



Hosting Motivation and Satisfaction Study:

**Feedback from 2006-07 Long-Term
Exchange Students, Host Families, and Host School**

**Conducted by surveying a random selection of participants from exchange programs
applying for CSIET listing in 2006-07**

Prepared by:

JaeIn Lee

Membership and Outreach Director

Council on Standards for International Educational Travel – www.csiet.org

Copyright © 2007

CSIET Hosting Motivation and Satisfaction Study – 2007

Overview

In the fall of each year, CSIET begins a new evaluation cycle to review youth exchange programs to determine their compliance with all nine CSIET Standards. Along with a program application and accompanying materials, the CSIET Evaluation program surveys a random selection of current exchange students, their host families and host schools.

This year, almost 7,000 questionnaires were distributed to participants on either long-term (academic year or semester) or short-term (less than a semester) exchange programs. This study focuses on the long-term program participants in-bound to the United States.

The sample size of approximately 2,200 exchange students from among 28,000 total exchange students is roughly 8% of the number of students participating in youth exchange to the United States in the 2006-07 program cycle.

CSIET continues to maintain an exceptionally high overall survey response rate of 40%. The following numbers provide more detail on each sample group:

- **Host Family** Questionnaires – CSIET mailed out 2,103 questionnaires to U.S. families hosting exchange students; 948 were returned with a strong **response rate of 45%**.
- **Exchange Student** Questionnaires – CSIET mailed out 2,242 questionnaires to exchange students; 869 were returned with a **response rate of 39%**.
- **High School** Questionnaires – CSIET mailed out 2,108 questionnaires to U.S. schools hosting exchange students; 563 were returned with a **response rate of 27%**.

In preparing this study, CSIET staff scored the “hosting motivations” and “satisfaction” sections of 2,380 returned surveys. Overall, participant feedback regarding the general program satisfaction was overwhelmingly positive, generally highest among the actual exchange students themselves.

I. Host Families

With the most robust response rate among the three sample groups, host families were again willing to share extensive perspective on their program participation. This year, two open-ended questions were added to the host family questionnaire asking, “*Why did your family decided to host?*” and “*What the benefits of hosting for your family?*” The vast majority responded that their experiences were positive, with lengthy responses illustrating their excitement.

How did you hear about the program?

A variety of responses were offered on how host families heard about the exchange program. Overall, 929 responses were recorded, with some families listing more than one source of information. As with last year’s responses, “direct contact by the program” (281) and “word of mouth” (252) continued to rank at the top of the list. Interestingly, the number of host families responding that they heard about the program through the media this year increased significantly compared to the 2005-06 cycle. Although the total responses citing “Media” as a response is not as high as “Direct Contact,” this increase demonstrates the media’s potential as an effective tool for recruiting host families in local communities and at the national level.

Why did your family decide to host?

Host family respondents provided a wide range of responses regarding their motivations, often stating more than one explanation. While grouping responses with similar characteristics, “the cultural experience” (227) and “the interest in experiencing the exchange” (246) responses were the two highest incentives categories for families to host. Additionally, a significant number of host families cited that their decision to host was also based on a perceived benefit for their own children. For instance, among the families responding that they hosted for the cultural experience, 135 explicitly stated that they decided to host for the benefit of their own children.

A significant number of host families cited that their decision to host was also based on a perceived benefit for their own children.

What are the benefits of hosting for your family?

Although some disappointments are unavoidable, most respondents expressed their hosting experience as positive and beneficial. When asked what the benefits of hosting for them were, 507 of the responses generally stated that it was a learning experience, not only culturally but also socially. Others emphasized that gaining perspective on their own country and culture through their exchange students’ perceptions was another benefit. Many host families mentioned that the exchange program was especially beneficial in terms of enhancing their own family setting (308), such as making new extended families, having more interaction and mutual respect as a family. Cultural experience ranked as the third largest benefit of hosting with 262 respondents citing the benefits of cultural interaction and exposure to other cultures and customs.

Satisfaction and Quality

Overall host family satisfaction with the hosting experience and exchange program was up slightly from the previous cycle and remains very positive. When asked how likely a family was to host another student from their current exchange organization, 88.3% of the respondents selected “Likely” or “Very Likely.” For overall quality of the exchange program, 90.3% of families rated the program as either “Excellent” or “Good.”

II. Exchange Students

Similar to the last cycle’s responses, exchange student respondents were overwhelmingly positive when evaluating their host families and exchange programs. However, when asked about their local representatives, the responses, although positive, remained somewhat lower. It is remarkable that for a second year – and with a new set of randomly selected participants – the results track almost identically. This would indicate that exchange students continue to have considerably high levels of satisfaction with their overall program and the exchange experience.

It is remarkable that for a second year – and with a new set of randomly selected participants – the results track almost identically.

When asked to rate the relationship with their host families, 96.7% of the exchange students replied either “Excellent” or “Good,” with more stating “Excellent” (up almost 3%) than “Good.” When asked to rate the local program representative relationships, 84.9% of the students replied either “Excellent” or “Good” with more stating “Good” than “Excellent.” For overall quality of the U.S. exchange organization, 93% of exchange students replied either “Excellent” or “Good.”

One of the most positive responses of the entire survey came when exchange students were asked to rate whether the exchange program had been a good learning experience for them so far. About 98.6% of respondents stated either “Excellent” or “Good”, with 76.4% stating “Excellent” (up almost 4%). From the responses, only 0.1% chose “Poor,” an improvement when compared to 0.4% last year.

III. High Schools

American high schools generally have the lowest response rate for CSIET evaluation surveys, but often rate their program experiences positively. When asked to rate the quality of the relationship between their school and the exchange program’s local representatives, 84% of schools replied either “Excellent” or “Good.” For overall quality of the exchange organization, the responses improved to 87% stating either “Excellent” or “Good,” with more indicating “Good.”

New this year, school respondents were asked if they agreed or disagreed with the following statement:

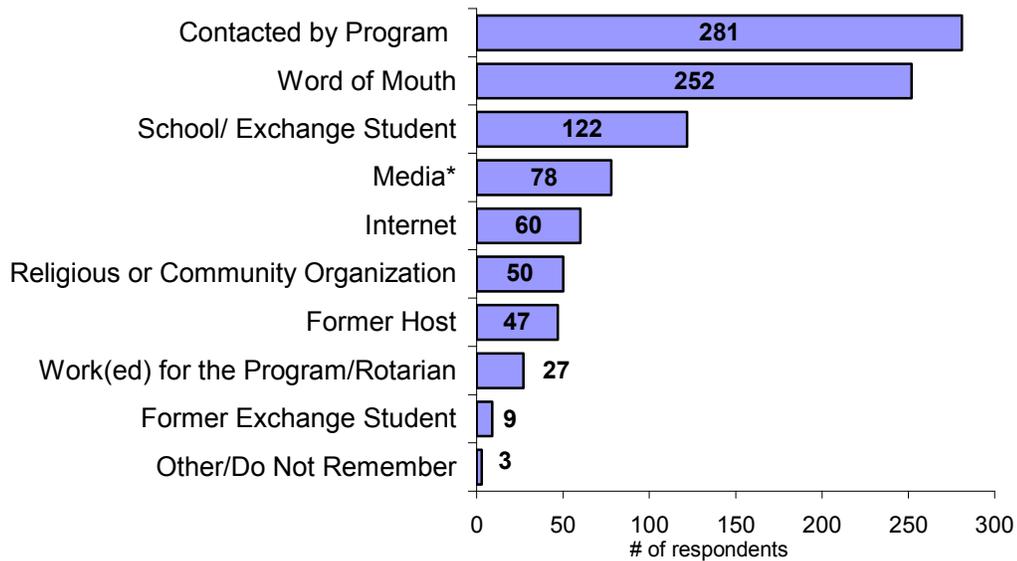
“Hosting a foreign exchange student supports international awareness by providing opportunities for both our student body and the exchange student to learn about both the U.S. and the exchange student’s culture.”

Almost all respondents – 99.4% – agreed to the statement, which demonstrates their strong support and belief that youth exchange programs are an effective tool to bring international awareness to their school communities.

A detailed set of survey results and the CSIET evaluation questionnaires are provided in the following section.

HOST FAMILY RESPONDENTS

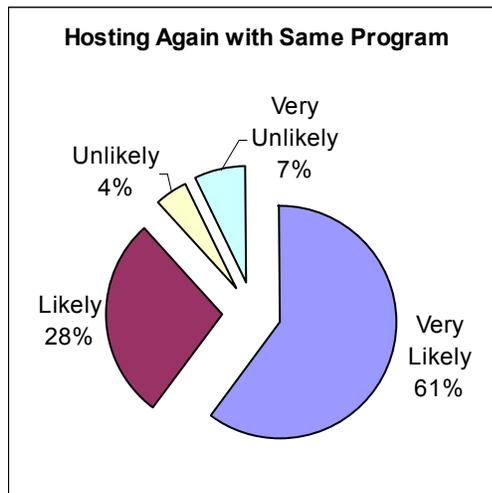
How did you hear about the program?



* Articles, Newspaper Ads, Radio, TV

If you were to host another student, how likely would you be to host one from this organization?

- Very Likely – 59.9% [554]
- Likely – 28.4% [263]
- Unlikely – 4.4% [41]
- Very Unlikely – 7.2% [67]

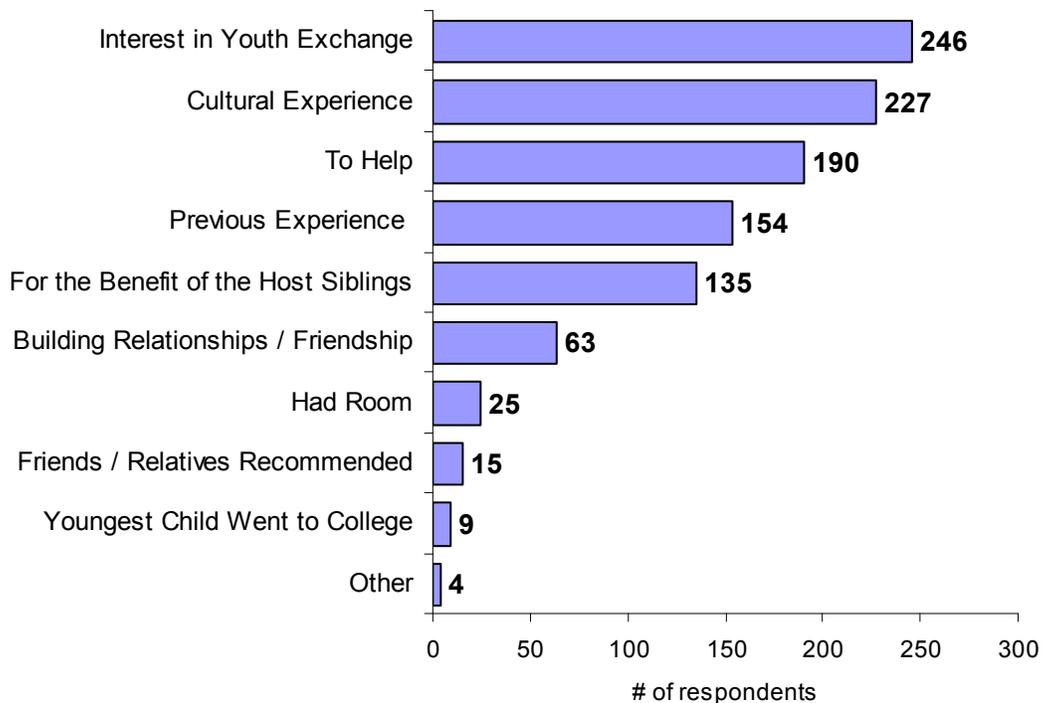


How would you rate the overall quality of this organization?

- Excellent – 57.4% [534]
- Good – 33% [307]
- Fair – 7.1% [66]
- Poor – 2.6% [24]



Why did your family decide to host?



Interest in Youth Exchange	246
Great new experience	173
Personal interest	44
Interested in student's profile	10
Interested in the exchange program	3
Wanted challenge	1
Part of a reciprocal arrangement	1

Previous Experience	154
Have hosted before and loved the experience	114
Were exchange students themselves	18
Their kids were exchange students too	15
Lived in other countries and wanted to give the chance to students	7

Cultural Experience	227
Widen perspective / learn different cultures	156
Educational / cultural experience	29
Personal connection w/ someone from another country	19
Cultural exchange	17
Promote diversity in town	4
Learn language	2

For the Benefit of the Host Siblings	135
Cultural experience for the kids	70
Kids wanted a sibling / friend	51
Wanted a sibling for the kids	14

Building Relationships / Friendship	63
Love kids	30
Share their home / family	21
Live alone, don't have kids	11
Enjoy company	1

To Help	190
Give chance to experience U.S.	81
To help / give back to the world community	43
Student needed a host family	31
Knew the student	15
Enhance American image / promote U.S.	14
World peace	4
Started as a welcome family	2

Other	4
Religious interest	2
General interest	2

What are the benefits of hosting for your family?



<i>Learning Experience</i>	507
Learn / experience other cultures	426
Gain alternate perspective on the United States	37
Learn to share	23
Learn / practice another language	14
Learn tolerance	4
Learn social skills	2
Learn to understand others	1

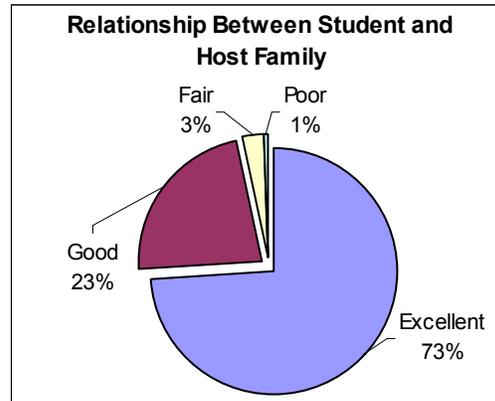
<i>Family / Kids</i>	308
Make new extended families	178
Cultural and fun experience for the family	80
Sibling experience for their kids	31
Strengthens family relationship	10
Interaction with other host families and school community	7
Kids behave better / respect others	2

<i>Cultural Experience</i>	262
Cultural exchange	94
Contact with other countries	57
Show / share American life	57
Cultural exposure for their kids	46
Get to travel	8

EXCHANGE STUDENT RESPONDENTS

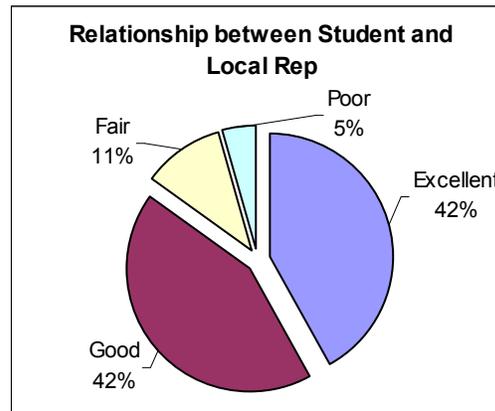
How would you rate the relationship between you and your current host family?

- Excellent – 74% [653]
- Good – 22.8% [201]
- Fair – 2.7% [24]
- Poor – 0.6% [5]



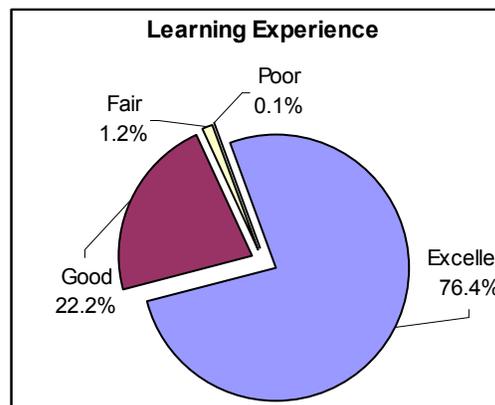
How would you rate the relationship between you and your local representative?

- Excellent – 42.1% [368]
- Good – 42.9% [375]
- Fair – 10.5% [92]
- Poor – 4.6% [40]



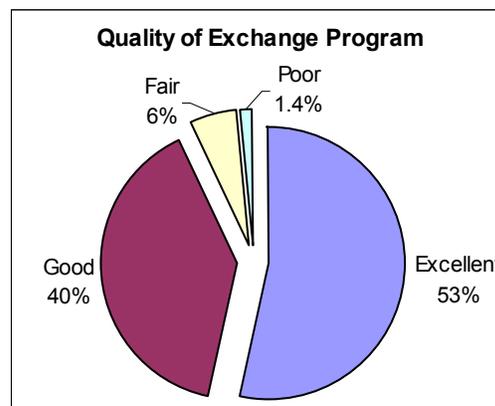
Has the exchange program been a good learning experience for you so far?

- Excellent – 76.4% [675]
- Good – 22.2% [196]
- Fair – 1.2% [11]
- Poor – 0.1% [1]



How would you rate the overall quality of your U.S. exchange organization?

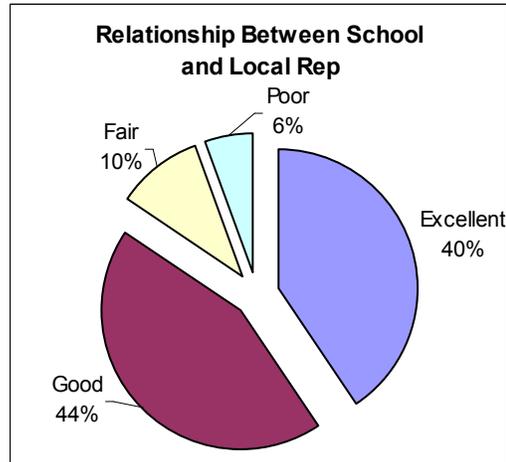
- Excellent – 53.3% [468]
- Good – 39.7% [349]
- Fair – 5.6% [49]
- Poor – 1.4% [12]



HOST SCHOOL RESPONDENTS

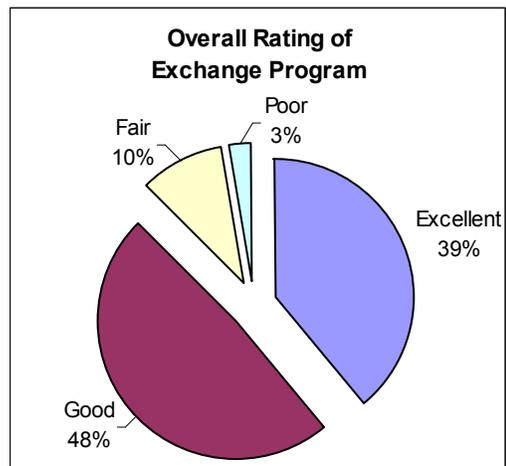
How would you rate the quality of the relationship between your school and the organization's local representative?

- Excellent – 40.4% [213]
- Good – 44% [232]
- Fair – 10% [53]
- Poor – 6% [29]



Overall, how would you rate your exchange organization?

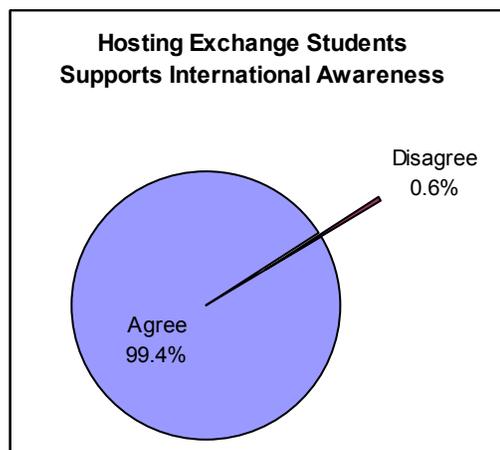
- Excellent - 39% [208]
- Good – 48.4% [258]
- Fair – 9.9% [53]
- Poor – 2.6% [14]



“Hosting a foreign exchange student supports international awareness by providing opportunities for both our student body and the exchange student to learn about both the U.S. and the exchange student’s culture.”

Agree – 99.4% [521]

Disagree – 0.6% [3]



Host Family Questionnaire

2007-2008 Advisory List Evaluation Cycle



Council on Standards for International Educational Travel
212 South Henry Street, First Floor, Alexandria, VA 22314
Telephone: 703-739-9050, Fax: 703-739-9035
E-mail: mailbox@csiet.org, Website: www.csiet.org

Host Family Evaluation of a Long-Term Exchange Program

CSIET is an independent nonprofit organization that evaluates youth exchange and travel programs each year. Your exchange organization has asked the Council on Standards for International Educational Travel to evaluate their work. Your responses are an important part of our evaluation. A postage-paid envelope has been enclosed so that you can mail this form directly to CSIET. **Please complete and return to CSIET by November 27, 2006 if at all possible.** Thank you for participating in this project.

Name of U.S. Exchange Organization: _____

Student name: _____

Your name: _____

Name of local representative: _____

Dates you hosted this student: From (month, day, year) _____ To (month, day, year) _____

*The questions below are relevant to specific CSIET Standards, as noted in parentheses.
You can read the CSIET Standards on our website, www.csiet.org
Please complete both sides of this form.*

- | | <u>Please Check One</u> |
|--|--|
| 1. Did you receive promotional materials from the exchange organization? (Standard 4.A)
<i>If "Yes," was the program truthfully described in its promotional materials?
If promotional materials were not truthful, please explain. _____</i> | <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> Yes <input type="checkbox"/> No |
| 2. Did a representative of the exchange organization interview you in your home? (Standard 6.A.2) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 3. Did your family (including all adult members of the household) consent to (a) criminal background check(s)? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 4. Did you agree to host the student prior to the student's departure from his/her home country? (Standard 6.A.4)
<i>If "No," please explain. _____</i> | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 5. Were you informed about your student's travel arrangements or arrival time in advance of his or her arrival?
(Standard 7.C) <i>If "No," please explain. _____</i> | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 6. After being approved by the exchange organization to be a host family, did your family participate in an orientation or discussion session which included information on how to prepare for your student's arrival? (Standard 6.A.5) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 7. After an initial adjustment period, did the student speak English well enough to function successfully in your home?
(Standard 5.E) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 8. Did the exchange organization offer adequate support services to assist with program-related problems or needs of the student? (Standard 7.D) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 9. Has the exchange program maintained at least monthly contact with you throughout your student's stay so far? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 10. Did the organization provide clear, printed material on the terms and limits of the student's insurance coverage and procedures for filing a claim? (Standard 8.B) | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 11. Is this your first time hosting with this organization? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| 12. How many students are you currently hosting? (Standard 9) _____ | |
| 13. How did you hear about the program? _____ | |
| 14. Why did your family decide to host? _____ | |
| 15. What are the benefits of hosting for your family? _____ | |

Host Family Questionnaire (continued)

2007-2008 Advisory List Evaluation Cycle

16. If you were to host another student, how likely would you be to host one from this organization?

- Very Likely Likely Unlikely Very Unlikely

17. How would you rate the overall quality of this organization?

- Excellent Good Fair Poor

We welcome any comments about your exchange experience you may want to provide on the back page of this form. Thank you.

Signature: _____ **Date:** _____

Exchange Student Questionnaire

2007-2008 Advisory List Evaluation Cycle



Council on Standards for International Educational Travel
212 South Henry Street, First Floor, Alexandria, VA 22314
Telephone: 703-739-9050, Fax: 703-739-9035
E-mail: mailbox@csiet.org, Website: www.csiet.org

Student Evaluation of a Long-Term Exchange Program

CSIET is an independent nonprofit organization that evaluates youth exchange and travel programs each year. Your exchange organization has asked the Council on Standards for International Educational Travel to evaluate their work. Your responses are an important part of our evaluation. A postage-paid envelope has been enclosed so that you can mail this form directly to CSIET. **Please complete and return to CSIET by November 27, 2006 if at all possible.** Thank you for participating in this project.

Name of U.S. Exchange Organization: _____

Student name: _____ Home Country: _____

Telephone number: _____ E-mail: _____

Name of school attended: _____

Name of your host family (if applicable): _____

Date of exchange: From (month, day, year) _____ To (month, day, year) _____

Please complete both sides of this form.

Please Check One

1. Were the program's advertisements truthful? (Standard 4.A) *If "No," please explain.* _____ Yes No
2. Were you interviewed by a representative in your home country as part of the application process to become an exchange student? (Standard 5.B) Yes No
3. While you were considering whether or not to participate in the exchange program, were you *promised* membership on a high school sports team, a high school diploma, or a driver's license? (Standard 4.F) *If "Yes," what were you promised, and who promised this?* _____ Yes No
4. Did the organization tell you about costs and fees incurred *before* you enrolled in the program? (Standard 4.E) *If "No," please explain.* _____ Yes No
5. Did you receive information about your original host family *before* leaving your home country? (Standard 6.A.4.) Yes No
6. *Before* you left your home country, did you attend an orientation or discussion session provided by your program to prepare you for your exchange experience? (Standard 5.D) Yes No
7. *After* you arrived in your host country, did you attend an orientation or discussion session provided by your program to prepare you for your exchange experience? (Standard 5.D) Yes No
8. Were you placed in a temporary home before being given a permanent host family? (Standard 6.A.4) *If "Yes," did the program tell you that the family would be temporary before you left your home country?* Yes No Yes No
9. Did you need any counseling or special help for an emergency? *If "Yes," did the exchange organization help you or assist you in getting help? (If "No," please explain)* (Standard 7.D) _____ Yes No Yes No
10. Do you feel that your home in the host country is acceptable in terms of cleanliness and safety? (Standard 6.A) *If "No," please explain.* _____ Yes No
11. How would you rate the relationship between you and your current host family?
 Excellent Good Fair Poor
12. Who is your local program representative in your host country? (Standard 7.B) _____

Exchange Student Questionnaire (continued)

2007-2008 Advisory List Evaluation Cycle

13. Since you arrived on your program, how often have you talked with your local representative? (Standard 7.B)
 Twice a month or more Once a month Less than once a month We have not yet talked.
14. How would you rate the relationship between you and your local representative? (Standard 7.D)
 Excellent Good Fair Poor
15. Has the exchange program been a good learning experience for you so far?
 Excellent Good Fair Poor
16. How would you rate the overall quality of your U.S. exchange organization?
 Excellent Good Fair Poor

We welcome any additional comments about your exchange experience below.

Signature: _____ **Date:** _____

High School Questionnaire

2007-2008 Advisory List Evaluation Cycle



Council on Standards for International Educational Travel

212 South Henry Street, First Floor, Alexandria, VA 22314

Telephone: 703-739-9050, Fax: 703-739-9035

E-mail: mailbox@csiet.org, Website: www.csiet.org

School Evaluation of a Long-Term Exchange Program

CSIET is an independent nonprofit organization that evaluates youth exchange and travel programs each year. Your exchange organization has asked the Council on Standards for International Educational Travel to evaluate their work. Your responses are an important part of our evaluation. A postage-paid envelope has been enclosed so that you can return this form directly to CSIET. **Please complete and return to CSIET by November 27, 2006 if at all possible.** Thank you for participating in this project.

Name of U.S. Exchange Organization: _____

Student name: _____

School name: _____ School telephone number: _____

Name and position of person completing questionnaire: _____

CSIET prefers that the administrator, counselor, or teacher in charge of exchange students complete this evaluation.

Name of exchange organization's local representative: _____

*The questions below are relevant to specific CSIET Standards, as noted in parentheses.
You can read the CSIET Standards on our website, www.csiet.org.*

- Please Check One**
1. Did your school grant acceptance in writing for this student to enroll before the student arrived at your school? (Standard 6.D.a) Yes No
 2. To your knowledge, had the student been promised a high school diploma, driver's license, or membership on a high school sports team when considering whether or not to participate in the exchange program? (Standard 4.F)
If "Yes," what was promised and by whom? _____ Yes No
 3. Did your school receive an English translation of the student's academic records? (Standard 6.D.b) Yes No
 4. After an initial adjustment period, was the student's language proficiency adequate to enable him or her to function successfully at your school? (Standard 5.E) Yes No
 5. Was the student's academic preparation adequate to enable him or her to function successfully at your school? (Standard 5.F) Yes No
 6. How many exchange students from this particular organization were placed at your school this year? (Standard 9)
If more than five, did your school request to have that many students from the organization? _____ Yes No
 7. How often are you or your school contacted by the local representative of the organization? (Standard 7.G) _____
 8. Is the frequency of communication with the local representative adequate for your needs? Yes No
 9. How would you rate the quality of the relationship between your school and the organization's local representative? (Standard 7.G)
 Excellent Good Fair Poor
 10. Overall, how would you rate this exchange organization?
 Excellent Good Fair Poor
 11. Hosting a foreign exchange student supports international awareness by providing opportunities for both our student body and the exchange student to learn about both the U.S. and the exchange student's culture. Agree Disagree
 12. Is your school or district a member of CSIET? Yes No

If "No," please visit the CSIET website for more information: www.csiet.org.
If you would like to find out whether or not your organization is a member, call CSIET (toll-free: 888-787-2970).