

Recognizing and Recruiting Academic Achievers:

A Canadian Example of University and School District Partnerships

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Part I

Where is UNBC? & Who Are UNBC's Students?

Academic Year 2007/08

Prince George, BC

- Population – 81,000
- 9 hours by car from Vancouver, BC
- 55 minutes by plane from Vancouver, BC
- Called “Gateway to the North”
- main business: Forestry and Mining





UNBC's Student Profile

2007/08

Data taken from UNBC's IDART website:
http://www.unbc.ca/idart/reports/student_profile.html

Prince George Campus	3,490	88.2%
Regional Campus	469	11.1%
TOTAL	3,959	
Undergraduate	3,407	86.1%
Graduate	552	13.9%
Full Time	3,080	77.8%
Part Time	879	22%
Female	2,507	63.3%
Male	1,452	36.7%

Canadian	3,737	63.3%
International	222	5.6%
Aboriginal * <i>Self declared</i>	388	9%
Direct from High School	1,370	40.2%
Transfer	1,379	40.5
Mature	226	6.7%
Stop outs returning	200	5.9%
Exchange	72	2.1%
Other – <i>interest only, special entry</i>	157	4.6%

Hometown		
Northern BC	2,788	70.4%
Southern BC	781	19.7%
Outside British Columbia	358	9%
Unknown	32	0.8%
Age		
19 and under	650	16.4%
20-24	1,690	43.7%
25-29	567	16.3%
30-39	563	14.2%
40 and up	489	12.3%

UNBC



Part II:
Introduction to the Academic Achievers Event

Program Description

The Academic Achievers Event is a partnership between UNBC and the Prince George School District No. 57. Both institutions sponsor the event by providing financial support. The School District provides funds for busing the students to UNBC, while UNBC provides printing costs, lunch, snack at the end, a certificate of achievement, and letter offering a free three-credit course. UNBC also provides the students with an offer of admission and waives all application fees. The event takes place in the fall of the students' grade 12 year.

To qualify for the event, beginning grade 12 students must have achieved an A, with a minimum of two Bs, in every grade 11 course and be nominated by their teachers.

Event Structure

- Students arrive on campus at 11:00 AM
- Welcomed by UNBC's President
- Provide with UNBC tee shirts, etc
- Overview of event is provided
- Lunch (burgers, salads, soft drinks, water, juice and desserts)
- Recruiters do a short presentation followed by questions
- Tour of campus
- University Lecture provided (one in Arts and one in Science)
- Taco bar with soft drinks, water, juice
- Presentation of certificate of achievement and free course by President of UNBC, Superintendent, and Chair of Board of Education (parents are invited to attend)
- Draw for prizes (Grand prize, a second place, and third place prize)

Arrival and Registration



Lunch



A Lecture Experience



Parents join their children



Handing out the awards



Prize winners



Program Data

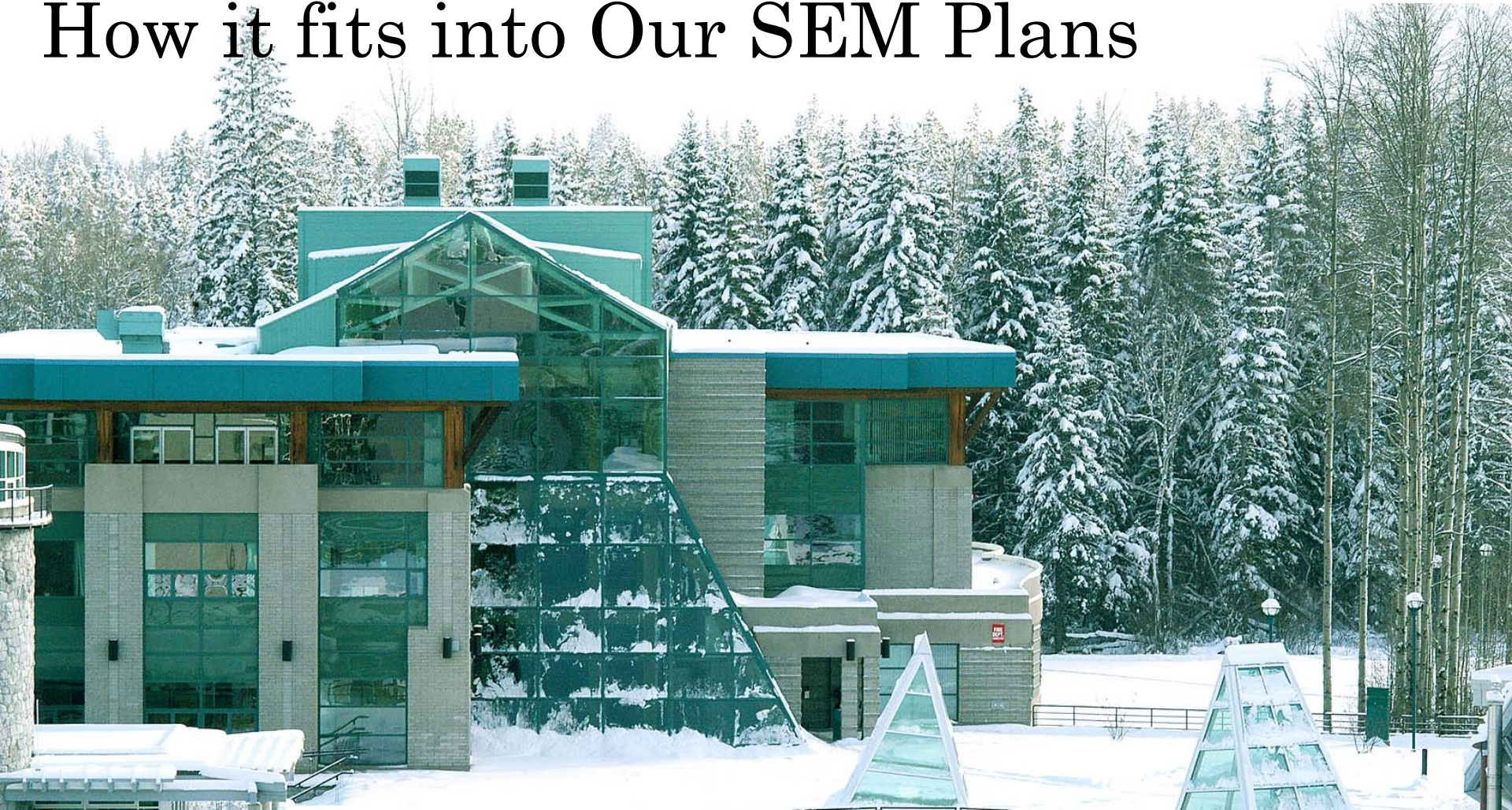
- **In past 10 years**
 - 258 Academic Achievers applied to UNBC
 - 197 (76.4%) actually registered and attended classes
 - much higher than UNBC's normal conversion rate of 50%
- **Gender**
 - 63.0% female
 - 37.0% male
- **Age**
 - 4.7% age 17 or less
 - 54.8% age 18 to 19
 - 40.5% age 20 to 24

Program Data *(cont'd)*

- Program enrolled in
 - 68.6% enrolled in a BSc program
 - 27.7% enrolled in a BA program
 - 6.7% undeclared
- Full or part-time
 - 89.1% Full-time (12 or more credit hours per semester)
 - 10.9% Part-time
- Completion
 - 65% completion rate
 - 4 to 6 years to completion

Part III:

How it fits into Our SEM Plans



It takes an entire campus to recruit a student.

- **Faculty**
- **Staff** (Administration, Registrar, Financial Aid, Recruitment, Teaching & Learning, Student Success, etc)
- **Students** (student government, previous academic achievers)
- **Development**

Evaluation & Expansion

- **Evaluation efforts**
 - student surveys
 - basic data (number who apply and register for the following year)
- **Other school districts**

Challenges

- Distance
- Fundraising
- Freedom of Information Act
- Student engagement

Questions & Discussion



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