



UPEI SHORT-TERM ENROLMENT

UPEI SHORT-TERM ENROLMENT

UPEI is committed to providing knowledge and experiences that encourage critical and creative thinking capable of transforming lives and communities. Our vision is to be a leader in offering outstanding programs and experiential learning opportunities that enable our students to develop to their full potential in both the classroom and the community. As a learning community, we work to ensure our students emerge from their studies ready to excel and contribute to the betterment of our world.

Enrolment drives the second largest portion of University operating revenue following government grants. In the most recent fiscal year (2016–2017), 36% of UPEI's operating revenue was the direct result of student tuition and fees. UPEI's short-term enrolment plan outlines annual targets over the time frame of the UPEI Strategic Plan (2018–2023).

Enrolment planning at UPEI is determined by institutional data relating to historical enrolment and retention rates, anticipated enrolments associated with new programming, demographic trends within key recruitment markets, and space capacity as examined within the Campus Master Plan.

Based on short-term enrolment planning, operational plans relating to enrolment (including, but not limited to, recruitment, retention, experiential learning, program developments, global learning opportunities, application and admission incentives, student scholarships and financial aid, student supports, residence and food services, University communications, alumni relations, community partnerships, and others) are developed by operational units and faculties to align with UPEI's strategic priorities. As these plans directly impact both the short- and long-term sustainability of the institution, it is essential that they are highly integrated, proactive, and data-informed.

Enrolment at UPEI has grown by more than 10% over the past decade. UPEI's current enrolment of 4,669 students stands as the highest enrolment on record for the University. UPEI believes it is well positioned to maintain momentum in

undergraduate and graduate student growth due to the quality of education and learning experiences we provide, our continued ability to provide an affordable and accessible university education, and our track record for innovative new programming options that resonate well with students and market sectors. These strengths, alongside a learning community that is known to be welcoming and engaging, make UPEI competitive in attracting a wide variety of outstanding students.

UPEI's short-term enrolment reflects a five-year target of 5,216 students, or 12% growth, in overall enrolment. This target is based on best estimates of data outlined above and is largely informed by the University's physical space capacity (including classrooms, teaching space, and labs) and resources.

STUDENT ORIGIN

UPEI is committed to being a diverse and welcoming community that is global in learning and perspectives. The composition of our student body contributes vastly to our campus culture. Currently, domestic students (students from PEI and other areas of Canada) account for 74% of our student body. International students from more than 80 countries account for 26%. For planning purposes, UPEI has indicated that the international student population will not exceed 30% during the plan's time frame to ensure our ability to deliver on our value proposition of high quality educational programs, outstanding experiences, well-informed student supports and services, and accessible financial aid for all students.

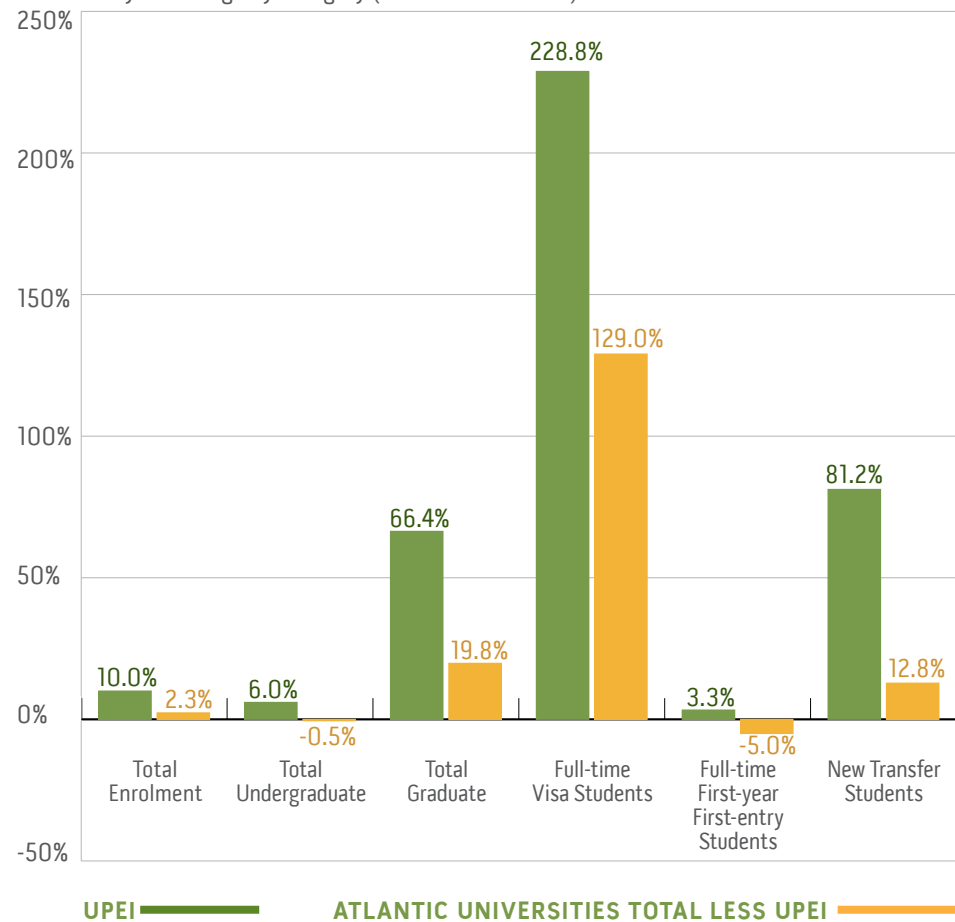
The percentage of PEI's high school graduates at UPEI in September of their high school graduation year is typically within the range of 25–26%. In 2017–2018, the rate increased to 27.3%. UPEI continues to develop recruitment strategies targeted at PEI high school students to ensure a high participation rate with emphasis on initiatives to attract more PEI high school graduates from schools outside the Charlottetown area.

REGIONAL CONTEXT

The Association of Atlantic Universities (AAU) Survey of Preliminary Enrolment indicates that UPEI's total student enrolment has increased by 10% over the decade 2008 to 2018. In comparison, the overall Atlantic Region (less UPEI) experienced only a 2.3% increase in enrolment. The number of full-time first-year, first-entry students increased by 3.3% over the same time frame for UPEI, while the region experienced a decrease of 5% for this category of students. The AAU regional enrolment survey illustrates that over the past decade, UPEI has outperformed the region in the noted categories: total enrolment; total undergraduate enrolment; total graduate enrolment; full-time visa student growth; full-time first-year, first-entry student growth; and new transfer students.

AAU SURVEY OF PRELIMINARY ENROLMENT:

Ten-year change by category (from 2008 to 2018)



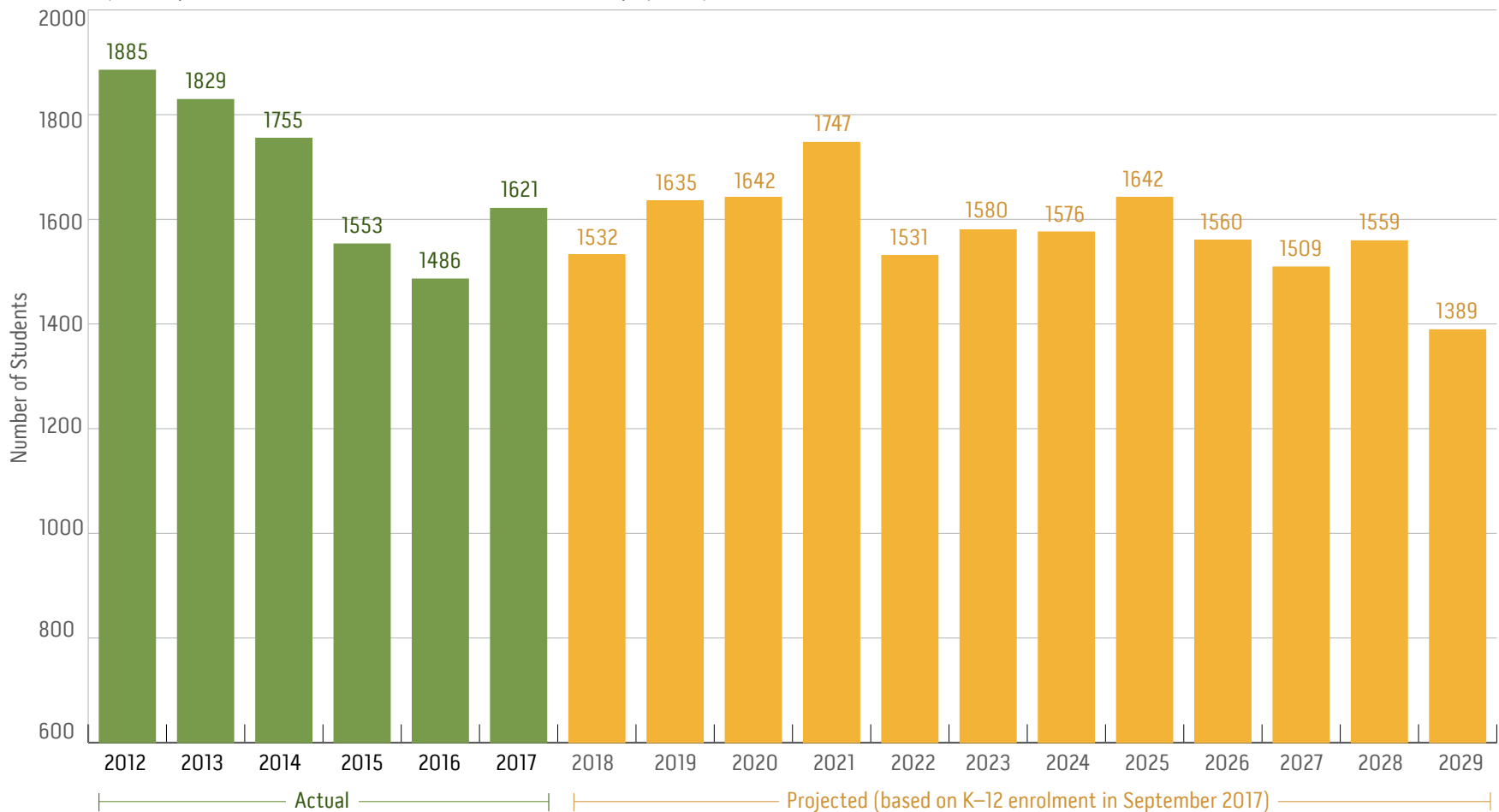
UNDERGRADUATE ENROLMENT SUMMARY

At a regional level, a declining university participation rate among Maritime residents has contributed to an overall decrease in local student enrolment in recent years. In addition, a dramatic drop in the 18–24 year age group in the Maritime Provinces means there are fewer people within the traditional post-secondary age range to attract, thus increasing competition for students in the region.

In Prince Edward Island, the number of students who have graduated from grade 12 has decreased by approximately 22% since 2011, the time frame leading into and throughout UPEI's previous strategic plan. Over the next decade (2019–2029), the size of PEI's high school graduation class is projected to decrease another 15%.

NUMBER OF STUDENTS IN GRADE 12 IN PEI SCHOOLS

(as of September 2012–2017 are actual, and 2018–2029 are projected)



Despite challenging demographics, UPEI has been successful in achieving enrolment growth over the life of the 2013–2018 strategic plan. As indicated by the AAU regional enrolment survey, the ten-year change from 2008–2018 in the number of full-time first-year, first-entry students increased by 3.3% for UPEI, while the region experienced a decrease of 5% for this category of students. UPEI aims to maintain strong application numbers with an emphasis on achieving an increase in the percentage of provincial students applying to UPEI. The increase in the number of international undergraduate students choosing to study at UPEI has significantly aided in offsetting undergraduate enrolment challenges.

GRADUATE ENROLMENT SUMMARY

UPEI has experienced considerable growth in graduate student numbers and in the creation of new graduate programs. As indicated in the AAU Preliminary Enrolment Survey (2008–2018), UPEI achieved a 66.4% increase in total graduate enrolment for the decade, compared to a 19.8% enrolment increase in graduate students for the Atlantic Region overall (less UPEI).

Over the life of the 2013–2018 strategic plan, UPEI developed several new graduate programs including a MBA in Global Leadership, a Doctor of Psychology program with a focus in Cross-Cultural Competencies, the jointly delivered Master of Global Affairs, a Master of Science in Sustainable Design Engineering, and new online options within the Master of Arts in Island Studies. In 2017, UPEI established the Faculty of Graduate Studies to address this growth and to provide greater coordination and supports for graduate students, postdoctoral researchers, and faculty in their programs, and to promote graduate student research and scholarly work.

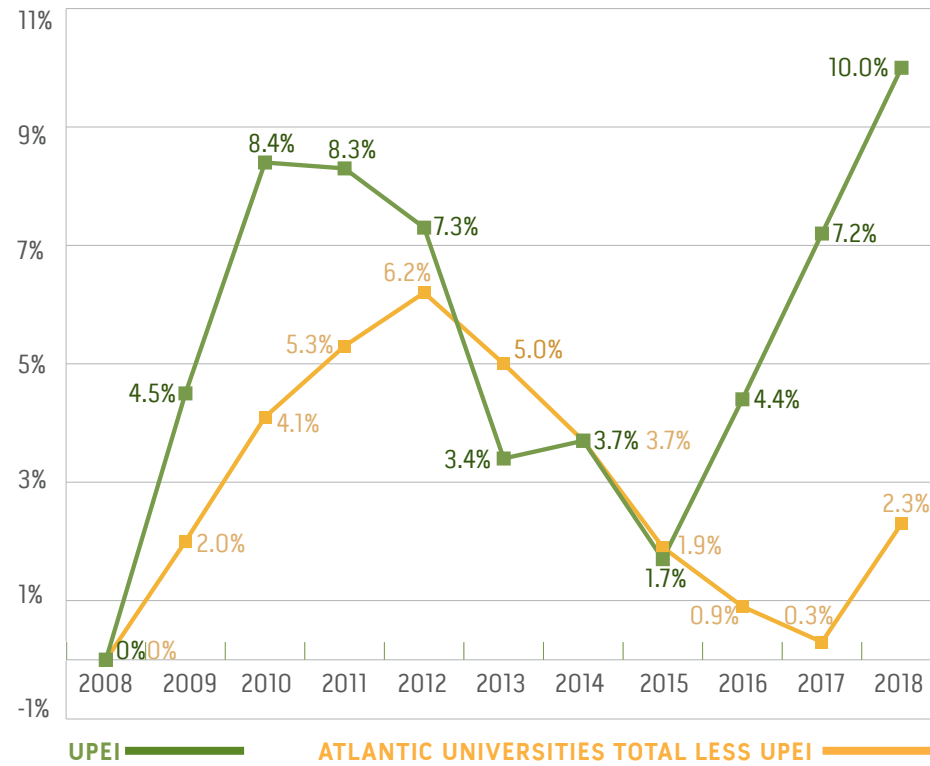
Further development of innovative graduate and doctoral level programs, mentorship for graduate students' scholarly life and career, new sources of funding supports, and multi-perspective research collaborations are priorities for the Faculty of Graduate Studies over the next five years.

RETENTION

UPEI is committed to ensuring our students receive a high quality education and student experiences that are second to none. Our University vision of helping our students reach their full potential in both the classroom and the community is built on achieving excellence in teaching and learning, outstanding student supports and services, and a high level of student engagement that strengthens the relationship between our institution and our students. This relationship is essential to recruiting and retaining students, establishing a strong and engaged alumni network that highly values their UPEI experience and lifelong learning, and building UPEI's reputation locally and globally.

UPEI's efforts to improve retention rates over the past several years have succeeded. UPEI's five-year average retention rate increased to 79% for cohorts entering 2013 to 2017, from a five-year average of 74% for cohorts entering 2008 to 2012.

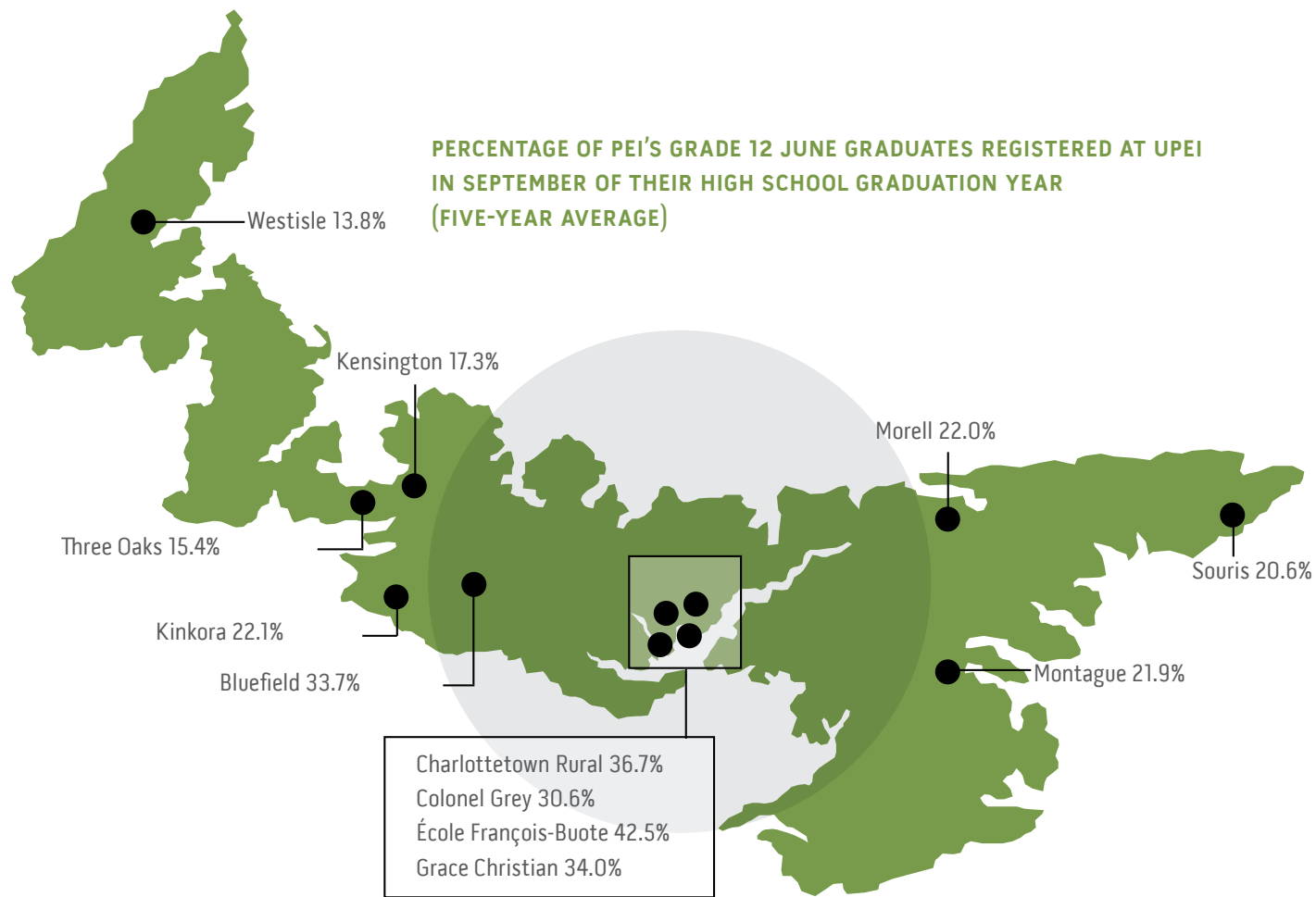
TEN-YEAR CHANGE IN TOTAL ENROLMENT (relative to the level in 2008)



TARGETED ENROLMENT
ENROLMENT TARGETS

	2018–19 (Oct 1, actual)	2019–20	2020–21	2021–22	2022–23	2023–24
FULL-TIME UNDERGRADUATE AND PROFESSIONAL						
Arts	775	790	806	821	821	821
Business	750	765	780	795	803	811
Education	85	85	85	85	85	85
Nursing	268	268	272	272	272	272
Science	1366	1406	1423	1438	1454	1454
Sustainable Design Engineering	238	298	348	398	438	478
Veterinary Medicine	261	266	268	268	268	268
Unclassified/Non-program	85	85	85	85	85	85
TOTAL FT UNDERGRADUATE	3828	3963	4067	4162	4226	4274
TOTAL FT GRADUATE	458	506	546	561	582	600
TOTAL FT OVERALL	4286	4469	4613	4723	4808	4874
TOTAL PT OVERALL						
	383	376	366	358	349	342
TOTAL OVERALL ENROLMENT						
	4669	4845	4979	5081	5157	5216
FULL-TIME EQUIVALENT (FTE)						
	4414	4594	4735	4843	4925	4988

The University is targeting further improvements of its five-year average retention rate from 79% (for cohorts entering 2013 to 2017) to 83% (for cohorts entering 2018 to 2022).



PEI HIGH-SCHOOL STUDENTS WHO CHOSE UPEI

Students	2013–14	2014–15	2015–16	2016–17	2017–18
Total Grads	1700	1645	1583	1495	1355
Grads attending UPEI	448	410	377	377	370
Percentage	26.4%	24.9%	23.8%	25.2%	27.3%

STUDENT ORIGIN

Students	2013	2014	2015	2016	2017	2018
PEI	66.9%	63.6%	60.2%	58.0%	54.8%	53.4%
Other Canadian provinces	19.3%	20.4%	21.5%	20.8%	21.3%	20.6%
International	13.8%	16.1%	18.3%	21.2%	23.8%	25.9%

PROGRAMMING DEVELOPMENTS

Development of new, highly relevant, and innovative programming was central to the UPEI Strategic Plan (2013–2018) and continues to be a strategic focus within the renewed UPEI strategic plan. Since 2013, UPEI has developed new programming and leveraged existing program strengths to provide new dynamic learning experiences—and more career pathways—for UPEI students.

Examples of new programs developed over the past five years include:

- » Bachelor of Science (Sustainable Design Engineering)
- » Bachelor of Arts (Applied Communications, Leadership, and Culture)
- » UPEI School of Mathematical and Computational Sciences with new majors in:
 - » Actuarial Science
 - » Analytics (Data Analytics and Business Analytics)
 - » Financial Mathematics
- » Bachelor of Environmental Studies
- » Bachelor of Science (Applied Climate Change and Adaptation)
- » Doctor of Psychology (Cross-Cultural Competencies)
- » MBA (Global Leadership)
- » Master of Global Affairs
- » Master of Science (Sustainable Design Engineering)
- » Master of Arts in Island Studies (new online option)
- » Articulated/pathway degrees in Bachelor of Science in Paramedicine (with Honours option), Bachelor of Science (Biotechnology), and Bachelor of Science (Kinesiology)

To optimize programming developments, UPEI transitioned four schools to faculties to provide structures that better align new programs with associated strategies, resources, and supports for students, faculty, and staff. UPEI now has eight faculties (Arts, Business, Education, Graduate Studies, Nursing, Science, Sustainable Design Engineering, and Veterinary Medicine) and two schools (UPEI School of Climate Change and Adaptation, and UPEI School of Mathematical and Computational Sciences).

Programming innovation and development of new credentials will remain a strategic priority for UPEI over the next five years.