

research results

highlights of current research for BC post-secondary system partners

2011 Admissions and Transfer Experiences of Students Continuing their Post-Secondary Studies in British Columbia

Prepared for BCCAT by BC Stats

Introduction

Recent figures show that each year over 22,000 students move between institutions in BC's geographically dispersed network of public colleges, institutes, teaching-intensive universities, and research-intensive universities.¹ The ability of students to move easily through the system, accessing the institutions, programs of study, and courses that they need and, where appropriate, transferring credits for their work, is key to the success of the province's post-secondary education system.

The BC Council on Admissions and Transfer (BCCAT) facilitates the movement of students among BC post-secondary institutions by coordinating an efficient system for transferring course credits. In order to learn more about the actual experiences of students who changed institutions, BCCAT commissioned an analysis of relevant questions from a provincial survey of former students conducted in 2011,² the *BC Diploma, Associate Degree, and Certificate Student Outcomes (DACSO) Survey*.³

Highlights:

- 44% of post-secondary students surveyed continue their studies (33% for credential completers and 73% for those who had not completed their credential)

Of those continuing their studies at a different institution:

- 80% are satisfied with admissions services
- 86% enter their preferred institution
- 94% enter their preferred program
- 85% register in all the courses they want
- 86% receive all the transfer credits they expect
- 79% are satisfied with their transfer experience

¹ Student Transitions Project, "Movers and Transfers in the B.C. Public Post-Secondary System," Government of British Columbia, February 2011.

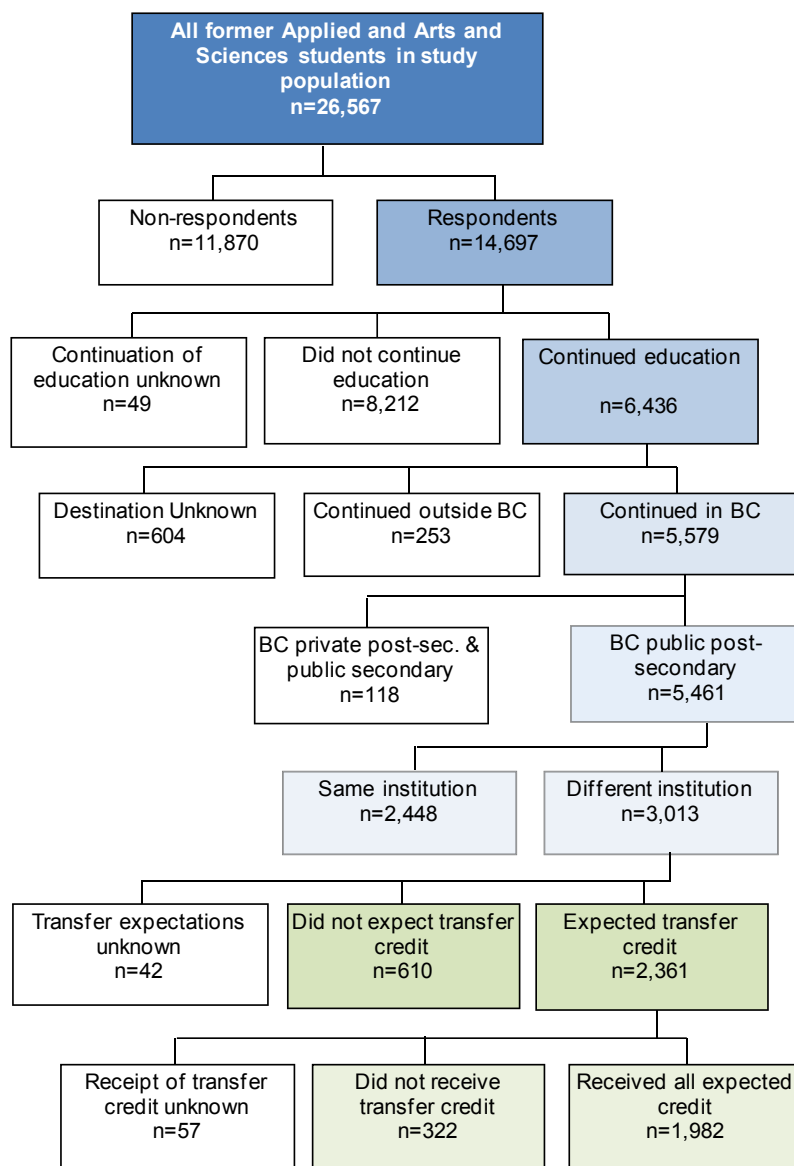
² The annual DACSO Survey is overseen by the BC Student Outcomes Research Forum and is jointly funded by the Ministry of Advanced Education and participating institutions. It was previously known as the BC College & Institute Student Outcomes (CISO) Survey.

³ For more detail, please see the report upon which this document is based, "2011 Admissions and Transfer Experiences of Students Continuing their Post-Secondary Studies in British Columbia." This and similar reports for 2002, 2005, and 2008 are found at BCCAT's website, bccat.ca/publications

This analysis focuses on the admissions and transfer experiences of almost 5,500 former students who left a BC public college, institute, or teaching-intensive university program to continue their studies in another program at the same institution or at another BC public post-secondary institution.⁴ The former students were surveyed 9 to 20 months after they left their programs of study. The following information includes a comparison of results with similar studies conducted in 2002, 2005, and 2008.

Figure 1 illustrates the different groups of respondents whose admissions and transfer experiences are profiled in this newsletter. In total, 26,567 former Arts and Sciences and Applied program students who completed or nearly completed a diploma, associate degree, or certificate program were eligible for the survey in 2011. Of these, 14,697, or 55% responded to the survey. A total of 3,013 respondents continued their studies at another BC public post-secondary institution and represent the target population for student feedback on the transfer system.

FIGURE 1: Overview of Respondent Groups for Admissions and Transfer Analysis



⁴ Former students from research-intensive universities do not fall within the scope of the DACSO survey. As such, the results presented here include data for research-intensive universities as receivers of movers, but not as senders.

Students' further study experience

In 2011, 44% of respondents (n=6,436, Figure 1) reported continuing their studies after leaving their original program; 39% in the BC public post-secondary system (n=5,461, Figure 1).⁵ Across survey years, the proportion of former Arts and Sciences and Applied program students who continued their studies has remained relatively constant, as seen in **Figure 2**.

Which students went on for further studies?

Continuers were more likely to be younger, to have less previous post-secondary experience, and to originate from relatively large institutions located in the Lower Mainland. Not surprisingly, students who had completed their post-secondary credential (35%) were less likely to continue than students who had not completed their credential (73%).

When considering differences in the rates of continuing by program, it is important to note that a smaller proportion of former Arts and Sciences respondents (32%) had completed their post-secondary credential than former Applied program respondents (90%).⁶ Thus, based on credential completion information, it is not surprising that a higher proportion of former students of Arts and Sciences programs went on for further studies (73%, n=2,348) than those from Applied programs (36%, n=4,088). However, **Figure 3** shows that former Arts and Sciences students were as or more likely than Applied program students to continue their studies whether they had completed their credential or not.

Where do students go for further studies?

Ninety-six percent of continuers whose destination is known stayed in BC and 94% continued in the BC public post-secondary system — of those, 55% moved to a different institution. The remaining 45% started a different program at their original institution.

FIGURE 2: Percentage of respondents who continued their studies, by program type and survey year.

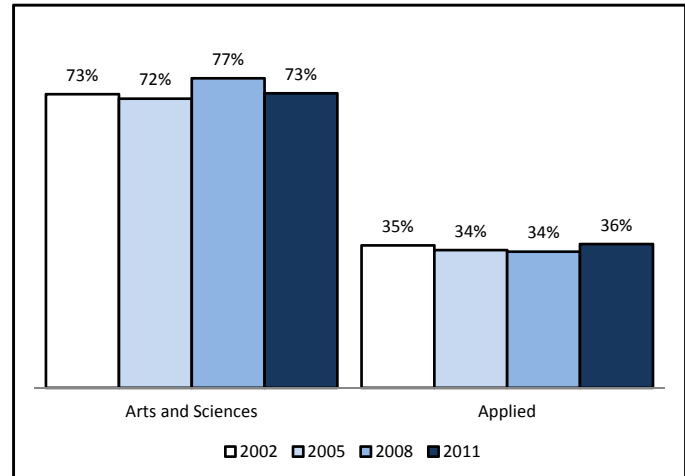
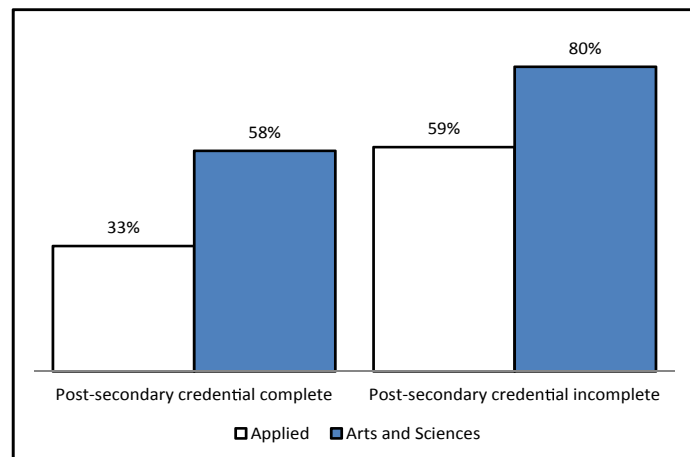


FIGURE 3: Percentage of respondents who continued their studies, by credential completion and program type.



⁵ The base for this percentage has been adjusted from 14,697 to 14,044 (less 49 respondents with continuation unknown and 604 with destination unknown).

⁶ This reflects the fact that the survey population does not include upper division Arts and Sciences students.

39% continued their studies in the BC public post-secondary system...



...45% at the *same* institution

Over the survey years, staying at the same institution for further studies has become more popular among students who continued their studies in the BC public post-secondary system, particularly for former Applied program students. In 2002, those who stayed at the same institution comprised 32% of continuers, while in 2011 they made up 45%. This trend reflects:

- increased opportunities for students to complete their degree at teaching-intensive universities and BCIT. At least three-quarters of the continuing students from four teaching intensive universities stayed at the same institution for further studies⁷ and 77% remained at BCIT.
- a growing tendency for former students of Applied programs to stay at the same institution for further studies, from 47% in 2002 to 61% in 2011.



...55% at a *different* institution

Respondents who switched to another institution in the BC public post-secondary system, or “movers,” are of great interest to the Council because they provide a student’s perspective on how easy or difficult it is to move within the system.

Movers tend to originate from colleges (68%) and to transfer to one of five BC research-intensive universities (69%).⁸ Former Arts and Sciences students are more likely to move (81%) than former Applied program students (39%). The most popular destinations for movers were the University of British Columbia (including Okanagan campus) (26%), Simon Fraser University (23%), the University of Victoria (14%), and BCIT (7%).

FIGURE 4: Percentage of respondents who stayed at the same institution, by program type and survey year

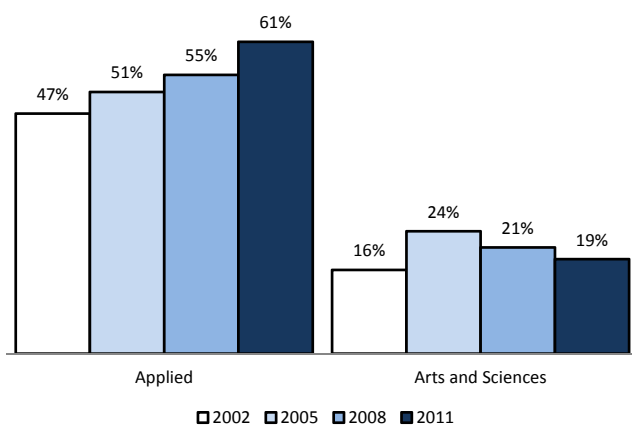
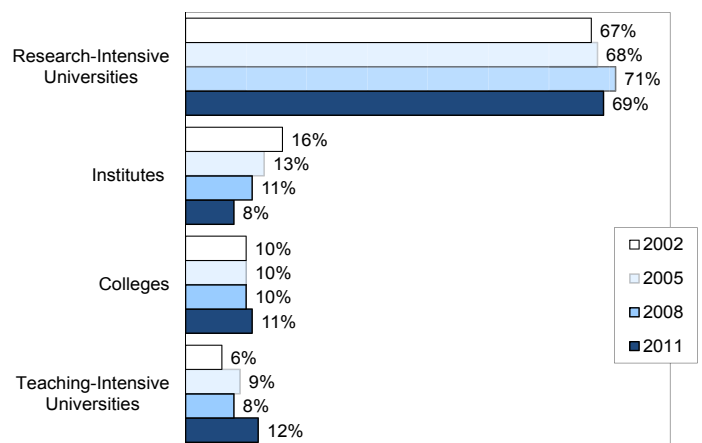


FIGURE 5: Distribution of movers from colleges, institutes and teaching-intensive universities into all BC public post-secondary institutions, by receiving institution type and survey year



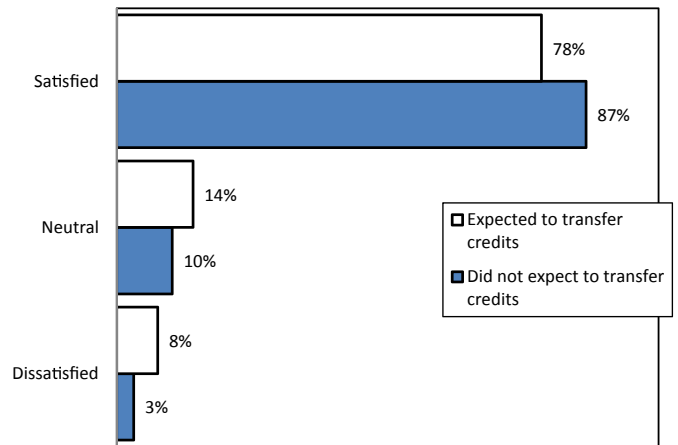
⁷ The four teaching-intensive universities with a high percentage of students staying for further studies are: Thompson Rivers University (82%), University of the Fraser Valley (78%), Thompson Rivers University-Open Learning (76%), and Vancouver Island University (75%).

⁸ For the purposes of this study, the following five institutions are included in the research university category: Simon Fraser University, University of British Columbia (including Okanagan campus), University of Northern British Columbia, University of Victoria, and Royal Roads University.

Are movers satisfied with admission services and application processes at their new institution?

In both 2008 and 2011, 80% of those who moved within the BC public post-secondary system were “very satisfied” or “satisfied” with the admission services and application processes at their new institution. Credit transfer appears to play a role in respondents’ satisfaction; those applicants who did not expect to transfer credits were significantly more likely to give a positive evaluation of the admission services and application processes at their receiving institution. In 2008 and 2011, 87% of students who did not expect to transfer credit were “very satisfied” or “satisfied” versus 78% of those who expected to transfer credits.

FIGURE 6: Respondents’ satisfaction with admission services and application processes at the institution they transferred to, by transfer expectation



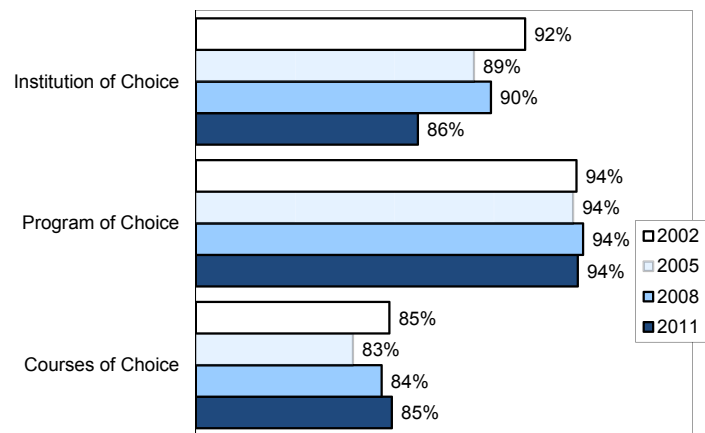
Are movers able to implement their chosen educational plan?

A great majority of movers within the BC public post-secondary system reported getting into the institution, program, and courses of their choice.

- 86% were accepted into their institution of choice;
- 94% accessed their preferred program of study; and
- 85% registered in all the courses they wanted.

Although still high at 86%, the percentage of movers who got into their first-choice institution dropped substantially below 90% for the first time in 2011. Compared with previous survey years, lower rates of accessing preferred institutions were reported in 2011 by former students of Applied (88% in 2008 and 83% in 2011) and Arts and Sciences (91% in 2008 and 88% in 2011) programs. However, rates of accessing preferred programs and courses remained consistent with previous survey years.

FIGURE 7: Likelihood of getting into first choice institution, preferred program and all desired courses, by survey year



Students reported more difficulty accessing their first choice institution than in previous survey years.

Students' transfer experience

What are students' transfer expectations?

More than three-quarters (79%) of movers within the BC public post-secondary system expected to transfer course credits from their original institution. Eighty-six percent of transfer students surveyed in 2011 received all of the course credits they expected, consistent with 2008 and up four percentage points from 2005. Although 14% of 2011 transfer students did not get all of their expected transfer credit, only about 1% of respondents did not get any of their transfer credits and the rest got at least some.

Arts and Sciences students were more likely than Applied program students to expect to transfer credits and to report receiving their credits (Figure 8). This is expected because Applied programs are often not designed for transfer.

Among a range of reasons cited, 45% of the 322 respondents whose transfer expectations were not met said that their origi-

nal course or program was not designed for transfer to their new institution, 41% said their courses transferred but could not be used toward their particular degree, and 39% said they received unassigned credit⁹ instead of specific credit for the courses they transferred. Other BCCAT studies have shown that many of the reasons provided by students for not receiving expected credits are valid curricular reasons for not awarding credit. This suggests that there is a need for further efforts to educate students about the transferability of course credits.

Are students satisfied with their transfer experience?

Respondents expressed a high level of satisfaction with their overall transfer experience; 79% said they were "very satisfied" or "satisfied." Only 8% were "dissatisfied" or "very dissatisfied," with the rest being neutral.

The percentage of students who were "very satisfied" or "satisfied" with their transfer experience has decreased consistently over time from a high of 88% in 2002 to 84% in 2005, 81% in 2008, and 79% in 2011 (Figure 9).

FIGURE 8: Likelihood of expecting to transfer credits and receiving expected credits, by program type

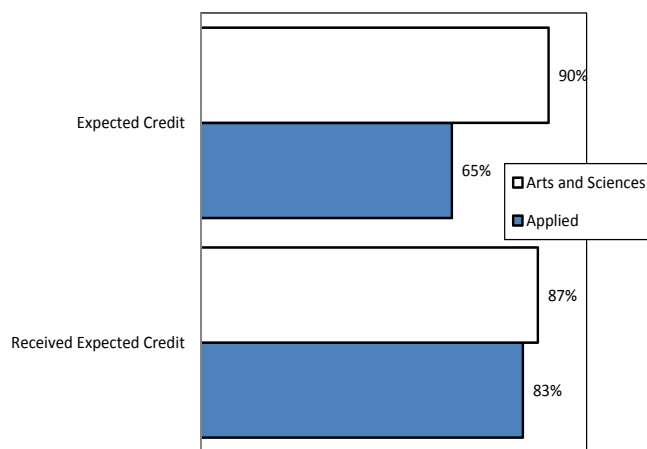
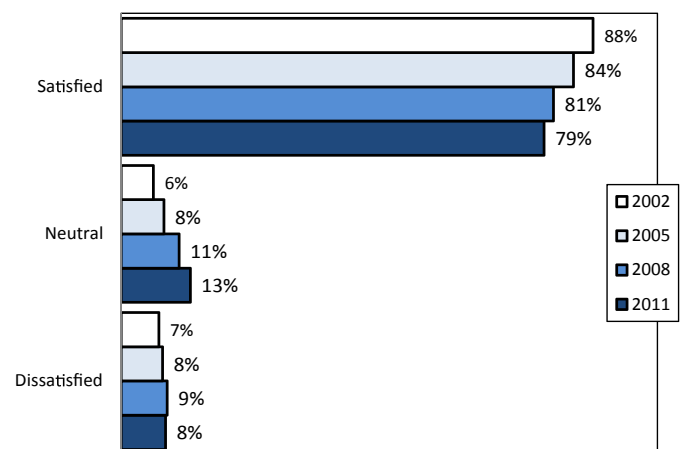


FIGURE 9: Respondents' satisfaction with their overall transfer experience, by survey year



⁹ Unassigned credits are granted where specific course-to-course equivalencies between the sending and receiving institution cannot be established. Such credits may be allowed as electives and may also be used to fulfill credit requirements for a degree program. However, unassigned credits may not satisfy some program requirements. Assigned credits are awarded for specific courses that have an equivalency at the receiving institution.

Research shows that respondents surveyed by phone are more likely than web respondents to give positive ratings on satisfaction and level-of-agreement questions. Please see the full admissions and transfer report ³ for a detailed discussion of the impact of changes to the data collection methodology on year-over-year comparisons. The combined telephone and web approach to data collection will be used in future DACSO surveys because it has become increasingly difficult to maintain response rates to telephone surveys within existing budgets.

At least some of the decrease in satisfaction after 2005 can be attributed to changes in data collection, from telephone interviewing only to a combination of telephone and web in 2008. The mode of data collection had a significant impact on respondents' reported satisfaction with their transfer experience in both 2008 and 2011. For example, in 2011, 83% of telephone respondents were "satisfied" or "very satisfied" with their transfer experience, compared with 72% of web respondents.

Another factor affecting satisfaction levels is the changing program composition of the survey cohort itself. Due to changes in the criteria for inclusion in the study,¹⁰ former Applied program

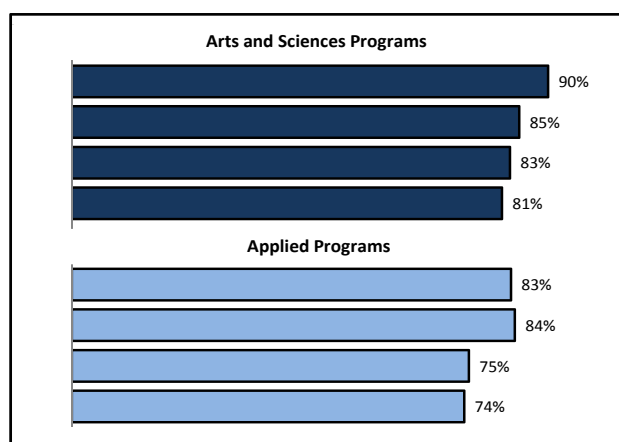
students have increased as a proportion of the total survey population from 67% in 2005 to 78% in 2011. Applied program respondents are less likely to receive their desired transfer outcome, which is not surprising considering Applied programs are often not designed for transfer. Thus these respondents generally report lower levels of overall satisfaction with their transfer experience (Figure 10).

How can the transfer system be improved?

Each survey year, a small proportion of respondents (8%, n=193 in 2011) who expected to transfer credits to their new institution have reported being dissatisfied with their overall transfer experience. A new series of questions sheds light on why these students were dissatisfied and how they feel their overall transfer experience might have been improved.¹¹ The three top reasons for dissatisfaction were difficulty getting the information needed (51%), challenges understanding the transfer process (50%), and not receiving the transfer credit expected (46%). In terms of how their experience could be improved, respondents offered the following suggestions:

- improve service from academic advisors and admissions staff at sending and receiving institutions;
- increase availability of clear, accurate, accessible, and timely course transfer information;
- provide more opportunities to transfer credits among institutions; and
- increase collaboration among sending and receiving institutions.

FIGURE 10: Percentage of respondents' who were "satisfied" or "very satisfied" with their overall transfer experience, by survey year and program type



¹⁰ Due to changing program structures at some teaching-intensive universities, some Arts and Science programs have moved out of the DACSO survey and into the Baccalaureate Graduates Survey. Please see the full admissions and transfer report at bccat.ca/publications for a detailed discussion of the impact of changes to the criteria for inclusion in the survey on year-over-year comparisons.

¹¹ A newsletter focussing on the feedback provided by respondents who were dissatisfied with their transfer experience can be found on the BCCAT website. See *Improving the BC Transfer Experience: Feedback from Students* at bccat.ca/publications.

Conclusion

Students are taking advantage of the wealth of opportunity and choice offered by the BC post-secondary system. Thirty-nine percent of the students surveyed had gone on to further studies in the BC public post-secondary system — 45% of these at the same institution and 55% at a different institution. A growing proportion of former Applied program students are enrolling in a new program at the same institution rather than transferring to a different institution. This is particularly the case at some teaching-intensive universities and BCIT where there are expanded opportunities for continuing students to earn degrees without leaving.

A large proportion of those who moved to a new institution within the BC public post-secondary system reported that they were able to enrol in their institution, program, and courses of choice. However, the proportion accessing their first choice institution was lower in 2011 than in previous survey years. Seventy-nine percent of students who continued at a different institution in the BC public post-secondary system expected to transfer credits, and 86% were successful in transferring all of their credits — less than 1% were unable to transfer any of their credits.

The percentage of respondents who are satisfied with their transfer experience has been declining over the years (from 84% in 2005 to 79% in 2011). However, this decline is in part attributable to two factors: (a) the change in survey methodology from telephone interviewing only to a combination of telephone and web affecting the 2008 and 2011 survey responses (web responses on opinion-style questions tend to be more negative), and (b) the substantial increase in Applied program students as a proportion of the total survey population (67% in 2005 to 78% in 2011). Applied programs are often not designed for transfer; therefore, these respondents generally report lower levels of satisfaction with their transfer experience. It is notable that the levels of dissatisfaction have remained relatively constant over the years at around 8% while the neutral responses have risen from 6 to 13% between 2002 and 2011.

Recommendations

Drawing on the survey results in general and the feedback provided by students who were dissatisfied with their overall transfer experience in particular, the author has a number of recommendations for institutions and for BCCAT which are detailed in the full report.

Those for institutions include:

- working with each other to increase course and program transfer opportunities for students;
- informing their students about transferability at the program and course selection stage; and
- making efforts to provide adequate training to advisers so that they are well versed in the details of the transfer system and can provide effective service to students dealing with transfer issues.

Recommendations for BCCAT include:

- providing clear general information about the transfer process in addition to up-to-date, specific information in a well-publicized Transfer Guide;
- identifying and helping to resolve articulation issues between institutions; and
- a potential research project which would assess the extent of assigned versus unassigned credit being granted.



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