

**THE UNIVERSITY OF BRITISH COLUMBIA**

**FOR INFORMATION**

**FORWARDED TO:** BOARD OF GOVERNORS ON  
RECOMMENDATION  
OF PRESIDENT STEPHEN J. TOOPE

**APPROVED FOR SUBMISSION:**

  
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Stephen J. Toope, President & Vice-Chancellor

**DATE:** November 18, 2011

**PRESENTED BY:** David H. Farrar, Provost and Vice President Academic   
Doug Owram, Deputy Vice Chancellor and Principal

**DATE OF MEETING:** December 1, 2011

**SUBJECT:** UBC Annual Report on Enrolment, 2011/12  
Okanagan and Vancouver Campuses

**DECISION REQUESTED:** For information only

**EXECUTIVE SUMMARY:**

This annual report outlines 2011/12 enrolment information for UBC Okanagan and Vancouver campuses, characteristics of our student body, and performance against Ministry funded targets, in addition to key enrolment initiatives for 2012/13.

# UBC Annual Report on Enrolment, 2011/12

## Okanagan and Vancouver Campus

David Farrar

Provost and Vice President Academic

UBC Vancouver

and

Doug Owram

Deputy Vice Chancellor and Principal

UBC Okanagan



**a place of mind**

**THE UNIVERSITY OF BRITISH COLUMBIA**

## Table of Contents

I.	Introduction .....	3
II.	Enrolment Summary, 2011/12.....	4
A.	Total Enrolment .....	4
B.	Actual Enrolment against Funded Targets.....	4
C.	Graduate Enrolment .....	7
D.	International Enrolment .....	8
E.	International Student Initiative (ISI) .....	9
III.	New Undergraduate Student Enrolment.....	11
A.	Ethno-racial distribution of new undergraduate degree students.....	11
B.	Admission Averages .....	12
C.	Geographic location of new undergraduate degree students.....	13
D.	Student Retention.....	14
E.	Aboriginal Access Studies, Okanagan Campus.....	15
IV.	Enrolment Planning 2012/13 .....	16
A.	Summer Session.....	16
B.	Broad Based Admissions .....	17
V.	Appendix 1: Enrolment data for all programs (by campus/faculty/degree program/year) .....	18

## I. Introduction

Enrolment planning and management at UBC consists of a wide range of decisions and procedures across the university. Academic plans and government funding decisions determine overall goals and strategies. Long term enrolment objectives are aligned with the University's overall strategic plan, *Place and Promise* and are developed to support UBC's reputation as a globally recognized research-intensive university, a strong belief in the value and importance of intercultural understanding, the University's responsibility to address the needs of qualified underserved populations, and the University's desire to align enrolment with the resources needed to provide an outstanding education to all of its students.

The Provost and Deans at each campus work in conjunction with staff in Enrolment Services and Planning and Institutional Research to translate these university-wide plans into specific faculty and program enrolment targets using models and forecasts based on current trends and retention rates, along with assumptions about new intake.

Key enrolment objectives for the Vancouver campus include the following: reduce the number of undergraduate students towards the level funded by the Province, grow international student enrolment, and expand the proportion of undergraduate students from other Canadian provinces. Although we do not have specific objectives for graduate enrolment, it is expected that graduate enrolment will continue to expand.

The Okanagan campus has met its government funded targets for the first time in 2011. Key enrolment objectives include developing enrolment management procedures to ensure steady state enrolment of domestic students, increasing both international enrolment and the enrolment of domestic students from other provinces and territories.

Aboriginal student enrolment is a particular focus for both UBC campuses. The overall aim is to increase aboriginal enrolment and graduation rates through a combination of new student recruitment and increased retention. We are also engaging in further partnerships with Aboriginal communities to identify and remove barriers to admission and identify ways that we can support Aboriginal students toward degree completion once enrolled at UBC.

## II. Enrolment Summary, 2011/12

### A. Total Enrolment

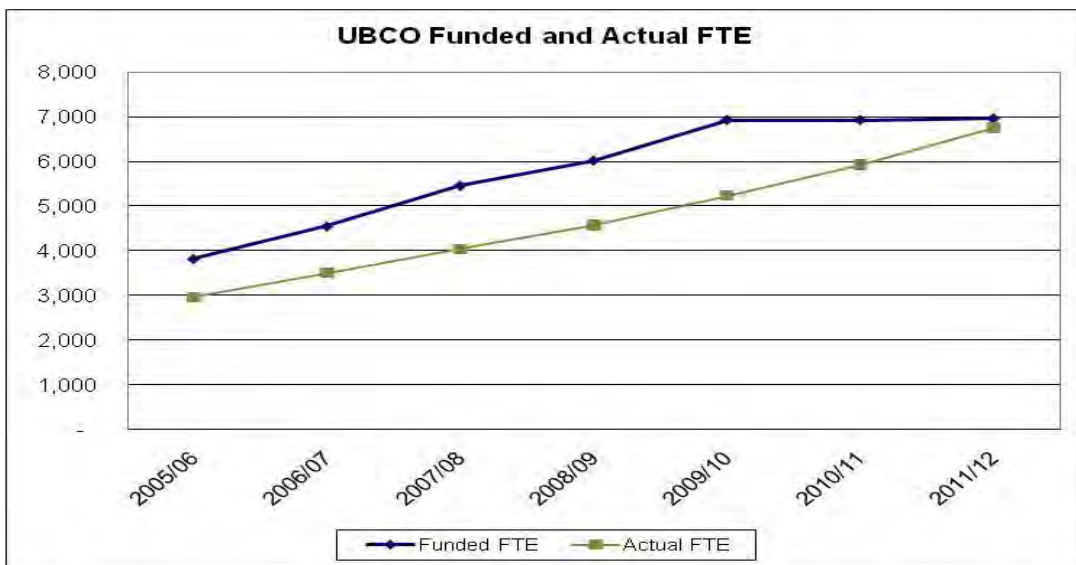
Total enrolment (domestic and international) for 2011/12 is now at 56,204 students, an increase of 3% over last year. Enrolment at the Vancouver campus has increased slightly, primarily at the graduate level while strong growth in enrolment at the Okanagan campus continues, in keeping with overall enrolment objectives to align enrolment to government funded targets. Enrolment data by faculty and program can be found in the Appendix section of this report.

Headcount Enrolment (Nov 1)									
	Vancouver			Okanagan			System		
	2010/11	2011/12	% Change	2010/11	2011/12	% Change	2010/11	2011/12	% Change
Undergraduate	37,832	38,339	1.3%	6,533	7,224	10.6%	44,365	45,563	2.7%
Graduate	9,623	9,950	3.4%	543	691	27.3%	10,166	10,641	4.7%
Total	47,455	48,289	1.8%	7,076	7,915	11.9%	54,531	56,204	3.1%

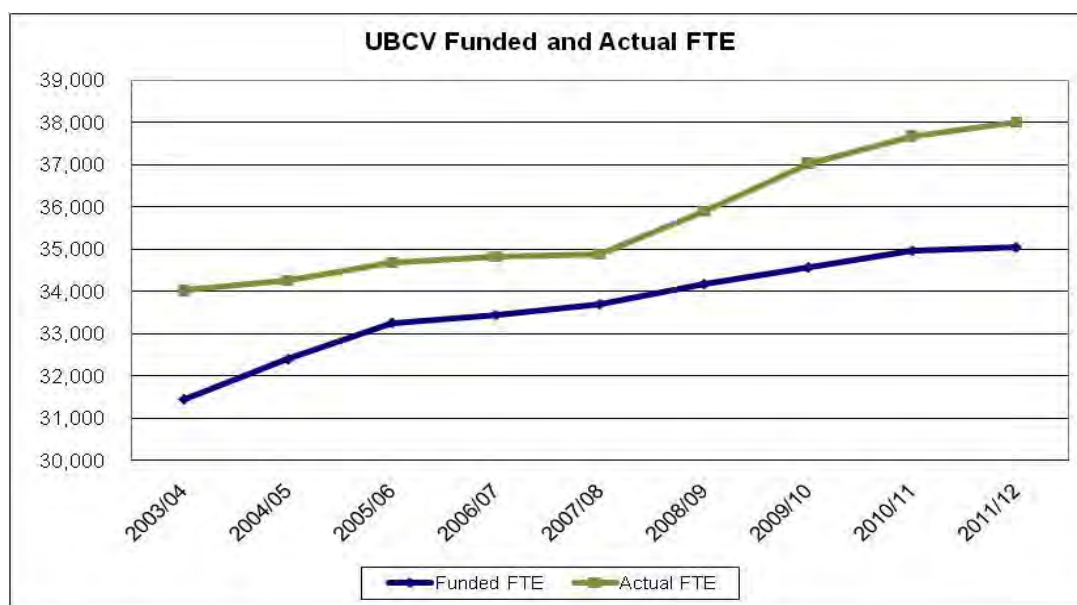
### B. Actual Enrolment against Funded Targets

The Government of BC provides funding up to targeted levels for all graduate students, both domestic and international, and for all domestic undergraduate students up to targeted levels. For enrolment planning purposes, this funded and actual enrolment is expressed as "Full-Time Equivalents" (FTEs) and is referred to as the Ministry's target. International undergraduate students who pay full-cost tuition are not included in the target.

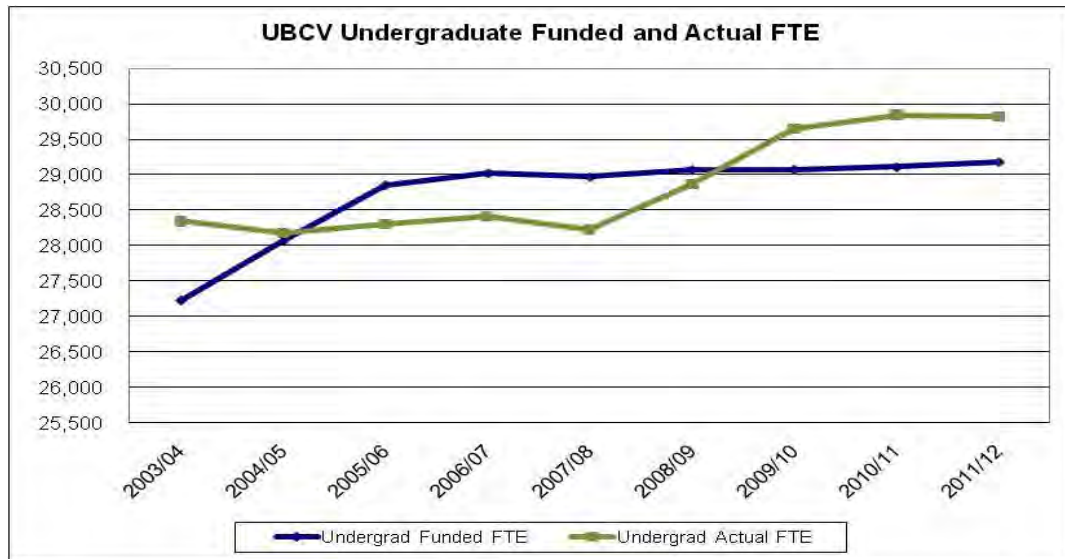
Government funded FTEs remain unchanged for the Okanagan campus and we estimate that total enrolment at the Okanagan campus will be within 200 FTEs of government funded targets by March 2012. Total enrolment at the Okanagan campus has more than doubled since it opened as a UBC campus in 2005.



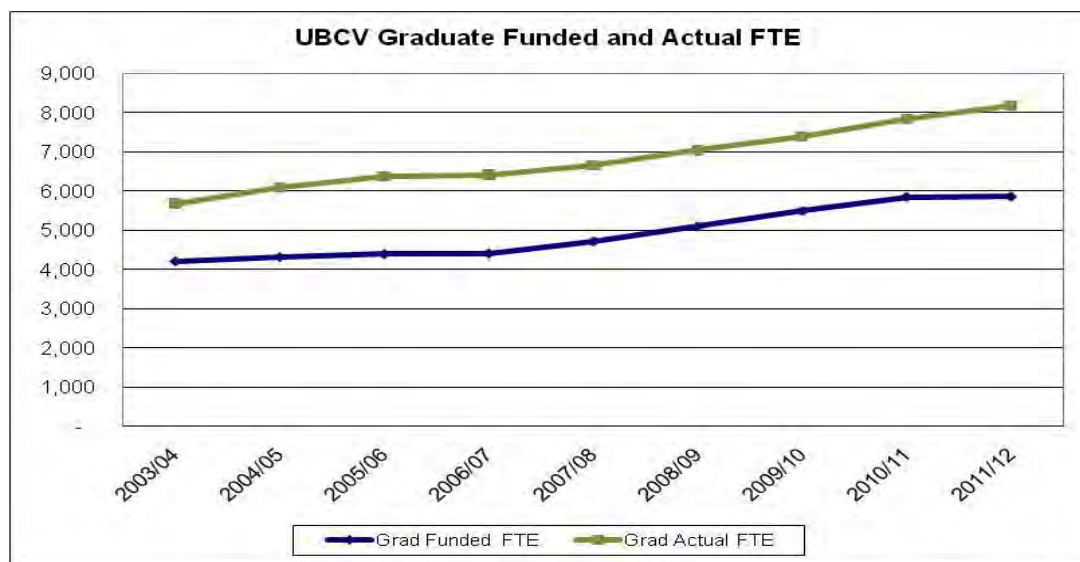
At the Vancouver campus, total enrolment is expected to be well above government funded levels by 8% or approximately 2900 FTEs, primarily due to graduate enrolment.



Government provided additional undergraduate FTE increases at the Vancouver campus specifically for medical and pharmacy expansion. In 2010/11, undergraduate FTE enrolment on the Vancouver campus was 734 FTEs above government funded targets. We estimate that this over-enrolment against targets will decrease by approximately 100 FTEs by March 2012, in keeping with our planning objective to decrease FTEs slowly to government funded targets by 2015.



Graduate enrolment at the Vancouver campus will exceed government funded targets by approximately 2300 FTEs, an increase of 16% over the prior year.





### C. Graduate Enrolment

Both campuses have experienced intentional growth in graduate enrolment. This growth is consistent with our strategic plan to continue to build strength as a major global research university, and reflects growing demand for graduate education. As seen below, overall graduate enrolment has increased for both doctoral and masters programs at each campus. Even though UBC has significant unfunded graduate enrolment at the Vancouver campus, the university recognizes the importance of graduate education as an essential component of our research strength. In addition, demand in B.C., nationally and the rest of the world for graduate degrees in a knowledge based economy continues to increase. As such, we plan to grow graduate enrolment on the Vancouver campus at a modest rate in keeping with our research objectives and strategic mission.

Graduate Headcount Enrolment (at Nov. 1)							
		2010/11			2011/12		
campus	Faculty	Doctoral	Masters	Total	Doctoral	Masters	Total
Okanagan	Applied Science	8	43	51	29	72	101
	Arts and Science	116	138	254	134	181	315
	Education	1	117	118	4	113	117
	Creative & Critical Studies	-	13	13	5	18	23
	Graduate Studies	12	10	22	23	2	25
	Health & Social Development	1	84	85	5	85	90
	Management	-	-	-	1	19	20
Okanagan Total		138	405	543	201	490	691
Vancouver	Applied Science	570	1,088	1,658	598	1,134	1,732
	Arts	735	1,136	1,871	766	1,185	1,951
	Coll.for Interdisciplinary Studies	174	322	496	226	353	579
	Commerce	75	551	626	73	522	595
	Dentistry	7	38	45	7	47	54
	Education	390	1,303	1,693	387	1,334	1,721
	Forestry	128	103	231	128	92	220
	Graduate Studies	158	66	224	137	29	166
	Law	51	34	85	54	51	105
	Land & Food Systems	50	117	167	46	115	161
	Medicine	391	780	1,171	400	847	1,247
	Pharmacy	47	23	70	46	25	71
	Science	756	530	1,286	805	543	1,348
Vancouver Total		3,532	6,091	9,623	3,673	6,277	9,950
Grand Total		3,670	6,496	10,166	3,874	6,767	10,641



## D. International Enrolment

International enrolment continues to show strong growth at both campuses. UBC embraces the internationalization of our campus and student body by not only recruiting international students to UBC but also promoting learning opportunities for our students in other countries. Diversity within the student body and learning opportunities abroad will promote intercultural understanding, international engagement and enable our students to collaborate and communicate across communities and continents.

International students at UBC are drawn from 159 countries. Some students undertake degree programs at UBC at both the graduate and undergraduate level while others undertake studies on exchange or as visiting students. Some are full, fee-paying students (International Student Initiative, or ISI) while others may be refugees. In addition, UBC has initiated the International Student Humanitarian Award (ISHA) in order to attract exceptionally gifted undergraduate students who demonstrate leadership potential from severely impoverished or war-torn countries in order to enable them to achieve a post-secondary education.

In 2011W, there are 7,794 international students registered at Vancouver and 598 registered at the Okanagan representing 16% and 8% of the total student enrolment at each campus.

<b>International Student Enrolment (at Nov. 1)</b>							
		<b>2010W</b>			<b>2011W</b>		
<b>Campus</b>	<b>Type</b>	<b>Domestic</b>	<b>International</b>	<b>% Intl</b>	<b>Domestic</b>	<b>International</b>	<b>% Intl</b>
Vancouver	Diploma & Certificate	2,226	111	5%	2,103	112	5%
	Graduate Degree	7,072	2,548	26%	7,121	2,827	28%
	Non-Degree	1,898	830	30%	1,773	939	35%
	Post-Baccalaureate Degree	2,631	5	0%	2,527	14	1%
	Residents	1,149	27	2%	1,208	20	2%
	Undergraduate Degree	25,452	3,506	12%	25,763	3,882	13%
	<b>Total</b>	<b>40,428</b>	<b>7,027</b>	<b>15%</b>	<b>40,495</b>	<b>7,794</b>	<b>16%</b>
Okanagan	Diploma & Certificate	1	-	0%	10	-	0%
	Graduate Degree	444	99	18%	546	145	21%
	Non-Degree	183	9	5%	199	5	2%
	Post-Baccalaureate Degree	189	-	0%	182	-	0%
	Undergraduate Degree	5,746	405	7%	6,380	448	7%
	<b>Total</b>	<b>6,563</b>	<b>513</b>	<b>7%</b>	<b>7,317</b>	<b>598</b>	<b>8%</b>
System	Diploma & Certificate	2,227	111	5%	2,113	112	5%
	Graduate Degree	7,516	2,647	26%	7,667	2,972	28%
	Non-Degree	2,081	839	29%	1,972	944	32%
	Post-Baccalaureate Degree	2,820	5	0%	2,709	14	1%
	Residents	1,149	27	2%	1,208	20	2%
	Undergraduate Degree	31,198	3,911	11%	32,143	4,330	12%
	<b>Total</b>	<b>46,991</b>	<b>7,540</b>	<b>14%</b>	<b>47,812</b>	<b>8,392</b>	<b>15%</b>

Students from China now represent 21% of the international student body at Vancouver, followed by the United States at 18%. Vancouver shows strong growth in students from China, Europe and South East Asia (primarily Malaysia and Singapore).

At the Okanagan, students from China represent 20% of the international student body followed by East Asia at 19%, with South Korea representing 50% of the international student body from East Asia.

<b>International Student Enrolment by Citizenship Region (at Nov. 1)</b>						
<b>Citizenship Region</b>	<b>Vancouver</b>			<b>Okanagan</b>		
	<b>2010W</b>	<b>2011W</b>	<b>2011W % of total</b>	<b>2010W</b>	<b>2011W</b>	<b>2011W % of total</b>
Africa	167	189	2%	29	39	7%
Australia and New Zealand	117	155	2%	2	-	0%
Central and South America	302	326	4%	25	29	5%
China	1,329	1,607	21%	105	118	20%
East Asia	1,140	1,205	15%	107	112	19%
Europe	1,004	1,169	15%	57	67	11%
India	276	289	4%	10	13	2%
Mexico	229	216	3%	10	7	1%
Middle East	482	529	7%	39	64	11%
South Asia	143	153	2%	49	64	11%
South East Asia	479	566	7%	33	32	5%
United States of America	1,351	1,387	18%	47	53	9%
Unknown	8	3	0%	-	-	0%
<b>Total</b>	<b>7,027</b>	<b>7,794</b>	<b>100%</b>	<b>513</b>	<b>598</b>	<b>100%</b>

## **E. International Student Initiative (ISI)**

“ISI” refers to international undergraduate students who are in Canada on student or visitor visas and who pay full-cost tuition. ISI includes both degree and non-degree students. ISI recruitment efforts focus primarily on undergraduate direct entry programs. Exchange students are not counted in ISI numbers. ISI recruitment strategies at both campuses continue to be extremely successful with Vancouver showing an 11% increase and the Okanagan a 10% increase. This increase comes at a time when competition for these students continues to grow both nationally and internationally with some universities experiencing a decline in international student yield rates.

ISI enrolment at Vancouver represents 13% of the total undergraduate enrolment (for direct entry and non-degree programs) in 2011W. The proportion of ISI students varies by program, as shown below.

<b>2011W Vancouver Headcount Enrolment for specific programs with ISI enrolments</b>					
<b>Faculty</b>	<b>Program</b>	<b>Domestic</b>	<b>ISI</b>	<b>Total</b>	<b>%ISI</b>
APSC	BASC	3,489	534	4,023	13%
	BEND	39	8	47	17%
ARTS	BA	9,216	1,790	11,006	16%
	BFA	217	37	254	15%
COMM	BCOM	2,247	681	2,928	23%
FRST	BSCN	261	54	315	17%
	BSCW	81	30	111	27%
	BSF	144	27	171	16%
	BSFS	71	14	85	16%
HKIN	BHK/BKIN	870	53	923	6%
LFS	BSAB	227	31	258	12%
	BSAG	28	-	28	0%
	BSFN	834	105	939	11%
	BSGR	90	19	109	17%
MUSC	BMUS	271	14	285	5%
SCIE	BCS	93	3	96	3%
	BSC	6,258	468	6,726	7%
Non-Degree Programs		1,931	114	2,045	6%
Total		26,367	3,982	30,349	13%

ISI enrolment at the Okanagan campus represents 7% of the total undergraduate enrolment (for direct entry programs) in 2011W. Proportion of ISI students vary by program, as shown below.

<b>2011W Okanagan Headcount Enrolment for specific programs with ISI enrolments</b>					
<b>Faculty</b>	<b>Program</b>	<b>Domestic</b>	<b>ISI</b>	<b>Total</b>	<b>%ISI</b>
APSO	BASC-O	646	38	684	6%
ARSC	BA-O	2,274	177	2,451	7%
	BSC-O	1,540	94	1,634	6%
FCCS	BFA-O	165	10	175	6%
HSD	BHK-O	529	7	536	1%
MGMT	BMGT-O	643	119	762	16%
Total		5,797	445	6,242	7%

UBC has also expanded international learning opportunities for students wishing to broaden their educational experience. Study abroad, service learning, research abroad and international co-op programs offer both undergraduate and graduate students experiential learning experiences that promote global awareness, meaningful engagement and cross-cultural understanding. UBC has approximately 150 formal exchange agreements signed with partner institutions in 40 countries across the globe. Students can also learn about global issues first-hand by working on community-based projects in Africa and Latin America. In addition, graduate students can complete research at most of UBC's 150 partner universities. In 2011, approximately 800 students are registered in a study abroad program with many others registered in international service learning and co-op programs. This represents an increase of 14% from 2009 and reflects an intentional strategy to increase these experiential learning opportunities for our students.

### III. New Undergraduate Student Enrolment

#### A. Ethno-racial distribution of new undergraduate degree students

For the past three years, we have surveyed New to UBC undergraduate direct entry and transfer students on both campuses in order to measure characteristics of our incoming students, including their expectations prior to their arrival at UBC.

The majority of direct-entry and transfer students at the Okanagan campus are White (65% and 78% respectively) followed by Chinese (11% and 4% respectively).

**NUBC Okanagan 2011 -- Ethno-racial distribution of new undergraduate degree students**

	Direct Entry		Transfer	
Aboriginal	24	2%	15	4%
White	804	65%	310	78%
Chinese	133	11%	16	4%
South Asian	93	7%	11	3%
Black	17	1%	5	1%
Filipino	19	2%	1	0%
Latin American	22	2%	5	1%
Southeast Asian	18	1%	2	1%
Arab	12	1%	3	1%
West Asian	11	1%	4	1%
Korean	23	2%	3	1%
Japanese	9	1%	3	1%
Other	61	5%	17	4%
Total	1246	100%	395	100%

At the Vancouver campus, ethno-racial distributions vary between the direct entry and transfer cohorts. Approximately one-third of direct entry students at Vancouver self-identify as “White” and another third self-identify as “Chinese”. For the transfer cohort, 51% self-identify as “White” and 21% as “Chinese”.

**NUBC Vancouver 2011 -- Ethno-racial distribution of new undergraduate degree students**

	Direct Entry		Transfer	
Aboriginal	38	1%	32	3%
White	959	33%	509	51%
Chinese	958	33%	213	21%
South Asian	209	7%	34	3%
Black	26	1%	11	1%
Filipino	60	2%	25	2%
Latin American	61	2%	24	2%
Southeast Asian	117	4%	23	2%
Arab	23	1%	8	1%
West Asian	50	2%	14	1%
Korean	155	5%	22	2%
Japanese	50	2%	12	1%
Other	183	6%	76	8%
Total	2889	100%	1003	100%

## B. Admission Averages

Admission cut-offs represent the minimum academic average that students must present to be eligible for admission to a specific faculty. Cut-offs vary from faculty to faculty, as do the courses on which admission averages are based, and within faculties, admission cut-offs vary depending on year of entry.

Admission cut-offs for engineering and arts at the Vancouver campus increased by 3 percentage points and 2 percentage points respectively. Increases in admission cut-offs are due largely to increased demand for programs and competition for limited spaces. The majority of faculties employ broad-based admission—admission based on a combination of academic performance and extra-curricular achievement—for students slightly below the cut-offs in the table below; in these cases, students are admitted with admission averages just below the cut-off. Of the major direct-entry undergraduate faculties, only the Sauder School and the School of Kinesiology used broad-based admission universally in the 2011 admission cycle.

In addition to admission increases for direct entry students, transfer students were also required to present higher GPAs for most Vancouver programs.

<b>Vancouver Admission GPA's</b>		Year 1 (Direct Entry)			Year 2 (Transfer)		
		2009/10	2010/11	2011/12	2009/10	2010/11	2011/12
APSC	BASC	83%	86%	89%	2.5	3.0	3.3
ARTS	BA	84%	85%	87%	3	3.1	3.1
COMM	BCOM	84%*	84%*	84%*	2.5	2.5	2.5
EDUC	BHK	88%	91%	84%*	3.5	3.3	2.95
FRST	AI	75-78%	75-78%	75-78	2.0-2.2	2.0-2.2	2.0-2.2
LFS	BSAB	83%	88%	87%	2.2	2.2	2.7
	BSFN	83%	87%	85%	2.1	2.5	2.7
SCIE	BSC	88%	90%	90%	2.3	3.0	3.1
*minimum GPA required plus Broad Based Admission Supplemental Application							
Note: Applied Science, Arts & Science also applied BBA to a smaller subset of applicants to their programs							

Admission cut-offs for UBC Okanagan programs increased by 3 to 5 percentage points for direct entry students in most programs, again due to increased demand from applicants. For most transfer students, the admission cut-off is between 2.0 and 2.5. Demand continues to be strong for admission to the Okanagan campus and upward pressure on admission averages is expected.

<b>Okanagan Admission GPA's</b>		Year 1 (Direct Entry)		Year 2 (Transfer)	
		2010/11	2011/12	2010/11	2011/12
APSO	BASC-O	75%	78%	2.5	2.5
	BSC-O	70%	75%	2.0	2.0
	PHAR-O	70%	75%		
ARSC/FCCS	BA-O	70%	70%	2.0	2.0
FCCS	BFA-O	67%	67%	2.0	2.0
HSD	BHK-O	78%	75%	2.0	2.0
	BSN-O	84%	86%	3.0	3.0
MGMT	BMGT-O	75%	75%	2.0	2.0

### C. Geographic location of new undergraduate degree students

The vast majority of new domestic undergraduate degree students at both campuses are from BC secondary and post-secondary institutions (77% in 2011 for Vancouver and 71% for the Okanagan). In addition to domestic students living in BC and the rest of Canada, UBC also attracts domestic students who are living abroad. One of UBC's goals is to increase the proportion of domestic students from other Canadian provinces and this remains largely unchanged between 2010 and 2011 for Vancouver and has decreased from 18% to 16% in the Okanagan. The Okanagan saw an increase of approximately 38% in the proportion of new students originating from the lower mainland of British Columbia.

The majority of new international undergraduate degree students are from international locations (69% for Vancouver and 65% for the Okanagan in 2011). UBC also attracts international students from institutions within BC and the rest of Canada although this has declined from last year for both campuses and is expected to continue to decline due to decreased international student enrolments at high schools within Canada. Recruitment strategies for international students will continue to focus on international students who are living outside Canada.

<b>New Student Enrolment: Undergraduate Degree Programs</b>				
	Vancouver		Okanagan	
<b>Domestic</b>	2010	2011	2010	2011
BCPSEC	20%	21%	21%	22%
BCSEC	56%	56%	48%	49%
CANAPSEC	4%	5%	6%	5%
CANASEC	9%	9%	18%	16%
INTLPSEC	2%	1%	1%	1%
INTLSEC	7%	6%	3%	3%
Other	1%	2%	4%	3%
<b>International</b>				
BCPSEC	17%	18%	14%	9%
BCSEC	13%	9%	20%	18%
CANAPSEC	1%	0%	3%	1%
CANASEC	4%	4%	6%	8%
INTLPSEC	8%	9%	5%	6%
INTLSEC	58%	60%	53%	59%
Other	0%	0%	0%	0%

## D. Student Retention

Retention is defined as the percentage of first time, first year, full-time, degree-seeking students who register in the following year. Students are considered to have been retained even if they switch degree programs. Retention can be counted two ways: retention at the same campus and retention at UBC.

Retention rates at UBC Okanagan remain lower than those of Vancouver and have declined slightly in some programs when comparing the 2009 cohort to the 2010 cohort. Relatively large numbers of students transfer to Vancouver and this has increased significantly for the ISI cohort.

Okanagan: Retention of first year, full time students									
	2009 Cohort to 2010					2010 Cohort to 2011			
	retained at UBCO		switched to UBCV			retained at UBCO		switched to UBCV	
	domestic	ISI	domestic	ISI		domestic	ISI	domestic	ISI
BA-O	69%	81%	5%	10%	BA-O	70%	60%	6%	16%
BASC-O	75%	38%	8%	13%	BASC-O	72%	48%	8%	33%
BFA-O	77%	N/A	3%	N/A	BFA-O	58%	N/A	13%	N/A
BHK-O	81%	N/A	8%	N/A	BHK-O	85%	N/A	6%	N/A
BMGT-O	80%	82%	4%	6%	BMGT-O	84%	64%	5%	20%
BSC-O	84%	62%	4%	19%	BSC-O	75%	74%	8%	19%
All Programs	76%	72%	5%	12%	All Programs	74%	61%	7%	21%
*N/A indicates small numbers in the program									

At the Vancouver campus, retention rates are high for most programs, consistent with retention rates for highly selective institutions and not surprising given the strong correlation between high admission averages and retention rates. Retention in Forestry programs has declined when comparing the 2009 cohort to the 2010 cohort and is an area of particular concern and focus for the faculty.

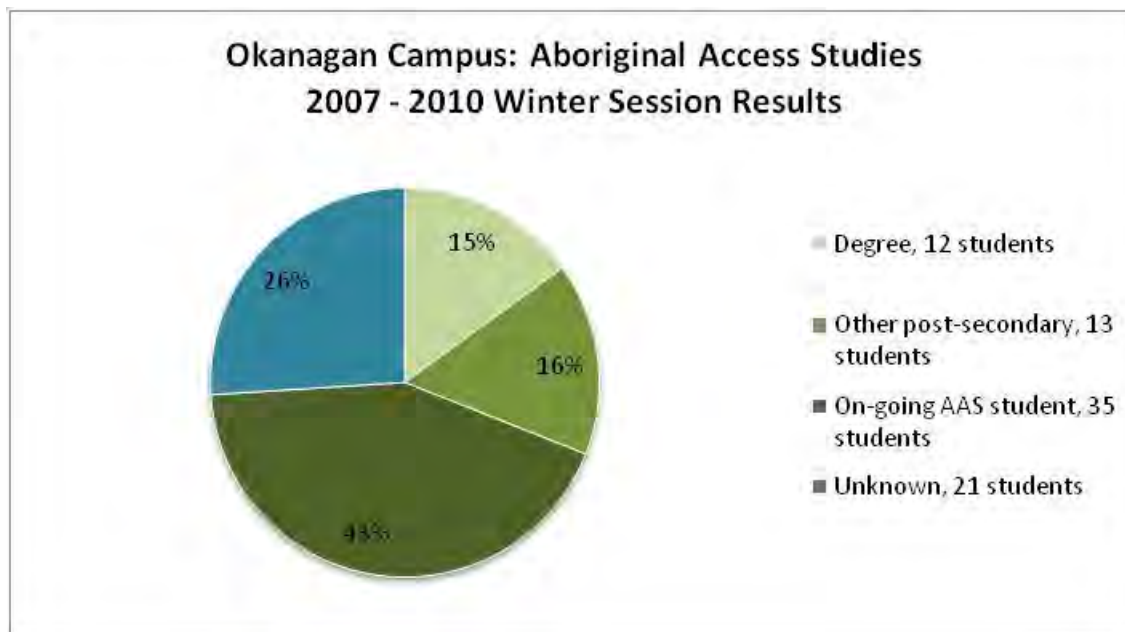
<b>Vancouver: Retention of first year, full time students</b>				
	2009 Cohort to 2010		2010 Cohort to 2011	
	retained at UBCV		retained at UBCV	
	domestic	ISI	domestic	ISI
BA	91%	86%	91%	87%
BASC	86%	75%	90%	79%
BCOM	93%	82%	94%	82%
BHK	94%	80%	94%	100%
BSAB	N/A	N/A	91%	73%
BSC	94%	87%	95%	83%
BSFN	86%	73%	88%	81%
Forestry - All	81%	86%	75%	72%
All Programs	91%	84%	92%	84%
<i>*N/A indicates no registrants in program (New program in 2010)</i>				



Another area of concern is the difference in retention between domestic and ISI students in some programs at both campuses. Improved student retention is one of the priority issues identified by the enrolment planning committees on both campuses and we are currently exploring pathways programming in the summer to support students in their transition to UBC as well as supporting student academic success in challenging core courses.

#### **E. Aboriginal Access Studies, Okanagan Campus**

One of the most significant barriers to participation of Aboriginal students in post-secondary education is the need to qualify with academic course grades. In British Columbia, 96% of Aboriginal graduates are not university eligible. Aboriginal Access Studies provides Aboriginal students the opportunity to enroll in University level courses with no admissions or pre-requisite requirements. Students take a maximum of three courses per term while receiving a variety of support ranging from academic, personal, cultural and social. UBC's Okanagan campus will admit all Aboriginal Access students into degree programs upon the completion of six courses with a minimum of 60 percent in each course. Over the 2007-2010 Winter sessions, 81 Aboriginal Access Studies students have been registered and 74% of these students have remained in post-secondary with 58% remaining at UBC Okanagan campus and 16% leaving to attend other institutes. Degree programs that Aboriginal Access Studies students have successfully been admitted to include: Arts, Science, Management, Education and Social Work. With the continued increase in both Aboriginal Access Studies applicants and registered students, the goal of Aboriginal Access Studies is to have an intake of 100 students per session year.



## IV. Enrolment Planning 2012/13

Enrolment targets for 2012/13 reflect the long-term enrolment strategy developed at each campus. In the absence of additional government funding, undergraduate domestic enrolment at the Vancouver campus will gradually be managed down to government-funded levels and graduate enrolment will continue to grow at a modest rate. Enrolment at the Okanagan campus is nearly at government funded targets so we expect modest increases to reach funded targets. The expectation is that undergraduate ISI enrolment will continue to increase at both campuses, with projected enrolment growth of 3% in the coming year.

For the Vancouver campus, two particular areas of focus for 2012/13 will be changes for summer session and the expanded use of broad based admission for all undergraduate programs.

### A. Summer Session

At the Vancouver campus, the AVP, Facilities and Enrolment has consulted with stakeholder groups, including faculty, students and staff on the issue of course scheduling and use of space during the summer session. A working group was convened and tasked with developing a multi-phased plan which could be implemented slowly over the next two to three years. Several opportunities for change have been identified with the following scheduled for implementation in Summer 2012.

#### i. Standardized Summer Course Scheduling

Faculties are currently reviewing summer course offerings and plan to:

- eliminate the numerous start and end dates in favor of two start and end dates
- eliminate courses which are shorter than six weeks where appropriate in favor of only six and 12 week course offerings
- eliminate overlap between the two terms of summer session
- introduce standards for class start times, durations and patterns
- reduce uncertainty about examination dates by introducing two examination periods
- provide much earlier notice of summer offerings and timetables so that students may better plan for summer studies

These changes are expected to significantly facilitate summer enrolment for our undergraduate students by eliminating much of the complexity around scheduling of classes, conflicts, and overlaps, along with a longer planning horizon for students.

## **ii. International Baccalaureate (IB) Course Offerings at Vancouver**

The International Student Initiative Office has been successful in negotiating with Oxford Study Courses to offer their summer school programs for IB students on the UBC Vancouver campus starting next summer. The courses will be offered in Vancouver at UBC from 8<sup>th</sup> July to 21<sup>st</sup> July, 2012. Students will be accommodated in on-campus housing and all their courses will be held on the campus, with excursions to the Museum of Anthropology, Botanical Gardens, Beaty, and other points of interest.

This will be the first time these courses have been offered in Canada. OSC is a Social Enterprise (a profit making company whose profits go to charity) based in Oxford, UK. They have been supporting IBDP students and schools since 1990. Students attend their courses from nearly 500 schools worldwide.

UBC will now be joining Oxford University, MIT, Harvard, the University of New South Wales and Queen's College, Melbourne as host sites for these summer pre-IB and mid-IB programs. The OSC Mid IBDP Summer Courses are for students who have completed the first year of their International Baccalaureate (IB) Diploma and helps them prepare for their important second year. The OSC Pre IBDP Summer Schools are designed specifically for students who are about to start their IB Diploma in the following school term and will take their exams in 2013.

### **B. Broad Based Admissions**

Winter 2012 will be the first year in which all of the direct entry faculties at the Vancouver campus will admit some, or all of their students using Broad Based Admissions (BBA) practices with a common set of questions. Like many universities with highly competitive admissions, UBC has come to terms with ever increasing entry grades from a highly competitive applicant pool by recognizing that selecting students who are most likely to succeed can be enhanced by a more holistic approach to admissions. By defining student success more broadly, in terms of leadership, tenacity, teamwork, vocational and cultural development, and community and social responsibility, the University considers applicants for admission in these terms as well. UBC will admit students partially based on their academic abilities, as well as answers that students provide to short essay questions relating to: leadership contributions; academic achievements; sports participation; creative and performing arts experiences; work experience; and volunteer and service experience.

Pioneered by the Sauder School of Business since 2004, and modified by other faculties, the BBA method is rigorous and time-intensive. Multiple trained readers will evaluate each application on several dimensions to obtain final scores on these holistic measures used to determine admissibility.

We expect that with the full implementation of BBA, both students and the University will benefit from a better match of students with their program, and that this year's incoming cohort will be somewhat better prepared to succeed at a University than ever before.

**V. Appendix 1: Enrolment data for all programs (by campus/faculty/degree program/year)**

<b>UBC Okanagan, Headcount Enrolment by Faculty, Degree, Visa and Year</b>							
Faculty	Program	2010			2011		
		Domestic	Intl	Total	Domestic	Intl	Total
Non-Degree	ACEO	77	-	77	90	-	90
	EXCO	-	5	5	-	4	4
	UNCO	92	-	92	91	-	91
	VISO	13	4	17	18	1	19
APSC	PHD-O	-	-	-	-	1	1
APSO	BASC-O	564	34	598	646	38	684
	MASC-O	17	24	41	27	43	70
	MENG-O	2	-	2	2	-	2
ARSC	PHD-O	-	8	8	4	24	28
	BA-O	2,108	165	2,273	2,273	178	2,451
	BSC-O	1,403	74	1,477	1,540	94	1,634
	MA-O	68	4	72	87	7	94
	MSC-O	56	10	66	75	12	87
	PHAR-O	41	1	42	47	1	48
	PHD-O	71	45	116	85	49	134
	UNCO	1	-	1	-	-	-
	BSW-O	90	-	90	80	-	80
	MSW-O	47	-	47	45	-	45
EDUO	BEDE-O	114	-	114	105	-	105
	BEDS-O	75	-	75	77	-	77
	Dipl&Cert	1	-	1	10	-	10
FCCS	MED-O	115	2	117	111	2	113
	PHD-O	1	-	1	4	-	4
	BFA-O	165	10	175	165	10	175
FCSS	MFA-O	11	2	13	17	1	18
	PHD-O	-	-	-	5	-	5
GSTO	MA-O	4	-	4	1	-	1
	MASC-O	2	1	3	-	-	-
	MFA-O	1	-	1	-	-	-
	MSC-O	2	-	2	1	-	1
	PHD-O	9	3	12	18	5	23
HSD	BAHS-O	19	-	19	9	-	9
	BHK-O	365	7	372	529	7	536
	PHD-O	1	-	1	5	-	5
MGMT	BMGT-O	555	114	669	643	119	762
	MM-O	-	-	-	18	1	19
	PHD-O	-	-	-	1	-	1
NRSG	BSN-O	436	-	436	448	1	449
	MSN-O	37	-	37	40	-	40
Total UBCO		6,563	513	7,076	7,317	598	7,915

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			2010			2011		
Faculty	Program	Domestic	Intl	Total	Domestic	Intl	Total	
EDUC	BEDE	484	1	485	416	-	416	
	BEDM	26	-	26	26	-	26	
	BEDS	355	-	355	276	6	282	
	BHK/BKIN	825	45	870	870	53	923	
	Dipl&Cert	499	7	506	445	4	449	
	EDD	54	-	54	58	-	58	
	MA	223	34	257	222	39	261	
	MED	716	35	751	691	48	739	
	MET	227	24	251	261	25	286	
	MHK/MKIN	18	2	20	18	4	22	
MSC	19	5	24	22	4	26		
PHD	282	54	336	265	64	329		
FRST	BSCN	240	49	289	261	54	315	
	BSCW	76	18	94	81	30	111	
	BSF	126	25	151	144	27	171	
	BSFS	43	11	54	71	14	85	
	MASC	4	3	7	2	2	4	
	MF	11	8	19	9	3	12	
	MSC	50	27	77	48	28	76	
PHD	73	55	128	70	58	128		
GRAD	MA	19	5	24	14	2	16	
	MAAP	3	2	5	1	-	1	
	MAP	12	3	15	5	-	5	
	MSC	10	4	14	2	2	4	
	MSCP	8	-	8	3	-	3	
	PHD	133	25	158	118	19	137	
LAW	JD	536	3	539	551	7	558	
	LLB	1	-	1	-	-	-	
	LLM	18	13	31	23	17	40	
	LLMCL	-	3	3	6	5	11	
	PHD	37	14	51	37	17	54	
LFS	BSAB	132	22	154	227	31	258	
	BSAG	55	4	59	28	-	28	
	BSFN	796	91	887	834	105	939	
	BSGR	76	15	91	90	19	109	
	MFRE	8	13	21	10	10	20	
	MFS	6	14	20	8	15	23	
	MSC	53	23	76	51	21	72	
	PHD	28	22	50	22	24	46	
MEDI	BMLS	36	2	38	35	1	36	
	BMV	45	-	45	42	-	42	
	Dipl&Cert	21	1	22	15	-	15	
	MD	1,017	1	1,018	1,054	1	1,055	
	MDPHD	20	-	20	21	-	21	
	MHA	57	7	64	62	3	65	
	MHSC	18	9	27	25	8	33	
	MOT	98	-	98	98	1	99	
	MPH	54	1	55	61	5	66	
	MPT	202	-	202	224	-	224	
	MRES	1,100	27	1,127	1,161	19	1,180	
	MRSC	50	-	50	55	1	56	
	MSC	256	28	284	263	41	304	
	PHD	296	75	371	295	84	379	
PHAR	BSCP	598	-	598	674	-	674	
	MSC	13	10	23	16	9	25	
	PHARMID	16	-	16	16	-	16	
	PHD	21	10	31	17	13	30	
	PRES	33	-	33	31	-	31	
SCIE	BCS	68	4	72	93	3	96	
	BSC	6,334	451	6,785	6,256	470	6,726	
	Dipl&Cert	5	2	7	2	1	3	
	MASC	9	-	9	7	1	8	
	MENG	2	-	2	5	-	5	
	MSC	286	233	519	295	235	530	
PHD	444	312	756	436	369	805		
Total UBCV		40,428	7,027	47,455	40,495	7,794	48,289	