

Strategic Enrolment Management (SEM) Plan Annual Update

A Report from the Office of the Vice President, Students & Enrolment Management
JUNE 2018

Student success initiatives

Supported Learning Groups (SLG)

Supported Learning Groups provide supplemental instruction by placing student peers directly in classrooms, to support students. In winter 2017, the SLG provided support for 502 students in 12 courses across 34 sections in multiple faculties. In fall 2017, the SLG provided support for 703 students in 15 courses across 41 sections.

New Student Orientation (NSO)

- ◆ The NSO program now offers two main on-campus events each semester, supported by an online orientation module.
- ◆ In Fall 2017 and Winter 2018 terms, NSO engaged over 1,300 new students and many supporters.
- ◆ A university-wide strategic plan for NSO is being developed, which will set the vision and plan for the next five years.

Peer Resource & Leadership Centre (PRLC)

The Coast Capital Peer Resource and Leadership Centre student peer leaders help students in a safe, welcoming, and inclusive space by identifying resources available to them and providing peer-to-peer support and mentorship. From January to December 2017, PRLC volunteers, student staff and the coordinator responded to over 1,000 inquiries for information or support.

Programs coordinated by the PRLC include:

- ◆ the UFV LEAD peer-to-peer student leadership program, with 10 mentors and 70 mentees;
- ◆ the Naloxone education program, with over 180 people trained; and
- ◆ the Sexualized Violence Education and Prevention program #InThisTogether, training over 1,000 people.

Academic Success Centre (ASC) : Highlights from 2016-17

- ◆ 1,501 booked (vs. drop-in) tutoring sessions (includes Fall 2016 plus Fall and Winter 2017 terms)
- ◆ 1,016 sessions (includes booked and drop-in) in Abbotsford G126/CEPA1212 ASC spaces.

Update on projects:

- ◆ External Review of Recruitment took place in early 2017. Stemming from the recommendations, we have hired a third student recruiter and moved responsibility for recruitment to the Office of the Registrar. We hope that increasing resources will aid domestic recruitment.
- ◆ Learning from the pilot projects described in the 2016 report, a new University-Wide Orientation Model has been developed that integrates stakeholders from across the university into a series of key events such as;
 - the May and November Enrolment Yield Conversion Events are designed to reinforce acceptance offers, link student to their prospective faculty areas, identify important resources, and provide critical registration information just prior to new student class registration, and
 - the Integrated First Week Orientation which occurs during the first week of classes in September and January. UFV students work and volunteer more than the average Canadian student so we have built Orientation around their first-week schedules to facilitate participation and attendance.
- ◆ Additionally, since the 2016 report we have developed an online New Student Orientation program that provides interactive learning through our Blackboard Learning Management System. This Online Orientation contains much of the same information as the in-person Orientation, but in a more accessible manner. We are also in the process of engaging in a UFV-wide Orientation Strategic Planning exercise to chart out the next five years of Orientation at UFV with partners and stakeholders from across the campus community.



How are we doing?

Goal 5.1: Given current circumstances it is projected that domestic FTEs will remain constant over the period covered by this SEM Plan (2014-19).



Domestic FTEs declined by 52 from 2013/14, the base year, to 2014/15. They declined by 8 the next year, and by 48 this latest year, 2016/17. This total decline of 108 FTEs represents a 1.5% decline from the base year.

Goal 5.2: To prepare students to qualify for and be successful in its post-secondary programs, UFV will create the Qualifying Studies Program with: i) admission requirements; ii) continuance requirements; and iii) a fixed length of study.

Qualifying Studies, as an admission category with continuance requirements and a fixed length of study, was launched Fall 2015. The number of qualifying students increased by 182 in the past year, but is still down by 809 students (-25.4%) from the last year with PATH students (2014-15).

Goal 5.3: Graduate student enrolments will be maintained at such levels as to generate net revenue; and Graduate programs will enrich undergraduate programming.

Total graduate student headcount has been 42 in 2013-14, 36 in 2014-15, 39 in 2015-16 and 52 in 2016-17.

Goal 5.4: By 2019 UFV will increase the enrolment share of Aboriginal students (both self-identified and those identified by the ministry) to the proportion of the Aboriginal population within our region; and by 2019 UFV will increase the graduation share of Aboriginal students to the proportion of Aboriginal students at UFV.

This year, the Ministry Aboriginal FTE count at UFV is 589, representing 8.3% of UFV's total domestic FTE of 7,110. This share of Aboriginal students exceeds the 2006 census estimates for the Fraser Valley College Region for percent of population of: Aboriginal People, 5.7%; Aboriginal Youth, 7.4%; and Aboriginal Student Headcount of Domestic Public Post-secondary Population, 7.1%. The self-identified Aboriginal FTE count is 375, representing 5.3% of UFV's total domestic FTE.



Goal 5.5: By 2019 International Student Headcount should increase by 38%.

For 2017, UFV has exceeded its SEM plan goal, as international student enrolment has increased by 57% from the base year (2013), with 1,156 international students registered as of Sept. 6, 2017.

Goal 5.6: By 2019, UFV will increase the total number of incoming transfer students to 4%; and add one new block transfer agreement each year through 2019.

There were 581 incoming domestic transfer students for 2016-17, compared to 485 in 2013-14 (base year). The goal of five new block transfer agreements has been achieved a year early, with the addition of a recent agreement with Vancouver Film School established in Dec. 2017.

Goal 5.7: The targets for student Retention from Fall 2018 to Fall 2019 are: (i) 66.7% for New Students; and (ii) 70% for Total Students. Graduation targets for 2018/19 are: (i) 900 Bachelor's degrees; and (ii) 5200 for number of graduates weighted by the length of their program.

Student retention rates had risen for both Continuing and New students in 2014-15, and rates were flat for 2015-16. UFV achieved its student retention targets for Total Students in 2016-17, while the New Student rate has fallen from last year, to 65.4%.

UFV has met its target of 5,200 for the number of graduates weighted by the length of their program in each year including the latest, 2016-17.

Goal 5.8: By 2019, in order to ensure our gradu-

ates are work-place ready, there will be: (i) A 10% increase in co-operative education work placements; (ii) An additional 10 work-study positions for each of the next 5 years; (iii) At least one validated co-curricular learning activity on the record for 80% of the graduating class; and (iv) A 20% increase in the number of academic programs that offer experiential learning opportunities.

Full-time Co-operative Education work placements per academic year:

2013/2014: 67 (pre-SEM Plan year)
2014/2015: 86
2015/2016: 82
2016/2017: 90
2017/2018: 115

While an increase from 67 to 115 co-op placements per year in four years does constitute a 72% increase, the shortness of the time series and the inter-annual variability make it difficult to judge whether this is a real trend. That said, it is our hope to maintain significant growth in the Cooperative Education placements over the next years.

The **Work-Study Grant Program** is an internally funded program with a budget of \$264,000, \$219,000 in salaries plus 20.75% in benefits (WorkSafeBC fees, Employment Insurance premiums, and Canada Pension Plan contributions). Funding follows a funding cycle from May to April, with the corresponding semesters Summer, Fall, and Winter, and allows for 152 120-hour positions per year. The program is administered by the Career Centre.

Goal 5.8 (ii) has been exceeded by an additional 20 positions per year, for a total of 172. (Note that with 2014/2015, 36 Work-Study positions were permanently converted to Supported Learning Group trainers.)

For the 2017/2018 funding year the Career Centre processed and evaluated 282 Work Study grant applications covering the semesters Summer 2017, Fall 2017, and Winter 2018. 204 positions were allocated to the three functional areas in proportion to the demand: Research (78 positions), Service (121),

and Teaching (5). For the Winter 2018 semester 73 Work Study grants were utilized.

The **Co-Curricular Record (CCR)** continues to be the operational backbone of the UFV Student engagement system. We continue to have good participation with more than 9,300 students engaged on the platform, and another 500 new students requesting CCR recognition to bring that number above 2,600 validated students to date. The CCR has also continued to add more opportunities through strategic agreements with groups such as Pacific Sport and we hope to sign another large partner this summer.



"Students often forget about the community and social side of university, which is getting involved with the campus. We are often only told to worry about the academic side, but the other side expands your ability to connect, meet new people and try new things. Anybody can put in the hours, do the school work, but this program provides an opportunity to use your critical skills, build upon your learning from the class and give back to the community while developing traits that employers are looking for. And to top it all off, you get an official document that can help open opportunities after you graduate from UFV."

~ Harla, 3rd year General Studies student

Goal 5.9: The program areas identified for growth are Health and Wellness; Agriculture and the Environmentally-Responsible Development of the Fraser Valley; and Digital Media Technologies.

See the UFV 2025: The 2016-20 UFV Education Plan for further details.