

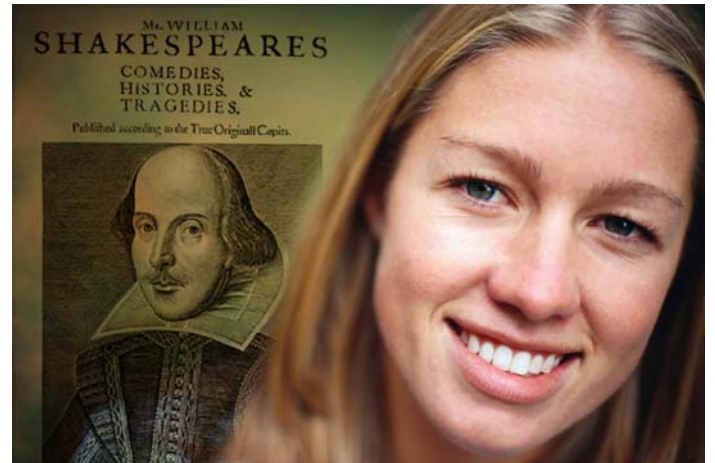
From the University/College Applicant Study™:
**Attracting Students to
the Arts & Humanities**

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In spring 2009, we surveyed about 150,000 applicants to more than 40 colleges and universities across Canada, and asked them what drew them to specific institutions as their first choice for higher education. Respondents rated the impact of 50 different factors in 7 categories, on a seven-point scale from -3 to +3. In this *UCAS™ White Paper*, we look at the way applicants to university Arts and Humanities programs weighed those considerations on average.

Overview: On average, Canadian university applicants report that the biggest factors in their choice of institution are their perceptions of reputation, quality faculty, student experience, employment outcomes, an attractive campus, published rankings, graduate school placements, and social activities. (*See the diamonds on the Push/Pull Graph, on page 2.*)

Arts applicants are higher-ed traditionalists, more attracted by international exchanges, a safe and attractive campus, small classes, social life and school traditions – and less concerned with employment outcomes, co-op placements, technology or research.



Reputation Factors: Like applicants to other university programs, Arts applicants place immense weight on the academic reputation of the institution they choose – although unlike applicants to many Science or professional programs, Arts applicants place significantly *less* weight on the reputation of their particular program or major. Arts applicants are less swayed by institutional rankings or guidebook ratings, but place *more* emphasis on the history or tradition of the school than any other applicants.

Academic Factors: Like most university applicants, those bound for the Arts place a great deal of stock in the perceived quality of faculty, but they place significantly more emphasis on library collections. They place much *less* weight on investments in the latest technology, high-profile research, and undergraduate research opportunities.

Financial Factors: Monetary considerations are not the primary decision factors for most Canadian university applicants, and Arts applicants are similar to their peers in placing the most weight on

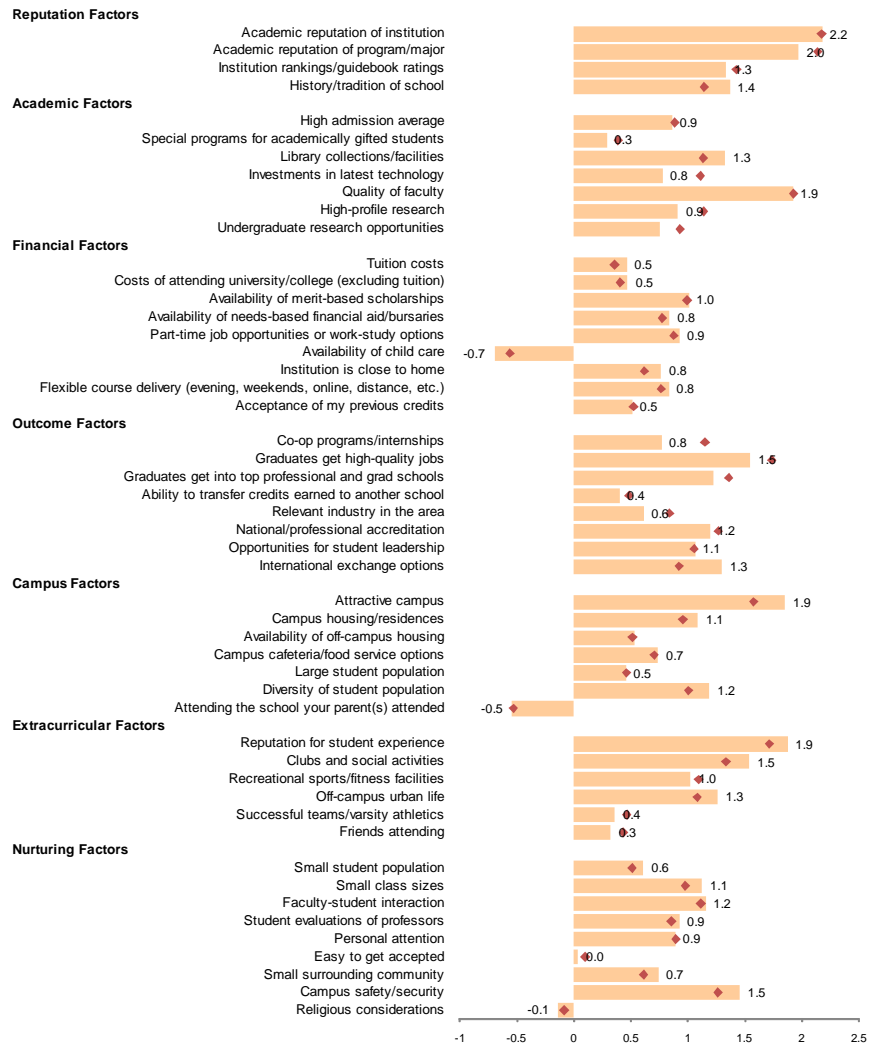
the availability of merit-based scholarships, and part-time employment or work-study opportunities. Arts applicants place slightly more emphasis on tuition and proximity to home in their decision process, suggesting somewhat less mobility overall than other applicants.

Outcome Factors: Arts applicants place less weight on employment outcomes and even grad school placements than their peers in other programs, and are less concerned with co-op programs, industry in the vicinity of campus, professional accreditations and the transferability of credits. Arts applicants are much *more* interested, however, in international exchanges.

Campus Factors: Arts applicants are much more attracted by campus considerations than their peers, placing significantly more weight on an attractive campus, residences, and student diversity.

Extracurricular Factors: Arts applicants also place more emphasis than the average on aspects of student life, particularly a university's reputation for student experience, clubs and social activities, and off-campus urban life. However, Arts applicants are somewhat *less* concerned with recreational facilities or varsity athletics.

Nurturing Factors: While campus security and safety is the most important of the nurturing factors to all university applicants, it is a particularly intense consideration for Arts applicants. Arts applicants also place more weight on small class sizes, small student population, and a small surrounding community than do their peers in other programs. Small universities in small-town settings will clearly appeal somewhat more to Arts applicants.



Push/Pull Graph: Impact of Key Decision Factors on selection of First-Choice University, all Canadian university Arts/Humanities applicants, 2009 UCAS™ Applicant Study. (Overall average for university applicants to all programs is indicated by the diamond.)

FOR MORE INFO:

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