

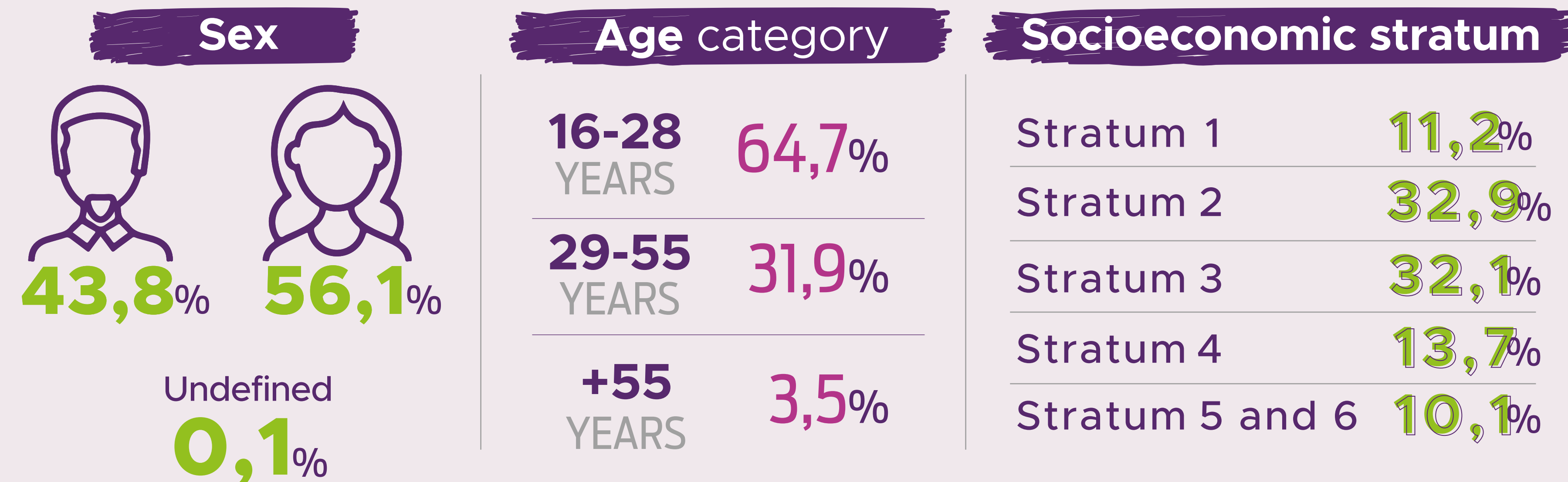
At the Observatorio de Sapiencia we took on the challenge of measuring...

Satisfaction of the Academic Community with Medellín as a university destination



CONCEPTUALIZATION

We understand **Satisfaction** as the result of **initial expectations** in contrast to the **experience lived** in the academic training process.



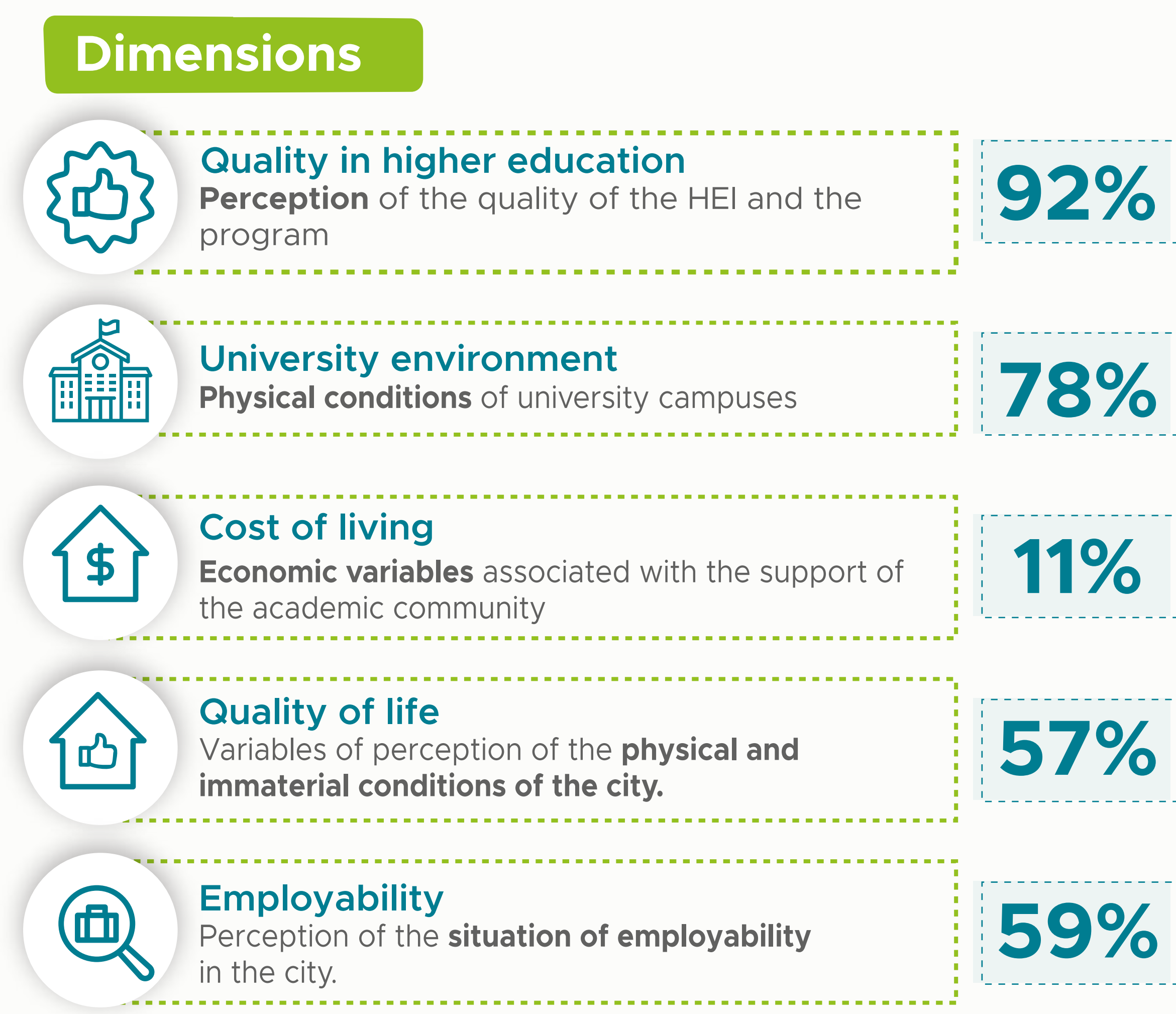
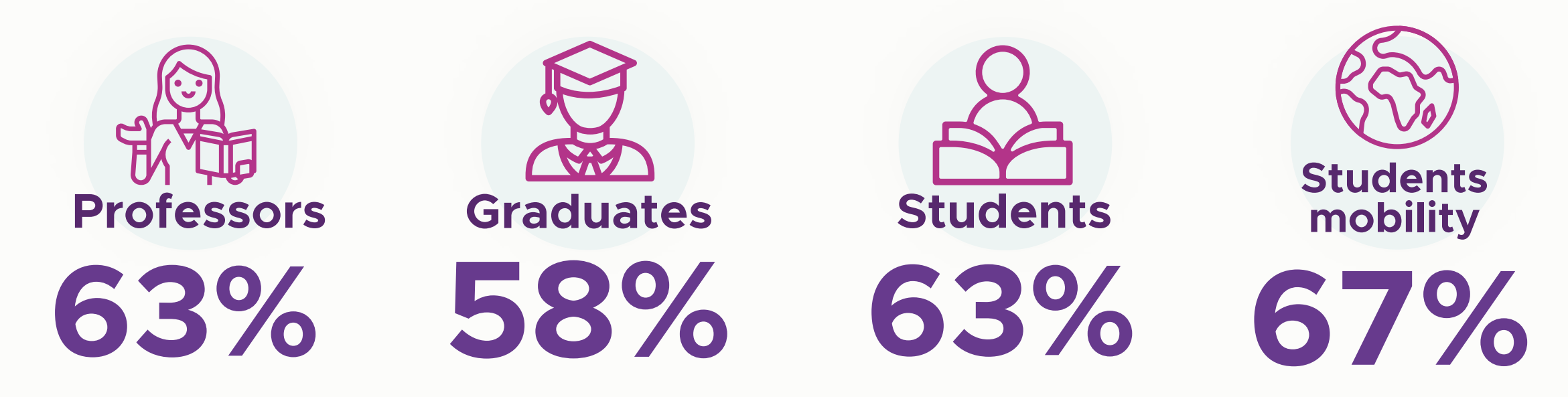
Result!
62.52% of the actors of the academic community are **satisfied with Medellín as a university destination**

A study from different perspectives, aspects and publics!
More than 7.800 people participated in this study!

In collaboration with HEI of the Municipality of Medellín!

- Corporación Universitaria Remington
- Institución Universitaria Colegio Mayor de Antioquia
- Institución Universitaria Pascual Bravo
- Instituto Tecnológico Metropolitano
- Politécnico Colombiano Jaime Isaza Cadavid
- Servicio Nacional de Aprendizaje- Sena
- Tecnológico de Antioquia
- Universidad Católica Luis Amigó
- Universidad CES
- Universidad de Antioquia
- Universidad de Medellín
- Universidad Eafit
- Universidad Nacional de Colombia
- Universidad Pontificia Bolivariana
- Universidad Santo Tomás

Satisfaction according to audiences and dimensions!



We conclude that ...

- Medellín is projected as a university destination at the national and international level.
- The satisfaction of Medellín as a university destination is a generalized issue among the different publics
- The dimension of **Educational Quality and University Environment** is where the satisfaction of the academic community is most evident.
- The academic offer is considered the main reason for university studies or exchanges in Medellín.
- The variety of cultural, tourist and recreational offerings is the main reason to study in Medellín, according to international students
- There is a tendency of **dissatisfaction** with the infrastructure conditions for the access of the disabled population.
- Among the main reasons for **dissatisfaction** are the **cost of living dimension**, especially with the attributes of transportation and rent.
- Only 3.2% of those who participated in the study said they were **dissatisfied with Medellín as a university destination.**