

# **Applicant Behavior and Admission/Arrival Patterns**

**Fall 1997**

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

This report is the third in a series of annual reports that examines UVic's undergraduate applications. More specifically, it provides an overview of undergraduate applications, admissions and arrivals to the University of Victoria for the Winter 1997/98 session. The analysis is based on the application behaviour, admission patterns and arrival behaviour of all external undergraduate applicants to UVic seeking to commence their studies in September 1997. Its purposes are to identify any key trends or patterns of behaviour that might be relevant to the University's marketing, liaison and recruitment efforts; and to provide data to support other university activities as well. Overall, we hope this report will provide a clearer picture of the applications and arrival aspects of UVic's market position, and a benchmark against which to evaluate efforts intended to alter that position.

Those seeking a more detailed examination of undergraduate application issues should read this report in conjunction with *Survey of 1997 UVic Applicants*, produced by the Office of Institutional Analysis in August 1997. That survey was conducted in order to provide additional insights into "unusual" Winter 1997/98 application patterns detected during the spring and summer of 1997. Some of the discussion in this report refers to issues and findings from the survey.

The analysis in this report is based on ISIS data as at November 1, 1997 (subject to a few minor qualifications that are described in the notes to the tables); on autumn 1997 BC secondary applicant data provided by the three established southern BC universities and assembled by SFU; on the University Presidents' Council of BC data base (TUDBASE); and on actual September 1996 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 Three)

The University of Victoria received a total of 11,398 undergraduate applications for September 1997 admission. Fifty-eight percent of these applicants were women; 56 percent were aged 18 or 19; and 83 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 79.9%; and 35 percent applied with some post-secondary experience, having earned grades averaging 71.4% in their post-secondary studies. Applicants previously attended institutions outside of Canada (6 percent), in other provinces (20 percent), and in every region of BC (particularly Vancouver Island (21 percent) and Greater Vancouver (29 percent)).

Seventy-four percent of all applicants sought admission to the Faculty of Arts and Science. (The dissolution of the Faculty of Arts and Science, and the creation of three new Faculties – Humanities, Science and Social Science – resulted in a reclassification of Arts and Science applicants and students prior to the November 1 count date.) Students currently attending a BC secondary school applied predominantly to Arts and Science (87 percent); those who attended a BC college or university were eligible to apply, and did apply, to a wider range of faculties: Arts and Science applications accounted for only 61 percent of this group.

Women constituted the majority of applicants to the Faculties of Human and Social Development (89 percent), Education (75 percent), and Fine Arts (71 percent)); and the minority in Engineering (11 percent). Other faculties achieved female application percentages of between 49 and 68 percent.

Sixty-one percent of all undergraduate applicants were admitted to the University. The characteristics of admitted applicants were generally similar to those of the total applicant pool. Women were slightly more likely to be admitted than men; 18-year olds (and by extension, current secondary applicants) were more likely to be admitted than others; and those with Canadian citizenship (and by extension, those with Canadian locations) were more likely to be admitted than non-Canadian applicants. Of all the faculties, Arts and Science had the highest admission rate.

Thirty-two percent of all applicants and 53 percent of admitted applicants registered for Winter 1997/98 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).

### **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 an alternative, and 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 in relation 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, 61 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 presented less “current” credentials); admissibility declined with age. Women were admitted at a slightly 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 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 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 53 percent varied with the applicant’s age (suggesting that younger applicants - and by extension, those in the BCCUR category - are more “mobile” and hence, better 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); Arts and Sciences and Engineering showed a lower arrival rate (due probably to the existence of more or less similar offerings at other institutions, and the mobility of their younger applicants). Though students did not actually apply to the Faculty of Social Science, it is interesting that those assigned to this Faculty on the basis of their Winter 1997/98 course registrations showed the lowest arrival rate (28 percent).

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 clearly less successful in attracting secondary applicants at the highest levels of secondary academic performance: the arrival rate of

about .5 in the “mid-seventies” range of secondary admission averages declined to slightly more than 0.3 in the “high-eighties” range.

### ***(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. FTE yield for non-Canadian applicants was considerably lower than for Canadian. 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 1997/98 courseloads representing about 0.77 FTE. The key variations in this FTE rate related to age (younger students tended to take on heavier course loads; there was an inverse relationship between age and courseload across the entire age spectrum); basis of admission (secondary applicants took on heavier course loads than post-secondary; BC university applicants took an average 0.3 FTE load, suggesting a more “casual” or “occasional” role for UVic in relation to another “home” institution); faculty (arriving applicants in all faculties assumed a load of 0.7 FTE or more, except in HSD, where the average was 0.4 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 Tables Five and Six, and Figures Five and Six)**

There exists no single comprehensive database dealing with applications to the BC university system. However, using data provided by each of BC’s public universities, the Office of Analytical Studies at Simon Fraser University undertakes an annual analysis of the application, admission and registration patterns of BC secondary (BCCUR and BCGRD) applicants to BC’s public universities.

In 1997, 11,347 individual applicants submitted 20,266 applications to one or more BC universities (excluding Royal Roads), for an average of 1.79 applications per person. Table Five shows, for example, that UVic received 1,336 applications from BC secondary students applying only to UVic; 1,404 applications (749+575+80) from students applying to UVic and one other university; 1,812 applications from students applying to UVic and two other universities, and 278 applications from students applying to all four universities (for a total of 4,830 BC secondary applications). By comparison, UBC received 6,981 and SFU 7,376 applications.

Table Five also displays admission rate information that primarily reflects the admission requirements in place at each of the universities. UVic, for example, admitted 70 percent of all BC secondary applicants (compared to 72 percent for UBC, 67 percent for SFU and 79 percent for UNBC). This overall rate averages the component rates for the applicant pools that applied to one, two, or all three universities.

The table also presents various arrival rates for the admitted applicants; variations in arrival rates demonstrate each university’s relative “market position”. The arrival rate for UVic’s “captive” or “loyal” applicants (i.e. those applying only to UVic) was 67 percent (compared to 68 percent for UBC, 66 percent for SFU, and 53 percent for UNBC). Where UVic competed for students with one other university, UVic’s arrival rate was comparable to that of the other institution. In a “wide open setting” (i.e. where UVic competed with two or more other universities), UVic’s market share was comparable to that of SFU, lower than that of UBC, and higher than that of UNBC. Overall, UVic attracted 39 percent of its admitted applicants while SFU attracted 37 percent, UBC 59 percent, and UNBC 28 percent.

Table Six provides information about the geographic distribution of applications, and institutional choice behaviour among BC secondary applicants. UVic received applications from as many as 26 percent of Grade 12 students (in the Camosun region), and from about 21 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, East Kootenay, New Caledonia, and Northern Lights college regions. With respect to arriving students, UVic's 1997/98 student body contains 15 percent of last year's Grade 12 students in the Camosun region; about 5 percent of Malaspina's and Capilano's Grade 12 students; and at the other extreme, 1 percent or less of the Grade 12 students in the Northern Lights and Douglas College regions. 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, Capilano and VCC/Langara college regions; its strongest student market is Camosun (with all others far back).

Table Six also shows the role of UVic within the provincial university system. UVic had a 23.4 percent market share overall (BC secondary students now enrolled at BC universities); however as many as 87 percent of all university students (in the Camosun region) and as few as 7 percent of all university students (in the Douglas region) attended UVic.

## **5. Changes in Application, Admission and Arrival Patterns 1996 to 1997 (see Tables Six and Seven)**

The data in Tables Six and Seven provide a partial explanation for the decline in UVic's 1997 applications volumes that led to the Survey of 1997 UVic Applicants report:

- Despite a 4 percent increase in the BC Grade 12 population, only 0.7 percent more secondary students applied to one or more of the southern BC universities. In other words, the application rate declined from .249 in 1996 to .242 in 1997.
- Those secondary students who did apply to one or more of the southern BC universities submitted fewer applications on average in 1997 (1.75) than in 1996 (1.83). This decline suggests students are focussing on fewer post-secondary options, and that as a result, fewer "frivolous" applications are being made.
- In combination, the two factors above led to a 3.5 percent decline in total BC secondary applications to the southern BC universities.
- The number of BC secondary students actually registering at one of the southern BC universities also declined (by 3.6%, from 6,410 to 6,177). Given the increasing candidate population of Grade 12 students, this decline implies a drop in the university participation rate, from 14.7 percent in 1996 to 14.2 percent in 1997.
- The decline in the number of BC secondary students actually registering at one of the southern BC universities was also accompanied by a shift in each university's "market share". UBC captured 48.4 percent of BC secondary students (down from 50.6 percent the year before); SFU captured 30 percent (up from 26.6 percent a year earlier), and UVic captured 21.2 percent (a decrease from 22.8 percent). UVic's market share declined most significantly in the Lower Mainland. For example, the proportion of BC secondary students even applying to UVic dropped from 24 percent to 21 percent in both the Capilano and Langara college regions; the proportion of BC secondary students registering at UVic dropped from 6 percent to less than 2 percent in the Kwantlen college region.
- Though comparable detailed data are not available for the BC college applicant pool, overall application volumes also declined here.
- The application and enrolment decreases described above were offset to a significant degree by two factors. The first was a significant increase in the rate at which admitted students registered in UVic courses: from 50.1 percent in 1996 to 52.6 percent in 1997. The second was an increase in the application volumes and/or arrival (registration) rates of applicants in pools other than BC secondary and BC college (particularly, out-of-province secondary and post-secondary applicants).

Overall, UVic was faced in 1997 with declining application volumes resulting from a stable pool of applicants submitting a reduced number of applications to the system overall, and from increased "competition" from the

other southern universities. UVic's applicants yielded actual students (on both a headcount and FTE basis) sufficient to substantially offset these declines.

## 6. Summary

In 1997, total undergraduate applications decreased by just over 3 percent. Sixty-one percent of all 1997 applicants were admitted to UVic; 53 percent of those who were admitted actually enrolled. Overall, 32 percent of all applicants (almost 3700 new students) enrolled in UVic courses in September, 1997.

UVic's applicants are demographically and academically diverse. While the majority of applicants and new students are "traditional" (young, secondary school graduates pursuing Arts and Science programs), a significant minority are older, present a wide range of academic credentials, and wish to pursue other educational paths. Though the changes between 1996 and 1997 are small, the data suggest that the recent decline in the number of non-traditional applicants/students may be reversing: older, and international/out-of-province students represent a slightly higher proportion than they did a year ago.

Differences between total, admitted and arriving applicant groups exist because of variations in admission and arrival rates across the groups. The applicant subgroups most likely to be admitted consist of females, those aged 18, and those who are currently enrolled in the BC secondary system. However, UVic's admission requirements do not systematically exclude any applicant subgroup (except, obviously, those with admission averages below the cutoff). The applicant subgroups most likely to enrol once admitted consist of males, those aged 20 or more, and those from the BC college system. The propensity for admitted secondary school applicants to enrol declines with increasing academic performance (except among those with admission averages exceeding 90%). Applicants who enrolled at UVic tended to be full-time students, with younger students and those with higher secondary admission averages tending to take on heavier courseloads. These findings are identical to those observed in 1995 and 1996.

In terms of BC secondary applicants, UVic received just under one-fourth of all applications to the BC university system (a slight decline from 1996). Arrival rates at UVic compared well with those at other universities: when faced with various university choice combinations, admitted applicants tended to choose UVic with about the same frequency as SFU, and in some cases, as UBC also. University market shares shifted somewhat in 1997, as the result of changing admission cutoffs (particularly at UBC).

Again, with respect to BC secondary applicants, UVic's "strongest" markets were on Vancouver Island and the Lower Mainland. Applications per secondary school student were highest in southern Vancouver Island (Camosun, Malaspina) and in Capilano and VCC regions as well. Arrival rates were highest for Camosun, Malaspina and Capilano regions. The Douglas and VCC regions showed the greatest decline between application and arrival rates.

**Table One:****Demographic Characteristics of Fall 1997 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

	<b>All Applicants</b>	<b>Admitted Applicants</b>	<b>Arriving Students</b>
<b>Demographic Characteristic</b>			
<b>Gender</b>			
male	42.1 %	40.4 %	40.9 %
female	57.9	59.6	59.1
	(n=11398)	(n=6991)	(n=3678)
<b>Age (at Dec. 31/97)</b>			
age less than 18	1.6 %	1.8 %	1.4 %
age 18	39.3	46.1	36.2
age 19	17.0	15.7	15.0
age 20	9.8	7.9	9.3
age 21	7.3	6.2	7.8
age 22	5.3	4.8	6.3
age 23	4.0	3.6	5.1
age 24	2.5	2.4	3.2
age 25 to 29	6.8	6.0	7.9
age 30 to 34	2.2	1.8	2.6
age 35 to 39	1.6	1.3	1.8
age 40 or more	2.6	2.3	3.4
mean age (overall)	21.1	20.7	21.6
mean age (male)	20.6	20.3	20.9
mean age (female)	21.4	20.9	22.1
	(n=11358)	(n=6984)	(n=3678)
<b>Country of Citizenship</b>			
Canada	83.3 %	88.2 %	89.3 %
Hong Kong	4.3	2.3	1.4
Taiwan	3.7	2.3	1.5
Other Asia/Pac. Rim	3.8	2.9	2.9
Europe/Mideast	2.3	2.1	2.7
Rest of Americas	1.1	1.0	1.0
Africa	0.8	0.5	0.5
Unknown	0.8	0.7	0.8
	(n=11398)	(n=6991)	(n=3678)

Table Two:

**Educational Characteristics of Fall 1997 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

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	All Applicants	Admitted Applicants	Arriving Students
<b>Educational Characteristic</b>			
<b>Applicant Type</b>			
current BC Secondary	42.2 %	48.3 %	36.2 %
previous BC Secondary	5.7	5.5	6.5
other Secondary (non-BC)	12.1	10.3	10.0
<b>subtotal Secondary</b>	<b>60.0</b>	<b>64.1</b>	<b>52.7</b>
BC College	18.8	17.6	23.8
BC University	3.3	2.8	3.4
other post-secondary (non-BC)	13.2	11.3	13.6
<b>subtotal post-secondary</b>	<b>35.3</b>	<b>31.7</b>	<b>40.8</b>
other/special	4.7	4.2	6.6
	(n=11398)	(n=6991)	(n=3678)
<b>Academic Performance</b>			
secondary average (mean)	79.9	81.7	80.8
	(n=5896)	(n=4685)	(n=2076)
post-secondary average (mean)	71.4	74.5	74.5
	(n=2716)	(n=2066)	(n=1360)
<b>Previous Institution</b>			
out of country			
secondary	2.4	1.4	1.1 %
post-secondary	3.7	3.7	4.7
<b>subtotal</b>	<b>6.1</b>	<b>5.1</b>	<b>5.8</b>
out of province			
secondary Alberta	2.3	1.9	2.2
Ontario	5.1	4.9	4.2
Other	1.7	1.3	1.6
college	3.5	2.5	3.3
Atlantic University	0.8	0.8	1.1
Quebec University	0.7	0.7	0.9
Ontario University	2.7	2.7	3.4
Man/Sask University	1.2	1.1	1.4
Alberta University	2.0	1.7	2.1
<b>subtotal</b>	<b>20.0</b>	<b>17.6</b>	<b>20.2</b>

(continued)



Table Two (continued):

## Educational Characteristics of Fall 1996 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)

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Educational Characteristic		All Applicants	Admitted Applicants	Arriving Students	
<b>Previous Institution (continued)</b>					
BC secondary	unknown	1.2	0.1	0.2	
	Camosun region	8.4	10.8	14.9	
	Capilano region	4.4	5.1	2.7	
	Cariboo region	0.7	0.8	0.4	
	Douglas region	4.5	4.2	1.5	
	E. Kootenay region	0.4	0.5	0.7	
	Fraser Valley region	1.3	1.5	1.4	
	Kwantlen region	6.3	6.0	3.5	
	Malaspina region	2.7	3.5	3.1	
	New Caledonia region	1.0	1.4	1.1	
	North Island region	1.7	2.3	2.2	
	Northern Lights region	0.1	0.1	0.0	
	Northwest region	1.0	1.2	1.0	
	Okanagan region	2.5	3.2	2.5	
	Selkirk region	0.6	0.7	0.6	
	VCC region	8.0	8.2	3.5	
	<b>subtotal</b>	<b>44.8</b>	<b>49.6</b>	<b>39.3</b>	
	BC college	BCIT	0.5	0.5	0.8
		Camosun College	4.6	5.1	8.5
		Capilano College	1.4	1.3	1.4
College of New Caledonia		0.5	0.4	0.4	
College of the Rockies		0.3	0.3	0.5	
Columbia College		0.3	0.3	0.3	
Coquitlam College		0.2	0.1	0.1	
Douglas College		1.3	1.2	1.3	
Emily Carr C of Art & Design		0.1	0.0	0.0	
Kootenay School of Art		0.0	0.0	0.0	
Kwantlen University College		1.9	1.4	1.5	
Langara College		1.8	1.4	1.4	
Lester Pearson College		0.1	0.1	0.1	
Malaspina University College		2.8	2.9	4.1	
North Island College		0.6	0.6	0.8	
Northern Lights College		0.2	0.2	0.2	
Northwest College		0.5	0.4	0.5	
Okanagan University College		2.3	2.1	2.9	
Selkirk College		0.7	0.8	1.2	
Trinity Western College		0.0	0.0	0.0	
UC of the Fraser Valley		0.6	0.7	0.9	
University College of the Cariboo		1.4	1.3	1.7	
Vancouver Community College		0.2	0.2	0.2	
Yukon College	0.1	0.1	0.1		
other	0.2	0.1	0.1		
<b>subtotal</b>	<b>22.6</b>	<b>21.5</b>	<b>29.0</b>		
BC university	UBC	1.1	0.9	1.1	
	SFU	0.9	0.8	0.9	
	other	1.3	1.1	1.4	
<b>subtotal</b>	<b>3.3</b>	<b>2.8</b>	<b>3.4</b>		
Unknown	3.4	3.2	2.2		
		(n=11398)	(n=6991)	(n=3678)	

**Table Three:**

**Application Characteristics of Fall 1997 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

Application Characteristic	All Applicants	Admitted Applicants	Arriving Students
<b>Faculty Applied to (see Notes)</b>			
Humanities	13.7 %	18.0 %	24.8 %
Science	22.7	27.8	29.8
Social Science	37.1	36.2	17.5
<b>Former A+S Faculty Total</b>	<b>73.5</b>	<b>82.0</b>	<b>72.1</b>
Business	3.3	2.6	3.8
Education	2.7	1.9	2.7
Engineering	6.4	5.4	5.4
Fine Arts	7.5	5.8	7.4
HSD	5.8	4.1	6.1
Law (see Notes)		1.4	2.5
	(n=11398)	(n=6991)	(n=3678)
<b>Application Date</b>			
prior to Oct/96	0.9 %		
Oct 96	0.9		
Nov 96	3.0		
Dec 96	4.5		
Jan 97	20.3		
Feb 97	34.3		
Mar 97	12.7		
Apr 97	12.9		
May 97	6.4		
Jun 97	1.5		
after Jun/97	2.6		
	(n=11398)		
<b>Admission Status</b>			
admitted	61.3 %		
not admitted	38.7		
	(n=11398)		
<b>Arrival Status</b>			
registered	32.3 %	52.6 %	
not registered	67.7	49.9	
	(n=11398)	(n=6991)	

(continued)

**Table Three (continued):**

**Application Characteristics of Fall 1996 Total Applicants, Admitted Applicants and Arriving Students (Undergraduate)**

		<b>All Applicants</b>	<b>Admitted Applicants</b>	<b>Arriving Students</b>
<b>Application Characteristic</b>				
<b>BC Current Secondary</b>				
applied to	Humanities	14.2 %		
	Science	29.7		
	Social Science	42.9		
	Engineering	7.3		
	Fine Arts	5.9		
		(n=4815)		
<b>BC Post Secondary</b>				
applied to	Humanities	11.5 %		
	Science	17.0		
	Social Science	32.4		
	Business	8.7		
	Education	7.4		
	Engineering	6.0		
	Fine Arts	7.7		
	HSD	9.1		
	Law (see Notes, p. 20)	0.2		
		(n=2505)		
<b>Females as Percentage of Total</b>				
	Humanities (see Notes)	67.7 %	70.5 %	69.4 %
	Science	50.0	52.1	50.9
	Social Science	59.5	62.1	59.8
	Business	48.8	43.6	39.0
	Education	74.9	84.1	80.6
	Engineering	11.2	13.6	12.1
	Fine Arts	70.8	70.0	68.8
	HSD	88.4	91.6	94.2
	Law (see Notes)		47.0	45.7
		(n=11398)	(n=6991)	(n=3678)

Table Four:

## Fall 1997 Applicant Yield Summary (Undergraduate)

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	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
<b>Age (at Dec. 31/97)</b>									
<18	178	125	52	44.7	0.702	0.292	0.251	0.416	0.860
18	4460	3221	1329	1153.2	0.722	0.298	0.259	0.413	0.868
19	1934	1099	553	450.5	0.568	0.286	0.233	0.503	0.815
20	1114	555	342	262.1	0.498	0.307	0.235	0.616	0.766
21	826	436	285	207.6	0.528	0.345	0.251	0.654	0.728
22	603	333	231	174.4	0.552	0.383	0.289	0.694	0.755
23	457	253	187	132.3	0.554	0.409	0.289	0.739	0.707
24	282	167	119	79.8	0.592	0.422	0.283	0.713	0.671
25-29	775	418	292	192.3	0.539	0.377	0.248	0.699	0.659
30-34	249	129	95	47.0	0.518	0.382	0.189	0.736	0.495
35-39	183	90	66	33.2	0.492	0.361	0.181	0.733	0.503
≥40	297	158	125	51.7	0.532	0.421	0.174	0.791	0.414
<b>Gender</b>									
female	6594	4167	2175	1669.3	0.632	0.330	0.253	0.522	0.767
male	4804	2824	1503	1160.1	0.588	0.313	0.241	0.532	0.772
<b>Basis of Admission</b>									
BCCUR	4815	3380	1332	1148.8	0.702	0.277	0.239	0.394	0.862
BCGRD	654	386	238	192.3	0.590	0.364	0.294	0.617	0.808
other secondary	1381	719	366	306.3	0.521	0.265	0.222	0.509	0.837
BCCOL	2128	1227	874	687.6	0.577	0.411	0.323	0.712	0.787
BCUNI	377	199	125	36.5	0.528	0.332	0.097	0.628	0.292
other post-secondary	1503	788	502	343.4	0.524	0.334	0.228	0.637	0.684
other	540	292	241	114.5	0.541	0.446	0.212	0.825	0.475
<b>Faculty</b>									
Humanities	1559	1261	912	746.6	0.809	0.585	0.479	0.723	0.819
Science	2586	1945	1096	857.9	0.752	0.424	0.332	0.563	0.783
Social Science	4229	2308	642	463.1	0.546	0.152	0.110	0.278	0.721
<b>Former A+S Fac. Total</b>	<b>8374</b>	<b>5514</b>	<b>2650</b>	<b>2067.6</b>	<b>0.658</b>	<b>0.316</b>	<b>0.247</b>	<b>0.481</b>	<b>0.780</b>
Business	373	179	141	99.8	0.480	0.378	0.268	0.788	0.708
Education	303	132	98	94.6	0.436	0.323	0.312	0.742	0.965
Engineering	730	375	199	150.4	0.514	0.273	0.206	0.531	0.756
Fine Arts	854	406	272	228.1	0.475	0.319	0.267	0.670	0.839
HSD	664	285	226	98.6	0.429	0.340	0.148	0.793	0.436
Law (see Notes)		100	92	90.3				0.920	0.982

Table Four (continued):

Fall 1997 Applicant Yield Summary (Undergraduate)

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
<b>Citizenship</b>									
Canadian	9493	6164	3286	2579.9	0.649	0.346	0.272	0.533	0.785
Other/Unknown	1905	827	392	249.5	0.434	0.206	0.131	0.474	0.636
<b>Secondary Average</b>									
<65%	199	2	1	1.0	0.010	0.005	0.005	0.500	1.000
65-66.99%	135	3	2	1.4	0.022	0.015	0.010	0.667	0.700
67-69.99%	287	22	19	13.2	0.077	0.066	0.046	0.864	0.695
70%	125	76	40	30.0	0.608	0.320	0.240	0.526	0.750
71%	167	114	61	46.2	0.683	0.365	0.277	0.535	0.757
72%	173	139	73	54.9	0.803	0.422	0.317	0.525	0.752
73%	206	164	96	75.4	0.796	0.466	0.366	0.585	0.785
74%	223	177	86	70.1	0.794	0.386	0.314	0.486	0.815
75%	247	198	89	65.0	0.802	0.360	0.263	0.449	0.730
76%	261	221	111	92.2	0.847	0.425	0.353	0.502	0.831
77%	237	196	71	59.4	0.827	0.300	0.251	0.362	0.837
78%	271	220	102	89.9	0.812	0.376	0.332	0.464	0.881
79%	281	227	115	95.2	0.808	0.409	0.339	0.507	0.828
80%	268	217	114	101.7	0.810	0.425	0.380	0.525	0.892
81%	290	243	104	89.8	0.838	0.359	0.310	0.428	0.864
82%	323	272	106	90.6	0.842	0.328	0.280	0.390	0.855
83%	276	234	79	68.4	0.848	0.286	0.248	0.338	0.865
84%	264	228	80	70.2	0.864	0.303	0.266	0.351	0.878
85%	240	207	84	76.5	0.863	0.350	0.319	0.406	0.910
86%	222	192	70	60.2	0.865	0.315	0.271	0.365	0.859
87%	217	184	78	70.3	0.848	0.359	0.324	0.424	0.902
88%	182	166	52	46.1	0.912	0.286	0.253	0.313	0.886
89%	181	157	50	46.8	0.867	0.276	0.258	0.318	0.935
90% or more	621	557	213	203.4	0.897	0.343	0.327	0.382	0.955

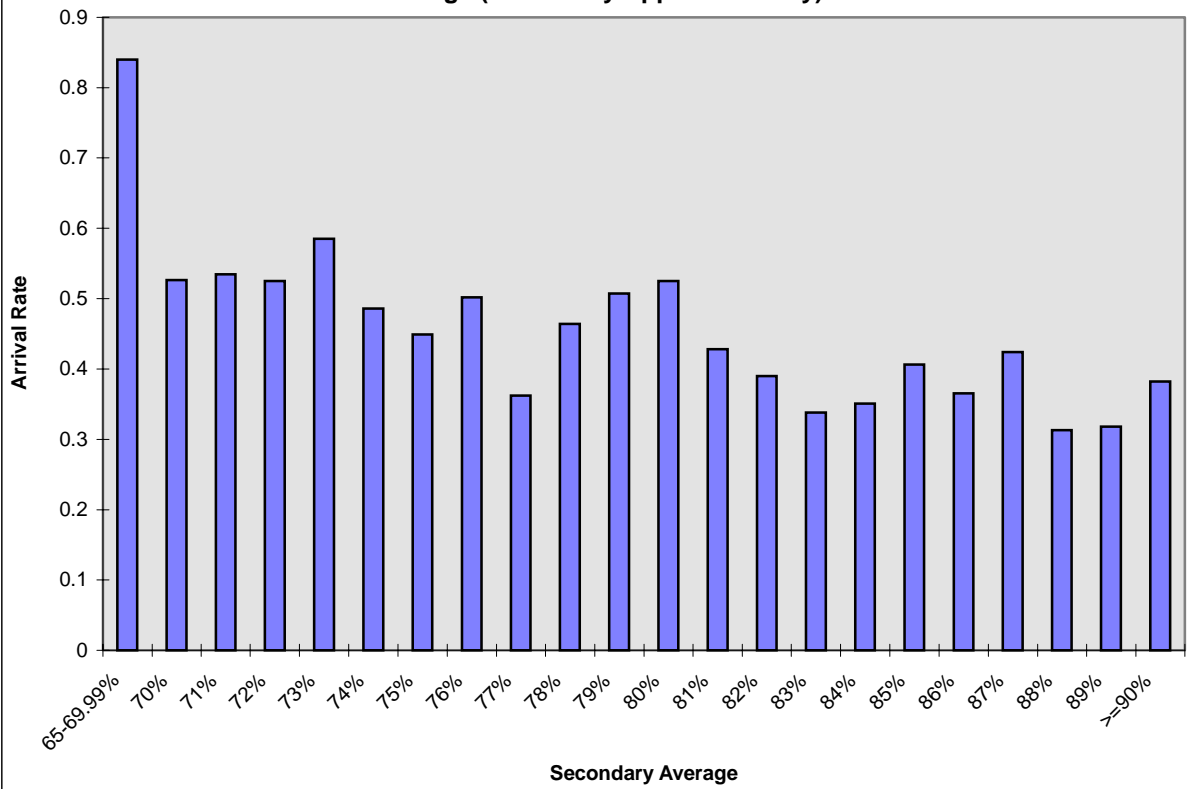
Table Four (continued):

## Fall 1997 Applicant Yield Summary (Undergraduate)

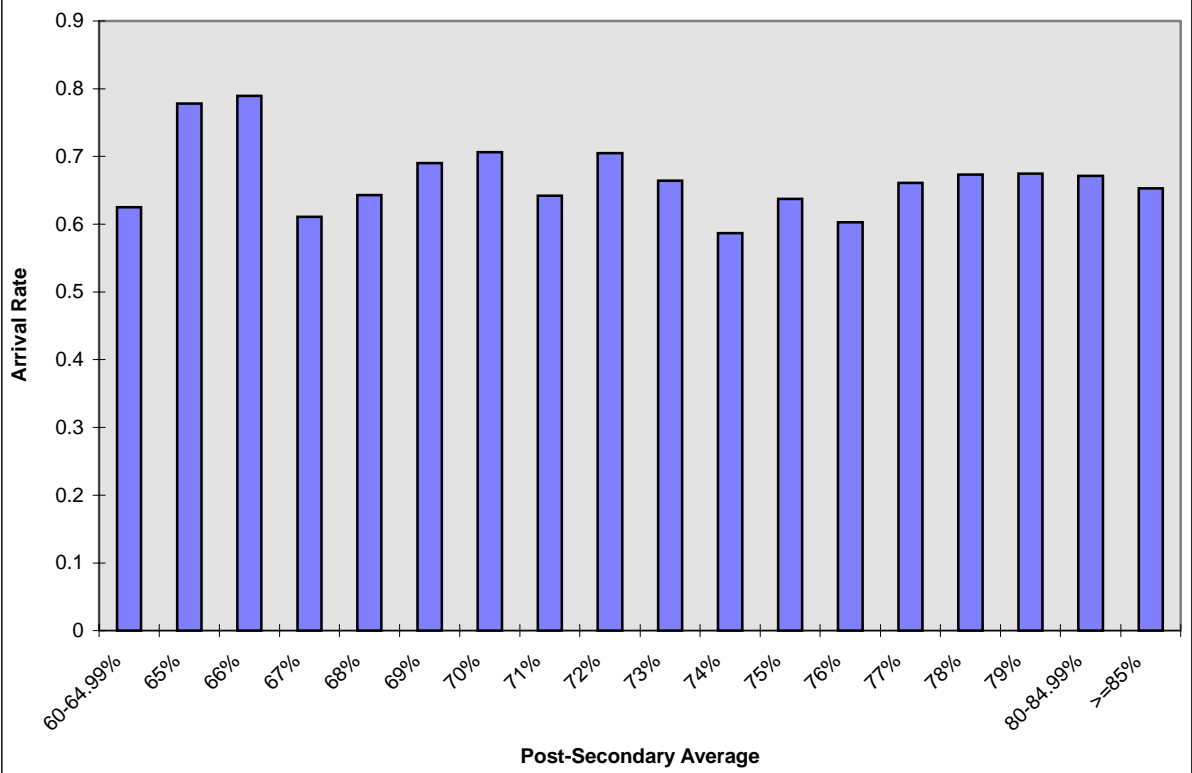
Page 3

	Applicants	Admits	Arrivers	FTE	Admissions/ Applicant	Arrivers/ Applicant	FTE/ Applicant	Arrivers/ Admission	FTE/ Arriver
<b>Post-Secondary Average</b>									
<60%	211	5	5	3.4	0.024	0.024	0.016	1.000	0.680
60-64.99%	278	32	20	13.6	0.115	0.072	0.049	0.625	0.679
65%	82	9	7	4.8	0.110	0.085	0.058	0.778	0.679
66%	95	19	15	10.2	0.200	0.158	0.107	0.789	0.678
67%	135	126	77	52.5	0.933	0.570	0.389	0.611	0.682
68%	125	112	72	50.3	0.896	0.576	0.402	0.643	0.698
69%	138	126	87	59.1	0.913	0.630	0.429	0.690	0.680
70%	132	126	89	64.1	0.955	0.674	0.485	0.706	0.720
71%	127	120	77	54.6	0.945	0.606	0.430	0.642	0.710
72%	128	112	79	57.3	0.875	0.617	0.448	0.705	0.726
73%	145	140	93	67.8	0.966	0.641	0.467	0.664	0.729
74%	123	109	64	44.8	0.886	0.520	0.364	0.587	0.700
75%	130	124	79	63.6	0.954	0.608	0.490	0.637	0.806
76%	134	126	76	55.9	0.940	0.567	0.417	0.603	0.735
77%	114	112	74	52.2	0.982	0.649	0.458	0.661	0.705
78%	101	101	68	48.5	1.000	0.673	0.480	0.673	0.713
79%	84	80	54	39.7	0.952	0.643	0.472	0.675	0.734
80-84.99%	338	331	222	163.1	0.979	0.657	0.483	0.671	0.735
85% or more	96	95	62	41.8	0.990	0.646	0.435	0.653	0.674
<b>Geographic Location</b>									
Outside Canada	700	353	215	132.7	0.504	0.307	0.190	0.609	0.617
Outside BC	2289	1247	750	558.7	0.545	0.328	0.244	0.601	0.745
Vancouver Island	2359	1759	1232	993.2	0.746	0.522	0.421	0.700	0.806
Greater Vancouver	3250	1977	612	461.8	0.608	0.188	0.142	0.310	0.755
Rest of Southern BC	1296	866	491	403.5	0.668	0.379	0.311	0.567	0.822
Northern BC	363	264	117	97.7	0.727	0.322	0.269	0.443	0.835
Unknown/Unspec. BC	1141	525	261	181.7	0.460	0.229	0.159	0.497	0.696
<b>Total</b>	<b>11398</b>	<b>6991</b>	<b>3678</b>	<b>2829.3</b>	<b>0.613</b>	<b>0.323</b>	<b>0.248</b>	<b>0.526</b>	<b>0.769</b>

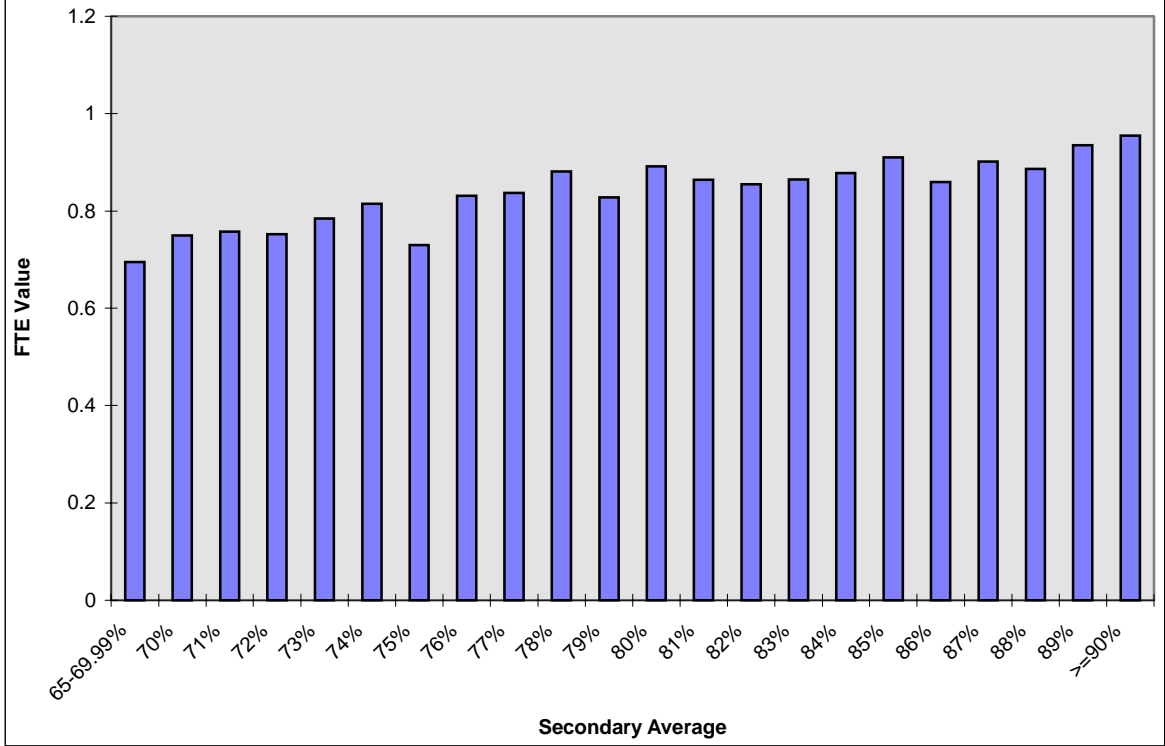
**Figure One: Arrival Rate per Admitted Applicant by Secondary Graduation Average (Secondary Applicants Only)**



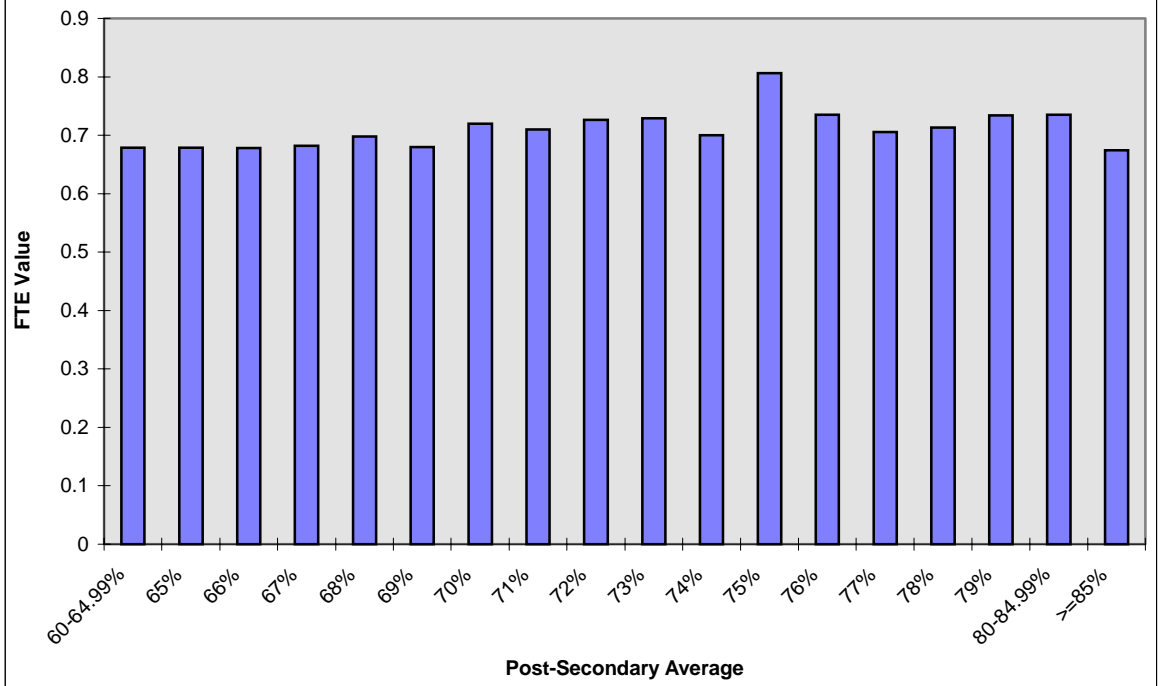
**Figure Two: Arrival Rate per Admitted Applicant by Post-Secondary Average (Post-Secondary Applicants Only)**



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



**Figure Four: Mean FTE Value per Arriving Applicant by Post-Secondary Average (Post-Secondary Applicants Only)**





**Table Five:**

**UVic Applications within the BC University System:  
Fall 1997 Applications/Admissions/Registrations by University for BC Secondary (BCCUR and BCGRD) Applicants**

Institution(s) Applied To	Total Applicants	Admission Offers Made By				Admission Rate				Registrations At				Arrival Rate			
		UBC	SFU	UVIC	UNBC	UBC	SFU	UVIC	UNBC	UBC	SFU	UVIC	UNBC	UBC	SFU	UVIC	UNBC
UBC only	1308	980				0.75				665				0.68			
SFU only	1826		1108				0.61				728				0.66		
UVIC only	1336			956				0.72				643				0.67	
UNBC only	403				315				0.78				168				0.53
UBC/SFU	2811	2137	2122			0.76	0.75			1352	640			0.63	0.30		
UBC/UVIC	749	564		611		0.75		0.82		241		221		0.43		0.36	
UBC/UNBC	34	21			31	0.62			0.91	9			4	0.43			0.13
SFU/UVIC	575		334	358			0.58	0.62			111	139			0.33	0.39	
SFU/UNBC	58		28		46		0.48		0.79		9		12		0.32		0.26
UVIC/UNBC	80			41	62			0.51	0.78			19	16			0.46	0.26
UBC/SFU/UVIC	1663	1137	1148	1160		0.68	0.69	0.70		617	282	236		0.54	0.25	0.20	
UBC/SFU/UNBC	77	48	45		67	0.62	0.58		0.87	23	16		6	0.48	0.36		0.09
UBC/UVIC/UNBC	61	29		36	48	0.48		0.59	0.79	15		14	6	0.52		0.39	0.13
SFU/UVIC/UNBC	88		37	48	65		0.42	0.55	0.74		17	20	9		0.46	0.42	0.14
all 4 universities	278	140	150	172	214	0.50	0.54	0.62	0.77	66	48	46	16	0.47	0.32	0.27	0.07
Total Headcount Applicants	11347																
		<b>Total Applications</b>															
Total UBC	6981	5056	3465	1979	360	0.72				2988				0.59			
Total SFU	7376	3462	4972	1738	392		0.67				1851				0.37		
Total UVic	4830	1870	1669	3392	389			0.70				1338				0.39	
Total UNBC	1079	238	260	297	848				0.79				239				0.28
Total Submitted Applications	20266																
		<b>Applications per Applicant</b>															
Applications/Applicant	1.79																

**Table Six:**

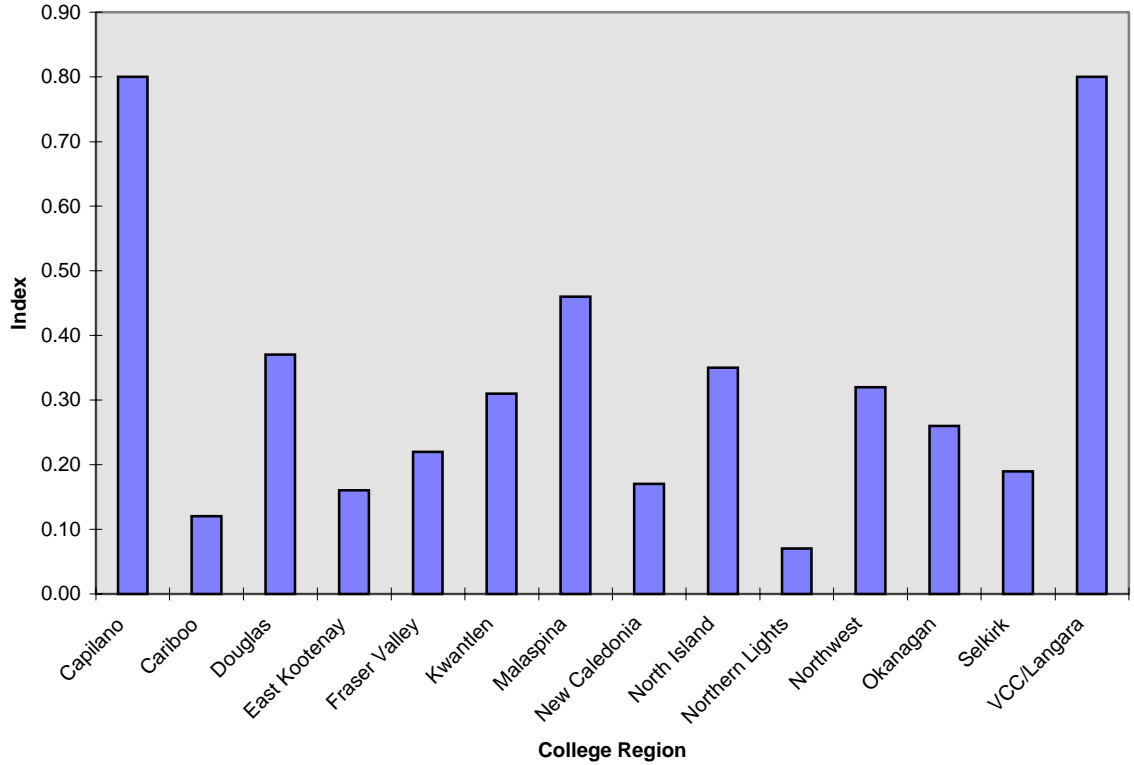
**UVic 1997 Secondary Applicants and Arrivers (BCCUR, BCGRD) in Relation to Grade 12 Enrolment  
by BC College Region**

College Region	Sept/96 G 12 Enrolment	1997 Secondary Applicants	1997 Applicants as Prop'n of G 12 Enrolment	1997 Arriving Students	1997 Students as Prop'n of G 12 Enrolment	1997 Applicants per G 12 Enrolment (Camosun=1.0)	1997 Students per G 12 Enrolment (Camosun=1.0)	UVic Students as % of BC Univ. Total
Camosun	3612	952	0.264	547	0.151	1.00	1.00	90.4
Capilano	2390	501	0.210	100	0.042	0.80	0.28	17.2
Cariboo	2510	78	0.031	16	0.006	0.12	0.04	26.2
Douglas	5300	517	0.098	55	0.010	0.37	0.07	4.8
East Kootenay	994	41	0.041	26	0.026	0.16	0.17	61.1
Fraser Valley	2486	147	0.059	51	0.021	0.22	0.14	31.5
Kwantlen	8788	720	0.082	128	0.015	0.31	0.10	10.6
Malaspina	2553	309	0.121	114	0.045	0.46	0.29	65.3
New Caledonia	2454	112	0.046	39	0.016	0.17	0.10	38.0
North Island	2131	197	0.092	80	0.038	0.35	0.25	47.1
Northern Lights	888	17	0.019	1	0.001	0.07	0.01	10.0
Northwest	1311	111	0.085	38	0.029	0.32	0.19	38.3
Okanagan	4250	289	0.068	93	0.022	0.26	0.14	41.4
Selkirk	1260	63	0.050	23	0.018	0.19	0.12	36.2
VCC/Langara	4337	909	0.210	130	0.030	0.80	0.20	9.2
Private Schools								9.6
<b>Total</b>	<b>45264</b>	<b>4963</b>	<b>0.110</b>	<b>1441</b>	<b>0.032</b>	<b>0.42</b>	<b>0.21</b>	<b>21.9</b>

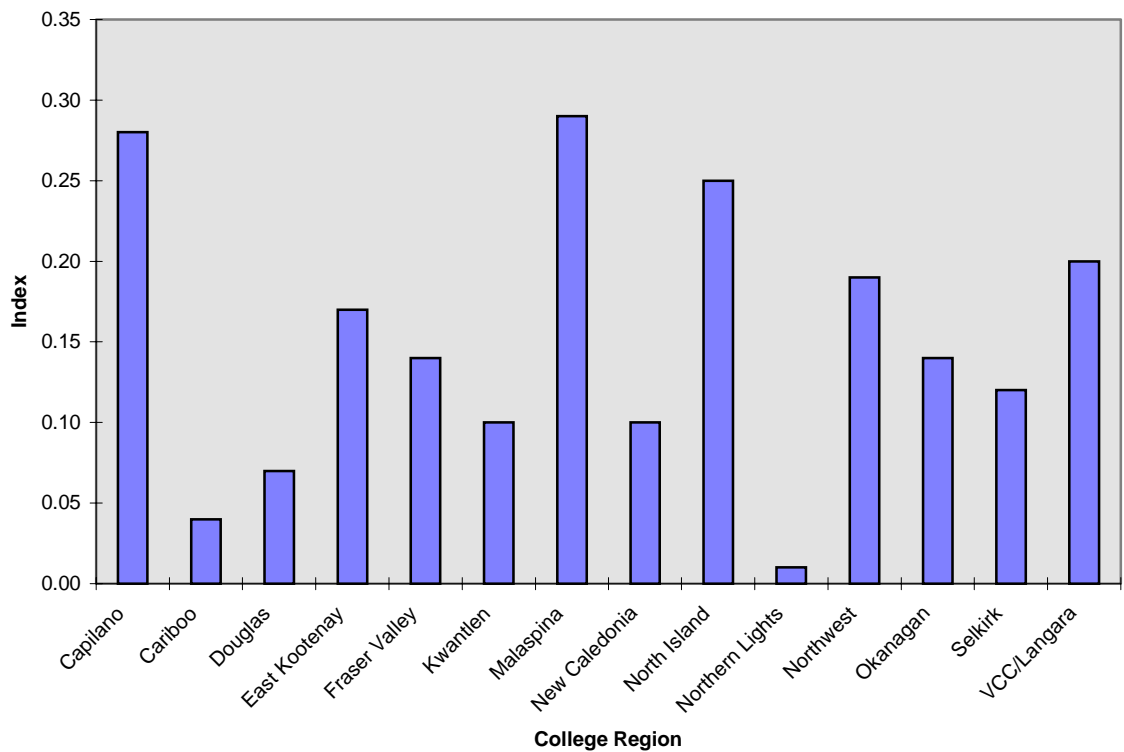
Note:

Table excludes UNBC data, which are unavailable for Fall 1997. UVic market share (last column) is most exaggerated in those regions experiencing the greatest UNBC draw (in northern BC and northern and central Interior)

**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	Fall 1995	Fall 1996	Fall 1997	1996 - 97 Change
Grade 12 headcount population (previous September)	42086	43592	45264	3.8 %
BCCUR/BCGRD applicants to 3 southern BC universities	10087	10870	10944	0.7 %
Applications by BCCUR/BCGRD applicants to 3 southern universities	18626	19873	19187	-3.5 %
Average # applications per applicant	1.85	1.83	1.75	-0.08
Proportion of G12 students submitting applications to 3 southern universities	0.2397	0.2494	0.2418	-0.0076
BCCUR/BCGRD applicants registering at one of 3 southern universities	6210	6410	6177	-3.6 %
Proportion of G12 students registered at one of 3 southern universities	0.1476	0.1470	0.1365	-0.0106
Total undergraduate applications to UVic	11128	11803	11398	-3.4 %
BCCUR/BCGRD applications to UVic	5356	5857	5469	-6.6 %
BCCOL applications to UVic	2325	2243	2128	-5.1 %
UVic applicants aged 18 or 19	55.1 %	57.2 %	56.3 %	-0.9 %
Average age of UVic applicants	21.1	20.8	21.1	0.3
Female applicants as percentage of total applicants	56.3 %	57.1 %	57.9 %	0.8 %
Canadian citizens as percentage of total applicants	85.1 %	84.1 %	83.3	-0.8 %
Mean admission average of applicants (secondary)	79.5	79.9	79.9	0.0
Mean admission average of applicants (post-secondary)	71.4	71.1	71.4	0.3
Percent of all applicants applying to Arts and Sciences	77.1 %	75.6 %	73.5 %	-2.1 %
Percent of BCCUR applicants applying to Arts and Sciences	89.1 %	86.8 %	86.8 %	0.0 %
Percent of BCCOL applicants applying to Arts and Sciences	66.3 %	62.0 %	60.9 %	-1.1 %
Applicant yield rates:				
Admissions per applicant	0.733	0.659	0.613	-0.046
Arrivals per applicant	0.385	0.330	0.323	-0.007
FTE per applicant	0.293	0.254	0.248	-0.006
Arrivals per admission	0.526	0.501	0.526	0.025
FTE per arriver (overall)	0.760	0.768	0.769	0.001
FTE per arriver (BCCUR)	0.857	0.870	0.862	-0.008
FTE per arriver (BCCOL)	0.736	0.786	0.787	0.001

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 In Tables One to Four, applicants are defined as having entry points of September 1997 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 November 1 1997. The number of arriving applicants does not reconcile exactly with IA registration statistics because this analysis includes only students with September 1997 entry points.
- 2 All discussions of "secondary averages" include only those applicants whose admission was based on that average (i.e. BCCUR, BCGRD, other secondary) and who had valid data; other applicants with valid secondary average entries were excluded. Similarly, "post-secondary averages" include only BCCOL, BCUNI and other post-secondary applicants with valid data.
- 3 Total applicant data for the Faculty of Law are not available on ISIS; only admitted and arriving applicant data are available. Tables Three and Four therefore exclude or limit Faculty of Law data. Stated applicant volumes (n=11398) are therefore lower than actual by the unreported Law applications.
- 4 The calculation of FTE values involved minor estimation in some cases. For the University overall, and within each faculty, FTE estimation is within 1 percent of actual data (as at November 1).
- 5 Applicant ages are calculated as the age at December 31, 1997.
- 6 Column totals may not add due to rounding; totals for applicant groups (all, admitted, arriving) may differ from table to table because of a small number of cases with missing data, because some data are preliminary, and/or because the population is defined slightly differently.
- 7 The "previous institution" field captures the institution most recently attended.
- 8 The applications data in Table Five include those current and previously graduated secondary system applicants for whom PEN identifiers were available, and will not reconcile directly with the BCCUR and BCGRD entries in Tables One to Four.
- 9 The source for all tables is the November 1/97 IA download of ISIS, except for Table Five (which is based on UBC, SFU and UVic applications data analyzed by the Office of Analytical Studies at SFU), and Table Six (which is based on the ISIS download; BC Ministry of Education, Skills and Training, "Report # 1558A - September Grade XII Public School Enrollment Projections"; and The University Presidents' Council, TUDBASE Table FALL1st for Fall 1997).
- 10 All students (both new in winter 1997 and returning from previous sessions) were assigned to one of the three new faculties (Humanities, Science, Social Science) from the former Faculty of Arts and Science, on the basis of their Winter 1997/98 course registration patterns. Starting in Winter 1998/99, students will apply for admission to one of the three new faculties.