

HSE— what kind of university is it? Dream, education, work? Desks and classes, people and communication? HSE is more than just the sum of that all. We made an attempt to describe how the university is perceived by people who attend it, who graduated from it or are just planning to apply. This new issue is dedicated to the perception of NRU HSE and features the results of a student survey conducted at HSE Day and focus groups with future students.

The first page shows which characteristics describe HSE and what objects represent it the most, according to our students.

The issue's spread features the portrait of HSE as a person: what person would our university be if it became human, and what topics could be discussed with this person.

The final part of the issue includes wishes from students and alumni for the 21st year anniversary of HSE. It also contains recommendations for improvement of student life gathered in the last five years. Congratulations, wishes and recommendations well reflect how students want to see the university.

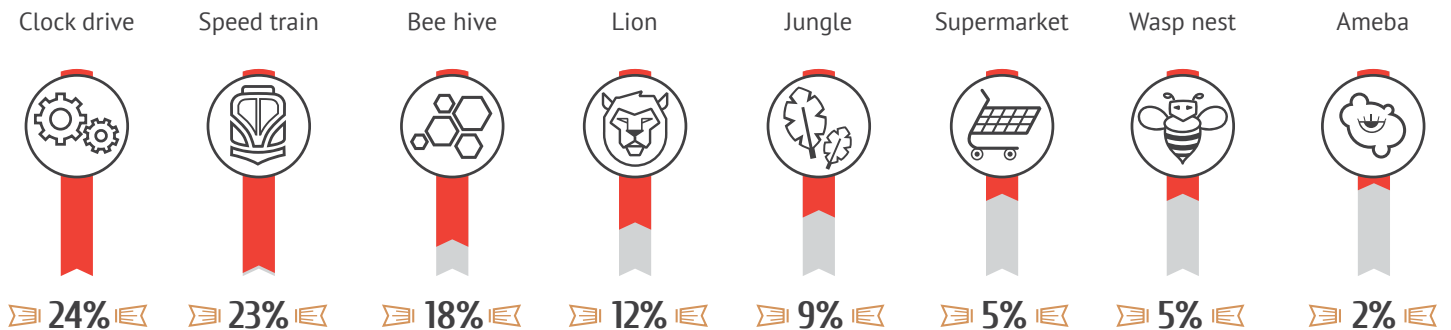
Content:

HSE: Clear perception

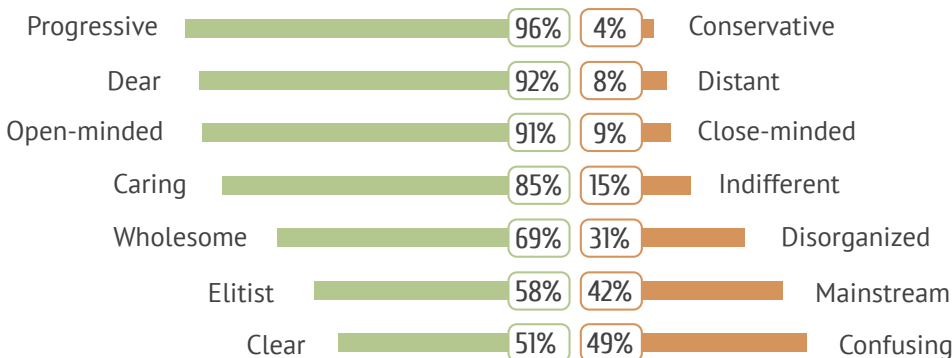
If HSE was a person...

Greeting card: wishes from students and alumni

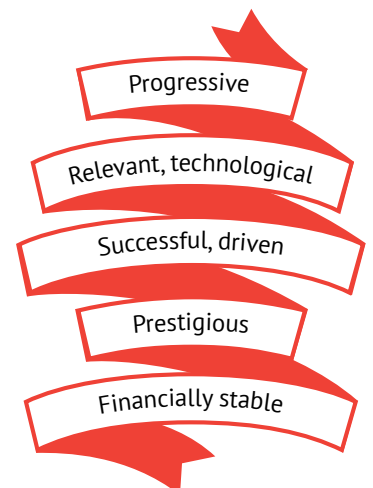
What does our university look like the most?¹



How do students see HSE?²



How do prospective students see HSE?³



Sources: 1, 2 Survey of attendees of HSE Day 2013, N=1546; 3 Focus groups with prospective students of NRU HSE applying to socio-economic majors, July 2011. Most popular descriptors of NRU HSE used by prospective students are used.

If HSE Was a Person...



2011

Passport



Male



25-35 y.o.



Single/small family

Social Profile



Businessman, executive



Wealthy

Characteristics



Successful



Active



Modern



Driven



Self-confident

In the last three years CIM has been researching the image of HSE and trying to understand what kind of person HSE would be if it was a human. In 2011 applicants were asked these questions during focus groups, in 2012-2013 students were asked these questions at HSE Day. Applicants only determined key characteristics of HSE as a person, such as gender, age, character traits and profession. In 2012 a question about favorite brands was added to the survey at HSE Day. In 2013 HSE as a person gained interests and hobbies. One can see that regardless the changes our university remains young, intelligent, successful, active, kind and well-rounded.

Favorite brands

Hobbies



2012



Male/Female



32 y.o.



Single



Faculty or academia/Economist



Intelligent



Strong



Kind



Successful



Professional



Lacoste



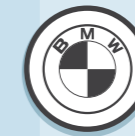
Zara



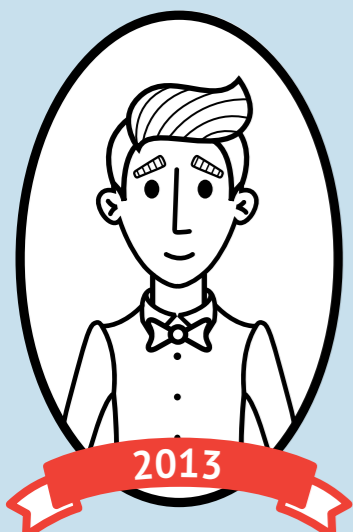
Apple



Starbucks



BMW



2013



Male



24 y.o.



Economist



Intelligent



Kind



Driven



Social



Active



Apple



Zara



Lacoste



Nike



BMW



Sports



Reading



Education and self-education



Music



Academia

Sources: Focus groups with prospective students of NRU HSE applying to socio-economic majors, July 2011. Most popular descriptors of NRU HSE used by prospective students are used; Survey of attendees of HSE Day 2012, N=669, Survey of attendees of HSE Day 2013, N=1546. (No data)

Greeting Card

In 2013 CIM's surveys allowed students and alumni to leave their wishes for HSE on its 21st anniversary. The words used most characterize what students and alumni think about HSE and what they want to see in HSE in the future. Below we are publishing recommendations for improvement of student life – the feedback students left in 2009–2013 questionnaires.



Words that are most often used in wishes of ◆ students and ◆ HSE alumni

Student Wishes for NRU HSE Development

2009	2010	2011	2012	2013
To pay more attention to social assistance for students				
To improve condition of dorms	To build dormitories in Moscow	To build dormitories in Moscow	To solve the problem of transportation to dorms	To build dormitories in Moscow/ to solve the problem of transportation to dormitories
To build good canteens on all campuses, to diversify the menu				
			To change and improve LMS system	
To improve the system of informing students about opportunities at NRU HSE				
To help develop more applied skills, to be more active in helping students in employment and career development				

Sources: 1. Monitoring of Student Life, fall 2013, N=3077; Monitoring of alumni of NRU HSE 2013, N=578



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Figure of the month

47

poems were dedicated to HSE's 21st anniversary by students.*

**according to data from Monitoring of Student Life, fall 2013, N=3077*

