Funded by the Erasmus+ Programme of the European Union

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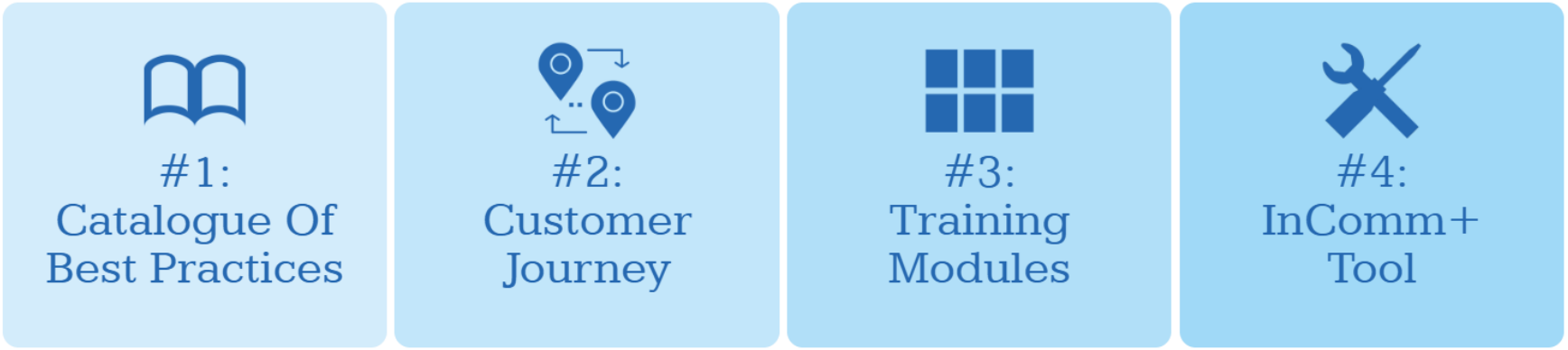
The InComm project wants to develop and implement a **more inclusive welcome process** at the partners universities, where students and staff from **all backgrounds feel welcome** in one international identity, to become **truly international universities**.

KUNGL TEKNISKA HÖGSKOLAN · TU/e · UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH · TECHNISCHE UNIVERSITÄT DARMSTADT · TÉCNICO LISBOA · TU Graz

Main Deliverables of the project



Stages

IO1: State of the art & needs of the target group and stakeholders	IST	September 2019 - February 2020
IO2: Collective intelligence and best practices	UPC	December 2019 - End 2022
IO 3: Implementing the customer journey	KTH	April 2020 - End 2022
IO4: Development and implementation of training programs	TUGraz	April 2021 - April 2022
IO5: InComm+ Tool	TU/e	April 2020 - End 2022
IO6: Presenting Results (including Dissemination)	TUD	September 2019 - November 2022
Coordination	TU/e + KTH	September 2019 - December 2022

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PREVIOUS TO EXPERIENCE

FIRST WEEK

FIRST 3 MONTHS

AFTER 6 MONTHS

LOCAL LANGUAGE SKILLS INDICATORS

ATTRACTIVENESS, SELECTION AND APPLICATION

ARRIVAL | FORMALITIES FIRST DAYS

ONBOARDING 1ST 100 DAYS

OVERALL EXPERIENCE

INCOMM – DIMENSIONS OF CUSTOMER JOURNEY MODEL

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1st Round Students Survey - 2019

February 2020

1st Round Stakeholders

September 2020

2nd Round Students Survey - 2020

May 2021

3rd Round Students Survey - 2021 (2 years and + Covid Effect)

June 2022

KUNGL TEKNISKA HÖGSKOLAN

TU/e

UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH

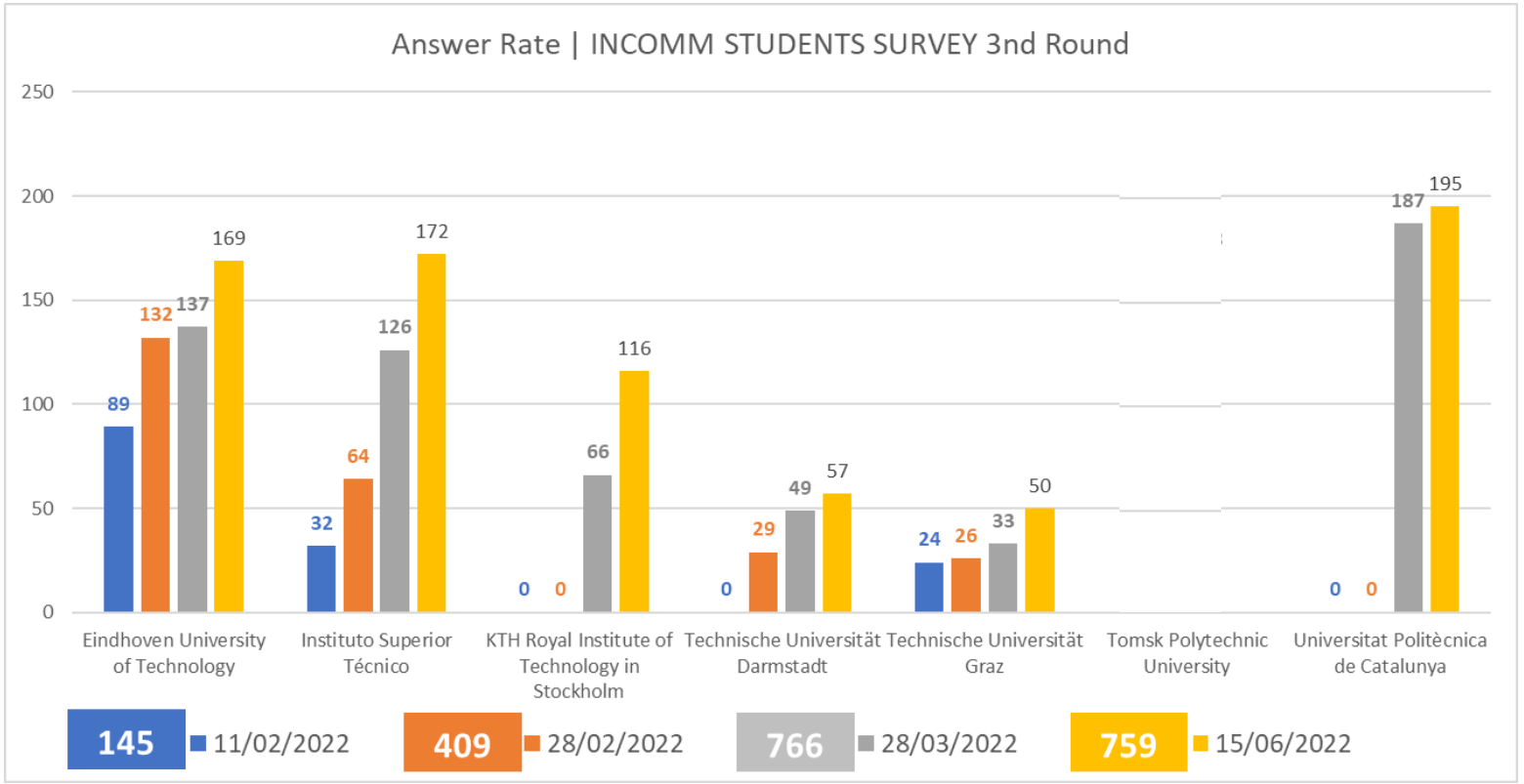
TECHNISCHE UNIVERSITÄT DARMSTADT

TÉCNICO LISBOA

TU Graz

TOMSK POLYTECHNIC UNIVERSITY

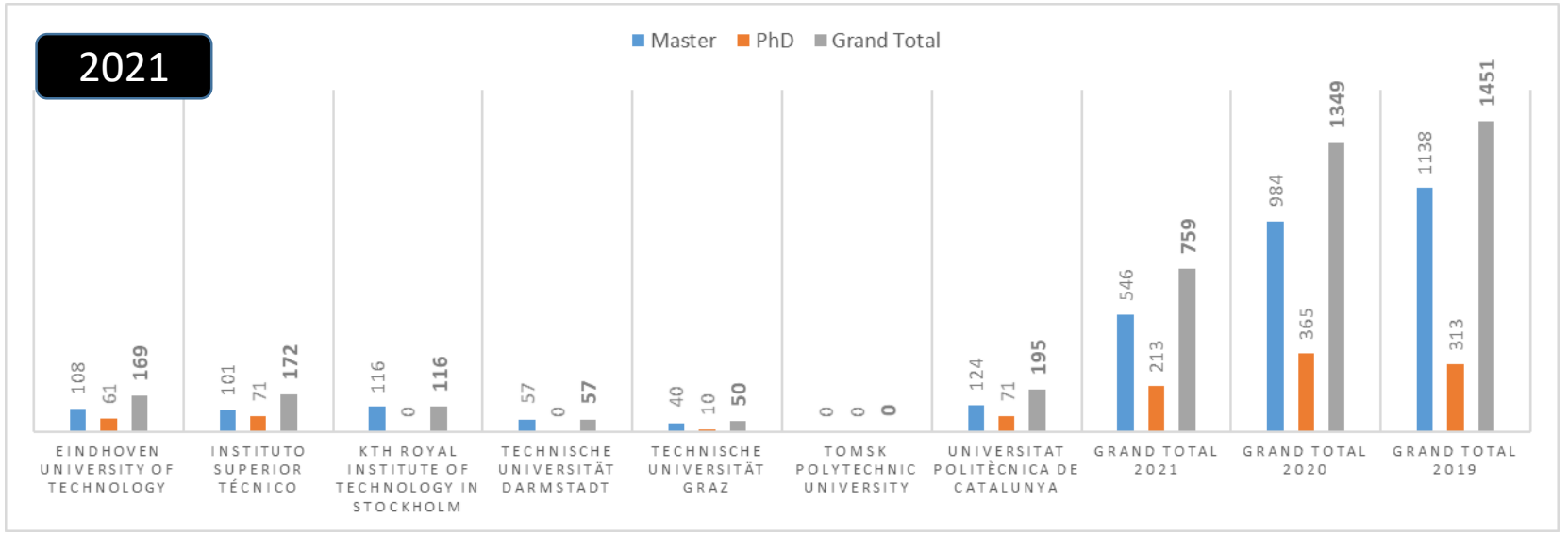
	2019	2020	2021
TU/E	199	153	169
IST	757	218	172
KTH	189	127	116
TUD	n.a.	62	57
TUG	n.a.	35	50
TPU	185	187	-
UPC	75	298	195
TOTAL	**1451**	**1080**	**759**

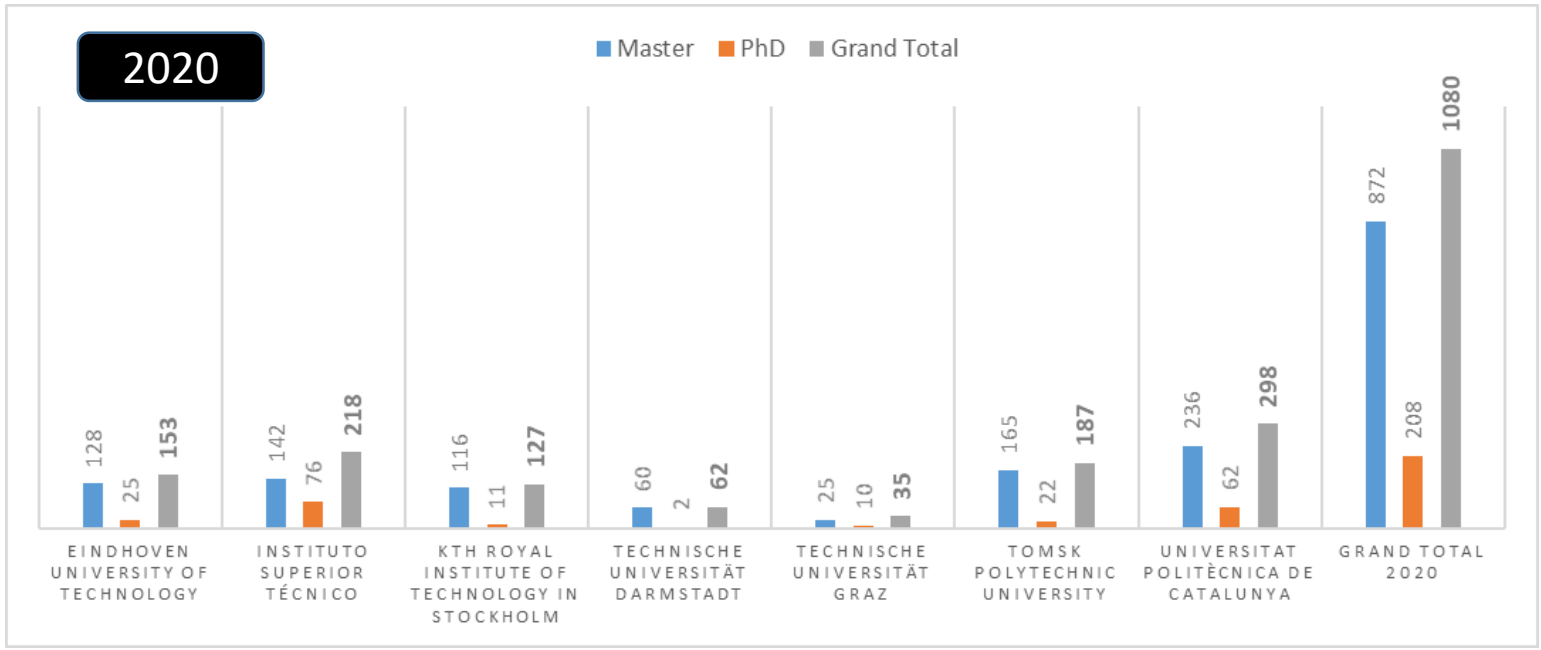


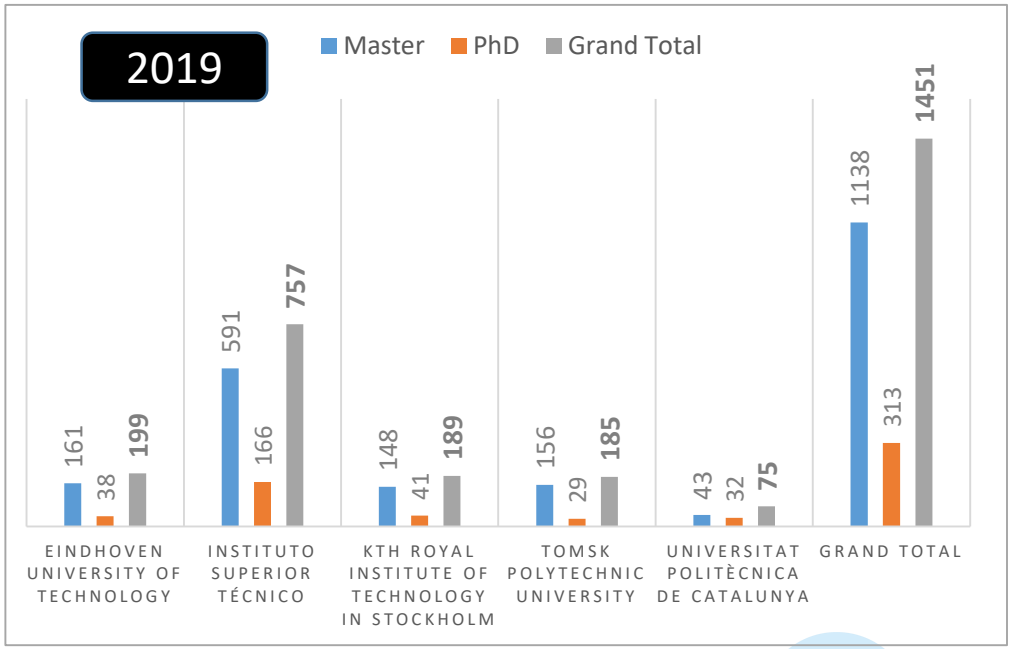
TARGET GROUPS:

Master students (full degree) + PhD's

CLOSED







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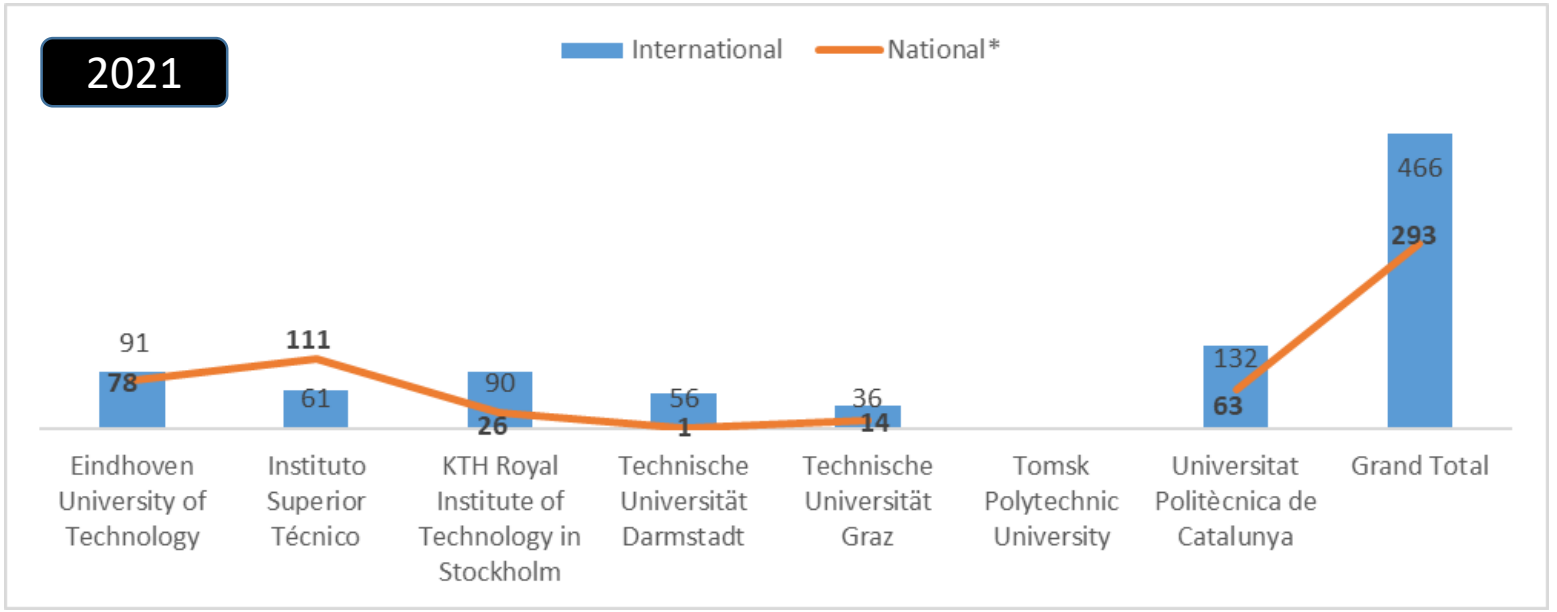
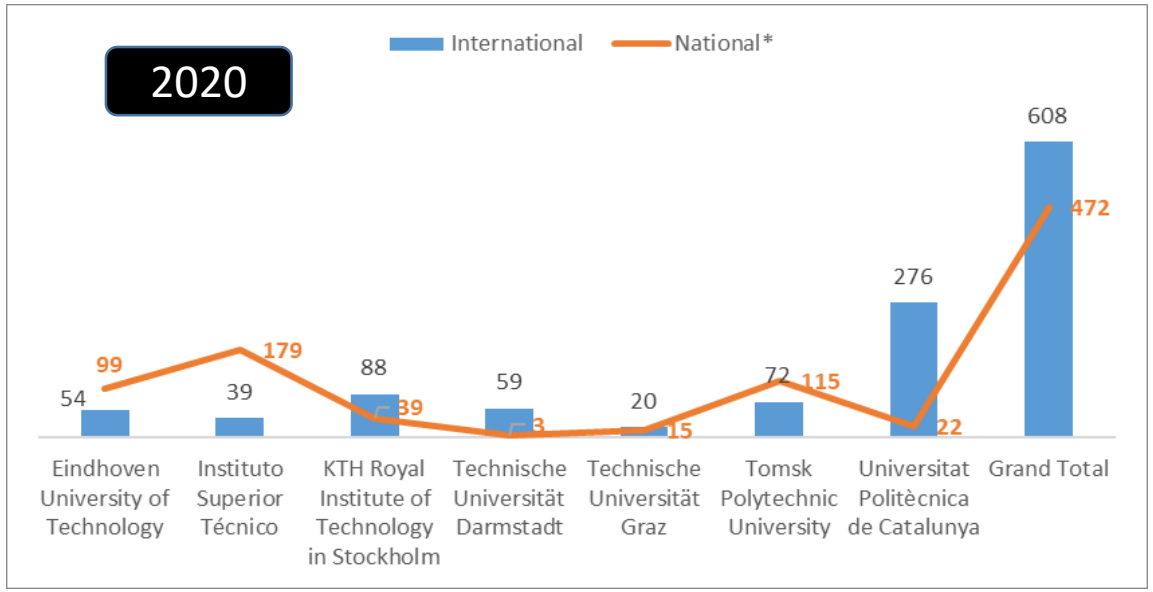
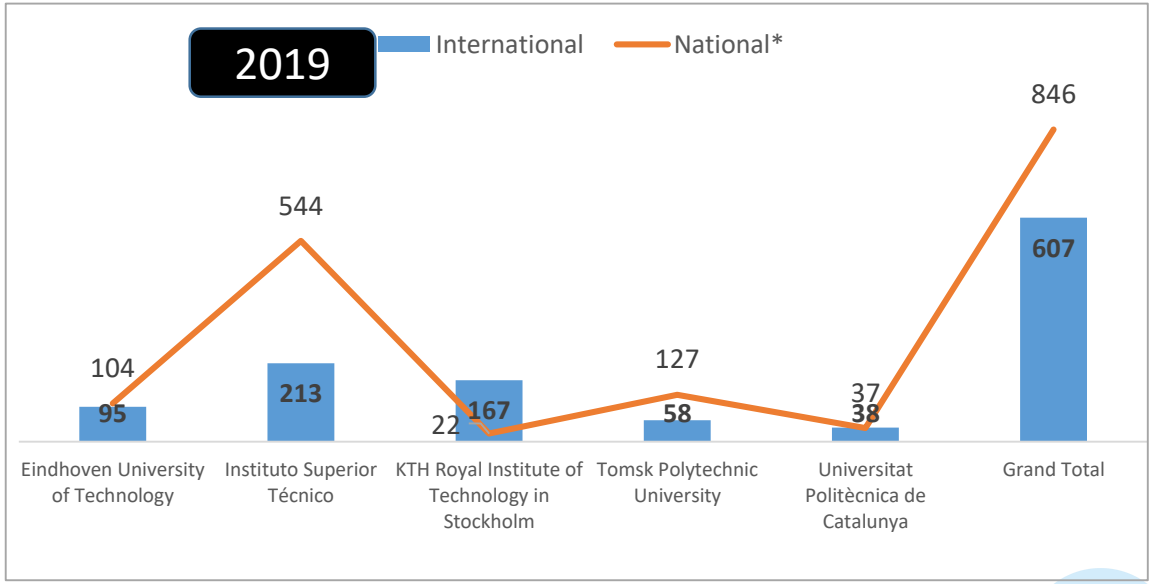
TARGET GROUPS:

Master students (full degree) + PhD's

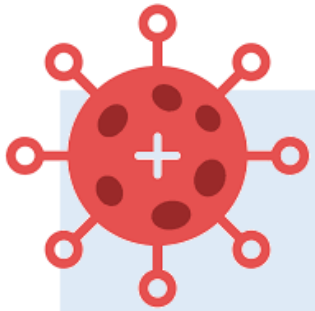
CLOSED





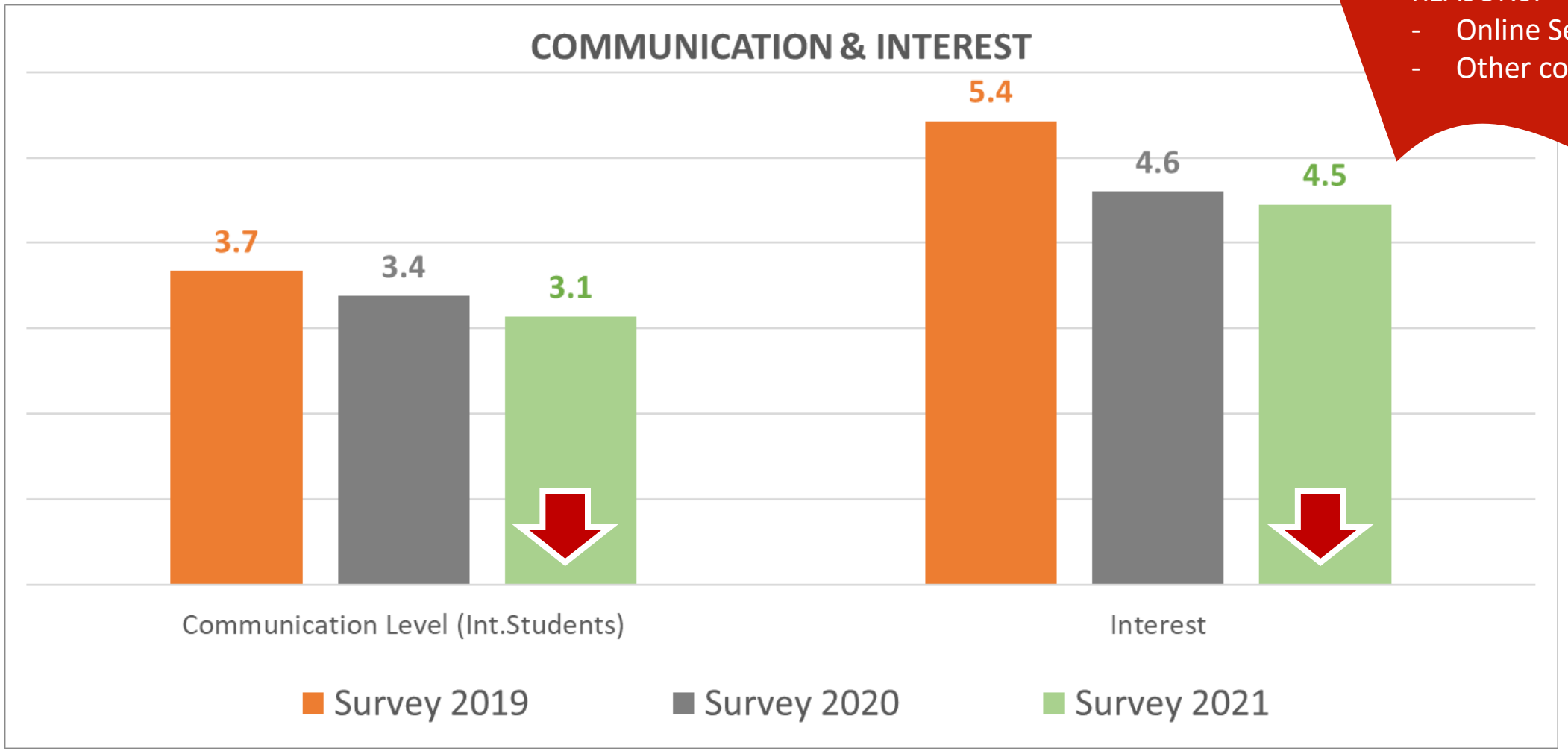


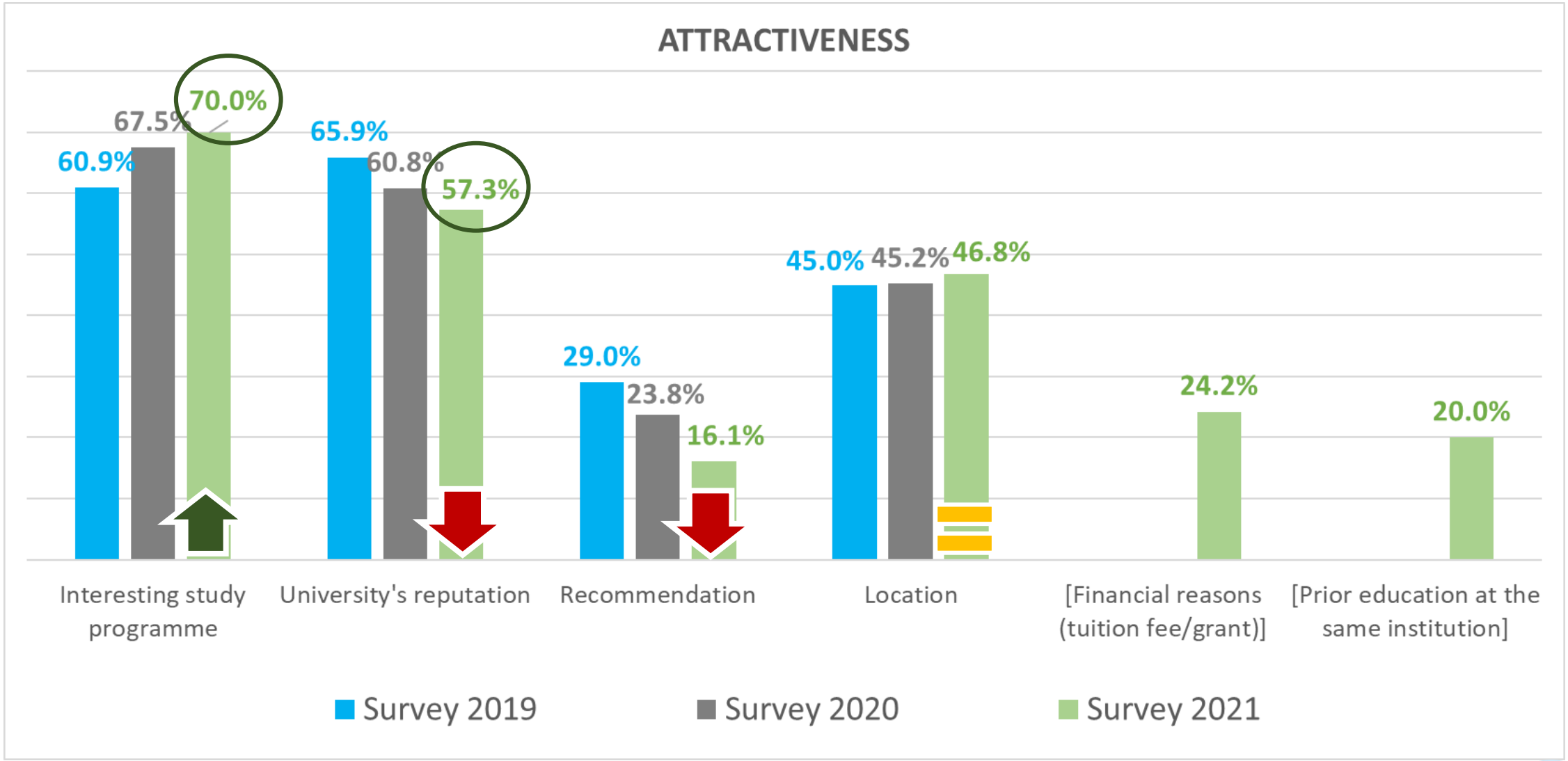
InComm Feel at Home

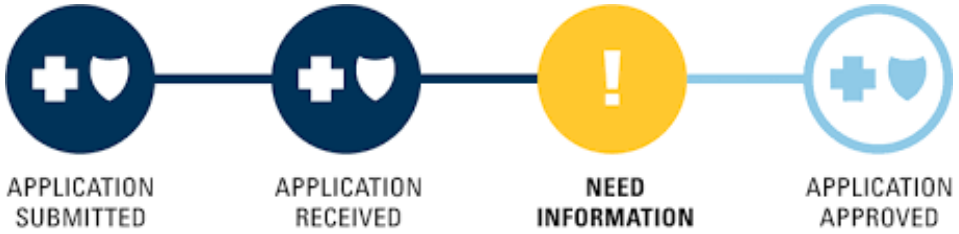


Activities	On arrival and during the first few days at the university the welcome activities were offered					
	academic year 2020-21			academic year 2021-22		
	Online	F2F	Hybrid	Online	F2F	Hybrid
General information before coming, preparatory steps	6			6		
Individual support with your arrival	5		1	4		2
Information on the admission and registration	6			5		1
Welcome day	5	1		3	1	2
Welcome ceremony	6			4	1	1
Orientation week	3		3	2		4
Support with accommodation	5		1	4		2
Residence permits support	4		2	5		1
Language classes	4		2	4		2
Buddy/Mentoring program	3		3	1	2	3
Lectures	1		5		2	4
Pratical classes		4	2		4	2

REASONS:
- Online Semester
- Other concerns




ATTRACTIVENESS
60.9%
67.5%
70.0%
65.9%
60.8%
57.3%
29.0%
23.8%
16.1%
45.0%
45.2%
46.8%
24.2%
20.0%
Interesting study programme
University's reputation
Recommendation
Location
[Financial reasons (tuition fee/grant)]
[Prior education at the same institution]
Survey 2019
Survey 2020
Survey 2021



INFORMATION RECEIVED PRIOR THE APPLICATION

SURVEY 2019	SURVEY 2020	SURVEY 2021
89%	79%	81%

Information received during the application	Survey 2019	Survey 2020	Survey 2021	
Support given to you during the application process	5.4	4.8	5.3	↑
Guidance given to you from the first point of contact until your official enrollment	5.3	4.7	5.2	↑
Support provided to you by your department/faculty/course administrator	5.2	4.8	5.3	↑
Information given to you regarding accommodation	4.5	4.4	4.2	↓
Information given to you regarding visa procedures	5.0	4.6	5.0	↑
Information given to you regarding bank accounts	4.6	4.3	4.2	↓
Information given to you regarding understanding the country's culture	4.6	4.3	4.4	↑
Information given to you regarding leisure activities	4.6	4.3	4.2	↓
Information given to you regarding cultural activities	4.6	4.3	4.2	↓
Information on all essential and practical steps to take before and upon arrival			4.8	
Information on How helpful was the information pack you received during the first days at your university?			4.7	

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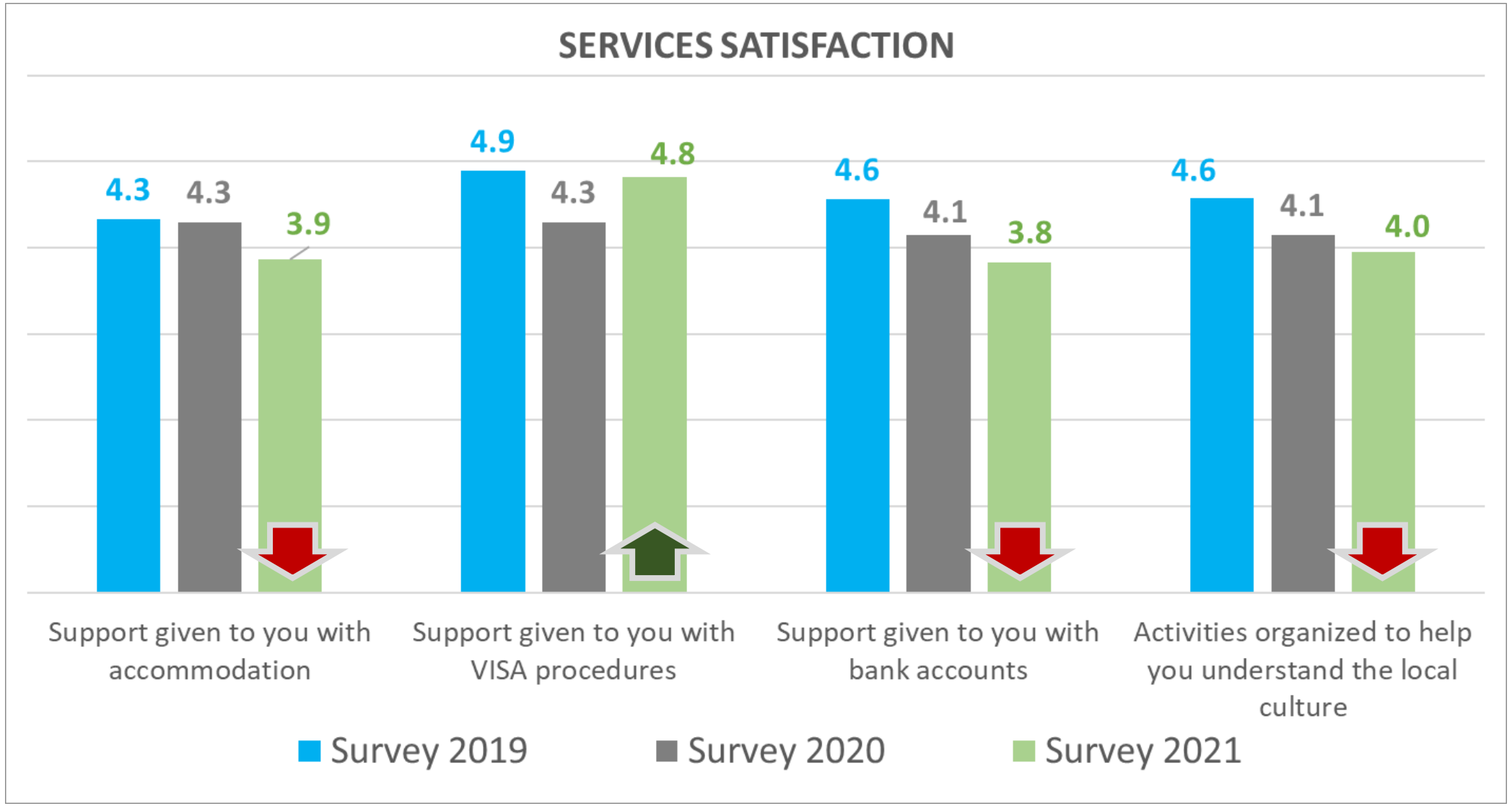
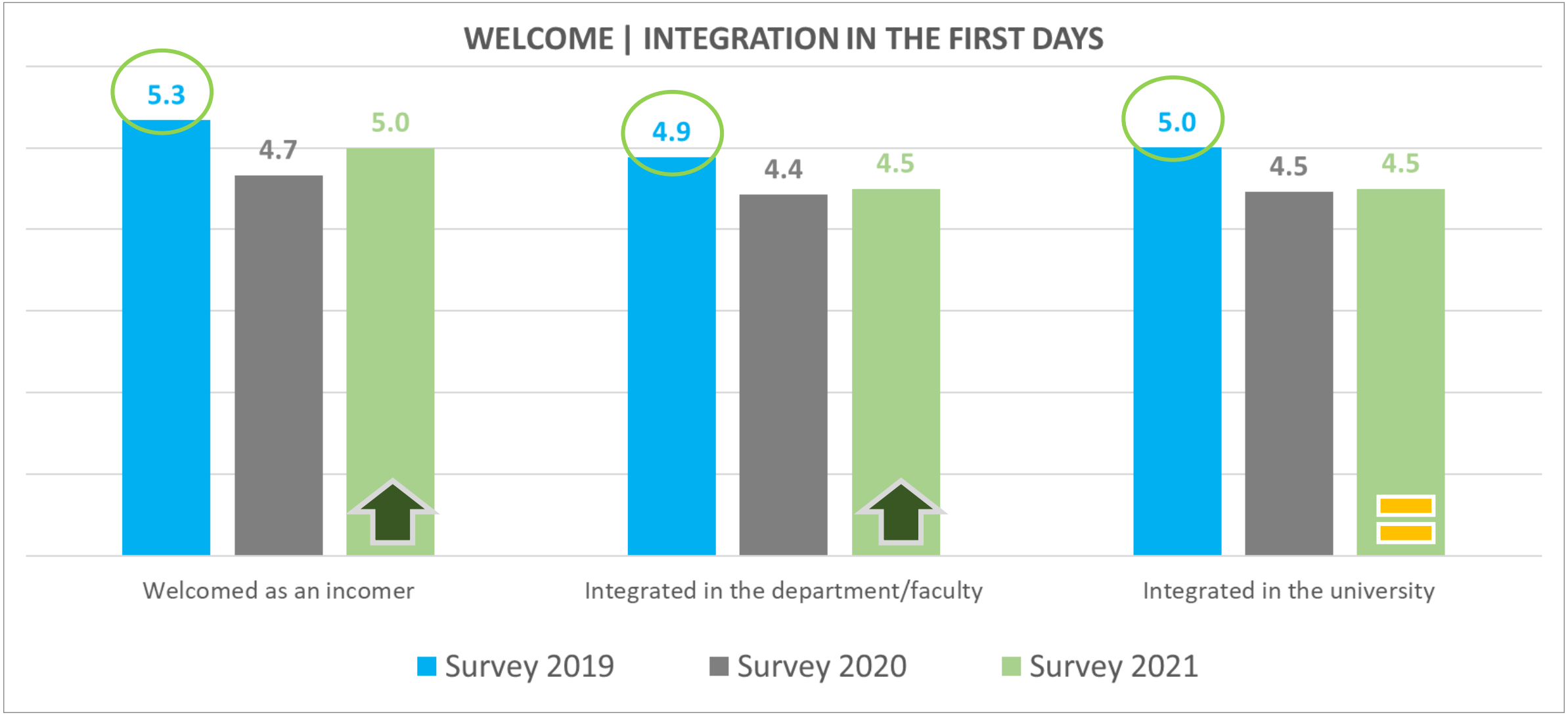
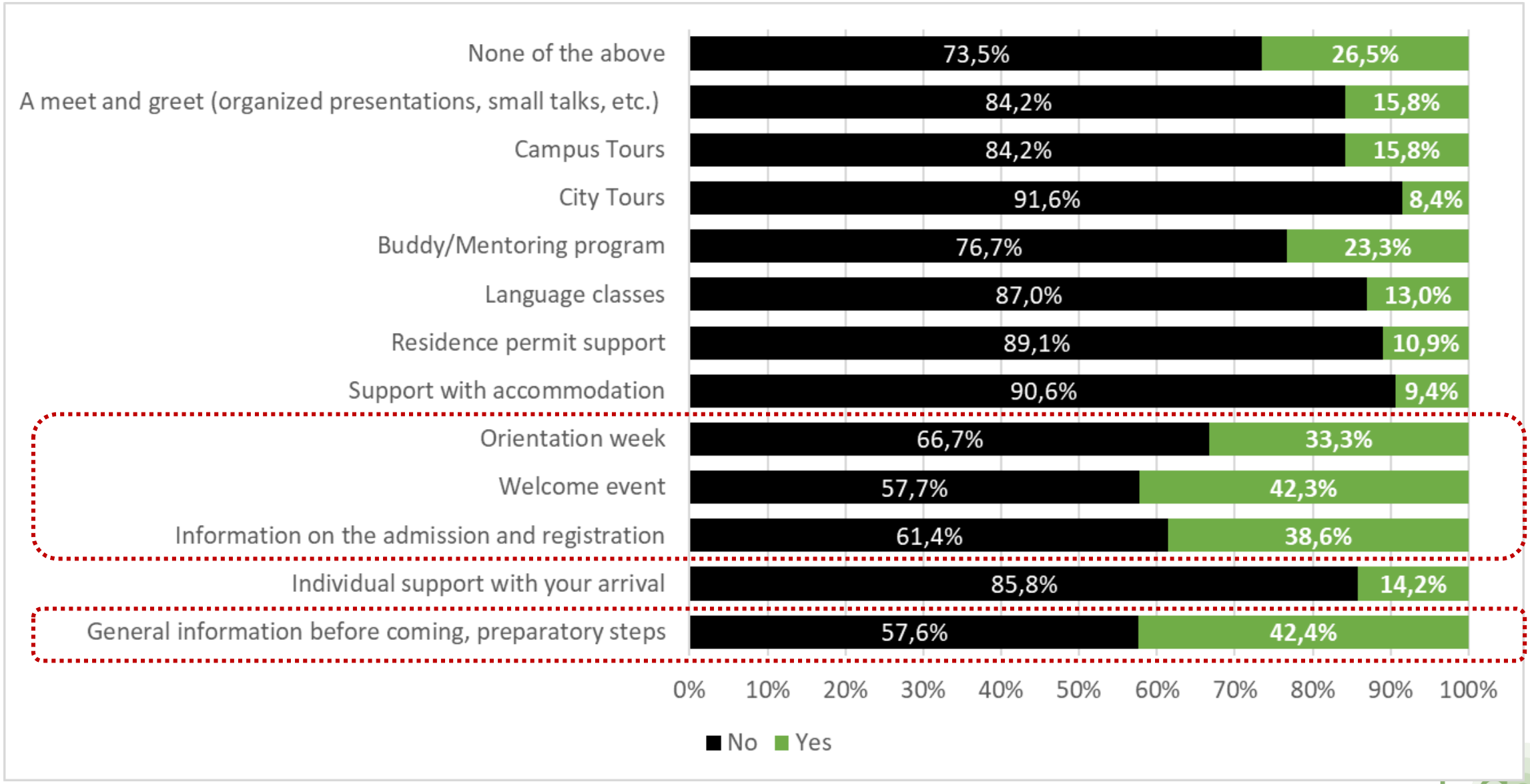
INFORMATION RECEIVED ON THE FIRST DAYS AT THE UNIVERSITY

SURVEY 2019	SURVEY 2020	SURVEY 2021
5,2	4,6	4,7


SERVICES SATISFACTION
4.3
4.3
3.9
4.9
4.3
4.8
4.6
4.1
3.8
4.6
4.1
4.0
Support given to you with accommodation
Support given to you with VISA procedures
Support given to you with bank accounts
Activities organized to help you understand the local culture
Survey 2019
Survey 2020
Survey 2021


WELCOME | INTEGRATION IN THE FIRST DAYS
5.3
4.7
5.0
4.9
4.4
4.5
5.0
4.5
4.5
Welcomed as an incomer
Integrated in the department/faculty
Integrated in the university
Survey 2019
Survey 2020
Survey 2021

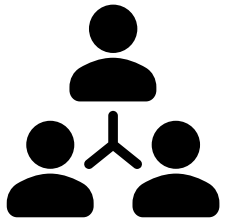

None of the above
73,5%
26,5%
A meet and greet (organized presentations, small talks, etc.)
84,2%
15,8%
Campus Tours
84,2%
15,8%
City Tours
91,6%
8,4%
Buddy/Mentoring program
76,7%
23,3%
Language classes
87,0%
13,0%
Residence permit support
89,1%
10,9%
Support with accommodation
90,6%
9,4%
Orientation week
66,7%
33,3%
Welcome event
57,7%
42,3%
Information on the admission and registration
61,4%
38,6%
Individual support with your arrival
85,8%
14,2%
General information before coming, preparatory steps
57,6%
42,4%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
No
Yes

Received Information during the 1st 100 days	Survey 2019	Survey 2020	Survey 2021	
To Navigate the university areas	5,1	4,2	4,3	↑
To meet other students	4,7	4,2	4,2	=
To register for courses	5,1	4,5	4,9	↑
To meet administrative deadlines	5,1	4,6	5,0	↑
To find support from University Staff			4,5	

Perception of International Classroom Environment

SURVEY 2019
5,0
SURVEY 2020
4,4
SURVEY 2021
4,8

Feeling of inclusion in the community	Survey 2019	Survey 2020	Survey 2021
Information regarding the university & community	**5,1**	**4,6**	**4,9**
Support from the Ambassadors/Mentors/Budies	4,9	**4,5**	4,8
Interest in receiving support from the Ambassadors/Mentors/Budies	**5,1**	**4,6**	**5,1**
Contribution of Ambassadors/Mentors/Budies to integration	**4,6**	**4,4**	**4,5**
Feel included with the integration activities organized	4,8	**4,4**	**4,5**
Feel included, respected and appreciated	**5,1**	4,6	5,0
Feel supported in career ambitions/professional development			**4,6**
Options to attend language courses			5,1
Easily find help or assistance on campus			4,8

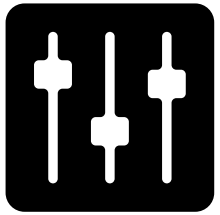


FEEL INCLUDED IN THE COMMUNITY

SURVEY 2019	SURVEY 2020	SURVEY 2021
5,3	4,6	5,0

FEEL RESPECTED AND APPRECIATED

SURVEY 2019	SURVEY 2020	SURVEY 2021
5,6	4,9	5,5



STUDENTS ARE TREATED EQUALITY

SURVEY 2019	SURVEY 2020	SURVEY 2021
5,6	4,9	5,6

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1 Go to wooclap.com

2 Enter the event code in the top banner

Event code
INCOMM

1st How do you measure the level of discrimination felt by the students (2021 survey | 0% to 100%)?

2nd Choose the 2 main factors/areas of discrimination felt by the students:

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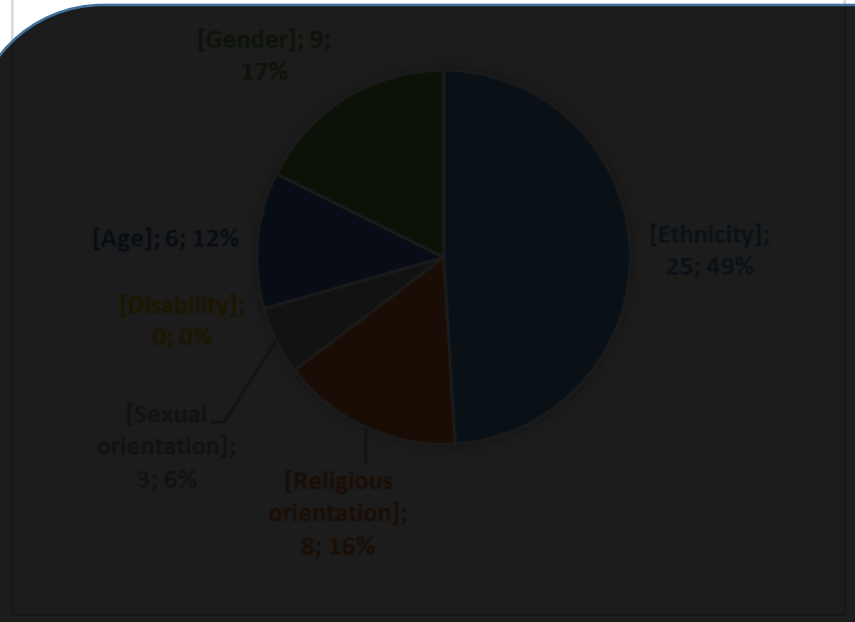
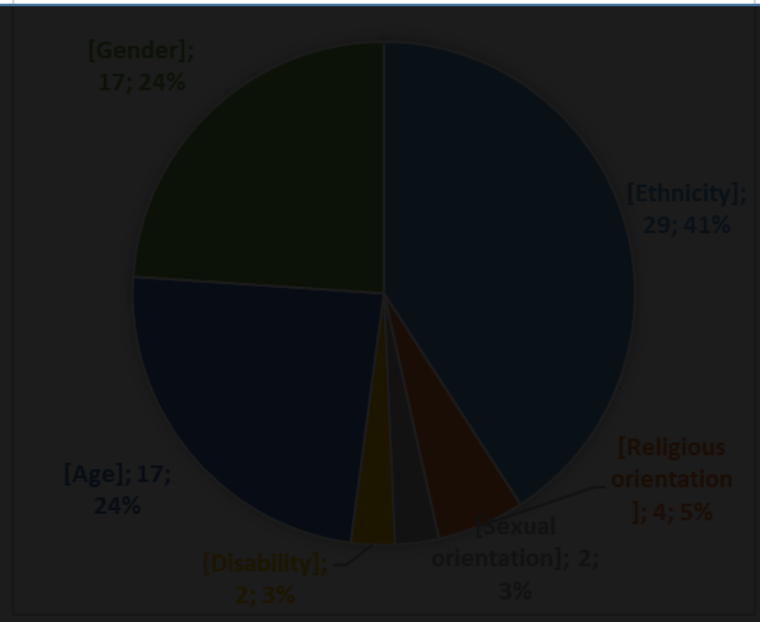
Did you feel discriminated against any of the following areas:

3,5%



n=51

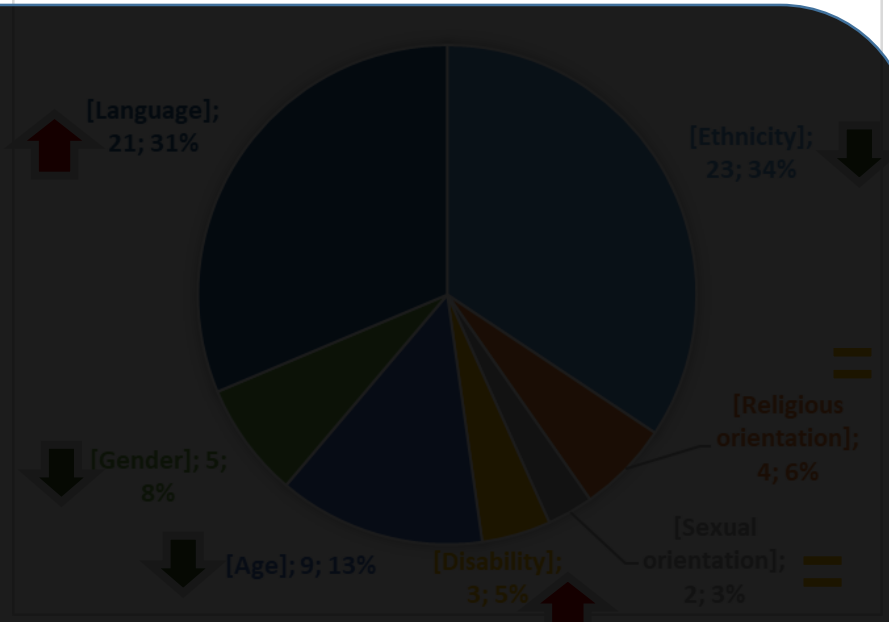
6,5%



n=71

with language

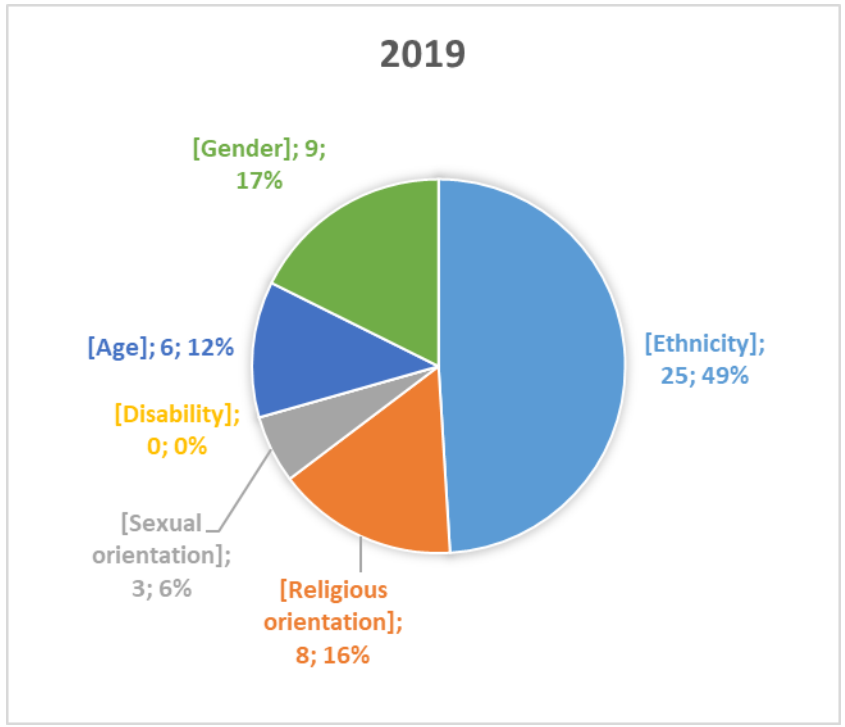
6,1% **8,8%**



n=46 n=67

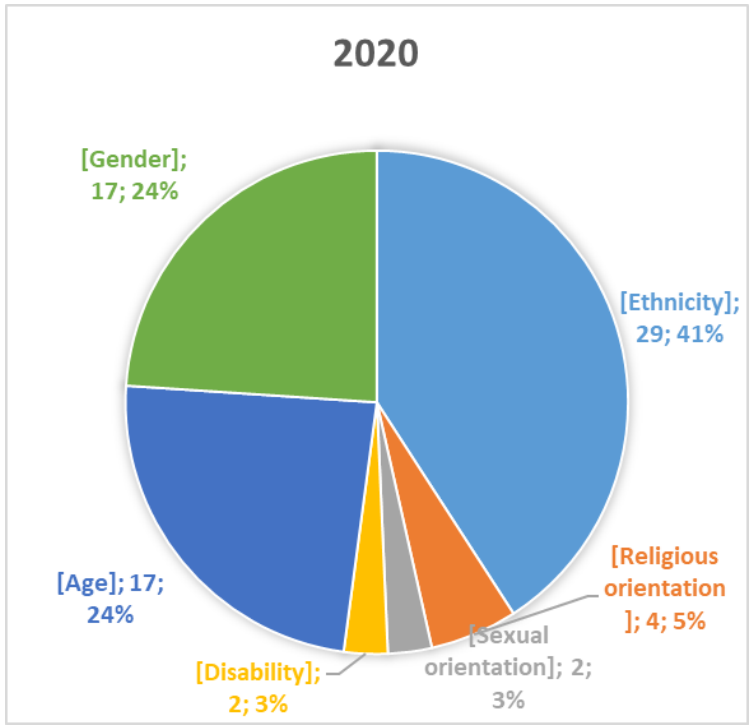
Did you feel discriminated against any of the following areas:

3,5%



n=51

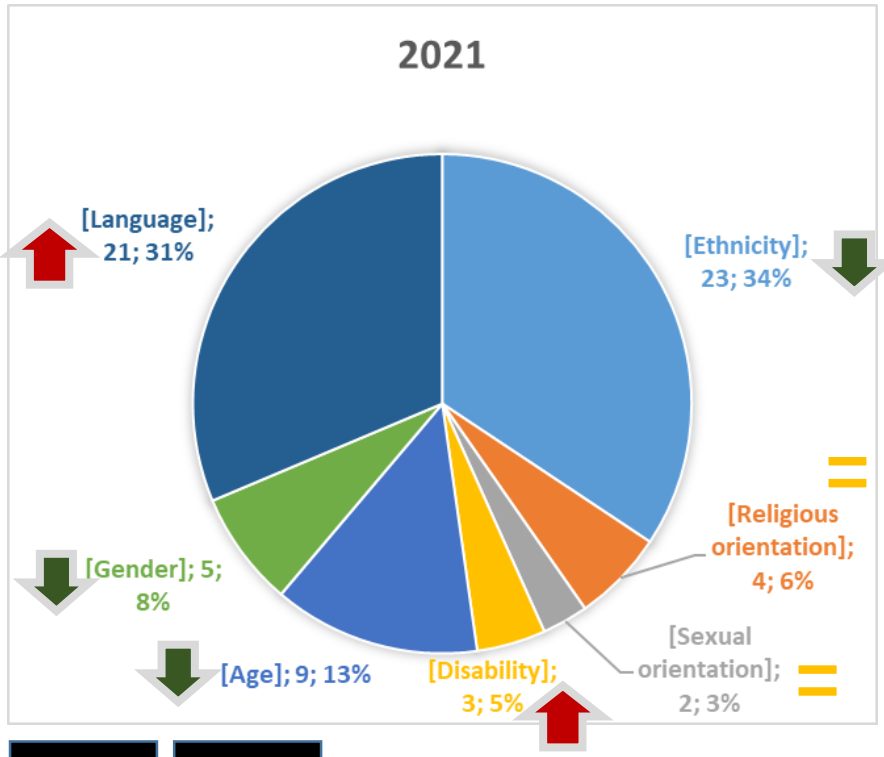
6,5%



n=71

with language

6,1% **8,8%**



n=46 n=67

"A teacher mentioned two times about not appropriate political things during department orientation."

"No welcoming event or city tour! I emailed ISS but sometimes they did not reply with adequate information."

"In the entry building of the university, I saw the flag of many countries but Iran's flag was not taken there."

"My tutor is an extremely racist person"

"People are not welcoming with international students and they prefere to speak in national language even though there are others who cannot speak the language yet. Most of the times teachers choose to speak national language in the breaks with students, not english."

"It was somehow disappointed to see that most of the information papers and brochures in the international welcome days package was in natiomal language even though my masters program is completely in English."

"Locals made me feel that I was privileged to be part of EU project and excluded me from learning experiences (i.e., teaching assistance, language courses)"

"I couldn't access about somes services discount due my age. And I felt discrimination about my Nationality"

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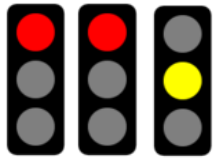
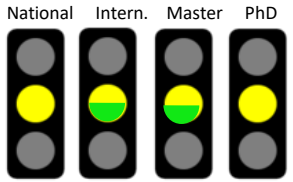
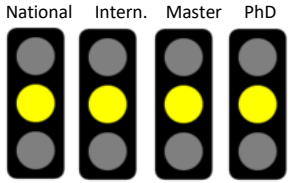
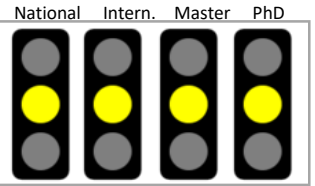
CUSTOMER JOURNEY TRAFFIC LIGHT 19|20|21

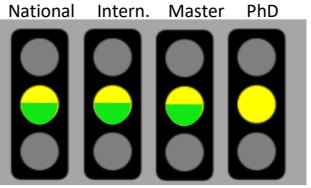
2019	2020	2021		2019	2020	2021	
			LOCAL LANGUAGE SKILLS				COMMUNICATION (Int. Students)
							INTEREST (Int. Students)
			ATTRACTIVENESS, SELECTION AND APPLICATION				INTERESTING STUDY PROGRAMME
							UNIVERSITY'S REPUTATION
							SUPPORT AND GUIDANCE
							BUREAUCRATIC/LEGAL SUPPORT
							CULTURE AND LEISURE
			FORMALITIES FIRST DAYS				COMMUNITY BELONGING
							SATISFACTION WELCOME ACT.
							BUREAUCRATIC/LEGAL SUPPORT
							WELCOME INFORMATION
							HELPFUL INFORMATION
			ONBOARDING 1ST 100 DAYS				COMMUNITY BELONGING
							DISCRIMINATION
							INTERNATIONAL CLASSROOM ENV.
			OVERALL FEELING				COMMUNITY BELONGING
							RESPECT
							EQUAL TREATEMENT



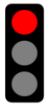








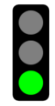
LABEL (scale 1-10)



NOT GOOD
<= 5,5

TO BE IMPROVED
from 5.6 to 6.5

GOOD, BUT CAN BE IMPROVED
from 6.6 to 7.5



EXCELLENT
> 7.5

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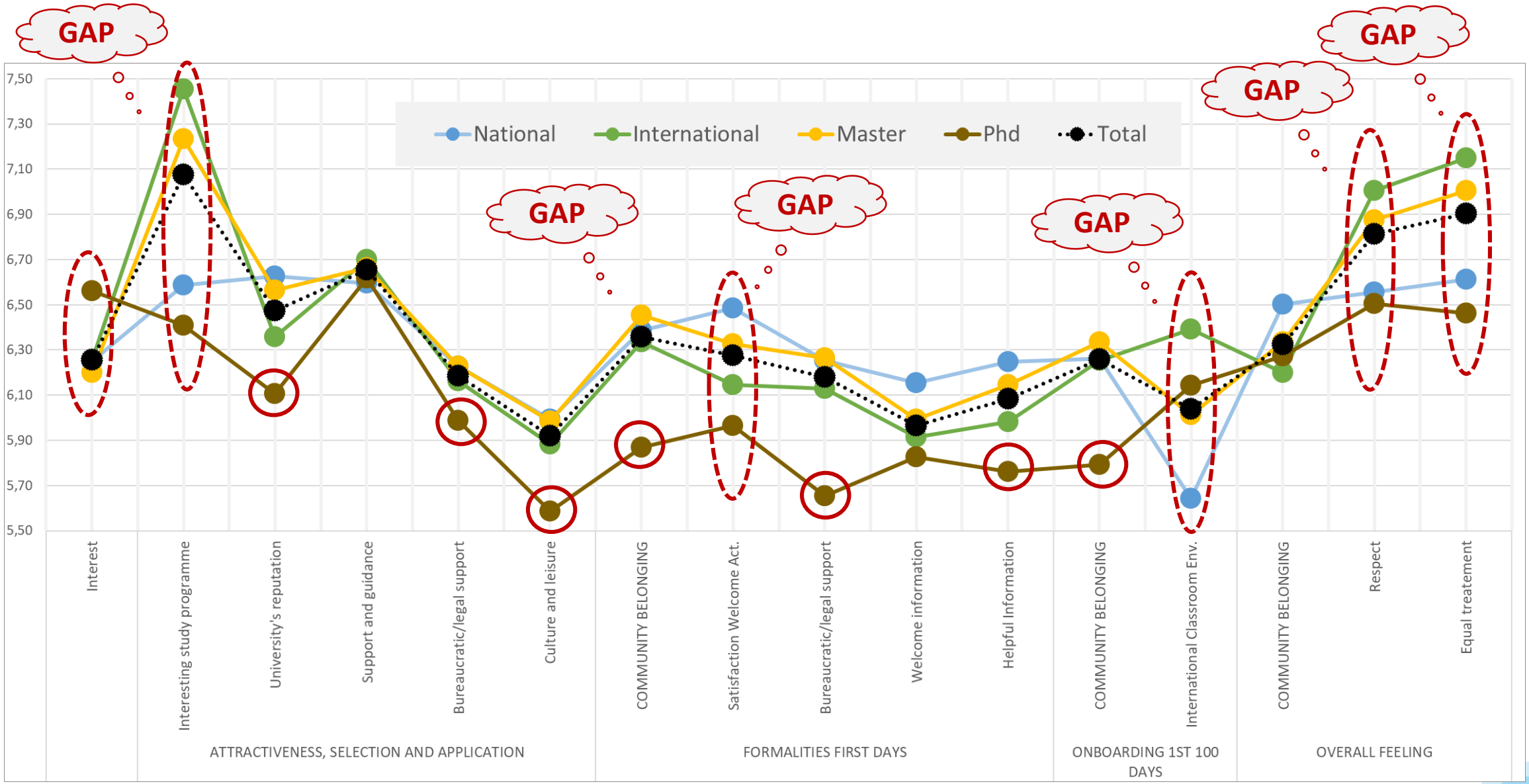

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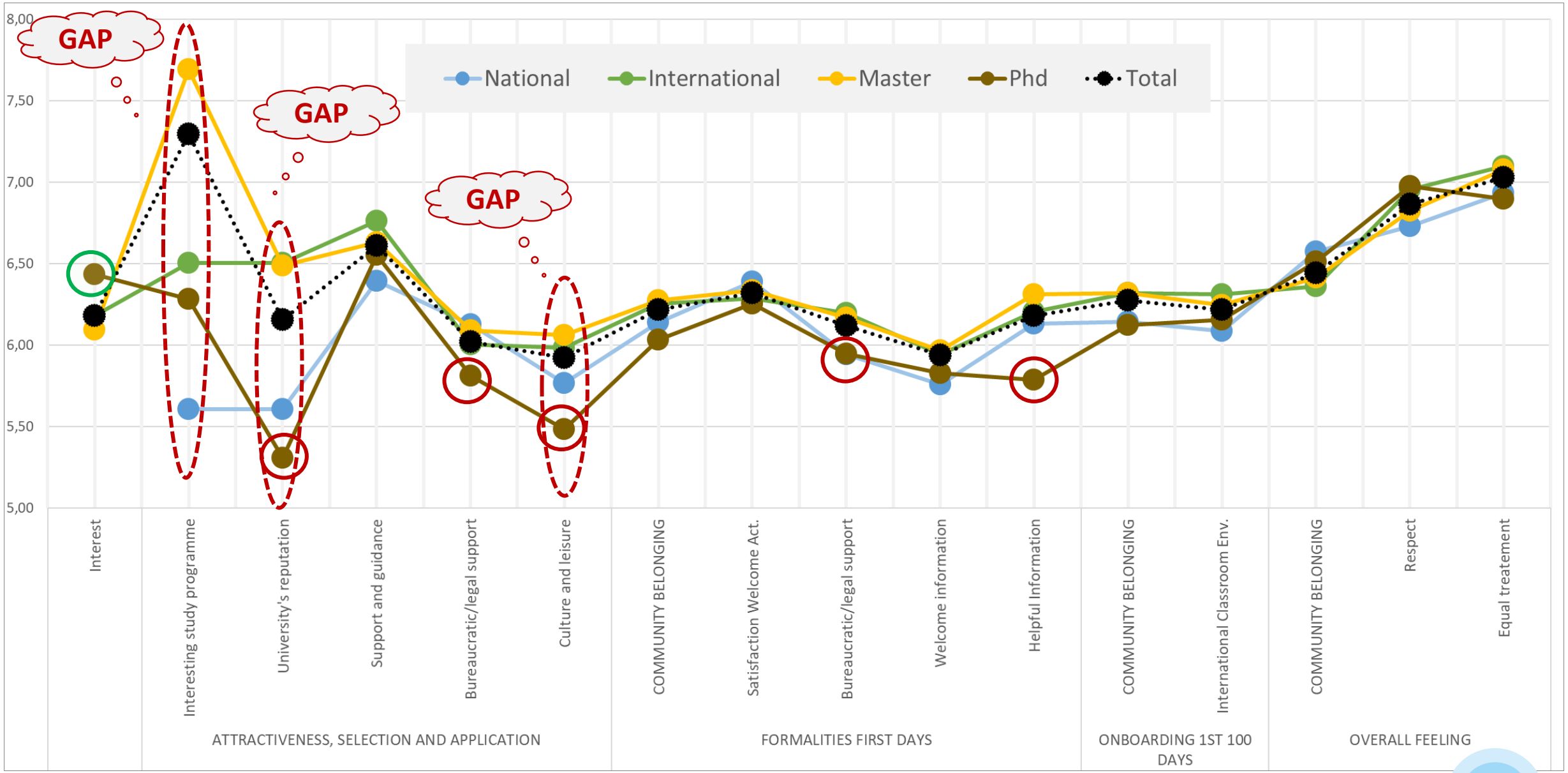
PROFILE ANALYSIS - 2021



INCOMM – STUDENTS SURVEY METHODOLOGY – 3rd Round

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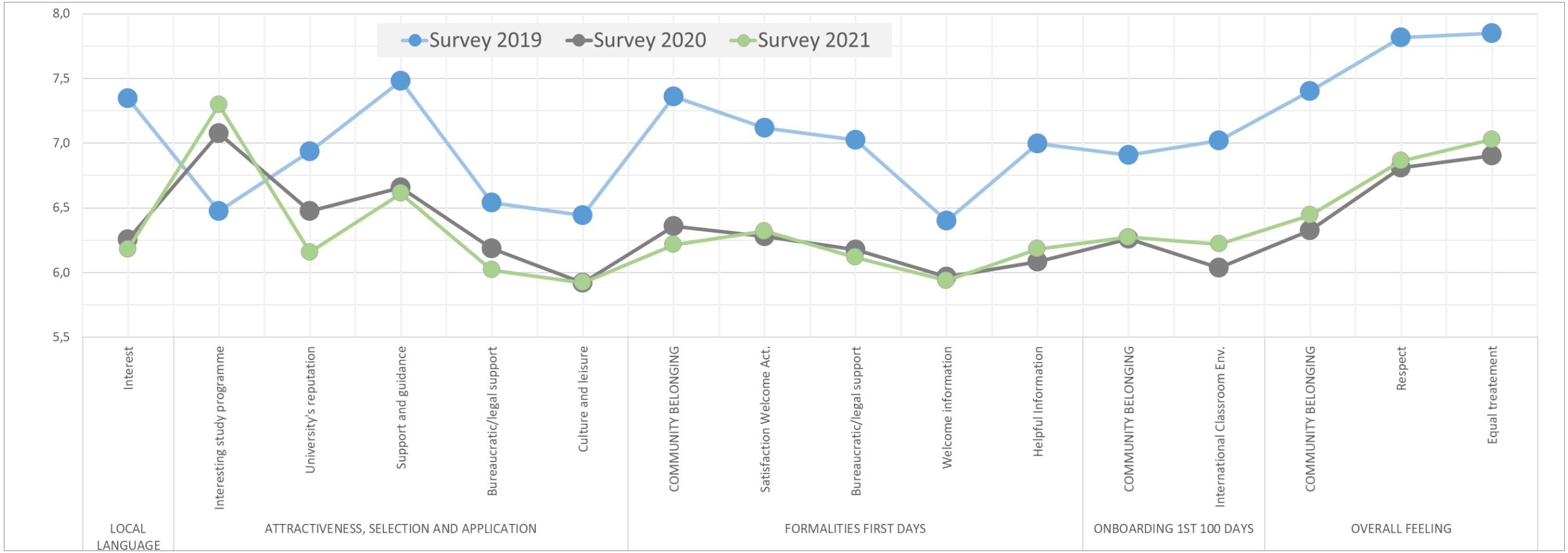
COMPARATIVE PROFILE ANALYSIS



INFORMATION GIVEN TO THE STUDENTS BY THE STAKEHOLDERS

- **7,8** | Application process
- **8,4** | Life on campus, cost of living, local information, cultural facts, etc.
- **8,0** | Formal university procedures and requirements, such as enrolment, housing, health insurance, etc.
- **8,5** | Overall support you or your organization gives to students

STAKEHOLDERS PARTICIPATION IN ACTIVITIES

- **6,9** | **PRE-ARRIVAL** | Involvement in welcoming new MSc and/or PhDs
- **6,5** | **ON ARRIVAL** | Active participation in this phase of the welcoming process
- **6,5** | **WELCOMING** | Active participation in this phase of the welcoming process
- **8,0** | **OVERALL FEELING** | Contribution of the organization to the internationalization at the welcoming process?

INCOMM – STUDENTS SURVEY METHODOLOGY – 1st, 2nd and 3rd round

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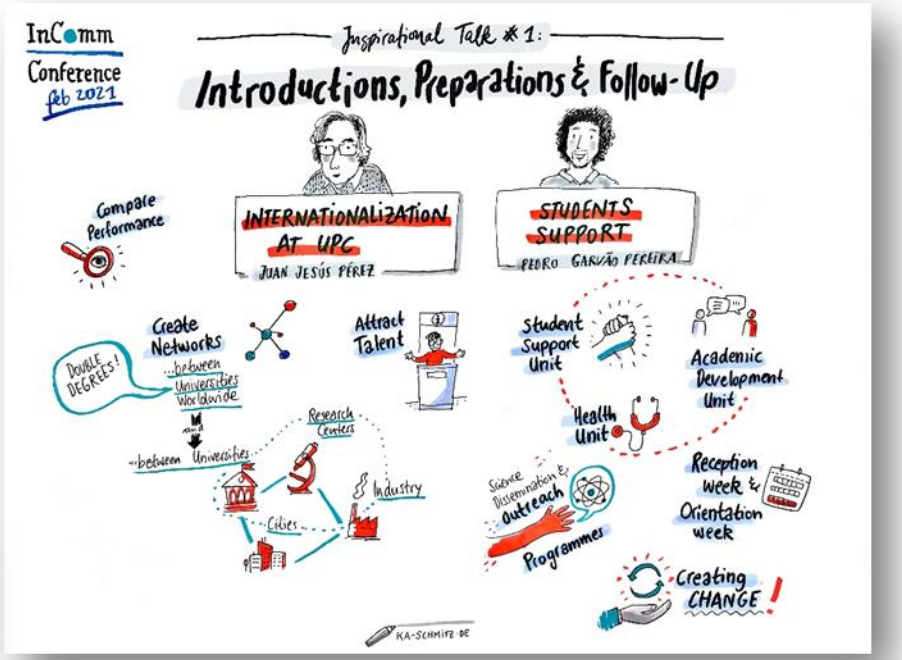
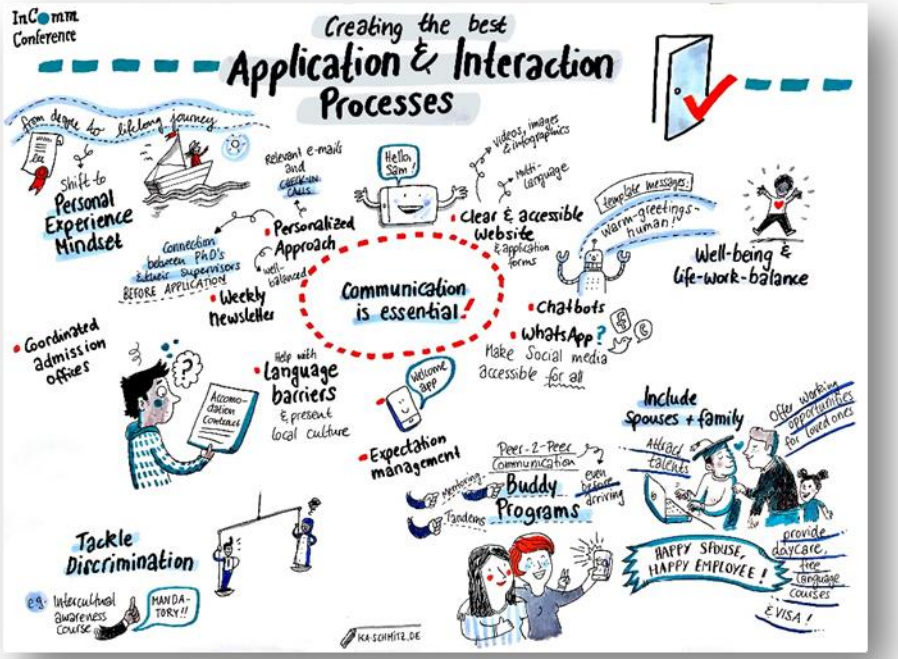
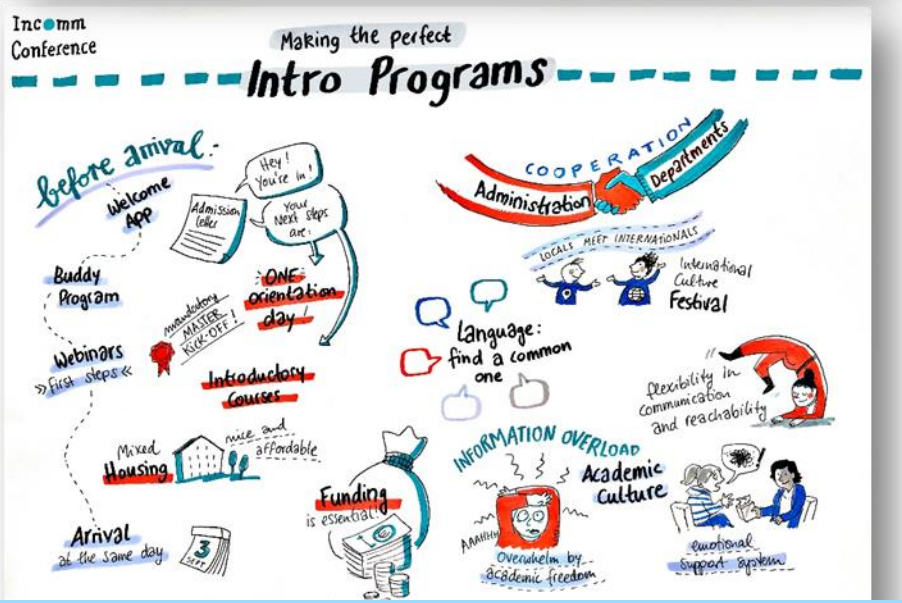
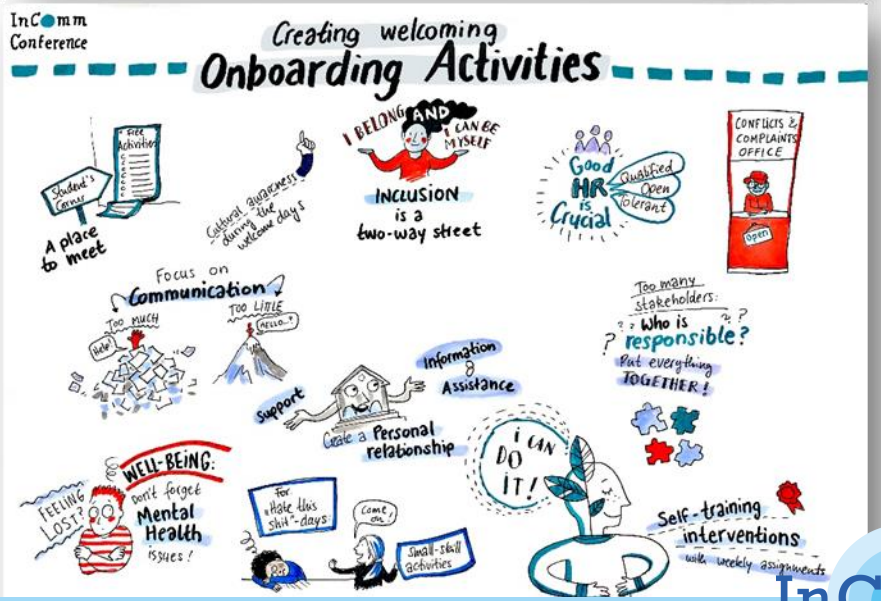


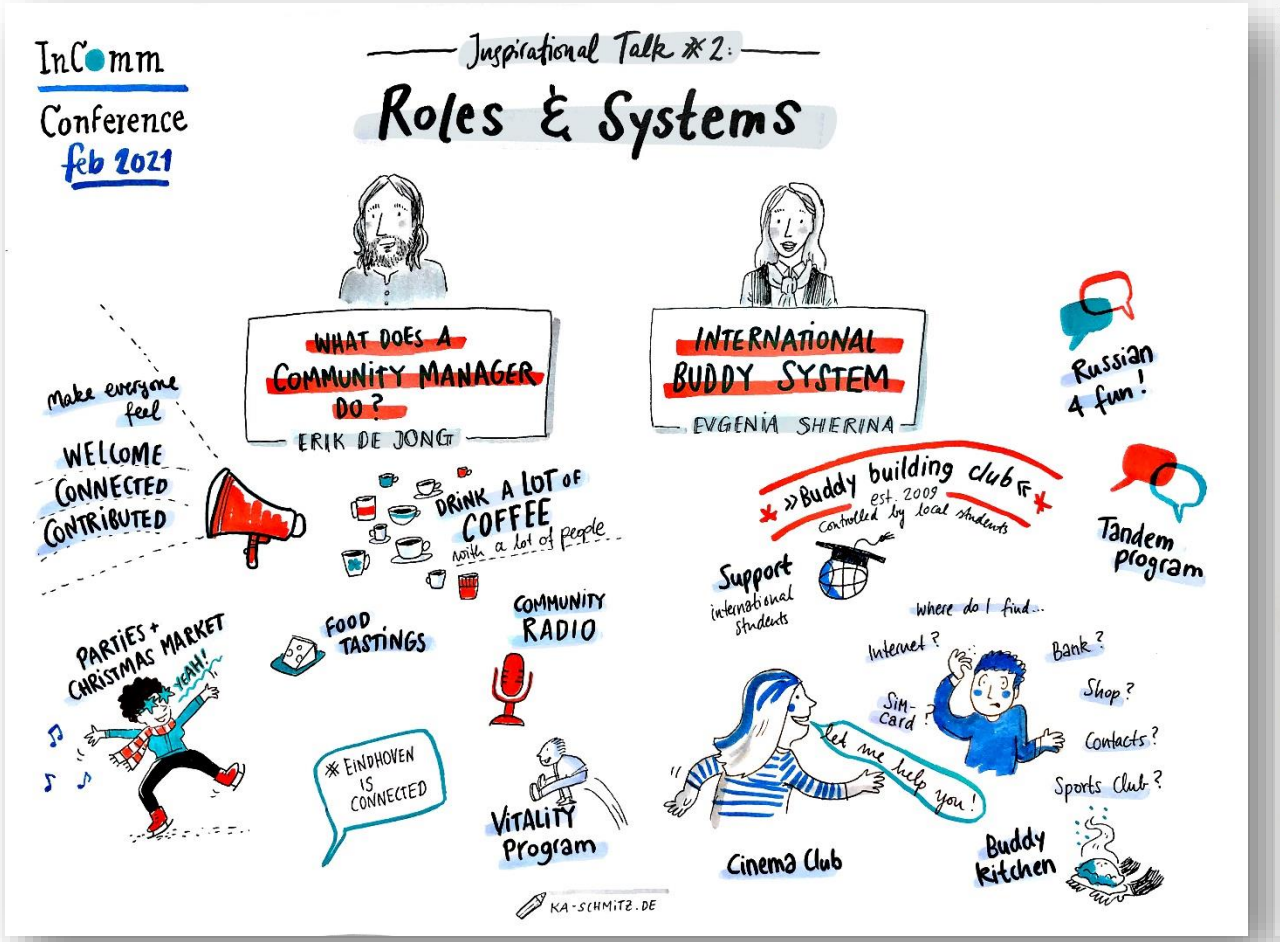






InComm – Collective Intelligence Outputs

InComm
Feel at Home



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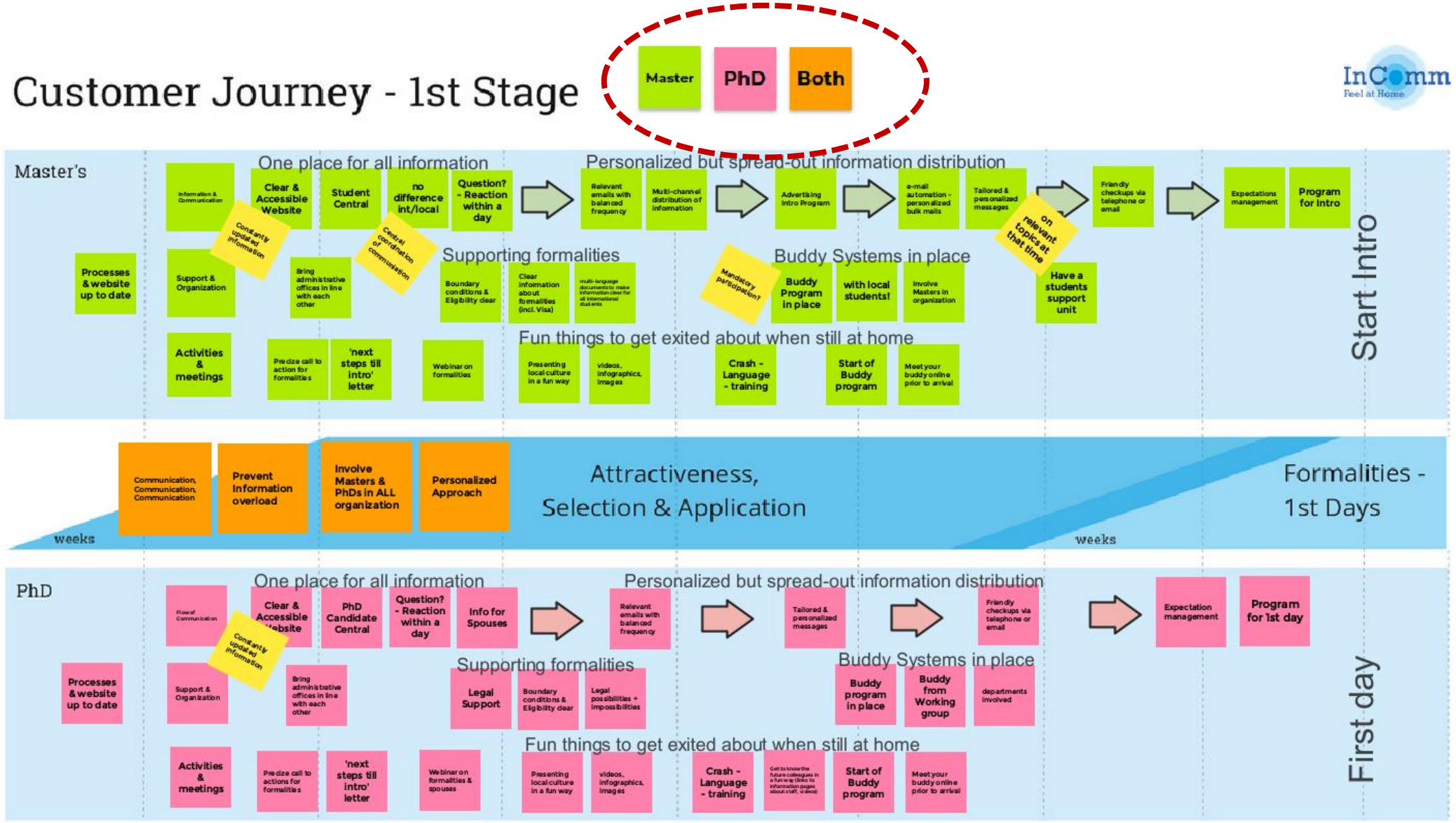
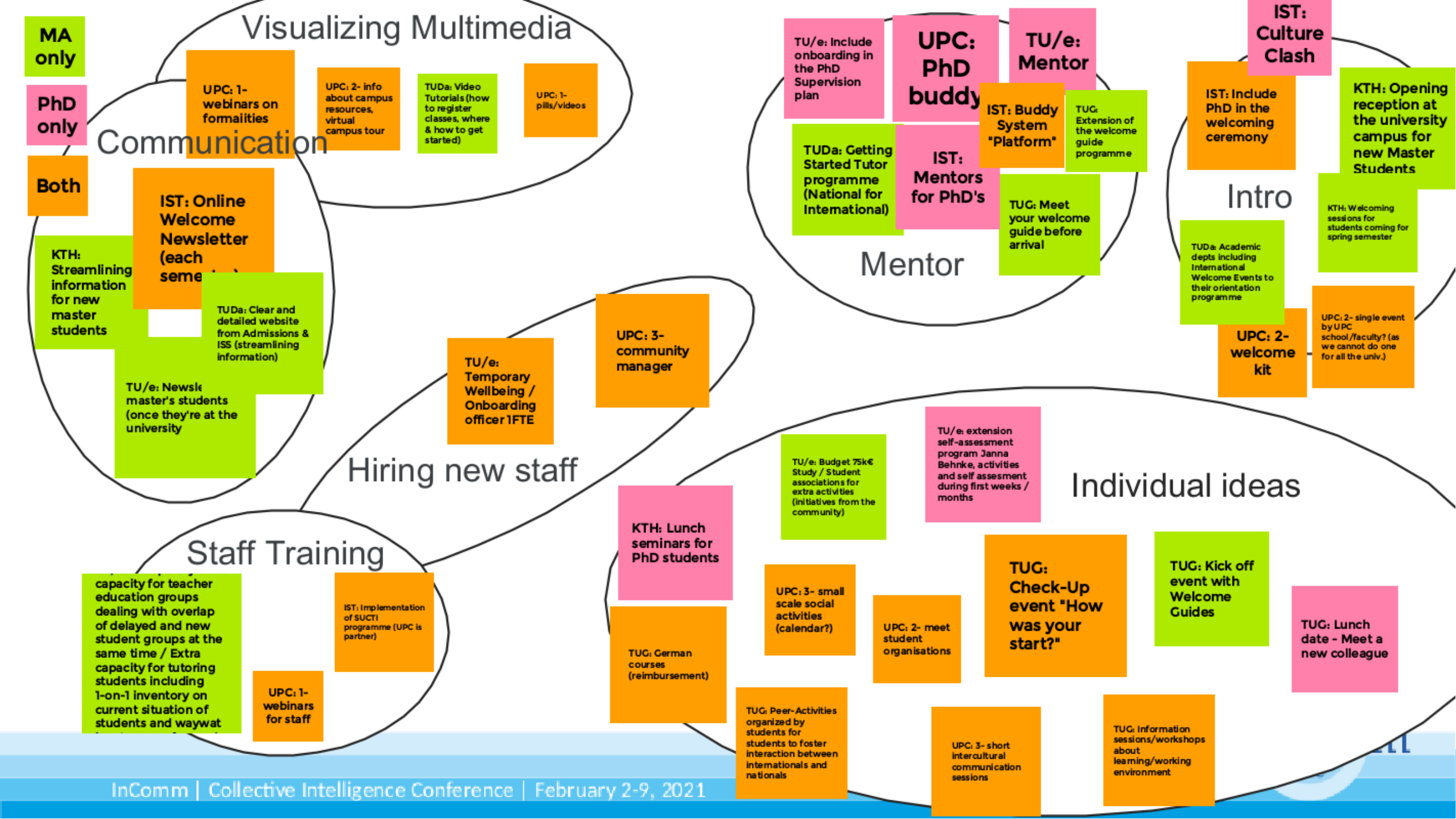
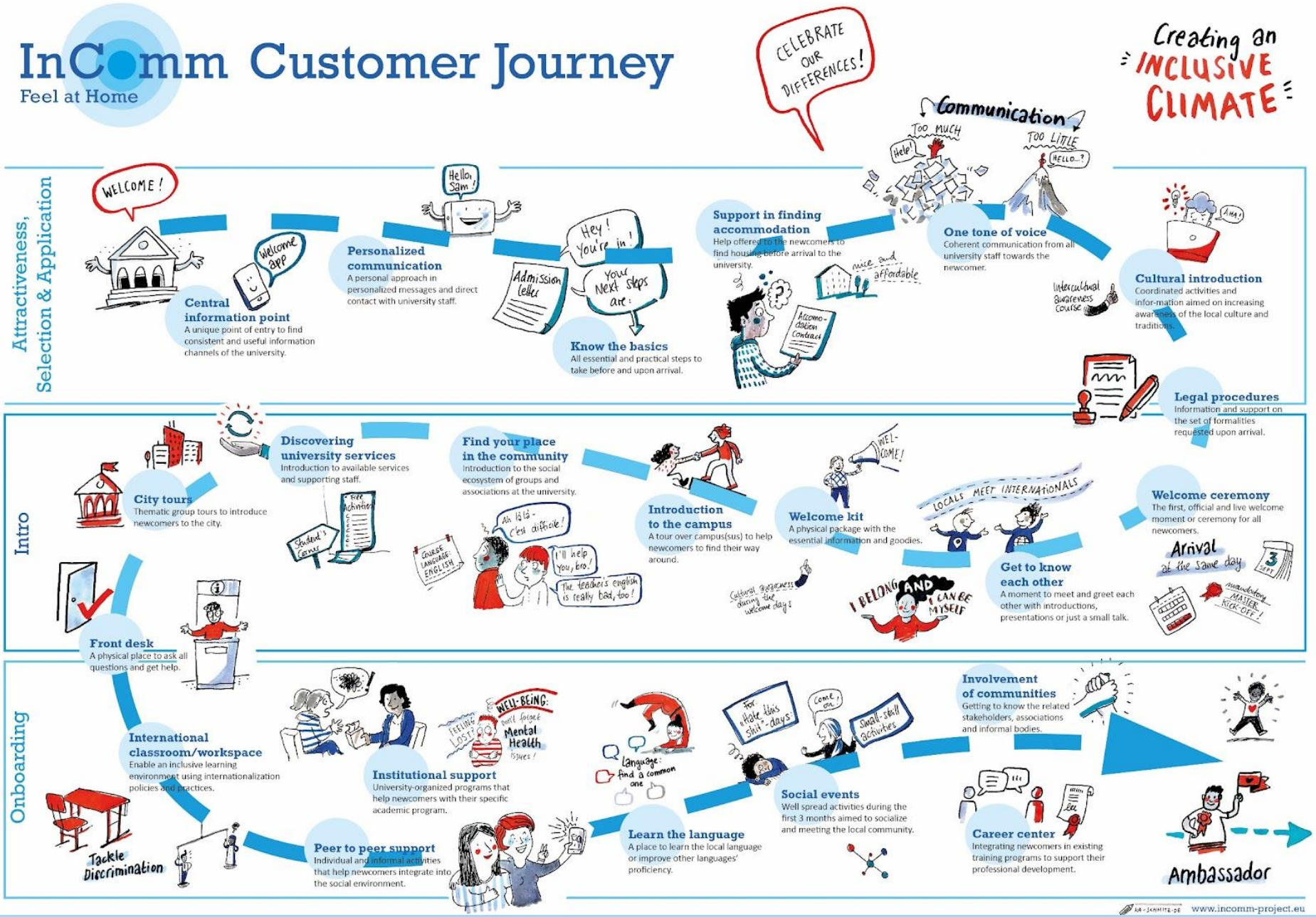
Customer Journey - 1st Stage




MA only
PhD only
Both
Visualizing Multimedia
Communication
UPC: 1- webinars on formaiities
UPC: 2- info about campus resources, virtual campus tour
TUDa: Video Tutorials (how to register classes, where & how to get started)
UPC: 1- pills/videos
IST: Online Welcome Newsletter (each seme
KTH: Streamlining information for new master students
TUDa: Clear and detailed website from Admissions & ISS (streamlining information)
TU/e: Newsle master's students (once they're at the university
Hiring new staff
TU/e: Temporary Wellbeing / Onboarding officer 1FTE
UPC: 3- community manager
Staff Training
capacity for teacher education groups dealing with overlap of delayed and new student groups at the same time / Extra capacity for tutoring students including 1-on-1 inventory on current situation of students and waywat
IST: Implementation of SUCTI programme (UPC is partner)
UPC: 1- webinars for staff
TU/e: Include onboarding in the PhD Supervision plan
UPC: PhD buddy
TU/e: Mentor
IST: Buddy System "Platform"
TUG: Extension of the welcome guide programme
TUDa: Getting Started Tutor programme (National for International)
IST: Mentors for PhD's
TUG: Meet your welcome guide before arrival
Mentor
IST: Culture Clash
IST: Include PhD in the welcoming ceremony
KTH: Opening reception at the university campus for new Master Students
Intro
KTH: Welcoming sessions for students coming for spring semester
TUDa: Academic depts including International Welcome Events to their orientation programme
UPC: 2- welcome kit
UPC: 2- single event by UPC school/faculty? (as we cannot do one for all the univ.)
Individual ideas
TU/e: Budget 75k€ Study / Student associations for extra activities (initiatives from the community)
TU/e: extension self-assessment program Janna Behnke, activities and self assesment during first weeks / months
KTH: Lunch seminars for PhD students
TUG: German courses (reimbursement)
UPC: 3- small scale social activities (calendar?)
UPC: 2- meet student organisations
TUG: Check-Up event "How was your start?"
TUG: Kick off event with Welcome Guides
TUG: Lunch date - Meet a new colleague
TUG: Peer-Activities organized by students for students to foster interaction between internationals and nationals
UPC: 3- short intercultural communication sessions
TUG: Information sessions/workshops about learning/working environment



INCOMM – CUSTOMER JOURNEY MODEL

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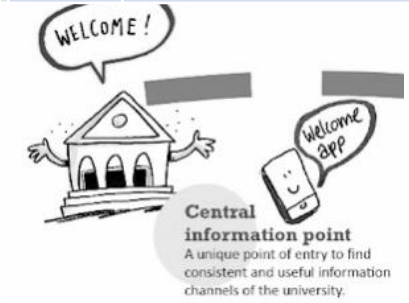
1

5,4

SUPPORT DURING THE APPLICATION PROCESS	
2019	5,4
2020	4,8
2021	5,3



2

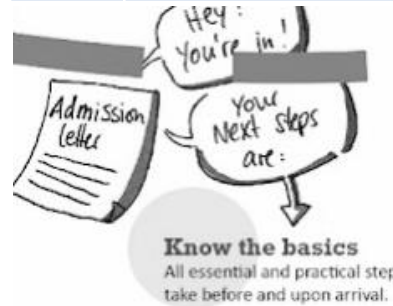
5,3

GUIDANCE→ FIRST POINT OF CONTACT UNTIL ENROLLMENT	
2019	5,3
2020	4,7
2021	5,2

3

4,8

INFO ABOUT ALL ESSENTIAL AND PRACTICAL STEPS	
2019	
2020	
2021	4,8



4

4,5

SUPPORT GIVEN TO ACCOMODATION	
2019	4,5
2020	4,4
2021	4,2

5

5,3

SUPPORT PROVIDED BY DEPART./FACULTY/STAFF	
2019	5,2
2020	4,8
2021	5,3

6

4,6

SUPPORT GIVEN TO CULTURAL ACTIVITIES	
2019	4,6
2020	4,3
2021	4,2

ATTRACTIVENESS, SELECTION & APPLICATION

INTRO

ONBOARDING

7

5,0

SUPPORT VISA & BANK ACCOUNTS (BEF. & 1ST DAYS)

2019	5,0 | 4,6	4,6 | 4,6
2020	4,6 | 4,3	4,1 | 4,1
2021	5,0 | 4,2	4,0 | 4,0

8

5,0

SATISFACTION WITH THE WELCOME ACTIVITIES

2019	5,0
2020	4,5
2021	4,4 | 57,7%

9

5,3

WELCOMED AS AN INCOMER

2019	5,3
2020	4,7
2021	5,0 | 84,2%

10

5,2

INFO RECEIVED → FIRST DAYS AT THE UNIVERSITY

2019	5,2
2020	4,6
2021	4,7

11

84,2%

PARTICIPATION ON CAMPUS TOURS

2019	
2020	
2021	84,2%

12

5,0

INTEGRATED IN THE UNIVERSITY

2019	5,0
2020	4,5
2021	4,5

ATTRACTIVENESS, SELECTION & APPLICATION

INTRO

ONBOARDING

13

5,1

TO REGISTER FOR COURSES / ADMINISTRATIVE DEADLINES	
2019	5,1 | 5,1
2020	4,5 | 4,6
2021	4,9 | 5,0

14

91,6%

PARTICIPATION ON CITY TOURS	
2019	
2020	
2021	91,6%

15

4,8

TO FIND SUPPORT FROM UNIVERSITY STAFF	
2019	
2020	
2021	4,5 | 4,8

16

5,0

PERCEPTION-INTERNATIONAL CLASSROOM ENVIRONMENT	
2019	5,0
2020	4,4
2021	4,8

17

4,3

INTERACTION INTERNATIONAL W/ LOCAL STUDENTS	
2019	
2020	
2021	INT 4,3 | LOC 4,8

18

5,1

INFO REGARDING THE UNIVERSITY & COMMUNITY	
2019	5,1
2020	4,6
2021	4,9

ATTRACTIVENESS, SELECTION & APPLICATION

INTRO

ONBOARDING

19

5,1

OPTIONS TO ATTEND LANGUAGE COURSES	
2019	
2020	
2021	**5,1**

20

4,7

TO MEET OTHER SUDENTS	
2019	**4,7**
2020	4,2
2021	4,2

21

5,3

FEEL INCLUDED IN THE COMMUNITY	
2019	**5,3**
2020	4,6
2021	5,0

22

4,6

FEEL SUPPORTED IN PROFESSIONAL DEVELOPMENT	
2019	
2020	
2021	**4,6**

8,8%

STUDENT'S FEELING OF DISCRIMINATION	
2019	3,5%
2020	6,5%
2021	**8,8%**

4,6

AMBASSADORS CONTRIBUTION'S TO INTEGRATION	
2019	**4,6**
2020	4,4
2021	4,5

ATTRACTIVENESS, SELECTION & APPLICATION

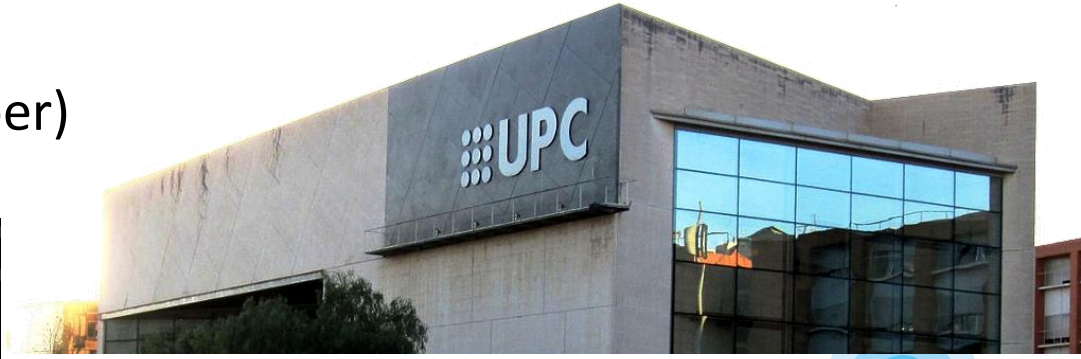
INTRO

ONBOARDING

Toolkits/Results available to support the Customer Journey Model

- IT Tool – External Company/ Creative Workshop to establish the suitable contents
- E-Book – Guidelines to custommer journey and best practices
- Video – to demonstrate the variety of outputs (Training events; Colletive Intelligence and Design of Custommer Journey
- Statistical data available in the INCOMM website

Barcelona Final Event (28th November-29th December)



Thank you very much for your attention

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https://www.incomm-project.eu/