Request a **demo** or **skype meeting!**
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