

A photograph of students in a lecture hall, with a woman in the foreground looking towards the right. A red banner is overlaid on the bottom half of the image.

# Enrolment Services: Annual Report on Enrolment 2007



YOUR  
ENROLMENT  
SERVICES



THE UNIVERSITY OF BRITISH COLUMBIA VANCOUVER | OKANAGAN

The University of British Columbia is recognized nationally and internationally as one of the world's leading public universities. At the core of our reputation is our student body. The ability to attract the best and the brightest students from BC, Canada and around the world is key to UBC maintaining its global reputation.

As the oldest degree granting institution in BC, UBC has long enjoyed an outstanding reputation within the province. But the post-secondary landscape is changing and both our environment and our aspirations are in flux.

The current environment is defined by student choice. Between 2001 and 2004, provinces across Canada responded to overcrowding in universities and colleges by dramatically increasing the number of student seats. This increased capacity arrived at a time when the number of students graduating from secondary schools in Canada was dropping and demographers were predicting this decline would continue until at least 2010.

Today's increased capacity means GPA admission cut-offs are coming down, making it easier to gain admission to post-secondary institutions. Students are responding with applications to multiple institutions; survey data tells us that over 60% of secondary school applicants to UBC who identified us as their top choice also applied to other universities.

Recent developments in the BC Ministry of Education also encourage student choice. With increasing availability of distance and continuing education courses, and, most notably, new graduation requirements making the majority of Grade 12 provincial examinations optional, BC students have come to expect more choice in pursuing their education.

As a result, universities across Canada are targeting BC for undergraduate student recruitment. Some of Canada's top universities no longer require BC students to write provincial examinations. Offers of admission are being made earlier in the cycle (with many schools using Grade 11 grades to admit top students). BC secondary school counsellors confirm an increase in requests from out of province universities wanting access to their students. And a booming economy means that students are more likely to consider a variety of post-secondary options.

BC students are responding. In a year when there were fewer BC Grade 12 students, peer universities in central Canada report a 10% to 15% increase in the number of first-year students from BC high schools. For the first time in 18 years, the number of applications to UBC from Vancouver secondary school students decreased. The yield rate for BC secondary school students – the proportion of admitted BC students who register and attend classes at UBC – also dropped.

With approximately three-quarters of our new first-year students traditionally coming from BC, UBC is dependent upon a local market that is clearly changing.

Despite the increase in competition and the challenges this brings, our aspirations as an institution are higher than ever. UBC's desire to maintain a national and international reputation requires that we maintain a national and international presence. This at a time when it is more challenging than ever to recruit further afield.

There have been significant accomplishments over the past year. Admission practices have been streamlined. Enrolment continues to grow at UBC Okanagan. And our incoming class is as diverse and academically capable as ever before.

This report, the second annual Enrolment Service: Report on Enrolment, is intended to give you a broader perspective on both our challenges and our accomplishments. Inside you will learn how 9,086 new undergraduate students came to join our community over the past year. You will see the metrics and the processes detailing how UBC has performed in today's competitive post-secondary environment. Finally, you will read about issues that require broad engagement from UBC faculty, staff and stakeholders in order to ensure that UBC continues to bring the best and the brightest students to our campuses.



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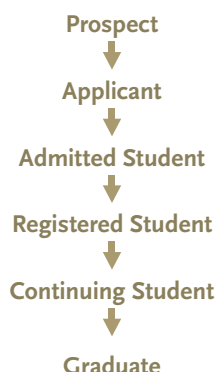
### NOTE:

- This report focuses on undergraduate degree enrolment at both UBC Vancouver and UBC Okanagan. Graduate students, post-baccalaureate students, and certificate and diploma students are excluded, except where noted.
- Data is accurate as of November 1, 2007.
- All data includes winter and summer session, except where noted.
- All data includes visitors, exchange and unclassified students, except where noted.
- All data includes both domestic and international students, except where noted.



## ENROLMENT MANAGEMENT AT UBC

From an enrolment management perspective, there are six stages that a student moves through during their post-secondary education:



UBC's Student Recruitment and Advising and Undergraduate Admissions units work primarily with students in the first four stages (prospect through registered student). It should be noted that Student Recruitment and Advising works with prospective domestic students whereas the International Student Initiative works with prospective international students. All undergraduate applications, regardless of citizenship, are managed by Undergraduate Admissions.

### PROSPECT

For many prospective students, their first impression of UBC comes from meeting a UBC Student Recruiter-Advisor. During the 2006/07 cycle, our team of nine Student Recruiter-Advisors (both in Vancouver and Kelowna) travelled across BC and the rest of Canada to meet with prospective students and their families. In total, we visited over 400 schools in nine provinces throughout the fall of 2006.

Of course, recruitment of a prospective student does not end when the student applies. In February and April 2007, Student Recruitment & Advising staff partnered with various faculties to re-visit selected communities across Canada and offer on-campus events to meet with applicants and admitted students.

Throughout the year, over 7,000 visitors participated in a campus tour at UBC Vancouver or UBC Okanagan, including 67 school groups. In addition, over 3,600 prospective students met with a Student Recruiter-Advisor for an advising appointment to help plan their academic path to UBC.

### APPLICANT

Overall, UBC Vancouver saw an increase in undergraduate applications in 2007, whereas UBC Okanagan experienced a slight decrease over the previous year.

The 2006/07 BC secondary school graduating class was approximately 4% smaller than in 2006 and both UBC Vancouver and UBC Okanagan saw a corresponding decrease in applications from BC high school students. However, as evidenced by Chart 1, UBC Vancouver compensated with applications from students from other national and international jurisdictions. As the 2007/08 BC Grade 12 class is more or less the same size as its predecessor, maintaining a diverse applicant pool in 2008 will be critical to ensuring steady enrolment management at UBC.

It is interesting to note from Chart 2 that UBC Okanagan admitted more students than actually applied to UBC Okanagan. This is the result of second choice applications and "alternate offers of admission", where applicants who were unsuccessful in their application to UBC Vancouver received an offer from UBC Okanagan<sup>1</sup>. This technique has proven effective in helping UBC Okanagan attain its ambitious enrolment targets; in 2007, 129 students who applied to UBC Vancouver chose to accept an alternate offer to UBC Okanagan.

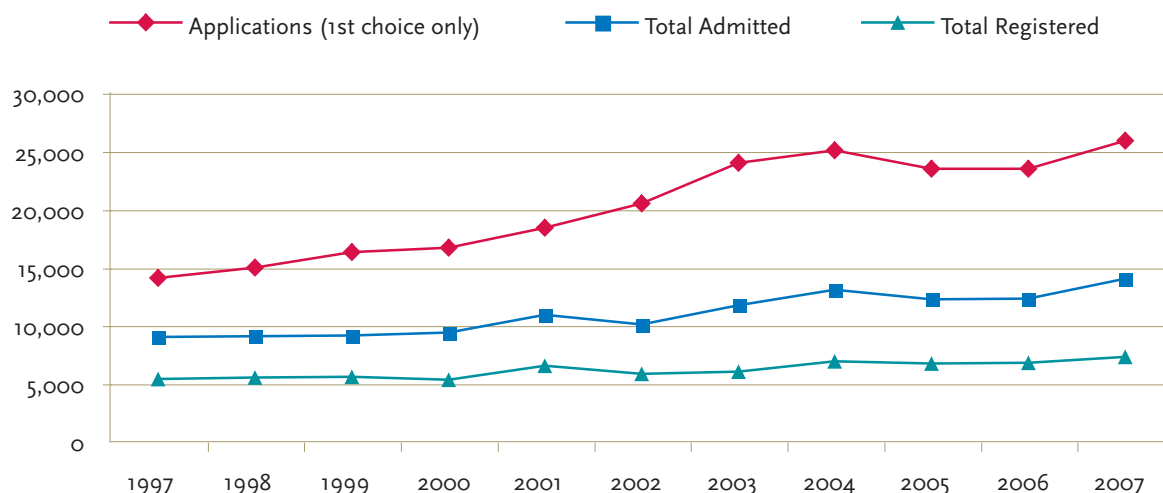
In total, UBC Undergraduate Admissions processed 34,762 applications (including currently attending UBC students wanting to change programs), received 95,889 academic transcripts (a 2% increase over the previous year), and evaluated 37,852 program choices (an 8% increase).

### ADMITTED STUDENTS

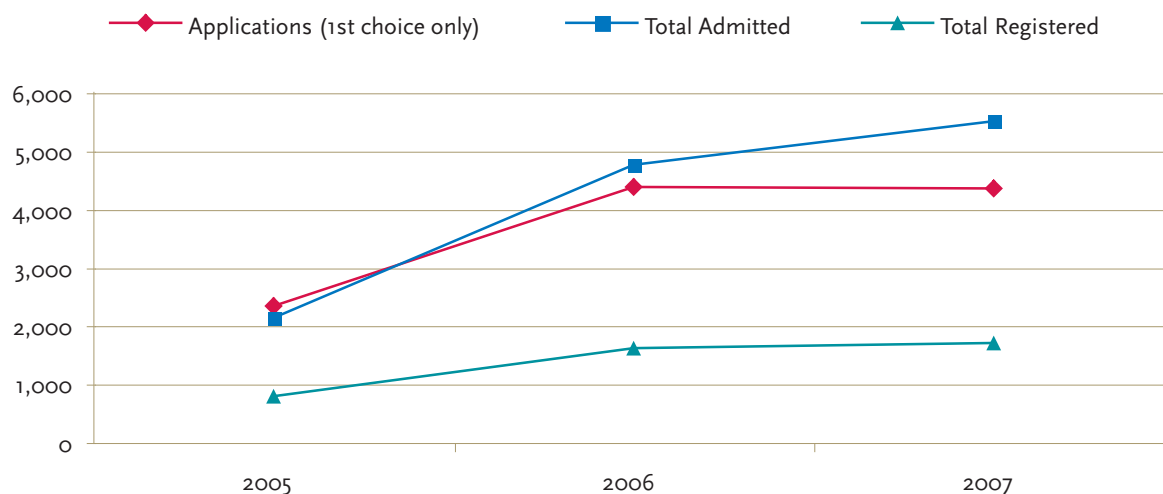
In 2007, 76% of all secondary school applicants to UBC who completed their admission files (i.e. provided all the information requested by UBC) were admitted to either their first or second choice of program. This rate of admissibility is almost identical to what it was ten years ago. This consistency in admissibility is the result of an increase in student performance and enrolment management techniques that have become more sophisticated, ensuring less fluctuation in GPA cut-offs throughout the cycle.

<sup>1</sup> All undergraduate applicants to UBC can identify a maximum of two program or campus choices on their application form.

**Chart 1: UBC Vancouver, New to UBC Enrolment, 1997–2007**



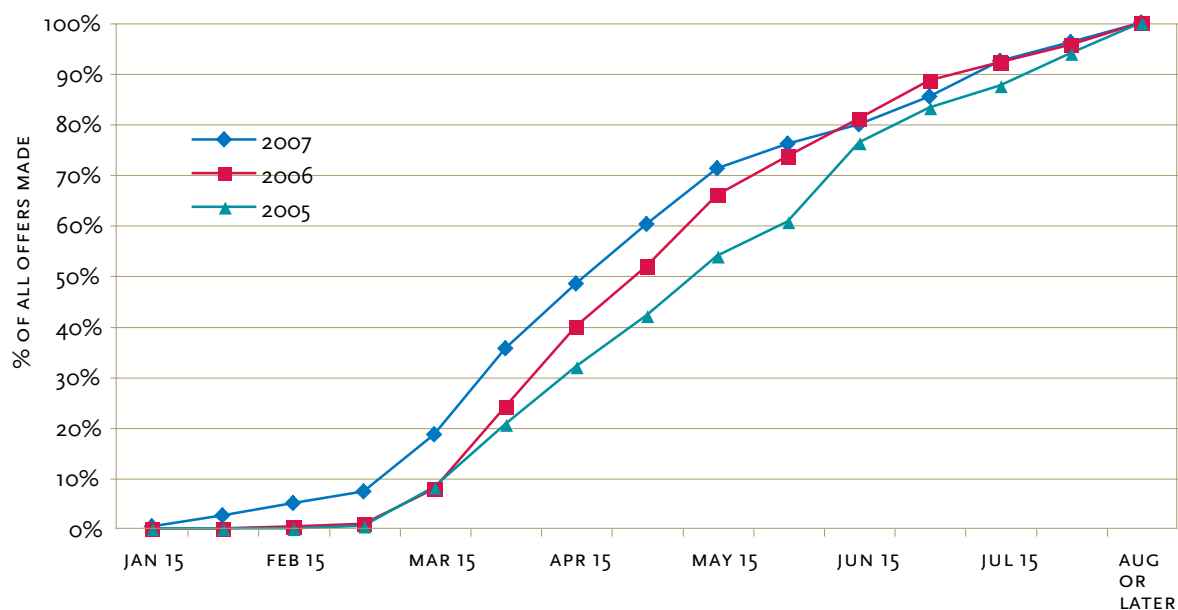
**Chart 2: UBC Okanagan, New to UBC Enrolment, 2005–2007**



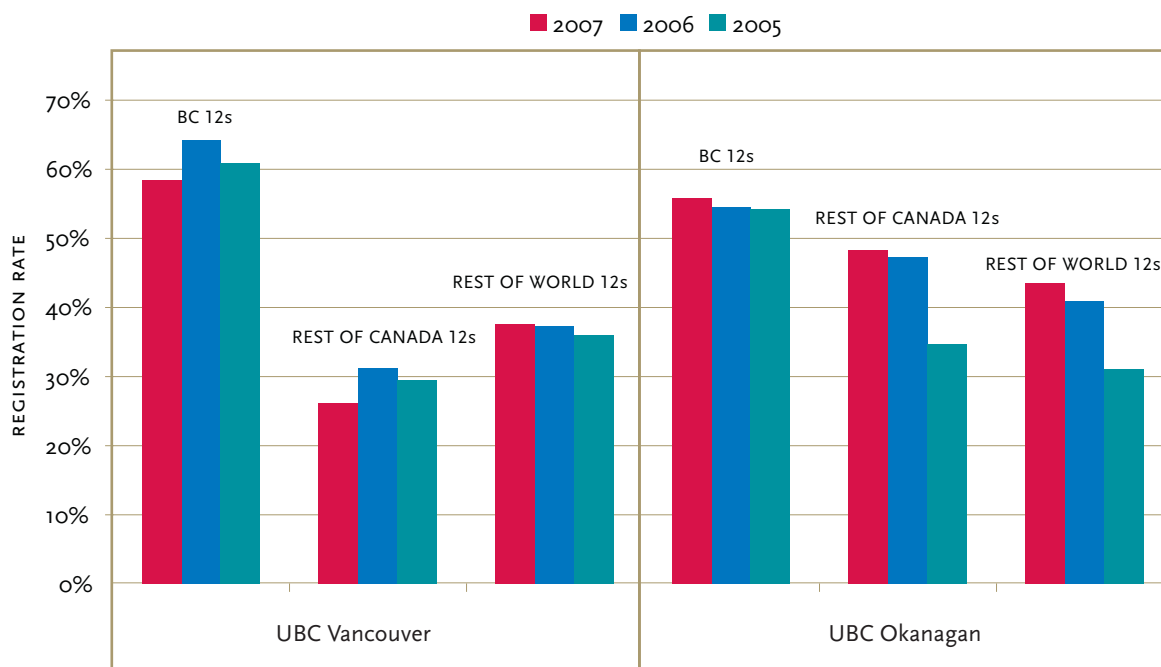
An increase in application volume with a decrease in registration rate (the proportion of admitted students who accept the offer of admission) suggests that prospective students are applying to more post-secondary institutions. As a result, UBC must admit more students to yield the same number of registrants. For example, in 1997, UBC had to admit 1.66 students for every student it registered; by 2007, that ratio has increased to 1.90. Making more offers of admission increases UBC's susceptibility to over-enrolment and requires Enrolment Services to pay very close attention to registration rates.

Despite the increase in volume and complexity of undergraduate applications, the 2007 winter and summer offers of admission were made faster than ever before. Chart 3 shows the proportion of total admitted students by date throughout recent admission cycles.

**Chart 3: Timing of Undergraduate Offers of Admission, 2005–2007**



**Chart 4: Admitted (1st Choice) Secondary School Students, Registration Rate, UBC Vancouver and Okanagan, 2005–2007**



## REGISTERED STUDENTS

Generally speaking, UBC Vancouver received an increase in first choice applications from secondary school students, but experienced a decrease in registration rates. UBC Okanagan experienced the opposite: a decrease in first choice applicants, but an increase in the proportion of admitted students who accepted the offer of admission. This suggests that although UBC Okanagan recruited fewer applicants, the students who did apply were more serious with their applications than in previous years.

In 2007, 49% of admitted secondary school applicants accepted UBC's offer; in 2006 that number was 53%. This decrease was particularly noted in BC Grade 12s (57% in 2007, down from 62% in 2006), and specifically from the Vancouver school district (63% in 2007, down from 72% in 2006).

Decreases in registration rates can trigger a reduction in GPA admission cut-offs very late in the cycle in order to admit more students and fill remaining seats. This is evidenced in the decline in the Vancouver Faculty of Science's May to September GPA cut-offs shown in Table 2.

Applying to multiple institutions gives students a lot of choice, but it makes enrolment management more difficult for institutions. A survey of students admitted to UBC Vancouver in 2007 indicated that on average, secondary school applicants applied to three post-secondary institutions for September 2007. Of the secondary school applicants who identified UBC Vancouver as their top choice, 62% indicated they applied to other institutions.

## 2007 ENROLMENT HIGHLIGHTS

### 1. UBC's total enrolment now exceeds 49,000 students.

- 44,660 undergraduate, post-baccalaureate, diploma, and graduate students (continuing or on leave) enrolled at UBC Vancouver, a 2.5% increase over Winter 2006.
- 4,857 undergraduate, post-baccalaureate and graduate students (continuing or on leave) enrolled at UBC Okanagan, a 17.6% increase over Winter 2006.

– Source: Planning and Institutional Research

### 2. Demand for UBC remained healthy in 2007.

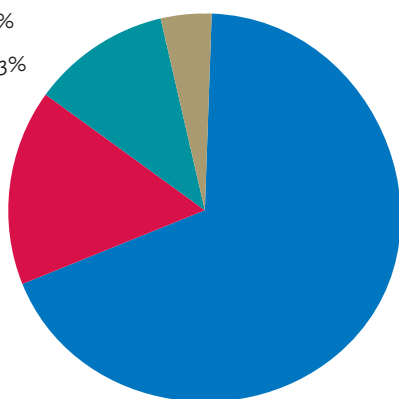
- On the Vancouver campus, undergraduate applications for winter session were up 3% among domestic applicants and up 8% among international applicants over the previous year.
- On the Okanagan campus, undergraduate applications for winter session were down 5% for both domestic and international students from 2006, but up 91% and 185% (respectively) over 2005, the initial year of UBC Okanagan operation.

In terms of BC's secondary school graduating class of 2006,

- UBC Vancouver received 8,660 winter session applications from domestic students, a decrease of 4% over 2006, and
- UBC Okanagan received 1,587, a decrease of 3% over 2006.

**Chart 5: New To UBC, Vancouver & Okanagan, Undergraduate Degree Students, by Year Level, 2007**

- Year 1 70%
- Year 2 16%
- Year 3 11%
- Year 4/5 3%



### 3. This year, UBC welcomed 9,086 new undergraduate degree students to our two campuses.

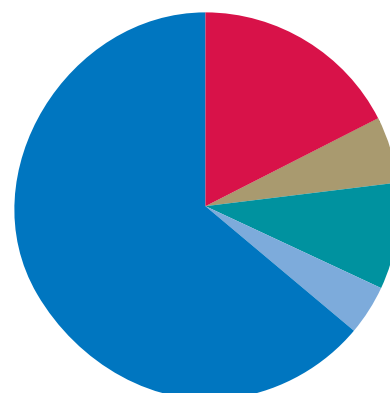
- UBC Okanagan replicated its strong performance in 2006, when the incoming class doubled in size over the previous year.
- UBC Vancouver enrolled 4,694 new students from secondary school. Another 2,675 students transferred to UBC from another post-secondary institution. Overall, UBC Vancouver experienced an 8% increase over 2006.
- UBC Okanagan enrolled 1,115 new students from secondary school and 602 new transfer students, for an overall increase of 6% over 2006.

### 4. New students to UBC continue to be a diverse group.

Although we typically think of an incoming class of students as fresh-faced 17 year-olds entering first-year, in reality, new students to UBC campuses continue to be a much more diverse group.

**Chart 6: New To UBC, Vancouver & Okanagan, Undergraduate Degree Students by Last Institution Attended, 2007**

- Secondary School 65%
- BC College 17%
- Other BC Post-Secondary <1%
- BC University 5%
- Canadian Post-Secondary 9%
- Out of Country Post-Secondary 4%





**5. UBC will provide over \$52 million in the form of awards, bursaries and fellowships.**

- \$48 million is earmarked for distribution amongst Vancouver's 44,660 students.
- \$4 million is earmarked for UBC Okanagan's 4,857 students.
- UBC continues to be one of the few universities in Canada with a policy that no qualified domestic student be denied access for financial reasons alone.

**6. UBC's Full Time Equivalencies in 2007–2008 are projected to be 99.4% of funded target.**

UBC reports enrolment to the provincial government in terms of Full Time Equivalencies (FTEs) as opposed to headcount; this calculation weights student enrolment by course load. The following is accurate as of November 1st, 2007 and does not include international students.

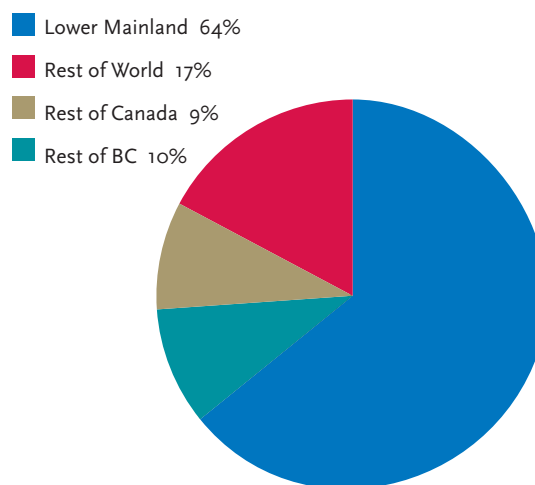
- All Undergraduate 32,045
  - Undergraduate – UBC Vancouver 28,284
  - Undergraduate – UBC Okanagan 3,761
- All Graduate 6,874
  - Graduate – UBC Vancouver 6,713
  - Graduate – UBC Okanagan 161
- Total Annualized FTE 38,919
- Total Funded Target 39,153
- Percentage of Funded Target 99.4%

– Source: Planning and Institutional Research

**UBC STUDENTS OF 2007 – UBC VANCOUVER**

Where do our new students come from?

**Chart 7: UBC Vancouver, New to UBC First-Year Students by Secondary School Location, Winter 2007**



What is the composition of UBC Vancouver's first-year class?

**Table 1: UBC Vancouver, New to UBC First-Year Students, Winter 2006 – 2007**

	September 2007	September 2006
% male	47%	46%
% female	53%	54%
Mean entrance average from secondary school	87.5%	86.5%
% who will live on campus	35%	35%
% receiving an entrance scholarship	62%	63%

## FIRST-YEAR ENTRANCE REQUIREMENTS

Every fall, Student Recruiter-Advisors travel to schools all across Canada to meet with prospective students. And every fall, the students' most common question is, "What grades do I need to get in?"

Early in the cycle, GPA cut-offs are determined by categorizing applications by student/program type and modeling enrolment based upon historical data for application volumes, the likelihood of the applicant being admitted, and the likelihood of the admitted student accepting the offer of admission.

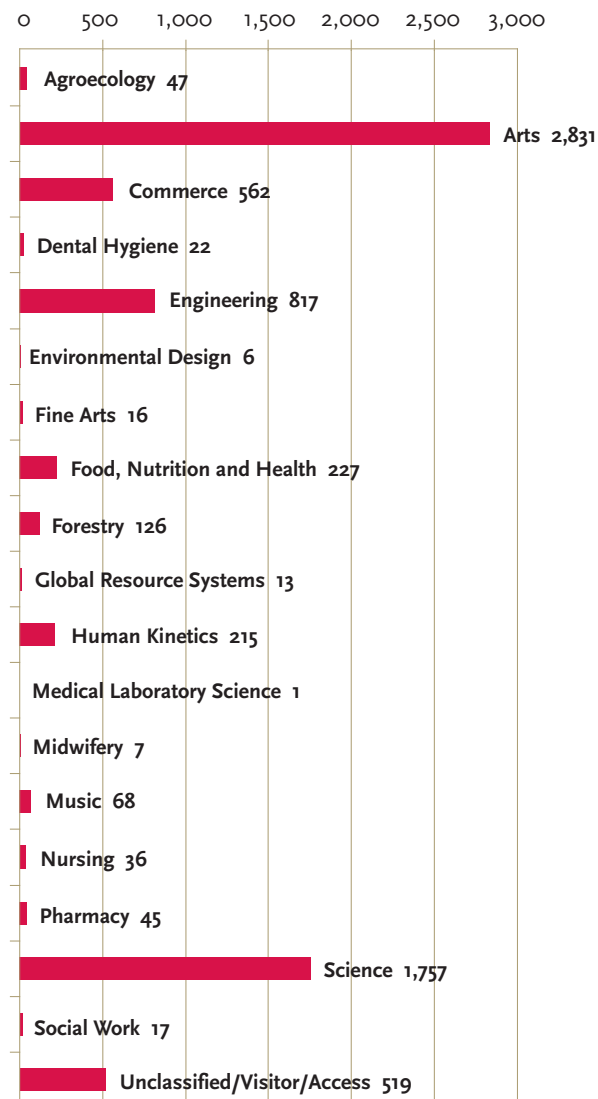
Enrolment Services reviews registration data in June to determine if GPAs need to be lowered in order to admit more students to fill remaining seats. Because the demand to enter UBC Vancouver exceeds the availability of funded seats, it is important that the correct enrolment is achieved without going over or under the available seats. (Over or under enrolment is usually the result of GPAs set too high or too low, or changes in admitted student behaviour).

**Table 2: UBC Vancouver Direct-Entry Admission Requirements, 2006 – 2007**

	2007			2006		
	May 2007	Sept 2007	Mean entrance average, 2007 <sup>1</sup>	May 2006	Sept 2006	Mean entrance average, 2006 <sup>1</sup>
<b>Agroecology</b>	78%	78%	80.9%	77%	77%	82.7%
<b>Arts</b>	83%	83%	86.2%	84%	83%	86.2%
<b>Commerce</b>	84% + personal profile		89.4%	84% + personal profile		89.4%
<b>Dental Hygiene</b>	67% + personal profile		83.5%	91%	87%	86.0%
<b>Engineering</b>	81%	81%	86.2%	79%	79%	86.5%
<b>Food, Nutrition &amp; Health</b>	82%	80%	84.3%	80%	80%	83.7%
<b>Forest Sciences</b>	78%	78%	83.7%	77%	77%	79.4%
<b>Forestry</b>	75%	75%	79.6%	75%	75%	77.5%
<b>Human Kinetics</b>	87%	86%	86.5%	87%	87%	87.4%
<b>Midwifery</b>	67% + personal profile		N/A	67% + personal profile		N/A
<b>Music</b>	67% + audition		84.3%	67% + audition		82.2%
<b>Natural Resource Conservation</b>	78%	78%	84.3%	75%	75%	82.2%
<b>Science</b>	89% or 84% + personal profile	86%	90.4%	90% or 84% + personal profile	89%	90.9%
<b>Wood Products Processing</b>	75%	75%	78.5%	75%	75%	75.8%

1. Based upon final grades in August, students entering from secondary school only.

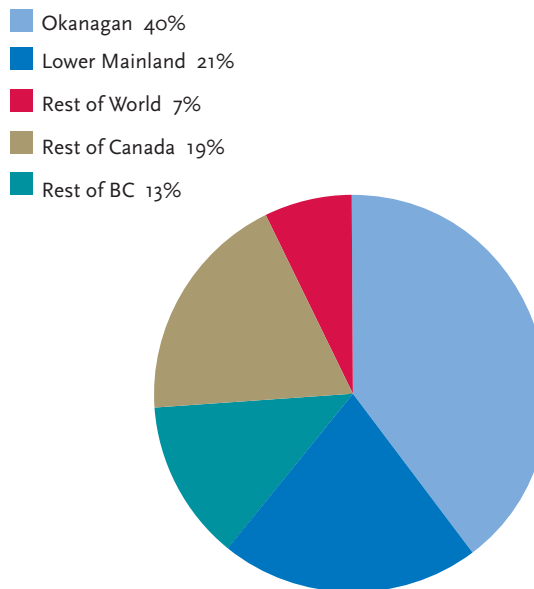
**Chart 8: UBC Vancouver, New to UBC Students by Program/Faculty, 2007**



## UBC STUDENTS OF 2007 – UBC OKANAGAN

Where do our new students come from?

**Chart 9: UBC Okanagan, New to UBC Direct-Entry First-Year Students by Secondary School Location, Winter 2007**



What is the composition of UBC Okanagan's first-year class?

**Table 3: UBC Okanagan, New to UBC First-Year Students, Winter 2006–2007**

	September 2007	September 2006
% male	44%	43%
% female	56%	57%
Mean entrance average from secondary school	80.0%	79.7%
% who will live on campus	43%	48%
% receiving an entrance scholarship	47%	49%

Table 4: UBC Okanagan Admission Requirements, 2006–2007

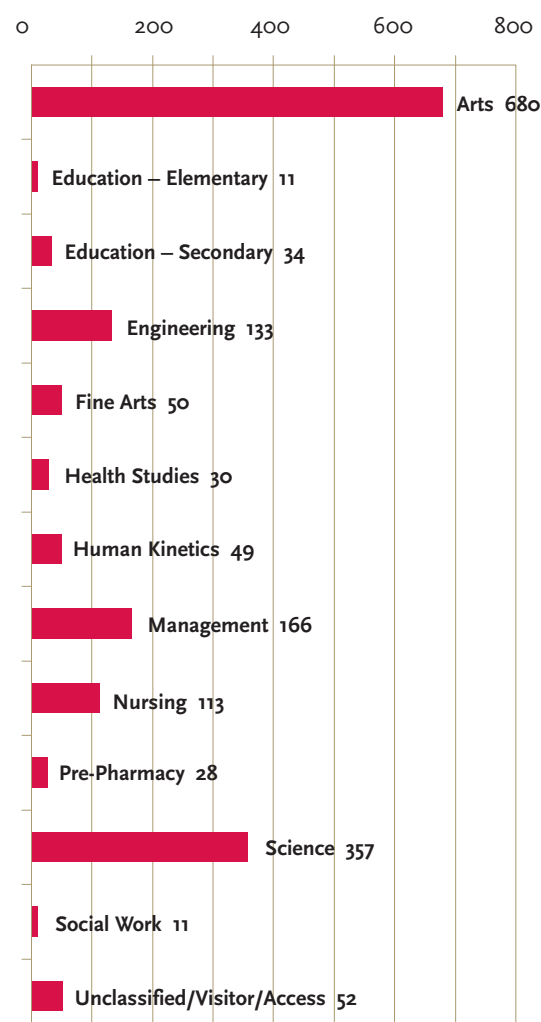
	2007			2006		
	May 2007	Sept 2007	Mean entrance average, 2007 <sup>1</sup>	May 2006	Sept 2006	Mean entrance average, 2006 <sup>1</sup>
Arts	72%	72%	78.8%	75%	75%	79.7%
Engineering	75%	75%	81.2%	75%	75%	81.2%
Fine Arts	67% + portfolio		77.2%	67% + portfolio		77.8%
Health Studies	72%	72%	77.5%	Not offered in 2006		
Human Kinetics	75%	72%	81.5%	Not offered in 2006		
Management	73%	73%	79.3%	75%	75%	80.0%
Nursing	80%	79%	82.7%	80%	80%	84.1%
Pre-Pharmacy	73%	73%	81.9%	75%	75%	83.3%
Science	73%	73%	81.5%	75%	75%	82.2%

<sup>1</sup> Based upon final grades in August, students entering from secondary school only.

### FIRST-YEAR ENTRANCE REQUIREMENTS

Because UBC Okanagan has more unfilled capacity than UBC Vancouver, admission guarantees can be made to applicants prior to evaluation without fear of over-enrolling. As a result, UBC Okanagan openly guarantees admission to most programs with a 75% from secondary school or 2.0 from college.

Chart 10: UBC Okanagan, New to UBC Students by Program/Faculty, 2007



## 2007 ENROLMENT INITIATIVES

There is no doubt there will be new students on campus each September regardless of UBC's recruitment practices. However, enrolment initiatives serve to affect who shows up. Whether it is to attract the best and the brightest, attain specific enrolment targets, or simply to provide outstanding student service, the following were key Enrolment Services initiatives from the 2007 cycle:

### PARTNERSHIPS WITH FACULTIES

As soon as a student is admitted, their relationship begins with their faculty. Survey data of admitted students tells us that, when making a final decision on choosing a university, the perception of the faculty/program is as important as the perception of the institution itself. As such, Student Recruitment & Advising and the International Student Initiative continue to partner with faculties to recruit outstanding students to UBC. Examples include:

- An on-going partnership with the Faculty of Science in Vancouver to target regional and national science fair winners, as well as gifted mathematicians identified by the Euclid competition.
- Student Recruitment & Advising in the Okanagan worked with Dr. Lisa Grekul, an Assistant Professor in English in the Faculty of Creative and Critical Studies, to develop an online faculty blog. "Dr.G" (as she is known to her students) and her online insights

on the UBC Okanagan experience have been a big hit with both prospective and current students (see <http://blogs.students.ubc.ca/lgregkul/> for her latest entry).

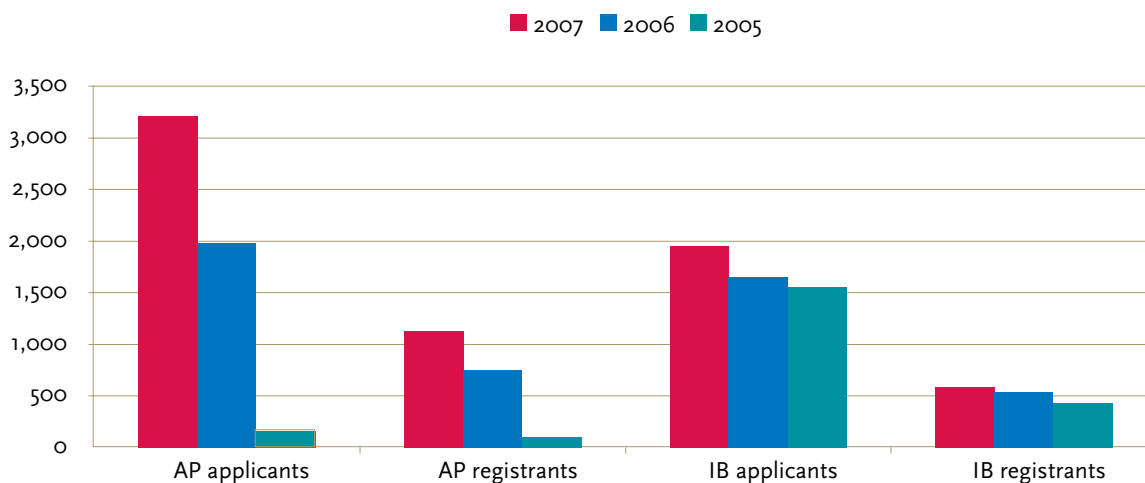
- A partnership with UBC Vancouver and Okanagan Faculties to offer academic planning workshops for newly admitted students.
- Participation in the development of faculty-specific print publications for distribution to newly admitted students.

### TARGETING INTERNATIONAL BACCALAUREATE AND ADVANCED PLACEMENT STUDENTS

International Baccalaureate (IB) and Advanced Placement (AP) are international secondary school programs offering enriched curricula and the opportunity to garner first-year university credit. UBC's admissions and first-year credit policies have made UBC a top destination for these students (we are the number one receiving institution in Canada for AP transcripts and number two for IB transcripts). But with peer universities in Canada beginning to catch up, deliberate recruitment efforts are required to continue to attract these top students to UBC.

As shown in Chart 11, 2007 saw an increase in the number of applications and registrants for both AP and IB. This is the result of the continued growth of both these programs nationally and internationally, increased

**Chart 11: Advanced Placement and International Baccalaureate Program Applicants and Registrants, 2005–2007.**



recruitment activities (from both Student Recruitment & Advising and the International Student Initiative), strong partnerships with the IB and AP administering bodies, and targeted scholarships and communications.

### ABORIGINAL STUDENTS

The University of British Columbia is committed to outreach and recruitment initiatives that encourage Aboriginal youth to enroll at UBC. In 2004, Student Recruitment & Advising created a new position to focus on recruitment of Aboriginal students and liaison with Aboriginal communities.

Since that time, UBC has experienced a 103% increase in newly enrolled Aboriginal students, sustained over the past three years. This positive trend is partially the result of increased community liaison, streamlining of admissions processes, better data tracking, and strong partnerships with the First Nations House of Learning and faculty representatives on both campuses.

In 2007, UBC registered 121 new students who self-identified as Aboriginal, roughly the same number as in 2006. As mentioned in the President's November 2007 letter to the community, there is still much work to be done to address the needs of Aboriginal learners in BC and Enrolment Services will continue to pursue initiatives designed to increase Aboriginal enrolment on both our campuses.

### UBC OKANAGAN RECRUITMENT CAMPAIGN

In September 2006, UBC Okanagan was proud to announce that recruitment efforts had paid off and that the institution had doubled the size of its incoming class over the previous year. With an even bigger incoming class in 2007, UBC Okanagan has shown that 2006 was no accident.

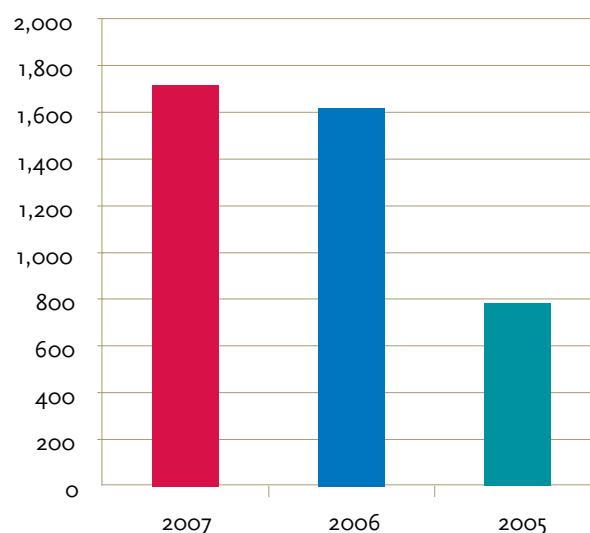
Some notable highlights of the UBC Okanagan 2007 enrolment cycle include:

- A new program in Human Kinetics reached its enrolment target of 60 students in the first year of operation<sup>2</sup>.
- UBC Okanagan saw a 75% increase in enrolment from Canadian secondary school students outside of BC. This represents the largest growth of any major applicant group at UBC Okanagan, due mostly to a significant increase from Ontario.
- Despite a 4% decrease in the number of school-aged Grade 12 students in Okanagan school districts, UBC Okanagan saw an 8% increase in enrolment from the local area. This suggests that the presence of UBC Okanagan is having a positive impact on post-secondary participation rates in the region.

Despite the large increase in new student intake, UBC Okanagan is still below its ambitious target of enrolling 7,500 Full Time Equivalent (FTE) students by 2010. UBC Okanagan is currently at 72% of total funded capacity and will see capacity increase by another 900 FTE for 2008/09.

<sup>2</sup> Target enrolment includes continuing UBC Okanagan students and new to UBC Okanagan students.

**Chart 12: New Student Enrolment, UBC Okanagan, 2005–2007**





## LOOKING TOWARD 2008

In September 2007, while UBC faculty and students were focused on the start of a new year, Enrolment Services staff were already looking to September 2008. Currently, Student Recruiter Advisors are visiting high schools across Canada, applications are coming in (via our new website, [www.you.ubc.ca](http://www.you.ubc.ca)), and Undergraduate Admissions are revisiting procedures to ensure a smooth running operation.

The following are some of the issues we expect to emerge in the months to come:

### BC GRADE 12 PROVINCIAL EXAMINATIONS

As many are aware, the 2004 BC Ministry of Education graduation program introduced new provincial exams at the Grade 10 and 11 levels, making the vast majority of existing Grade 12 provincial examinations optional (English 12 being the most notable exception). As many of UBC's peer universities outside the province began accepting BC Grade 12 courses without provincial examinations, BC secondary schools contacted UBC throughout 2007 to inquire as to whether we will do the same.

At the request of the Vice President, Academic, an ad hoc committee was struck to look into the role provincial examinations play in the undergraduate admission process (independent of the role the exams serve as pedagogical tools). The ensuing report found that because a complete set of provincial examination results are not available until early August, over 98% of all BC secondary school admission decisions made in 2007 were rendered without a complete set of examination results. In fact, by the time first-year registration opened in June, 22% of all admitted BC grade 12 students had been admitted without any provincial examination results whatsoever. As such, UBC cannot consistently use provincial examination data to make admission decisions in a timely manner.

As a result, the Vice President, Academic submitted a proposal to Senate Admissions Committee to make the provincial examinations optional for BC secondary school applicants. The proposal will go to Senate in late 2007 or early 2008.

Enrolment data suggests that more BC secondary school students are choosing to leave the province than in previous years; peer institutions in central Canada have seen

a 10% to 15% increase in first year enrolment from BC secondary school students. These are some of the stronger students from BC's graduating class, as evidenced by the admission averages of the peer institutions and UBC enrolment data that suggests admitted BC students who chose to not write all required provincial exams (effectively abandoning their application to UBC) had a slightly higher admission average than the mean.

### MORE ACCESS AND FEWER STUDENTS LEAD TO INCREASED COMPETITION

While BC universities continue to increase access, the 2008 Grade 12 class is the same size as it was in 2007. However, key school districts for UBC Vancouver have seen a decrease in Grade 12 students over 2007, the most notable being the Vancouver school district (down 5% over previous year), which accounts for approximately 25% of UBC Vancouver's total domestic first-year enrolment. Also, should the trend of lower registration rates for admitted students continue, there will be downward pressure on UBC Vancouver GPA cut-offs in order to achieve target enrolment.

All BC universities are in the same situation; as a result, recruitment is on the increase. Universities are visiting more secondary schools (and visiting repeatedly), offering guaranteed admission, often by a very early date in the cycle.

A survey of admitted Canadian secondary school students from outside the province of BC was conducted in summer 2006. In the survey, only 29% of respondents indicated that UBC's communications made apparent the differences between UBC and other universities. Furthermore, students suggested that they did not receive frequent enough communication from UBC during the admissions process.

As a result, all promotional materials have been redesigned for 2007/08 to highlight three key messages: Vancouver and Kelowna as outstanding destinations, the institution-wide focus on sustainability, and our diversity of academic opportunity. Enrolment Services, in partnership with the International Student Initiative, has implemented an electronic communication management system that allows for a more strategic communication campaign throughout the year to deliver these messages (along with updates on the admissions process).

## UBC BUCKS THE TREND IN COLLEGE TRANSFER APPLICANTS

To date, the BC government has funded 15,574 of the 25,000 new full time spaces promised to BC's post-secondary institutions<sup>3</sup>. Increased access has resulted in many BC universities lowering their admission GPAS to fill seats. As a result, many students who might have completed a year or two of college transfer prior to entering university are now entering directly into the universities. This has had a negative impact on university-transfer program enrolment in many of BC's colleges, and, consequently, a negative impact on college transfer applications to BC universities.

UBC, however, has bucked this trend. Over the past year, UBC has seen a 14% increase in college transfer applications to both campuses, a 27% increase in registrants at UBC Vancouver and a 5% increase at UBC Okanagan. This suggests that despite the decrease in university transfer program enrolment in the colleges, demand from college transfer students remains strong.

Nevertheless, Enrolment Services continues to closely monitor college transfer student enrolment, as even small changes in the size and composition of this applicant pool can have an effect on overall enrolment.

Enrolment Services has also recently concluded an extensive review of UBC's procedures for awarding transfer credit to newly-admitted post-secondary transfer students. Once implemented, the recommendations will serve to provide better student service and increase UBC's ability to recruit transfer students from colleges and universities across Canada.

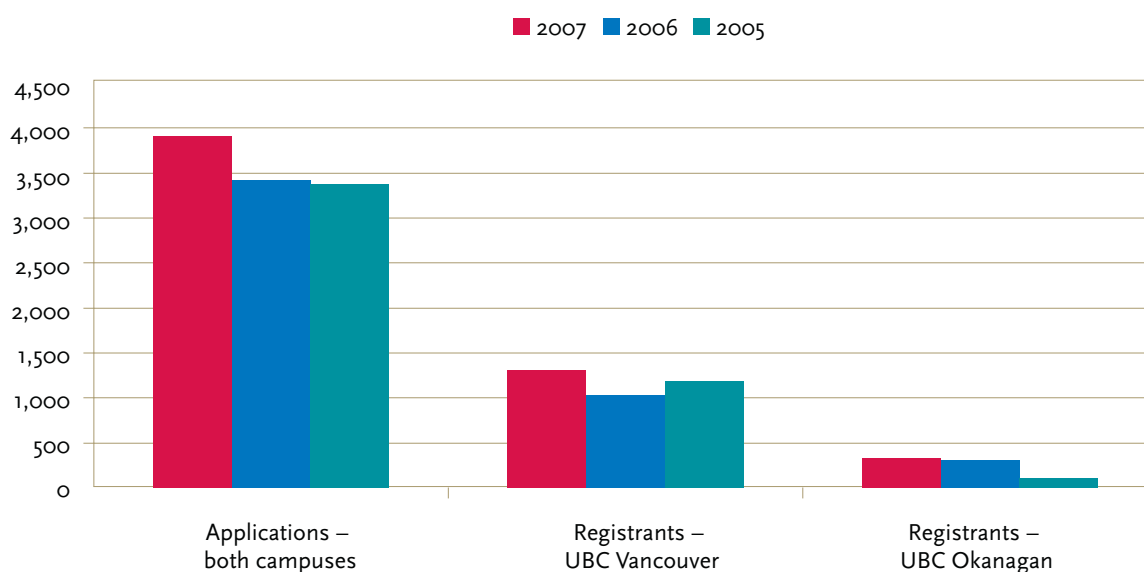
## NATIONAL RECRUITMENT

At the request of the President, Enrolment Service has made it a priority to increase first-year enrolment of Canadian secondary school students from outside of BC. National recruitment is key to maintaining UBC's national profile and ensuring that the Okanagan campus attains its enrolment objectives.

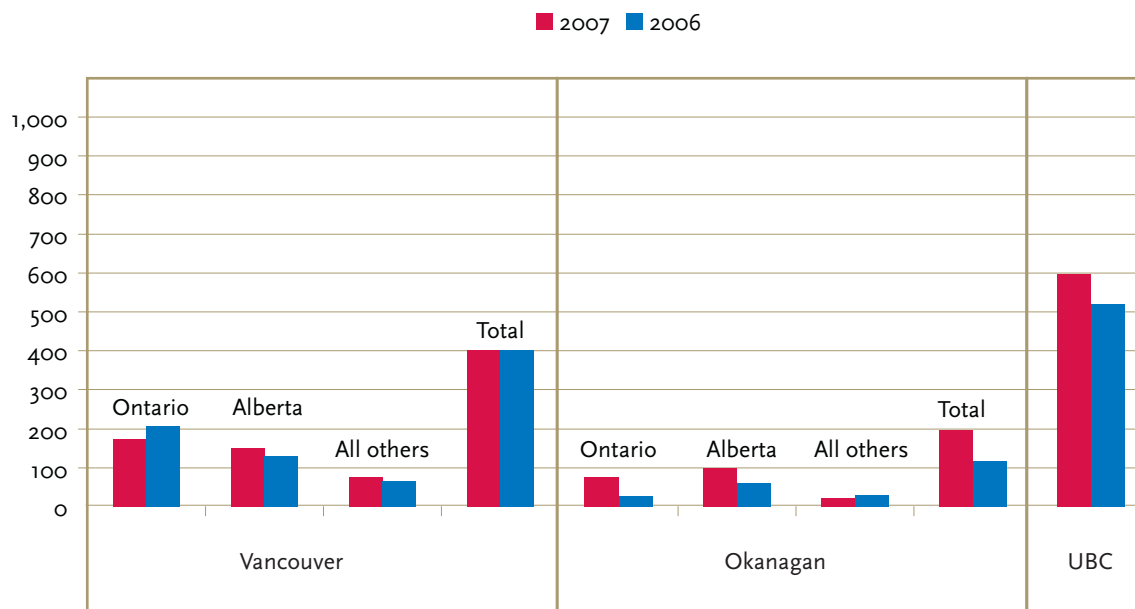
Direct-entry first-year enrolment at UBC Vancouver from out of province Canadian students remained more or less flat in 2007. However, there was an increase at UBC Okanagan, particularly with new students from Ontario (a critical market in maintaining a national presence). System-wide, UBC has seen a 14% increase in enrolment from Canadian secondary school students from outside BC. International enrolment is still outpacing national enrolment, as first-year direct-entry students from outside the country increased by 27% system-wide over 2006.

<sup>3</sup> *The Facts About Post-Secondary Education in B.C.*, Sept 4, 2007; BC Government Media Room; [www.mediaroom.gov.bc.ca/For\\_the\\_Record/07sep04\\_the\\_facts\\_about\\_post\\_secondary\\_education.htm](http://www.mediaroom.gov.bc.ca/For_the_Record/07sep04_the_facts_about_post_secondary_education.htm)

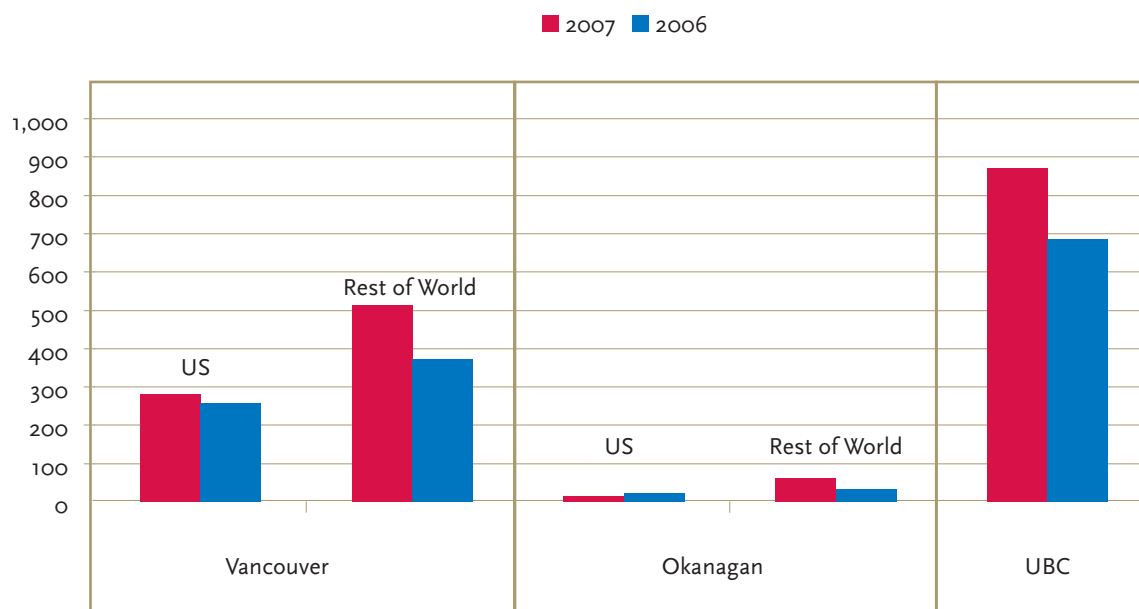
Chart 13: Applications and Registrants from BC Colleges, 2005 – 2007



**Chart 14: First-Year, Direct Entry Secondary School Students from Other Canadian Jurisdictions, 2006–2007**



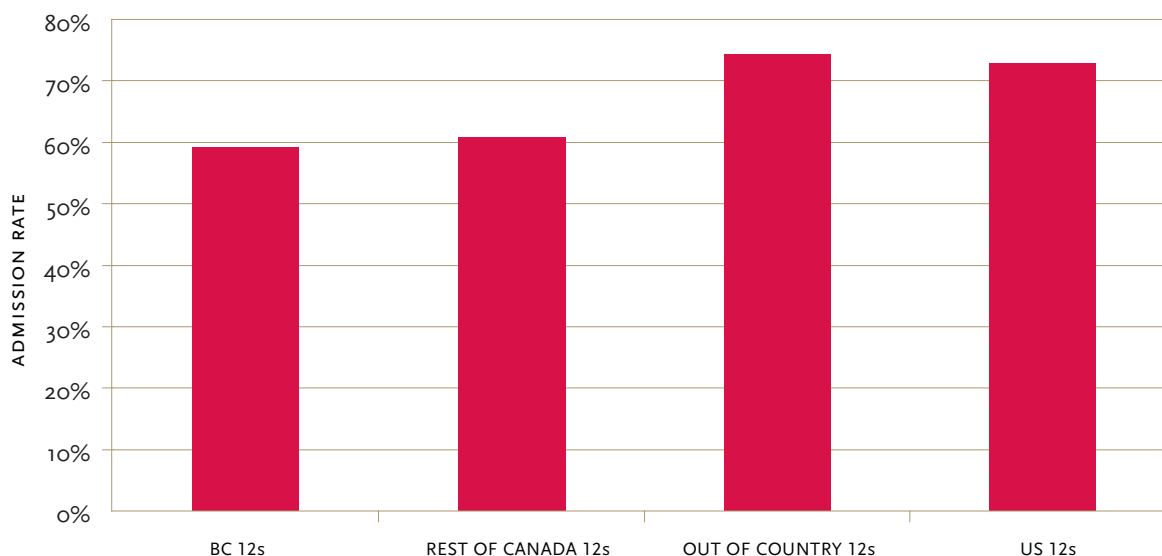
**Chart 15: First-Year, Direct Entry Out of Country Secondary School Students, 2006–2007**



During the past year, Enrolment Services has reviewed processes to ensure timely offers of admission for out of province and out of country students. The result was that 74% of all secondary school applicants had an offer of admission by May 1, a 7% increase over 2006 and a 14% increase over 2005. Additional work is required to review admissions policies to ensure that the manner in which evaluations are done is appropriate for other Canadian jurisdictions. While the BC secondary school system shares many similarities with other Canadian jurisdictions, there are some important differences (such as the percentage grade that constitutes an “A” or “excellent” grade) that have yet to be factored into admissions policies.

As indicated by Chart 16, students from the rest of Canada are much less likely to be admitted to UBC Vancouver than students from international jurisdictions. One contributing factor is that UBC’s desire to internationalize resulted in applicants from outside the country enjoying a much broader set of admission policies in order to recognize significant differences in curricula. If UBC Vancouver is to successfully increase its national enrolment (and national profile), similar policies must be developed in evaluating applicants from Canadian secondary schools outside of BC.

**Chart 16: Admissibility to First Choice by Secondary School Applicant Jurisdiction, UBC Vancouver, 2007**



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