



UNIVERSITY of PRINCE EDWARD ISLAND

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University Update

Enrolment • Resources • Priorities

November 28, 2013



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Enrolment

- Demographic Challenge
- Enrolments
- Student Origin
- Applications and Registrations
- Retention
- Rankings



Regional Demographic Challenge

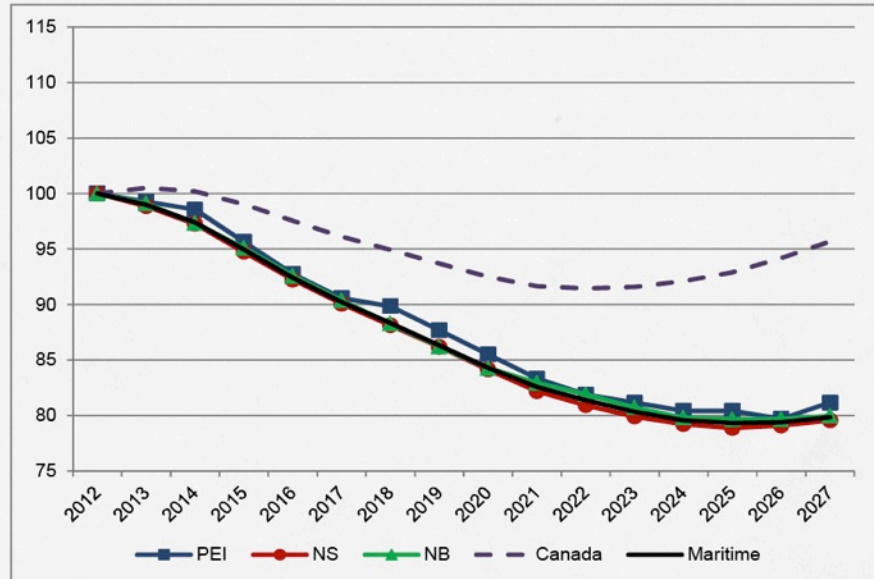
Projected Population Aged 18-24

NS, NB, PEI, Canada: 2012–2025 (MPHEC)

Between 2012 and 2025, the 18-24 age group is projected to shrink by:

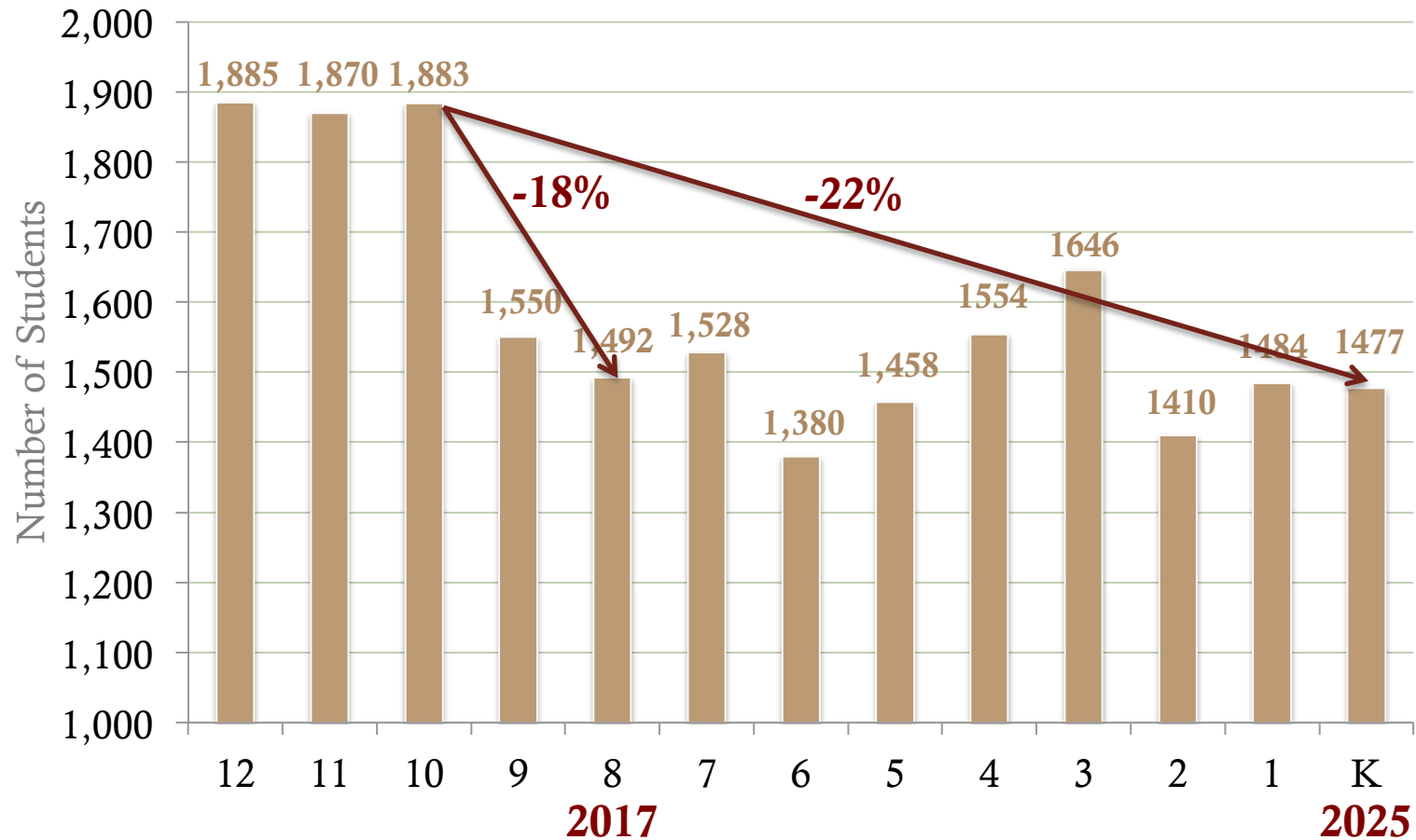
- 21.1% in Nova Scotia
- 20.3% in New Brunswick
- 19.6% in Prince Edward Island
- This would mean 34,900 fewer people in the typical university age range in the Maritimes in 2025.

Projected population aged 18-24. Index: 2012=100



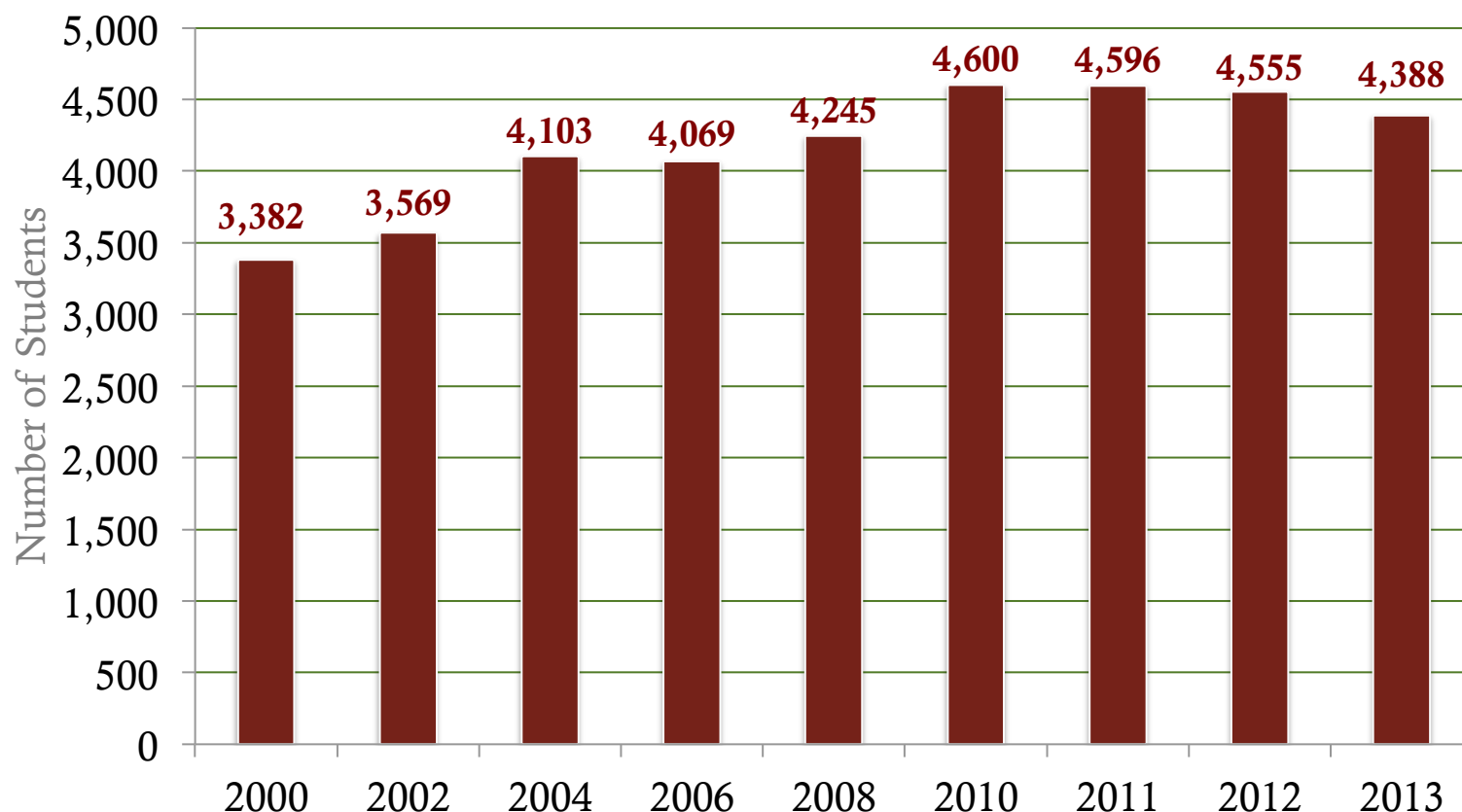
PEI K to 12 Official Enrolment Statistics

2013–2025



UPEI Total Enrolment

Association of Atlantic Universities, October 1, 2013

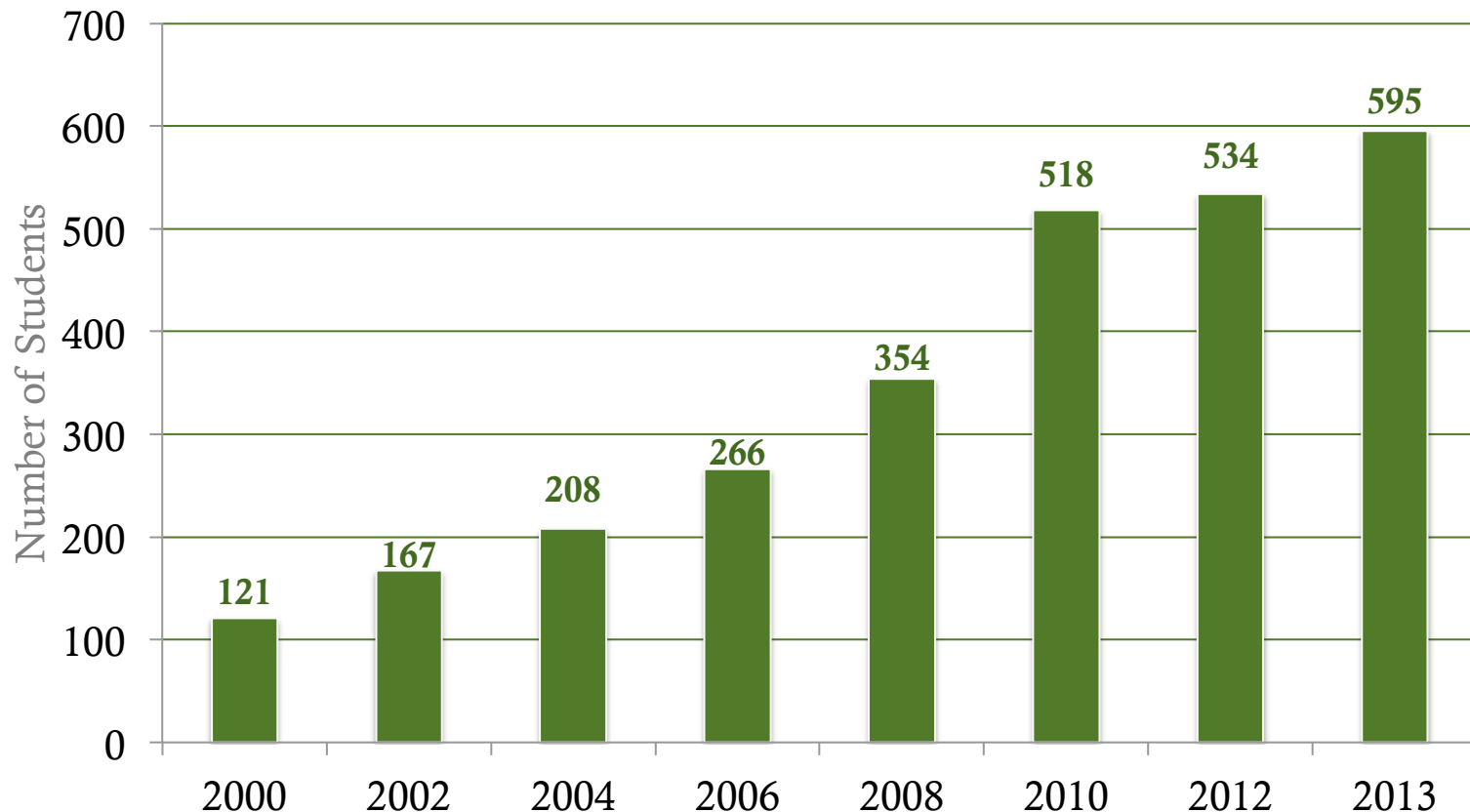


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International Student Enrolment (Full-time)

Association of Atlantic Universities, October 1, 2013

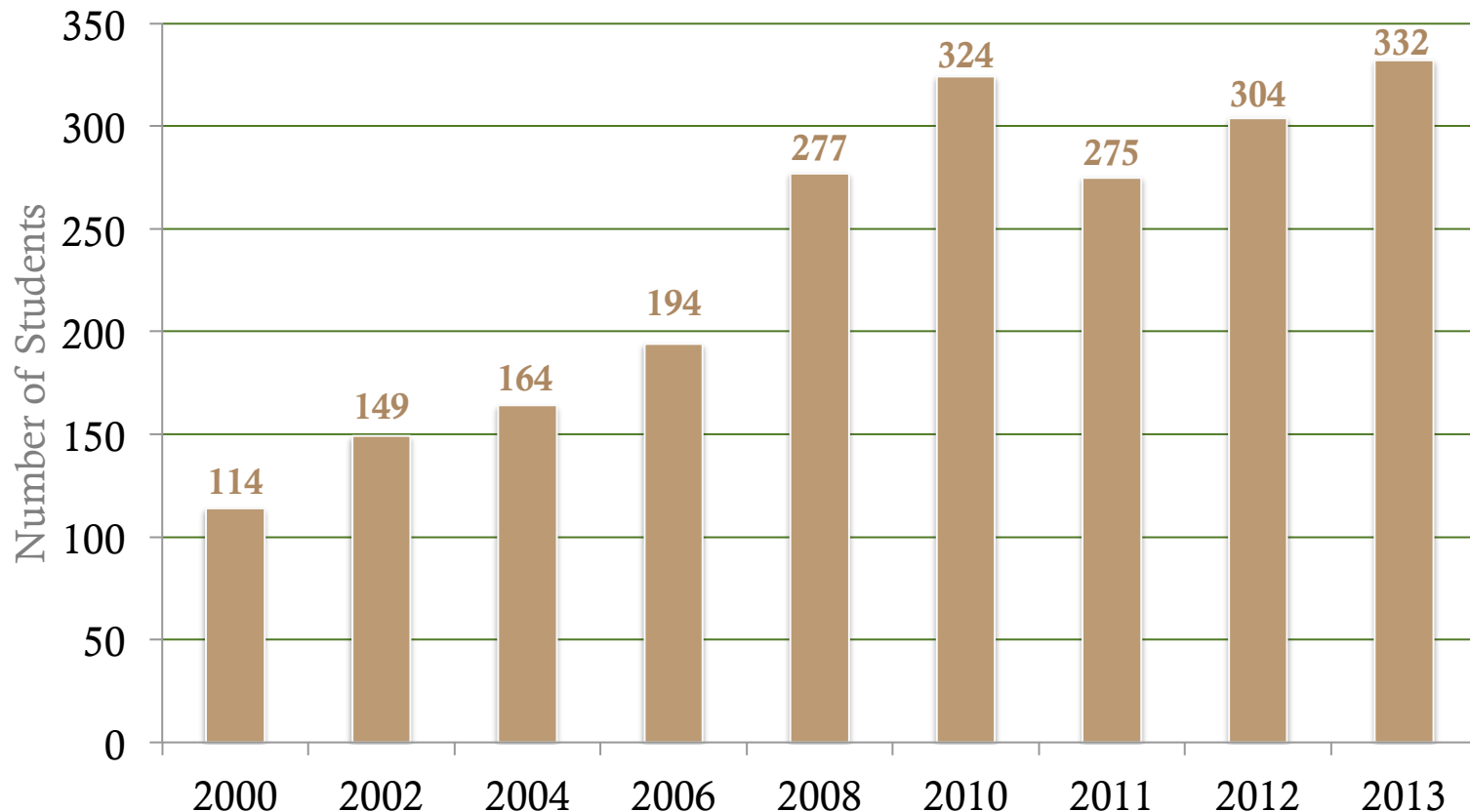


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Graduate Student Enrolment

Association of Atlantic Universities, October 1, 2013

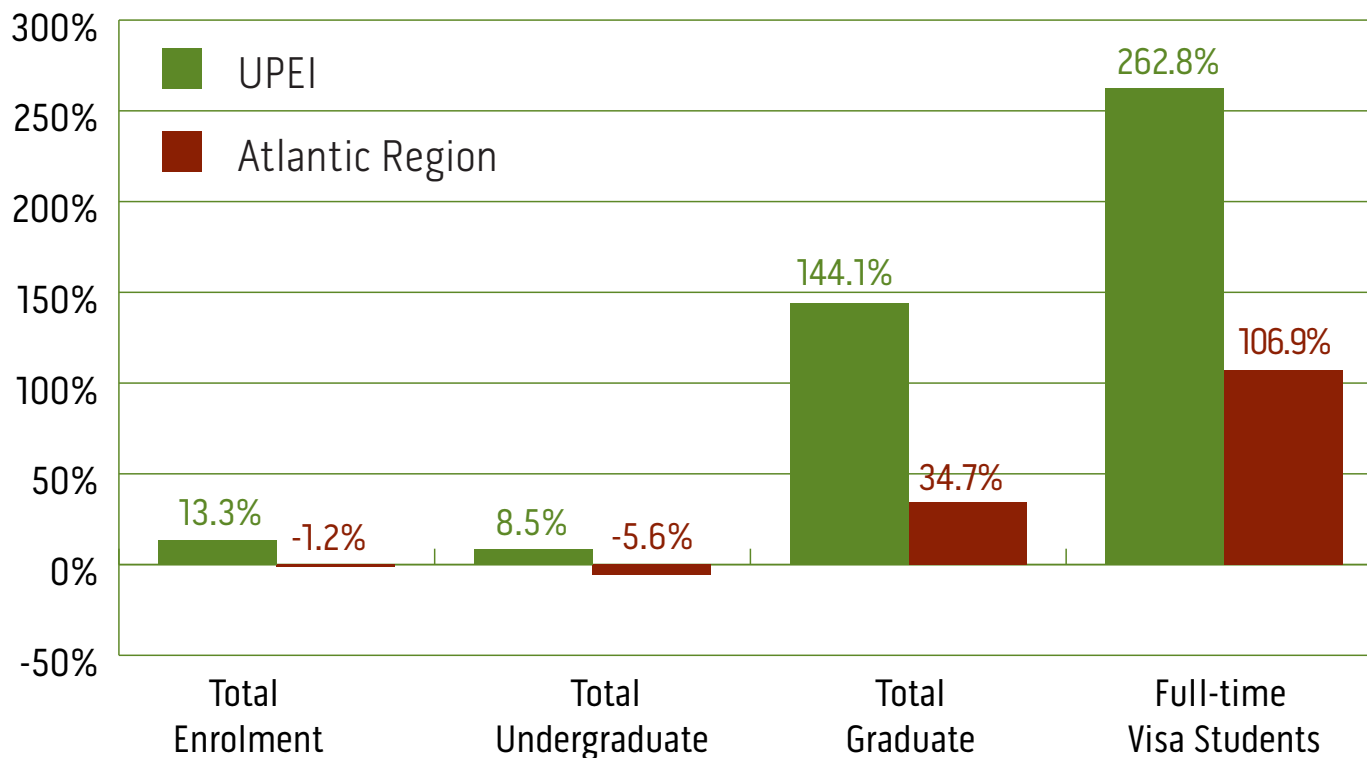


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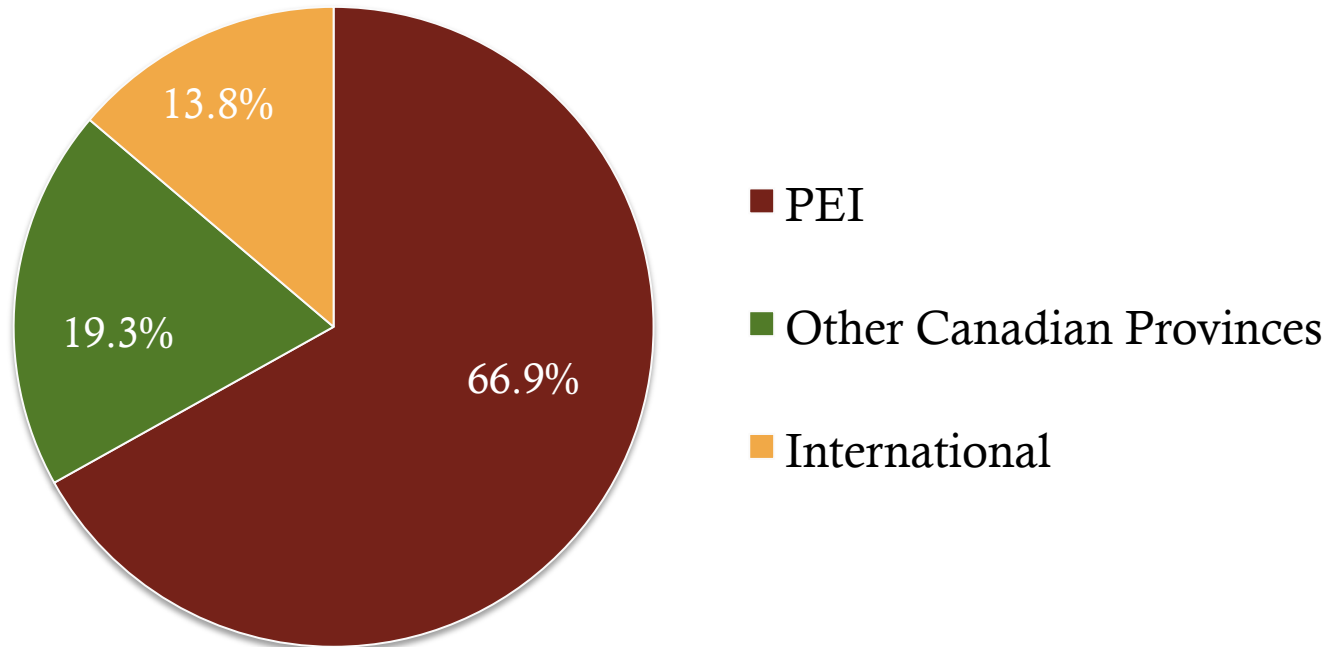
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AAU Enrolment Survey

10-Year Changes by Category (from 2003 to 2013)



2013 Student Origin (%)



Student Origin

Total Students

Students	2008	2009	2010	2011	2012	2013*
PEI	72.9%	71.4%	71.0%	71.3%	69.9%	66.9%
Other Canadian Provinces	18.5%	18.0%	17.5%	16.9%	17.8%	19.3%
International	8.6%	10.6%	11.5%	11.7%	12.3%	13.8%

* Preliminary, as of November 21, 2013



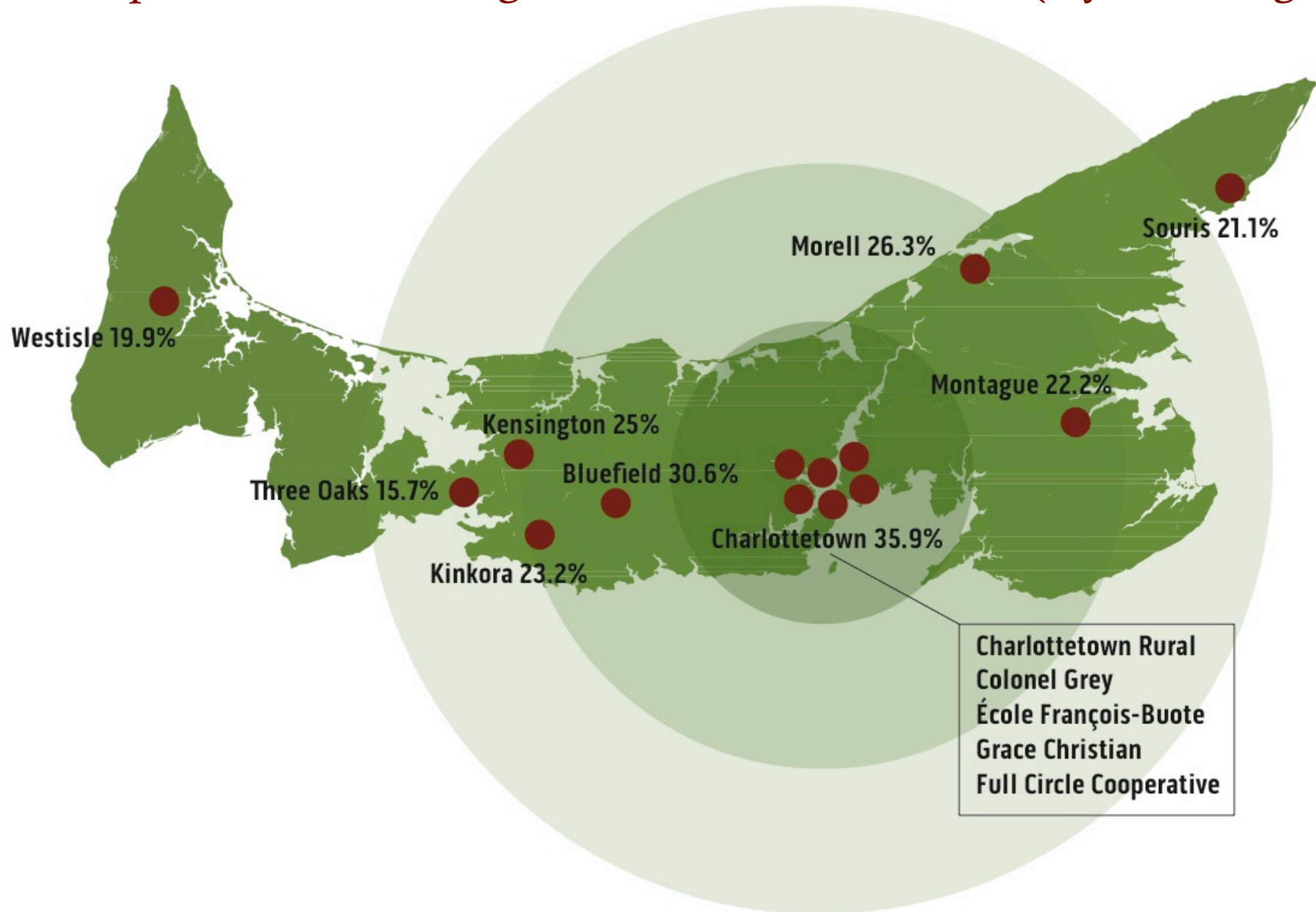
PEI High School Graduates Who Choose UPEI

Year	Total Grads	Grads Attending UPEI	%
2008/09	1768	488	27.6%
2009/10	1778	467	26.3%
2010/11	1750	486	27.8%
2011/12	1732	466	26.9%
2012/13	1655	457	27.6%
2013/14	1681*	448	26.7%

*the estimated number of June graduates based on Grade 12 enrolment



Percentage of PEI's Grade 12 June Graduates Registered at UPEI in September of their High School Graduation Year (5-year average)

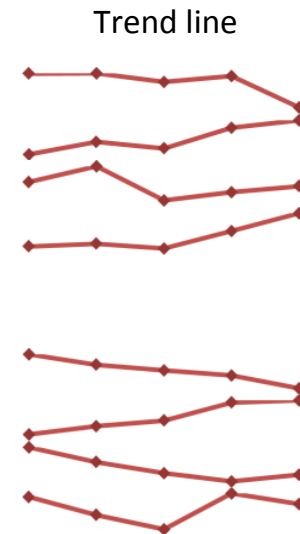


Applications and Registrants to First-entry Undergraduate Programs

All years of study, fall semesters

Applications and Registrations to First-Entry Undergraduate Programs: All Years of Study, Fall Semesters

Faculty/School	# Applications by Year				
	2009	2010	2011	2012	2013
Arts	839	841	784	823	620
Science	801	895	846	1000	1056
Business	493	532	448	468	483
Nursing -- Regular	235	239	232	257	283
Faculty/School	# Registrants by Year				
	2009	2010	2011	2012	2013
Arts	475	428	403	380	323
Science	358	383	400	455	462
Business	236	209	189	174	186
Nursing -- Regular	67	62	58	68	65



Retention Rates by Faculty

First-year to Second-year (Fall to Fall)

Faculty	2001	2003	2005	2007	2009	2011	2012
Arts	68.5%	72.9%	67.4%	70.3%	63.2%	67.6%	57.7%
Business	75.0%	83.1%	81.8%	79.1%	80.2%	74.7%	83.1%
Nursing	96.2%	91.3%	100.0%	91.2%	94.1%	91.9%	97.0%
Science	84.4%	81.3%	77.2%	80.6%	79.7%	80.1%	74.5%
Weighted Average	76.5%	78.6%	74.8%	76.8%	73.4%	75.0%	70.3%



Recent External Rankings

***Maclean's* University Rankings** (Released October 31, 2013)

UPEI ranked 7th overall

Consistently within top 10 of primarily undergraduate universities for 11th year in a row

***Re\$earch Infosource* 2013 Measure of Overall Research among Canadian Undergraduate Universities** (Released November 8, 2013)

UPEI moves up four positions to 4th overall

***Globe and Mail* University Report Card** (Published Oct 22, 2013 with update on Nov 7, 2013)

UPEI ranks in the middle of the pack for small universities

UPEI referred to as “Island University” within descriptive headline



Recent External Rankings (continued)

National Baccalaureate Graduate Outcomes Survey Class of 2007 in 2012

12% of UPEI graduates earned additional credential at a college by 2012.

95% of UPEI graduates are 'very satisfied' or 'satisfied' with their UPEI degree.

91% of UPEI graduates are working of which over 80% are in jobs 'very related' or 'somewhat related' to their degree program.



Enrolment Recap

- Attract more students
- Retain more students



Resources

- Planning
- Budget Process
- Operating Revenues and Expenditures
- Tuition Comparison
- Ancillary
- Donor Support
- Research Funding
- Human Resources



Planning

2012

- Launch of planning initiative
- Community consultation
- Development of UPEI Vision document
- Endorsement of UPEI Vision Document by Senate and Board of Governors (May 2012)
- Dare to Dream (summer 2012)
- Further community consultation



2013

- Preliminary Draft UPEI Strategic Plan
- Further community consultation
- Revised Draft UPEI Strategic Plan
- Senate meetings/Senate sub-committee review and endorsement (October 2013)
- Provided to Board of Governors (October 2013)
- Development of operational planning and accountability framework (as per Appendix 2 of Draft Strategic Plan)



Budget Process

- Process initiated in July.
- Numbers for the next fiscal year provided in August.
- Consultation with Chairs, Faculty, and Staff strongly emphasized.
- Discussions have continued on a weekly basis over the past three months to build each Faculty's 2014–15 fiscal year budgets.
- 2014–15 budgets for each Faculty were extrapolated out for 3 years to support longer-term planning.



Budget Process (continued)

- Budget models developed based on three scenarios of government funding:

-3%

0% (no change in government grant)

+3%

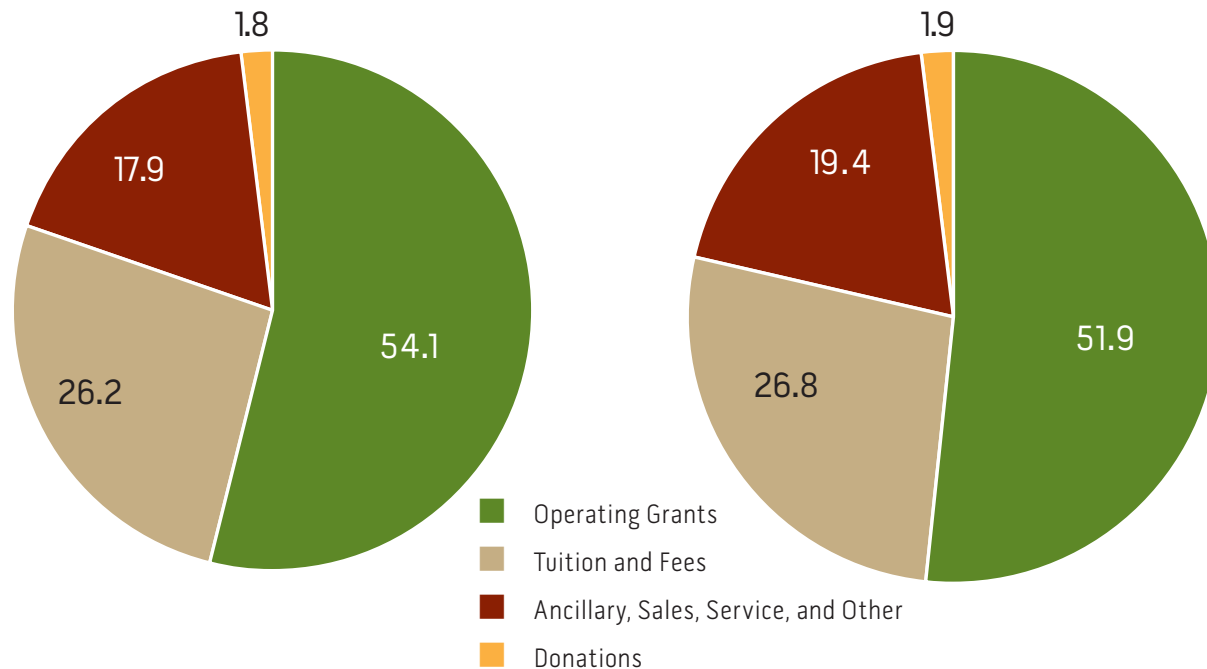
- Special meeting of Senate held November 22 to further discuss budget.
- Process continues—faculty and staff encouraged to ask questions and provide input to Deans and Directors.
- Continuation of internal meetings, as well as government meetings, Finance Committee, and the Board of Governors.



Operating Revenues (%)

(\$108 M—YEAR ENDED APRIL 30, 2012)

(\$111 M—YEAR ENDED APRIL 30, 2013)

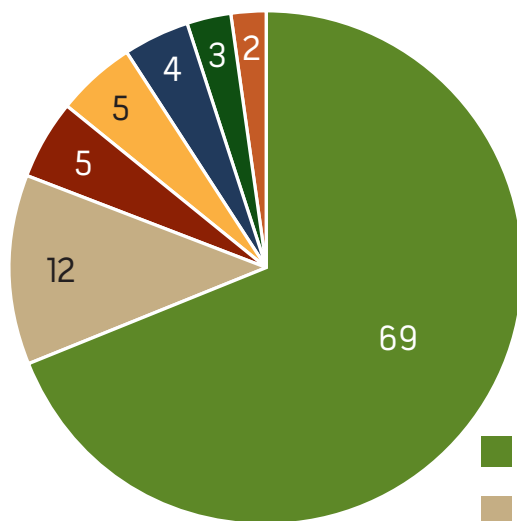


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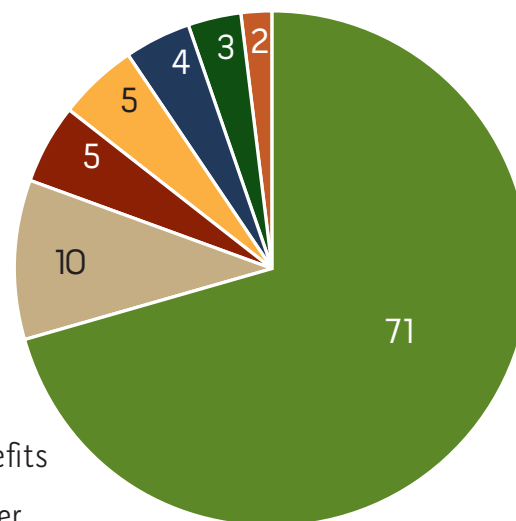
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Operating Expenditures and Interfund Transfers (%)

(\$108 M—YEAR ENDED APRIL 30, 2012)



(\$111 M—YEAR ENDED APRIL 30, 2013)



- Salaries and Benefits
- Supplies and Other
- Capital and Financing Costs
- Scholarships and Bursaries
- Utilities
- Professional Fees and Travel
- Repairs and Maintenance



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Maritime Provinces Tuition Fee Comparison

Undergraduate Full-time Arts and Science

	Arts Tuition Fees (\$)	Science Tuition Fees (\$)
New Brunswick		
Mount Allison University	7,245	7,245
St. Thomas University	5,195	n/a
Université de Moncton	5,441	5,441
University of New Brunswick	6,007	6,007
Nova Scotia		
Acadia University	7,270	7,270
Atlantic School of Theology	n/a	n/a
Cape Breton University	6,190	6,190
Dalhousie University	6,588	7,476
Mount Saint Vincent University	6,067	6,397
NS College of Art & Design	6,000	n/a
Saint Mary's University	6,100	6,100
St. Francis Xavier University	6,780	6,780
University of King's College	6,588	7,476
Université Sainte-Anne	6,180	6,880
Prince Edward Island		
UPEI	5,360	5,360

Tuition rebate full-time
Nova Scotia Residents \$1,283

Tuition rebate full-time
out-of-province students \$261

Prince Edward Island offers resident students when they first enter into postsecondary education the \$2,200 George Coles Bursary. Students in their 2nd, 3rd, and 4th years are eligible for Island Student Awards in the amounts of \$400, \$600 and \$600 respectively; graduating students are awarded an additional \$1,400 George Coles Graduate Scholarship

Year ended April 30,
2013, tuition accounted
for 26.8% of our revenue.

Source: Maritime Provinces Higher Education
Commission

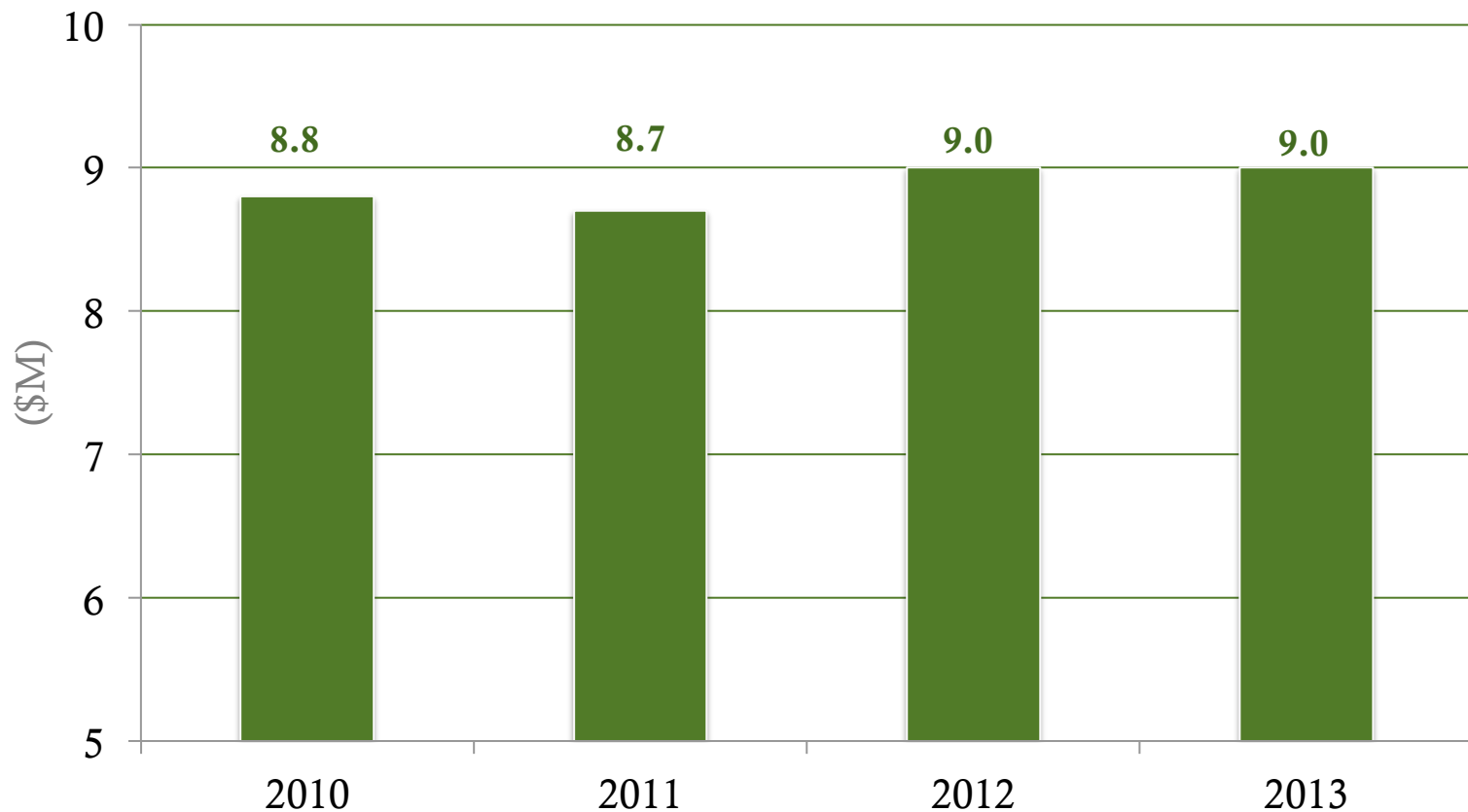


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Ancillary Revenues (\$M*)

(Bookstore, Residence and Conference Services, Parking)



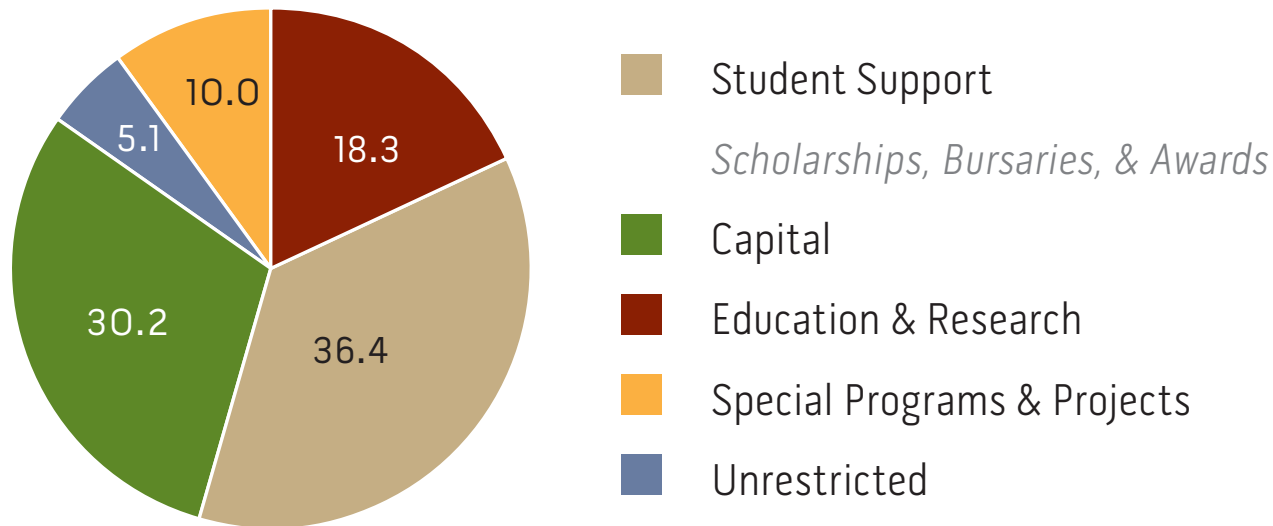
*Does not include sales, service, and other.



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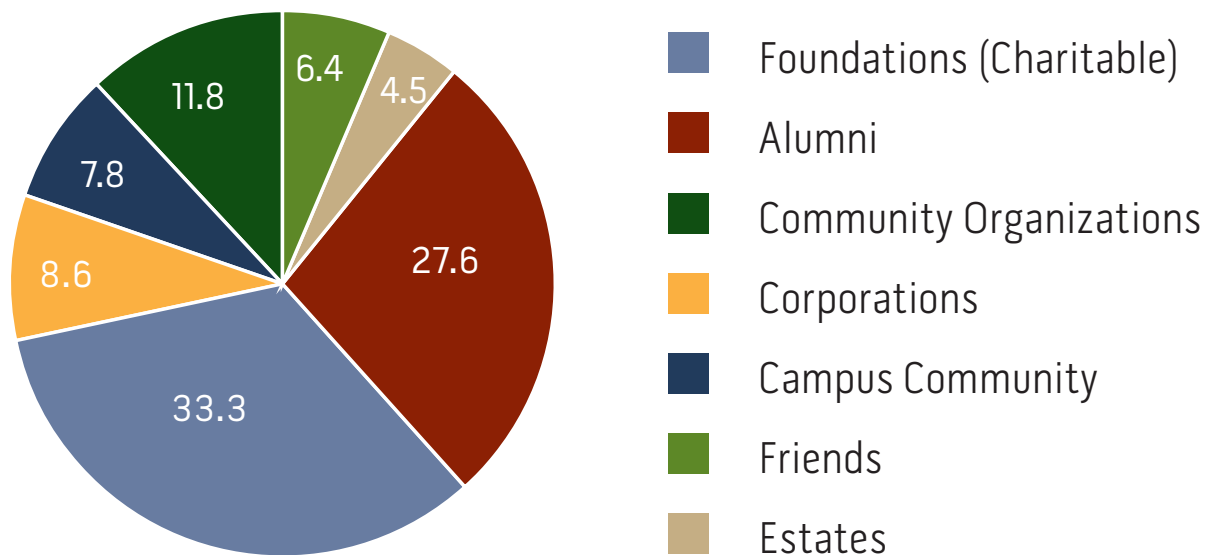
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Donor Support Donations by Area (%)



Donor Support

Donations by Donor (%)

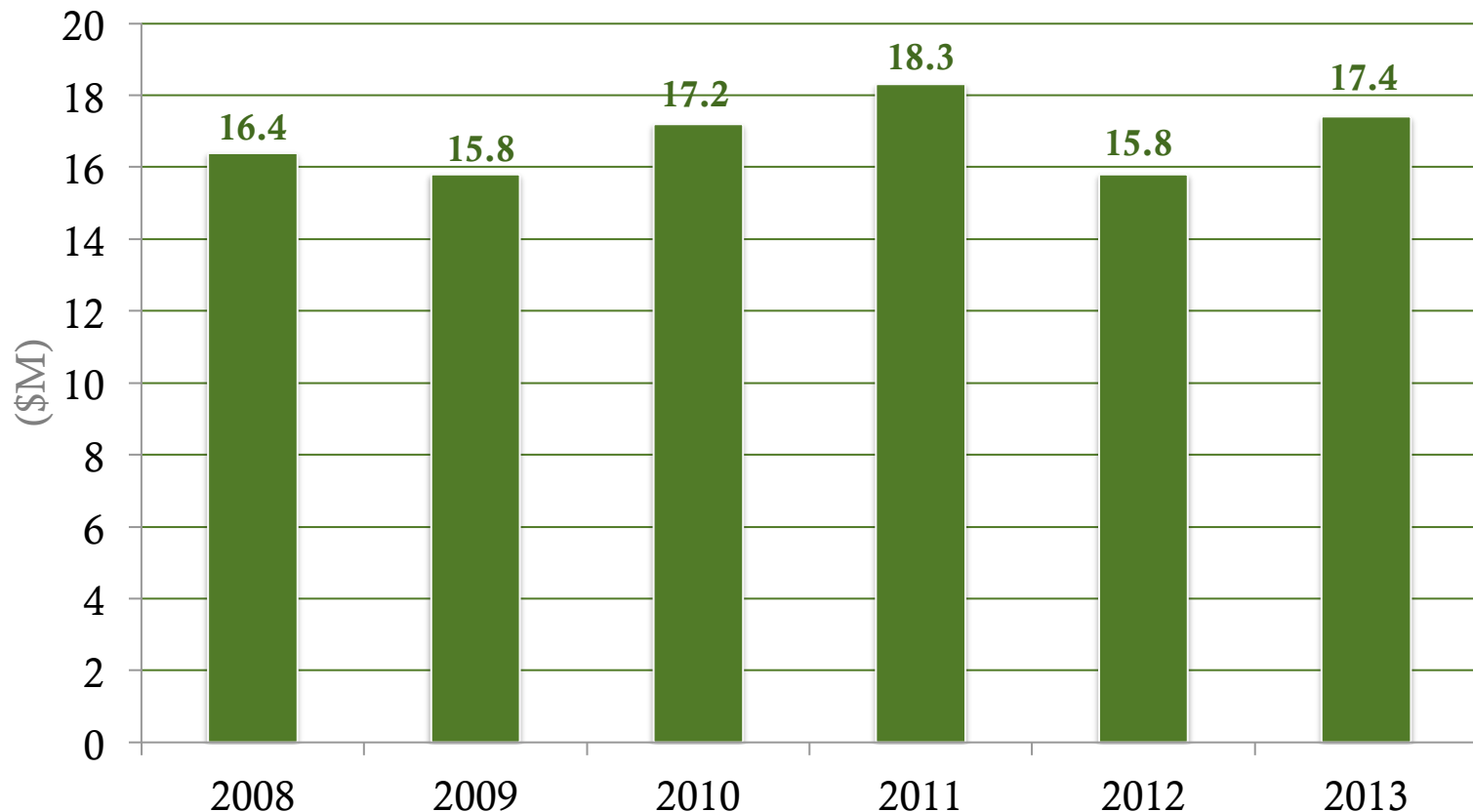


Scholarships and Awards

Scholarships and Awards	Unique Recipients	Total Scholarships and Awards
2010–11	1,891	\$4.5M
2011–12	2,012	\$5.1M
2012–13	2,108	\$5.4M



Research—External Grants and Contracts (\$M)



EMPLOYMENT

EMPLOYMENT LEVEL	SEPTEMBER 2012	NOVEMBER 2013
Permanent Faculty	250	232
Term Faculty	50	53
Permanent staff	373	341
Term staff	217	186
TOTAL EMPLOYEES	890	812

Note: Employee numbers do not include student employees, casual EE, grad students, post-docs (fellowship stream), sessional instructors, employees on leave.



Priorities



Priorities

- **Define what success looks like for UPEI**

in areas such as enrolment, retention, student engagement, awards, reputation, service delivery, fundraising, community outreach

- **Improve recruitment, retention, and enrolment planning**

standing out in an increasingly competitive landscape; timing of the recruitment, application, early offers, and admission cycle; integration of institutional strengths and knowledge

- **Develop current strengths in experiential and active learning**

including in-class experiences such as debates, case studies, group projects, and practical labs; student exchanges/globalization opportunities; co-operative education; internships; residencies; service learning; mentorship, and more



Priorities

- **Continue to encourage students to develop to their full potential**

what and how we teach; dynamic learning opportunities; development of global citizens; students as active participants in knowledge generation and dissemination

- **Strengthen existing programs and identify niche programs and delivery opportunities**

including the proposed BSc in Engineering Design, proposed program modification to BEd, Bachelor of Environmental Studies; PhD in Environmental Sciences; and Post-Baccalaureate Certificate in Video Game Programming



Priorities

- **Examine and mitigate risks**

including pension, deferred maintenance, long term sustainability

- **Engage our alumni, communities, and stakeholders**

in outreach, dialogue, awareness, opportunities for participation and interaction



Points of Pride



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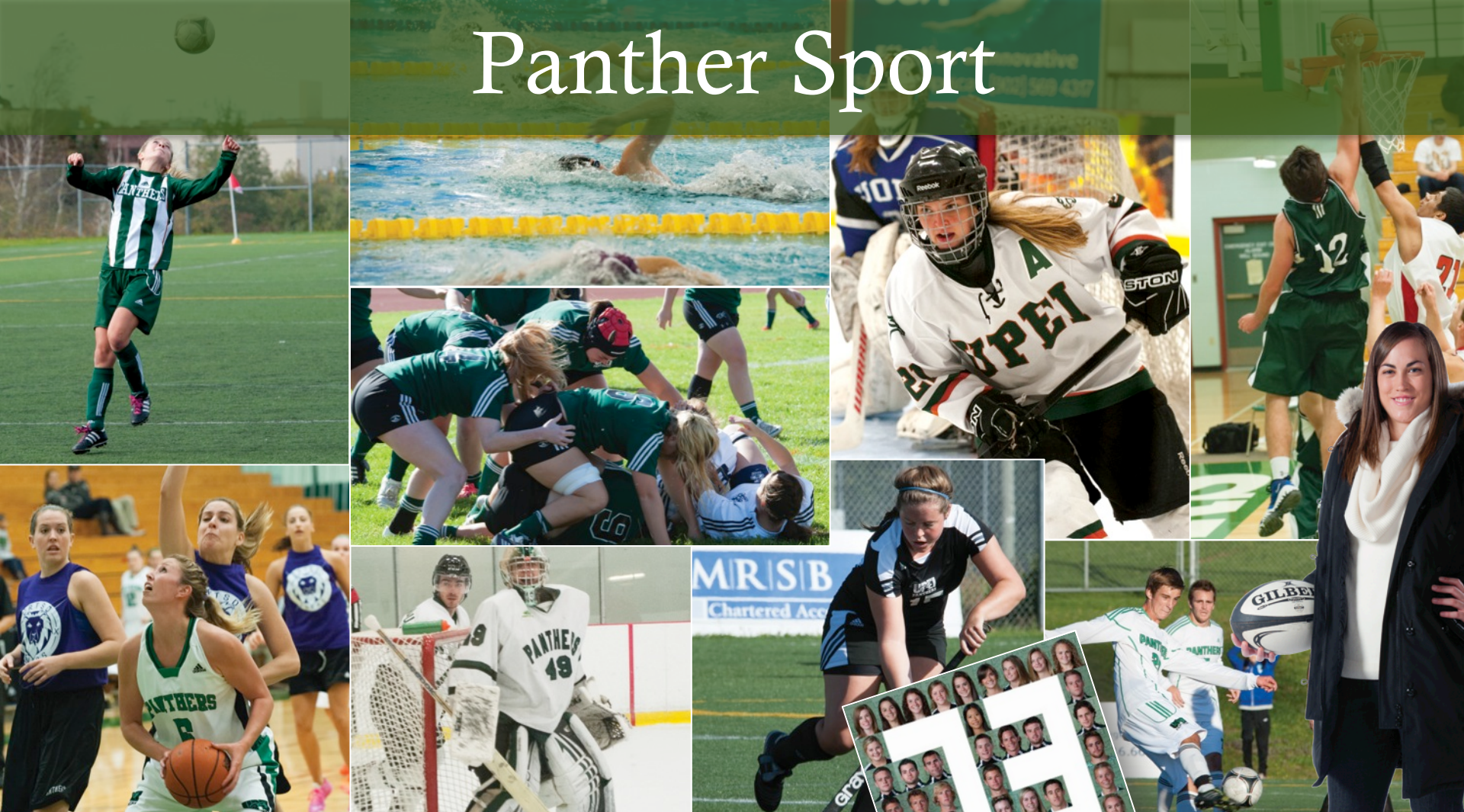
Student Success



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Panther Sport



73 CIS All-Canadians



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Welcome Day and O-Week



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Community Engagement



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Staff and Faculty Achievement



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