



SUBJECT	Enrolment Management
SUBMITTED TO	Learning & Research Committee
MEETING DATE	March 12, 2024
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested
LEAD EXECUTIVE	Gage Averill, Provost and Vice-President Academic, UBC Vancouver
SUPPORTED BY	Rehan Sadiq, Provost and Vice-President Academic, UBC Okanagan Bhushan Gopaluni, Vice-Provost and Associate Vice-President Faculty Planning Rella Ng, Associate Vice-President Enrolment Services and Registrar Sam Saini, Associate Registrar, Undergraduate Admissions Damara Klaassen, Executive Director, International Student Initiative

PRIOR SUBMISSIONS

The subject matter of this submission has not previously been considered by the Learning & Research Committee.

EXECUTIVE SUMMARY

This submission provides a brief overview of the enrolment planning process at UBC and the recent trends in international student mobility. It is being provided at the request of the Board's Learning & Research Committee.

PRESENTATIONS

1. Introduction to Enrolment Planning

Introduction to Enrolment Planning

March 12, 2024

Gage Averill, Provost and Vice-President Academic, UBC Vancouver

Bhushan Gopaluni, Vice-Provost and Associate Vice-President Faculty Planning

Rella Ng, Associate Vice-President Enrolment Services and Registrar

Sam Saini, Associate Registrar, Undergraduate Admissions and Student Recruitment & Advising

Damara Klaassen, Executive Director, International Student Initiative



ADMISSIONS

- Central Enrolment Services team and program offices oversee admissions to direct entry undergraduate programs
- Applicants are domestic and international students from secondary schools and other colleges/universities
- Targets for domestic and international students are set by Faculties
- Approved by Senate/ Board



Credit: <https://www.aacrao.org/research-publications/research/eye-on-research-blog/article/aacrao-consulting/2018/05/03/overlooked-inefficiencies-in-admissions-that-can-impact-yield>

ADMISSIONS TIMELINE



Admissions



Enrolment Planning

Meetings with Faculties to determine their plans/aspirations and set targets

Apr - Oct



Senate Approval

Admissions Committee and Senate approve the targets

Jan - Feb



Acceptance Deadline

Deadline for acceptance of majority of offers

May 1st



Jan

Applications Due

Most applications are due by Jan 15



March

Board Approval

Board approves the targets

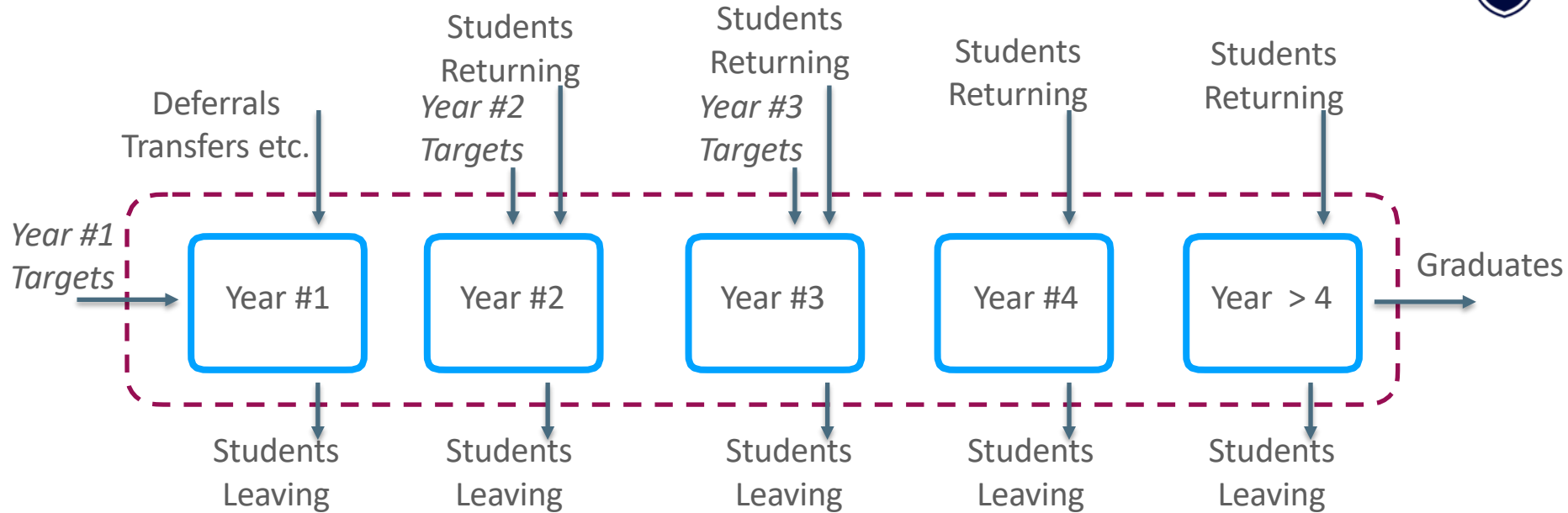


Jun -

Registration

Students register in courses through summer

ENROLMENT & REVENUE



- Enrolment refers to number of students registered at UBC
- Total number of enrolled students is a volatile variable
- Tuition revenue depends on the total enrolment
- BC Government requires us to meet enrolment targets

ENROLMENT PLANNING

- Strategically manage student enrolment to meet UBC's goals and priorities (e.g., equity/diversity) and account for external factors
- Understand/Analyze the enrolment interactions between Faculties
- Manage the resource implications across different Faculties to maintain top-notch student experience



ENROLMENT PLANNING

- Enrolment Services, ISI and PAIR analyze historical data to model enrolment trends
- Enrolment models are used to inform recruitment and marketing strategies, admission policies and procedures
- Resource constraints (e.g., learning space availability, faculty teaching capacity etc.) are identified
- Domestic targets have been relatively stable, however, international targets have increased over 10 years



ENROLMENT EXECUTIVE COMMITTEE

- Enrolment Executive Committee of Associate Deans and Admissions team oversees
 - Enrolment Target Setting
 - Recruitment Strategies
 - Admission Policies



ENROLMENT IN NUMBERS - 2023/2024



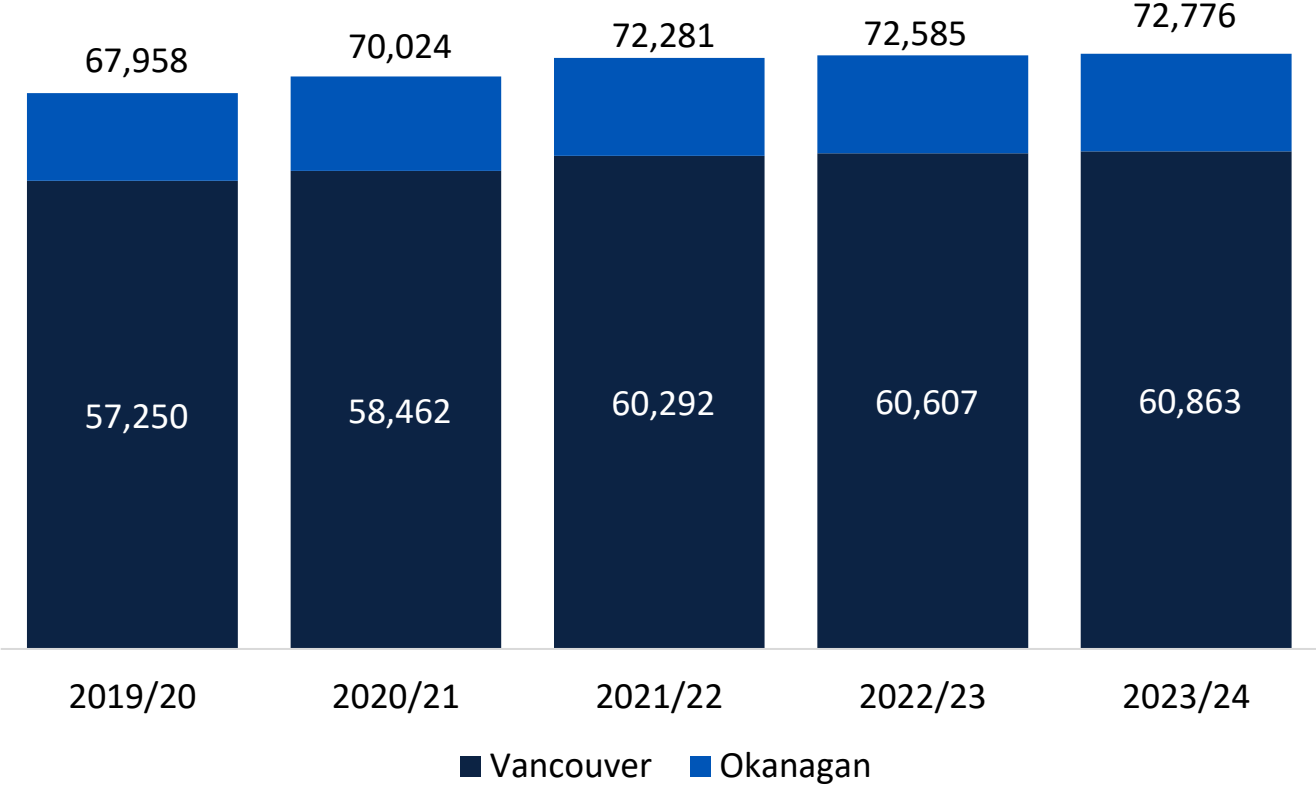
Vancouver Headcount (60,863)

- 48,149 undergraduate students
 - 35,485 domestic
 - 12,664 international
- 11,139 graduate students
 - 6,786 domestic
 - 4,353 international
- 1,575 Residents

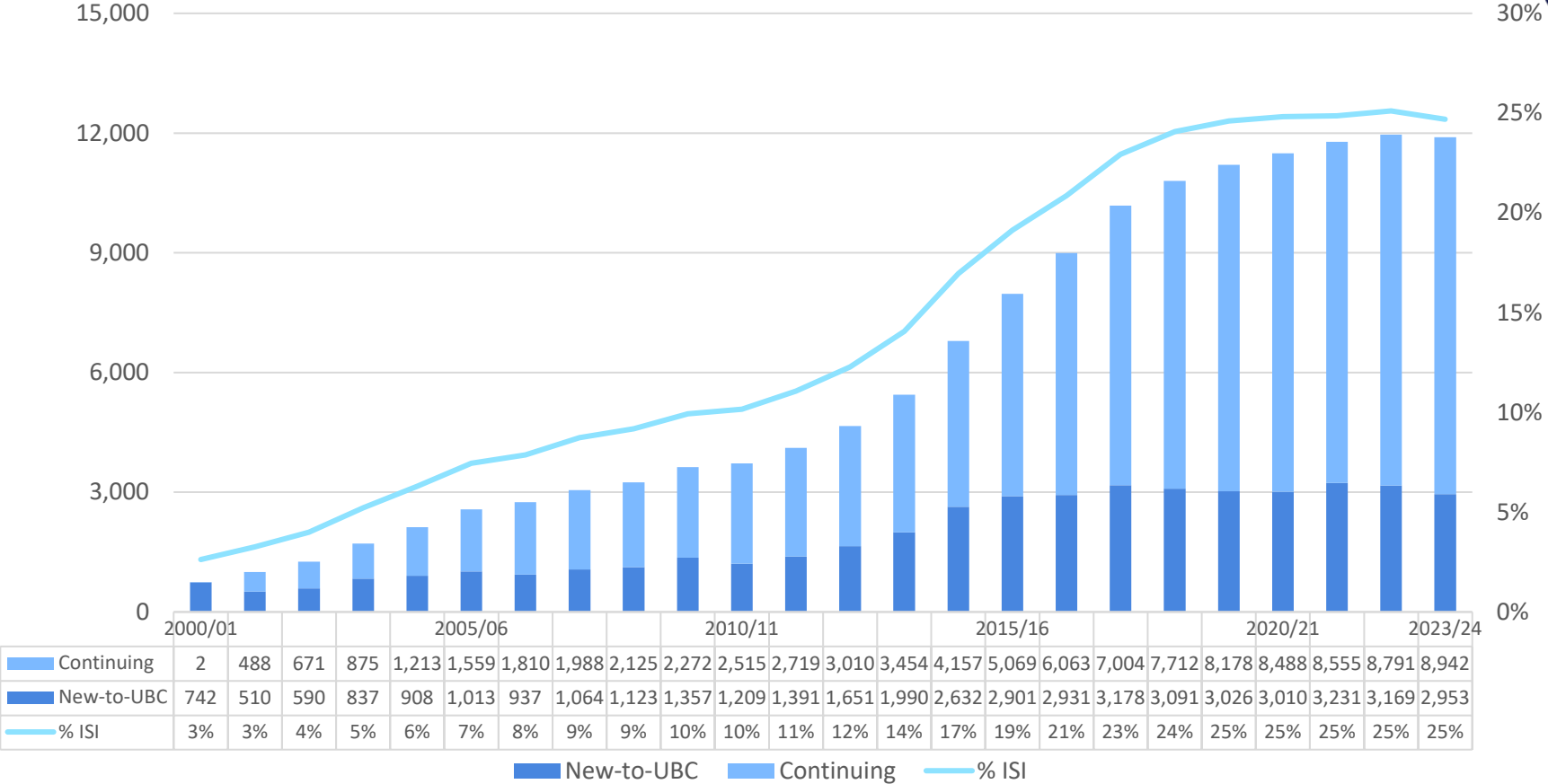
Okanagan Headcount (11,913)

- 10,514 undergraduate students
 - 8,615 domestic
 - 1,899 international
- 1,399 graduate students
 - 716 domestic
 - 683 international

ENROLMENT IN NUMBERS - 2023/2024

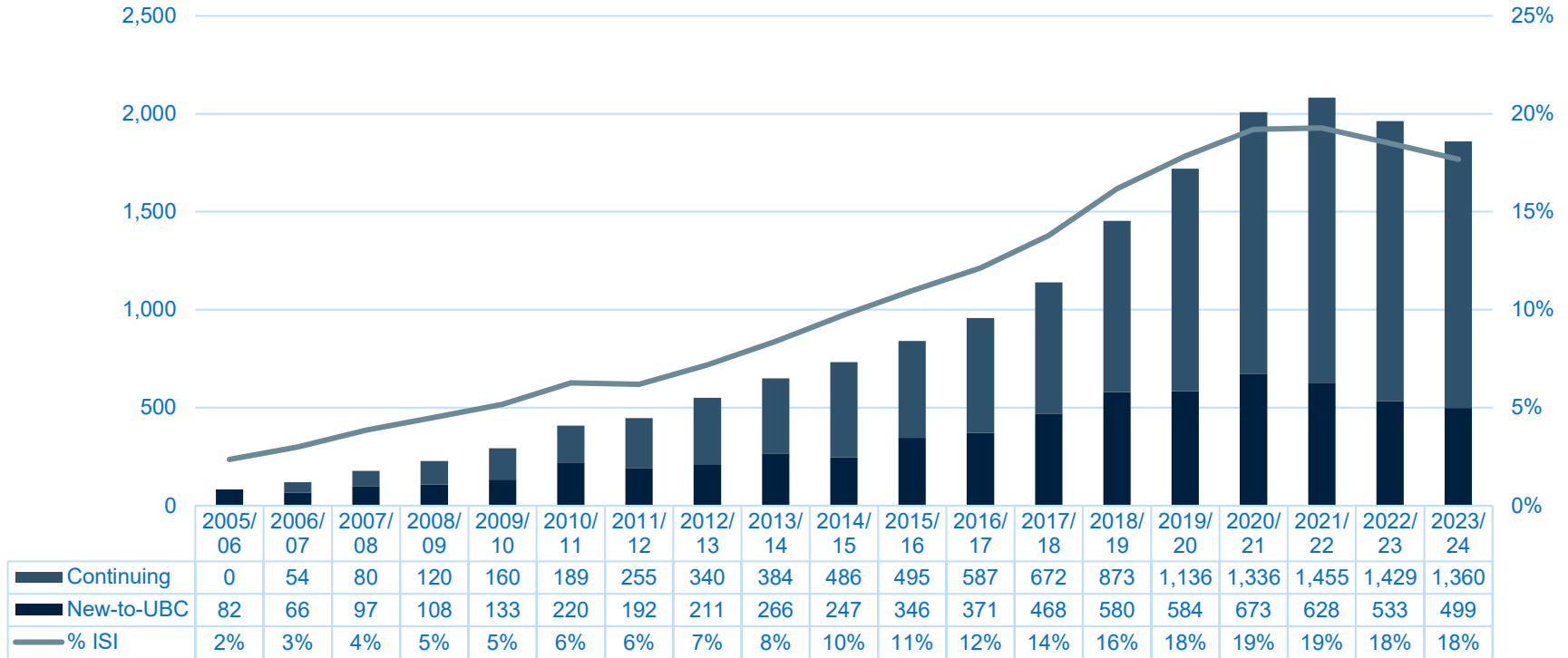


International Undergraduates at UBCV



Source: PAIR, ISI, New-to-UBC

International Undergraduates at UBCO



New-to-UBC
 Continuing
 % ISI

GROWTH OF INTERNATIONAL STUDENTS

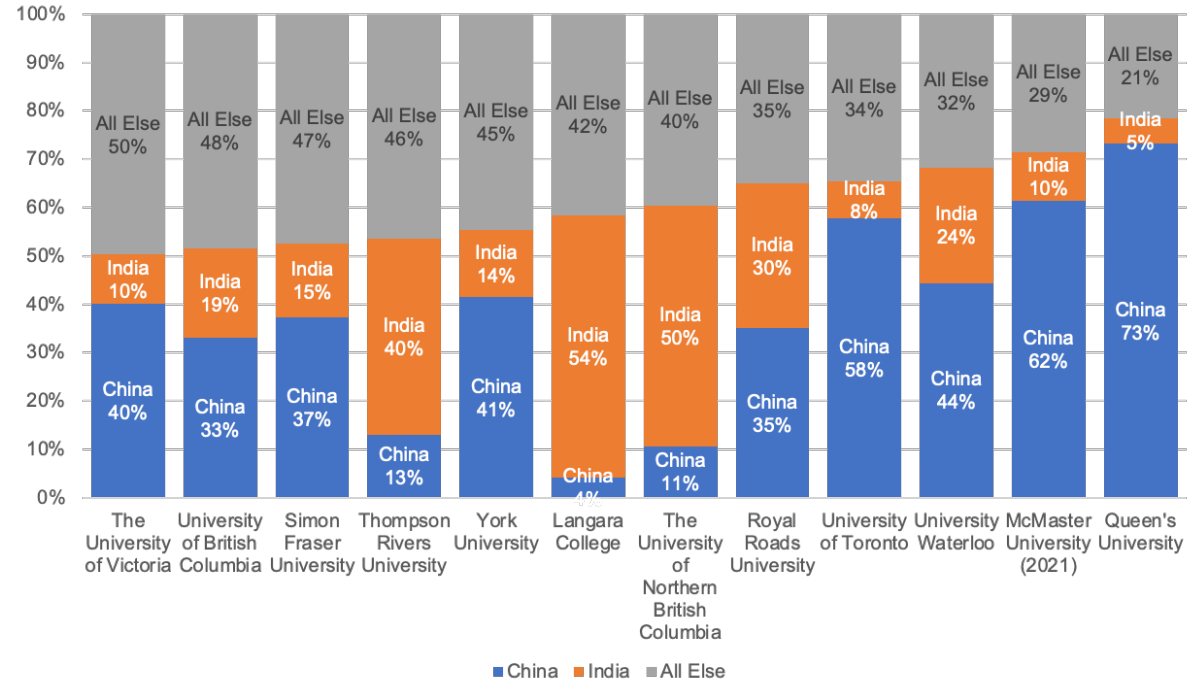


- UBC's growth of international undergraduate students exceeded the national average (up to 2020)
- UBC experienced a couple of anomalous years with high demand in 2020 and 2021
- We are currently experiencing the impacts of multiple global events (e.g., global conflicts, diplomatic disputes, market instability, IRCC study permit delays)
- International Higher education has reached an era of hyper-competitiveness not seen in many decades
- Global student mobility is expected to slow in the short term but rebound once markets settle

INTERNATIONAL UG ENROLMENT BY CITIZENSHIP



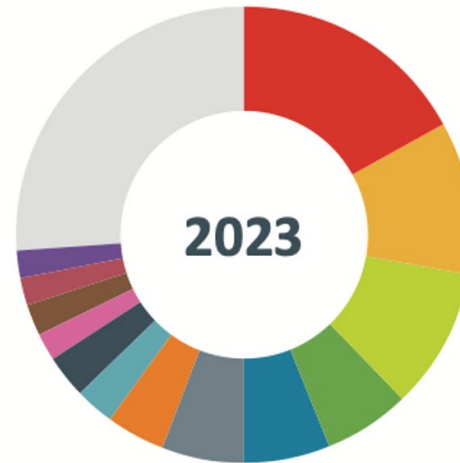
- UBC has invested in recruiting and retaining students from various global regions
- Less than half of our international students are from China and India



GLOBAL MOBILITY TRENDS

- Since 2021 globally mobile international students at the tertiary level remained consistent at ~ 6.4 million
- The lack of growth in the last couple of years can be attributed to the pandemic, global conflicts and immigration policies

TOP HOST DESTINATIONS



6.4 million students

● United States	17%
● United Kingdom	11%
● Canada	10%
● France	6%
● Australia	6%
● Germany	6%
● Russia*	4%
● China*	3%
● Japan	3%
● Spain	2%
● Italy	2%
● Netherlands	2%
● Argentina	2%
● All Others	26%

Source: Project Atlas, 2023; *UNESCO, 2023



Global Mobility Trends

India

- Canada is one of the largest receivers of Indian students in the western world
- Political tensions continue to challenge enrolment from this region

China

- Significant higher education investment from local governments has resulted in a slight drop in globally mobile students

Looking Forward

- India and China will continue to be the largest sending countries
- UBC will continue to invest in recruitment activities to diversify our international student body



THE UNIVERSITY OF BRITISH COLUMBIA

