

Applicant Behavior and Admission/Arrival Patterns

Fall 1998

Prepared by Chris Conway

Our Web Homepage is <http://WWW.Inst.UVic.CA>

**University of Victoria
Office of Institutional Analysis
December 1998**

1. Introduction

This report is the fourth in a series of yearly reports that examines undergraduate applications to the University of Victoria. More specifically, it describes the application behaviour, admission patterns and arrival behaviour of all external undergraduate applicants to UVic seeking to commence their studies in September 1998. Its key purpose is to identify any key patterns of behaviour or trends over time that might be relevant to the University's liaison and recruitment efforts; a secondary purpose is to assist in the establishment of benchmarks against which these efforts can be assessed. Those seeking a more detailed examination of undergraduate application issues should read *Survey of 1997 UVic Applicants*, produced by the Office of Institutional Analysis in August 1997.

The analysis in this report is based on ISIS data as at November 1 1998, and on actual September Grade 12 headcount enrolments by school district provided by the BC Ministry of Education, Skills and Training.

2. Total Applicants, Admitted Applicants and Arriving Students (see Tables One to Four)

The University of Victoria received a total of 10,362 undergraduate applications for September 1998 admission. Fifty-seven percent of these applicants were women; 57 percent were aged 18 or 19; and 84 percent carried Canadian citizenship.

With respect to their educational backgrounds, 60 percent of all applicants applied during the final year of, or following secondary school, having earned high school grades averaging 79.8%; and 37 percent applied with some post-secondary experience, having earned grades averaging 72.0% in their post-secondary studies. Applicants previously attended institutions outside of Canada (7 percent), in other provinces (18 percent), and in every region of BC (particularly Vancouver Island (24 percent) and Greater Vancouver (28 percent)).

Almost three-fourths of all applicants applied to one of the faculties formerly contained within the Faculty of Arts and Science: Social Sciences (29 percent), Science (22 percent) and Humanities (22 percent). Students applying directly from secondary school applied almost exclusively to these three faculties (86 percent in total), and to Engineering and Fine Arts (each at 7 percent). Those who attended a BC college or university were eligible to apply, and did apply, to a wider range of faculties. Women constituted the majority of applicants to the Faculties of Human and Social Development (91 percent), Education (81 percent), and Fine Arts (69 percent)); and the minority in Engineering (12 percent). Other faculties achieved female application percentages of between 46 and 62 percent.

Fifty-eight percent of all undergraduate applicants were admitted to the University. The characteristics of

_____ applicants registered for Winter 1998/99 courses at UVic. The characteristics of these arriving students were likewise generally similar to those of the total applicant pool. The major differences related to citizenship (with non-Canadians showing a lower propensity to register), and previous institution (with secondary applicants being less likely to register than college applicants). By faculty, the arrival rate of admitted applicants ranged from a high of 80 percent or more (Business, HSD, Education) to a low of less than 50 percent (Science).

3. Applicant Yield (see Table Four and Figures One to Four)

The general similarities among total, admitted and arriving applicants referred to above tend to mask some of the variations in behaviour both within and across applicant groups. Table Four provides a more detailed

presentation of the relationships among total, admitted and arriving applicants, by expressing the numbers in each group as ratios. Five definitions of applicant yield are presented in Table Four:

- admissions per applicant (which measures the academic qualifications of applicants relative to admission standards)
- arrivers per admission (which measures the “attractiveness” of UVic to admitted applicants in relation to other alternatives)
- arrivers per applicant (which combines the two measures above)
- FTE per applicant (which provides an overall measure of the “efficiency” of recruitment efforts in generating university FTE)
- FTE per arriver (which provides another yield measure that might relate to such factors as the availability of seats in sections demanded by students, the role and place of coursework in relation to other activities (e.g. part-time work), etc.)

(i) Admissions per Applicant

Overall, 58 percent of applicants were admitted to UVic. Substantial variations existed in the admissibility of applicants within groups. Younger applicants (18 and 19 year olds) and (by extension) those in the BCCUR category generally showed a higher admission rate than older applicants (who presumably present less current or consistent credentials); admissibility declined with age. Women were admitted at a higher rate than men; and Canadians were admitted at a much higher rate than non-Canadians. Applicants with secondary/post-secondary averages above the minimum cutoff were not automatically admitted; typically 15 - 20 percent of secondary applicants and 5 -10 percent of post-secondary applicants above the admission cutoff were not admitted (due to the absence of certain required courses on their transcript, and for other reasons). The within-province geographic variation in admission rates was largely a function of the predominance of BC current secondary applicants living on Vancouver Island (relative to BC college applicants), and the predominance of BC college applicants residing in the Lower Mainland (relative to BC secondary applicants).

(ii) Arrivers per Admission

The attractiveness of UVic to admitted applicants in relation to other options also showed interesting variations. The overall arrival rate per admitted applicant of 56 percent varied with the applicant’s age (suggesting that younger applicants - and by extension, those in the BCCUR category – apply to, and are able to pursue educational and non-educational options elsewhere). The arrival rate for men and women was virtually identical. On a faculty-by-faculty basis, HSD, Business and Education yielded a relatively high number of arrivers per admission (due, perhaps, to both their specialized offerings and the socioeconomic/ demographic characteristics of their applicants). The Faculties of Humanities, Science, Social Sciences and Engineering showed a lower arrival rate (due again to program and student characteristics).

The most striking aspect of the arrival:admission ratio related to applicants’ secondary and post-secondary averages (see Figures One and Two). UVic met with more or less equal success in attracting qualified post-secondary applicants across the post-secondary grades spectrum. However, it was slightly less successful in attracting secondary applicants at the highest levels of secondary academic performance: the arrival rate of about .5 in the “mid-to-high seventies” range of secondary admission averages declined to about .4 in the “high-eighties” range of secondary averages.

(iii) FTE per Applicant

With respect to the overall “efficiency” with which applicants converted to enrolled FTE, there was no significant trend in FTE yield by applicant age (except in the 30+ age cohorts, where FTE yields were somewhat lower). Women showed a higher FTE yield than men. For the two main applicant groups (BCCUR and BCCOL), college applicants generated a higher yield than secondary applicants: .28 versus .25

FTE/applicant. FTE yield for non-Canadian applicants was about half that of Canadian applicants. The yield on Vancouver Island was, predictably, the highest for any geographic region, while that for Greater Vancouver and "outside Canada" was the lowest.

(iv) FTE per Arriver

On average, arriving applicants (i.e. new students) registered in Winter 1998/99 courseloads representing about 0.78 FTE. The key variations in this FTE rate related to age (younger students tended to take on heavier course loads); basis of admission (secondary applicants took on heavier course loads than post-secondary); faculty (arriving applicants in all faculties assumed a load of 0.75 FTE or more, except in HSD, where the average was 0.48 FTE); and secondary average (the higher the secondary average, the heavier the course load; a similar pattern did not exist for post-secondary arriving applicants). (See Figures Three and Four.)

4. UVic Applications Within the Context of the BC Education System (see Table Six and Figures Five and Six)

Table Six provides information about the geographic distribution of Bc secondary school applicants, and their institutional choice behaviour. UVic received applications from 27 percent of all Grade 12 students in the Camosun region, and from about 16 percent of Grade 12 students in the Capilano and VCC/Langara regions. At the other extreme, UVic received applications from less than 5 percent of Grade 12 students in the Cariboo, Fraser Valley, Okanagan, Selkirk, and Northern Lights college regions. With respect to arriving students, UVic's 1998/99 student body contains 15 percent of last year's Grade 12 students in the Camosun region and about 5 percent of Malaspina's Grade 12 students. At the other extreme, less than 1 percent of last year's Grade 12 students in the Northern Lights, Douglas, Cariboo and Selkirk college regions attend UVic. Figures Five and Six display UVic application and arrival rates by college region as index values (where Camosun=1.0). By this index measure (which identifies the relative rather than the absolute draw of UVic), UVic's strongest application markets are in the Camosun, Malaspina, Capilano and VCC/Langara college regions; its strongest student markets is Camosun (with all others far back).

5. Changes in Application, Admission and Arrival Patterns 1995 to 1998 (see Table Seven)

The data in Table Seven (and throughout this year's and previous year reports) indicate the existence of

the arrival rate of admitted students: from 52.6% last year to over 56% this year. The second was the FTE yield per arriver, which also increased, from .769 to .784 FTE.

6. Summary and Conclusions

Table One:**Demographic Characteristics of Fall 1998 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

	All Applicants	Admitted Applicants	Arriving Students
Demographic Characteristic			
Gender			
male	43.4 %	39.5 %	39.9 %
female	56.6	60.5	60.1
	(n=10362)	(n=5994)	(n=3360)
Age (at Dec. 31/97)			
age less than 18	1.4 %	1.5 %	1.5 %
age 18	39.1	46.1	35.3
age 19	17.5	14.6	14.7
age 20	9.6	7.5	8.8
age 21	7.0	5.6	6.7
age 22	5.2	4.1	5.6
age 23	4.1	3.7	4.9
age 24	3.3	3.2	4.2
age 25 to 29	6.7	6.9	9.1
age 30 to 34	2.1	2.3	3.0
age 35 to 39	1.6	1.8	2.5
age 40 or more	1.3	2.7	3.6
mean age (overall)	21.0	21.0	21.9
mean age (male)	20.6	20.6	21.3
mean age (female)	21.3	21.3	22.4
	(n=10362)	(n=5994)	(n=3360)
Country of Citizenship			
Canada	83.7 %	88.7 %	89.4 %
Hong Kong	3.3	2.1	1.6
Taiwan	3.3	2.0	1.2
Other Asia/Pac. Rim	4.6	2.9	2.9
Europe/Mideast	2.6	2.4	2.7
Rest of Americas	1.2	1.0	1.1
Africa	0.6	0.4	0.3
Unknown	0.6	0.6	0.8
	(n=10362)	(n=5994)	(n=3360)

Table Two:

Educational Characteristics of Fall 1998 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

Page 1

	All Applicants	Admitted Applicants	Arriving Students
Educational Characteristic			
Applicant Type			
current BC Secondary	42.5 %	48.9 %	37.4 %
previous BC Secondary	6.0	4.7	5.8
other Secondary (non-BC)	11.2	8.3	7.5
subtotal Secondary	59.7	61.9	50.7
BC College	21.8	19.7	25.5
BC University	1.8	1.1	1.3
other post-secondary (non-BC)	13.2	12.2	15.0
subtotal post-secondary	36.8	33.0	41.8
other/special	3.4	5.1	7.4
	(n=10362)	(n=5994)	(n=3360)
Academic Performance			
secondary average (mean)	79.8	82.7	81.9
	(n=5263)	(n=3681)	(n=1686)
post-secondary average (mean)	72.0	75.9	75.9
	(n=2689)	(n=1769)	(n=1218)
Previous Institution			
out of country			
secondary	2.7	1.4	0.9 %
post-secondary	4.1	3.9	5.3
subtotal	6.8	5.3	6.2
out of province			
secondary Alberta	2.5	1.8	2.1
Ontario	4.1	3.7	3.0
Other	1.3	0.9	1.0
college	3.7	3.3	4.0
Atlantic University	0.7	0.8	1.1
Quebec University	0.6	0.5	0.8
Ontario University	2.4	2.4	3.0
Man/Sask University	0.7	0.8	0.9
Alberta University	2.0	2.0	2.4
subtotal	18.0	16.2	18.3

(continued)

Table Two (continued):

Educational Characteristics of Fall 1998 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

Page 2

Educational Characteristic		All Applicants	Admitted Applicants	Arriving Students	
Previous Institution (continued)					
BC secondary	unknown	1.9	1.3	1.1	
	Camosun region	9.6	12.2	16.2	
	Capilano region	4.4	4.7	2.3	
	Cariboo region	0.8	0.8	0.7	
	Douglas region	4.1	3.9	1.4	
	E. Kootenay region	0.8	1.1	0.9	
	Fraser Valley region	1.2	1.7	1.3	
	Kwantlen region	7.0	6.9	4.1	
	Malaspina region	3.6	4.5	4.0	
	New Caledonia region	1.1	1.4	1.0	
	North Island region	2.1	2.9	2.7	
	Northern Lights region	0.2	0.2	0.1	
	Northwest region	1.0	1.2	0.9	
	Okanagan region	2.4	2.9	1.8	
	Selkirk region	0.3	0.4	0.4	
	VCC region	7.0	6.6	3.0	
	subtotal	47.5	52.7	41.9	
	BC college	BCIT	0.6	0.6	0.8
		Camosun College	4.6	5.2	8.2
		Capilano College	1.5	1.2	1.1
		College of New Caledonia	0.6	0.5	0.4
		College of the Rockies	0.3	0.4	0.7
		Columbia College	0.3	0.2	0.2
		Coquitlam College	0.3	0.2	0.2
		Douglas College	1.5	1.1	1.3
		Emily Carr C of Art & Design	0.1	0.1	0.1
		Kootenay School of Art	0.0	0.0	0.0
Kwantlen University College		1.6	1.0	1.1	
Langara College		2.1	1.3	1.3	
Lester Pearson College		0.1	0.1	0.1	
Malaspina University College		3.0	3.2	4.1	
North Island College		0.8	0.8	1.0	
Northern Lights College		0.1	0.1	0.1	
Northwest College		0.4	0.5	0.6	
Okanagan University College		2.5	2.2	3.1	
Selkirk College		0.8	0.9	1.1	
Trinity Western College		0.0	0.0	0.0	
UC of the Fraser Valley		0.8	0.7	0.9	
University College of the Cariboo		1.5	1.5	1.9	
Vancouver Community College		0.3	0.3	0.4	
Yukon College		0.1	0.1	0.2	
other		0.2	0.2	0.3	
subtotal		24.1	22.4	29.2	
BC university		UBC	1.5	1.4	1.9
	SFU	0.9	0.7	0.7	
	other	1.6	1.5	1.9	
	subtotal	4.0	3.6	4.5	

(n=10362)

(n=5994)

(n=3360)

Table Three:**Application Characteristics of Fall 1998 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)***Page 1*

	All Applicants	Admitted Applicants	Arriving Students
Application Characteristic			
Faculty Applied to (see Notes)			
Humanities	22.0 %	22.3 %	21.1 %
Science	22.3	24.4	20.3
Social Science	28.7	28.1	25.6
Former A+S Faculty Total	73.0	74.8	67.0
Business	3.8	2.6	4.2
Education	2.7	2.3	3.2
Engineering	6.5	5.4	5.2
Fine Arts	8.4	7.3	9.1
HSD	4.7	5.7	8.3
Law (see Notes)		1.8	3.1
	(n=10362)	(n=5994)	(n=3360)
Application Date			

Table Three (continued):

Application Characteristics of Fall 1998 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

	All Applicants	Admitted Applicants	Arriving Students
Application Characteristic			
BC Current Secondary			
applied to Humanities	26.7 %		
Science	29.9		
Social Science	29.0		
Engineering	7.1		
Fine Arts	7.2		
	(n=4409)		
BC Post Secondary			
applied to Humanities	15.4 %		
Science	14.3		
Social Science	26.5		
Business	8.7		
Education	6.6		
Engineering	6.0		
Fine Arts	8.6		
HSD	11.5		
Law (see Notes)	2.5		
	(n=3817)		
Females as Percentage of Total			
Humanities (see Notes)	61.7 %	66.7 %	64.7 %
Science	49.3	55.1	53.7
Social Science	58.2	60.0	56.9
Business	45.7	48.7	49.3
Education	81.2	85.9	86.9
Engineering	12.4	14.5	13.2
Fine Arts	69.2	70.2	69.1
HSD	90.7	90.1	90.3
Law (see Notes)		56.6	57.3
	(n=10362)	(n=5994)	(n=3360)

Table Four:

Fall 1998 Applicant Yield Summary (Undergraduate)

Page 1

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Age (at Dec. 31/97)									
_40	237	162	121	51.9	0.684	0.511	0.219	0.747	0.429
Gender									
BCCOL	2263	1181	858	642.6	0.522	0.379	0.284	0.727	0.749
BCUNI	186	67	45	36.9	0.360	0.242	0.198	0.672	0.820
other post-secondary	1368	730	504	344.2	0.534	0.368	0.252	0.690	0.683
other	352	304	250	120.7	0.864	0.710	0.343	0.822	0.483
Faculty									
Humanities	2280	1339	708	555.9	0.587	0.311	0.244	0.529	0.785
Science	2306	1464	683	570.6	0.635	0.296	0.247	0.467	0.835
Social Science	2977	1686	860	677.7	0.566	0.289	0.228	0.510	0.788
Former A+S Fac. Total	7563	4489	2251	1804.2	0.594	0.298	0.239	0.501	0.802
Business	398	158	140	105.7	0.397	0.352	0.266	0.886	0.755
Education	276	135	107	94.8	0.489	0.388	0.343	0.793	0.886
Engineering	669	324	174	133.3	0.484	0.260	0.199	0.537	0.766
Fine Arts	866	440	307	266.1	0.508	0.355	0.307	0.698	0.867
HSD	484	342	278	134.4	0.707	0.574	0.278	0.813	0.483
Law (see Notes)		106	103	96.8				0.972	0.940

Table Four (continued):

Fall 1998 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Citizenship									
Canadian	8672	5317	3004	2399.3	0.613	0.346	0.277	0.565	0.799
Other/Unknown	1690	677	356	235.8	0.401	0.211	0.140	0.526	0.662
Secondary Average									
<65%	185	0	0	0.0					
65-66.99%	113	2	2	0.7	0.018	0.018	0.006	1.000	0.350
67-69.99%	264	4	3	1.0	0.015	0.011	0.004	0.750	0.333
70%	100	9	9	6.2	0.090	0.090	0.062	1.000	0.689
71%	142	13	11	8.7	0.092	0.077	0.061	0.846	0.791
72%	156	22	20	16.6	0.141	0.128	0.106	0.909	0.830
73%	155	36	32	25.9	0.232	0.206	0.167	0.889	0.809
74%	222	182	98	80.5	0.820	0.441	0.363	0.538	0.821
75%	234	189	96	80.6	0.808	0.410	0.344	0.508	0.840
76%	262	228	119	96.6	0.870	0.454	0.369	0.522	0.812
77%	221	191	93	79.9	0.864	0.421	0.362	0.487	0.859
78%	260	219	109	91.8	0.842	0.419	0.353	0.498	0.842
79%	277	233	105	89.7	0.841	0.379	0.324	0.451	0.854
80%	257	208	102	89.0	0.809	0.397	0.346	0.490	0.873
81%	237	207	106	90.5	0.873	0.447	0.382	0.512	0.854
82%	243	201	86	77.0	0.827	0.354	0.317	0.428	0.895
83%	252	219	87	77.2	0.869	0.345	0.306	0.397	0.887
84%	223	191	85	75.7	0.857	0.381	0.339	0.445	0.891
85%	228	193	73	65.7	0.846	0.320	0.288	0.378	0.900
86%	194	179	72	66.1	0.923	0.371	0.341	0.402	0.918
87%	203	184	72	67.9	0.906	0.355	0.334	0.391	0.943
88%	171	150	69	65.9	0.877	0.404	0.385	0.460	0.955
89%	136	121	51	47.2	0.890	0.375	0.347	0.421	0.925
90% or more	528	500	186	177.0	0.947	0.352	0.335	0.372	0.952

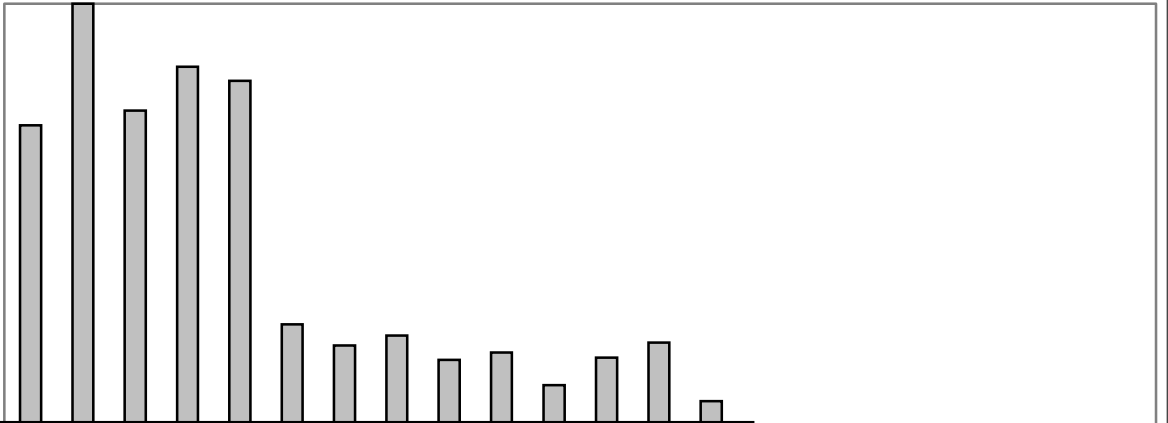
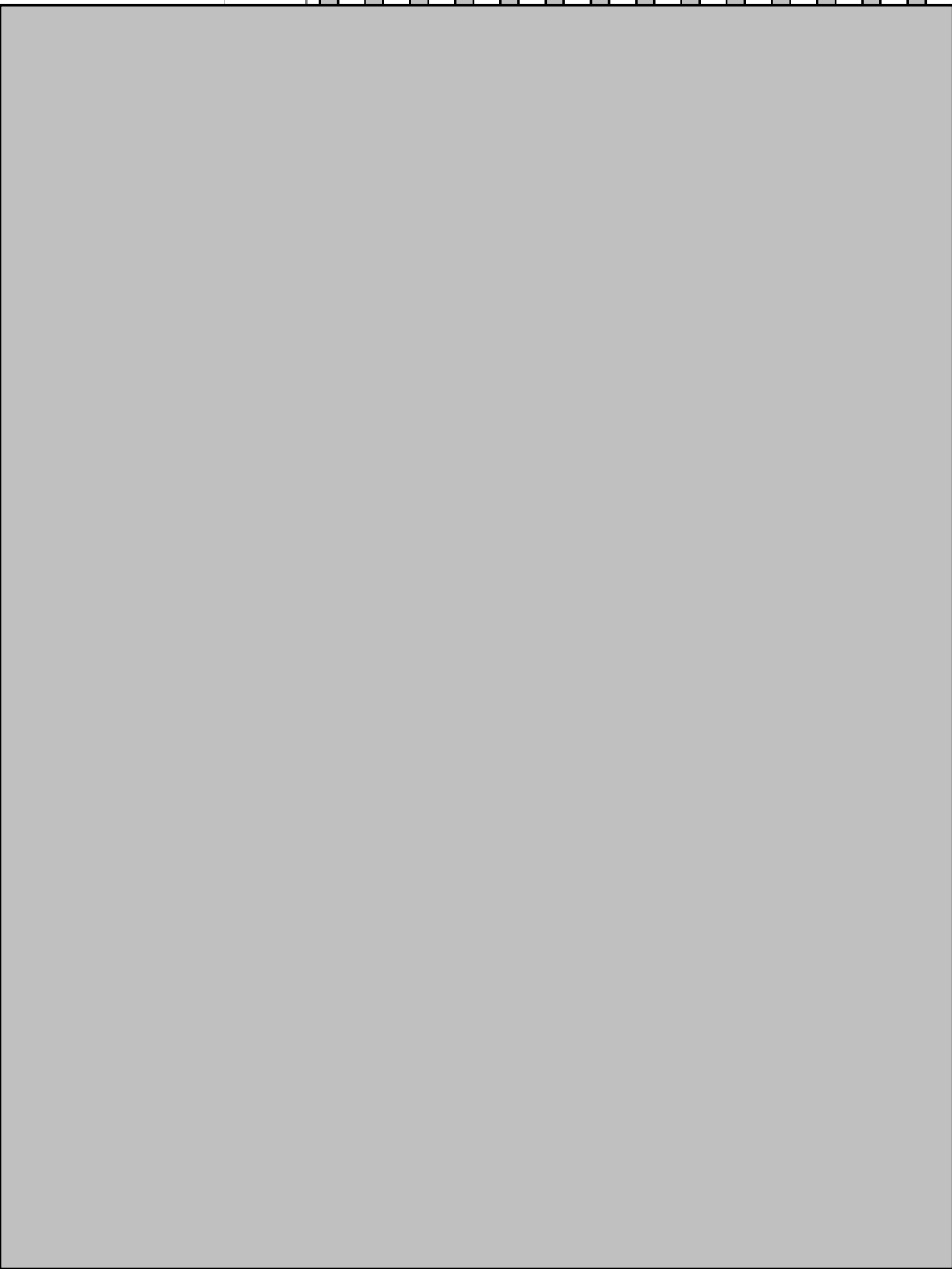


Figure Three: Mean FTE Value per Arriving Applicant by Secondary Graduation Average (Secondary Applicants Only)

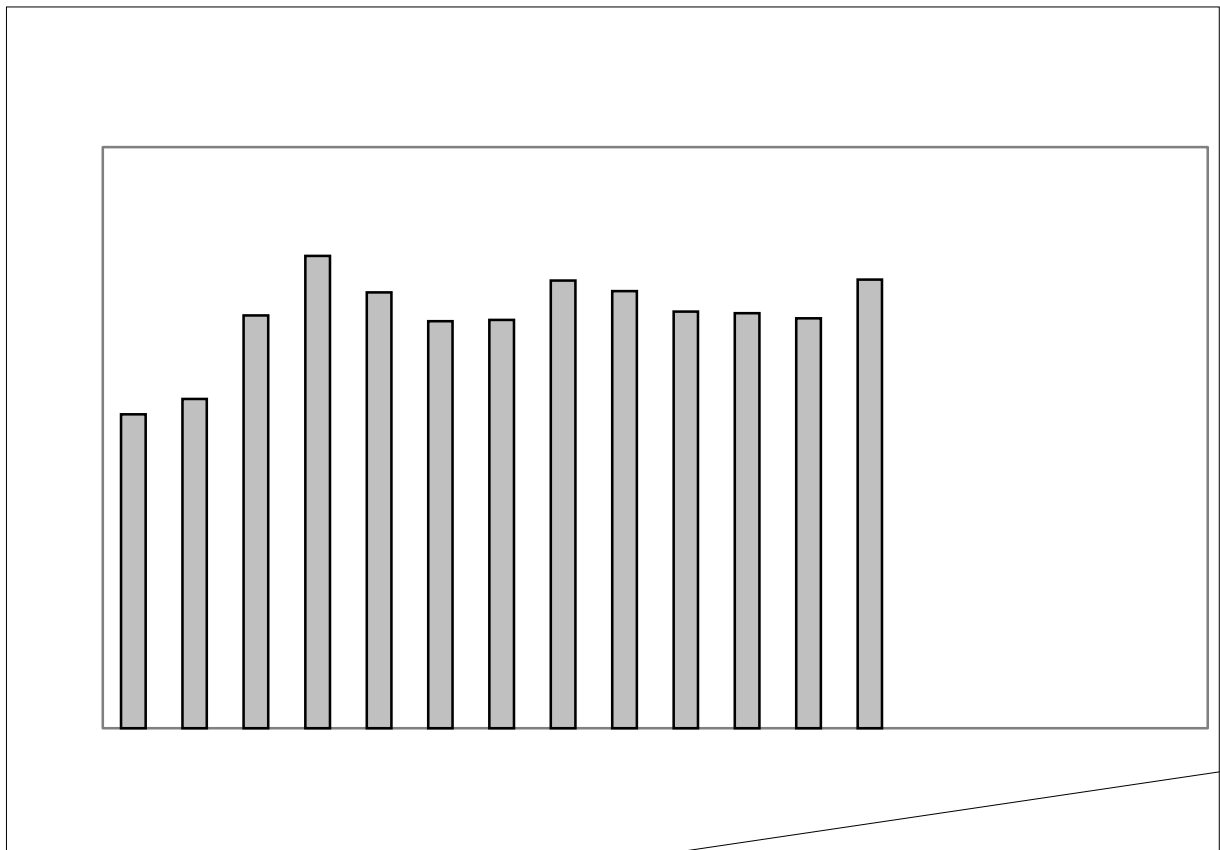
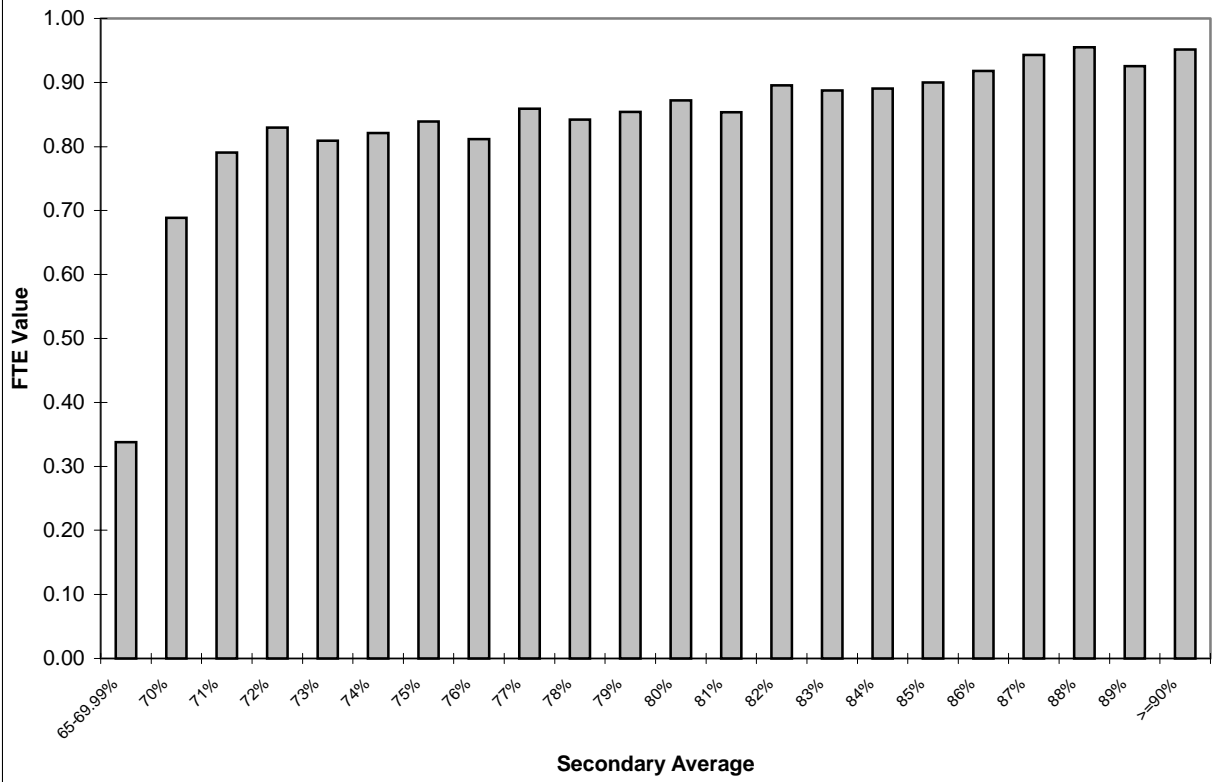
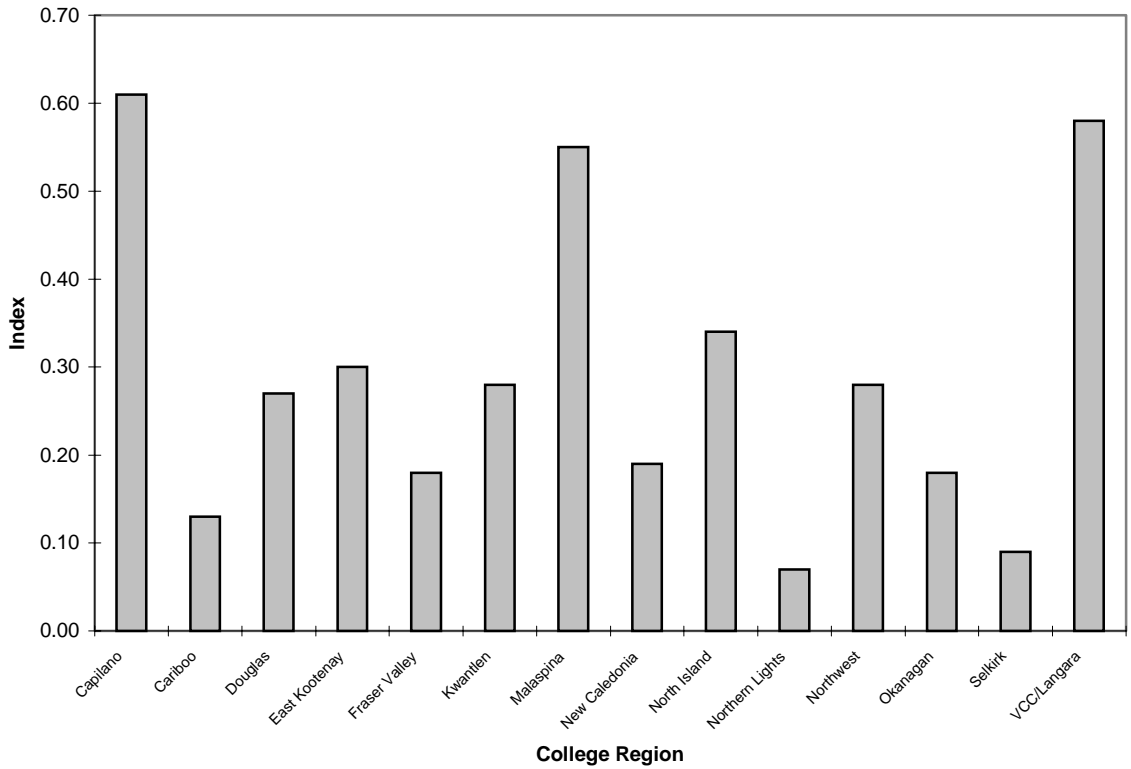


Table Six:

**UVic 1998 Secondary Applicants and Arrivers (BCCUR, BCGRD) in Relation to Grade 12 Enrolment
by BC College Region**

College Region	Sept/97 G 12 Enrolment	1998 Secondary Applicants	1998 Applicants as Propn of G 12 Enrolment	1998 Arriving Students	1998 Students as Propn of G 12 Enrolment	1998 Applicants per G 12 Enrolment (Camosun=1.0)	1998 Students per G 12 Enrolment (Camosun=1.0)	UVic Students as % of BC Univ. Total
-----------------------	-----------------------------------	--	---	---------------------------------------	---	---	---	---

**Figure Five: UVic Applications (BC Secondary) per Grade 12 Enrolment
(Camosun=1.0)**



**Figure Six: UVic Students (BC Secondary) per Grade 12 Enrolment
(Camosun=1.0)**

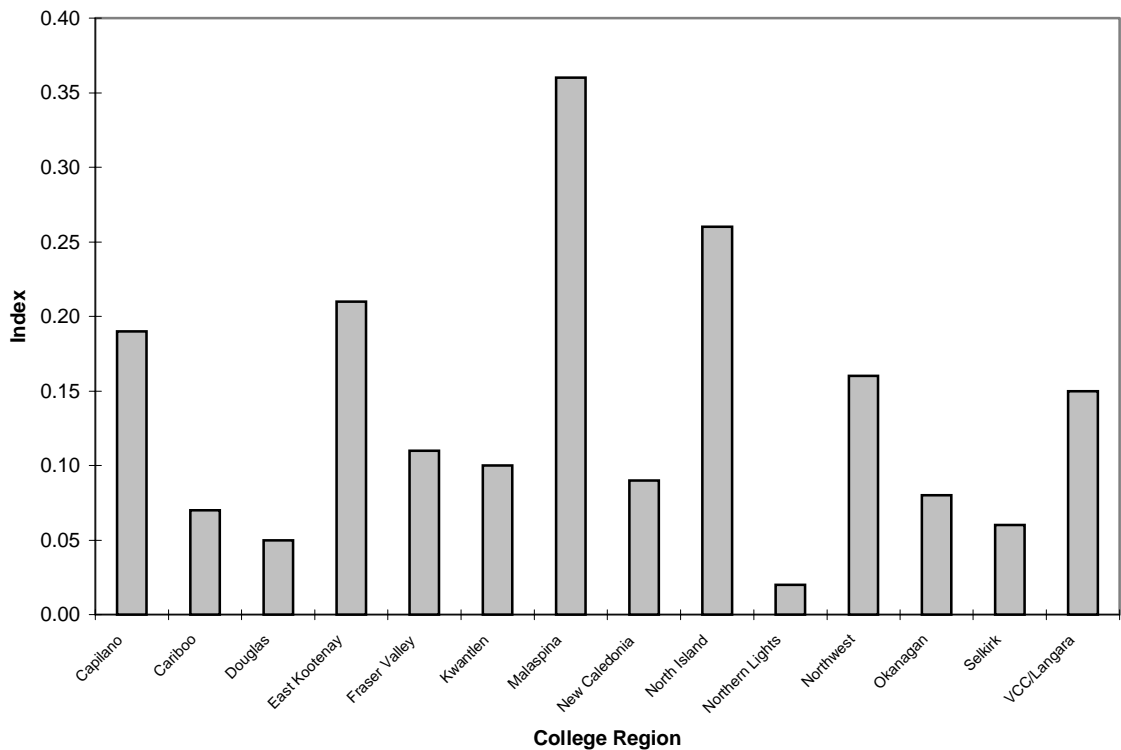


Table Seven:**A Comparison of Selected 1995, 1996 and 1997 Application, Admission and Arrival Indicators****Indicator**

Grade 12 headcount population (previous September)	42086	43592	45264	47493	4.9 %	
BCCUR/BCGRD applicants to 3 southern BC universities	10087	10870	10944			
Applications by BCCUR/BCGRD applicants to 3 southern universities	18626	19873	19187	data for		
Average # applications per applicant	1.85	1.83	1.75	other BC		
Proportion of G12 students submitting apps. to 3 southern universities	0.2397	0.2494	0.2418	univs.		
BCCUR/BCGRD applicants registering at one of 3 southern universities	6210	6410	6177	not yet		
Proportion of G12 students registered at one of 3 southern universities	0.1476	0.1470	0.1365	available		
Total undergraduate applications to UVic	11128	11803	11398	10362	-9.1 % ²	CC
Canadian citizens as percentage of total applicants	85.1 %	84.1 %	83.3 %	83.7 %	0.4 %	

Notes to Tables One to Seven

- 1 Table Five, the last column in Table Six, and the first few rows of Table Seven have been omitted from this year's report because the information is not yet available. A revised copy of the tables may be distributed when the information from the other universities becomes available in 1999.
- 2 In Tables One to Four, applicants are defined as having entry points of September 1998 and a "U1" (undergraduate) application status. Admitted applicants are defined by the admission field on ISIS. Arriving applicants are those who were registered in one or more 1997/98 winter session units as at