

TELEPHONE RECRUITING OF OPEN ENROLMENT APPLICANTS APPLIED FOR ADMISSION FOR FALL 2005

APPLICANT PROFILE

38%	Living in the Coquitlam school district.
15%	Living in Burnaby
15%	Living in Surrey
32%	Living elsewhere (less than 6% in each municipality)
93%	Age 20 or younger
61%	Female
75%	High school GPA* in 60 - 79% range (35% had GPA* in 60 - 69%)

CALLER'S SUBJECTIVE DATA (quality of data varied by caller)

70%	Reached after only 1 or 2 phone calls
68%	Call lasted under 3 minutes
7%	Had "high" knowledge of Douglas College (couldn't assess level in one third of calls)
60%	Seemed to definitely appreciate the call
45%	Seemed to definitely have an educational plan
37%	Seemed serious about coming to Douglas College
54%	Had also applied elsewhere (especially to SFU, followed by Kwantlen and UBC)
19%	Caller referred applicant to a Douglas College service (of these, 66% were to Academic Advising)

REGISTRATION RATES (proportion actually enrolling)

49%	Criminology (n=195)
46%	General Studies (n=381)
45%	Commerce and Business Administration (n=103)
36%	Arts (n=419)
34%	Business Management (n=109)
25%	Science (n = 275)
25%	Marketing (n=44)
24%	DVST (n=140)
38%	Registered at Douglas, mainly taking 6 - 12 credits
56%	For those who had <u>not</u> applied elsewhere
25%	For those who had applied elsewhere
By apparent knowledge of Douglas College:	
62%	Of those with high knowledge
53%	Of those with medium knowledge
33%	Of those with low knowledge
30%	Of those whose knowledge level could not be assessed
By apparent commitment to coming to Douglas College:	
61%	Of those who definitely seemed serious
29%	Of those who were perhaps serious
4%	Of those who seemed not serious
19%	Of those for whom caller could not assess seriousness

* GPA calculated using only courses that serve as prerequisites to Douglas College courses

Source: Registrar's Office and Institutional Research