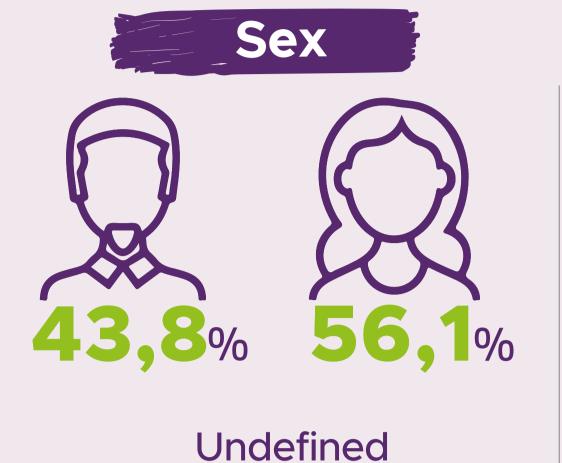
At the Observatorio de Sapiencia we took on the challenge of measuring...

Satisfaction of the Academic Community with Medellín as a university destination?



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



Age category

16-28 29-55

YEARS

Socioeconomic stratum

11,2% Stratum 1 32,9% Stratum 2 32,1% Stratum 3

Stratum 5 and 6 10,1%

13,7%



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!









Students mobility

Stratum 4

Dimensions



Quality in higher education Perception of the quality of the HEI and the



University environment



Cost of living

Economic variables associated with the support of

57%



Quality of life

Variables of perception of the physical and immaterial conditions of the city



Employability

Perception of the situation of employability

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 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



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.

OBSERVATORIO Sapiencia Sapiencia

Source: Measuring Satisfaction with Medellín as a University destination. Study conducted by the Observatorio de Sapiencia in September-2020.

SAPIENCIA

Agencia de Educación Superior de Medellín

