

## EXECUTIVE REPORT

This report provides an executive summary of the University of Manitoba's findings in the Canadian University Survey Consortium (CUSC) 2013 First-Year Student Survey of undergraduate students. A sample of 353 students from the University of Manitoba participated in the survey.

This report highlights key findings and provides a comparison of University of Manitoba students against students at all 35 participating universities (n = 15,218) and those attending similar universities (n = 3,318). Similar universities are defined by CUSC as Group 3 universities and include institutions that offer both undergraduate and graduate studies, with most having professional schools as well. These tend to be large institutions in terms of student populations. In the current survey, there are seven participating Group 3 universities. All percentages reported on are based on those students who could provide a rating.

### PROFILE OF FIRST-YEAR STUDENTS

#### Demographic profile

*University of Manitoba students are much more likely to self-identify as being Aboriginal than students nationally.*

On par with both students nationally and at similar universities, the typical University of Manitoba student is female (63%) and almost 19 years of age. About 32% of University of Manitoba students self-identify as a visible minority compared to 35% of students at similar universities and 36% nationally. With that being said a much larger proportion of University of Manitoba students self-identify as Aboriginal (15%), compared to students nationally (3%) and at similar universities (4%).

About 3 in 4 first-year University of Manitoba students live with parents, guardians, or relatives, which is much higher than those attending similar (53%) or all institutions (47%). Conversely, just 6% of University of Manitoba students live on-campus compared to almost 26% at similar universities and 36% nationally. Of interest, more than a quarter of first-year University of Manitoba students not currently living on campus would like to if given the opportunity.

#### Academic profile

*First-year University of Manitoba students are less likely to be taking a full course load than students at other universities*

The typical first-year University of Manitoba student graduated from high school or CEGEP in 2012 or later (75%) with an average grade of almost an A-, is attending university full-time (58%), and expected an average grade of B+ for their first year of university. In general, these results are on par with similar and all universities with the exception that University of Manitoba students are less likely to be taking a full course load (58%) compared to those at similar and all other universities (81% for both).

**TABLE 1: Key academic differences**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Average high school grades (out of 7)	6.0	6.1	5.9
Average university grades (out of 7)	4.9	5.0	5.0
Taking full course load	81%	81%	58%
Received scholarship, award, or bursary	54%	48%	48%
Unable to attend university without scholarship, award, or bursary	29%	27%	18%

Regarding financing, compared to students at similar universities (48%) and nationally (54%), University of Manitoba students (48%) were generally equally as likely to have received a scholarship, award, or bursary, but the need for such assistance was lower amongst University of Manitoba students (18% versus 27% for similar and 29% universities nationally).

## CHOOSING THE UNIVERSITY OF MANITOBA

### Attending university

*The University of Manitoba is a preferred choice, as 90% of University of Manitoba students cite it as their first choice in institutions.*

When asked about the most important reason for attending university, University of Manitoba (48%) students most often say it was to *prepare for a specific job or career*, which compares to 42% of students nationally and 43% at similar universities.

University of Manitoba (21%) students are much less likely to have applied to other universities than students nationally (70%) or at similar universities (64%). This likely explains why more University of Manitoba (90%) students say they are attending their first choice, compared to students nationally (78%) and at similar universities (82%).

**TABLE 2: Choosing a university**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Applied to more than one university	70%	64%	21%
Attending first choice	78%	82%	90%

### Decision to attend the University of Manitoba

*University of Manitoba students are more likely to be aware of advertising from their university than students nationally or at similar institutions.*

Slightly more than 4 in 10 University of Manitoba (42%) students received contact from their university before graduating high school. These proportions are comparable to both similar universities (40%) and all universities (45%).

When choosing among 13 points of contact students might have with their institution, University of Manitoba students most commonly rate *word of mouth* (18%), *advice from high school counselors or teachers* (14%), *university website* (14%), or *viewbooks, brochures, or pamphlets* (14%) as the single most important point of contact in their decision to attend their university. These results are similar to those at similar institutions and among students nationally. These results indicate that

no single form of contact appears to have more influence on students' decisions than others.

With that being said, University of Manitoba (65%) students are more likely than students nationally (50%) or at similar universities (53%) to be aware of advertising from their institution. In fact, University of Manitoba students are more likely to be aware of each of kind of advertising tested, particularly billboards.

**TABLE 3: Awareness of advertising**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Recall of any advertising	50%	53%	65%
- Online	25%	26%	30%
- Billboard	21%	27%	45%
- Newspaper	15%	16%	20%

Students were asked to rate which of 17 aspects was the most important factor in their decision to attend the University of Manitoba. Among the 17, *wanting to live close to home* (29%) and *specific career-related programs* (27%) were the highest reported reason, followed by *quality of academic programs* (11%). *Wanting to live close to home* is less commonly rated as the most important factor for students nationally (16%) and at similar universities (19%). On the other hand, students nationally (18%) and at similar universities (22%) were more likely to say they chose their university because of the *quality of academic programs*. Although the three most important reasons are the same across institutions, University of Manitoba students place greater weight on location than the quality of academic programs compared to students nationally.

## STARTING UNIVERSITY

### Process of starting university

Like students at similar and all universities, University of Manitoba students are overall very satisfied with the process involved in starting university, including those shown in Table 4.

**TABLE 4: Very satisfied with aspects of starting university**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Application for admission	63%	58%	63%
Help with choosing program	53%	47%	50%
Getting into courses	49%	48%	54%

### Orientation

University of Manitoba (71%) students are slightly more likely than students nationally (65%) and at similar universities (61%) to have attended orientation. Those who attended orientation at the University of Manitoba, like those at other universities, are generally satisfied with the various aims of orientation, as shown in Table 5.

**TABLE 5: Satisfaction with orientation**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Feeling welcome at university	92%	91%	93%
Providing information about campus life	84%	83%	84%
Providing information about student services	83%	80%	80%
Helping understand academic expectations	82%	79%	79%
Helping your personal transition to university	79%	77%	75%
Building confidence	76%	73%	70%

## ADJUSTING TO UNIVERSITY

*University of Manitoba students are particularly successful in adjusting to academic demands and less successful in becoming involved in campus activities*

Of the 16 academic, personal, and practical aspects of university life that University of Manitoba students were asked to rate their level of success in adjusting to, the majority were somewhat or very much successful (ranging from 51% to 94%). As an exception, 38% of students were somewhat or very successful in becoming involved in campus activities.

University of Manitoba students were particularly successful in adjusting to academic demands: *understanding content and information presented in class (93%), choosing a program of studies to meet my*

*objectives (91%), meeting academic demands (90%), and performing adequately on written assignments (86%). They were most successful in finding their way around campus (94%). These results are on par with other universities.*

However, University of Manitoba students are less successful in *finding suitable and affordable housing (61%) and finding new living arrangements (51%),* with a lower proportion reporting success on these factors compared to similar (73% for both aspects) and all other universities (73% and 75% respectively). Students at the University of Manitoba (38%), similar universities (53%), and all other universities (53%) were the least successful in *becoming involved in campus activities.*

## STUDENTS' SATISFACTION WITH FACULTY, FACILITIES, AND SERVICES

Among 31 different facilities and services that are used by at least 40% of University of Manitoba students, students are most satisfied with *campus bookstores* (93%), *library facilities* (92%), *university email* (88%), *athletic facilities* (86%), and *employment services* (86%). They are least satisfied with *the university's commitment to the environment* (67%) and *parking facilities* (57%). Overall, students at similar universities and students at all universities report comparable satisfaction levels.

University of Manitoba students are generally satisfied with faculty, as the majority of students agree that most professors are *reasonably accessible outside of class to help students* (87%), that they are *generally satisfied with the quality of teaching* (85%), that *most professors encourage students to participate in class discussions*

(71%), and that *professors treat students as individuals, not just numbers* (67%). As shown in Table 6, students at similar and all other universities provide higher satisfaction ratings on these aspects.

**TABLE 6: Ratings of faculty**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Professors are accessible outside of class time	90%	85%	87%
Satisfied with quality of teaching	89%	86%	85%
Most professors encourage student participation in class	83%	79%	71%
Professors treat students as individuals, not just numbers	79%	73%	67%

## STUDENT EMPLOYMENT

***University of Manitoba students are more likely to be employed compared to students at other institutions.***

At the University of Manitoba, half of students are employed (52%), which is much higher compared to similar (40%) and all universities (37%). Although University of Manitoba students are more likely to work, those who do work report about the same number of hours worked per week on average (15 hours among

University of Manitoba students compared to 14 hours among students at other universities).

Those who are employed report that their employment has a similar level of impact on their academic performance, as 34% of University of Manitoba students report their work has negatively affected their academic performance, compared to 28% of students nationally and at similar universities.

## KEY OUTCOME MEASURES

***90% of University of Manitoba students are satisfied with their choice in university***

The majority of students are satisfied with their decision to attend the University of Manitoba (90%). Like students at similar universities and all universities, the vast majority of University of Manitoba students intend on continuing their studies in the following academic year (86%) and feel that their university has met or exceeded their expectations (82%). See Table 7.

**TABLE 7: Key outcome measures**

	University		
	All (n = 15,218)	Similar (n = 3,318)	Manitoba (n = 353)
Satisfied with choice of university	93%	92%	90%
Intending to continue studies in following academic year	87%	87%	86%
University experience met or exceeded expectations	87%	86%	82%