



Senate Update: Enrolment and Application Data

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101 OUAC Statistics for FW2015

Undergraduate

- ❑ Ontario system is down **-1.8%** in applicants and **-0.7%** in applications (across all choices)
- ❑ York is significantly down overall by **-4.2%**
 - 1st choice **-8.2%**
 - 2nd choice **-8.7%**
 - 3rd choice **-5.8%**
- ❑ Highlights extremely challenging environment
- ❑ Not all Universities are down
 - UofT, Ryerson, Laurier, Nipissing
 - (OCAD and UOIT just slightly down on first choice, up overall)

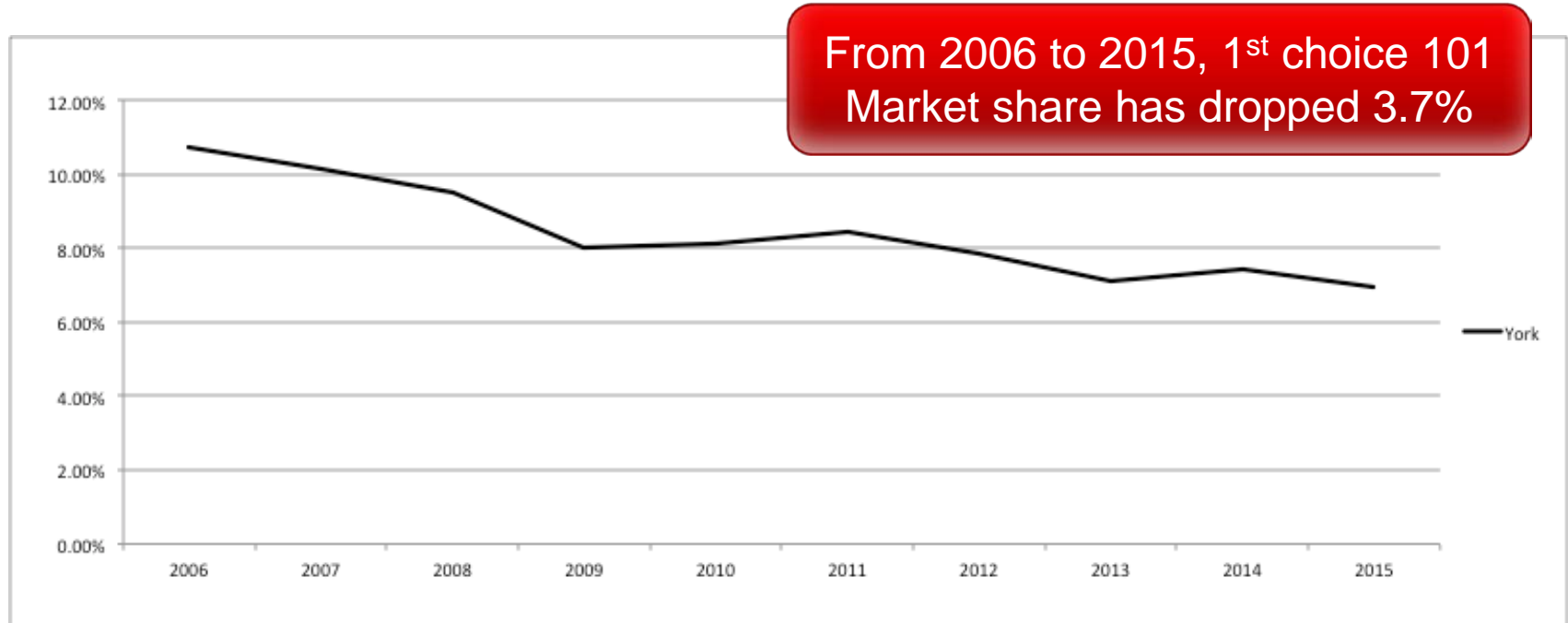
OUAC=Ontario Universities' Application Centre

2014 to 2015 OUAC Program Applications

System Program Increases		System Program Decreases	
OUAC Program Grouping	OUAC Total App Increase	OUAC Program Grouping	OUAC Total App Decrease
Business Administration	2.0%	Arts	-5.5%
Science	1.8%	Education	-13.4%
Mathematics	3.8%	Environmental Studies	-14.3%
Physical & Health Educ.	1.8%	Music	-13.3%
Engineering	5.6%	Social Work	-3.9%
Fine & Applied Arts	10.5%	Other Administration	-9.7%
Nursing	1.3%		

System program application increases have not yielded similar increases in applications to York programs with some program exceptions

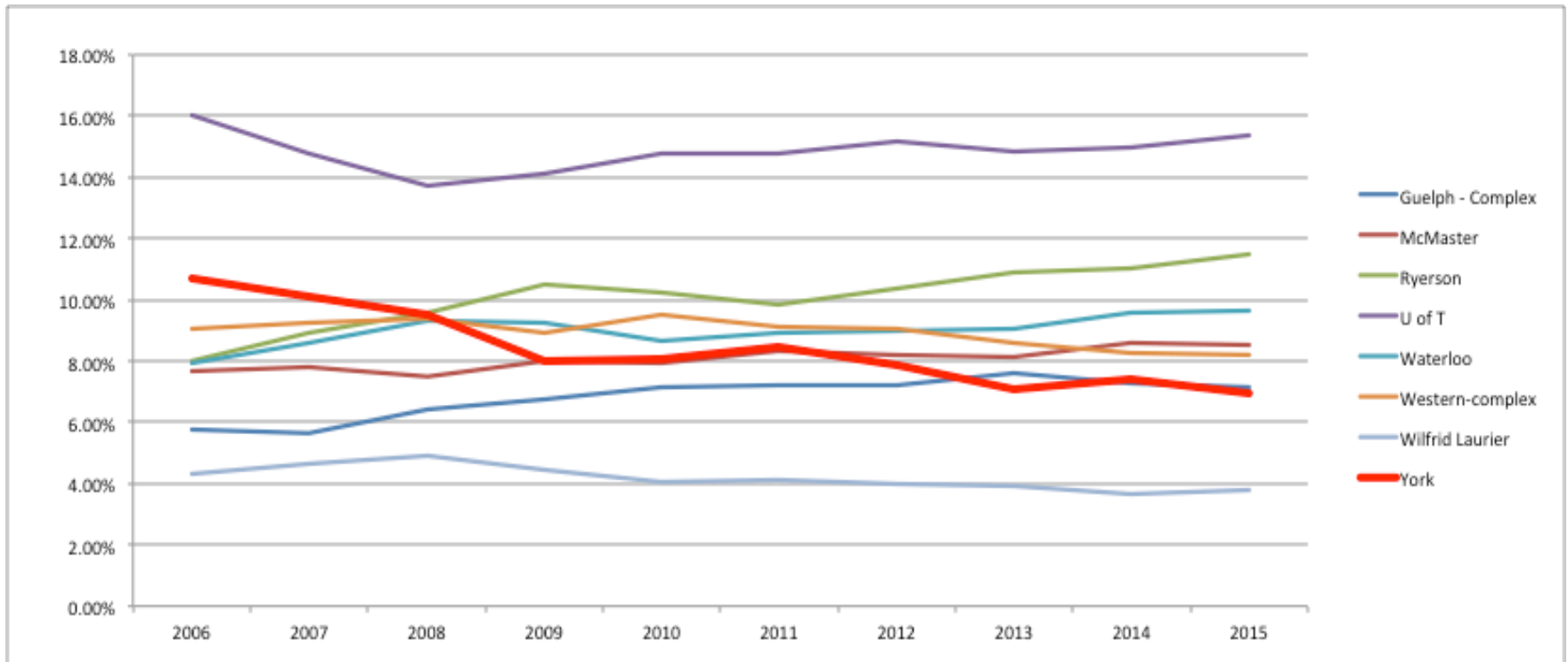
York's 1st Choice Market Share 2006 -2015



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
applications	8,108	8,056	7,912	6,752	7,003	7,474	7,089	6,554	6,633	6,087
% increase	-0.99%	-0.64%	-1.79%	-14.66%	3.72%	6.73%	-5.15%	-7.55%	1.21%	-8.23%
market share (ms)	10.72%	10.12%	9.49%	8.01%	8.09%	8.43%	7.84%	7.08%	7.43%	6.95%
ms change	-0.50%	-0.59%	-0.64%	-1.48%	0.08%	0.34%	-0.59%	-0.76%	0.35%	-0.48%

Ontario Secondary School OUAC 101 Application Data as of January 15, 2015

How are we comparing to others 1st Choice Market Share?



Declining trend in York's market share its highest in 2006 to an all-time low to in 2015

What Are We Doing?

- ❑ Some of the challenges to enrolment (e.g., campus construction) are not easy to adjust in short term
- ❑ All the more essential to advance what we can
- ❑ In the short term:
 - Full engagement on conversion efforts
 - Keep up efforts on recruiting 105s through to 2015-16
- ❑ Goal is to increase our conversion beyond what is expected

New Conversion Efforts

✓ Issuing early offers

✓ Increasing capacity in high-demand programs

✓ Launching a digital marketing strategy and campaign

✓ Offering enhanced scholarships

✓ Improving switch offer process

- ✓ Maximizing conversion thru:
- Program-specific conversion targeted to all offers
 - Holistic student-centric messaging (academic and career pathway)
 - Converting all applicants
 - High impact touch points to build connection and increase engagement
 - Allocation of resources to support Faculty conversion efforts
 - Integration of communication and conversion tools

What can faculty and staff do?

- ❑ Champion York (internally and externally)
- ❑ Engage in conversion efforts
 - Connect with potential students
 - Welcome students to campus
- ❑ Promote the value of York programs
 - *Through high-quality programming students will gain knowledge and experiences at York that are deeply relevant to them – personally, politically and socially – that can be used for career and life success.*
- ❑ Employ data-informed resources to educate students on career pathway options

<http://careers.yorku.ca/students-and-new-grads/what-can-i-do-with-my-degree/>
- ❑ Engagement in longer-term strategy

Graduate

- Still on-going but short term emphasis on:
 - timely offers of admission with full package on details
 - calling applicants when making an offer / providing assistance
 - sharing high-level messaging about the value of a York graduate degree
 - maximizing competitiveness of York's offer
 - improving contact with relevant industries and undergraduate clubs/associations at different universities – to better target individuals already in the field of study

Longer Term

- ❑ Leverage the exercises that we have undertaken to clearly articulate our identity (relative to our competition) and align our decision-making to that lens (SEM strategy, AAPR, NSSE and other student surveys) for maximum benefit on recruitment and retention
- ❑ Build on our reputation and what matters to students:
 - socially responsible university (committed to access, community engagement, addressing needs of new Canadians)
 - quality programs and student learning experience with hands-on learning experience, technology expertise, sense of citizenship, problem solvers, new ways of thinking
 - scholarly/creative/research *impact*
 - excellence
- ❑ Full engaged community in defining and realizing our vision and goals

Appendix: 2014-15 Overview

2014-2015 Undergraduate Preliminary FFTE Projections

	2011-2012 Actual	2012-2013 Actual	2013-2014 Actual	2014-2015 Enrolment Contract Target	2014-15 University Budget Target **	2014-2015 Projected *
Eligible	40,553.6	40,631.8	39,713.7	39,900.0	39,226.0	38,149.8
Visa	2,914.8	3,211.7	3,569.9	3,908.6	3,830.0	3,990.1
Other Ineligible	456.3	437.0	457.6	457.6	457.6	517.4
Total	43,924.7	44,280.5	43,741.2	44,266.2	43,513.6	42,657.3

* Actual summer and fall; winter projections as of January 20, 2015

** University Budget Target includes projected Engineering growth over 2011-2012

2014-15 UNDERGRADUATE PRELIMINARY ELIGIBLE RESPONSIBLE FFTEs by Faculty *

	2013-14 Actual FFTEs	2014-2015 Projected Eligible FFTEs*	2014-2015 Enrolment Contract Target	+ / (-) Previous Year (2013-2014)	+ / (-) Enrolment Contract Target
Education	1,062.8	1,119.0	1,130.2	56.2	(11.2)
Env. Studies	492.7	478.2	540.9	(14.5)	(62.7)
Fine Arts	3,168.9	2,806.1	3,301.7	(362.8)	(495.6)
Glendon	1,848.0	1,860.1	1,900.5	12.1	(40.4)
Health	6,717.5	6,578.4	6,677.8	(139.1)	(99.4)
Lassonde	670.1	719.0	781.3	48.9	(62.3)
LA&PS	18,806.6	17,446.0	18,303.6	(1,360.6)	(857.6)
Osgoode	917.6	932.2	963.0	14.6	(30.8)
Schulich	1,100.9	1,151.2	1,149.9	50.3	1.3
Science	4,755.2	4,894.1	4,969.8	138.9	(75.7)
Other	173.7	165.6	181.3	(8.1)	(15.7)
Total	39,713.7	38,149.8	39,900.0	(1,563.9)	(1,750.2)

* Actual summer and fall; winter projections as of January 20, 2015

2014-15 UNDERGRADUATE PRELIMINARY INTERNATIONAL RESPONSIBLE FFTEs BY FACULTY *

	Actual FFTEs	Projected Ineligible- International FFTEs *	Enrolment Contract Target	+ / (-) Previous Year (2013-2014)	+ / (-) Enrolment Contract Target
Education	2.5	4.4	0.2	1.9	4.2
Env. Studies	23.0	30.4	27.9	7.4	2.5
AMPD	171.6	178.8	192.5	7.2	(13.7)
Glendon	112.7	137.8	123.9	25.1	13.9
Health	149.9	151.3	171.5	1.4	(20.2)
Lassonde	107.1	135.0	133.1	27.9	1.9
LA&PS	2,434.4	2,680.9	2,632.2	246.5	48.7
Osgoode	12.1	13.6	16.7	1.5	(3.1)
Schulich	63.9	63.4	59.6	(0.5)	3.8
Science	482.7	585.9	539.1	103.2	46.8
Other	9.9	8.6	11.8	(1.3)	(3.2)
Total	3,569.8	3,990.1	3,908.5	420.3	81.6

* Actual summer and fall; winter projections as of January 20, 2015

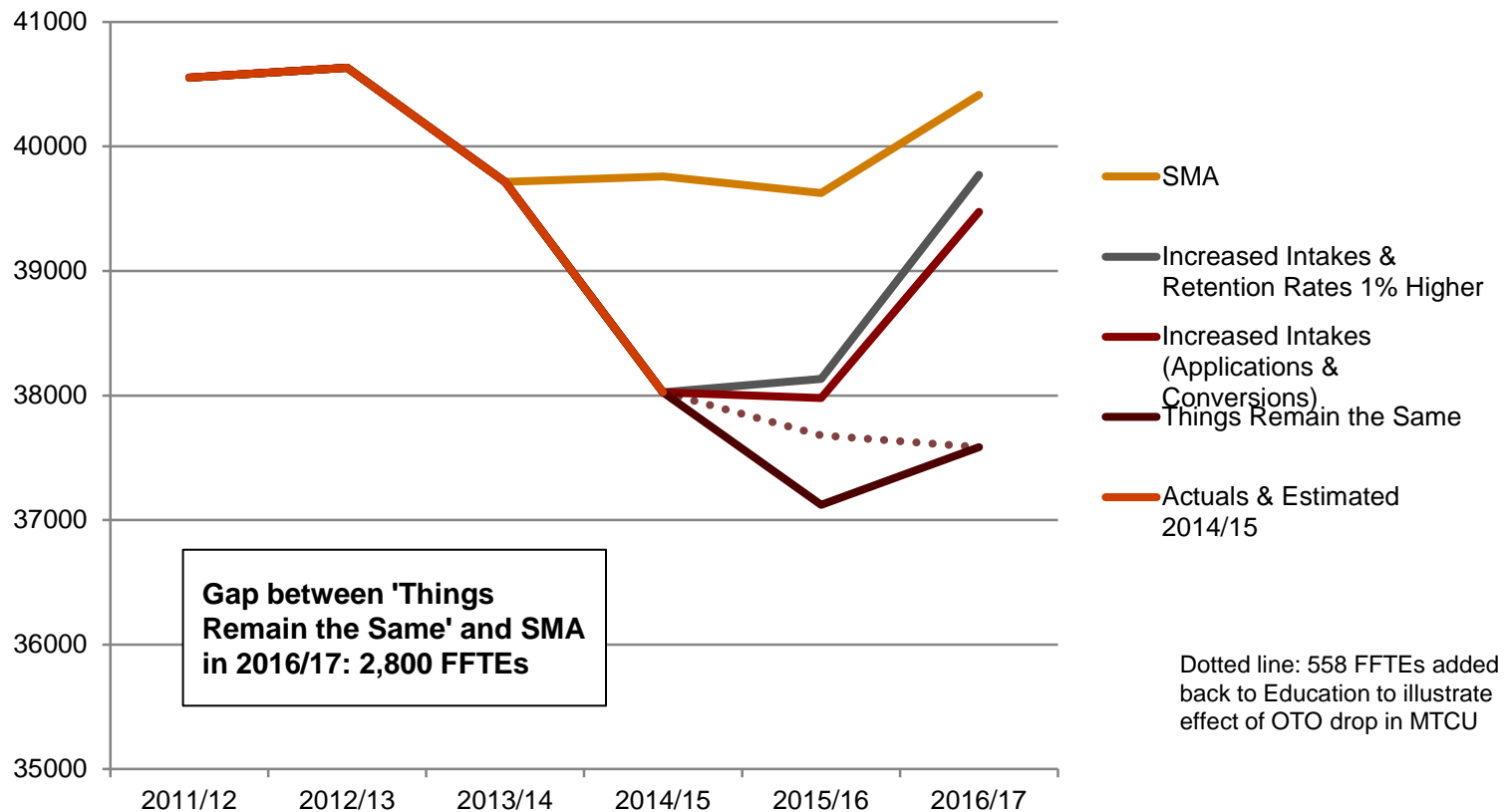
2014-15 UNDERGRADUATE PRELIMINARY ELIGIBLE + INTERNATIONAL RESPONSIBLE FFTEs BY FACULTY *

	2013-14 Actual FFTEs	2014-2015 Projected Eligible + International FFTEs*	2014-2015 Enrolment Contract Target	+ / (-) Previous Year (2013-2014)	+ / (-) Enrolment Contract Target
Education	1,065.3	1,123.4	1,130.4	58.1	(7.0)
Env. Studies	515.7	508.6	568.8	(7.1)	(60.2)
Fine Arts	3,340.5	2,984.8	3,494.2	(355.7)	(509.4)
Glendon	1,960.7	1,997.9	2,024.4	37.2	(26.5)
Health	6,867.4	6,729.8	6,849.3	(137.6)	(119.5)
Lassonde	777.2	854.0	914.4	76.8	(60.4)
LA&PS	21,240.0	20,126.9	20,935.8	(1,114.1)	(808.9)
Osgoode	929.7	945.9	979.7	16.2	(33.8)
Schulich	1,164.8	1,214.5	1,209.5	49.7	5.0
Science	5,237	5,480.0	5,508.9	242.1	(28.9)
Other	183.6	174.2	193.1	(9.4)	(18.9)
Total	43,283.8	42,140	43,808.5	(1,143.8)	(1,668.5)

* Actual summer and fall; winter projections as of January 20, 2015

Enrolment Gap: Commitment vs Actual Recruitment, Conversion and Retention

Full Year Eligible Undergrad FTEs



2014-15 Masters Fall Actual FTEs

	Nov 2007 Actual	Nov 2011 Actual	Nov 2012 Actual	Nov 2013 Actual	Nov 2014 Enrolment Contract Target	2014/15 to 2016/17 Ministry Target *	Nov 2014 Actual
Eligible	2,587.7	2,238.7	2,310.1	2,320.5	2,404.6	2,589.4	2,280.4
Visa	160.3	370.3	385.4	414.6	414.6	N/A	559.3
Other Ineligible	119.6	172.3	155.5	148.0	148.0	N/A	148.4
Total	2,867.6	2,781.3	2,851.0	2,883.1	2,967.2	N/A	2,988.1

- Targets as provided in SMA, April 16, 2014
- Reduced from previous target by 159.58 from 2,748.98

2014-15 Eligible Masters FTEs by Faculty *

	Nov 2007 Actual	Nov 2011 Actual	Nov 2012 Actual	Nov 2013 Actual	Nov 2014 Actual	Nov 2014 Enrolment Contract Target	+ / (-) Target
Education	114.5	115.2	111.4	105.4	115.1	112.1	3.0
Env. Studies	295.5	210.9	219.9	213.3	220.2	227.1	(6.9)
AMPD	238.8	172.0	196.2	205.2	179.2	204.8	(25.6)
Glendon	31.2	76.6	80.8	106.8	105.5	119.4	(13.9)
Health	228.7	232.7	254.1	236.1	232.7	216.2	16.5
Lassonde	Incl. in Science	Incl. in Science	18.9	42.1	44.1	64.4	(20.3)
LA&PS	614.5	574.8	603.8	612.3	583.1	651.7	(68.6)
Osgoode	148.0	108.6	112.0	140.0	172.6	140.3	32.3
Schulich	699.7	568.3	558.1	526.7	495.7	534.4	(38.7)
Science	216.8	179.6	154.9	132.6	132.2	134.2	(2.0)
Total	2,587.7	2,238.7	2,310.1	2,320.5	2,280.4	2,404.6	(124.2)

2014-15 Doctoral Fall Actual FTEs

	Nov 2007 Actual	Nov 2011 Actual	Nov 2012 Actual	Nov 2013 Actual	Nov 2014 Enrolment Contract Target	2014/15 to 2016/17 Ministry Target *	Nov 2014 Actual
Eligible	1,019.4	1,124.2	1,051.7	987.0	1,019.1	1,030.56	987.3
Visa	127.3	172.7	173.3	196.1	196.1	N/A	204.3
Other Ineligible	274.1	386.2	460.6	463.8	463.8	N/A	429.6
Total	1,420.8	1,683.1	1,685.6	1,646.9	1,679.0	N/A	1,621.2

- 2007 eligible base was 990.0
- Targets as provided in SMA, April 16, 2014
- Reduced from previous target by 181.6 from 1,212.16

2014-15 Actual Eligible Doctoral FTEs by Faculty *

	Nov 2007 Actual	Nov 2011 Actual	Nov 2012 Actual	Nov 2013 Actual	Nov 2014 Actual	Nov 2014 Enrolment Contract Target	+ / (-) Target
Education	45.6	70.3	63.0	54.6	52.4	53.8	(1.4)
Env. Studies	37.0	42.9	37.3	39.6	37.3	39.5	(2.2)
AMPD	37.8	122.7	111.4	85.3	74.6	77.8	(3.2)
Glendon	0.0	5.9	8.2	9.8	14.2	11.0	3.2
Health	138.1	173.8	183.7	177.6	177.6	201.1	(23.5)
Lassonde	Incl. in Science	Incl. in Science	23.0	36.4	41.5	43.7	(2.2)
LA&PS	498.7	483.8	437.8	422.7	436.7	444.1	(7.4)
Osgoode	69.3	48.0	39.5	33.9	35.3	30.6	4.7
Schulich	31.0	28.0	20.0	20.3	21.3	17.2	4.1
Science	161.9	148.8	127.8	106.8	96.4	100.3	(3.9)
Total	1,019.4	1,124.2	1,051.7	987.0	987.3	1,019.1	(31.8)