

# Welcoming Communities Initiative

Immigrant and Visible Minority  
Applicants to PSE

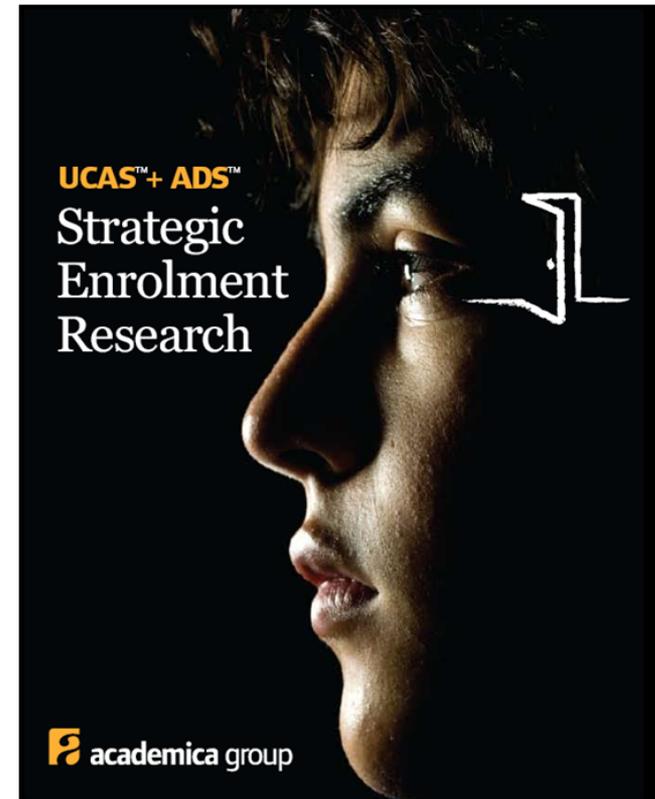
November 17, 2011

Presented by

Peggy Sattler, Academica Group

# Academica Group

- WCI partner organization
- Research and consulting firm
- 15 years experience in higher education
- Policy research, marketing, communications, and enrollment management expertise
- Annual studies (UCAS, ADS, DNA, etc.) survey more than 300,000 PSE applicants annually (40+ institutions)
- Daily newsbrief *Academica's Top Ten* (12,000 subscribers)



# PSE Experiences and Outcomes

- Experience of immigrant and visible minorities applicants to PSE in the GTA and 2<sup>nd</sup> and 3<sup>rd</sup> tier cities
- Current education research projects:
  1. 2010 applicants to Ontario colleges and universities
  2. Longitudinal study of Ontario college applicants (2007-2010)
  3. Educational and labour market outcomes of 2005-2009 applicants to PSE (in partnership with the Higher Education Quality Council of Ontario (HEQCO))
  4. Work-integrated Learning in Ontario's Postsecondary Sector Graduating Student Survey (in partnership with HEQCO)

# Today's Presentation

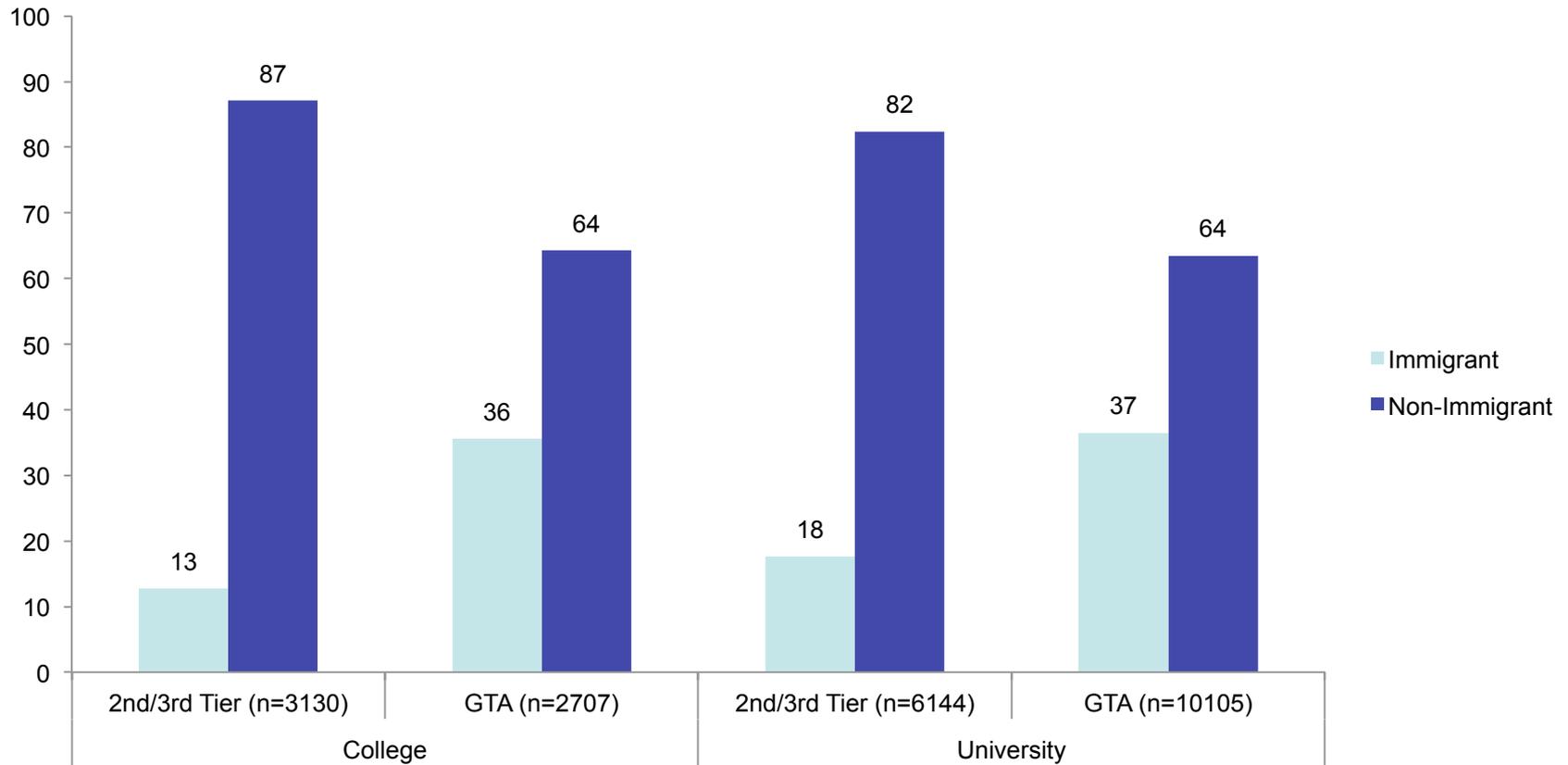
- UCAS Dataset
- 2010 preliminary findings
- Differences in demographic profiles of immigrant applicants to college and university based on locale (2<sup>nd</sup>/3<sup>rd</sup> tier cities vs. GTA)
- Analysis of applicants from 2<sup>nd</sup>/3<sup>rd</sup> tier cities
  - Influence of word of mouth
  - Exploration of reasons for applying to PSE
  - Key decision factors in selection of first-choice institution

# UCAS Methodology and Analytics

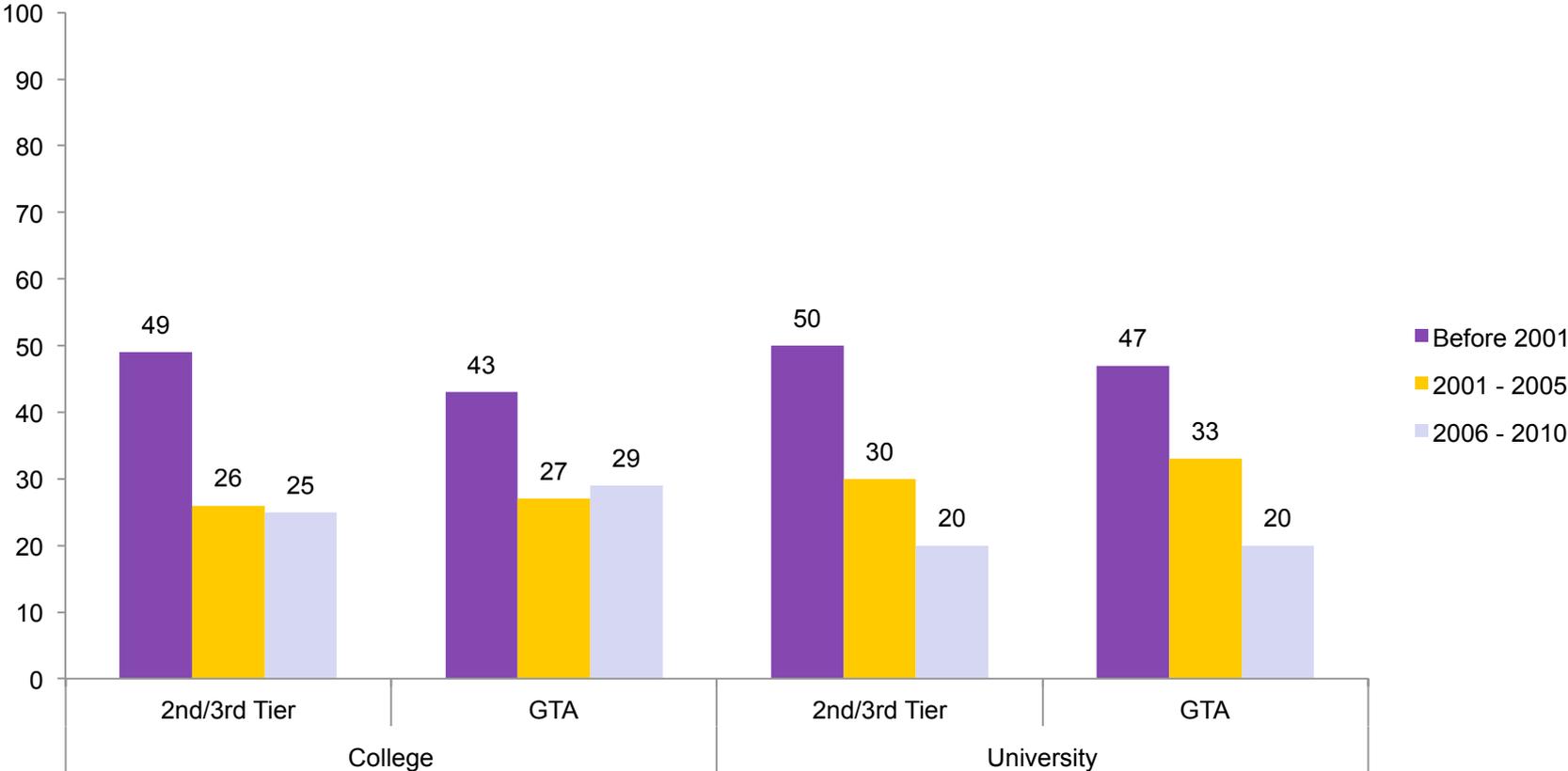
- 2010 sample of 167,073 applicants
  - 63,418 applicants to Ontario colleges randomly selected by the Ontario College Application Service (OCAS)
  - 103,655 applicants to six Ontario universities (Waterloo, Laurier, Western, UOIT, Brock, York)
- Survey administered online March-June , 2010
- University applicant response rate of 22%
  - Margin of error +/- 0.57% 19 times out of 20
- College applicant response rate of 19%
  - Margin of error +/- 0.85% 19 times out of 20
- Statistical tests ( $p < .001$ )
  - Chi-square, ANOVA, Bonferroni post-hoc

# Applicant Profile

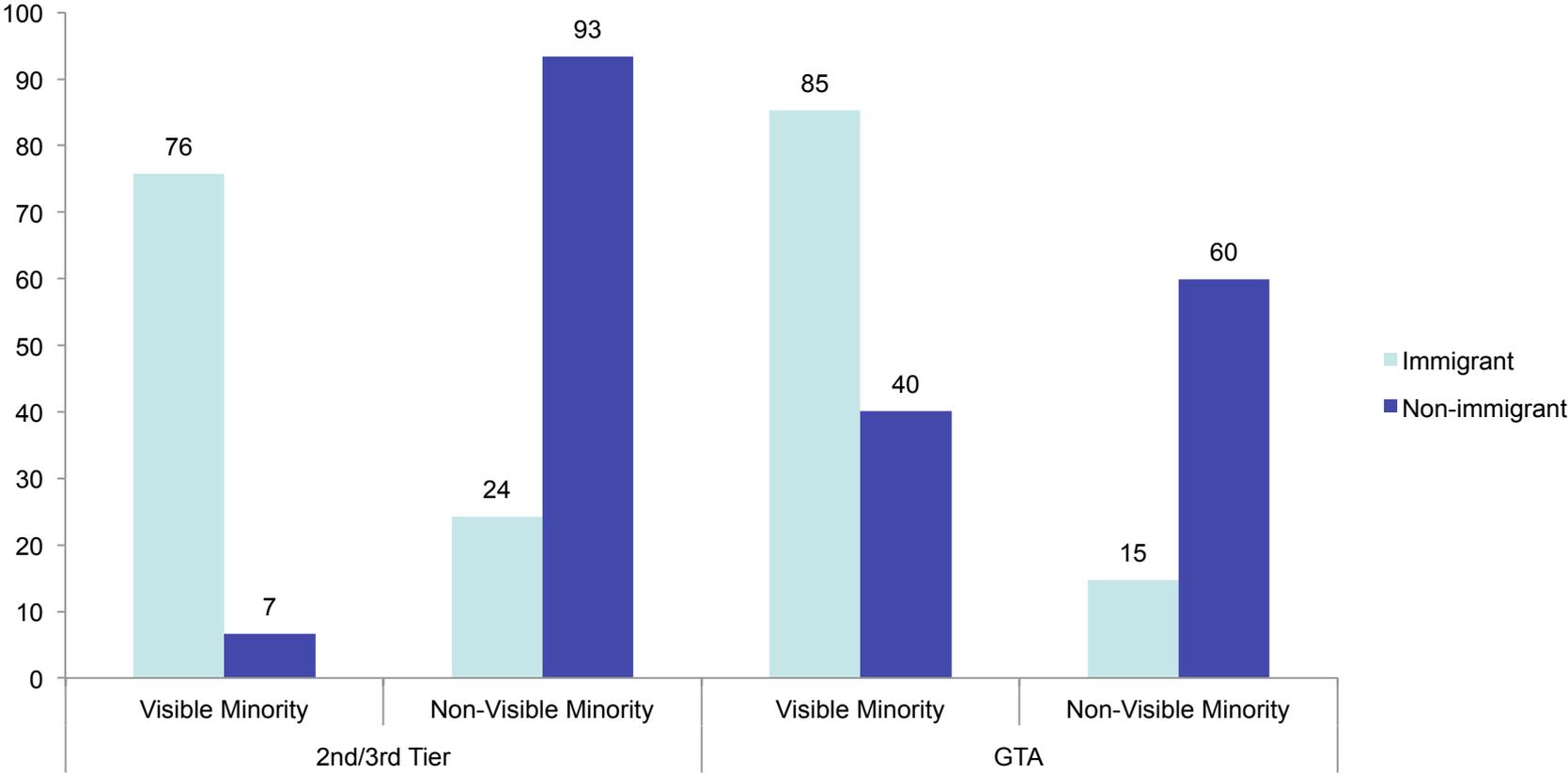
# Immigrant Status



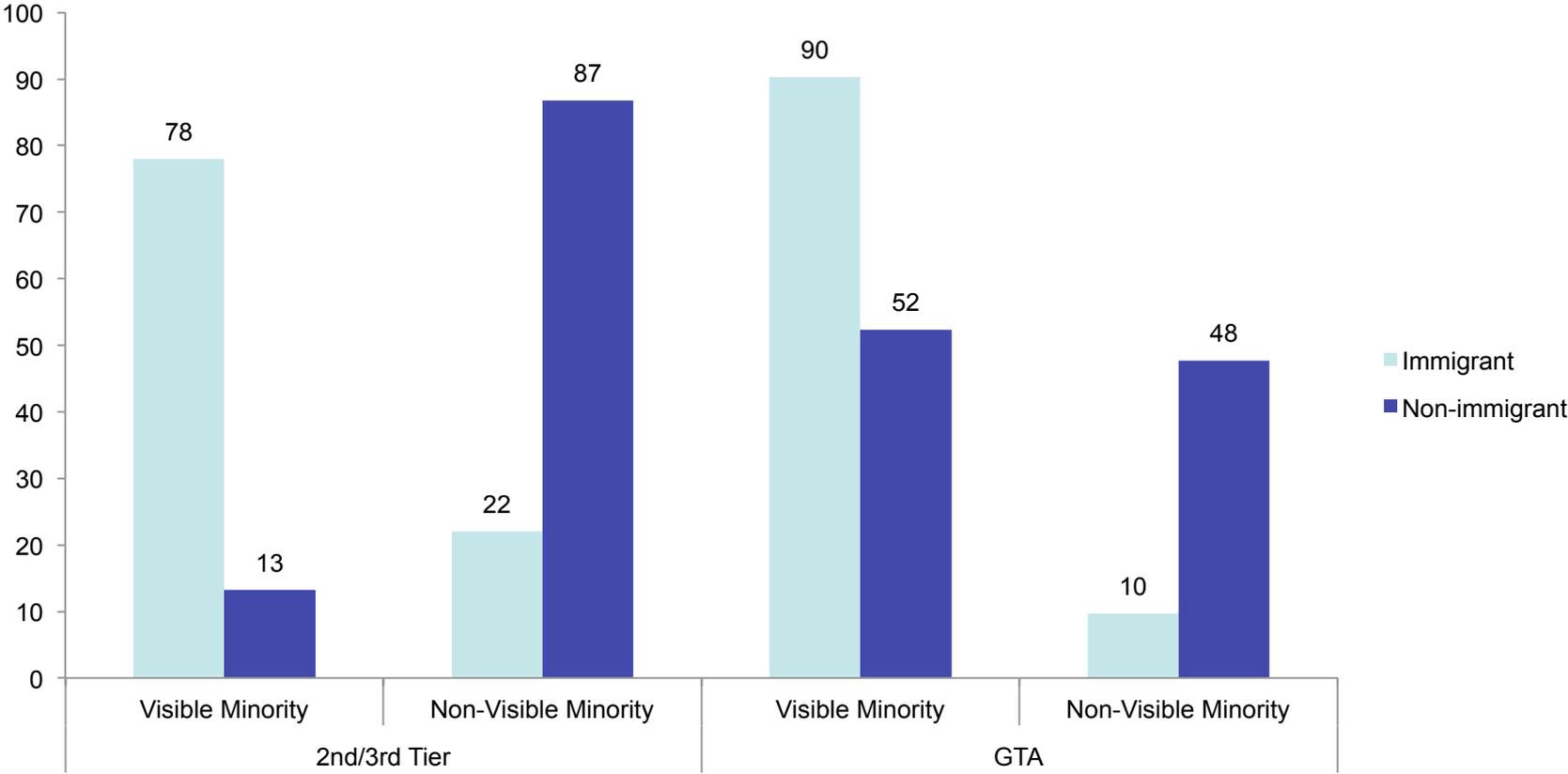
# Arrival in Canada



# Visible Minority Status - College



# Visible Minority Status - University



# Ethnicity – College

	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
Black	24%	2%	15%	15%
Latin American	11%	2%	7%	4%
South Asian	10%	>1%	29%	6%
Arab	9%	>1%	3%	>1%
East Asian	8%	>1%	13%	7%
Other Asian	7%	>1%	5%	3%
Filipino	7%	>1%	12%	4%

# Ethnicity – University

	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
East Asian	25%	3%	35%	21%
South Asian	17%	3%	37%	17%
Arab	10%	1%	3%	1%
Other Asian	8%	2%	4%	4%
Latin American	8%	1%	2%	1%
Black	7%	2%	5%	6%
Filipino	3%	>1%	4%	2%

# Commuting and Age

## Commuting

- **2<sup>nd</sup>/3<sup>rd</sup> tier** immigrants more likely to commute
- 70% **college** and 44% **university** commuters vs. 61% and 32% non-immigrants
- More college commuters, fewer university commuters among GTA immigrants

## Age

- Immigrant **college** applicants more likely to be older (30+), particularly in 2<sup>nd</sup>/3<sup>rd</sup> tier cities (36% vs. 10% non-immigrant)

# Gender and Marital/Family Status

## Gender

- Similar gender distribution for college applicants
- More male university applicants (Waterloo effect?)

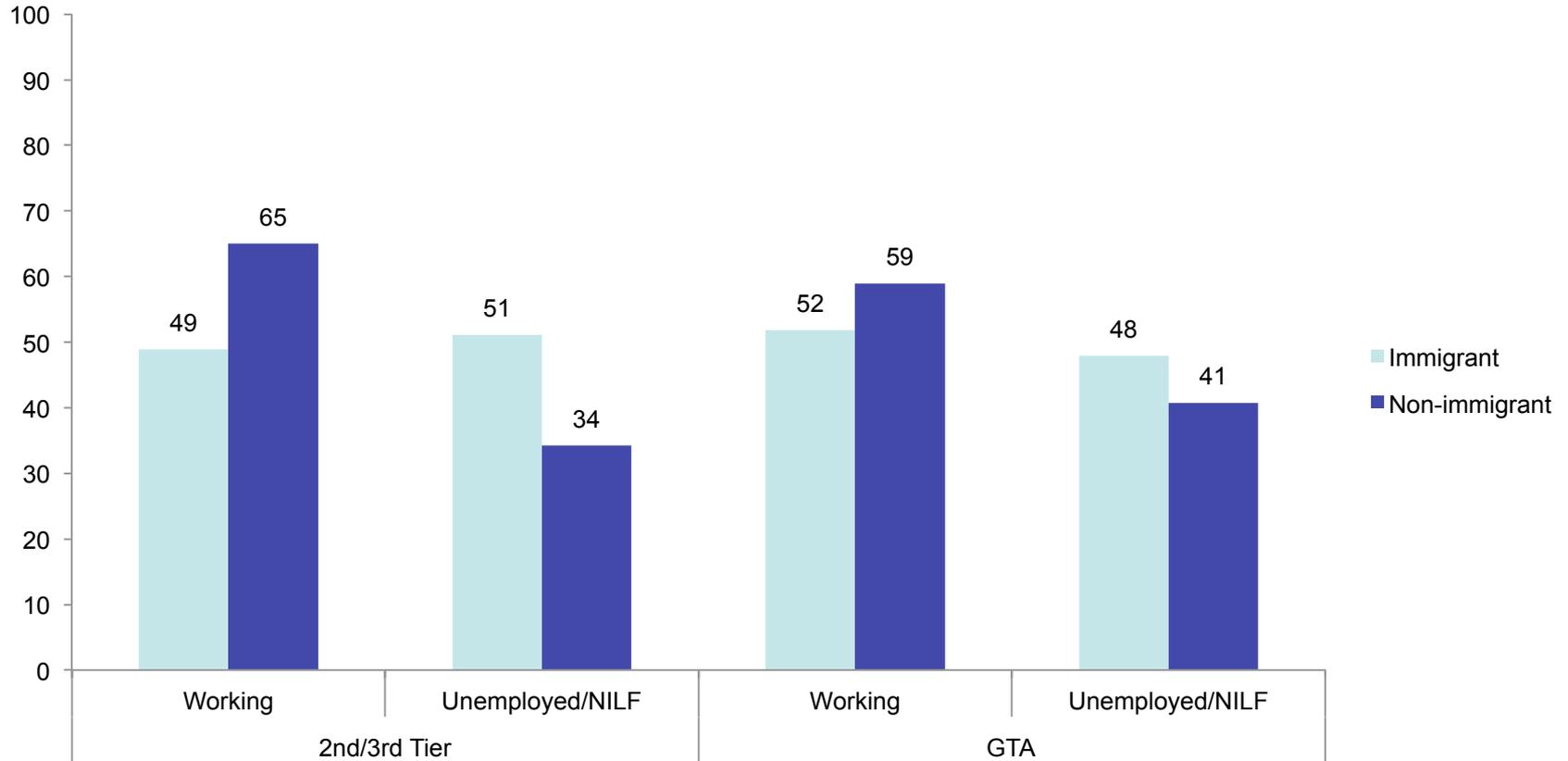
## Marital Status

- Immigrant **college** applicants more likely to be married, especially from **2<sup>nd</sup>/3<sup>rd</sup> tier cities** (36% vs. 11% non-immigrant)

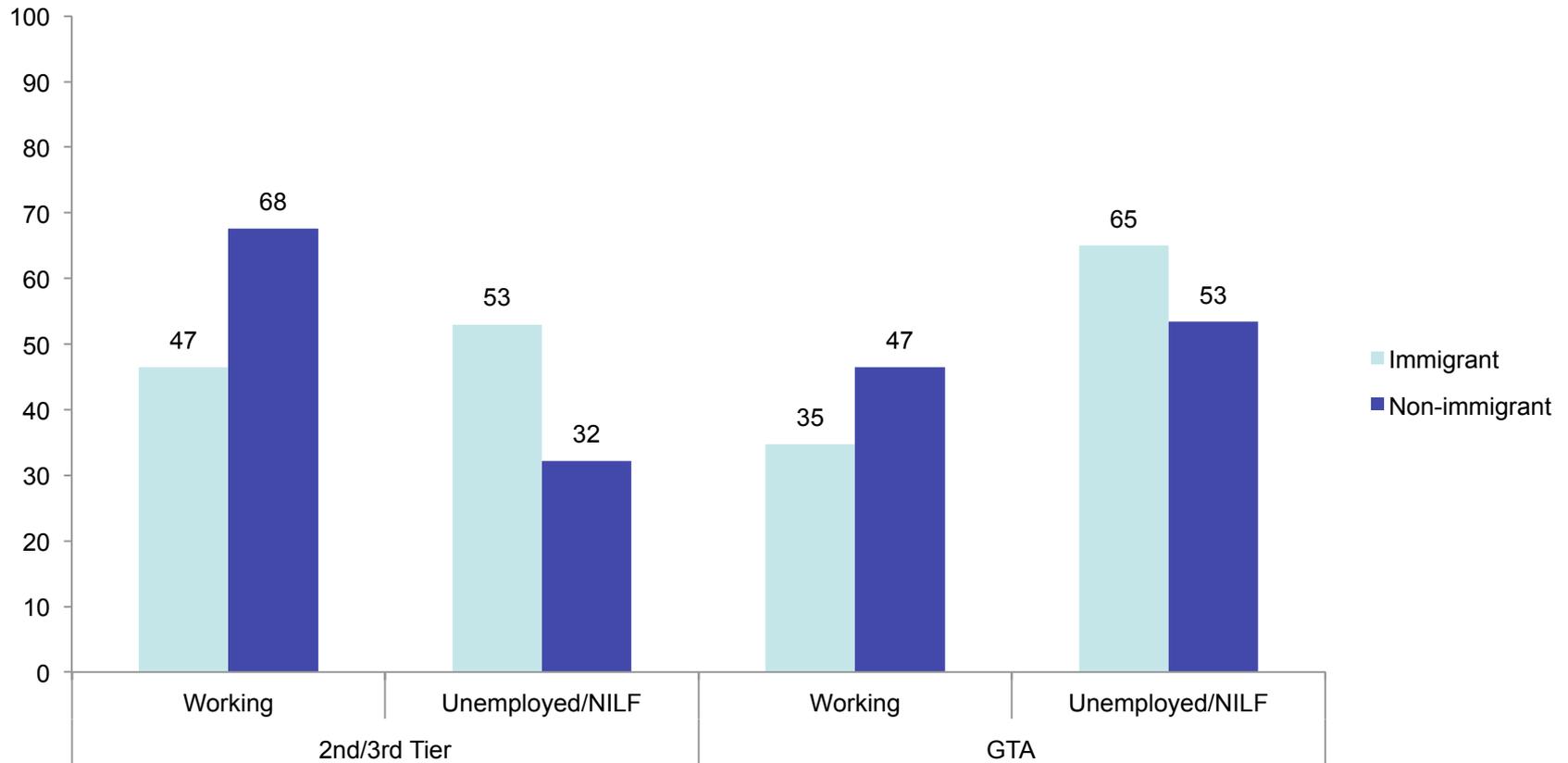
## Family Status

- Immigrant **college** applicants more likely to have dependent children, especially from **2<sup>nd</sup>/3<sup>rd</sup> tier cities** (32% vs. 9% non-immigrant)

# Employment – College



# Employment – University



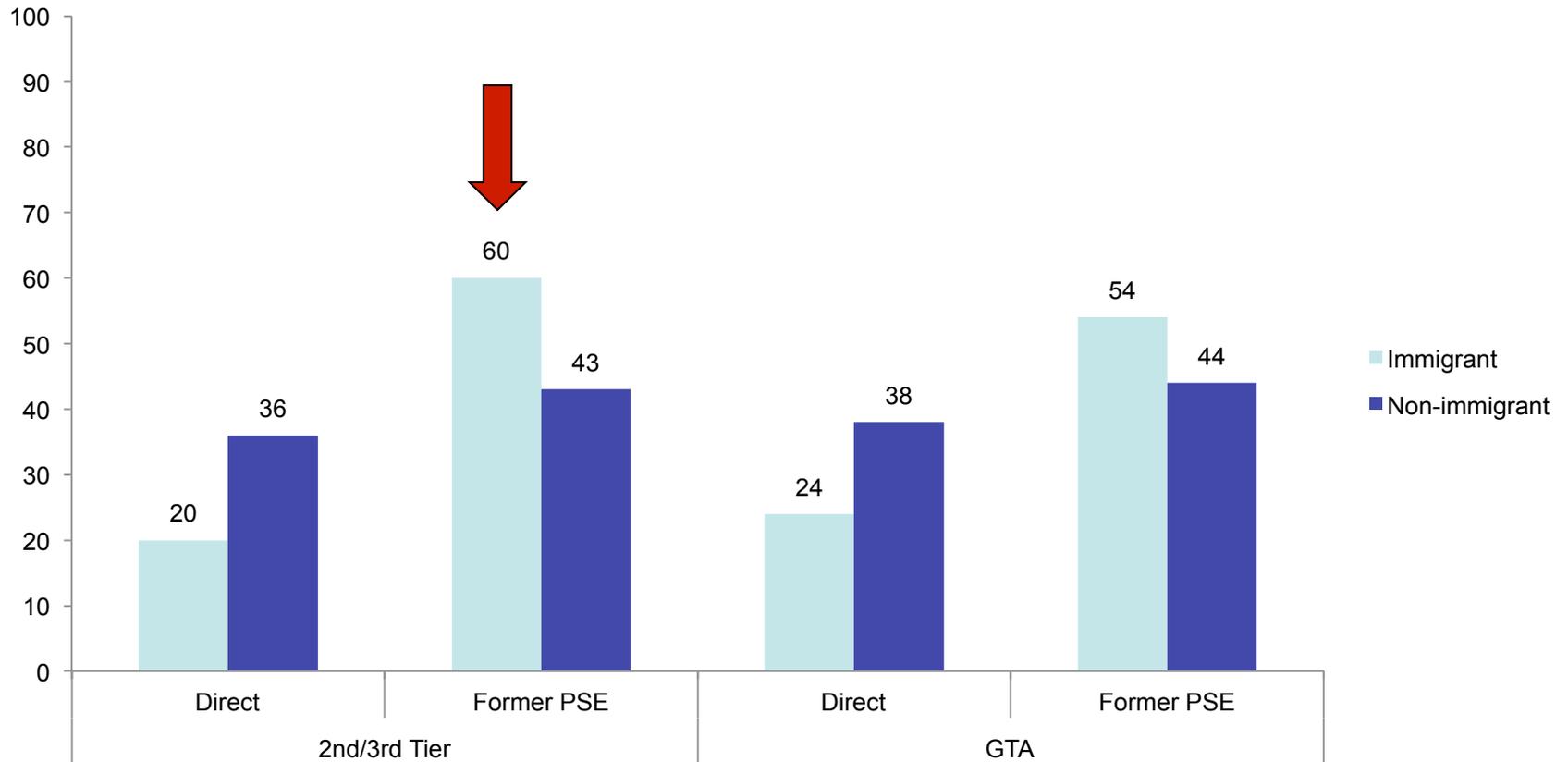
# Grade Averages – College

	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
90%+	13%	6%	11%	5%
80%-89%	39%	37%	36%	32%
70%-79%	37%	45%	39%	47%
60-69%	11%	11%	13%	15%

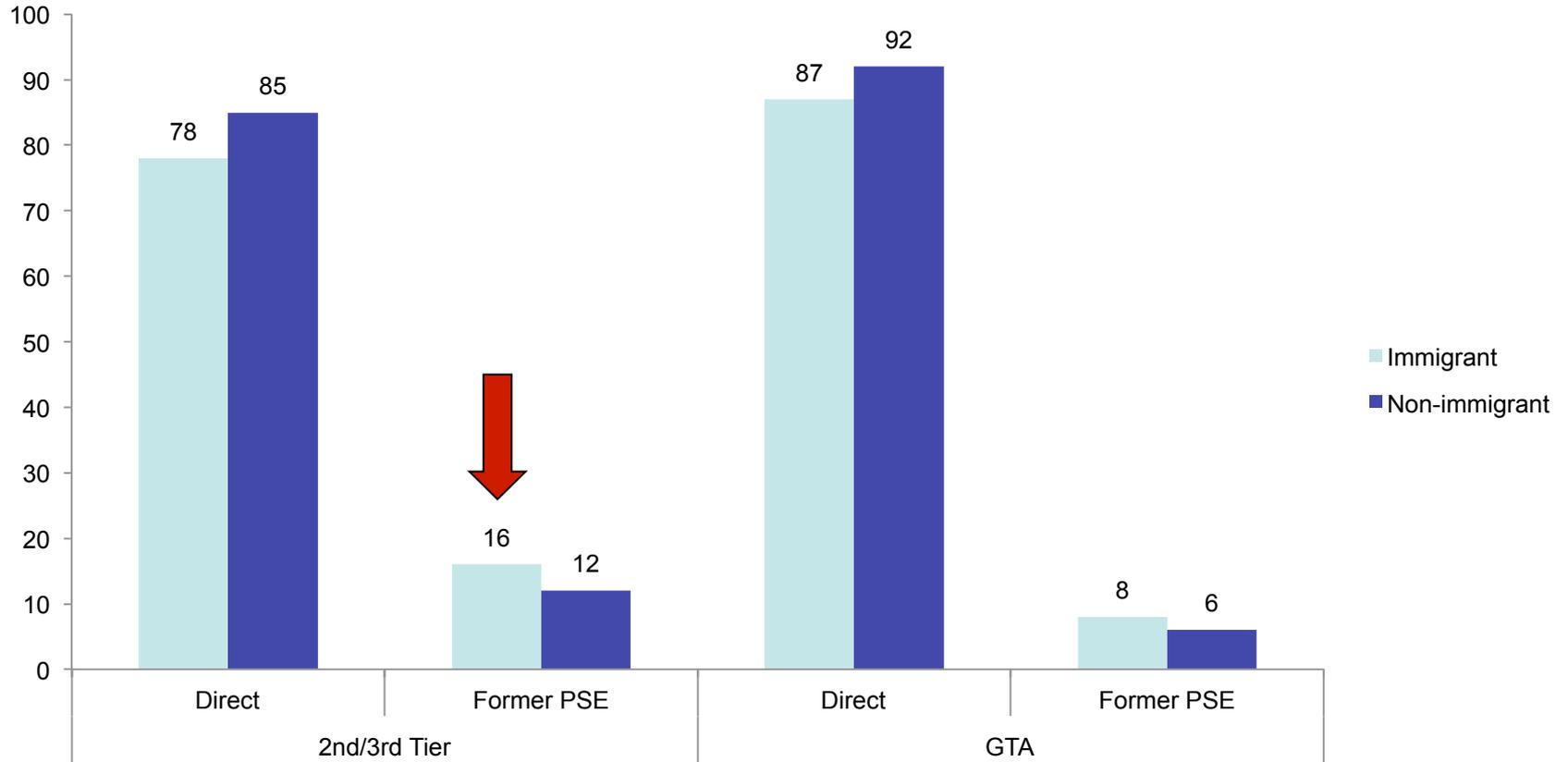
# Grade Averages – University

	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
90%+	29%	20%	23%	17%
85%-89%	27%	28%	26%	27%
80%-84%	24%	31%	25%	29%
75%-79%	13%	15%	15%	17%
>75%	8%	7%	11%	9%

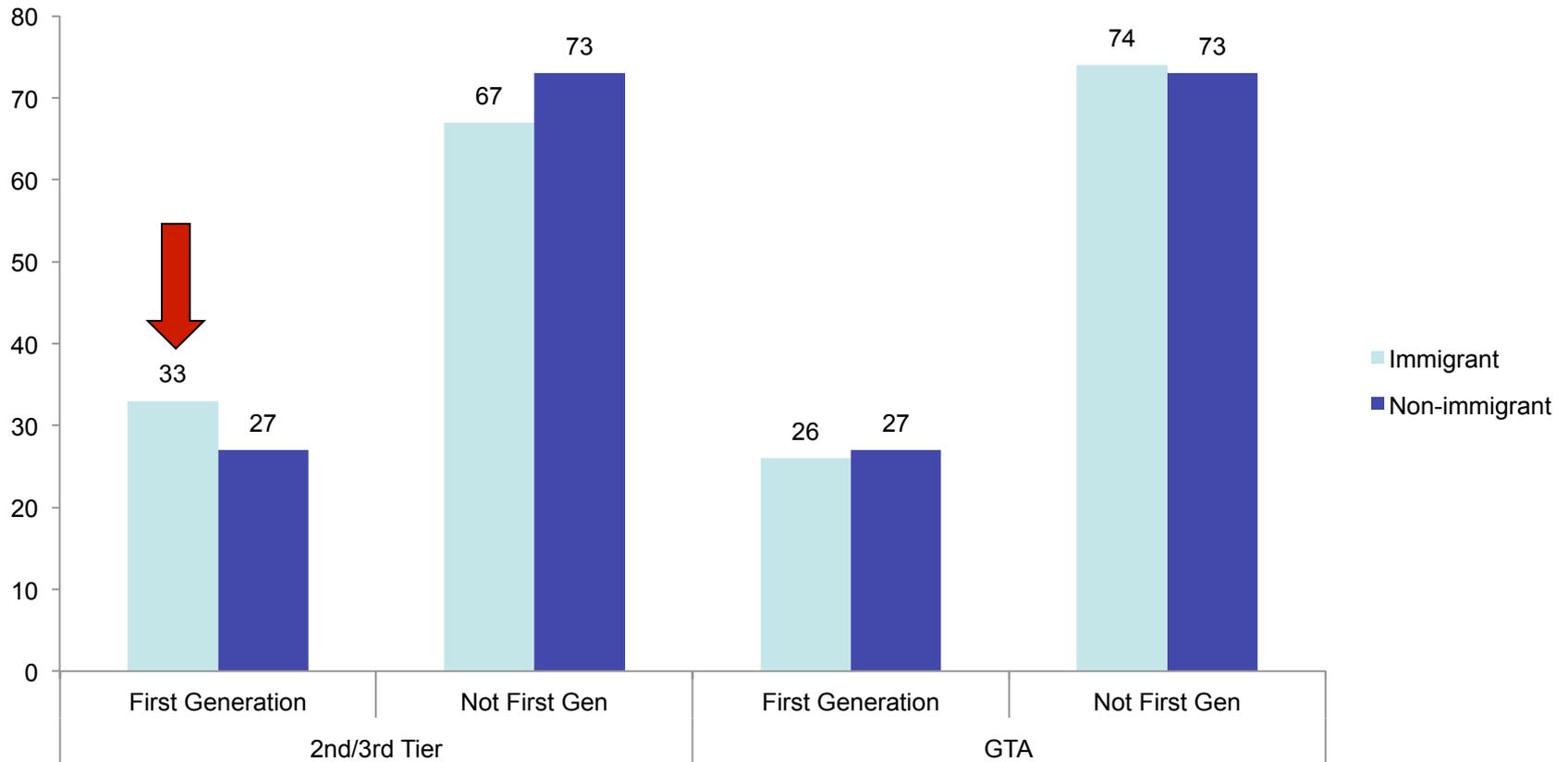
# Entry Type - College



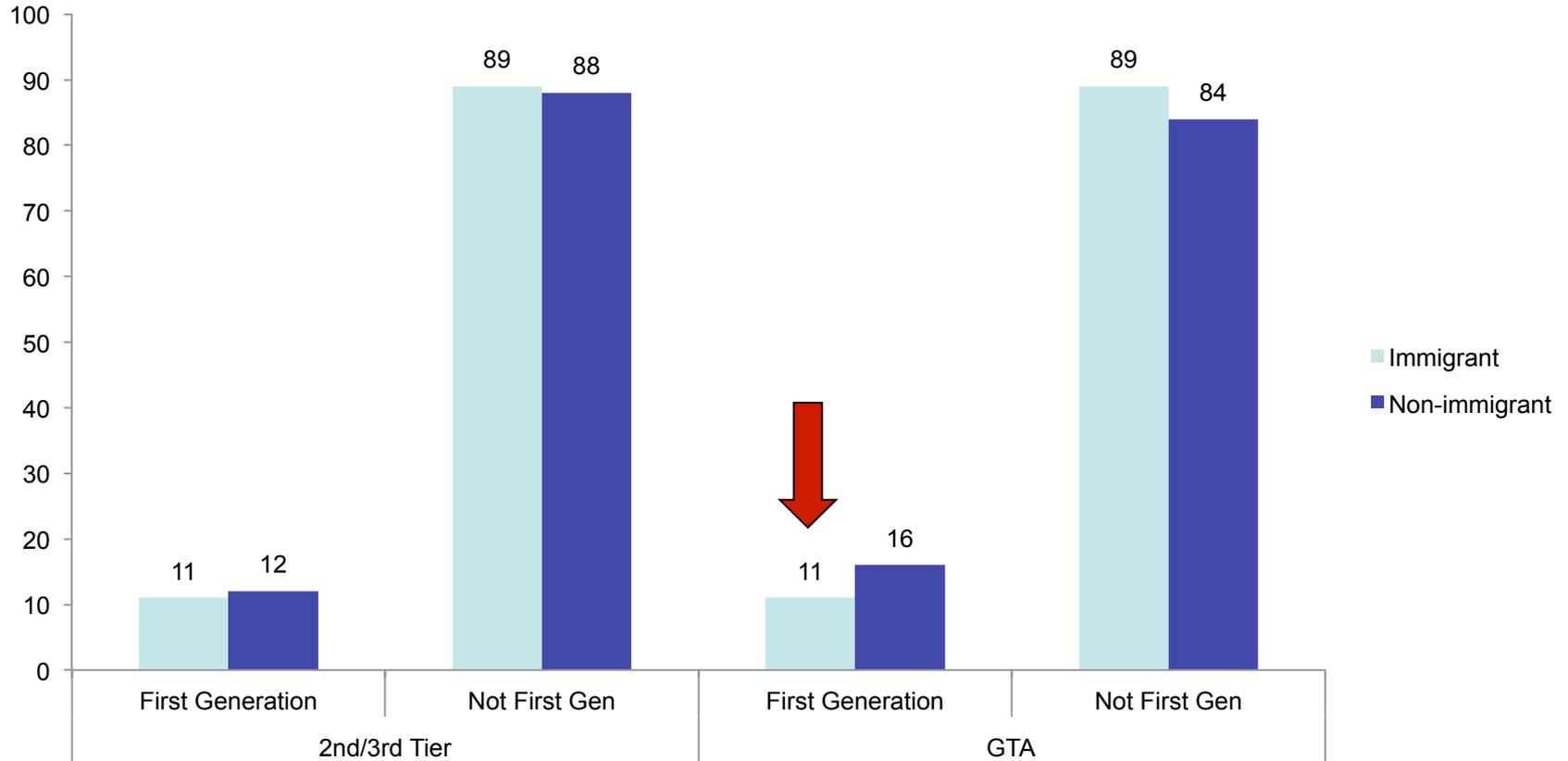
# Entry Type - University



# First Generation - College



# First Generation - University



# Ultimate Degree Intention - College

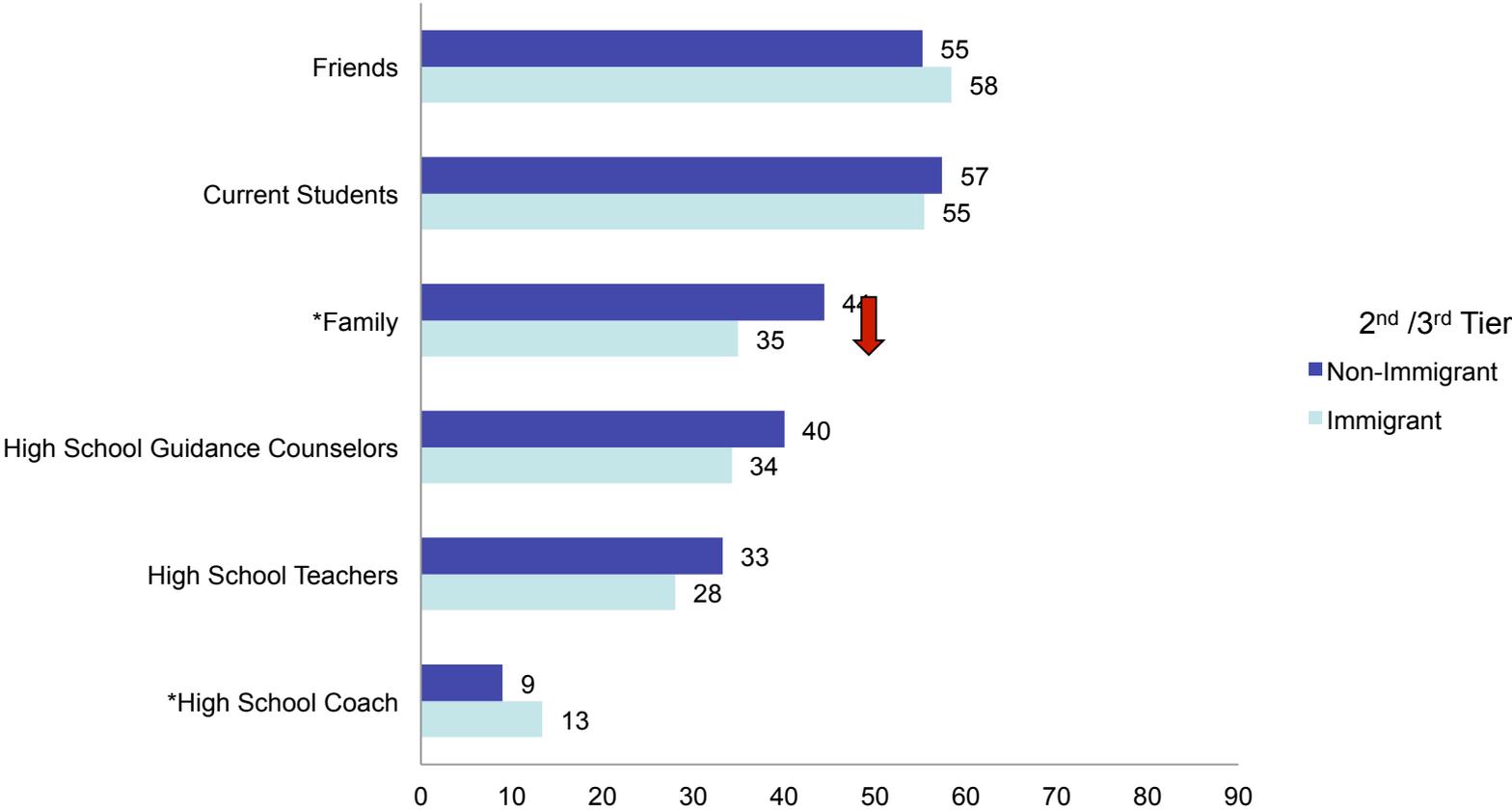
	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
College Certificate	8%	6%	5%	5%
College Dip./Adv. Dip.	51%	61%	48%	51%
College Degree	8%	7%	11%	12%
College Grad. Cert.	2%	3%	4%	4%
University Undergrad	12%	10%	12%	12%
Post-Grad (eg. MA, PhD)	11%	7%	12%	10%

# Ultimate Degree Intention - University

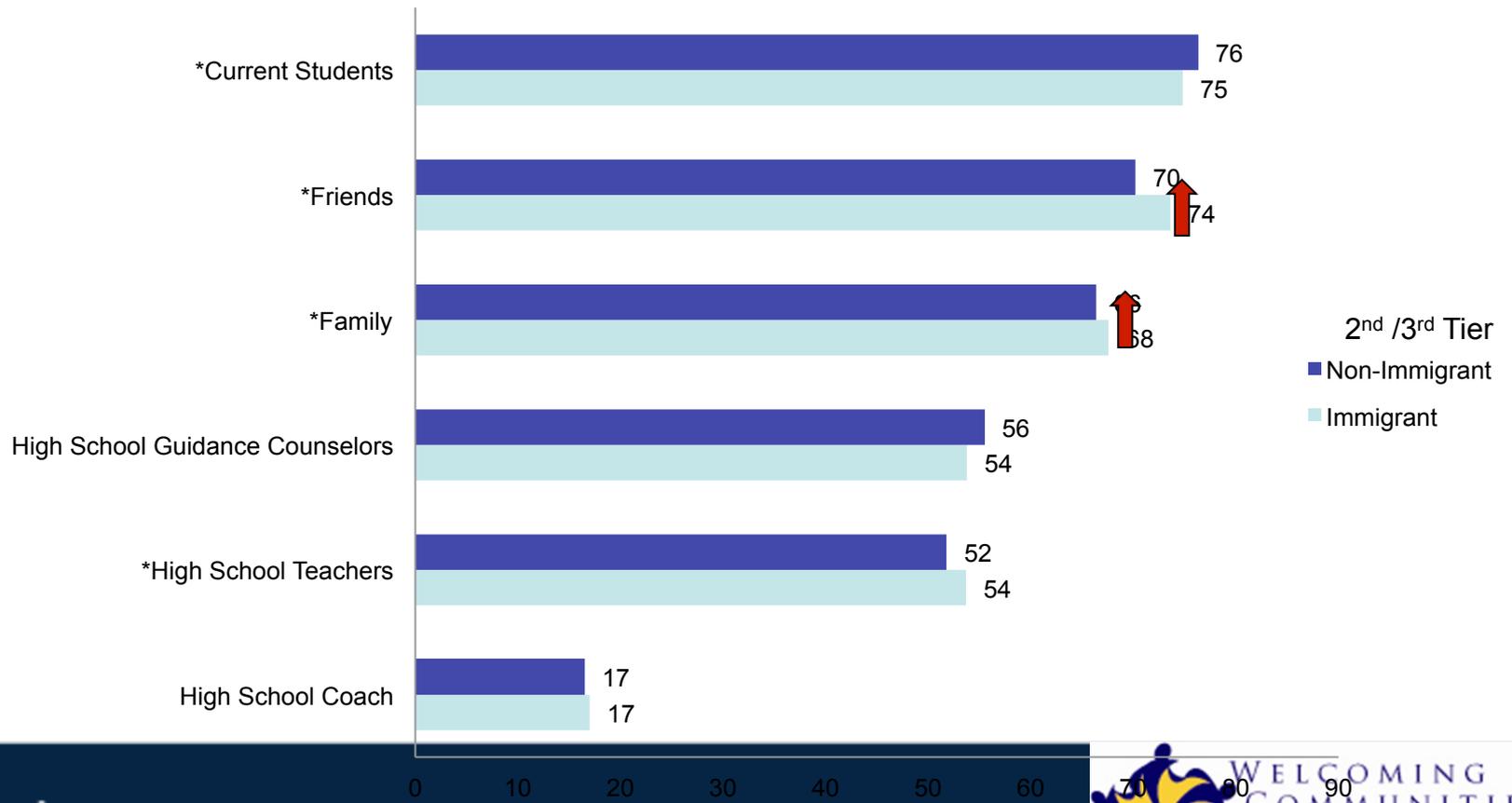
	2 <sup>nd</sup> /3 <sup>rd</sup> Tier		GTA	
	Immigrant	Non-Immigrant	Immigrant	Non-Immigrant
University Undergrad	20%	29%	21%	25%
Master's Degree	25%	27%	27%	26%
PhD	15%	11%	13%	10%
Medical Degree	19%	10%	16%	13%
MBA	10%	6%	13%	11%
Law Degree	6%	6%	5%	7%
Teaching Degree	2%	8%	3%	6%

# Marketing Efforts

# College Marketing - Word of Mouth

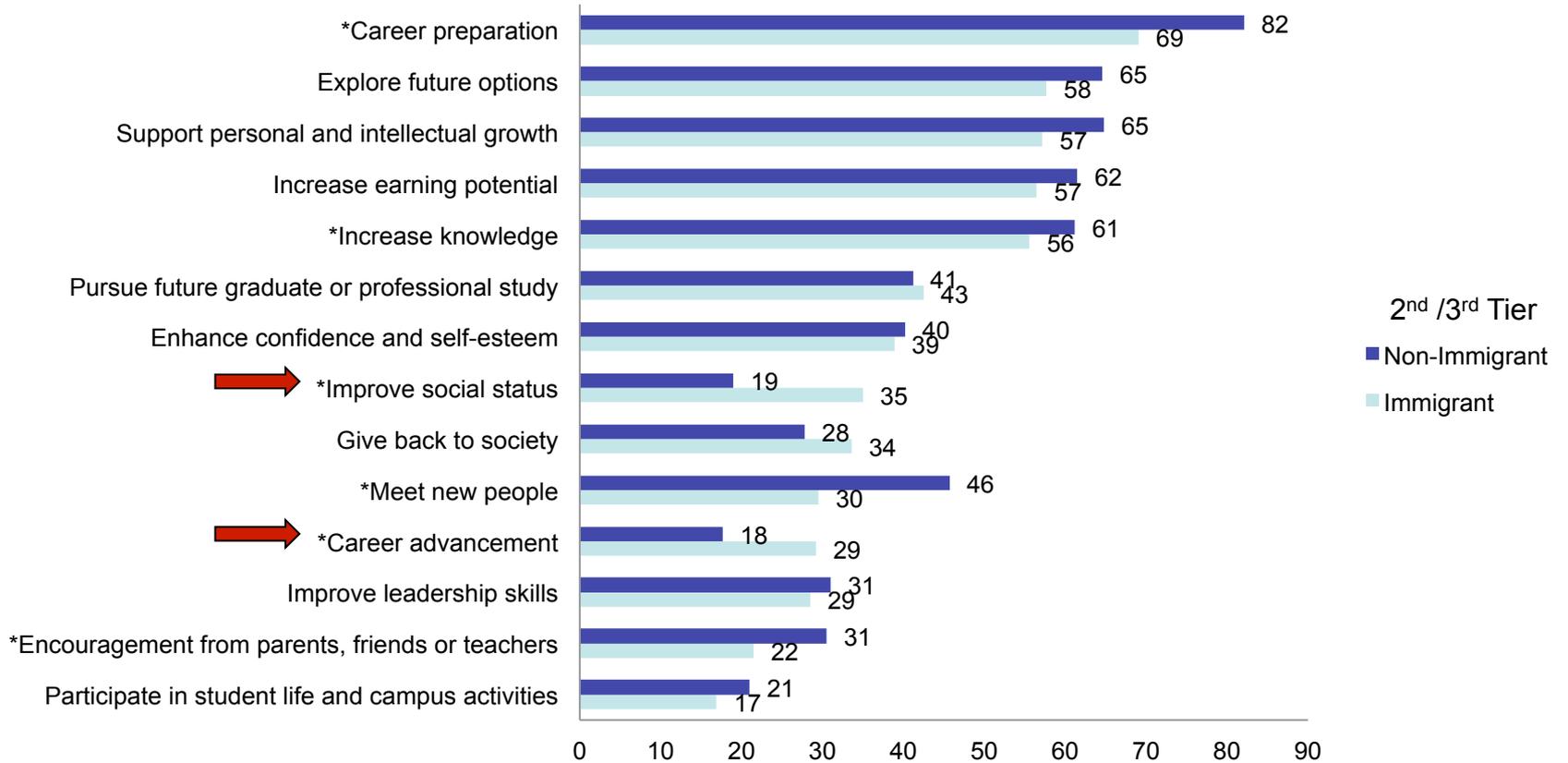


# University Marketing - Word of Mouth

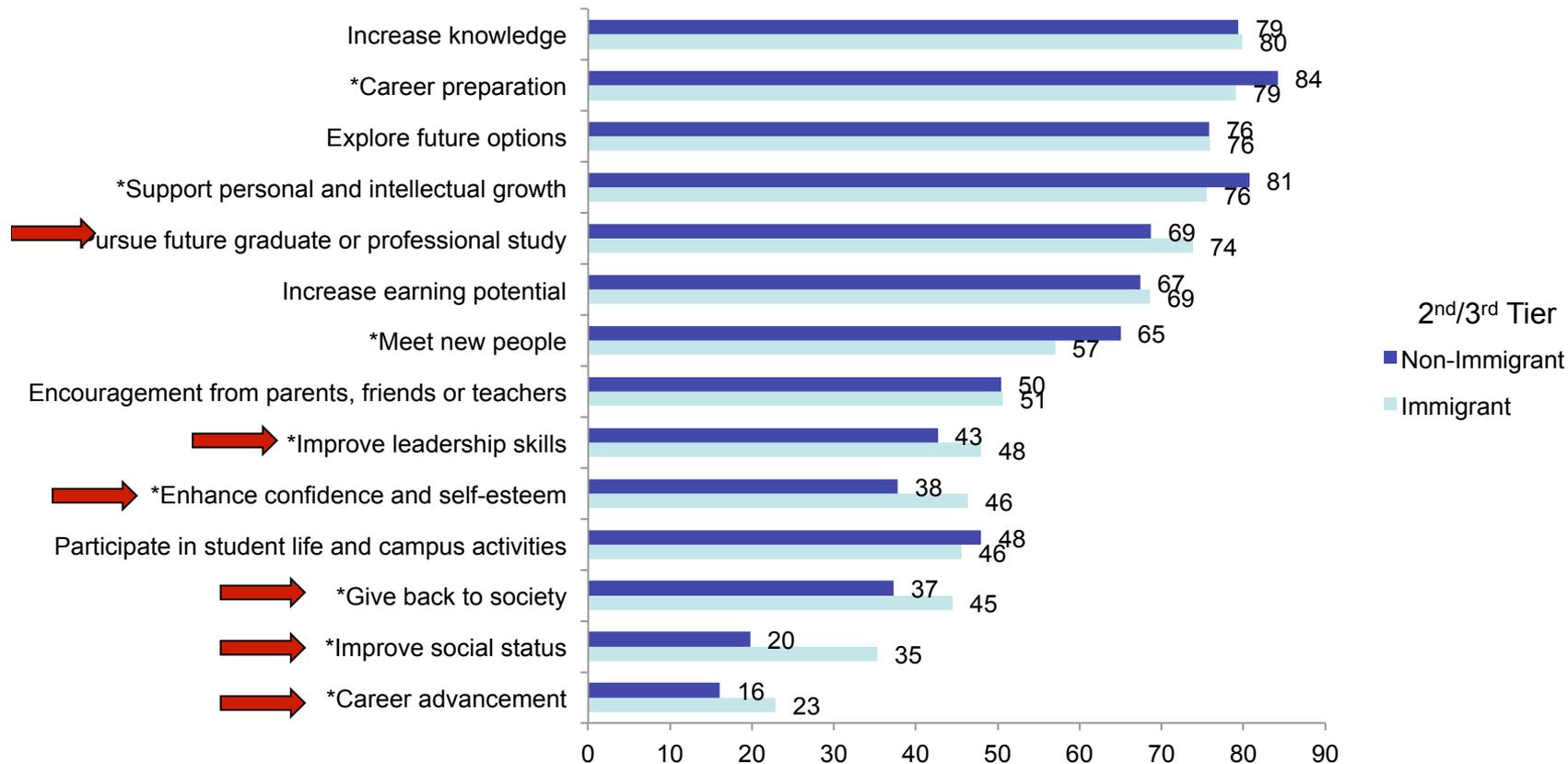


# PSE Decision Making Process

# Reasons for Applying to College



# Reasons for Applying to University

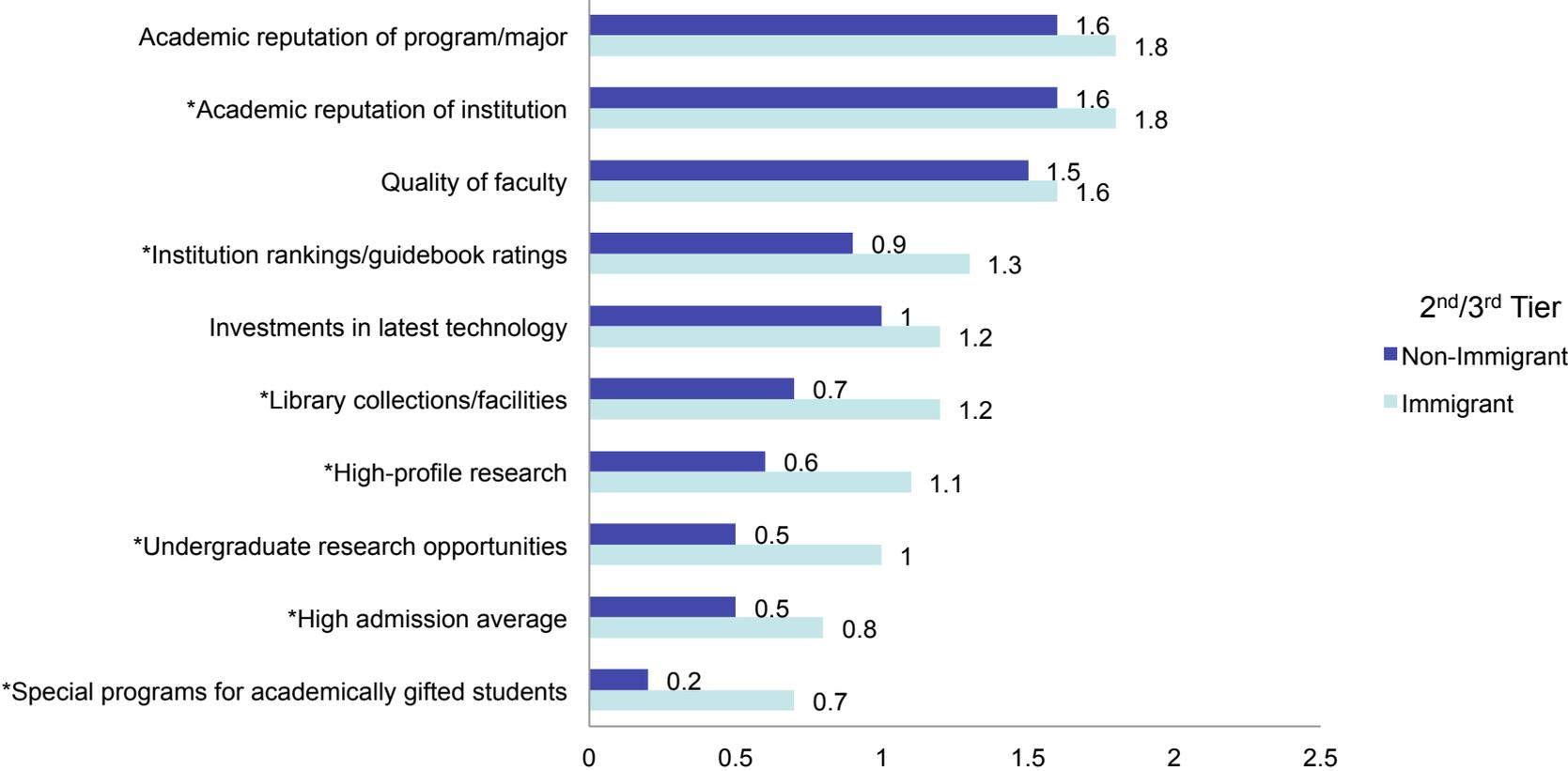


# Key Decision Factors

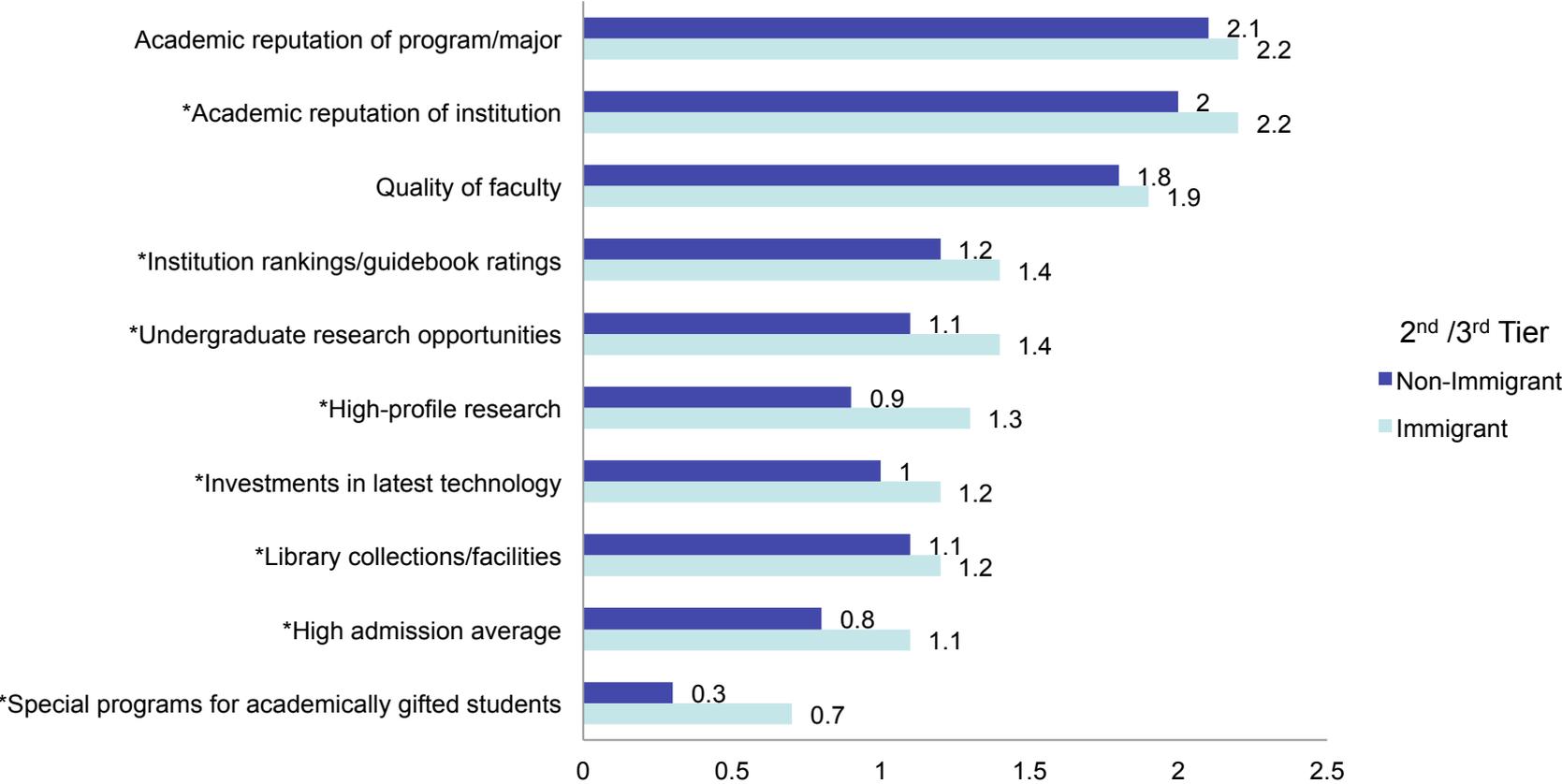
# Key Decision Factors

- 50 key factors in five areas
  - Academic Factors
  - Outcome Factors
  - Campus Factors
  - Nurturing Factors
  - Financial Factors
- Impact on selection of **first-choice institution**
- Seven-point scale from strongly negative (-3) to strongly positive (+3)
- Perceived strengths and weaknesses of applicant's first-choice institution

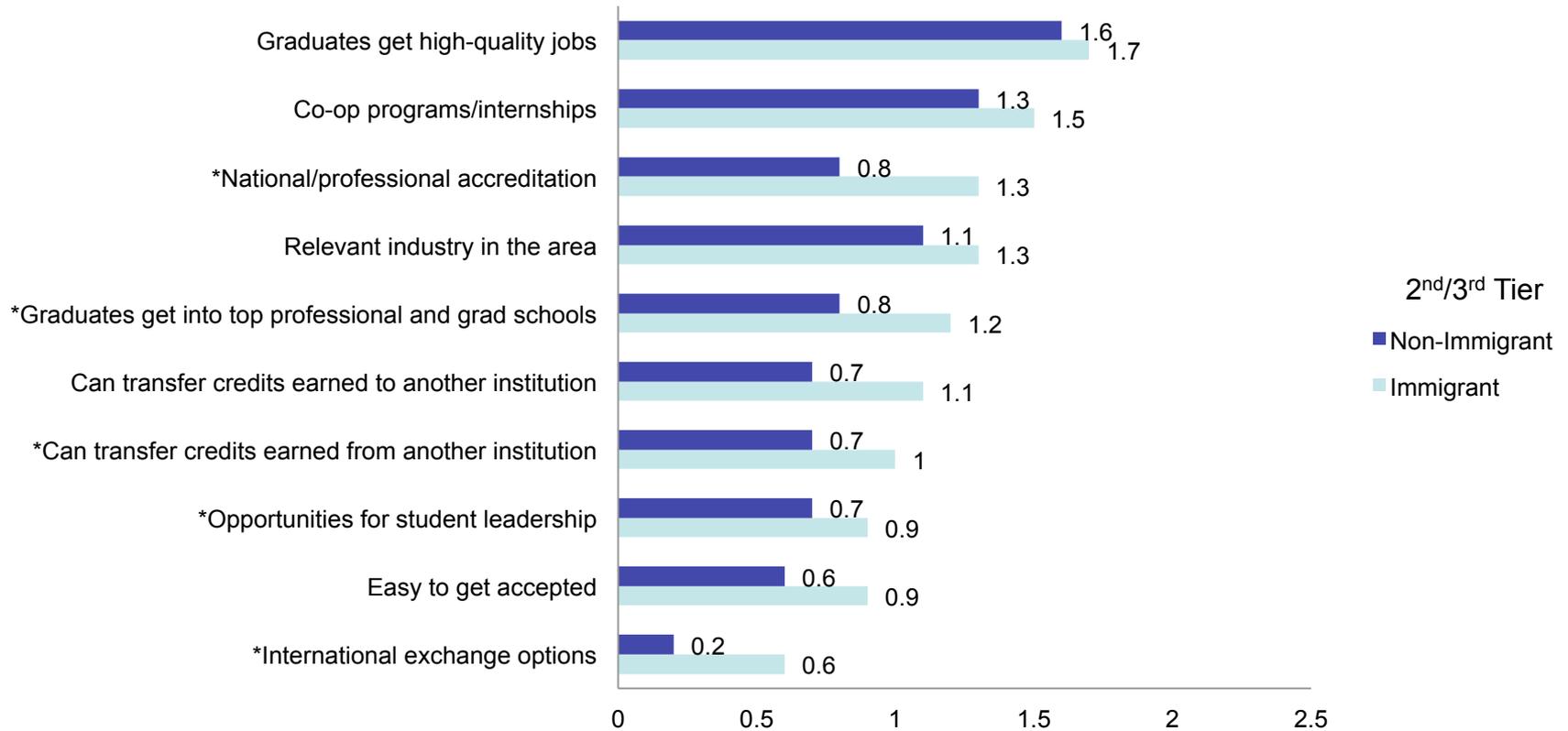
# Academic Factors - College



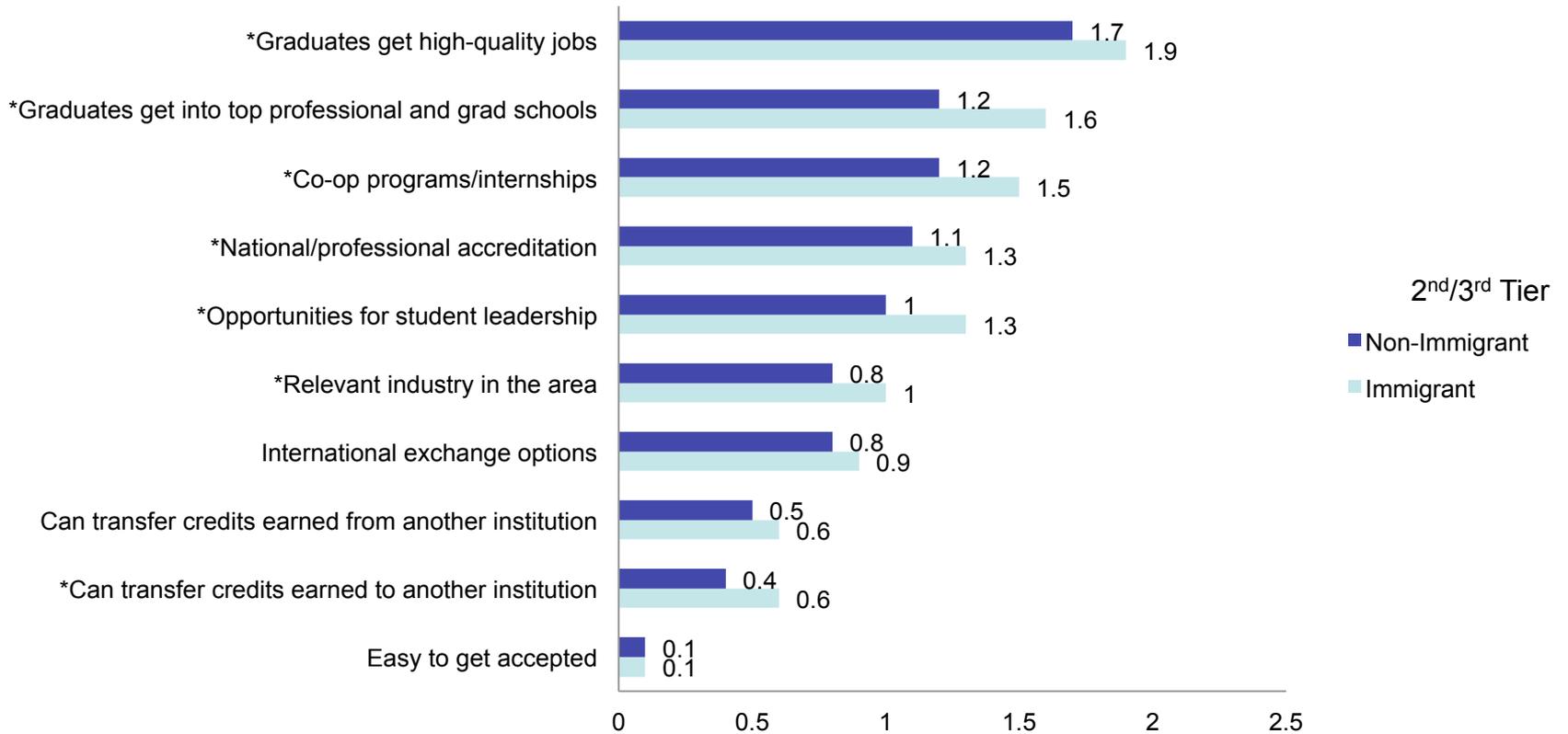
# Academic Factors - University



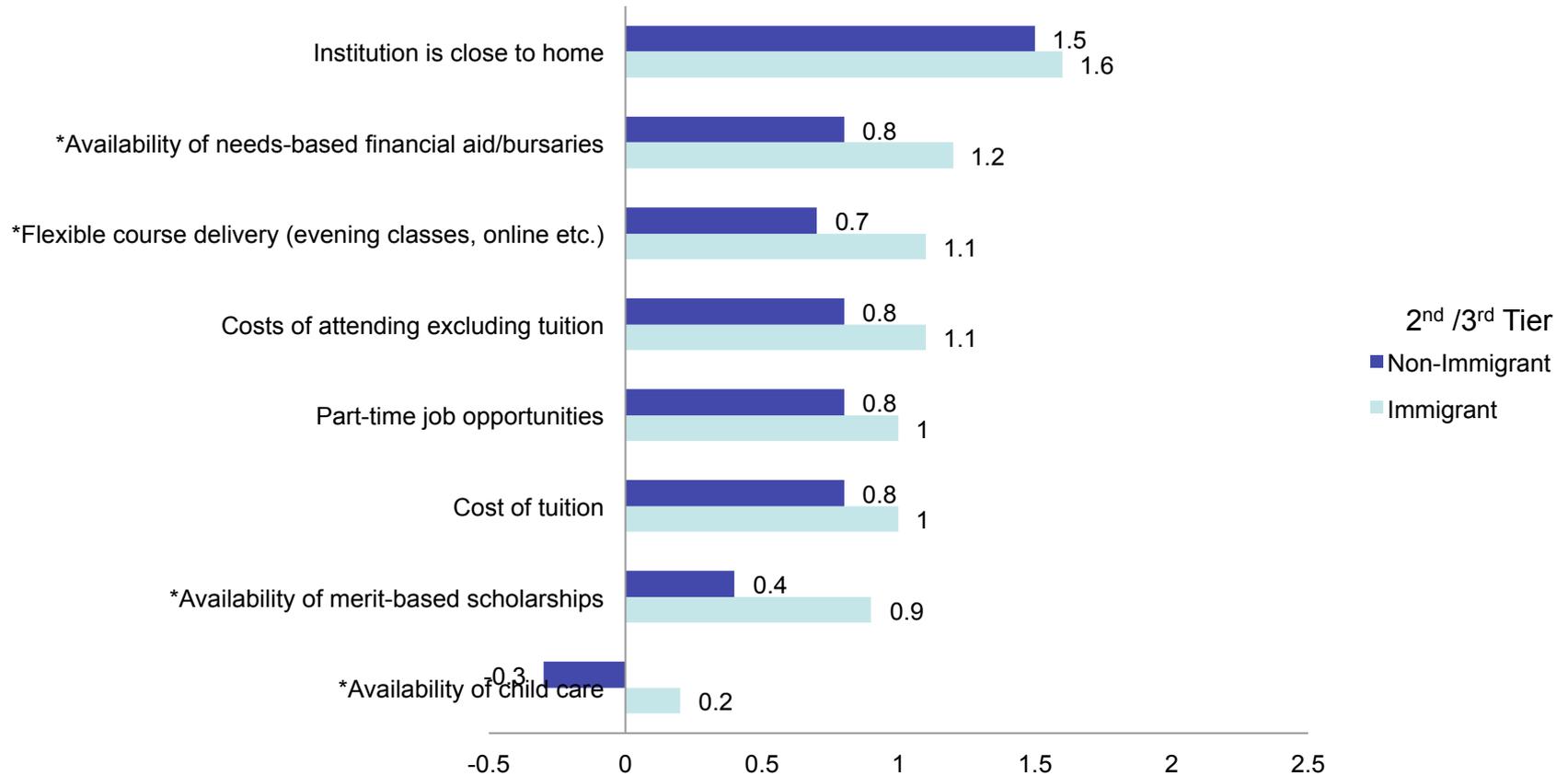
# Outcome Factors - College



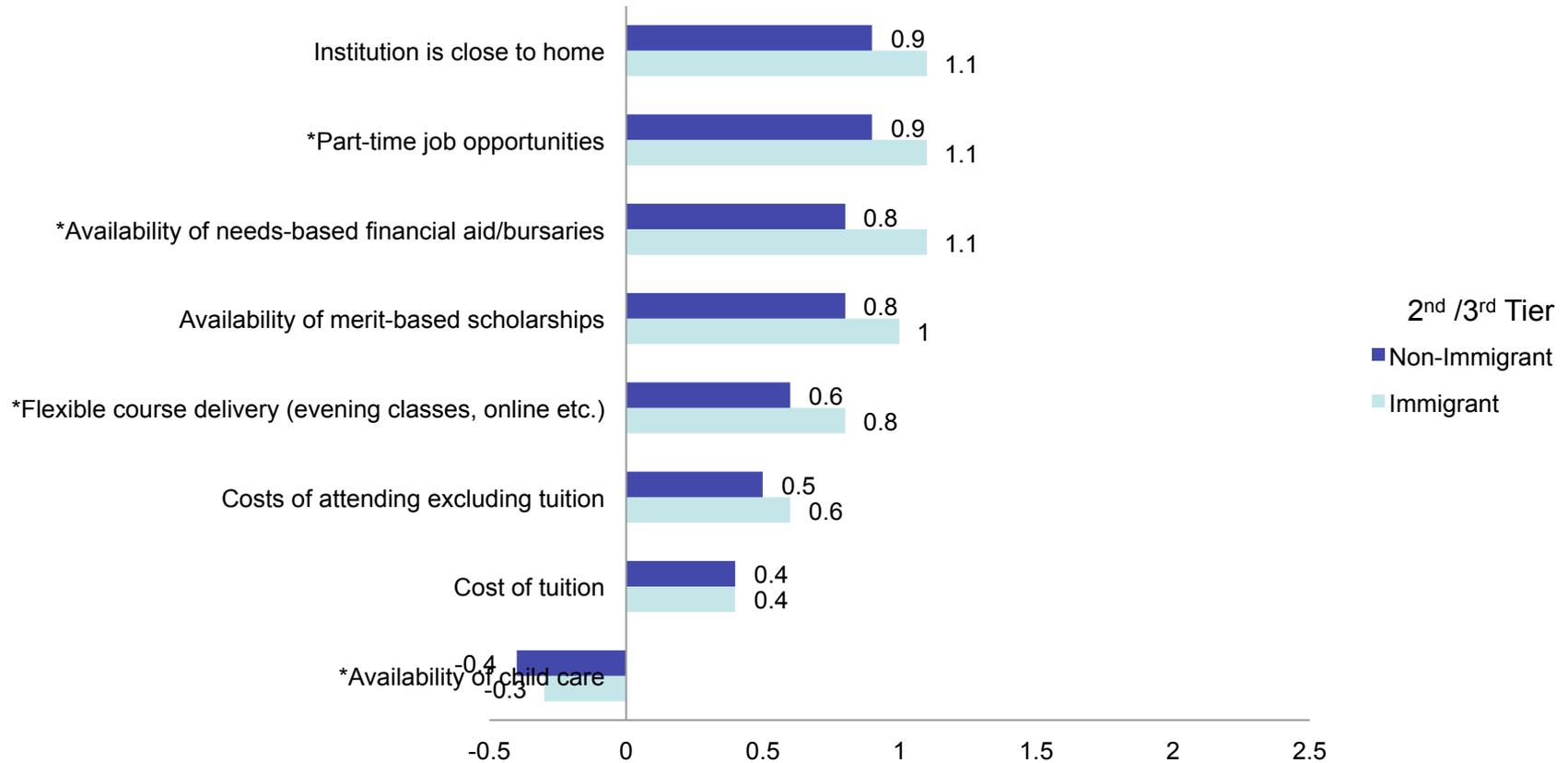
# Outcome Factors - University



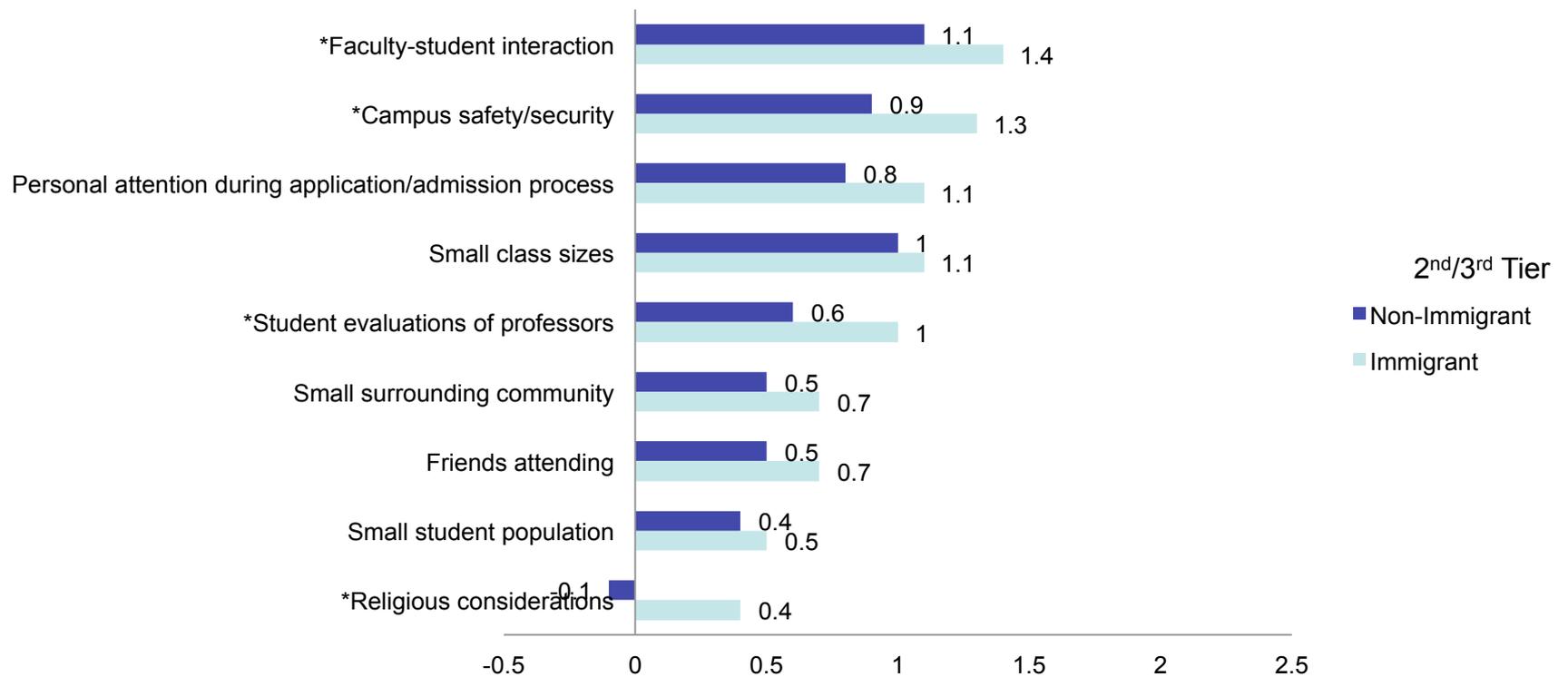
# Financial Factors - College



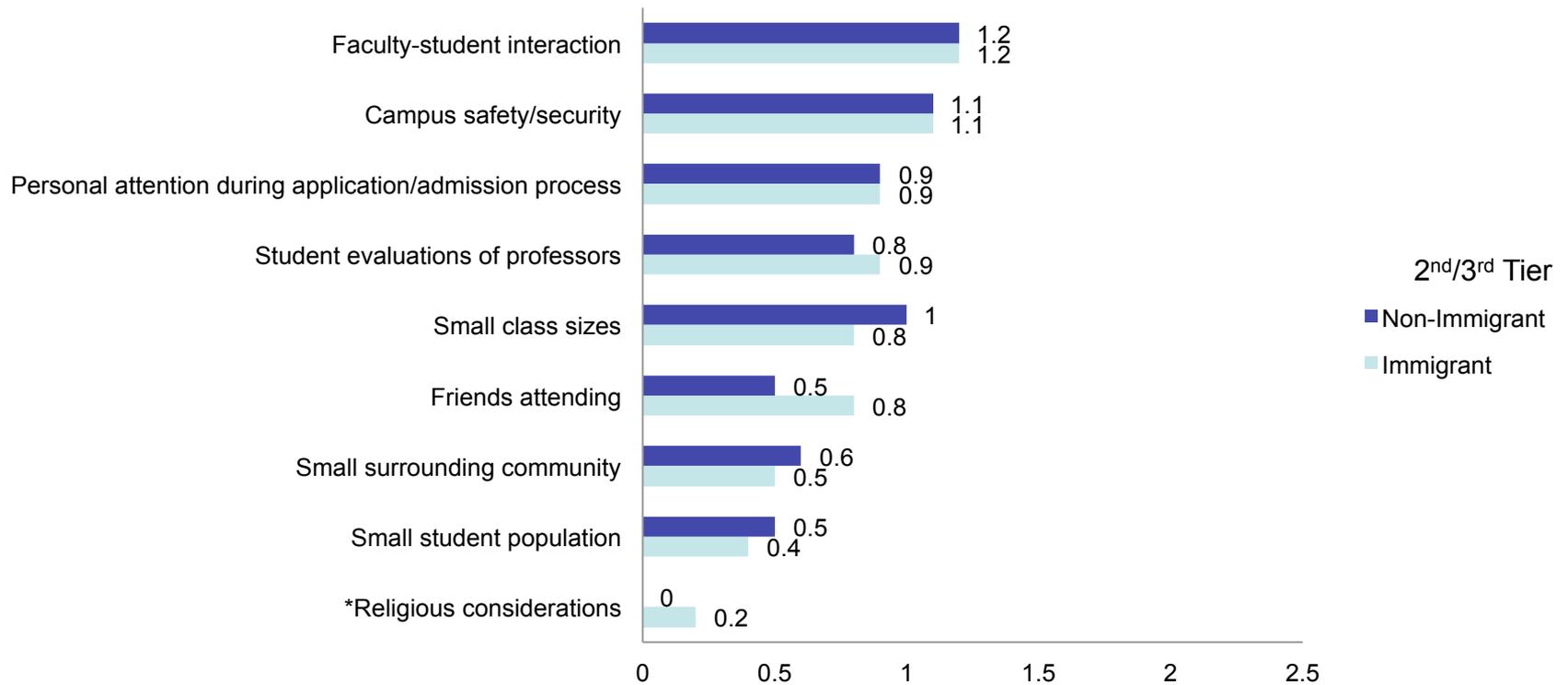
# Financial Factors - University



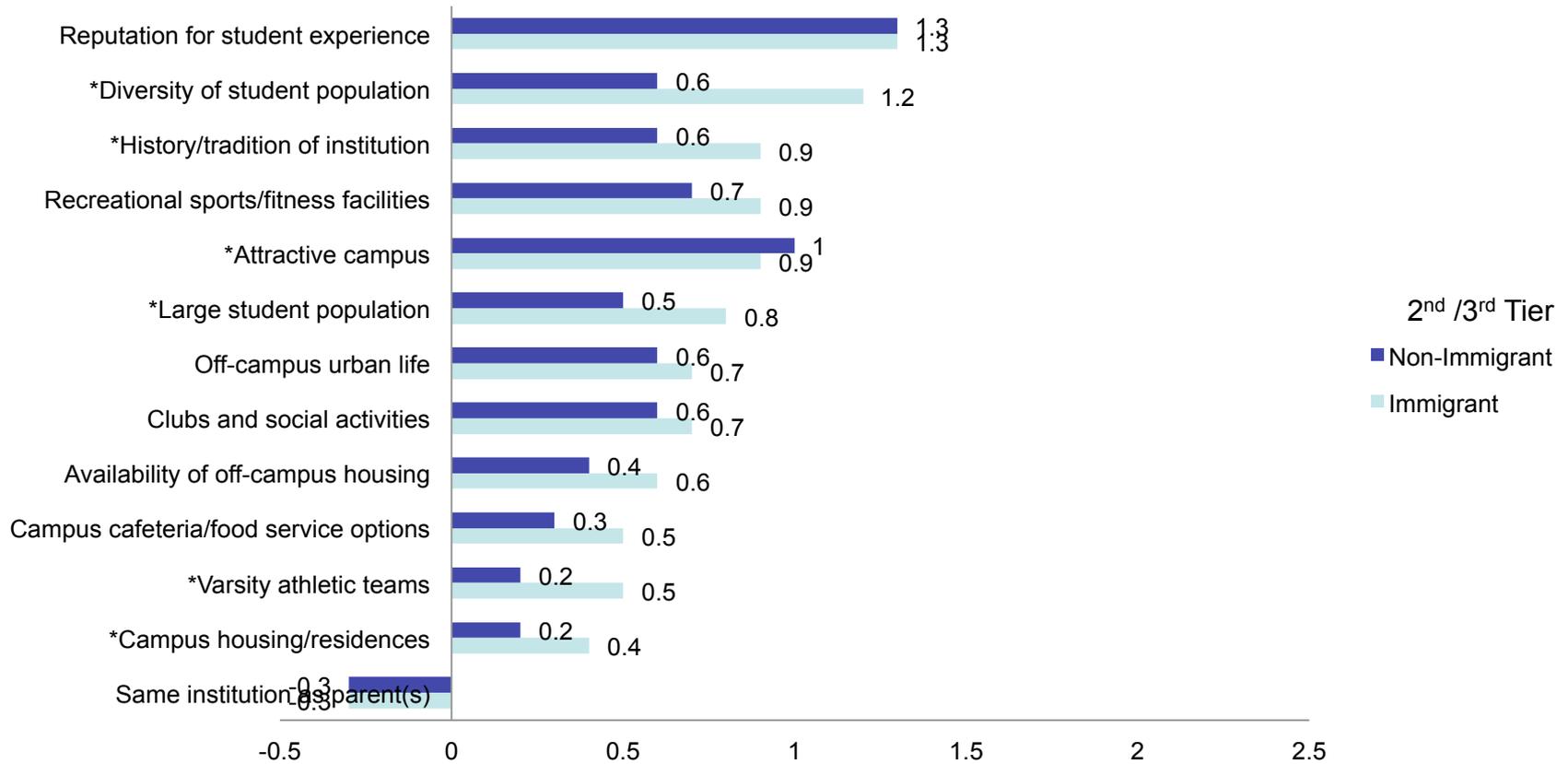
# Nurturing Factors - College



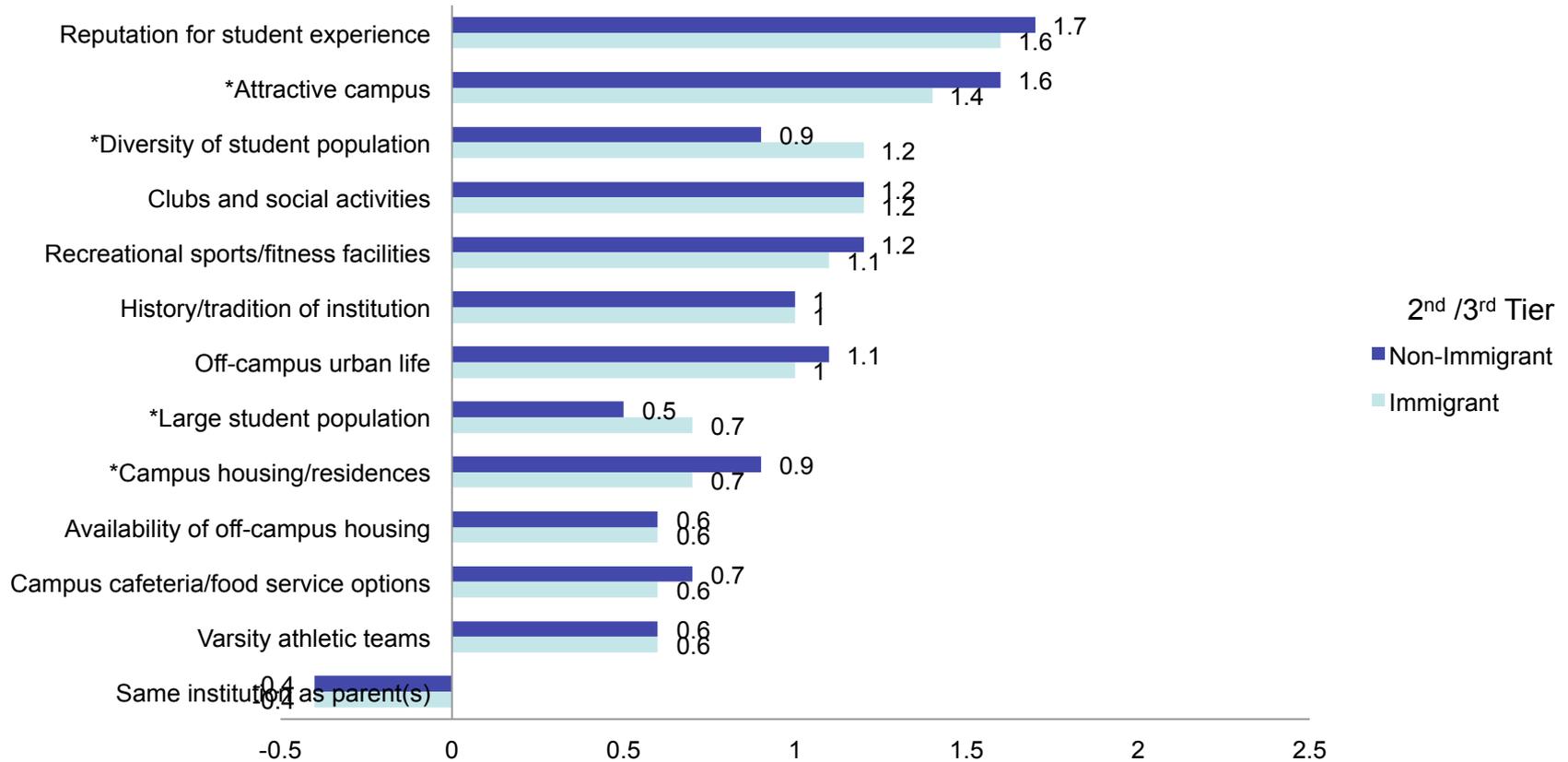
# Nurturing Factors - University



# Campus Factors - College



# Campus Factors - University



# Implications and Next Steps

# Implications

- 2<sup>nd</sup> and 3<sup>rd</sup> tier immigrants represent a smaller proportion of the PSE applicant pool than GTA immigrants, but immigrant applicant pool is not homogenous
- Compared to GTA immigrants, 2<sup>nd</sup>/3<sup>rd</sup> tier immigrants are:
  - Less likely to be visible minority
  - Older, married, dependent children
  - More likely to have former PSE
  - More likely to be first generation PSE
  - Higher educational aspirations

# Implications - College

- Within 2<sup>nd</sup>/3<sup>rd</sup> tier cities, differences between immigrant and non-immigrant applicants
  - More likely to attend local institutions
  - Less influenced by family in deciding where to apply
  - **More** motivated to apply by improving social status, career advancement
  - **More** influenced by several factors in selection of first-choice institution
    - Institutional reputation
    - Faculty/student interaction
    - Campus safety/security
    - Guidebook rankings
    - Professional accreditation
    - Diversity of student population
    - Graduate study options
    - Library holdings
    - Needs-based bursaries

# Implications - University

- Within 2<sup>nd</sup>/3<sup>rd</sup> tier cities, differences between immigrant and non-immigrant applicants
  - More likely to attend local institutions
  - More influenced by friends and family in deciding where to apply
  - **More** motivated to apply by an interest in post-graduate study, improving leadership skills, enhancing confidence, giving back to society, improving social status, and career advancement
  - **More** influenced by several factors in selection of first-choice institution
    - Institutional reputation
    - Graduate employment outcomes
    - Graduate study options
    - Co-ops
    - Guidebook rankings
    - Undergraduate research opportunities
    - Attractive campus

# Further Analysis

- Hierarchical logistic regression to further explore key decision factors
  - Immigrant status
  - Place of residence
  - Age
  - Visible minority status

# Thank you!

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