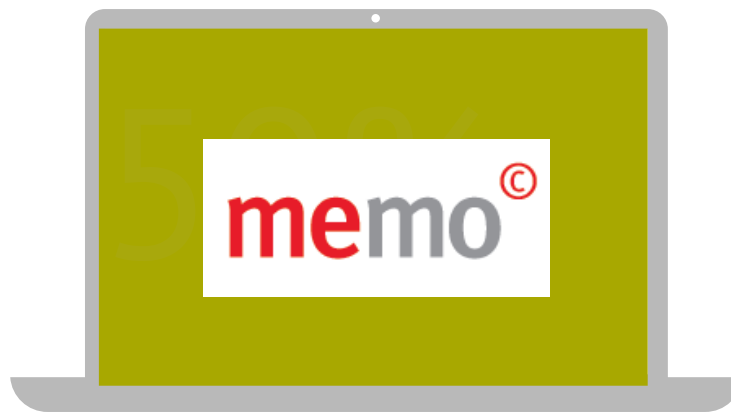


# memo© tool

A SURVEY-BASED TOOL  
MEASURING THE EFFECTS OF INTERNATIONAL MOBILITY



Tool for universities and other HEIs



PRE and POST survey for students



Annual institutional reports, personal feedbacks for students

# What is memo© tool?

● Tool for universities and other HEIs

● Survey for INCOMING and OUTGOING students

● Annual reports for universities, immediate feedback for students

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

## 2 SURVEYS

- PRE-departure survey
- POST-return survey

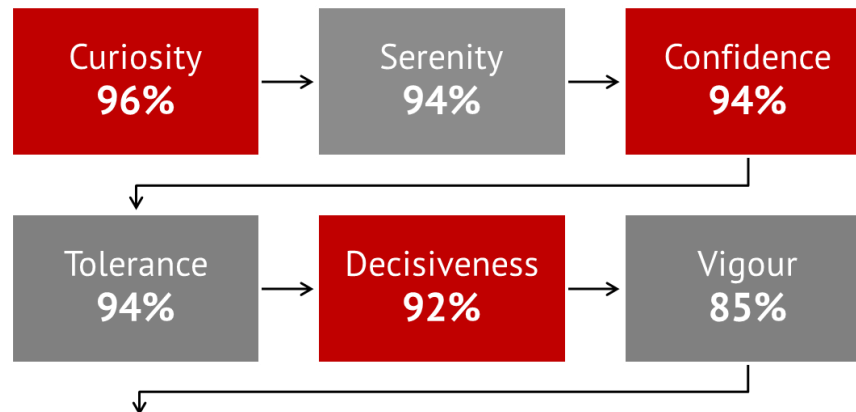
Data report and key findings in user-friendly format and charts

Immediate personal feedback for students on psychometric part



# memo<sup>©</sup> targets on what matters

- Employers assign higher importance to **personality aspects** than to **field-specific knowledge and skills that gets quickly outdated today** (Erasmus Impact Study, 2014)
- memo<sup>©</sup> values were proved to be closely related to **employability of alumni** and their chances to get promoted **to managerial positions**



92%

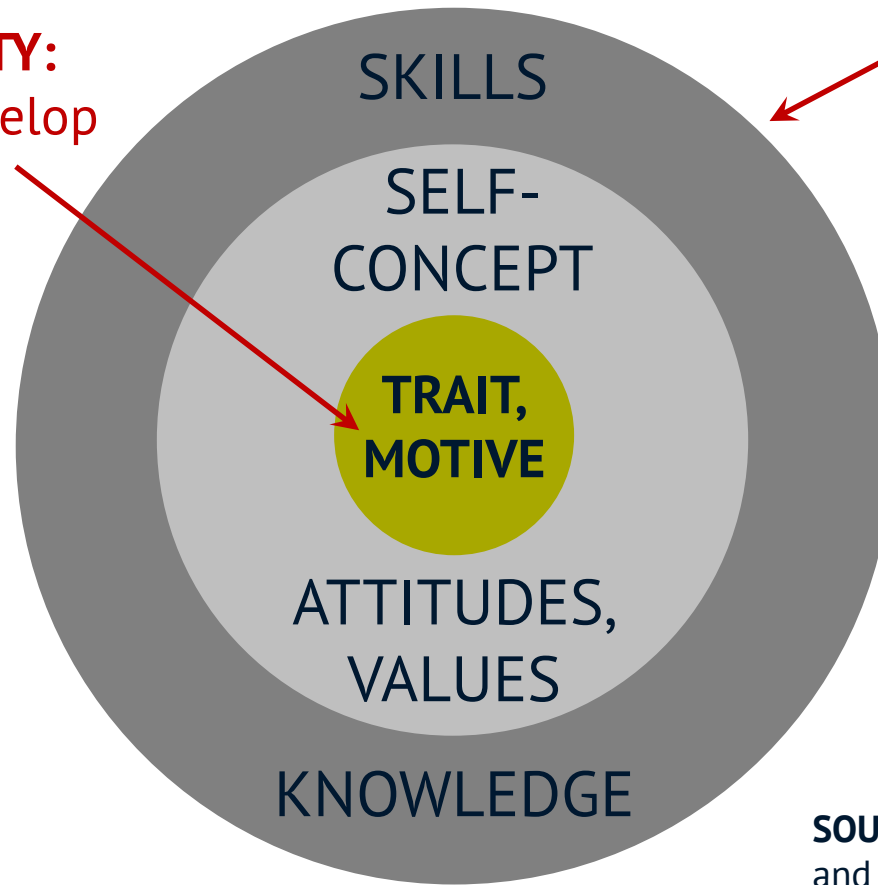
employers in Europe consider the memo<sup>©</sup> factors important for recruitment, on top of knowledge in the field (91%) and relevant job experience (78%)

# Personality is not so easy to change

**CORE PERSONALITY:**  
most difficult to develop

**SURFACE:** most easily developed

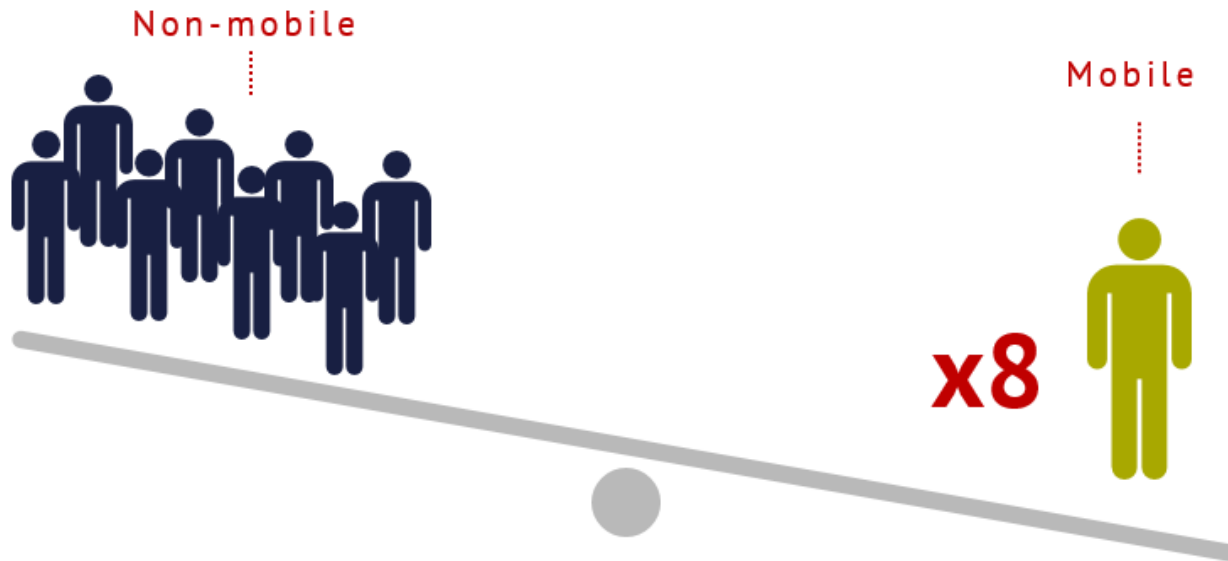
**BUT  
INTERNATIONAL  
MOBILITY HAS  
THE POWER TO  
AFFECT IT**



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

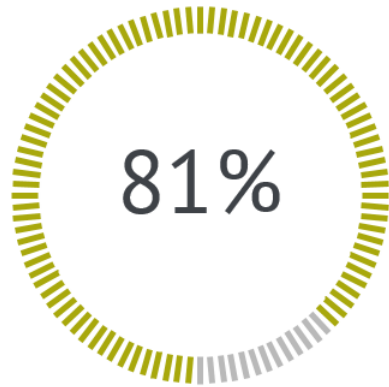
# Why to measure mobility impact?

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



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

# Why to 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 itself

# How it works?

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



- Data collected **prior to and after the mobility** to assess the added value

# How it works? BASIC PRICE

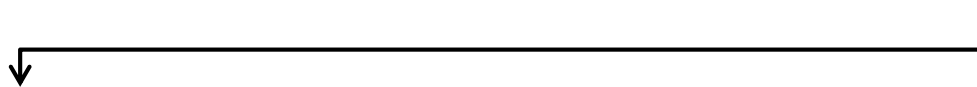
- **1 year** (academic/calendar year, up to 17 months)
- **2 surveys** (PRE-departure, POST-return)
- **500 students registered, 1000 immediate personal feedbacks** (1 for each student before and 1 after the mobility)
- **applicable to any type of exchange mobility**
- possibility of choosing **language version of memo© survey**, 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 for the whole year** – regular invitations, reminders, helpdesk for students, participation statistics



# How it works?

- 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 you 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 perspective...

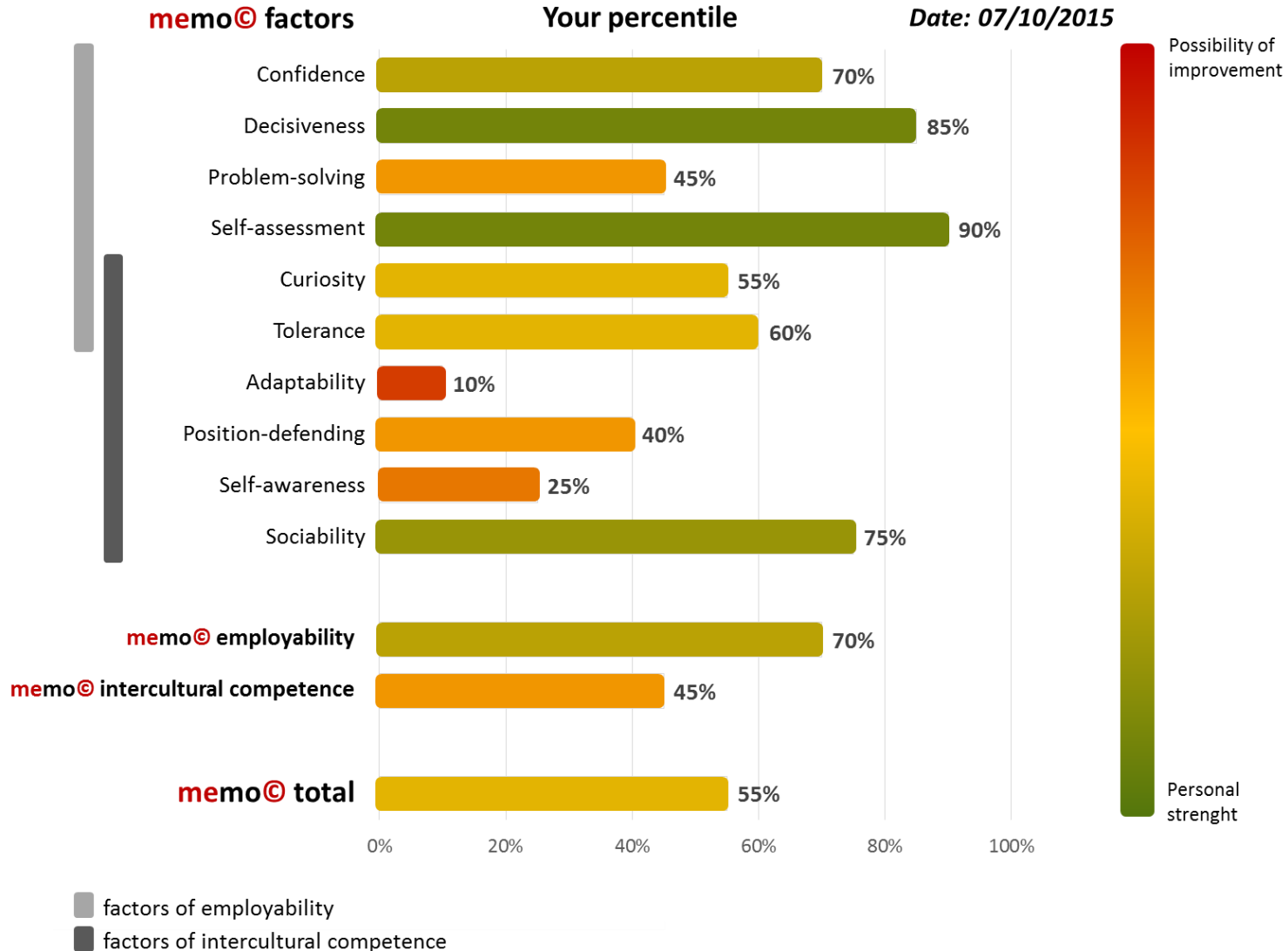
## Register and check your mailbox



You will receive a registration link via email.  
Survey takes approx. 15 minutes.

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

# Student's personal feedback



Shows 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 the stay?
- Who is the risk group?
- What happened to those students who did not improve?
- How to train your study counsellors?
- What incoming students think about your institution, teachers, study support?

Proved 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<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

# Price



**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**

Check also special packages  
and discount policy!

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

Request a **demo** or **skype meeting!**  
[martina.bugarova@che-consult.de](mailto:martina.bugarova@che-consult.de)