

SIX THINGS I KNOW ABOUT UNIVERSITY STUDENTS

(That you don't)



SIX THINGS I KNOW ABOUT UNIVERSITY STUDENTS

(I mean, maybe. You seem pretty smart)

“PowerPoint, and similar presentation tools, are often a lousy way to present information.”

- *Canadian Business*, February 2015

Student Satisfaction Survey

- 23,384 undergraduate students
- Minimum 200 responses at large schools, 100 at a handful of smaller ones
- Contacted through Scholarships Canada, universities students and administrators as well as targeted Facebook Ads

1. Students are pretty happy with their professors ...

83% gave a “fantastic” or “good” rating

3% gave a “poor” or “horrible”

... it's everything else that needs improvement

- Student life staff = 68% vs. 5%
- Extracurricular Activities = 66% vs. 5%
- Experiential learning = 64% vs. 7%
- Administrative staff = 67% vs. 7%
- Academic advising staff = 67% vs. 9%
- Mental health services = 66% vs. 13%*

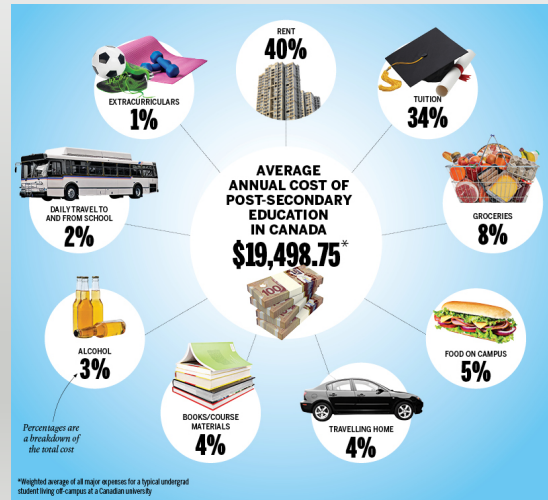
2. Not confident about skills for employment

- Critical thinking and problem solving = 93% vs 6%
- Ability to write clearly = 89% vs. 10%
- Skills and knowledge for employment = 87% vs 13%

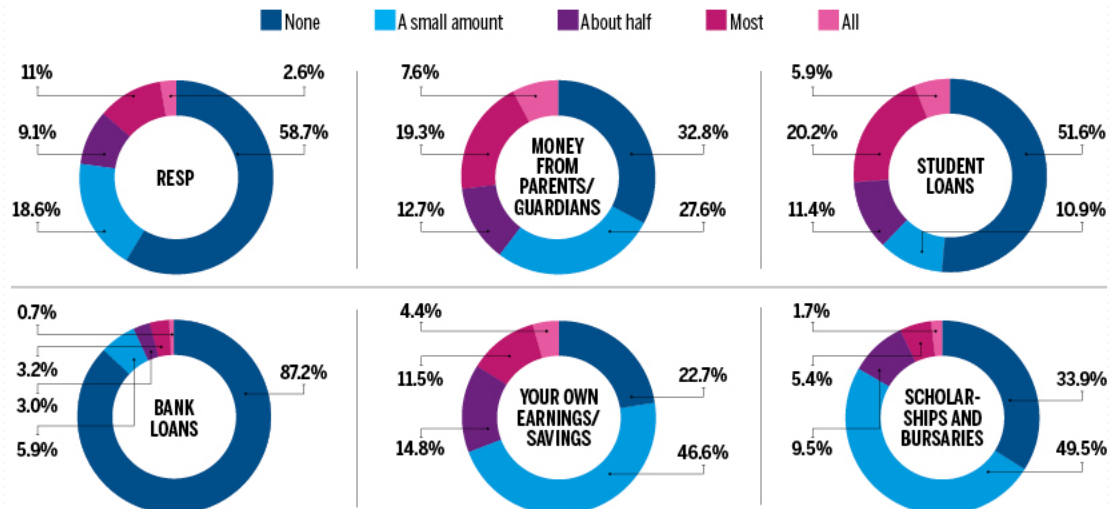
“Strongly agree”

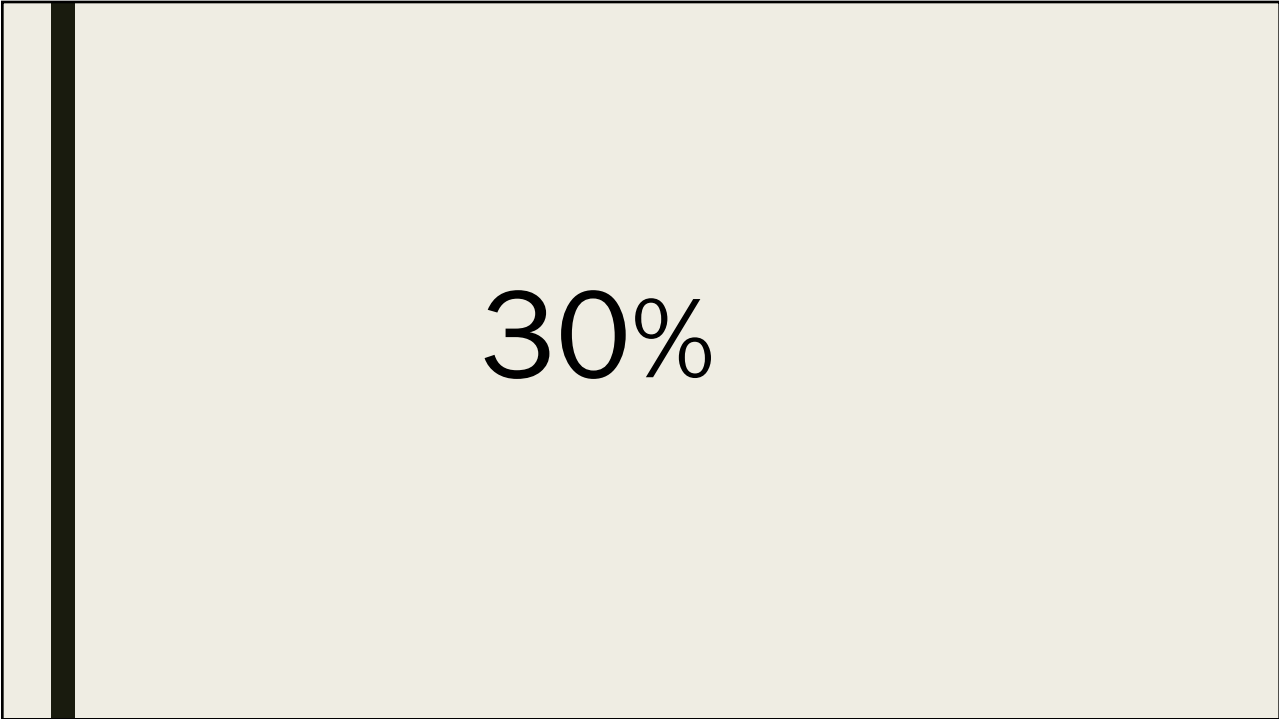
- Critical Thinking = English 59% vs. French 48%
- Ability to write = English 49% vs. French 40%
- Skills for employment = English 45% vs. French 39%

3. Students and their families aren't doing a great job with financial planning



Where does the money come from?





30%

Scholarships by discipline

1) Music	81.6%
2) Math	78.2%
3) Neuroscience	78.0%
4) Chemistry	78.0%
5) Animal science	77.7%
6) Architecture	74.4%
7) Kinesiology	74.2%
8) English	74.2%
9) Journalism	73.9%

4. Costs go up in surprising ways

- Students who live within 120-km radius of school spend \$47.50 per trip
- Also most likely to return home weekly
- That adds up to roughly \$1,700 per year

- Students who live 750-km or more go home twice per year
- Spending an average of \$565 per trip or total of \$1,130
- ... Or saving \$570 per year

\$3.60

\$17.43

5. They're not party animals ...

- 0.7 Days of Partying Per Week
- 3.6 Drinks Per Week
- 3.4 Hours of Partying
- 63.2% never smoke marijuana, only 11% use it more frequently than once a month

... but social life does matter

“Canada’s Top Party Schools 2016”

“Ranking the Best Universities in Canada on how hard they work—and party”

What students (and their parents) are looking for ...

1. Rankings of the top programs (business, nursing, engineering)
2. Advice on student aid (OSAP)
3. Party schools
4. Everything else

6. Social media really is a big deal

What has interfered with academic success in past year?

- Electronic distractions (computer games, social media, texting) 55.7%
- Mental health 45%
- Sleep problems 41.4%
- Finances 33.3%
- Work 31.3%
- Intimate relationship problems 24.6%
- Physical health 16.3%

"The fact that my university does not accommodate different learning styles and the stressful competitive atmosphere."

"Administration that doesn't understand my condition."

"No time investment from my advisor, I'm just confused as to what I'm going wrong with. I pay a huge amount as tuition fees, it's really stressful to be this lost."

"Time management, and peer pressure (mainly to be more social)."

"The proliferation in my generation of the pathetic attitude that something else is to blame for our problems is disgusting and places no emphasis on personal responsibility. Both questions on this page are part of that proliferation to be honest with you."

“Unique”

Rank by Criteria:

Universities start in alphabetical order. Drag the sliders below to change the weighting of each factor. Click or tap the category name to rank on only that factor. Click or tap on any university name to show more details.

← Less Important More Important →

Cheap Tuition

Cheap Rent

National Reputation

Cheap Books

Award-Winning Faculty

1	Queen's University	Kingston, Ontario
2	McGill University	Montreal, Quebec
3	Mount Allison University	Sackville, New Brunswick
4	Western University	London, Ontario
5	Université Laval	Quebec City, Quebec
6	McMaster University	Hamilton, Ontario

“Many students would probably disagree with me, but my piece of advice for those starting university for the first time would be to choose morning classes as much as possible!”

“Many students would probably disagree with me, but my piece of advice for those starting university for the first time would be to choose morning classes as much as possible!” - Justin Trudeau