

CELEBRATE LEARNING WEEK

Keeping Students in the Loop: Using Institutional Data to Inform Course Design and Teaching Practices

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UBCO CTL

Agenda

- Student motivations to apply to postsecondary institutions
 - National survey data
 - UBCO data
- The student experiences at UBCO
- Graduate outcomes
 - Further education
 - Labour outcomes
- Format: Q & A
- Discussion: How can this data inform course design and teaching practices?

Quick Round

- 2022 Student Experience Survey Demographics Results:
 - Language fluency (2+):
 - **37%**
 - Top 5 languages spoken:
 - **English, French, Mandarin, Cantonese, and Hindi**
 - I am not religious:
 - **51%**
 - First-generation immigrant (domestic):
 - **13%**
 - Disability & functional limitation:
 - **59%**
 - First generation university student:
 - **35%**

UCAS - Student motivations to apply to post-secondary institutions

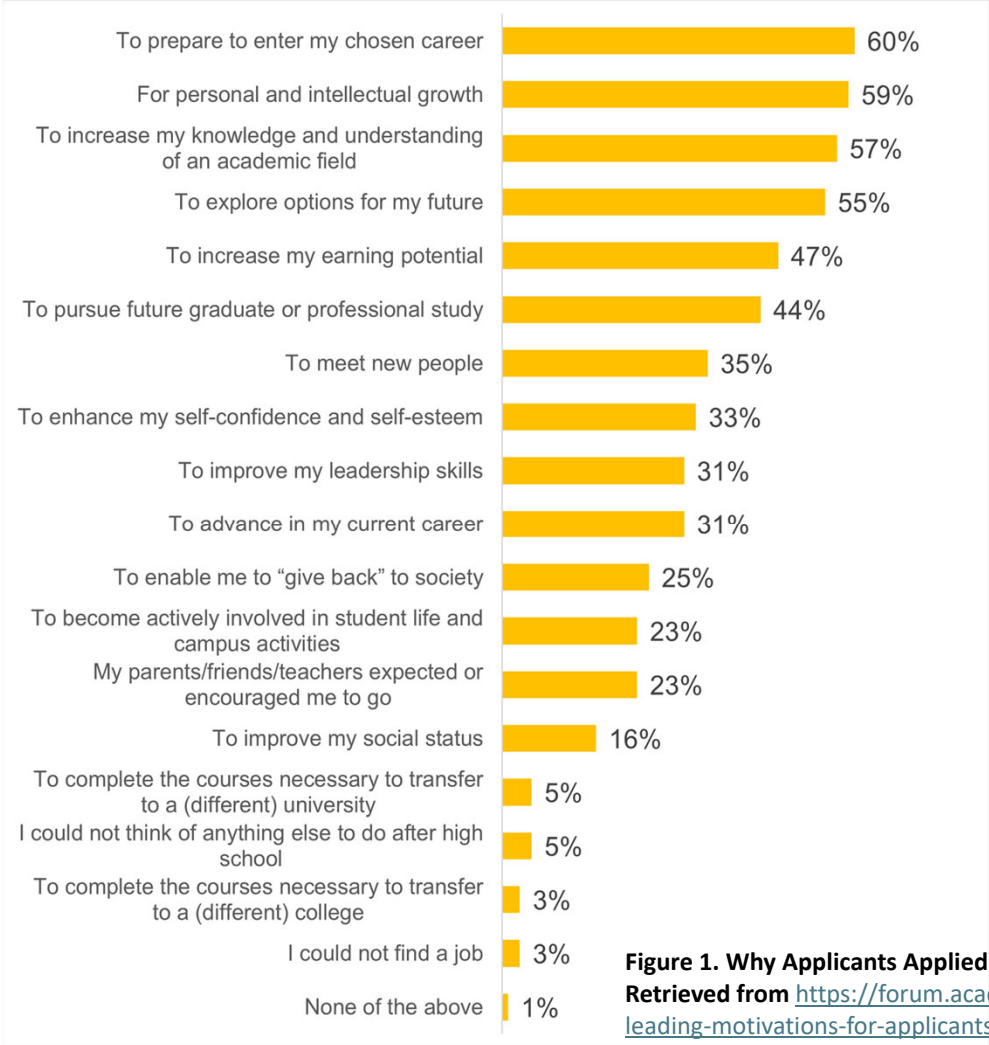


Figure 1. Why Applicants Applied to Postsecondary (n=47,000+)
 Retrieved from <https://forum.academica.ca/forum/careers-growth-and-knowledge-t-leading-motivations-for-applicants-in-2023>

Highlights

- **Career motivations:** Domestic students were significantly more likely to say that they were preparing to *enter* a chosen career:
 - 69% vs 44% international, while international students were more likely to say they're enrolling to *advance* in a current career (45% vs 24% domestic).
- **Plans to pursue graduate or professional studies:** Domestic applicants to university were more likely than their international counterparts to indicate they had an interest in pursuing graduate or professional studies in the future:
 - 54% vs 48%

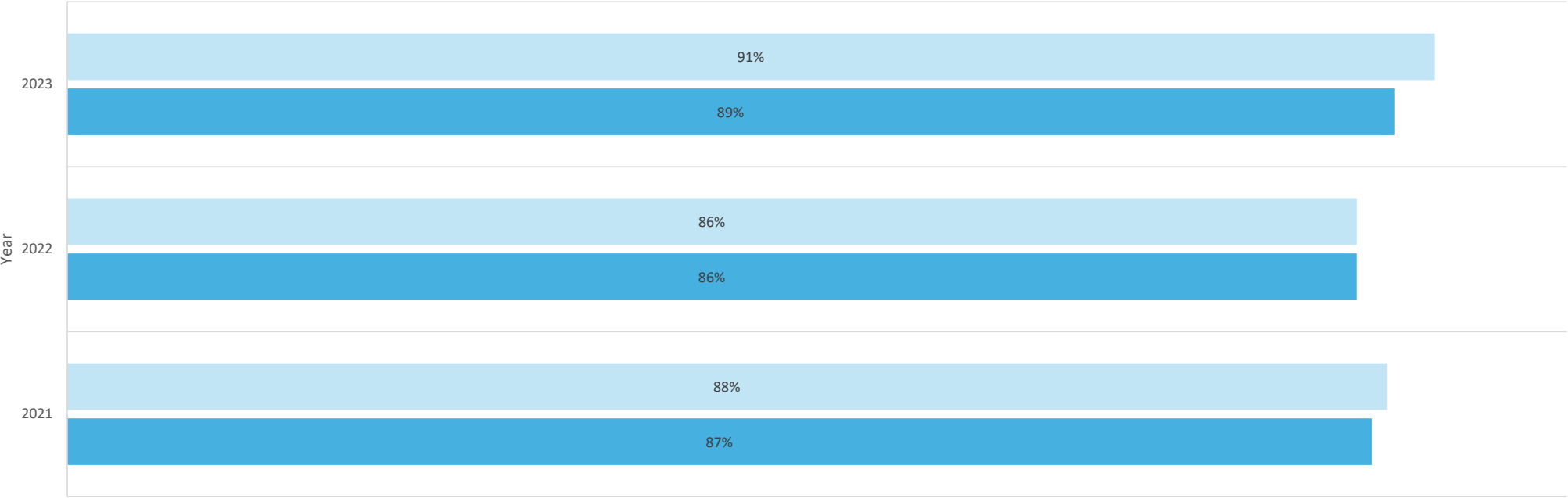
How about UBCO students?

New to UBC Survey: Deployed every year during July and August
(results: **direct entry students** only)

To what extent do you agree or disagree with the following statements: I am inspired to learn within my program

To what extent do you agree or disagree with the following statements:
I am inspired to learn within my program
(Top 2 - Strongly Agree and Agree)

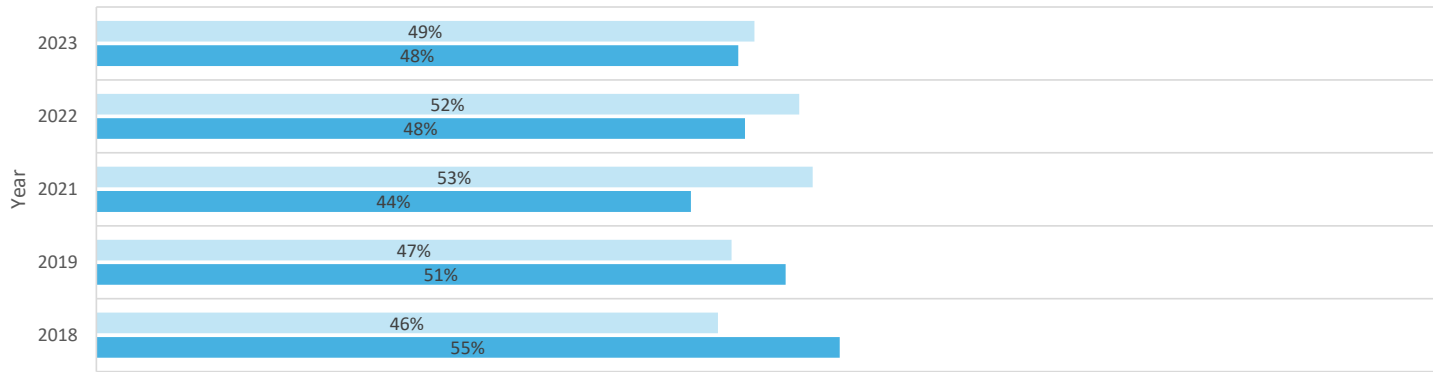
Domestic International/ISI



How concerned are you with the following issues in your first year at UBC:
Being overwhelmed with all the things I'm expected to do in my first semester

(Top 2 - Very Concerned and Concerned)

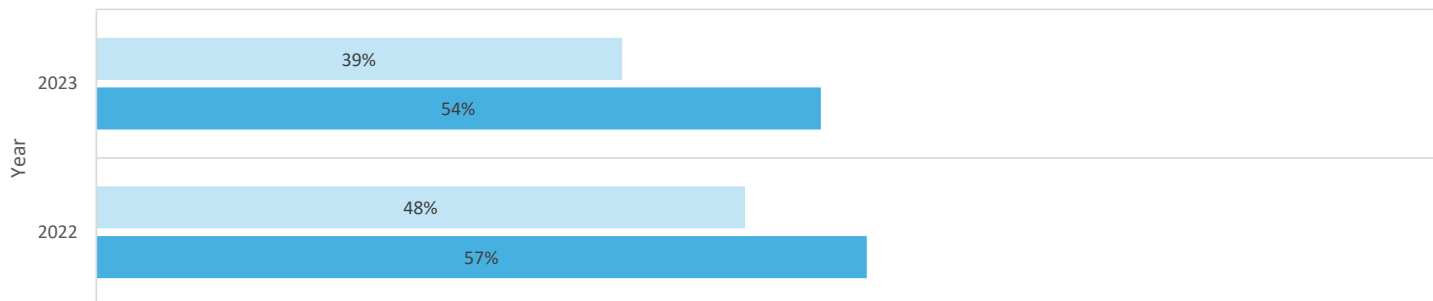
■ Domestic ■ International/ISI



How concerned are you with the following issues in your first year at UBC:
Being able to achieve a high grade point average (GPA)

(Top 2 - Very Concerned and Concerned)

■ Domestic ■ International/ISI



How concerned are you with the following issues in your first year?

(these 2 options were the most common across all years)

Note: the option for GPA was also one of the options that were common across all years but there were changes made to the wording that resulted in the data being not comparable to other years)

I hope to get the following out of my education at UBC:
Finding a meaningful career

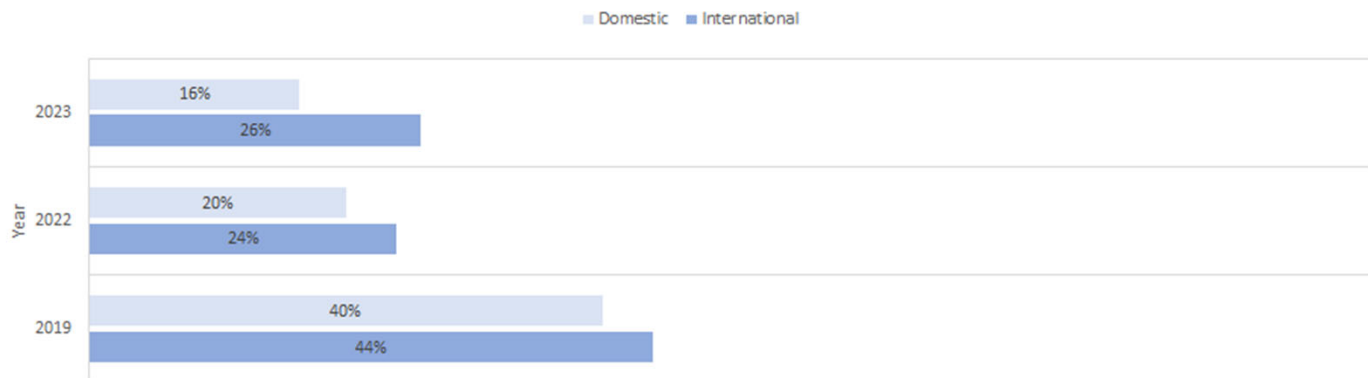
Ranked in order of importance with 1 being the most important - Examining Ranked #1

Note: 2019 had a different number of options and some options were different



I hope to get the following out of my education at UBC:
Personal Growth and Development

Ranked in order of importance with 1 being the most important - Examining Ranked #1



I hope to get the following out of my education at UBC.

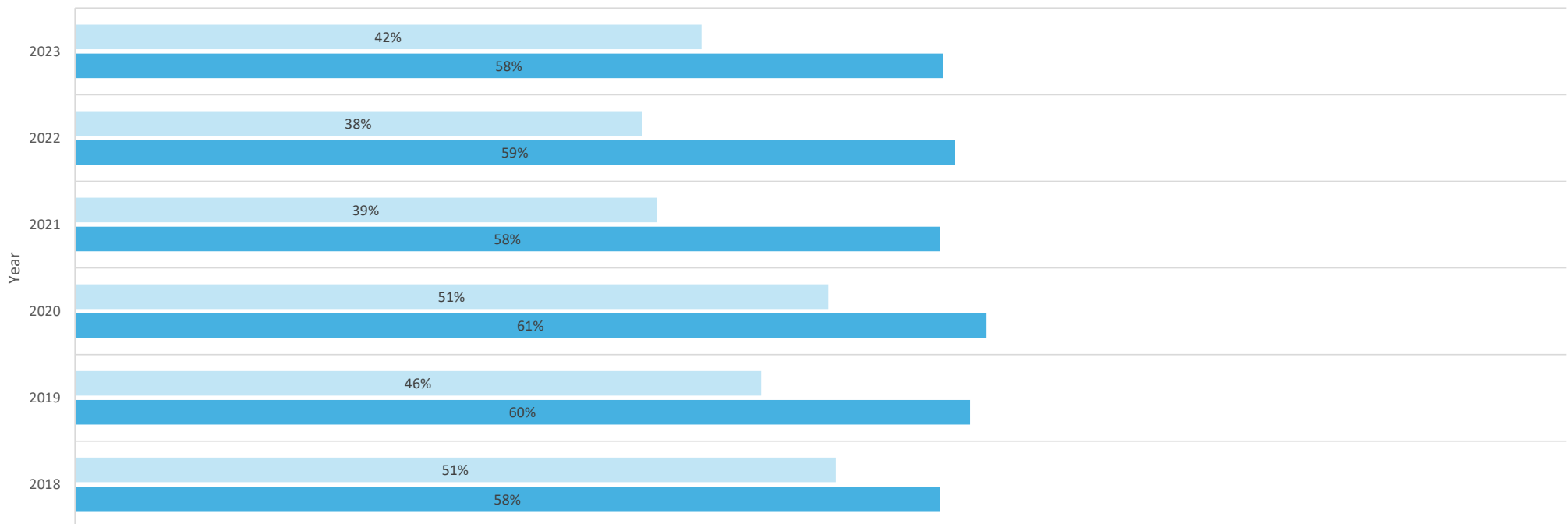
Please rank in order of importance to you with 1 being the most important

(These 2 options are the ones that students chose the most often across years)

To what extent do you agree or disagree with the following statements: I am comfortable reaching out for support when I need it

To what extent do you agree or disagree with the following statements:
I am comfortable reaching out for support when I need it
(Top 2 - Strongly Agree and Agree)

■ Domestic ■ International/ISI



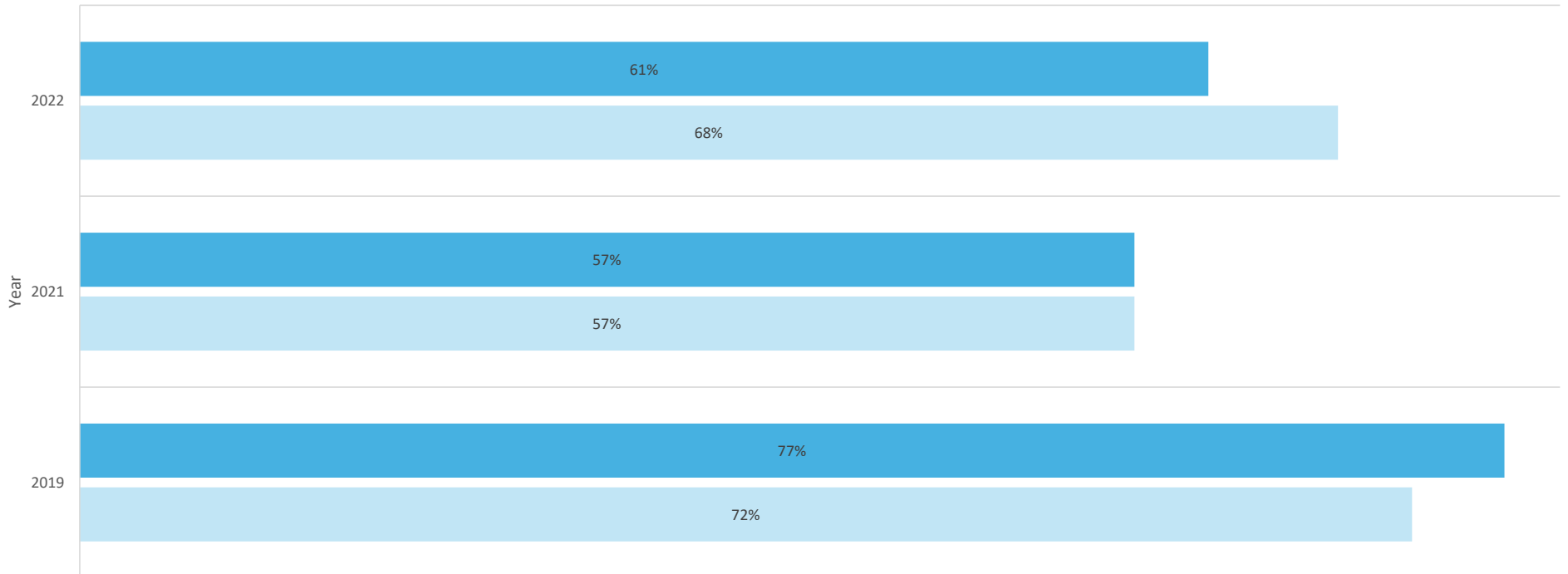
UBCO Undergraduate Experience Survey

- Deployed January – April every year except when the NSSE is deployed (National Survey of Student Engagement)

To what extent are you satisfied or dissatisfied with the following aspects of your UBC experience: Overall academic experience

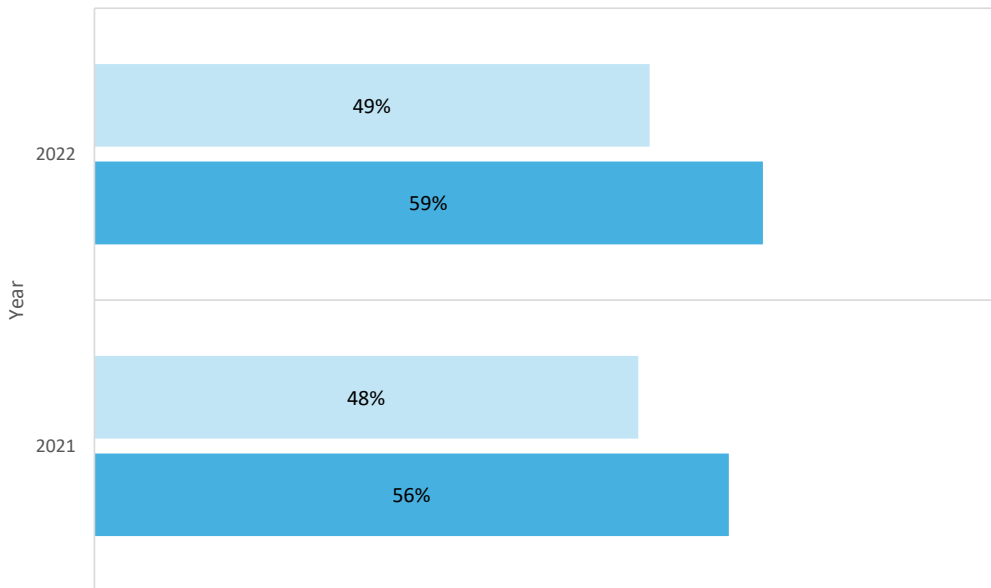
To what extent are you satisfied or dissatisfied with the following aspects of your UBC experience:
Overall Academic Experience
(Top 2 - Very Satisfied and Satisfied)

■ Domestic ■ International/ISI



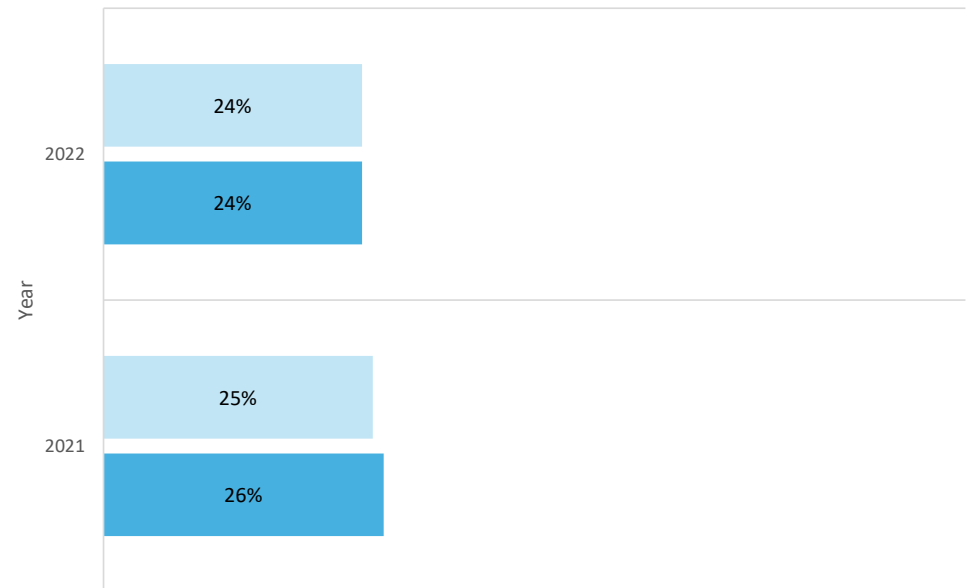
What is your main plan following graduation:
Work full-time in Canada
(Percentage Option was Chosen)

■ Domestic ■ International/ISI



What is your main plan following graduation:
Enroll in graduate or professional school
(Percentage Option was Chosen)

■ Domestic ■ International/ISI



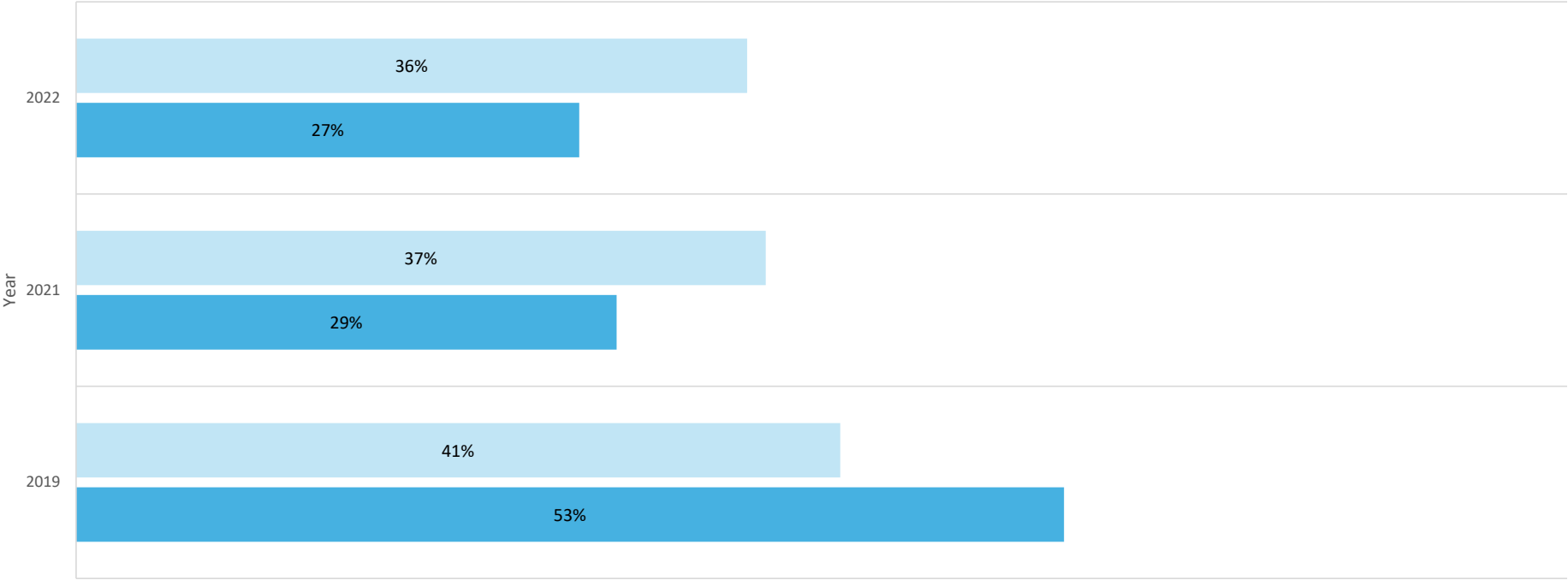
What is your main plan following graduation?
(These 2 options were the top 2 picks for both 2021 and 2022)

To what extent do you agree or disagree with the following statements: UBC has prepared me for work after graduation

To what extent do you agree or disagree with the following statements:
UBC has prepared me for work after graduation

(Top 2 - Strongly Agree and Agree)

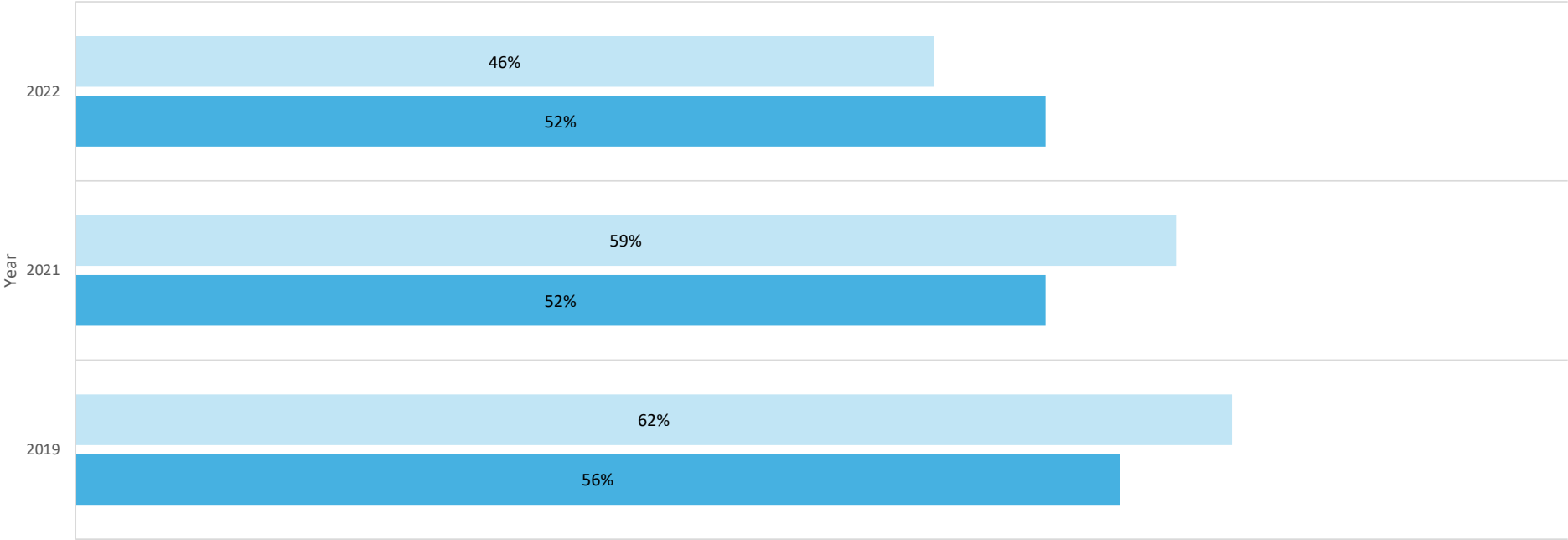
■ Domestic ■ International/ISI



To what extent do you agree or disagree with the following statements: UBC has prepared me for further study after graduation

To what extent do you agree or disagree with the following statements:
UBC has prepared me for further study after graduation
(Top 2 - Strongly Agree and Agree)

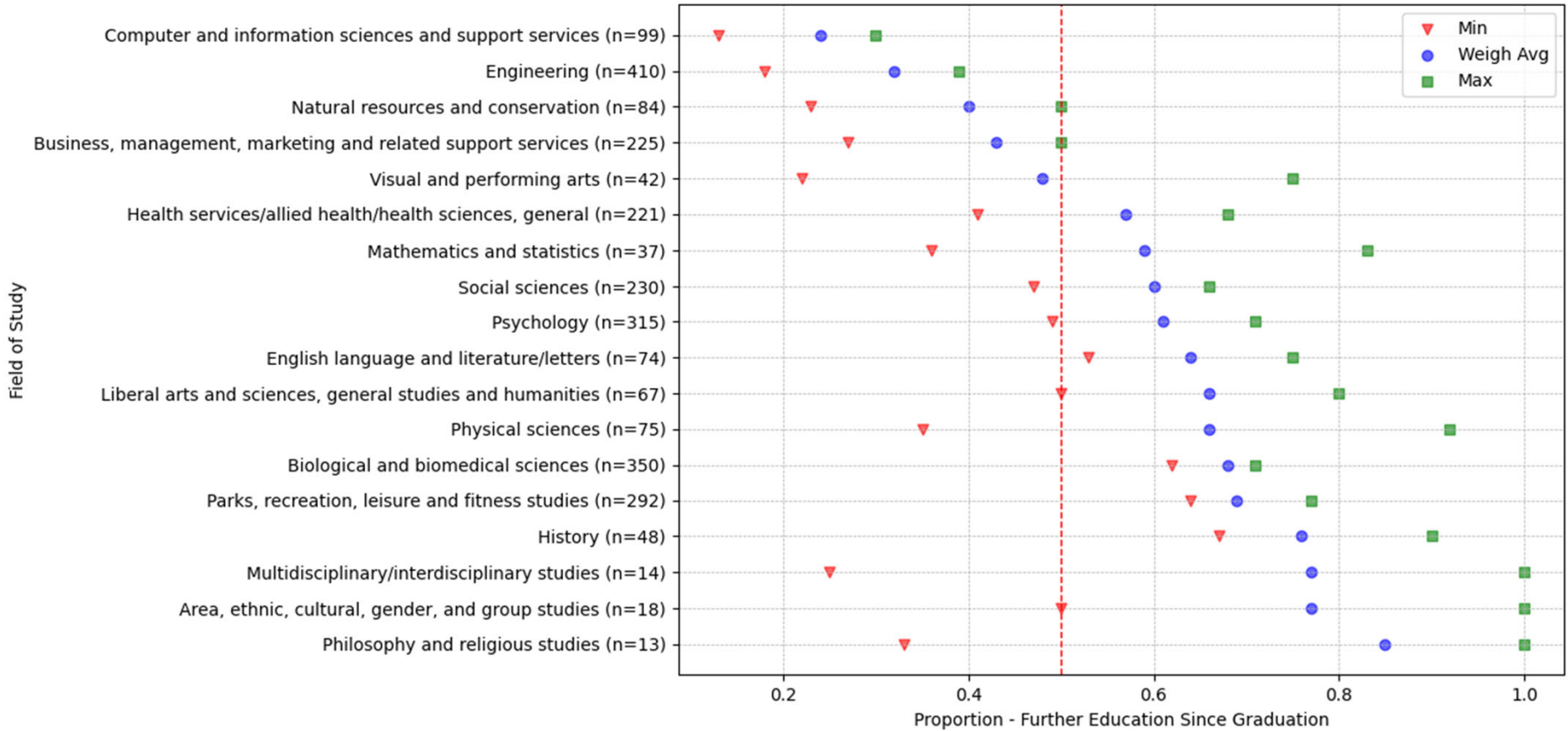
Domestic International/ISI



Graduate Further Education and Labour Market Outcomes

- British Columbia - Baccalaureate Graduates Survey (BGS)
- 5 Cohorts surveyed 2 years after graduation
 - 2017, 2018, 2019, 2020, & 2021

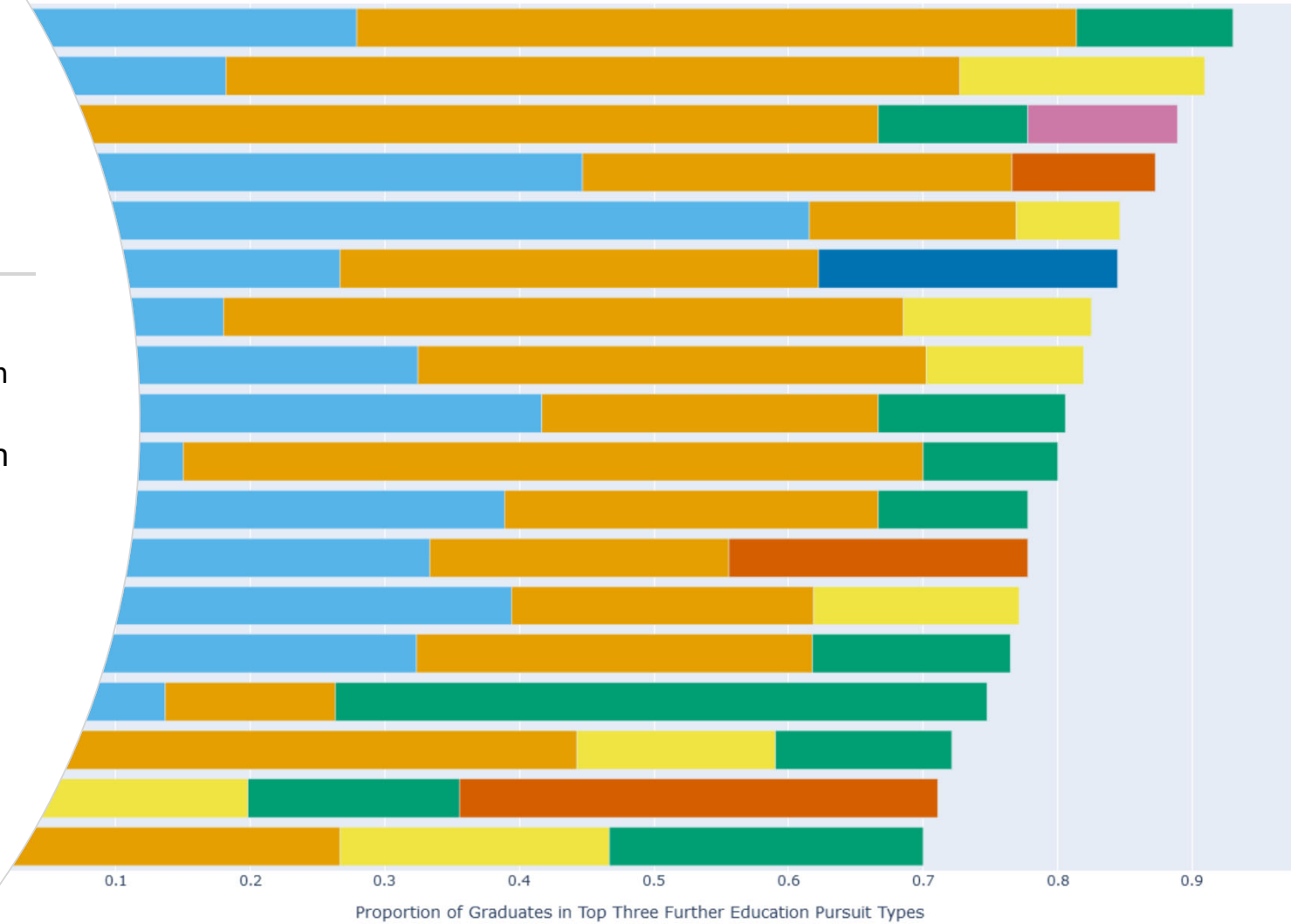
BGS - Have You Undertook Formal Further Education Since Graduation?



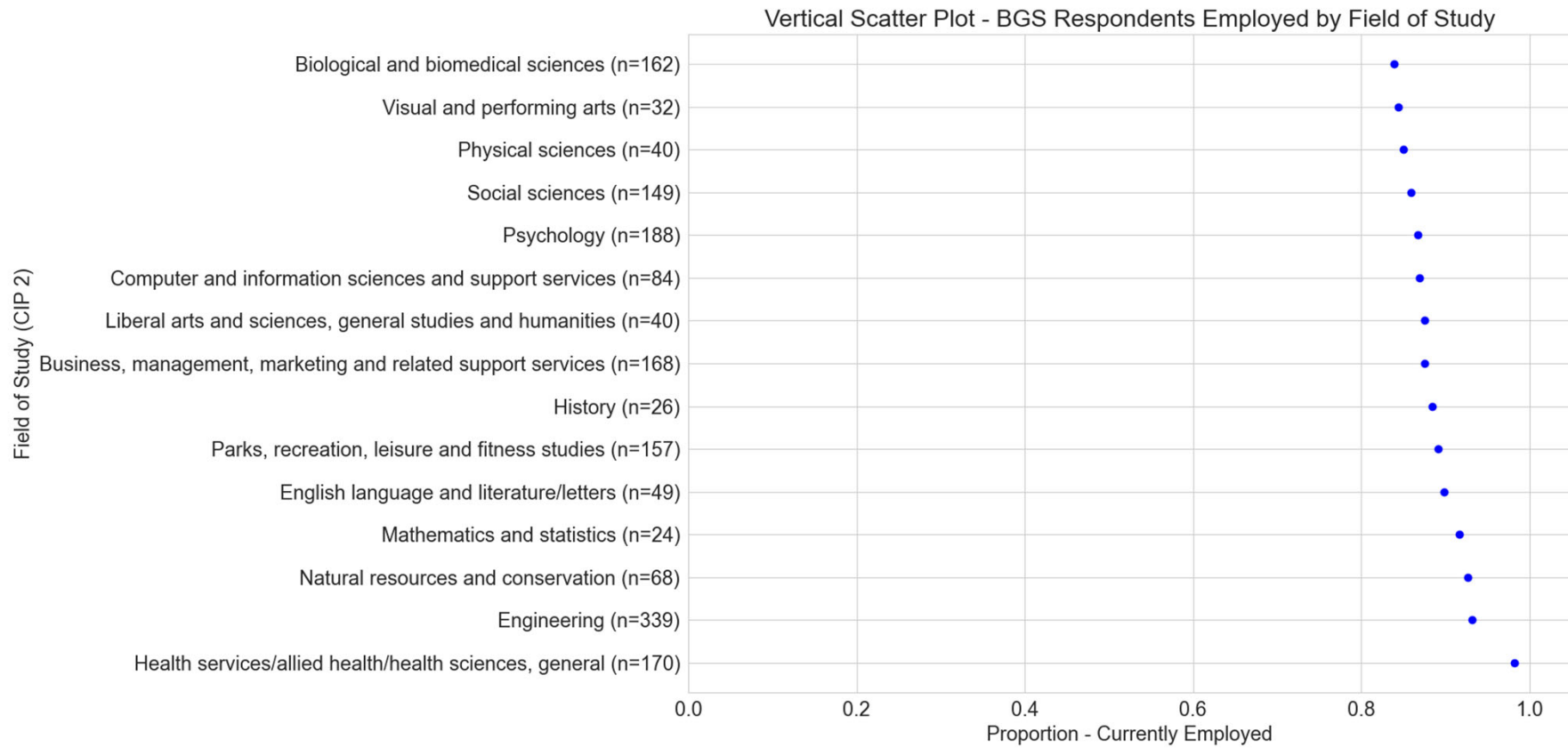
by education or training are/were you taking? Interactive Bar Chart of Top 3 Further Education Pursuits by Field of Study



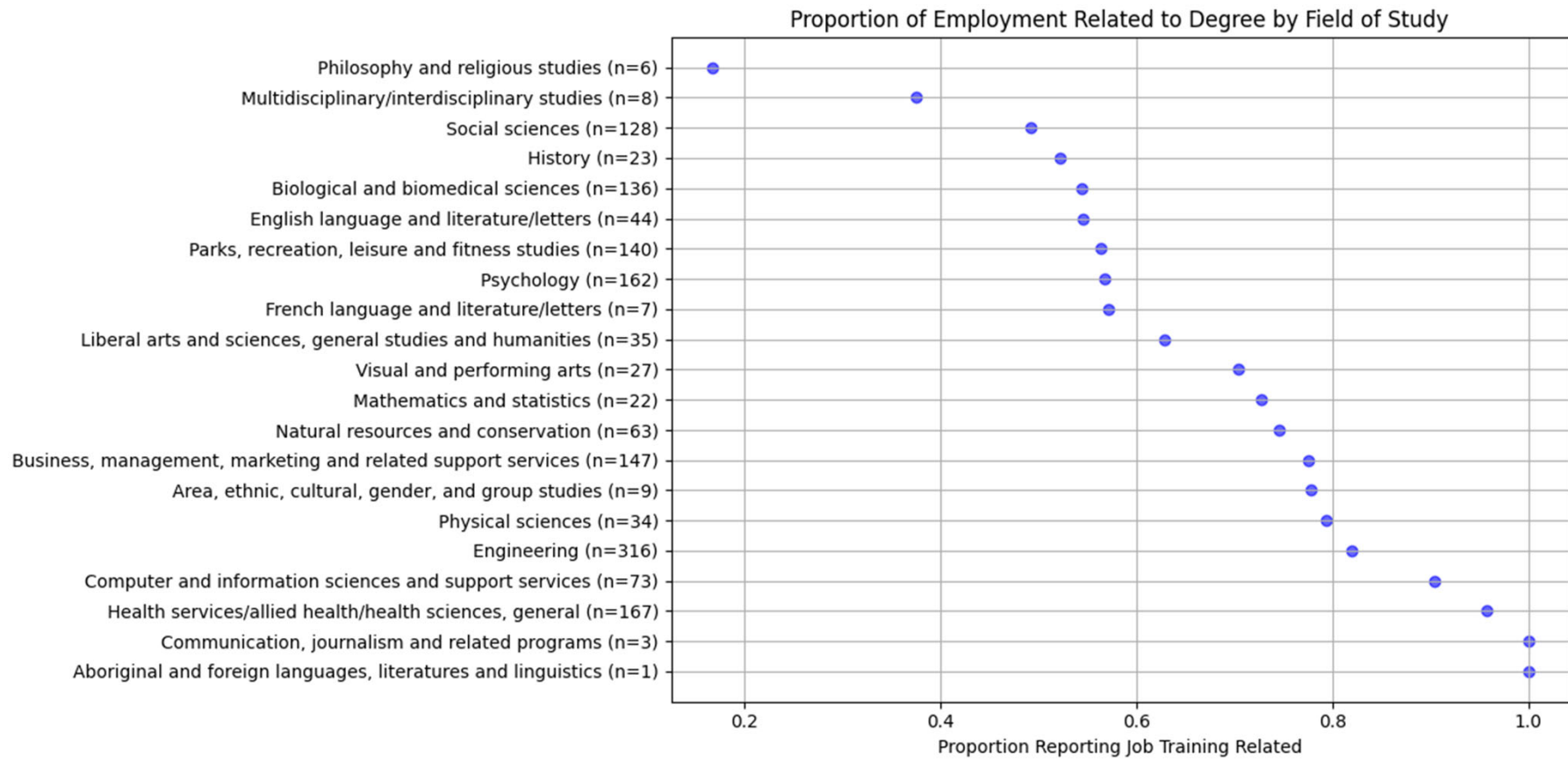
- **BGS Question:** What type of formal post-secondary education or training are/were you taking?
 - (open interactive graph in browser)



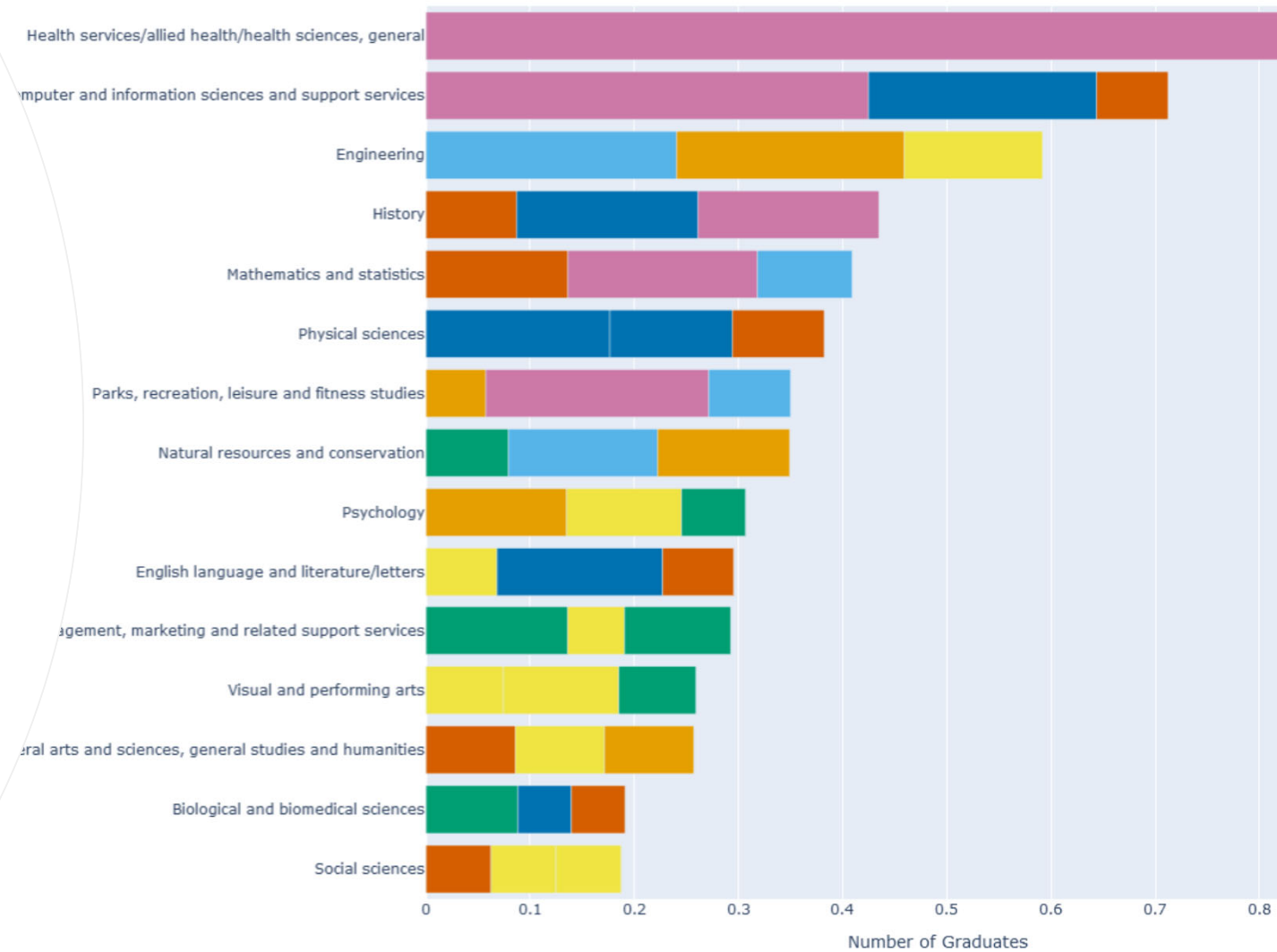
BGS Question: Are you currently employed?



BGS Question: Are you currently working in a program-related job?

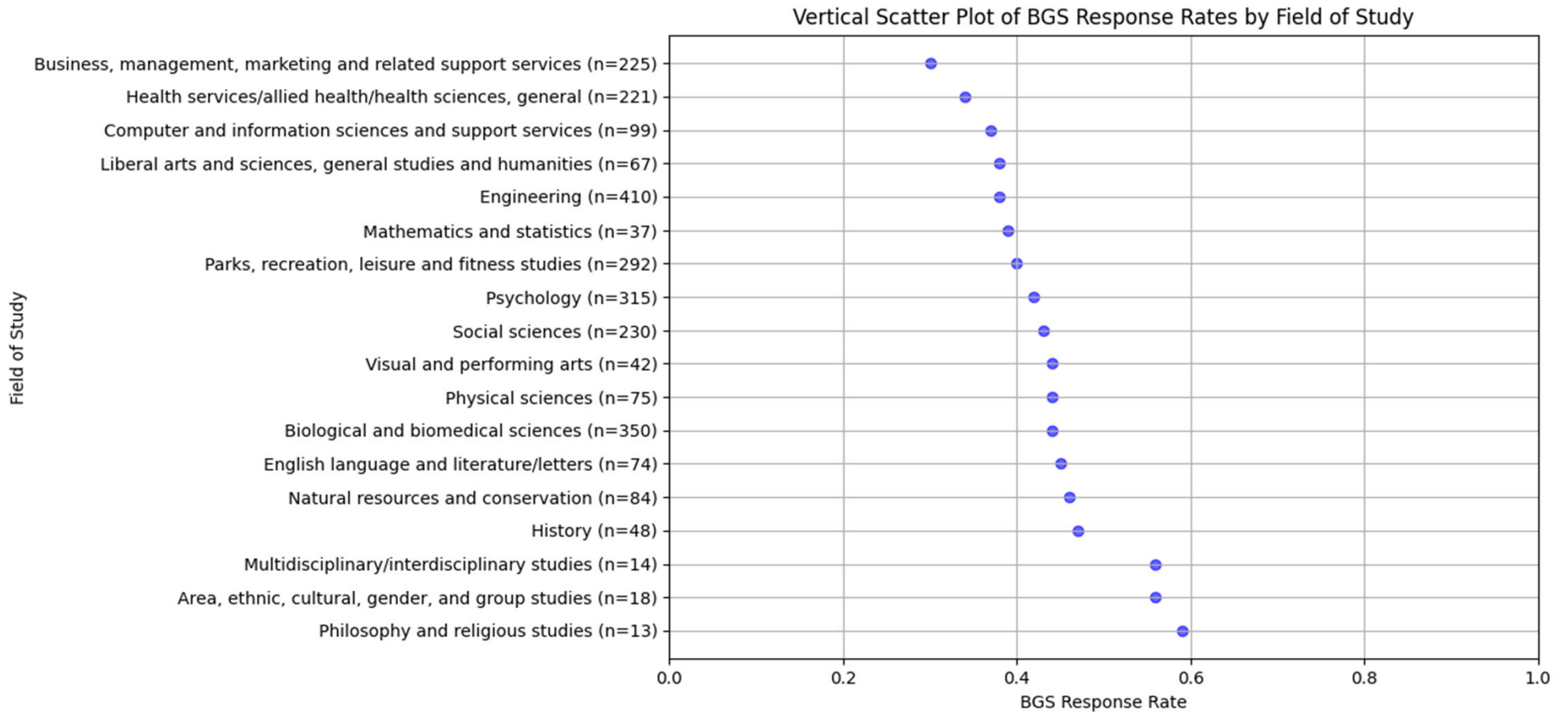


BGS - Interactive Bar Chart of Top 3 Job Titles by Field of Study



- **BGS Question:** What is your current job title?
 - (open interactive graph in browser)

Additional Slides – Survey Representativeness



2018 – 2023 NEW TO UBC SURVEY ATTENDERS RESULTS: OKANAGAN CAMPUS

Overall Experience

UBC Okanagan NUBC by Year	Direct Entry Response Rates (complete and partial responses)
2023 Responses	70% Response Rate (1,473 Responses)
2022 Responses	64% Response Rate (1,414 Responses) 63% Domestic (n = 1,067) 67% International (n = 347)
2021 Responses	72% Response Rate (1,691 Responses): 72% Domestic (n = 1,262) 71% International (n = 429)

2018 – 2023 NEW TO UBC SURVEY ATTENDERS RESULTS: OKANAGAN CAMPUS

Overall Experience

UBC Okanagan NUBC by Year	Direct Entry Response Rates (complete and partial responses)
2020 Responses	45% Response Rate (1,078 Responses) 46% Domestic (n = 812) 43% International (n = 266)
2019 Responses	54% Response Rate (1,174 Responses): 56% Domestic (n = 911) 48% International (n = 263)
2018 Responses	64% Response Rate (1,306 Responses): 66% Domestic (n = 1,006) 60% International (n = 300)

2019, 2021 and 2022 UNDERGRADUATE EXPERIENCE SURVEY: OKANAGAN CAMPUS

Overall Experience

UBC Okanagan UES by Year	Response Rates (all responses)
2022 Responses	17% Response Rate (893 Responses): 18% Domestic (n = 775) 11% International (n = 118)
2021 Responses	20% Response Rate (2,013 Responses): 21% Domestic (n = 1,679) 17% International (n = 334)
2019 Responses	25% Response Rate (2,103 Responses) 25% Domestic (n = 1846) 19% International (n = 257)