

Fall 2000 Undergraduate Applicant Behaviour and Admission/Arrival Patterns at the University of Victoria

**Prepared by
Chris Conway**

for

Cled Thomas
Administrative Registrar
University of Victoria

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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, 66 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). Interestingly, applicants aged 35 or more showed an admission rate of over 75 percent, versus about 65 percent for the 20 – 34 age group. 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 10 - 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 59 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 and Business 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 Science, Education and Social Sciences showed a lower arrival rate (due again, presumably, 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 slightly in the “high-eighties” range of secondary averages. This decline is less pronounced than in previous years. The arrival rate increases again at admission averages of 90 percent or more, presumably because of the availability of scholarship support to this group.

(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 main applicant groups (BCCUR and BCCOL), college applicants generated a higher yield than secondary applicants, resuming the historic pattern of higher FTE:applicant yields in the BCCOL group that was broken in 1999. FTE yield for non-Canadian applicants was slightly more than half that of Canadian applicants. The yield on Vancouver Island was, predictably, the highest for any geographic region, while that for Greater Vancouver was the lowest (even lower than the non-Canadian pool).

(iv) FTE per Arriver

On average, arriving applicants (i.e. new students) registered in Winter 2000/2001 course loads representing about 0.77 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 of all types took on heavier average course loads than post-secondary applicants); and faculty (arriving applicants in all faculties assumed a load of 0.65 FTE or more, except in HSD, where the average was 0.50 FTE). The FTE:arriver ratio also varied by secondary average: the higher the secondary average, the heavier the average course load, though the difference in courseload across the range of secondary averages continues to be less pronounced than in previous years. A similar pattern did not exist for post-secondary arriving applicants: there was no consistent trend in courseload by post-secondary average. (See Figures Three and Four.)

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

Table Five documents BC secondary (BCCUR and BCGRD) application, admission and registration behaviour at BC’s public universities. A total of 13,439 secondary students submitted 22,999 applications to BC’s universities. 6,003 applied to just one university, 5,525 to two universities, 1,698 to three universities, and 213 to all four universities, for an average of 1.71 university applications per student. Admission and arrival rates vary by student group. For example, of the 1,361 students applying only to UVic, 76 percent were admitted, and 72 percent of those admitted actually registered for courses. Of the 326 students applying to both SFU and UVic, 67 percent were admitted to UVic (but only 50 percent to SFU), and of those admitted to UVic, 44 percent actually registered for courses (versus 29 percent at SFU). Variations in admission and arrival rates reflect the admission requirements in effect at each

5. Changes in Application, Admission and Arrival Patterns 1995 to 2000 (see *Table Seven and Figure Seven*)

Table One:

Demographic Characteristics of Fall 2000 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

	All Applicants	Admitted Applicants	Arriving Students
Demographic Characteristic			
Gender			
male	43.2 %	40.9 %	41.2 %
female	56.8	59.1	58.8
	(n=10431)	(n=6896)	(n=4086)
Age (at Dec. 31/00)			
age less than 18	1.3 %	1.4 %	1.3 %
age 18	38.5	43.0	

Table Two:

Educational Characteristics of Fall 2000 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

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	All Applicants	Admitted Applicants	Arriving Students
Educational Characteristic			
Applicant Type			
current BC Secondary	41.8 %	46.1 %	36.9 %
previous BC Secondary	6.5	5.2	6.6
other Secondary (non-BC)	9.6	6.9	6.2
subtotal Secondary	57.9	58.2	49.7
BC College	23.5	23.6	29.3
BC University	2.4	2.5	2.0
other post-secondary (non-BC)	13.2	11.6	13.3
subtotal post-secondary	39.1	37.7	44.6
other/special	3.0	4.1	5.7
	(n=10431)	(n=6896)	(n=4086)
Academic Performance			
secondary average (mean)	79.9	81.7	80.8

Table Two (continued):

Educational Characteristics of Fall 2000 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

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Educational Characteristic		All Applicants	Admitted Applicants	Arriving Students	
Previous Institution (continued)					
BC secondary	unknown	1.9	1.6	1.4	
	Camosun region	9.2	11.2	14.6	
	Capilano region	4.1	4.4	2.8	
	Cariboo region	0.7	0.8	0.6	
	Douglas region	4.9	4.5	2.4	
	E. Kootenay region	0.6	0.6	0.5	
	Fraser Valley region	1.2	1.4	1.1	
	Kwantlen region	7.2	6.6	4.0	
	Malaspina region	3.7	4.4	4.2	
	New Caledonia region	0.9	0.9	0.5	
	North Island region	2.2	2.6	2.7	
	Northern Lights region	0.2	0.2	0.1	
	Northwest region	0.8	0.8	0.7	
	Okanagan region	2.4	3.0	2.4	
	Selkirk region	0.2	0.3	0.2	
	VCC region	7.2	6.7	3.9	
	subtotal	47.4	50.0	42.1	
	BC college	BCIT	0.4	0.4	0.4
		Camosun College	5.8	7.0	10.6
		Capilano College	1.5	1.5	1.4
College of New Caledonia		0.6	0.6	0.7	
College of the Rockies		0.4	0.5	0.6	
Columbia College		0.3	0.3	0.2	
Coquitlam College		0.3	0.3	0.2	
Douglas College		1.4	1.4	1.6	
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		2.1	1.7	1.8	
Langara College		2.3	2.1	1.9	
Lester Pearson College		0.0	0.1	0.0	
Malaspina University College		2.5	2.5	3.1	
North Island College		1.0	1.1	1.5	
Northern Lights College		0.0	0.0	0.0	
Northwest College		0.2	0.2	0.3	
Okanagan University College		2.8	3.0	2.8	
Selkirk College		0.8	1.0	1.2	
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	1.4	1.4	
Vancouver Community College		0.3	0.3	0.4	
Yukon College		0.1	0.1	0.2	
other		0.1	0.0	0.0	
subtotal		25.2	26.2	31.2	
BC university	UBC	1.1	1.0	1.2	
	SFU	0.7	0.6	0.8	
	other	2.1	2.1	2.6	
	subtotal	3.9	3.7	4.6	
		(n=10431)	(n=6896)	(n=4086)	

Table Three:**Application Characteristics of Fall 2000 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)***Page 1*

	All Applicants	Admitted Applicants	Arriving Students
Application Characteristic			
Faculty Applied to (see Notes)			
Humanities	21.5 %	22.5 %	22.9 %
Science	17.6	19.5	15.8
Social Sciences	30.9	32.5	31.9
Business	2.7	2.4	3.0
Education	3.5	2.2	2.1
Engineering	10.0	8.1	8.1
Fine Arts	7.8	5.9	6.5
HSD	5.2	5.6	7.5
Law (see Notes)		1.4	2.3
	(n=10431)	(n=6893)	(n=4086)
Application Date			

Table Three (continued):

Application Characteristics of Fall 2000 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

Page 2

All

Admitted





Table Four (continued):

Fall 2000 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
Post-Secondary Average									
<60%	154	5	5	3.9	0.032	0.032	0.025	1.000	0.780
60-64.99%	166	22	19	10.2	0.133	0.114	0.061	0.864	0.537
65%	139	118	87	58.6	0.849	0.626	0.422	0.737	0.674
66%	182	152	117	83.6	0.835	0.643	0.459	0.770	0.715
67%	202	171	118	85.0	0.847	0.584	0.421	0.690	0.720
68%	253	213	147	105.9	0.842	0.581	0.419	0.690	0.720
69%	218	199	144	101.7	0.913	0.661	0.467	0.724	0.706
70%	134	118	83	61.3	0.881	0.619	0.457	0.703	0.739
71%	122	114	71	54.9	0.934	0.582	0.450	0.623	0.773
72%	106	99	71	51.8	0.934	0.670	0.489	0.717	0.730
73%	137	128	82	63.2	0.934	0.599	0.461	0.641	0.771
74%	110	104	66	48.0	0.945	0.600	0.436	0.635	0.727
75%	129	123	85	61.7	0.953	0.659	0.478	0.691	0.726
76%	91	89	62	44.9	0.978	0.681	0.493	0.697	0.724
77%	94	92	61	45.3	0.979	0.649	0.482	0.663	0.743
78%	91	87	62	45.4	0.956	0.681	0.499	0.713	0.732
79%	80	80	66	51.3	1.000	0.825	0.641	0.825	0.777
80-84.99%	273	268	191	130.3	0.982	0.700	0.477	0.713	0.682
85% or more	81	81	57	42.1	1.000	0.704	0.520	0.704	0.739
Geographic Location									
Outside Canada	845	466	297	193.7	0.551	0.351	0.229	0.637	0.652
Outside BC	1595	921	601	438.4	0.577	0.377	0.275	0.653	0.729
Vancouver Island	2552	1984	1498	1212.2	0.777	0.587	0.475	0.755	0.809
Greater Vancouver	2988	1878	757	583.5	0.629	0.253	0.195	0.403	0.771
Rest of Southern BC	1253	915	505	416.8	0.730	0.403	0.333	0.552	0.825
Northern BC	283	193	93	76.3	0.682	0.329	0.270	0.482	0.820
Unknown/Unspec. BC	915	539	335	232.7	0.589	0.366	0.254	0.622	0.695
Total	10431	6896	4086	3153.6	0.661	0.392	0.302	0.593	0.772

Figure One: Arrival Rate per Admitted Applicant by Secondary Gra 90:t7.6an Averag

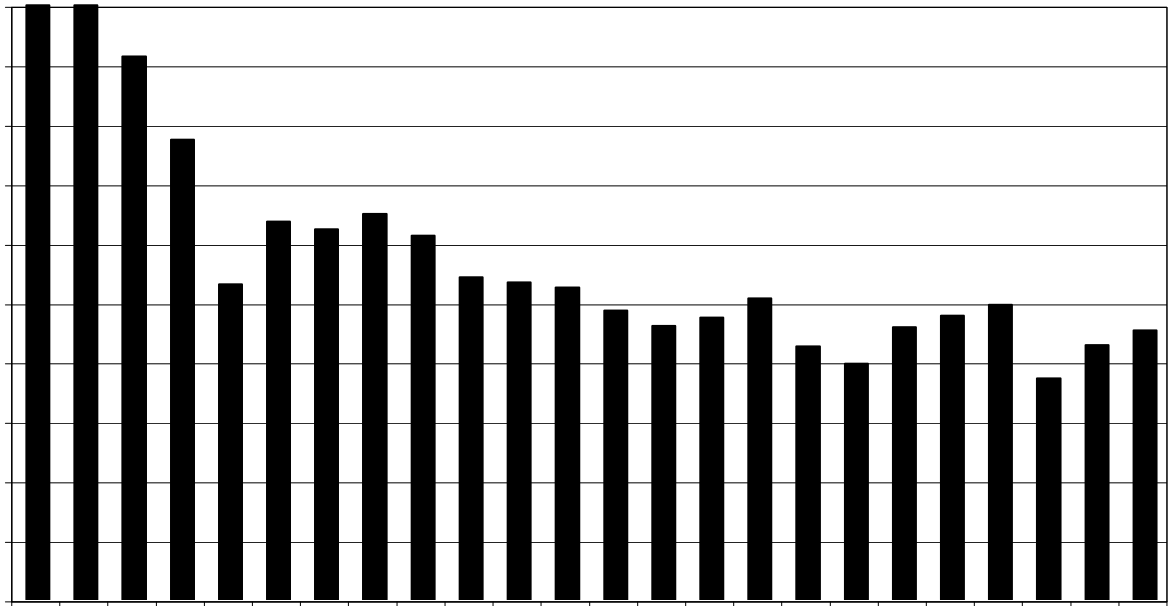


Figure Three: Mean FTE Value per Arriving Applicant by Secondary Graduation Average (Secondary Applicants Only)

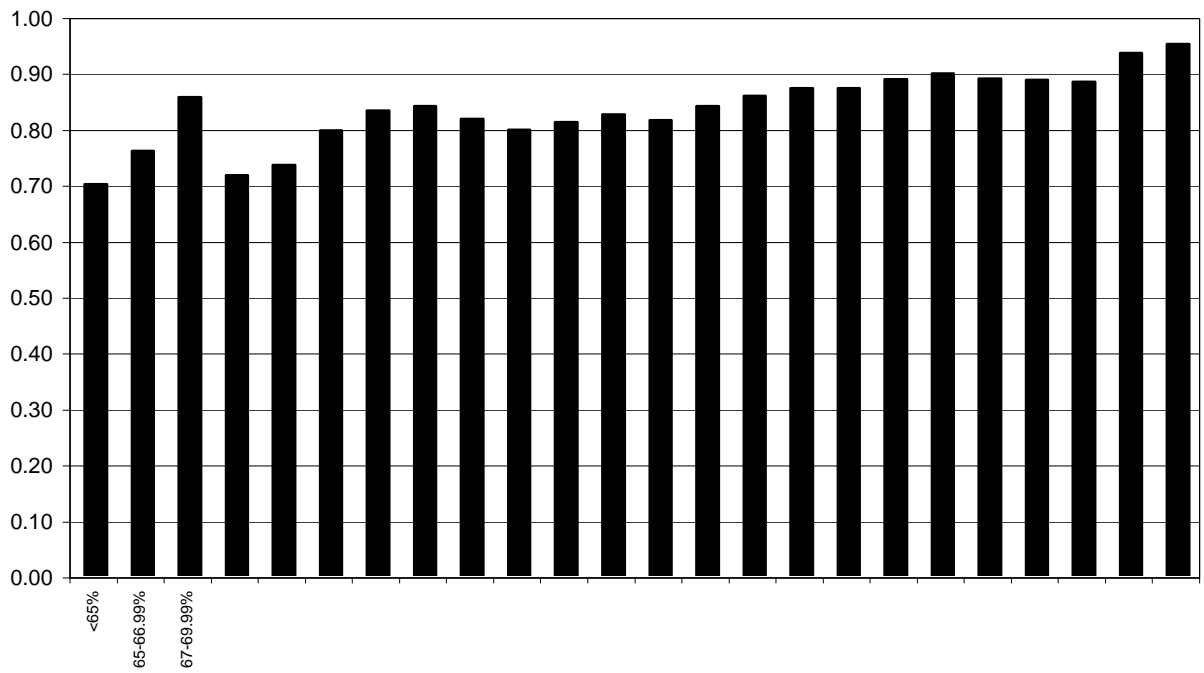


Table Six:

UVic 2000 Secondary Applicants and Arrivers (BCCUR, BCGRD) in Relation to Grade 12 Enrolment by BC College Region

College Region	Sept/99 G 12 Enrolment	2000 Secondary Applicants	2000 Applicants as Prop'n of G 12 Enrolment	2000 Arriving Students	2000 Students as Prop'n of G 12 Enrolment	2000 Applicants per G 12 Enrolment (Camosun=1.0)	2000 Students per G 12 Enrolment (Camosun=1.0)	UVic Students as % of BC Univ. Total
Camosun	3727	964	0.259	595	0.160	1.00	1.00	data from other BC universities not available at time of printing
Capilano	3091	432	0.140	116	0.038	0.54	0.24	
Cariboo	2535	70	0.028	24	0.009	0.11	0.06	
Douglas	6774	512	0.076	97	0.014	0.29	0.09	
East Kootenay	1110	60	0.054	22	0.020	0.21	0.12	
Fraser Valley	2985	126	0.042	44	0.015	0.16	0.09	
Kwantlen	11423	748	0.065	165	0.014	0.25	0.09	
Malaspina	2707	387	0.143	171	0.063	0.55	0.40	
New Caledonia	2529	92	0.036	22	0.009	0.14	0.05	
North Island	2451	233	0.095	112	0.046	0.37	0.29	
Northern Lights	957	18	0.019	3	0.003	0.07	0.02	
Northwest	1407	82	0.058	28	0.020	0.23	0.12	
Okanagan	5221	250	0.048	97	0.019	0.19	0.12	
Selkirk	1339	26	0.019	10	0.007	0.08	0.05	
VCC/Langara	5946	751	0.126	159	0.027	0.49	0.17	
other (see Notes)		195		57				
Total	54202	4946	0.091	1722	0.032	0.35	0.20	

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Note:

Sept/99 G12 enrolment includes public school and continuing education, but excludes distance education.

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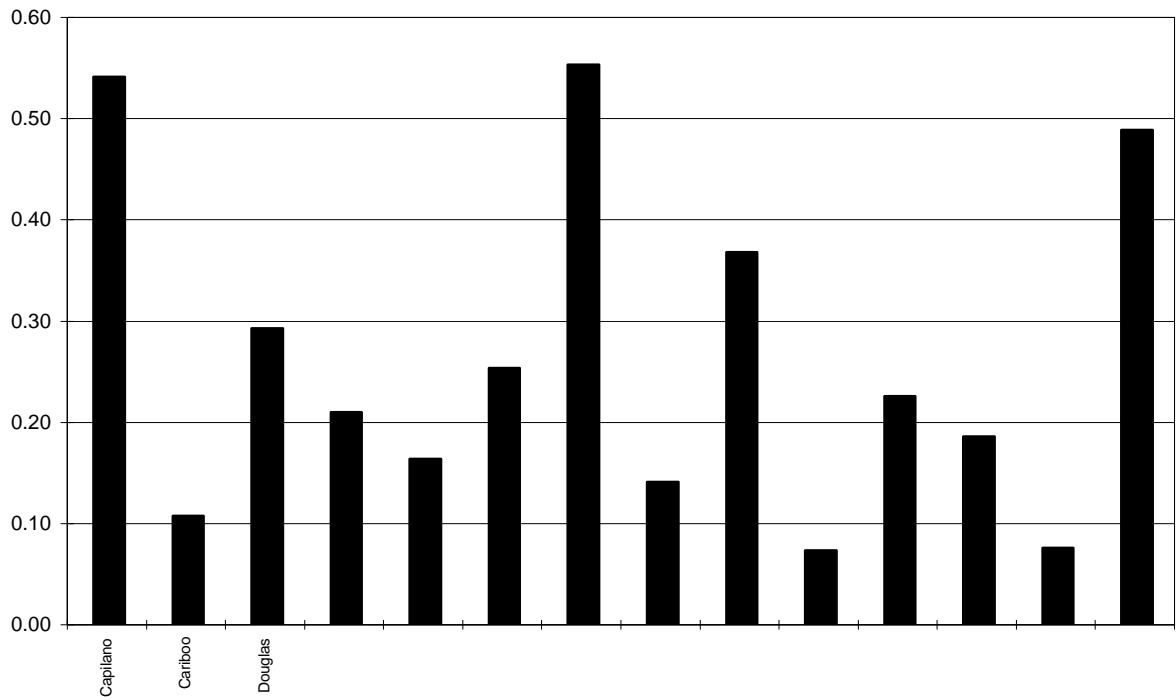


Table Seven:**A Comparison of Selected Fall 1995 to Fall 2000 Application, Admission and Arrival Indicators**

Indicator	Fall 1995	Fall 1996	Fall 1997	Fall 1998	Fall 1999	Fall 2000	1999-2000 Change
Grade 12 headcount population (previous September)	42086	43592	45264	47493	50578	54202	7.2 %
BCCUR/BCGRD applicants to BC universities	10087	10870	10944	11790	12512	13439	7.4 %
Applications by BCCUR/BCGRD applicants to BC universities	18626	19873	19187	20553	21759	22999	5.7 %
Average # applications per applicant	1.85	1.83	1.75	1.74	1.74	1.71	-0.03
Proportion of G12 students submitting apps to BC universities	0.2397	0.2494	0.2418	0.2482	0.2474	0.2479	0.0006
BCCUR/BCGRD applicants registering at one of BC universities	6210	6410	6177	6348	6520	7144	9.6 %
Proportion of G12 students registered at one of BC universities	0.1476	0.1470	0.1365	0.1337	0.1289	0.1318	0.0029
Total undergraduate applications to UVic	11128	11803	11398	10362	10522	10431	-0.9 %
BCCUR/BCGRD applications to UVic	5356	5857	5469	5034	4979	5038	1.2 %
BCCOL applications to UVic	2325	2243	2128	2263	2394	2449	2.3 %
UVic applicants aged 18 or 19	55.1 %	57.2 %	56.3 %	56.6 %	55.5 %	55.1 %	-0.4
Average age of UVic applicants	21.1	20.8	21.1	21.0	21.0	21.0	0.0
Female applicants as percentage of total applicants	56.3 %	57.1 %	57.9 %	56.6 %	57.4 %	56.8 %	-0.6
Canadian citizens as percentage of total applicants	85.1 %	84.1 %	83.3 %	83.7 %	81.7 %	83.0 %	1.3
Mean admission average of applicants (secondary)	79.5	79.9	79.9	79.8	79.8	79.9	0.1
Mean admission average of applicants (post-secondary)	71.4	71.1	71.4	72.0	71.2	71.7	0.5
BC Secondary admission cutoff	67 %	73 %	72 %	74 %	76 %	71 %	-5 %
BC Post-secondary admission cutoff	60 %	60 %	67 %	70 %	71 %	65 %	-6 %
Percent of all applicants applying to Arts and Sciences	77.1 %	75.6 %	73.5 %	73.0 %	69.8 %	70.0 %	0.2
Percent of BCCUR applicants applying to Arts and Sciences	89.1 %	86.8 %	86.8 %	85.6 %	81.3 %	82.2 %	0.9
Percent of BCCOL applicants applying to Arts and Sciences	66.3 %	62.0 %	60.9 %	56.2 %	55.6 %	55.4 %	-0.2
Applicant yield rates:							
Admissions per applicant	0.733	0.659	0.613	0.578	0.545	0.661	0.116
Arrivals per applicant	0.385	0.330	0.323	0.324	0.298	0.392	0.094
FTE per applicant	0.293	0.254	0.248	0.254	0.235	0.302	0.067
Arrivals per admission	0.526	0.501	0.526	0.561	0.546	0.593	0.047
FTE per arriver (overall)	0.760	0.768	0.769	0.784	0.789	0.772	-0.017
FTE per arriver (BCCUR)	0.857	0.870	0.862	0.883	0.887	0.860	-0.027
FTE per arriver (BCCOL)	0.736	0.786	0.787	0.749	0.754	0.737	-0.017

Note: The "Change" column shows percentage changes (for raw "volumes" entries) and absolute changes (for entries that are already in percentage or rate format)

Notes to Tables One to Seven

- 1 The last column in Table Six has been omitted from this year's report because the information is not yet available. When it does become available, it will be posted at the TUPC website (www.tupc.bc.ca) under "Facts and Figures" as "Table Fall1st: First Time First Year Headcounts by School District Last Attended".
- 2 In Tables One to Four, applicants are defined as having entry points of September 2000 and a "U1"