

## WHAT STUDENTS THINK

## WHAT STUDENT THINK ABOUT STUFF

(Also ... about things)

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

- *Canadian Business*, February 2015

### Student Satisfaction Survey

- 23,000+ 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



CHANGE IS GOOD

How Indigenous and non-Indigenous students rated their universities efforts to make Indigenous culture, history and language visible.

- Excellent: 33.5% for non-Indigenous vs. 44.1% for Indigenous
- Poor or Very Poor: 5.8% for non Indigenous vs. 8.2% for Indigenous

What matters when choosing a university ...

- Cost of Tuition (More than cost of living)
- Reputation in a particular program (more than overall reputation)
- Location in a particular city (more than close to home)

What doesn't ...

- Opinion of friends

Students are pretty happy with their professors ...

82% gave a “excellent” or “good” rating

3.4% gave a “poor” or “horrible”

... it's everything else that needs improvement

- Student life staff = 65% vs. 5%
- Extracurricular Activities = 66% vs. 5%
- Experiential learning = 64% vs. 7%
- Administrative staff = 66% vs. 8%
- Academic advising staff = 66% vs. 10%
- Mental health services = 57% vs. 11%

Percentage of students who feel “X” once a week or more

- Sad: 35%
- Hopeless: 21%
- Overwhelmed: 49%
- Anxious: 54%

Overwhelming majors

- Psychology, chemistry and biology: 55%
- Nursing, pharmacy and sociology: 57%
- Neuroscience, architecture and anthropology: 58%

### Overwhelming majors

- Psychology, chemistry and biology: 55%
- Nursing, pharmacy and sociology: 57%
- Neuroscience, architecture and anthropology: 58%
- Journalism: 59%

### Overwhelming majors

- Psychology, chemistry and biology: 55%
- Nursing, pharmacy and sociology: 57%
- Neuroscience, architecture and anthropology: 58%
- Journalism: 59%
- English: 61%

### Not confident about skills for employment

- Critical thinking and problem solving = 93% vs 6%
- Ability to write clearly = 87% vs. 11%
- Skills and knowledge for employment = 90% vs 9%

\$11.80

They're not party animals ...

- 0.7 Days of Partying Per Week
- 3.3 Drinks Per Week
- 3 Hours of Partying
- 63.3% never smoke marijuana, only 10% 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
3. What grades do I need to get in?
4. Everything else

Describe your school in one word

Describe your school in one word

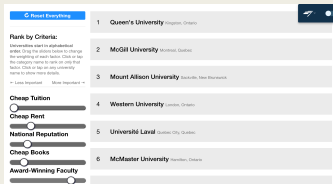
■ 2017: FUN

Describe your school in one word

■ 2017: FUN

■ 2018: Diverse

“Unique”



“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