

From the University/College Applicant Study™:

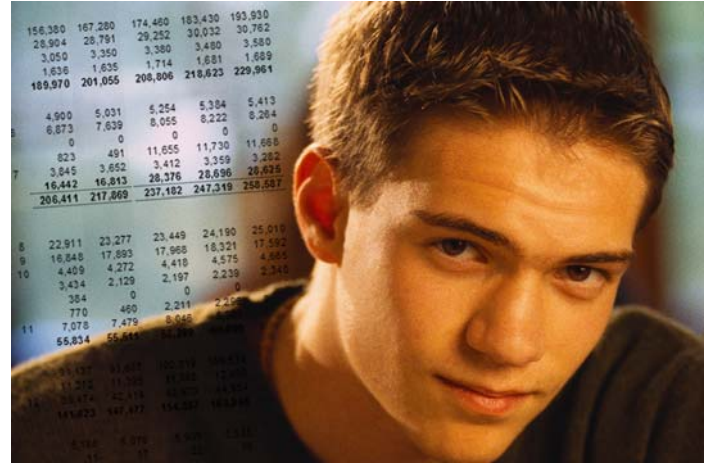
Attracting Students to Business & Commerce

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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 Commerce/Business 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.)*

Biz applicants are careerists to the core, emphasizing co-ops, exchange programs, employment outcomes and grad school placements. They're also somewhat elitist, focused more on rankings, entrance averages, and opportunities for leadership and gifted students.



Reputation Factors: Like applicants to other university programs, Biz applicants place immense weight on the academic reputation of the institution they choose. They place even more emphasis on the reputation of their particular program, though, and pay more attention to university rankings than other applicants.

Academic Factors: Like most university applicants, those bound for Business programs place a great deal of stock in the perceived quality of faculty, but they place more emphasis on high admission averages and special programs for gifted students. Biz applicants place somewhat less importance on library collections and undergraduate research opportunities.

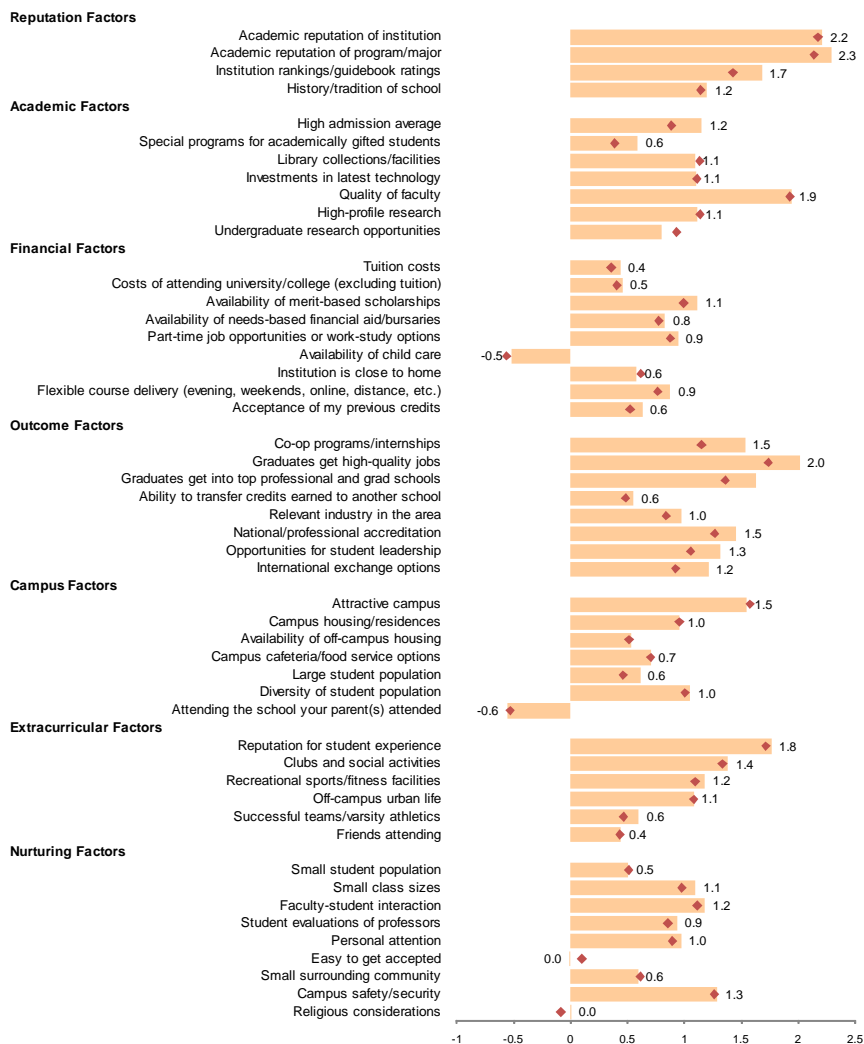
Financial Factors: Biz applicants place somewhat more emphasis on tuition costs co-op placement opportunities, and merit-based scholarships than other applicants. They are somewhat *less* influenced by proximity to home, and more attracted by acceptance of previous credits and flexible course delivery options.

Outcome Factors: Biz applicants emphasize all our outcome measures significantly more than other students: employment outcomes, co-op opportunities, international exchanges, grad school placements, opportunities for student leadership, etc. These are applicants carefully constructing their resumé, and focused on the future after post-secondary education.

Campus Factors: Biz applicants are about average for university applicants when it comes to campus considerations. An attractive campus, with appealing residences, a diverse student body, and appealing food service options are all somewhat important. Biz applicants find a large student population somewhat more attractive than do other applicants, however.

Extracurricular Factors: Biz applicants also place about average emphasis on all the various elements that comprise the student life experience. An overall reputation for student experience is most important, followed by clubs, recreational facilities, and off-campus urban life. Notably, Biz applicants place more emphasis on successful sports teams, varsity athletics and recreational facilities than do other university applicants.

Nurturing Factors: In keeping with their preference for high admission averages, Biz applicants place lower than average weight on ease of acceptance. Campus safety is the strongest driver among the nurturing factors. Biz applicants appreciate small class sizes, personal attention, faculty-student interaction, and even religious considerations more than other university applicants. These students likely appreciate that smaller classes and more personal interaction will lead to enhanced success and outcomes for them.



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

FOR MORE INFO:

For more information about participating in Academica Group’s research, custom analysis of our data warehouse, or other UCAS™ white papers, please contact:

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