



Creating fans for educational organisations

Markteffect
Effective Market Research



Who is Markteffect?

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- ↪ Hbo-diploma 2006 Fontys (no fan)
- ↪ Wo-diploma 2009 Tilburg University (fan)

About Markteffect

- ↪ Full-service and independent market research bureau in Eindhoven;
- ↪ 25 researchers and 50 flexible field workers;
- ↪ National and international clients;
- ↪ We work for 100 educational organisations in the Netherlands (universities, hbo, mbo);
- ↪ We create in-depth knowledge on relevant educational themes (so-called multiclients).



Some references:



Creating fans for educational organisations

Something in the news...



Nederland razend populair bij buitenlandse studenten | Binnenland

AD.nl · 2 uur geleden



Recordaantal buitenlandse studenten in Nederland

NOS · 5 uur geleden



Meer buitenlandse studenten in Nederland dan ooit tevoren | NU - Het laa...

NU.nl · 5 uur geleden

- ↪ Studying in the Netherlands has never been this popular!;
- ↪ 112.000 foreign students study in the Netherlands;
- ↪ What can we do to maintain this growth?;
- ↪ What can we do to keep them close (in contact, or even here in the Netherlands?)

Something else in the news...



Creating fans for educational organisations



Creating fans for your school

Someone who talks positively about the school and will recommend it. The fan is happy for choosing this school and, if needed, will make the same choice again.



Creating fans for your school

- ↪ Which research design do we use?
- ↪ How do we create a “fan”?
- ↪ When are they created (starting or alumni)?
- ↪ Which elements play a part in this creation?
- ↪ How many fans are there currently?
- ↪ How do these fans behave?



Research design

1. Scientific deskresearch
2. Meeting with “founding partners to enrich research
3. 2 Qualitative group discussions to sharpen the questionnaire
4. Quantitative research: n=3.570 current Dutch students and n=1.012 alumni
5. Group discussion on location to help interpret the results



Subjects in research

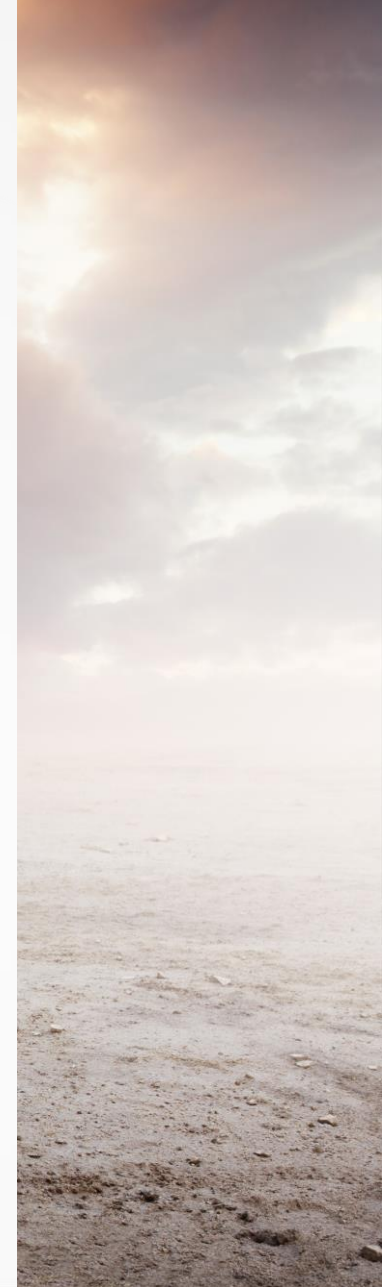
1. General satisfaction
2. Gap-analysis (living up to the expectations)
3. Motivation of student
4. Image of study/organisation
5. Social interaction
6. Social identification
7. Values focussed on personal development
8. Values focussed on society
9. Values focussed on career building

How do these subjects interact with the creation of fans?

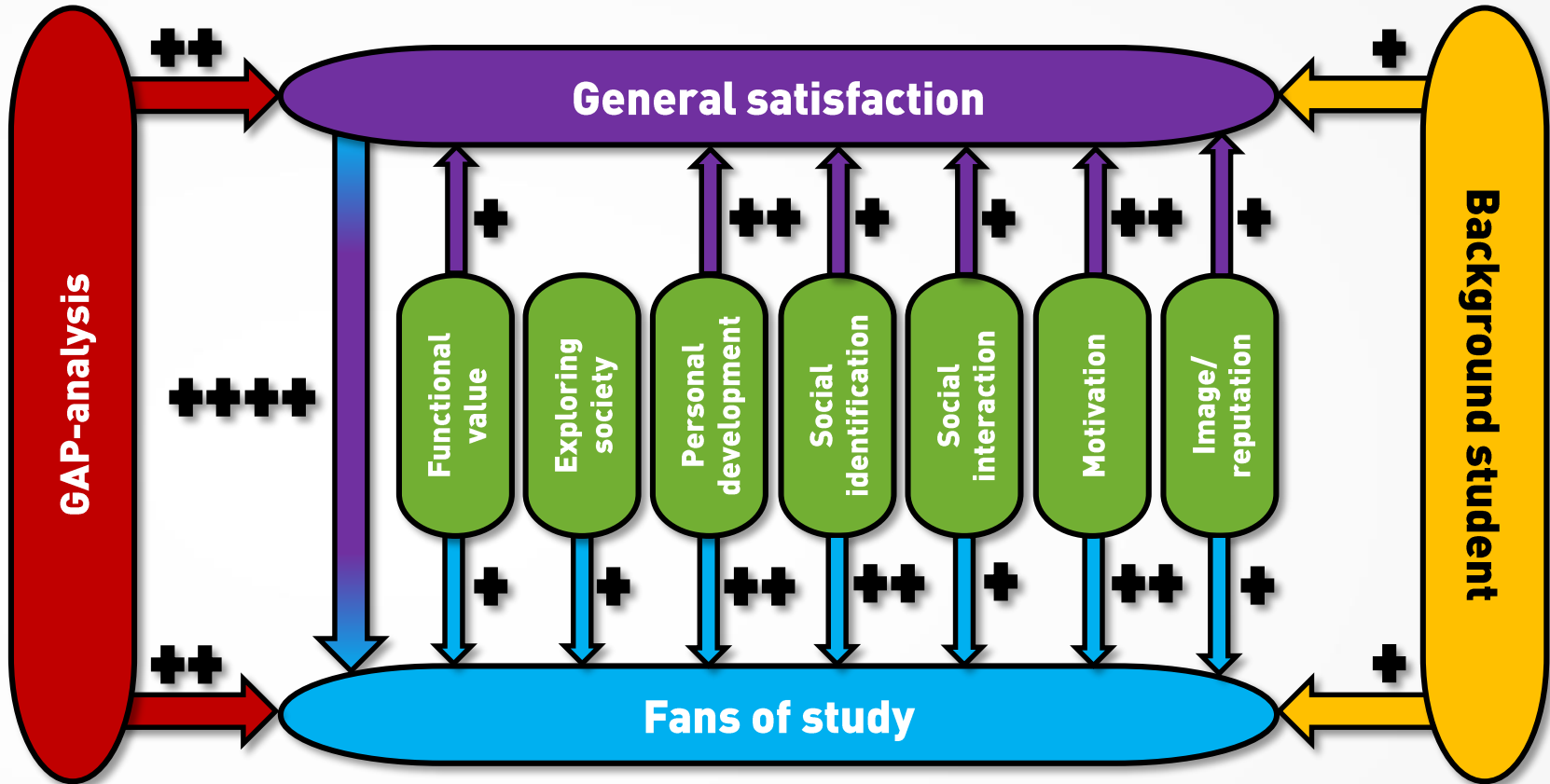
Subjects in research

Don't forget the background check!

- ↪ Gender;
- ↪ Ethnical background;
- ↪ Have the started/finished an education before?;
- ↪ Household situation;
- ↪ Educational level parents;
- ↪ Age;
- ↪ Size of the school;
- ↪ Average class size;
- ↪ Region;
- ↪ Educational level;
- ↪ Income level (alumni);
- ↪ Function level (alumni);
- ↪ Study period (short-, middle-, long term alumni).



Results (in a nutshell)



Results explained

General satisfaction

- ↳ Degree of challenge;
- ↳ Doing things flawless;
- ↳ Match between interests and study;
- ↳ Communication;
- ↳ Teachers and mentors.

GAP-analysis

- ↳ Communication in general;
- ↳ Communication from teachers and between teachers;
- ↳ Match between interests and study.

Background student

- ↳ Level of education (higher is (much) better);
- ↳ Size of class (average is best);
- ↳ Preference for naming “education” in stead of “school”.

Results explained

Social identification

- ↳ Concerned about study and what others think;
- ↳ Identify with successes school;
- ↳ Being part of a group which is formed at school.

Exploring society

- ↳ Learn to work with “different” people;
- ↳ Working in groups;
- ↳ Extracurricular courses;
- ↳ Working with different cultures.

Personal development

- ↳ Being critical is appreciated;
- ↳ Creating personal development due to the study;
- ↳ Problem solving methods are asked during my study;
- ↳ The value of my study depends on my personal effort.

Results explained

Functional value

- ↳ Working to get promotions in the future/good CV/good salary;
- ↳ Value of the diploma.

Social interaction

- ↳ Students can contribute to the education that they get;
- ↳ It is appreciated when students show initiative.

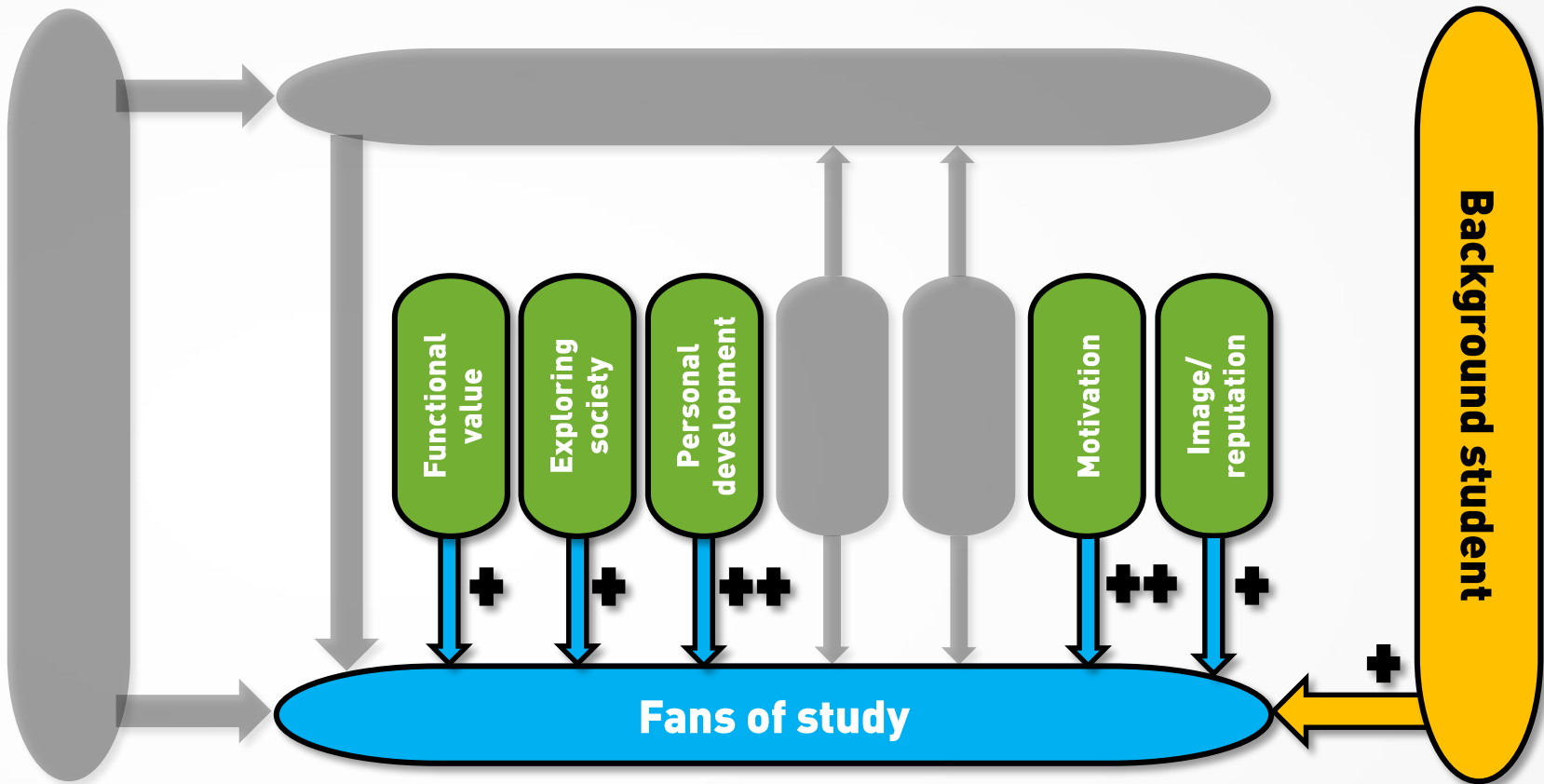
Motivation

- ↳ Students study because they want to;
- ↳ Student see their study as a goal;
- ↳ Admission to the study was hard.

Image/reputation

- ↳ Quality of study;
- ↳ Value of diploma;
- ↳ Safety at school.

A model full of opportunities!



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And threads.....

