



# Memorandum

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**TO:** Senate

**FROM:** Kathleen Massey,  
University Registrar and Executive Director of Enrolment Services

**SUBJECT:** Enrolment Report Fall 2010

**DATE:** December 8, 2010

**DOCUMENT #:** D10-30

**ACTION REQUIRED:**  INFORMATION  APPROVAL/DECISION

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**ISSUE:** Enrolment Report for Fall 2010

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**BACKGROUND & RATIONALE:** A report is submitted annually to inform Senators about student enrolment at the University as of October each year. Starting in 2008-09, the report no longer included tables that had been previously circulated, because all the relevant information is available online at <http://www.mcgill.ca/es/registration-statistics/>

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**MOTION OR RESOLUTION FOR APPROVAL:** N/A

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**PRIOR CONSULTATION:** Enrolment data are routinely reviewed by the Provost; Deputy Provost (Student Life and Learning); Associate Provost (Graduate Education); Deans.

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**NEXT STEPS:** N/A

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**APPENDICES:** Appendix A: Senate Report on Enrolment for Fall 2010  
Appendix B: Registration Statistics  
Appendix C: Master's Enrolment by Research Category

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## **Report to Senate on Fall 2010 Enrolment**

Kathleen Massey, University Registrar and Executive Director, Enrolment Services  
December 8, 2010

The purpose of this document is to provide a brief summary on enrolment for the Fall 2010 session. The enrolment numbers pertain to October 15, 2010 and include new and returning students.

### **Online Enrolment Reports**

Starting in 2008-09, the Enrolment Report to Senate no longer included tables that had been previously circulated because all the relevant information is available online at <http://www.mcgill.ca/es/registration-statistics/> (see Appendix B for the list of reports and for an example of one of them).

Enrolment information is available for all levels of study, including graduate, undergraduate and continuing education. The reports reflect data captured at key census points each year: October for Fall and March for Winter. Archived reports are also available at this site and provide data from 1993 onward, although the format of the reports has evolved somewhat over 17 years.

Note that all reports reflect student counts, not full-time equivalent (FTE) figures, and they are usually parsed by level of instruction, gender, faculty, full- and part-time or other categories. All the information is available over the 17-year period, and some reports provide a 2-, 3-, or 5-year comparison within the same report. No knowledge of software or data analysis tools is required to understand these reports.

### **Broad Enrolment Goals**

McGill enrolment goals include increasing the number and proportion of research graduate students and improving the time to completion of graduate students. Further, the University aims to continue to enhance the quality, retention and graduation rates of its undergraduate class. McGill planned to increase undergraduate degree-seeking enrolment by 1.5% in Fall 2010.

### **Enrolment Numbers**

Most faculties experienced an enrolment increase in 2010. There were 36,531 students of all types enrolled at the University as of October 15<sup>th</sup>, an increase of 3.5% (compared to Fall 2009). Of these, 33,568 were enrolled in credit offerings. Masters and doctoral graduate enrolment each increased by 3.5%. Doctoral enrolment has increased by 19.7% since Fall 2005. Undergraduate degree-seeking enrolment was 22,140 on October 15<sup>th</sup>, a 3.0% increase over Fall 2009. The growth in undergraduate enrolment reflects an increase in both the number of newly admitted students and the number of returning students, as compared to Fall 2009. The undergraduate yield rate (registrations to offers

of admission) was 45.7% in Fall 2010, in line with previous years. Fall 2010 new student enrolment projections were affected by anomalous yield activity in certain markets, including Ontario (increase of 2%) and US (decrease of 4%).

(Sources: SZRFRGS3 (1.22); SZRAADS4 (1.3))

The number of Quebec residents enrolled at McGill increased by 1.1% in 2010 (compared to Fall 2009), and by 7.1% since 2005. Residents of Quebec represent 54.7% of all students enrolled at McGill.

(Source: SZRFRGS6 (1.14))

International students comprise 20% of the total McGill student population. The five top sources of McGill's international students are: the United States, France, China, India, and Iran. Enrolment from these countries increased in 2010 by 2.6%, 17.1%, 9.0%, 11.3%, and 16.0%, respectively. The overall number of international students increased by 6.8% (compared to Fall 2009).

(Sources: SZRFRGS6 (1.14) and SZRFRGS8 (1.12))

Women comprise 56.4% of the total student population in Fall 2010, similar to 2009 and only 3% higher than in 1994 (53.2%). The gender proportions have been fairly stable for many years, although there have been some adjustments at the faculty level.

(Source: SZRFRGS3-S (1.22))

#### New Initiatives in 2009-10:

**Strategic Enrolment Management Plan Consultation:** Work has been underway since 2007 to establish the foundation for a strategic enrolment plan for enrolment in graduate, undergraduate, professional, and Continuing Education programs at McGill University. The consultation draft of the SEM Plan is before the McGill community for consideration and feedback, which has been requested by November 30, 2010.

The University introduced a new Welcome Centre in June 2010. The Centre, located at the corner of McTavish and Sherbrooke Streets in the McLennan building, offers campus tours, admission information sessions and one-on-one admission advising appointments for prospective students interested in undergraduate and graduate studies. An increase in visitors is projected for this year as a result of the new, more accessible and welcoming location. Open House, held on October 24<sup>th</sup>, attracted over 8500 prospective students and their families, an increase of 21% over 2009 and 77% over 2008. This key recruitment event is made possible by colleagues in academic, advising and service units across the University. A new undergraduate recruitment website was launched December 1, 2010. A multi-team collaboration resulted in advertising initiatives and video editorial content, including an alumni panel discussion hosted at the Globe and Mail Globe Campus website: <http://www.globecampus.ca/videos/right-choice-undergrad-studies/canadian-university-report-ep-2-seg-3/>

The Recruitment and Retention team at Graduate and Postdoctoral Studies established various successful web-based social networks in 2010, including Twitter, Facebook, 'GradLife' blog, and Flickr sites. Since their establishment in April 2010, the number of registrants to these networks has grown exponentially month over month. Graduate and Postdoctoral Studies has also been involving the current graduate student population in

recruitment of new graduate students (e.g. 16 graduate student bloggers write for the ‘GradLife’ blog.

40 graduate student marketing publications were developed for print and web and were used in central graduate student recruitment as well as for use by departments and Faculties.

The Faculty of Medicine held a pilot ‘Graduate Open House’ as a part of the McGill Open House and each of the 19 departments in the Faculty graduate programs participated in this successful recruitment event.

The ‘Future Graduate Student’ web page ([www.mcgill.ca/gradapplicants/](http://www.mcgill.ca/gradapplicants/)) has had 1,985,623 page views from May – November 2010 (the 4<sup>th</sup> most visited among mcgill.ca sub-sites).

**Fall 2010 reports available at <http://www.mcgill.ca/es/registration-statistics/>**

- [Overview by level](#)
- [Full-Time and Part-Time Enrolments by Level and Citizenship](#)
- [Full-Time and Part-Time Enrolments by Level and Faculty](#)
- [Full-Time and Part-Time Enrolments by Faculty, by Degree and by Gender](#)
- [Full-Time and Part-Time Enrolments by Faculty, by University Year and by Newly-Admitted/Returning](#)
- [Full-Time and Part-Time Canadian and Permanent Residents Enrolments by Provinces at Admit Time and by Faculty](#)
- [Full-Time and Part-Time Enrolments by Mother Tongue](#)
- [Student Curriculum by Department/Unit \(Full-Time and Part-Time Enrolments\)](#)
- [Graduation Statistics by Academic Year: by Faculty, by Degree, and by Gender](#)

### **Enrolments by Faculty (Full-time and part-time)**

	Fall 2010			Fall 2009			% Change
	Female	Male	Total	Female	Male	Total	
Agric and Env Sciences	1,180	612	1,792	1,101	532	1,633	+9.7
Arts	5,284	2,652	7,936	5,071	2,545	7,616	+4.2
Arts and Science (B.A.&Sc.)	417	164	581	406	152	558	+4.1
Continuing Education	2,669	1,854	4,523	2,507	1,848	4,355	+3.9
Dentistry	135	89	224	120	84	204	+9.8
Education	2,085	595	2,680	2,032	611	2,643	+1.4
Engineering	952	3,048	4,000	911	2,968	3,879	+3.1
Law	425	387	812	436	373	809	+0.4
Medicine	2,948	1,916	4,865	2,691	1,774	4,465	+9.0
Desautels Faculty Management	1,377	1,423	2,800	1,445	1,514	2,959	-5.4
Schulich School of Music	358	469	827	378	469	847	-2.4
Religious Studies	40	53	93	49	65	114	-18.4
Science	2,731	2,667	5,398	2,719	2,499	5,218	+3.4
<b>All Students</b>	<b>20,601</b>	<b>15,929</b>	<b>36,531</b>	<b>19,866</b>	<b>15,434</b>	<b>35,300</b>	<b>+3.5</b>

Source: <http://www.mcgill.ca/es/registration-statistics/#FACULTY>

2 Each student is counted up to four times depending on how many majors they are pursuing.  
2 The academic year covers 3 terms; for 2009-10 the terms included are Fall 2009, Winter 2010, and Summer 2010.

**Master's Enrolment by Research Category**

(Complete Graduate Enrolment Data is available at:  
[Full-Time and Part-Time Enrolments by Level and Faculty](#))

Total (FT and PT) Enrolments	Term				
FQRSC research category	Fall 2010	Fall 2009	Fall 2006	1 Year % Change	4 Year % Change
Master's Non-research Total	1220	1048	1065	16.4%	14.6%
Master's Research Total	2430	2479	2401	(2.0%)	1.2%
Grand Total	3650	3527	3466	3.5%	5.3%