

Applicant Behavior and Admission/Arrival Patterns

**Fall 1999
(Revised)**

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**University of Victoria
Office of Institutional Analysis
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1. Introduction

This report is the fifth 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 1999. 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. This report is also available in PDF format at www.inst.uvic.ca.

The analysis in this report is based on ISIS data as at November 1 1999; actual September Grade 12 headcount enrolments by school district provided by the BC Ministry of Education, Skills and Training (Report 1580); the University Presidents' Council (TUPC) TUDBASE data; and an analysis of BC12 applications/admissions data conducted by the Office of Analytical Studies at Simon Fraser University.

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

The University of Victoria received a total of 10,522 undergraduate applications for September 1999 admission. Fifty-seven percent of these applicants were women; 56 percent were aged 18 or 19; and 82 percent carried Canadian citizenship.

With respect to their educational backgrounds, 58 percent of all applicants applied during the final year of, or following secondary school, having earned high school grades averaging 79.8%; and 39 percent applied with some post-secondary experience, having earned grades averaging 71.2% in their post-secondary studies. Applicants previously attended institutions outside of Canada (8 percent), in other provinces (17 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 (18 percent) and Humanities (23 percent). Students applying directly from secondary school applied almost exclusively to these three faculties (81 percent in total), to Engineering (11 percent) and to Fine Arts (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 (87 percent), Education (80 percent), and Fine Arts (67 percent); and the minority in Engineering (15 percent). Other faculties achieved female application percentages of between 47 and 64 percent.

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, 55 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 extensi3eensein the a]TJT*-0.0021 Tc0.001

(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. Women showed a higher FTE yield than men. For the two

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Table One:**Demographic Characteristics of Fall 1999 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

	All Applicants	Admitted Applicants	Arriving Students	
Demographic Characteristic				
Gender				
male	42.6 %	38.1 %	39.1 %	
female	57.4	61.9	60.9	
	(n=10522)	(n=5738)	(n=3131)	
Age (at Dec. 31/99)				
age less than 18	1.5 %	2.0 %	1.6 %	
age 18	39.4	47.5	38.9	
age 19	16.4	14.5	14.1	
age 20	10.0	7.6	8.9	
age 21	6.8	5.2	5.6	
age 22	5.5	4.2	5.4	
age 23	4.6	3.5	4.7	
age 24	3.2	2.7	3.5	
age 25 to 29	6.6	5.9	7.9	
age 30 to 34	2.3	2.3	3.1	
age 35 to 39	1.5	1.6	2.2	
age 40 or more	2.3	3.0	4.2	
mean age (overall)	21.0	20.9	21.8	
mean age (male)	20.7	20.4	21.0	
mean age (female)	21.2	21.2	22.3	
	(n=10480)	(n=5733)	(n=3130)	
Country of Citizenship				
Canada	81.7 %	86.4 %	87.5 %	
Hong Kong	3.7	2.2	1.6	
Taiwan	3.8	2.5	1.1	
Other Asia/Pac. Rim	4.5	3.4	3.5	
Europe/Mideast	2.9	2.9	3.6	
Rest of Americas	1.9	1.4	1.2	
Africa	0.7	0.3	0.4	
Unknown	0.9	0.9	1.0	
	(n=10522)	(n=5738)	(n=3131)	3.4

Table Two:

Educational Characteristics of Fall 1999 Total Applicants, Admitted Applicants and

Table Two (continued):

Educational Characteristics of Fall 1999 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

Page 2

		All Applicants	Admitted Applicants	Arriving Students	
Educational Characteristic					
Previous Institution (continued)					
BC secondary	unknown	1.5	1.2	1.0	
	Camosun region	9.7	12.9	18.1	
	Capilano region	4.1	4.3	2.2	
	Cariboo region	0.6	0.9	0.6	
	Douglas region	4.5	4.6	2.2	
	E. Kootenay region	0.6	0.7	0.4	
	Fraser Valley region	1.3	1.6	1.0	
	Kwantlen region	6.7	6.6	4.1	
	Malaspina region	3.7	4.9	4.7	
	New Caledonia region	0.8	1.1	0.7	
	North Island region	2.1	2.8	3.0	
	Northern Lights region	0.3	0.4	0.3	
	Northwest region	0.8	0.8	0.5	
	Okanagan region	2.4	3.1	2.2	
	Selkirk region	0.5	0.8	0.7	
	VCC region	6.9	6.9	2.9	
		subtotal	46.5	53.6	44.6
	BC college	BCIT	0.6	0.5	0.5
		Camosun College	4.8	4.5	7.1
		Capilano College	1.6	1.1	0.8
College of New Caledonia		0.5	0.5	0.6	
College of the Rockies		0.4	0.4	0.5	
Columbia College		0.3	0.2	0.1	
Coquitlam College		0.2	0.1	0.0	
Douglas College		1.4	0.9	1.1	
Emily Carr C of Art & Design		0.0	0.0	0.0	
Kootenay School of Art		0.0	0.0	0.0	
Kwantlen University College		2.0	1.0	0.7	
Langara College		2.1	1.0	1.0	
Lester Pearson College		0.1	0.1	0.1	
Malaspina University College		2.6	2.4	3.3	
North Island College		0.9	0.7	1.1	
Northern Lights College		0.1	0.1	0.2	
Northwest College		0.4	0.4	0.5	
Okanagan University College		2.3	2.3	2.8	
Selkirk College		0.8	0.8	0.9	
Trinity Western College		0.0	0.0	0.0	
UC of the Fraser Valley		0.9	0.8	0.9	
University College of the Cariboo		1.5	1.3	1.6	
Vancouver Community College		0.3	0.3	0.5	
Yukon College		0.1	0.2	0.2	
other		0.1	0.2	0.3	
		subtotal	24.0	19.8	24.8
BC university		UBC	1.4	1.4	2.0
	SFU	0.9	1.0	1.3	
	other	1.9	1.7	2.3	
	subtotal	4.2	4.1	5.6	
		(n=10522)	(n=5738)	(n=3131)	

Table Three:**Application Characteristics of Fall 1999 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)***Page 1*

	All Applicants	Admitted Applicants	Arriving Students
Application Characteristic			
Faculty Applied to (see Notes)			
Humanities	23.3 %	24.0 %	24.3 %
Science	18.0	19.7	16.4
Social Sciences	28.5	27.6	23.9
Business	4.4	3.3	4.6
Education	3.0	2.2	3.1
Engineering	9.7	9.0	8.4
Fine Arts	8.0	7.1	8.6
HSD	4.3	5.2	7.3
Law (see Notes)		1.9	3.3
	(n=10522)	(n=5738)	(n=3131)
Application Date			
prior to Oct/98	1.2 %		
Oct 98	1.6		
Nov 98	3.7		
Dec 98	5.4		
Jan 99	20.9		
Feb 99	31.3		
Mar 99	15.0		
Apr 99	9.7		
May 99	5.9		
Jun 99	2.2		
after Jun 99	3.0		
	(n=10521)		
Admission Status			
admitted	54.5 %		
not admitted	45.5		
	(n=10522)		
Arrival Status			
registered	29.8 %	54.6 %	
not registered	70.2	45.4	
	(n=10522)	(n=5738)	

(continued)

Table Three (continued):**Application Characteristics of Fall 1999 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)***Page 2*

	All Applicants	Admitted Applicants	Arriving Students
Application Characteristic			
BC Current Secondary			
applied to			
Humanities	27.2 %		
Science	24.3		
Social Sciences	29.8		
Engineering	11.4		
Fine Arts	7.3		
	(n=4382)		
BC Post Secondary			
applied to			
Humanities	18.3 %		
Science	12.2		
Social Sciences	25.1		
Business	8.9		
Education	7.2		
Engineering	8.4		
Fine Arts	7.2		
HSD	10.4		
Law (see Notes)	2.3		
	(n=4044)		
Females as Percentage of Total			
Humanities	63.6 %	69.2 %	68.2 %
Science	55.4	60.3	56.4
Social Sciences	60.1	64.4	61.3
Business	47.0	55.3	55.2
Education	80.1	78.0	76.3
Engineering	15.1	17.3	16.7
Fine Arts	66.7	69.0	66.7
HSD	87.2	88.2	88.3
Law (see Notes)		54.2	55.3
	(n=10522)	(n=5738)	(n=3131)

Table Four:

Fall 1999 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Age (at Dec. 31/99)									
<18	160	112	49	42.5	0.700	0.306	0.266	0.438	0.867
18	4124	2722	1217	1083.8	0.660	0.295	0.263	0.447	0.891
19	1718	830	440	382.0	0.483	0.256	0.222	0.530	0.868
20	1045	434	278	223.7	0.415	0.266	0.214	0.641	0.805
21	715	297	176	134.9	0.415	0.246	0.189	0.593	0.766
22	573	241	169	127.6	0.421	0.295	0.223	0.701	0.755
23	478	203	147	102.5	0.425	0.308	0.214	0.724	0.697
24	332	155	108	79.5	0.467	0.325	0.239	0.697	0.736
25-29	692	340	248	169.6	0.491	0.358	0.245	0.729	0.684
30-34	244	133	98	50.8	0.545	0.402	0.208	0.737	0.518
35-39	153	92	68	26.8	0.601	0.444	0.175	0.739	0.394
≥40	246	174	132	44.9	0.707	0.537	0.183	0.759	0.340
Gender									
female	6039	3550	1906	1490.5	0.588	0.316	0.247	0.537	0.782
male	4483	2188	1225	978.7	0.488	0.273	0.218	0.560	0.799
Basis of Admission									
BCCUR	4382	2837	1254	1111.8	0.647	0.286	0.254	0.442	0.887
BCGRD	597	282	181	155.1	0.472	0.303	0.260	0.642	0.857
other secondary	1161	530	216	187.0	0.457	0.186	0.161	0.408	0.866
BCCOL	2394	1039	701	528.8	0.434	0.293	0.221	0.675	0.754
BCUNI	181	59	35	29.1	0.326	0.193	0.161	0.593	0.831
other post-secondary	1469	694	485	310.1	0.472	0.330	0.211	0.699	0.639
other	338	297	259	147.5	0.879	0.766	0.436	0.872	0.569
Faculty									
Humanities	2450	1378	762	621.0	0.562	0.311	0.253	0.553	0.815
Science	1896	1132	514	432.1	0.597	0.271	0.228	0.454	0.841

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Table Four (continued):

Fall 1999 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Citizenship									
Canadian	8593	4955	2741	2200.3	0.577	0.319	0.256	0.553	0.803
Other/Unknown	1929	783	390	268.9	0.406	0.202	0.139	0.498	0.689
Secondary Average									
<65%	182	0	0	0.0					
65-66.99%	104	0	0	0.0					
67-69.99%	281	12	10	7.5	0.043	0.036	0.027	0.833	0.750
70%	123	7	7	6.6	0.057	0.057	0.054	1.000	0.943
71%	159	17	16	13.2	0.107	0.101	0.083	0.941	0.825
72%	131	16	14						

Table Four (continued):

Fall 1999 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Post-Secondary Average									
<60%	215	8	6	3.3	0.037	0.028	0.015	0.750	0.550
60-64.99%	234	17	12	4.9	0.073	0.051	0.021	0.706	0.408
65%	130	8	6	3.1	0.062	0.046	0.024	0.750	0.517
66%	146	10	6	2.4	0.068	0.041	0.016	0.600	0.400
67%	146	20	16	8.1	0.137	0.110	0.055	0.800	0.506
68%	161	26	24	16.0	0.161	0.149	0.099	0.923	0.667
69%	153	40	29	20.5	0.261	0.190	0.134	0.725	0.707
70%	101	44	34	21.1	0.436	0.337	0.209	0.773	0.621
71%	150	146	100	76.2	0.973	0.667	0.508	0.685	0.762
72%	138	126	70	49.9	0.913	0.507	0.362	0.556	0.713
73%	108	100	68	51.5	0.926	0.630	0.477	0.680	0.757
74%	110	100	62	43.5	0.909	0.564	0.395	0.620	0.702
75%	153	146	89	66.6	0.954	0.582	0.435	0.610	0.748
76%	113	109	77	56.5	0.965	0.681	0.500	0.706	0.734
77%	93	89	58	38.8	0.957	0.624	0.417	0.652	0.669
78%	107	105	73	49.4	0.981	0.682	0.462	0.695	0.677
79%	88	85	61	43.9	0.966	0.693	0.499	0.718	0.720
80-84.99%	307	295	179	135.9	0.961	0.583	0.443	0.607	0.759
85% or more	88	87	56	41.5	0.989	0.636	0.472	0.644	0.741
Geographic Location									
Outside Canada	845	412	273	179.7	0.488	0.323	0.213	0.663	0.658
Outside BC	1833	906	519	383.1	0.494	0.283	0.209	0.573	0.738
Vancouver Island	2509	1619	1171	988.1	0.645	0.467	0.394	0.723	0.844
Greater Vancouver	2945	1563	538	417.0	0.531	0.183	0.142	0.344	0.775
Rest of Southern BC	1253	740	367	311.3	0.591	0.293	0.248	0.496	0.848
Northern BC	320	190	89	73.9	0.594	0.278	0.231	0.468	0.830
Unknown/Unspec. BC	817	308	174	116.3	0.377	0.213	0.142	0.565	0.668
Total	10522	5738	3131	2469.3	0.545	0.298	0.235	0.546	0.789

Figure One: Arrival Rate per Admitted Applicant by Secondary Graduation Average (Secondary Applicants Only)

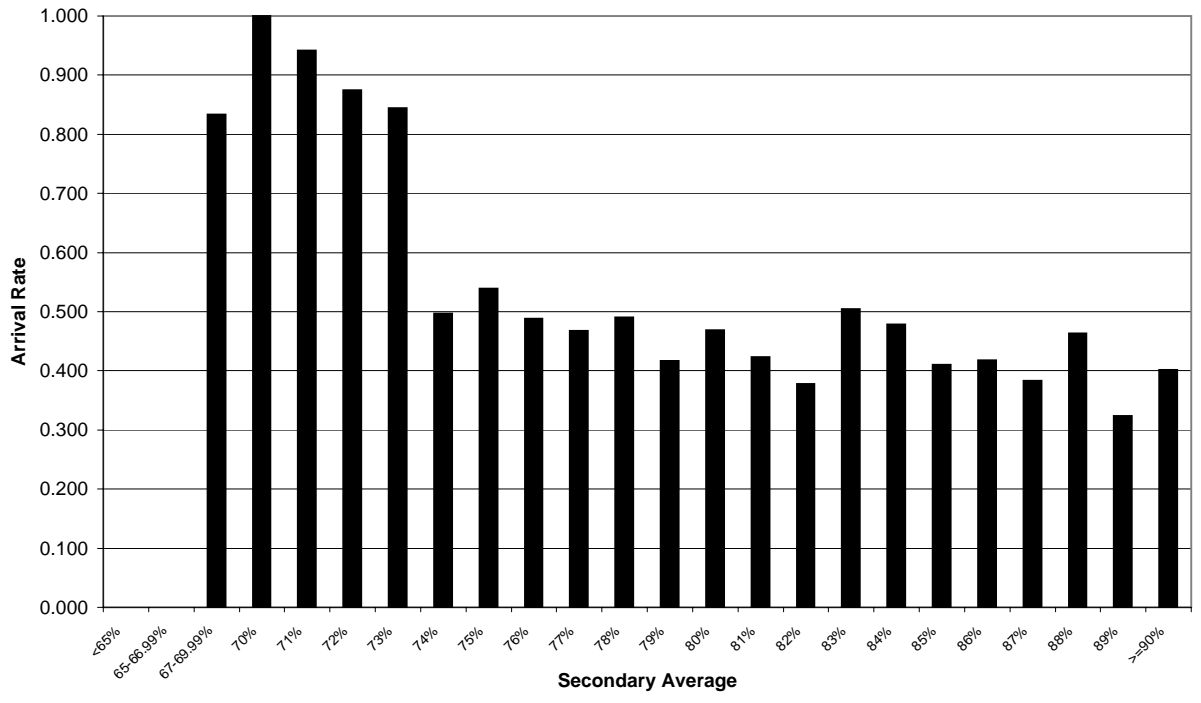
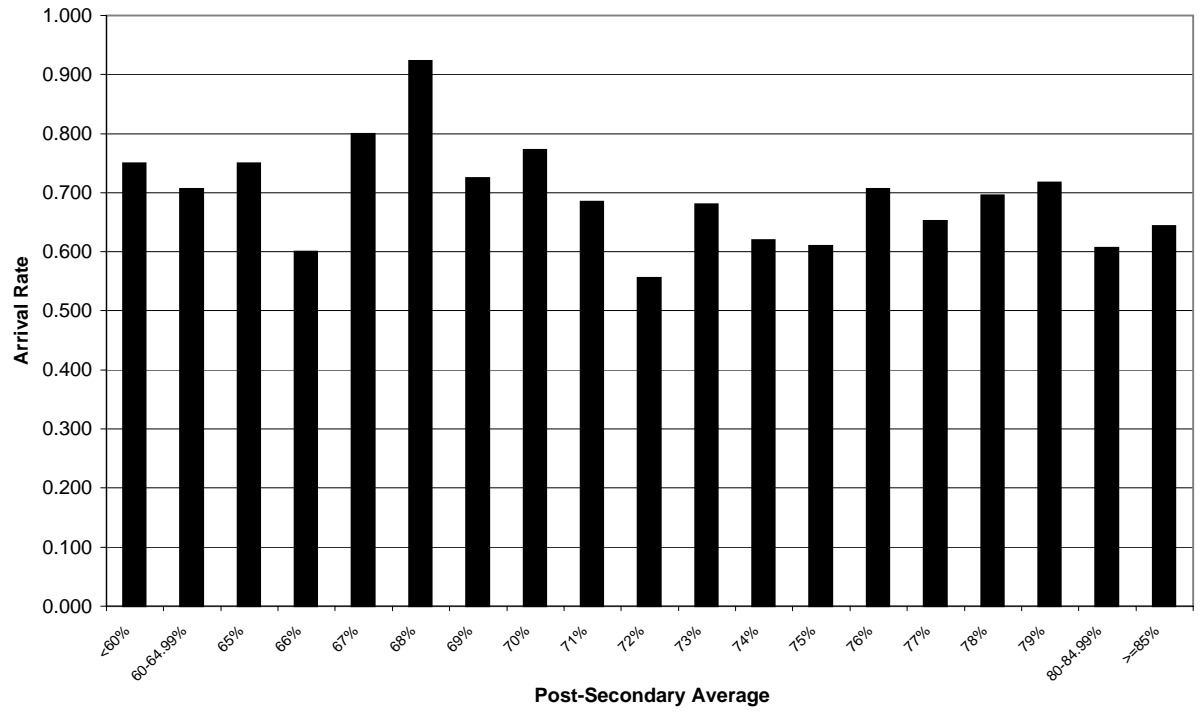


Figure Two: Arrival Rate per Admitted Applicant by Post-Secondary Graduation Average (Post-Secondary Applicants Only)



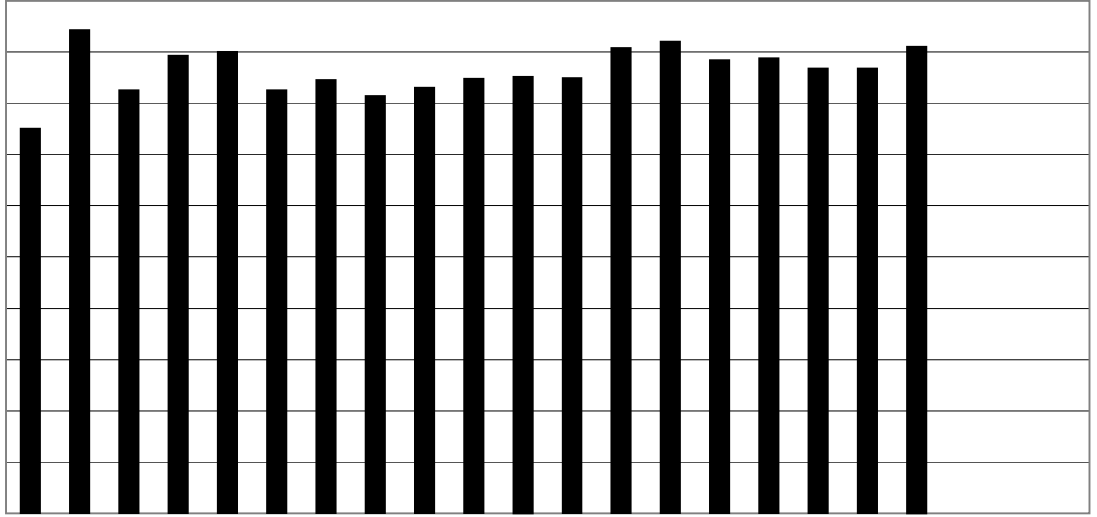


Table Six:**UVic 1999 Secondary Applicants and Arrivers (BCCUR, BCGRD) in Relation to Grade 12 Enrolment by BC College Region**

College Region	Sept/98 G 12 Enrolment	1999 Secondary Applicants	1999 Applicants as Prop'n of G 12 Enrolment	1999 Arriving Students	1999 Students as Prop'n of G 12 Enrolment	1999 Applicants per G 12 Enrolment (Camosun=1.0)	1999 Students per G 12 Enrolment (Camosun=1.0)	UVic Students as % of BC Univ. Total
Camosun	3564	1004	0.282	557	0.156	1.00	1.00	data from
Capilano	3098	424	0.137	69	0.022	0.49	0.14	othe BC
Cariboo	2297	66	0.029	19	0.008	0.10	0.05	universities
Douglas	6430	468	0.073	69	0.011	0.26	0.07	not available
East Kootenay	1182	59	0.050	13	0.011	0.18	0.07	at time of
Fraser UETD -0 (0.118)61713ble6		0.0113						

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

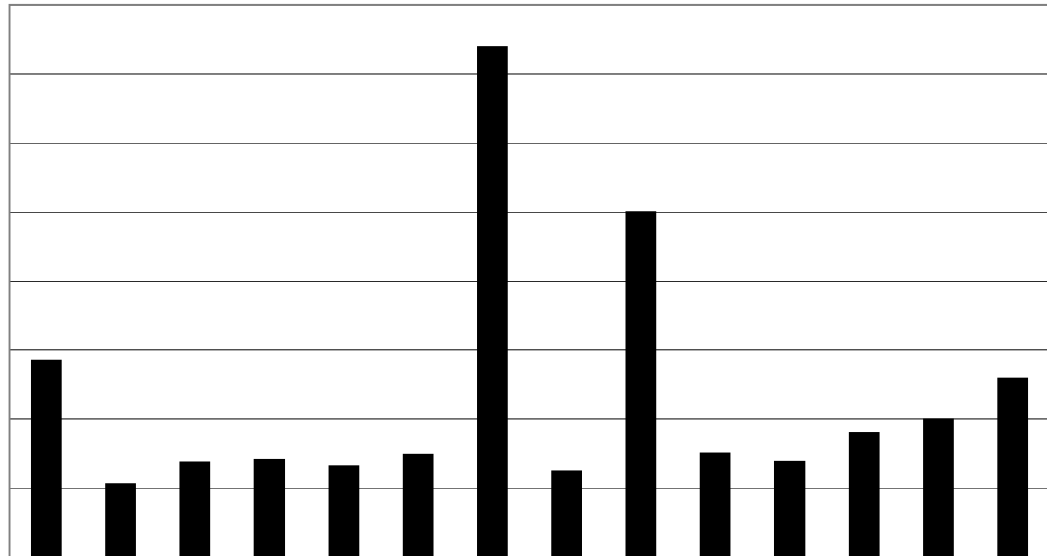
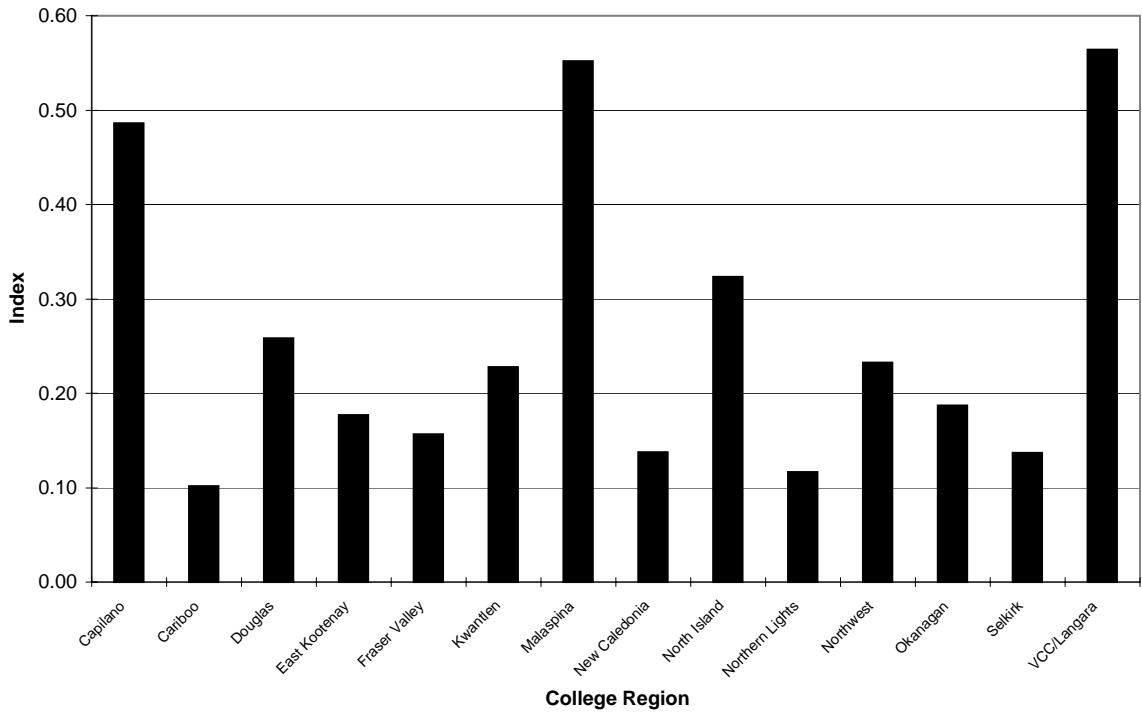


Table Seven:

A Comparison of Selected 1995, 1996 and 1997 Application, Admission and Arrival Indicators

Indicator

Figure Seven(a): BC12 Population by Region (preceding September)

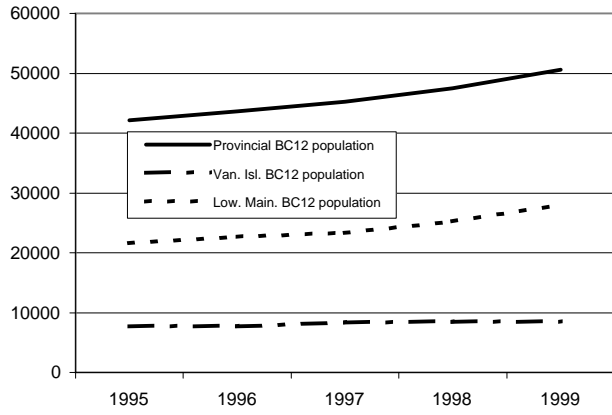


Figure Seven(b): BC12 Population, University Applicants and University Registrants

