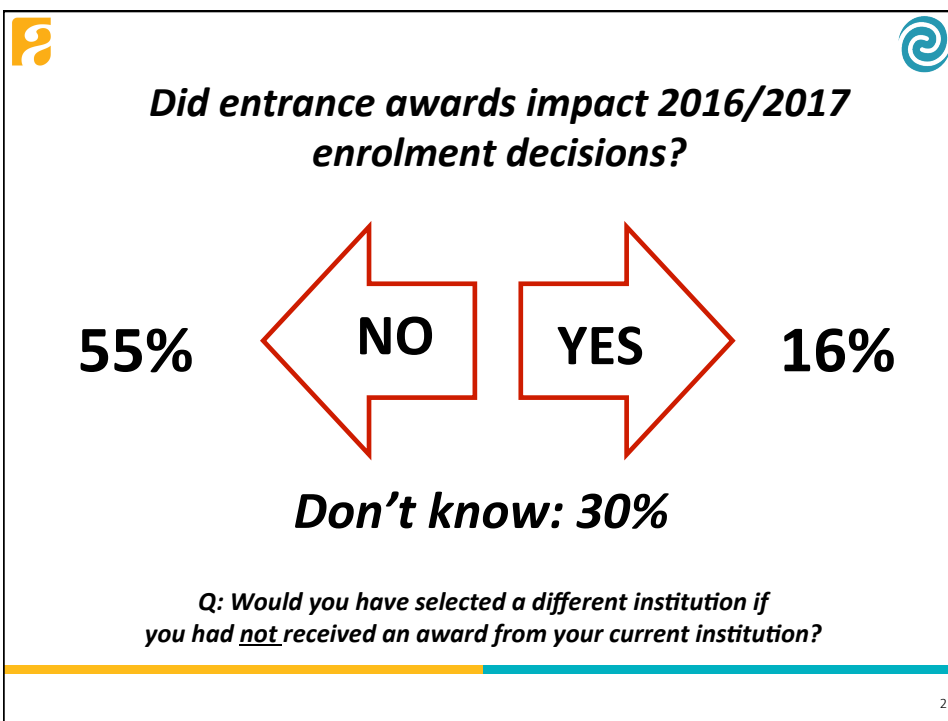


Examining the Impact of Student Financial Need/Attitudes on Institutional Choice



November 2016





Methodology & Respondents

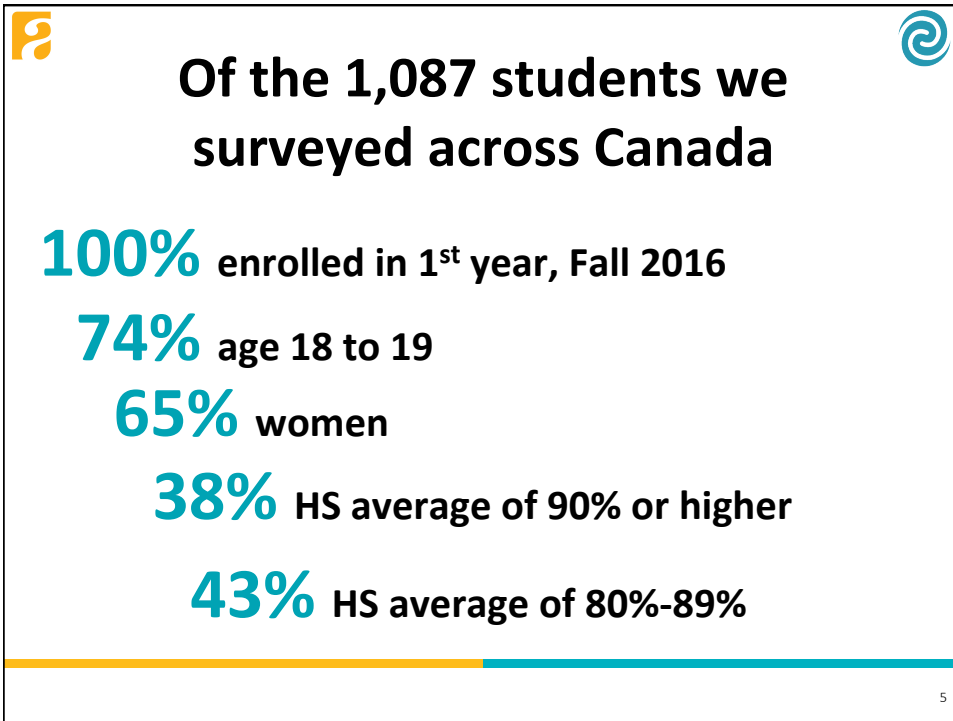
3



Methodology



- *Online survey*
- *Fielded between September 29 to October 18, 2016*
- *Panel sources:*
Academica StudentVu & ScholarshipsCanada
- *Sampling based on provincial distribution of postsecondary students in 2013/2014 PSIS data*
- *Analysis was conducted in SPSS*

4



Key FINDINGS

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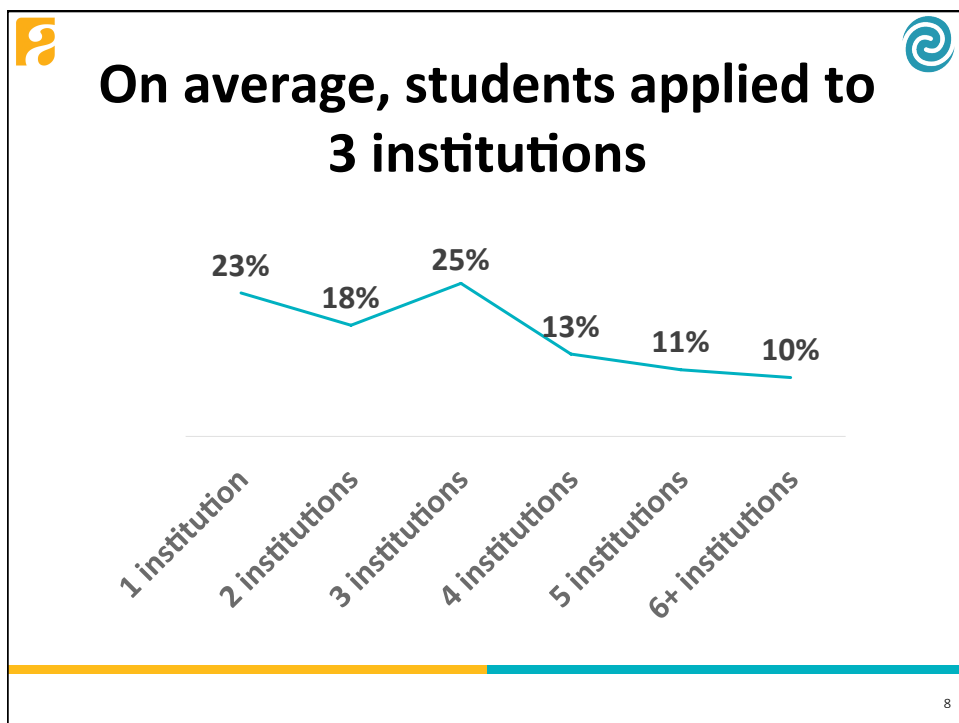



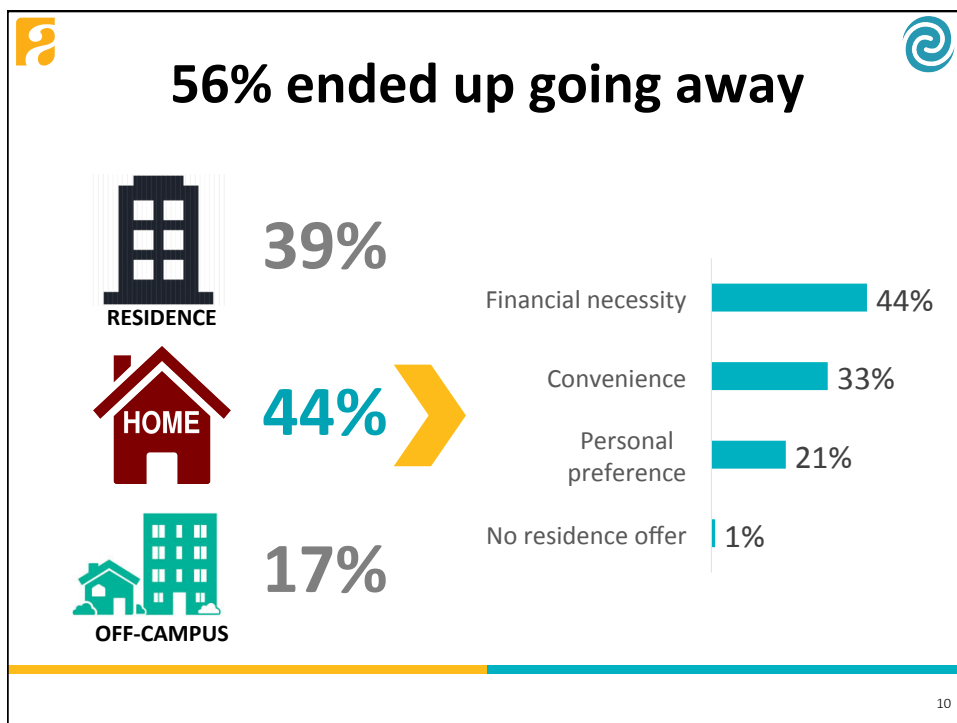
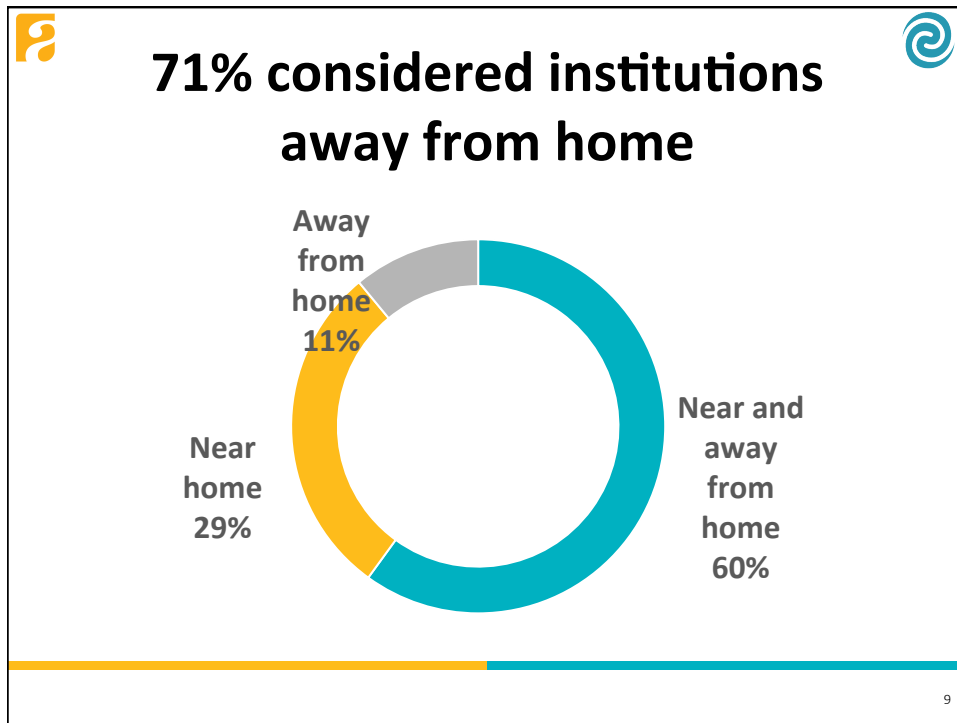
What was important to applicants?

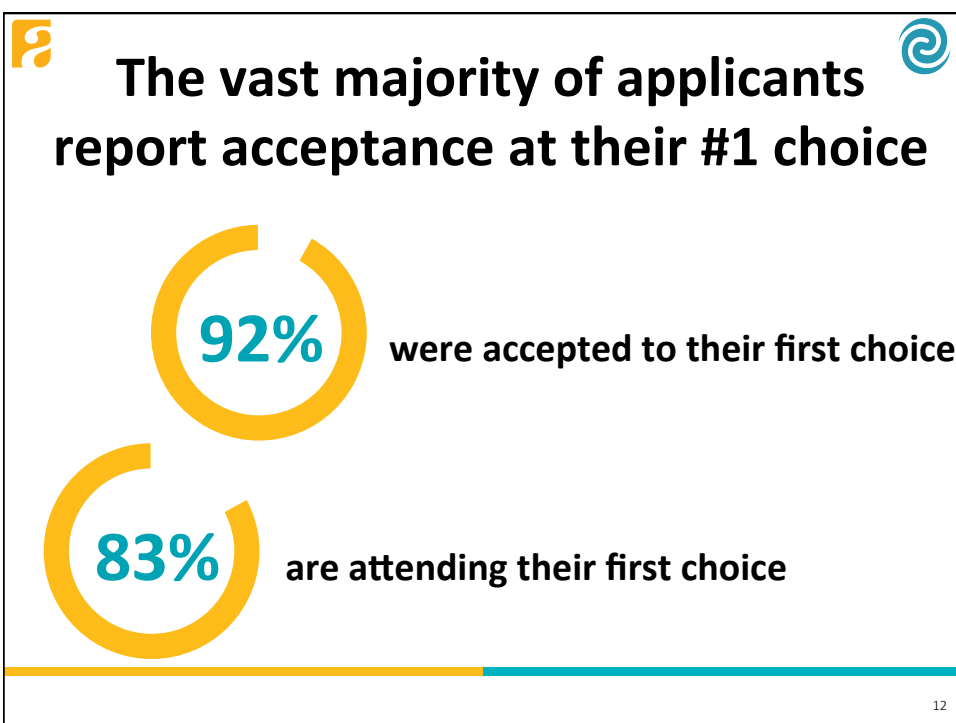
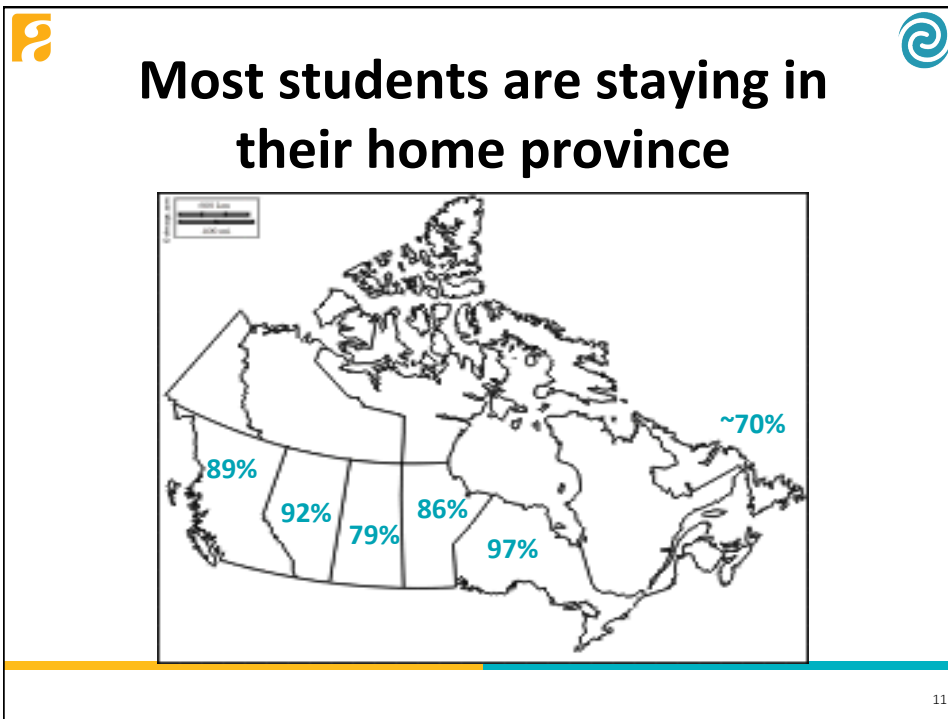
% very/extremely important

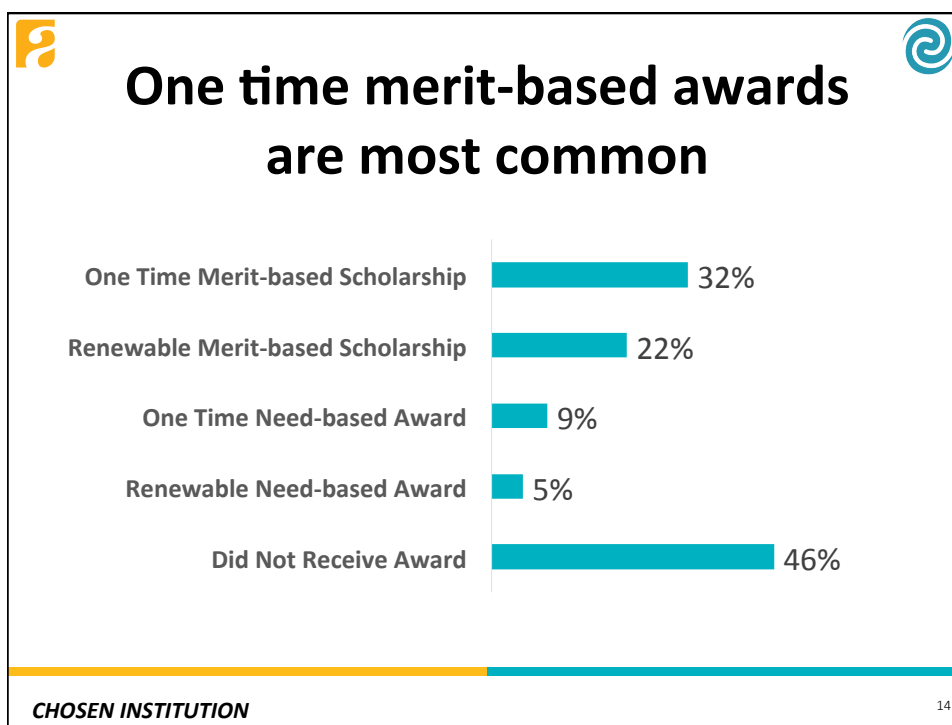
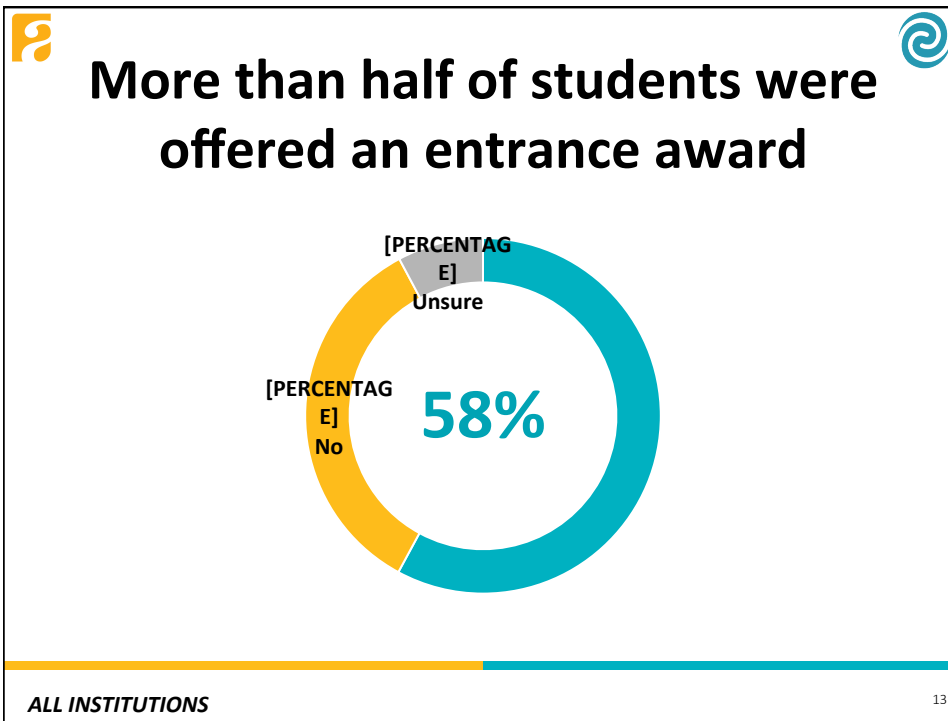
The school's academic reputation	76%
The school's reputation for good student experiences	74%
The reputation of my program at the school	72%
The classroom environment	60%
The school's location	53%
Work-integrated learning opportunities	50%
Financial supports available	49%
Whether or not I was eligible for a scholarship at the school	39%
The size of the campus	20%

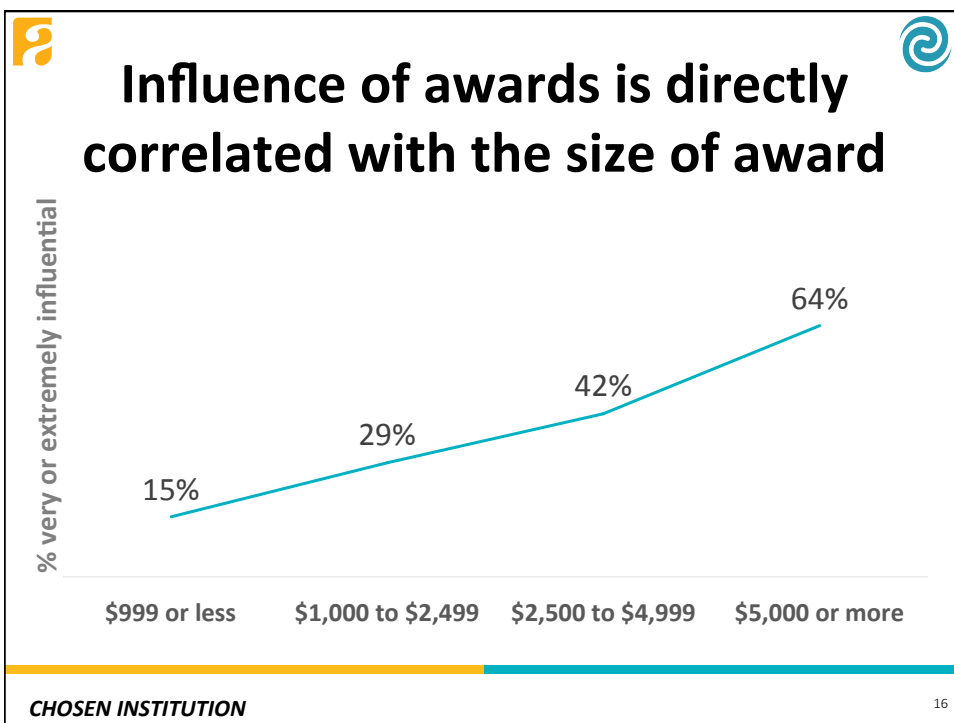
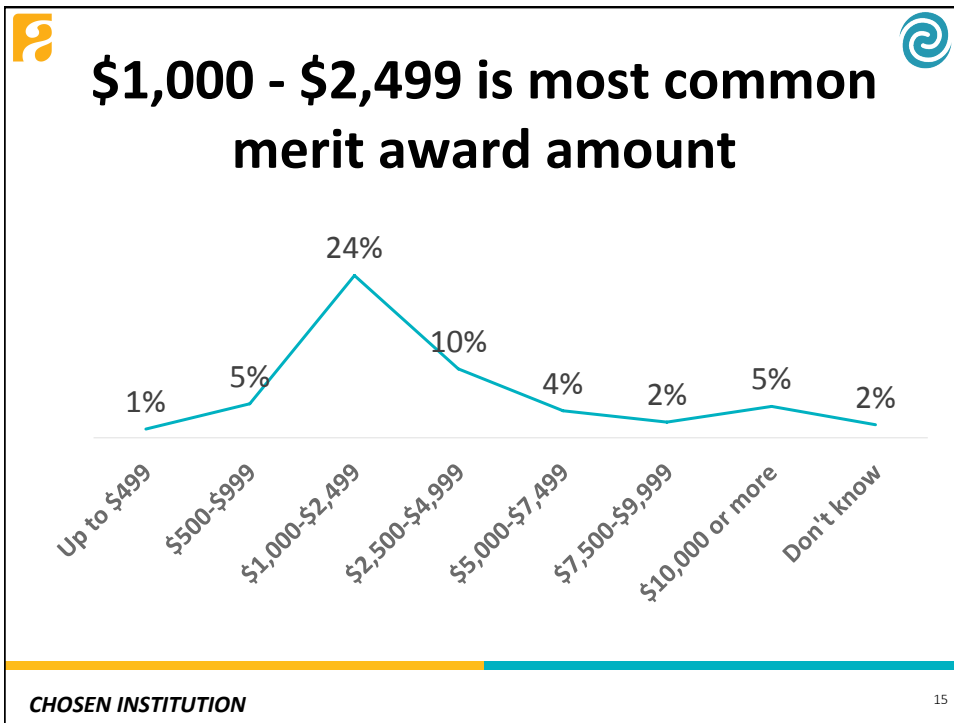
7

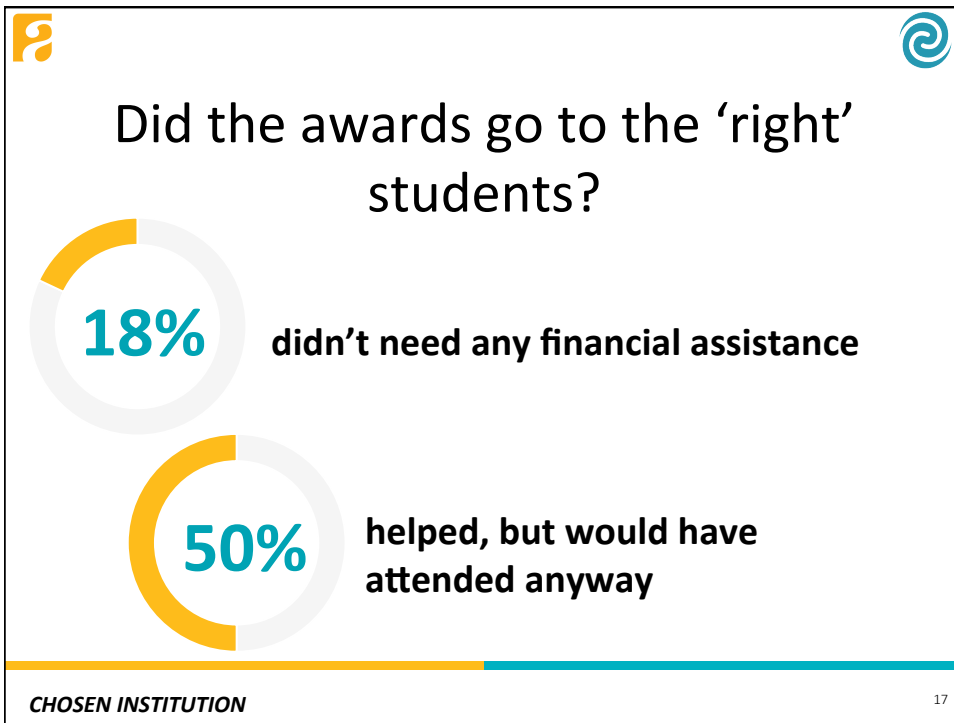












Now what?

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The help that would be helpful

Q: Is there anything else you would like to share about how schools can provide funding for education?



19



The help that would be helpful

Q: Is there anything else you would like to share about how schools can provide funding for education?



20



The help that would be helpful

Q: Is there anything else you would like to share about how schools can provide funding for education?



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The help that would be helpful

Q: Is there anything else you would like to share about how schools can provide funding for education?

“Cut school funded scholarships to cut down on tuition”

“More scholarships that are available to more people, lower tuition, improve transportation to and from campuses, make living in residence possible for poor students”

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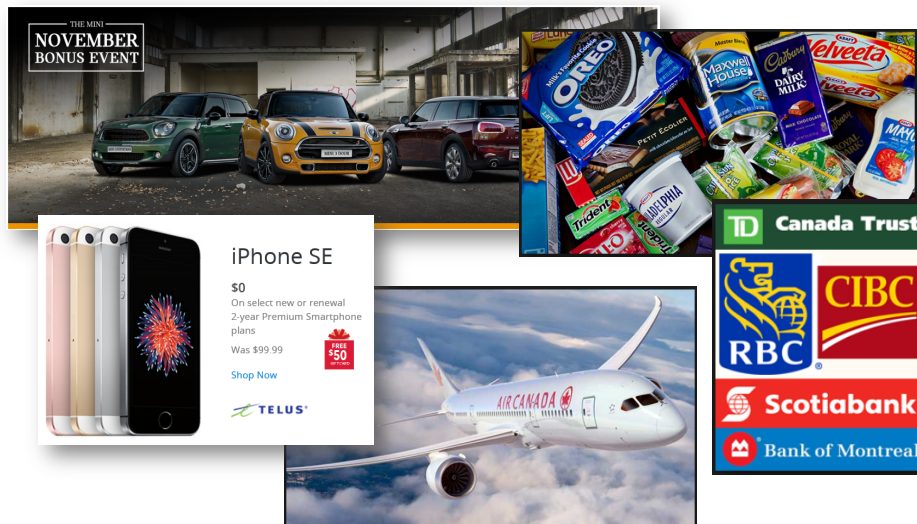
Suggested Next Steps

- Begin to identify “who’s coming anyway” and reduce awards for that group
- Reduce or eliminate smaller value awards
- Reallocate funds to areas that will influence enrolment and/or persistence

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meanwhile...off campus



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Thank you

Julie Peters, PhD
Vice President, Research
Academica Group
519.433.8302 ext. 226
julie@academicagroup.com

Suzanne Tyson, MBA
Founder & CEO
HigherEdPoints.com
416.551.8941 ext. 3
suzanne@HigherEdPoints.com