

BCIT 2014 Entry Student Survey Report

A: Trades

(Respondents: 1454)

B: All

(Respondents: 2550)

DEMOGRAPHICS		Grp A	Grp B	Please check the category that best describes your highest level of education prior to enrolling at BCIT? (select one)	
		Grp A	Grp B	Grp A	Grp B
Gender	Male	91.7 %	76.3 %		
	Female	8.0 %	23.5 %		
	Other	0.3 %	0.2 %		
	n =	1,424	2,520		
Age	19 or younger	20.5 %	25.7 %	Less than Grade 12	2.5 % 1.8 %
	20-24	40.7 %	40.7 %	Grade 12	39.3 % 36.8 %
	25-29	20.4 %	18.9 %	Some Post-Secondary (no certificate, diploma or Degree obtained)	28.5 % 29.2 %
	30-34	10.0 %	7.8 %	Post-Secondary Certificate	11.2 % 8.5 %
	35-39	4.0 %	3.1 %	Post-Secondary Diploma	8.1 % 8.4 %
	40 or older	4.4 %	3.7 %	Journeyed Status	1.3 % 0.9 %
	n =	1,421	2,517	Bachelor's Degree	6.5 % 11.5 %
Do you wish to be identified as an Aboriginal person for the purpose of this survey?				Professional Designation (e.g. CMA)	0.1 % 0.3 %
Yes	3.9 %	3.4 %	Post-Graduate or Professional Degree	0.8 % 1.2 %	
No	96.1 %	96.6 %	Other	1.6 % 1.4 %	
n =	1,300	2,315	n =	1,416 2,434	
If yes, one that best describes your Aboriginal identity				What is the education level of your most highly educated parent?	
First Nations (including Status, and non-Status)	54.0 %	50.6 %	Less than high school graduation	4.7 %	4.7 %
Métis	22.0 %	28.6 %	High school graduate	16.2 %	14.7 %
Inuit	2.0 %	3.9 %	Some Post-Secondary (no certificate, diploma or Degree obtained)	9.0 %	7.7 %
Don't know	16.0 %	13.0 %	Post-secondary certificate, diploma, or trades qualification	23.9 %	24.2 %
Other	6.0 %	3.9 %	Bachelor's Degree	16.0 %	19.6 %
n =	50	77	Certificate or diploma above Bachelor level	8.2 %	7.5 %
Where were you living (town/city/country) at the time of your application?				Master's, doctorate, law or medicine degree	11.8 % 13.4 %
Burnaby / New Westminster	12.4 %	12.9 %	Don't know	10.2 % 8.2 %	
Coquitlam/Port Coquitlam/Port Moody	9.6 %	9.8 %	n =	1,410 2,426	
Fraser Valley	4.2 %	4.0 %	How important was/is it to your parent(s) or guardian(s) that you get more education after high school?		
Kootenays	1.3 %	1.2 %			
Ladner / Tsawwassen	1.0 %	0.9 %	Very Important	59.9 %	58.3 %
Langley / Aldergrove	3.3 %	2.9 %	Quite Important	23.2 %	21.8 %
Maple Ridge / Pitt Meadows	3.5 %	3.0 %	Somewhat Important	13.0 %	11.3 %
North / West Vancouver	4.3 %	4.7 %	Not Important	4.5 %	5.0 %
Northern BC	3.2 %	2.5 %	Don't Know	3.4 %	3.5 %
Okanagan / Thompson / Cariboo	2.2 %	2.1 %	n =	1,408 2,423	
Richmond / Delta	9.0 %	8.6 %	How would you describe yourself?		
Squamish / Whistler	0.6 %	0.5 %	Born in Canada and both parents born in Canada	44.1 %	39.1 %
Surrey / White Rock / Cloverdale	16.1 %	15.5 %	Born in Canada and only one parent born in Canada	10.9 %	9.9 %
Vancouver	20.7 %	21.2 %	Born in Canada and neither parent born in Canada	18.2 %	20.0 %
Vancouver Island / Coastal	5.2 %	4.6 %	Not born in Canada and now a Canadian citizen	15.9 %	17.2 %
Other Province	1.6 %	2.6 %	Landed immigrant / permanent resident	7.2 %	7.8 %
Other Country	2.0 %	3.2 %	Caregiver visa	0.0 %	0.0 %
n =	1,415	2,428	International/Visa student	3.5 %	5.9 %
What have been your main activities in the months prior to applying to BCIT? (check all that apply)				Refugee	0.4 % 0.2 %
High School Student	15.0 %	20.0 %	n =	1,409 2,425	
College or Institute Student	8.5 %	11.1 %	Is English your first language? (select one)		
University Student	4.4 %	10.4 %	Yes	73.5 %	69.5 %
Employed	77.2 %	70.6 %	No	26.5 %	30.5 %
Unemployed	8.1 %	8.4 %	n =	1,409 2,423	
Travel	7.1 %	10.0 %	What is your main language spoken at home? (select one)		
Other	3.5 %	4.0 %			
Note: %'s can sum to > 100%	n =	1,415 2,432	Grp A	Grp B	Grp A Grp B
				English	72.7 % 66.0 %
				Mandarin	5.2 % 7.5 %
				Cantonese	5.3 % 6.7 %
				Punjabi	3.8 % 3.6 %
				Korean	1.6 % 2.2 %
				Tagalog	3.3 % 3.5 %
				Farsi	0.7 % 1.1 %
				Russian	0.8 % 1.1 %
				Other	6.6 % 8.4 %
				n =	1,405 2,415

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DECIDING on BCIT

	Grp A	Grp B		Grp A	Grp B
How did you first hear about BCIT? (check all that apply)					
BCIT Website	25.3 %	29.2 %	High School teacher	15.2 %	15.4 %
BCIT student/graduate	16.8 %	20.0 %	BCIT Info Session	7.3 %	9.9 %
Friend	30.3 %	34.7 %	BCIT Open House	5.2 %	5.2 %
Family member	28.3 %	33.1 %	Advertisements	10.4 %	11.9 %
BCIT brochure	5.5 %	6.1 %	Employer	10.8 %	7.3 %
High School counsellor	12.8 %	12.5 %	Other	5.0 %	5.6 %
			Note: percentages can sum to > 100%	n = 1,447	2,539

What were your reasons for considering BCIT? (3 choices max)

Reputation	52.9 %	53.6 %
Practical training	53.1 %	58.2 %
Establish a career	45.6 %	48.6 %
Program Length	7.2 %	15.5 %
Program/course only offered at BCIT	16.6 %	23.8 %
Location	17.5 %	14.9 %
Career advancement/professional dev.	19.9 %	19.3 %
Instructor quality	10.4 %	8.0 %
Employer incentive/sponsorship/support	8.5 %	6.9 %
BCIT ACE-IT partnership program (HS)	1.4 %	0.9 %
Other	3.5 %	3.0 %
Note: percentages can sum to > 100%		
	n = 1,449	2,537

What was your PRIMARY objective for enrolling at BCIT? (select one)

Establish a career	64.2 %	58.9 %
Obtain a BCIT Diploma/Degree	6.9 %	14.0 %
Change career	8.6 %	8.3 %
Get a better job in the same field	5.6 %	5.2 %
Personal interest/enrichment	5.0 %	4.5 %
Upgrade existing education/skills	8.0 %	6.6 %
Study here until accepted into University	0.3 %	0.5 %
Obtain a Canadian credential	1.5 %	1.6 %
n = 1,441 2,514		

Other than yourself, please rate how important the following people were in your decision to apply to BCIT?

	Grp A based on valid responses						Grp B based on valid responses							
	Very Important	Imp.	Neutral	Not Imp.	Not at all Imp.	N/A	n =	Very Important	Imp.	Neutral	Not Imp.	Not at all Imp.	N/A	n =
a) Spouse / partner	31.7 %	25.9 %	26.7 %	4.8 %	10.9 %	51.1 %	663	31.1 %	26.9 %	25.2 %	5.5 %	11.4 %	51.4 %	1,149
b) Parent / family	34.0 %	35.6 %	21.3 %	3.0 %	6.1 %	8.6 %	1,282	33.3 %	37.2 %	19.8 %	3.3 %	6.4 %	6.9 %	2,277
c) Friend	12.2 %	30.6 %	38.0 %	7.7 %	11.5 %	13.9 %	1,182	10.6 %	30.4 %	37.8 %	8.9 %	12.3 %	11.5 %	2,114
d) Co-worker	12.7 %	24.8 %	35.5 %	10.3 %	16.6 %	29.4 %	950	8.8 %	20.6 %	35.8 %	13.1 %	21.6 %	30.7 %	1,617
e) High School Teacher	5.6 %	20.5 %	34.4 %	11.2 %	28.4 %	36.4 %	850	5.1 %	18.4 %	33.8 %	13.0 %	29.8 %	34.3 %	1,528
f) High School Counsellor	6.0 %	16.4 %	34.2 %	11.2 %	32.0 %	38.1 %	827	4.8 %	15.0 %	33.9 %	12.7 %	33.6 %	36.2 %	1,480
g) Current/former employer	21.7 %	22.2 %	28.5 %	7.7 %	19.8 %	30.6 %	944	15.1 %	20.6 %	28.9 %	10.9 %	24.5 %	32.6 %	1,579

Did you apply to school(s) besides BCIT for this term?

Yes	11.0 %	17.4 %
No	89.0 %	82.6 %
n = 1,437 2,524		

Which schools did you apply to and which schools did you get accepted to?

	Grp A		Grp B	
	Applied for	Accepted to	Applied for	Accepted to
Capilano College (Capilano University)	6.3 %	4.0 %	6.5 %	5.2 %
Douglas College	12.5 %	12.0 %	14.1 %	14.7 %
Kwantlen Polytechnic University	27.3 %	23.0 %	19.9 %	20.2 %
Langara College	8.6 %	15.0 %	16.1 %	17.9 %
Vancouver Island University (Malaspina)	1.6 %	2.0 %	3.7 %	3.3 %
Simon Fraser University	13.3 %	12.0 %	31.0 %	26.4 %
UBC - Vancouver	8.6 %	4.0 %	27.0 %	12.7 %
UBC - Kelowna	2.3 %	3.0 %	4.2 %	4.6 %
University of the Fraser Valley (UFV)	6.3 %	7.0 %	5.7 %	7.2 %
University of Victoria	3.1 %	4.0 %	6.9 %	7.2 %
Other	48.4 %	44.0 %	6.9 %	7.2 %
Note: percentages can sum to > 100%				
	n = 128	100	403	307

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APPLICATIONS and ADMISSIONS

Prior to submitting your application, when did you start EXPLORING the option of BCIT for your education/training needs?

	Grp A	Grp B
0-5 months prior	21.5 %	22.1 %
6-11 months prior	30.2 %	32.6 %
1-2 years prior	30.4 %	29.2 %
2+ years prior	18.0 %	16.2 %
n =	1,442	2,535

Prior to submitting your application, when did you decide to APPLY to your PROGRAM?

	Grp A	Grp B
0-2 months prior	14.5 %	14.2 %
3-5 months prior	27.3 %	27.7 %
6-11 months prior	33.5 %	35.8 %
1+ years prior	24.6 %	22.3 %
n =	1,412	2,504

Please rate how satisfied you were with the following aspects of the BCIT admissions process:

	Grp A based on valid responses					n =	Grp B based on valid responses					n =
	Very Satisfied & Satisfied	Neutral	Dis-satisfied	Very Dis-satisfied	N/A		Very Satisfied & Satisfied	Neutral	Dis-satisfied	Very Dis-satisfied	N/A	
a) The time required to receive an admissions decision	67.5 %	23.9 %	6.2 %	2.3 %	1.6 %	1,414	69.8 %	22.4 %	6.2 %	2.4 %	1.1 %	2,454
b) Online application system	67.1 %	25.1 %	6.3 %	1.5 %	6.1 %	1,345	68.7 %	22.8 %	7.0 %	1.6 %	4.2 %	2,373
c) Clarity of entrance requirements	78.7 %	17.0 %	3.8 %	0.6 %	1.9 %	1,407	77.5 %	17.0 %	4.3 %	1.1 %	1.2 %	2,439
d) Ability to review the status of your application	73.7 %	20.1 %	5.0 %	1.2 %	2.9 %	1,391	77.2 %	17.4 %	4.3 %	1.2 %	2.1 %	2,418
e) Clarity of admissions-related	64.2 %	24.7 %	8.2 %	2.9 %	2.4 %	1,395	66.6 %	23.3 %	7.2 %	3.0 %	1.9 %	2,419
f) Availability of admissions support	65.1 %	28.6 %	4.4 %	1.9 %	4.4 %	1,368	66.2 %	27.1 %	4.7 %	2.1 %	5.2 %	2,331

How likely is it that the following factors could prevent you from continuing your program?

	Grp A based on valid responses					n =	Grp B based on valid responses					n =
	Very Likely	Likely	Unlikely	Very Unlikely	Don't Know		Very Likely	Likely	Unlikely	Very Unlikely	Don't Know	
a) Admitted by another institution	1.2 %	6.3 %	28.3 %	64.2 %	15.2 %	1,145	2.0 %	8.3 %	28.5 %	61.2 %	15.1 %	1,997
b) Finances	7.9 %	21.2 %	41.9 %	29.0 %	6.0 %	1,284	9.3 %	23.4 %	40.0 %	27.4 %	5.6 %	2,247
c) Hard to fit classes with job schedule	2.2 %	11.9 %	39.2 %	46.7 %	11.4 %	1,207	2.4 %	12.5 %	38.0 %	47.1 %	11.9 %	2,083
d) Convenience (transportation)	2.2 %	11.9 %	39.7 %	46.2 %	7.0 %	1,265	2.6 %	12.0 %	38.8 %	46.6 %	6.0 %	2,226
e) Child Care	2.2 %	5.5 %	24.2 %	68.2 %	35.4 %	877	2.0 %	5.2 %	23.0 %	69.8 %	40.3 %	1,406
f) Other family considerations	1.8 %	13.9 %	36.3 %	47.9 %	16.5 %	1,137	2.0 %	14.6 %	38.5 %	44.8 %	17.0 %	1,960
g) Not sure of program choice	2.3 %	8.0 %	33.4 %	56.2 %	13.9 %	1,170	2.8 %	10.9 %	33.9 %	52.5 %	12.4 %	2,070
h) Not sure of career choice	3.3 %	9.2 %	33.9 %	53.6 %	13.3 %	1,177	3.8 %	11.6 %	34.6 %	50.0 %	11.9 %	2,080
i) Employment prospects	4.2 %	13.1 %	39.5 %	43.2 %	11.4 %	1,199	5.7 %	16.1 %	36.7 %	41.5 %	10.1 %	2,118
j) Program difficulty	2.9 %	13.3 %	40.3 %	43.5 %	7.0 %	1,267	4.3 %	17.6 %	40.4 %	37.7 %	6.5 %	2,215
k) English language skills	1.8 %	4.6 %	20.1 %	73.5 %	13.7 %	1,175	2.5 %	5.9 %	19.4 %	72.2 %	12.9 %	2,063
l) University-transfer ability	0.6 %	5.4 %	26.3 %	67.7 %	20.2 %	1,080	1.8 %	8.7 %	28.2 %	61.2 %	17.7 %	1,938
m) Availability of on-campus housing	1.3 %	3.0 %	23.9 %	71.8 %	26.6 %	997	1.2 %	3.9 %	23.2 %	71.8 %	26.4 %	1,737
n) Other	8.9 %	5.6 %	30.2 %	55.3 %	58.8 %	179	8.6 %	5.3 %	28.9 %	57.2 %	58.0 %	187

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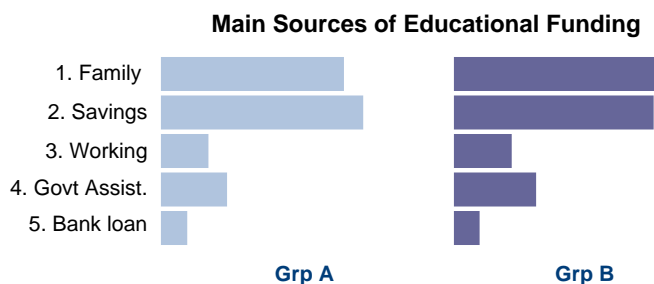
B: All

(Respondents: 2550)

FINANCIAL AID

What were your main sources of your educational funding? (check all that apply)

	Grp A	Grp B
Support from family	51.9 %	58.3 %
Support from employer / agency	7.9 %	5.6 %
Personal savings	57.2 %	56.5 %
Credit Cards	9.0 %	8.9 %
Bank loan / Line of Credit	8.4 %	8.3 %
Government student loans / grants	19.5 %	23.8 %
Scholarship / Award / Bursary	7.1 %	11.3 %
Sponsorship	3.8 %	3.1 %
Working while attending BCIT	14.2 %	17.2 %
Investment Income (RESP)	6.4 %	8.6 %
Other	4.0 %	2.6 %
Note: percentages can sum to > 100% n =	1,427	2,464



Please use the following rating scale to rate your experience using the BCIT website for each of the following purposes:

	Grp A based on valid responses					Grp B based on valid responses				
	Excellent & Good	Adequate	Poor	N/A	n =	Excellent & Good	Adequate	Poor	N/A	n =
a) Research into programs and courses	78.3 %	17.5 %	4.3 %	4.2 %	1,358	80.8 %	15.0 %	4.2 %	3.0 %	2,361
b) Program application	77.8 %	18.2 %	4.0 %	4.8 %	1,347	79.4 %	16.8 %	3.8 %	3.5 %	2,345
c) Orientation to facilities and services	66.8 %	26.7 %	6.5 %	11.3 %	1,250	67.1 %	26.4 %	6.5 %	10.2 %	2,173
d) Access to contact information	73.2 %	22.5 %	4.3 %	4.9 %	1,339	73.3 %	21.7 %	5.0 %	4.4 %	2,313

How useful was the BCIT website in assisting with your decision to enrol at BCIT?

	Grp A	Grp B
Very useful	31.2 %	33.0 %
Quite useful	39.9 %	40.9 %
Somewhat useful	22.6 %	20.8 %
Not useful	6.3 %	5.3 %
n =	1,418	2,436

Were you able to find all of the information you were looking for on the BCIT website?

(select one)	Grp A	Grp B
All	18.4 %	18.4 %
Most	64.9 %	65.7 %
Some	15.2 %	14.8 %
None	1.5 %	1.1 %
n =	1,422	2,441

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PROGRAM ADVISING

Before applying for a course or program at BCIT, did you use the services at the Program Advising department?

	Grp A	Grp B
Yes	8.3 %	12.7 %
No	77.8 %	74.5 %
Don't know	13.8 %	12.8 %
n =	1,430	2,480

How did you make contact with the Program Advising department? (select all that apply)

	Grp A	Grp B
Phone	44.8 %	45.0 %
In Person	56.9 %	55.0 %
Email	25.0 %	29.6 %
Other	2.6 %	1.3 %
Note: percentages can sum to > 100%	n = 116	311

Prior to applying, how many times did you contact the Program Advising department?

	Grp A	Grp B
Once	36.8 %	31.7 %
Twice	32.5 %	33.0 %
Three times	12.3 %	15.2 %
Four times	7.0 %	6.5 %
Five or more times	11.4 %	13.6 %
n =	114	309

Please rate how satisfied you were with the Program Advising services at BCIT:

	Grp A	Grp B
Very Satisfied	28.7 %	29.5 %
Satisfied	44.3 %	40.9 %
Neutral	22.6 %	21.8 %
Dissatisfied	2.6 %	5.8 %
Very Dissatisfied	1.7 %	1.9 %
n =	115	308

BCIT PUBLICATIONS, SERVICES and EVENTS

For each of the items listed below, please use the following scale to rate us on your BCIT experience to date:

	Grp A					Grp B				
	<i>(based on valid responses - 100%)</i>					<i>(based on valid responses - 100%)</i>				
	Excellent & Good	Adequate	Poor	N/A	n =	Excellent & Good	Adequate	Poor	N/A	n =
a) BCIT Publications (Program Brochure, Viewbook, etc)	77.8 %	21.0 %	1.2 %	18.9 %	1,151	74.2 %	23.8 %	2.0 %	21.1 %	1,912
b) Community info Session	70.9 %	27.0 %	2.1 %	35.1 %	915	68.4 %	28.8 %	2.8 %	36.3 %	1,537
c) Program info Session	77.8 %	20.0 %	2.2 %	28.6 %	1,004	77.0 %	20.3 %	2.7 %	25.7 %	1,792
d) Direct contact with program staff	79.3 %	18.4 %	2.3 %	17.2 %	1,162	79.4 %	18.0 %	2.7 %	14.1 %	2,069
e) Pre-entry testing	68.7 %	28.3 %	3.0 %	47.4 %	739	67.3 %	29.7 %	3.0 %	46.2 %	1,295
f) BIG info	67.3 %	29.6 %	3.2 %	52.5 %	663	68.1 %	27.5 %	4.4 %	53.2 %	1,119
g) Campus tours	73.2 %	23.5 %	3.3 %	36.6 %	892	63.0 %	29.1 %	7.8 %	33.7 %	1,594
h) Spend-a-day program	64.8 %	30.0 %	5.3 %	64.9 %	494	62.1 %	30.0 %	7.9 %	69.2 %	736
i) Open House	71.6 %	24.9 %	3.5 %	57.2 %	602	70.0 %	25.2 %	4.8 %	60.2 %	953
j) Financial Aid & Awards Services	64.6 %	28.5 %	6.9 %	55.3 %	625	61.3 %	28.9 %	9.8 %	55.9 %	1,055
k) Housing Office	0.0 %	0.0 %	0.0 %	0.0 %	0	59.3 %	32.5 %	8.2 %	76.7 %	231

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A: Technology

(Respondents: 1096)

B: All

(Respondents: 2550)

DEMOGRAPHICS

	Grp A	Grp B
Gender		
Male	56.3 %	76.3 %
Female	43.7 %	23.5 %
Other	0.0 %	0.2 %
n =	1,096	2,520
Age		
19 or younger	32.5 %	25.7 %
20-24	40.8 %	40.7 %
25-29	16.9 %	18.9 %
30-34	5.0 %	7.8 %
35-39	2.0 %	3.1 %
40 or older	2.8 %	3.7 %
n =	1,096	2,517

Do you wish to be identified as an Aboriginal person for the purpose of this survey?

Yes	2.7 %	3.4 %
No	97.3 %	96.6 %
n =	1,015	2,315

If yes, one that best describes your Aboriginal identity

First Nations (including Status, and non-Status)	44.4 %	50.6 %
Métis	40.7 %	28.6 %
Inuit	7.4 %	3.9 %
Don't know	7.4 %	13.0 %
Other	0.0 %	3.9 %
n =	27	77

Where were you living (town/city/country) at the time of your application?

Burnaby / New Westminster	13.4 %	12.9 %
Coquitlam/Port Coquitlam/Port Moody	10.1 %	9.8 %
Fraser Valley	3.8 %	4.0 %
Kootenays	1.0 %	1.2 %
Ladner / Tsawwassen	0.7 %	0.9 %
Langley / Aldergrove	2.4 %	2.9 %
Maple Ridge / Pitt Meadows	2.3 %	3.0 %
North / West Vancouver	5.1 %	4.7 %
Northern BC	1.6 %	2.5 %
Okanagan / Thompson / Cariboo	2.0 %	2.1 %
Richmond / Delta	8.1 %	8.6 %
Squamish / Whistler	0.5 %	0.5 %
Surrey / White Rock / Cloverdale	14.7 %	15.5 %
Vancouver	21.8 %	21.2 %
Vancouver Island / Coastal	3.8 %	4.6 %
Other Province	4.0 %	2.6 %
Other Country	4.8 %	3.2 %
n =	1,013	2,428

What have been your main activities in the months prior to applying to BCIT? (check all that apply)

High School Student	27.0 %	20.0 %
College or Institute Student	14.7 %	11.1 %
University Student	18.7 %	10.4 %
Employed	61.6 %	70.6 %
Unemployed	8.8 %	8.4 %
Travel	14.0 %	10.0 %
Other	4.7 %	4.0 %
n =	1,017	2,432

Note: %'s can sum to > 100%

Please check the category that best describes your highest level of education prior to enrolling at BCIT?

(select one)

Less than Grade 12	1.0 %	1.8 %
Grade 12	33.3 %	36.8 %
Some Post-Secondary (no certificate, diploma or Degree obtained)	30.2 %	29.2 %
Post-Secondary Certificate	4.7 %	8.5 %
Post-Secondary Diploma	8.7 %	8.4 %
Journeyed Status	0.3 %	0.9 %
Bachelor's Degree	18.4 %	11.5 %
Professional Designation (e.g. CMA)	0.5 %	0.3 %
Post-Graduate or Professional Degree	1.8 %	1.2 %
Other	1.2 %	1.4 %
n =	1,018	2,434

What is the education level of your most highly educated parent?

Less than high school graduation	4.7 %	4.7 %
High school graduate	12.7 %	14.7 %
Some Post-Secondary (no certificate, diploma or Degree obtained)	5.9 %	7.7 %
Post-secondary certificate, diploma, or trades qualification	24.6 %	24.2 %
Bachelor's Degree	24.6 %	19.6 %
Certificate or diploma above Bachelor level	6.5 %	7.5 %
Master's, doctorate, law or medicine degree	15.6 %	13.4 %
Don't know	5.3 %	8.2 %
n =	1,016	2,426

How important was/is it to your parent(s) or guardian(s) that you get more education after high school?

	Very Important	Quite Important	Somewhat Important	Not Important	Don't Know	n =
Grp A	61.7 %	19.9 %	9.1 %	5.7 %	3.6 %	1,015
Grp B	58.3 %	21.8 %	11.3 %	5.0 %	3.5 %	2,423

How would you describe yourself?

Born in Canada and both parents born in Canada	32.1 %	39.1 %
Born in Canada and only one parent born in Canada	8.6 %	9.9 %
Born in Canada and neither parent born in Canada	22.6 %	20.0 %
Not born in Canada and now a Canadian citizen	19.0 %	17.2 %
Landed immigrant / permanent resident	8.6 %	7.8 %
Caregiver visa	0.0 %	0.0 %
International/Visa student	9.2 %	5.9 %
Refugee	0.0 %	0.2 %
n =	1,016	2,425

Is English your first language?

(select one)

Yes	63.9 %	69.5 %
No	36.1 %	30.5 %
n =	1,014	2,423

What is your main language spoken at home?

(select one)

	Grp A	Grp B		Grp A	Grp B
English	56.6 %	66.0 %	Tagalog	3.8 %	3.5 %
Mandarin	10.7 %	7.5 %	Farsi	1.6 %	1.1 %
Cantonese	8.6 %	6.7 %	Russian	1.6 %	1.1 %
Punjabi	3.3 %	3.6 %	Other	10.9 %	8.4 %
Korean	3.0 %	2.2 %	n =	1,010	2,415

BCIT 2014 Entry Student Survey Report

A: Technology

(Respondents: 1096)

B: All

(Respondents: 2550)

DECIDING on BCIT

	Grp A	Grp B		Grp A	Grp B
How did you first hear about BCIT? (check all that apply)					
BCIT Website	34.4 %	29.2 %	High School teacher	15.7 %	15.4 %
BCIT student/graduate	24.3 %	20.0 %	BCIT Info Session	13.3 %	9.9 %
Friend	40.7 %	34.7 %	BCIT Open House	5.2 %	5.2 %
Family member	39.6 %	33.1 %	Advertisements	13.8 %	11.9 %
BCIT brochure	7.0 %	6.1 %	Employer	2.7 %	7.3 %
High School counsellor	12.1 %	12.5 %	Other	6.3 %	5.6 %
			Note: percentages can sum to > 100%	n = 1,092	2,539

What were your reasons for considering BCIT? (3 choices max)

Reputation	54.6 %	53.6 %
Practical training	65.0 %	58.2 %
Establish a career	52.6 %	48.6 %
Program Length	26.5 %	15.5 %
Program/course only offered at BCIT	33.4 %	23.8 %
Location	11.5 %	14.9 %
Career advancement/professional dev.	18.5 %	19.3 %
Instructor quality	4.9 %	8.0 %
Employer incentive/sponsorship/support	4.9 %	6.9 %
BCIT ACE-IT partnership program (HS)	0.2 %	0.9 %
Other	2.3 %	3.0 %
Note: percentages can sum to > 100% n = 1,088 2,537		

What was your PRIMARY objective for enrolling at BCIT? (select one)

Establish a career	51.8 %	58.9 %
Obtain a BCIT Diploma/Degree	23.6 %	14.0 %
Change career	7.9 %	8.3 %
Get a better job in the same field	4.7 %	5.2 %
Personal interest/enrichment	3.8 %	4.5 %
Upgrade existing education/skills	4.7 %	6.6 %
Study here until accepted into University	0.8 %	0.5 %
Obtain a Canadian credential	1.8 %	1.6 %
n = 1,073 2,514		

Other than yourself, please rate how important the following people were in your decision to apply to BCIT?

	Grp A based on valid responses						Grp B based on valid responses							
	Very Important	Imp.	Neutral	Not Imp.	Not at all Imp.	N/A	n =	Very Important	Imp.	Neutral	Not Imp.	Not at all Imp.	N/A	n =
a) Spouse / partner	30.2 %	28.2 %	23.0 %	6.4 %	12.1 %	51.6 %	486	31.1 %	26.9 %	25.2 %	5.5 %	11.4 %	51.4 %	1,149
b) Parent / family	32.5 %	39.3 %	17.8 %	3.7 %	6.7 %	4.6 %	995	33.3 %	37.2 %	19.8 %	3.3 %	6.4 %	6.9 %	2,277
c) Friend	8.6 %	30.2 %	37.6 %	10.4 %	13.3 %	8.2 %	932	10.6 %	30.4 %	37.8 %	8.9 %	12.3 %	11.5 %	2,114
d) Co-worker	3.3 %	14.5 %	36.3 %	17.1 %	28.8 %	32.5 %	667	8.8 %	20.6 %	35.8 %	13.1 %	21.6 %	30.7 %	1,617
e) High School Teacher	4.4 %	15.8 %	33.0 %	15.2 %	31.6 %	31.5 %	678	5.1 %	18.4 %	33.8 %	13.0 %	29.8 %	34.3 %	1,528
f) High School Counsellor	3.2 %	13.2 %	33.5 %	14.5 %	35.5 %	33.6 %	653	4.8 %	15.0 %	33.9 %	12.7 %	33.6 %	36.2 %	1,480
g) Current/former employer	5.2 %	18.3 %	29.4 %	15.6 %	31.5 %	35.4 %	635	15.1 %	20.6 %	28.9 %	10.9 %	24.5 %	32.6 %	1,579

Did you apply to school(s) besides BCIT for this term?

Yes	25.9 %	17.4 %
No	74.1 %	82.6 %
n = 1,087 2,524		

Which schools did you apply to and which schools did you get accepted to?

	Grp A		Grp B		
	Applied for	Accepted to	Applied for	Accepted to	
Capilano College (Capilano University)	6.5 %	5.8 %	6.5 %	5.2 %	
Douglas College	14.9 %	15.9 %	14.1 %	14.7 %	
Kwantlen Polytechnic University	16.4 %	18.8 %	19.9 %	20.2 %	
Langara College	19.6 %	19.3 %	16.1 %	17.9 %	
Vancouver Island University (Malaspina)	4.7 %	3.9 %	3.7 %	3.3 %	
Simon Fraser University	39.3 %	33.3 %	31.0 %	26.4 %	
UBC - Vancouver	35.6 %	16.9 %	27.0 %	12.7 %	
UBC - Kelowna	5.1 %	5.3 %	4.2 %	4.6 %	
University of the Fraser Valley (UFV)	5.5 %	7.2 %	5.7 %	7.2 %	
University of Victoria	8.7 %	8.7 %	6.9 %	7.2 %	
Other	20.0 %	17.4 %	6.9 %	7.2 %	
Note: percentages can sum to > 100%		n = 275	207	403	307

APPLICATIONS and ADMISSIONS

Prior to submitting your application, when did you start EXPLORING the option of BCIT for your education/training needs?

	Grp A	Grp B
0-5 months prior	22.9 %	22.1 %
6-11 months prior	35.8 %	32.6 %
1-2 years prior	27.5 %	29.2 %
2+ years prior	13.8 %	16.2 %
n =	1,093	2,535

Prior to submitting your application, when did you decide to APPLY to your PROGRAM?

	Grp A	Grp B
0-2 months prior	13.7 %	14.2 %
3-5 months prior	28.1 %	27.7 %
6-11 months prior	38.8 %	35.8 %
1+ years prior	19.3 %	22.3 %
n =	1,092	2,504

Please rate how satisfied you were with the following aspects of the BCIT admissions process:

	Grp A <i>based on valid responses</i>					n =	Grp B <i>based on valid responses</i>					n =
	Very Satisfied & Satisfied	Neutral	Dis-satisfied	Very Dis-satisfied	N/A		Very Satisfied & Satisfied	Neutral	Dis-satisfied	Very Dis-satisfied	N/A	
a) The time required to receive an admissions decision	71.0 %	20.3 %	6.3 %	2.5 %	0.4 %	1,040	69.8 %	22.4 %	6.2 %	2.4 %	1.1 %	2,454
b) Online application system	70.8 %	19.7 %	7.8 %	1.7 %	1.5 %	1,028	68.7 %	22.8 %	7.0 %	1.6 %	4.2 %	2,373
c) Clarity of entrance requirements	76.0 %	17.0 %	5.1 %	1.9 %	0.2 %	1,032	77.5 %	17.0 %	4.3 %	1.1 %	1.2 %	2,439
d) Ability to review the status of your application	81.9 %	13.8 %	3.2 %	1.1 %	1.0 %	1,027	77.2 %	17.4 %	4.3 %	1.2 %	2.1 %	2,418
e) Clarity of admissions-related	69.9 %	21.3 %	5.7 %	3.1 %	1.3 %	1,024	66.6 %	23.3 %	7.2 %	3.0 %	1.9 %	2,419
f) Availability of admissions support	67.6 %	25.0 %	5.1 %	2.3 %	6.2 %	963	66.2 %	27.1 %	4.7 %	2.1 %	5.2 %	2,331

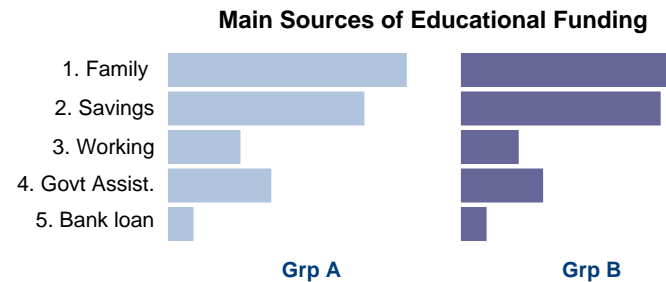
How likely is it that the following factors could prevent you from continuing your program?

	Grp A <i>based on valid responses</i>					n =	Grp B <i>based on valid responses</i>					n =
	Very Likely	Likely	Unlikely	Very Unlikely	Don't Know		Very Likely	Likely	Unlikely	Very Unlikely	Don't Know	
a) Admitted by another institution	2.9 %	10.9 %	28.9 %	57.3 %	14.9 %	852	2.0 %	8.3 %	28.5 %	61.2 %	15.1 %	1,997
b) Finances	11.2 %	26.3 %	37.4 %	25.1 %	5.0 %	963	9.3 %	23.4 %	40.0 %	27.4 %	5.6 %	2,247
c) Hard to fit classes with job schedule	2.6 %	13.4 %	36.4 %	47.6 %	12.7 %	876	2.4 %	12.5 %	38.0 %	47.1 %	11.9 %	2,083
d) Convenience (transportation)	3.1 %	12.2 %	37.7 %	47.0 %	4.6 %	961	2.6 %	12.0 %	38.8 %	46.6 %	6.0 %	2,226
e) Child Care	1.7 %	4.7 %	21.0 %	72.6 %	47.1 %	529	2.0 %	5.2 %	23.0 %	69.8 %	40.3 %	1,406
f) Other family considerations	2.3 %	15.7 %	41.4 %	40.6 %	17.7 %	823	2.0 %	14.6 %	38.5 %	44.8 %	17.0 %	1,960
g) Not sure of program choice	3.3 %	14.6 %	34.6 %	47.6 %	10.4 %	900	2.8 %	10.9 %	33.9 %	52.5 %	12.4 %	2,070
h) Not sure of career choice	4.5 %	14.7 %	35.5 %	45.2 %	10.1 %	903	3.8 %	11.6 %	34.6 %	50.0 %	11.9 %	2,080
i) Employment prospects	7.7 %	20.0 %	33.1 %	39.2 %	8.3 %	919	5.7 %	16.1 %	36.7 %	41.5 %	10.1 %	2,118
j) Program difficulty	6.1 %	23.3 %	40.5 %	30.1 %	5.7 %	948	4.3 %	17.6 %	40.4 %	37.7 %	6.5 %	2,215
k) English language skills	3.5 %	7.7 %	18.5 %	70.4 %	11.8 %	888	2.5 %	5.9 %	19.4 %	72.2 %	12.9 %	2,063
l) University-transfer ability	3.3 %	12.9 %	30.7 %	53.1 %	14.2 %	858	1.8 %	8.7 %	28.2 %	61.2 %	17.7 %	1,938
m) Availability of on-campus housing	0.9 %	5.0 %	22.3 %	71.8 %	26.1 %	740	1.2 %	3.9 %	23.2 %	71.8 %	26.4 %	1,737
n) Other	0.0 %	0.0 %	0.0 %	100.0 %	27.3 %	8	8.6 %	5.3 %	28.9 %	57.2 %	58.0 %	187

FINANCIAL AID

What were your main sources of your educational funding? (check all that apply)

	Grp A	Grp B
Support from family	67.2 %	58.3 %
Support from employer / agency	2.4 %	5.6 %
Personal savings	55.5 %	56.5 %
Credit Cards	8.7 %	8.9 %
Bank loan / Line of Credit	8.2 %	8.3 %
Government student loans / grants	29.8 %	23.8 %
Scholarship / Award / Bursary	17.1 %	11.3 %
Sponsorship	2.1 %	3.1 %
Working while attending BCIT	21.3 %	17.2 %
Investment Income (RESP)	11.6 %	8.6 %
Other	0.7 %	2.6 %
Note: percentages can sum to > 100% n =	1,037	2,464



Please use the following rating scale to rate your experience using the BCIT website for each of the following purposes:

	Grp A based on valid responses					Grp B based on valid responses				
	Excellent & Good	Adequate	Poor	N/A	n =	Excellent & Good	Adequate	Poor	N/A	n =
a) Research into programs and courses	84.2 %	11.6 %	4.2 %	1.5 %	1,003	80.8 %	15.0 %	4.2 %	3.0 %	2,361
b) Program application	81.7 %	14.8 %	3.5 %	1.6 %	998	79.4 %	16.8 %	3.8 %	3.5 %	2,345
c) Orientation to facilities and services	67.5 %	26.0 %	6.5 %	8.7 %	923	67.1 %	26.4 %	6.5 %	10.2 %	2,173
d) Access to contact information	73.5 %	20.5 %	6.0 %	3.8 %	974	73.3 %	21.7 %	5.0 %	4.4 %	2,313

How useful was the BCIT website in assisting with your decision to enrol at BCIT?

	Grp A	Grp B
Very useful	35.7 %	33.0 %
Quite useful	42.2 %	40.9 %
Somewhat useful	18.3 %	20.8 %
Not useful	3.8 %	5.3 %
n =	1,018	2,436

Were you able to find all of the information you were looking for on the BCIT website?

(select one)	Grp A	Grp B
All	18.5 %	18.4 %
Most	66.7 %	65.7 %
Some	14.3 %	14.8 %
None	0.4 %	1.1 %
n =	1,019	2,441

BCIT 2014 Entry Student Survey Report

A: Technology

(Respondents: 1096)

B: All

(Respondents: 2550)

PROGRAM ADVISING

Before applying for a course or program at BCIT, did you use the services at the Program Advising department?

	Grp A	Grp B
Yes	18.7 %	12.7 %
No	69.9 %	74.5 %
Don't know	11.4 %	12.8 %
n =	1,050	2,480

How did you make contact with the Program Advising department? (select all that apply)

	Grp A	Grp B
Phone	45.1 %	45.0 %
In Person	53.8 %	55.0 %
Email	32.3 %	29.6 %
Other	0.5 %	1.3 %
Note: percentages can sum to > 100%	n = 195	311

Prior to applying, how many times did you contact the Program Advising department?

	Grp A	Grp B
Once	28.7 %	31.7 %
Twice	33.3 %	33.0 %
Three times	16.9 %	15.2 %
Four times	6.2 %	6.5 %
Five or more times	14.9 %	13.6 %
n =	195	309

Please rate how satisfied you were with the Program Advising services at BCIT:

	Grp A	Grp B
Very Satisfied	30.1 %	29.5 %
Satisfied	38.9 %	40.9 %
Neutral	21.2 %	21.8 %
Dissatisfied	7.8 %	5.8 %
Very Dissatisfied	2.1 %	1.9 %
n =	193	308

BCIT PUBLICATIONS, SERVICES and EVENTS

For each of the items listed below, please use the following scale to rate us on your BCIT experience to date:

	Grp A					Grp B				
	Excellent & Good	Adequate	Poor	N/A	n =	Excellent & Good	Adequate	Poor	N/A	n =
a) BCIT Publications (Program Brochure, Viewbook, etc)	68.7 %	28.0 %	3.3 %	24.1 %	761	74.2 %	23.8 %	2.0 %	21.1 %	1,912
b) Community info Session	64.8 %	31.4 %	3.9 %	38.0 %	622	68.4 %	28.8 %	2.8 %	36.3 %	1,537
c) Program info Session	76.0 %	20.6 %	3.4 %	21.6 %	788	77.0 %	20.3 %	2.7 %	25.7 %	1,792
d) Direct contact with program staff	79.5 %	17.4 %	3.1 %	9.8 %	907	79.4 %	18.0 %	2.7 %	14.1 %	2,069
e) Pre-entry testing	65.5 %	31.5 %	3.1 %	44.5 %	556	67.3 %	29.7 %	3.0 %	46.2 %	1,295
f) BIG info	69.3 %	24.6 %	6.1 %	54.2 %	456	68.1 %	27.5 %	4.4 %	53.2 %	1,119
g) Campus tours	50.1 %	36.2 %	13.7 %	29.7 %	702	63.0 %	29.1 %	7.8 %	33.7 %	1,594
h) Spend-a-day program	56.6 %	30.2 %	13.2 %	75.5 %	242	62.1 %	30.0 %	7.9 %	69.2 %	736
i) Open House	67.2 %	25.6 %	7.1 %	64.6 %	351	70.0 %	25.2 %	4.8 %	60.2 %	953
j) Financial Aid & Awards Services	56.5 %	29.5 %	14.0 %	56.7 %	430	61.3 %	28.9 %	9.8 %	55.9 %	1,055
k) Housing Office	59.3 %	32.5 %	8.2 %	76.7 %	231	59.3 %	32.5 %	8.2 %	76.7 %	231