



NAME

| | Okanagan | | | Vancouver | | |
|----------------------------------|----------|---------|---------|-----------|---------|---------|
| | 2010/11 | 2011/12 | 2012/13 | 2010/11 | 2011/12 | 2012/13 |
| Sense of Belonging on UBC Campus | 84% | 85% | 91% | 82% | 84% | 83% |

Description

% of students who Strongly Agree, Agree or Somewhat Agree with the statement "I feel that I belong at this campus" (UES)

From 2012 on, Okanagan data represents the % of students answering "Moderately" to "Extremely" to the statement "I feel I belong on this campus" (5 point scale from "Not at all") .

Person with lead responsibility for this metric: Director, VPS Portfolio Initiatives; Director, Campus Research and Analysis

Data collection will be from: Undergraduate Experiences Survey

Date: May 1 to April 30 (Academic Year)

Explanation of Results

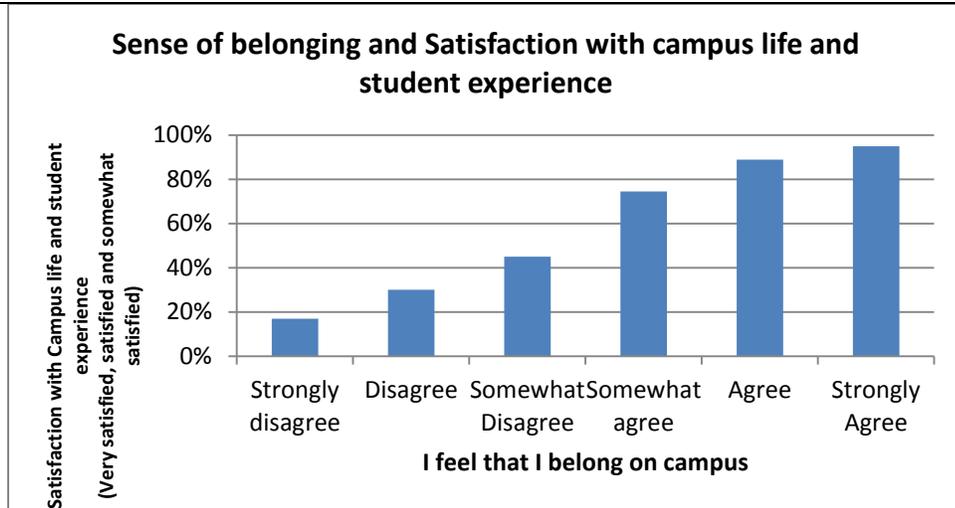
Sense of belonging at UBC's Vancouver campus has remained relatively stable since 2010, and has increased on the Okanagan campus.

UBC works to support a sense of belonging on Campus through various mechanisms, including:

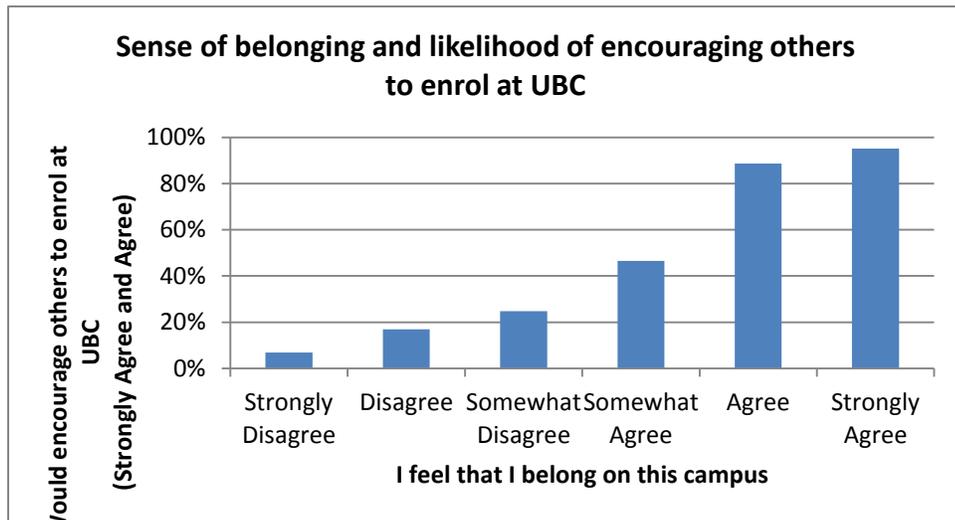
- Supporting students to become engaged on campus through the Centre for Student Involvement and careers (orientation, peer programs, etc.), the first-year experience program, and Campus Life activities
- Building a more inclusive and welcoming campus through the work of the Access and Diversity and Equity offices
- Building community and campus connections through Residence Life programs
- Programs and initiatives supported both centrally and by the faculties
- Work done through the student governments and student clubs
- Collegia programs for commuter students
- Aboriginal programs and services
- International programs and services

There is a strong link between a sense of belonging and satisfaction with campus life and student experience, as well as between sense of belonging and likelihood to encourage others to enrol at UBC.

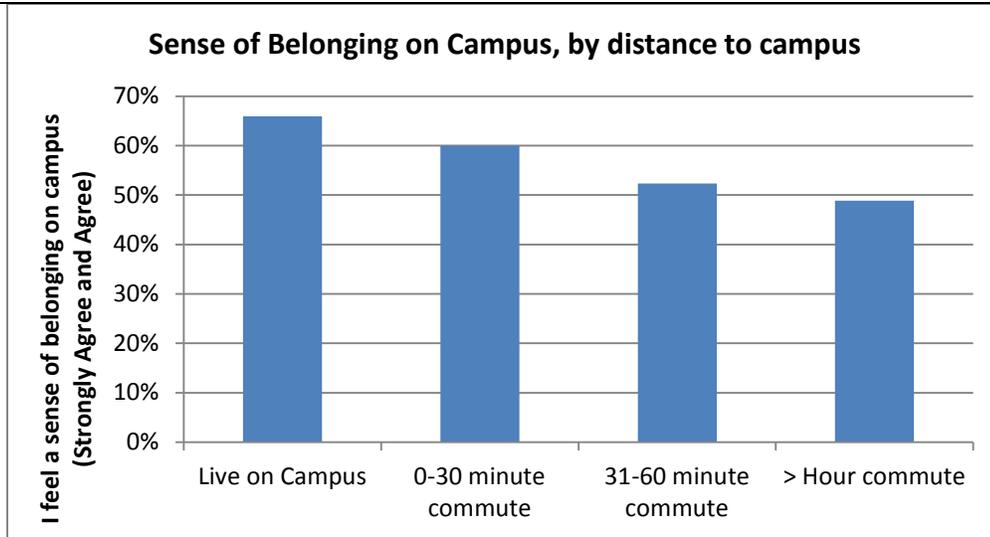
As can be seen on the charts below, students who have a strong sense of belonging on campus (Strongly Agree) are much more likely to be satisfied with campus life and the student experience than those who do not feel a sense of belonging (Disagree and Strongly Disagree). At the extremes, 95% of those who strongly feel they belong on campus are satisfied with campus life and the student experience, compared to only 17% of those who strongly disagreed.



The same general pattern holds when looking at belonging and recommending UBC: the stronger the sense of belonging a student feels, the more likely they are to encourage others to enrol UBC. 95% of those who strongly agree that they feel a sense of belonging on campus say that they would encourage others to enrol at UBC (strongly agree or agree), compared to only 7% of those who strongly disagreed that they felt a sense of belonging at UBC.



One central difference at the UBC Vancouver campus in the sense of belonging is between those who live on campus and commuter students. Students who live on campus are more likely to feel a sense of belonging than those who have to commute, and the sense of belonging decreases as the length of commute increases.



On UBC's Okanagan Campus, students' sense of belonging has increased since 2010, including a 6% increase from 2011/12 to 2012/13.

Recommended Action

UBC will continue to work on building students' sense of belonging on campus.

The Vice President, Students is developing a strategic plan to address the student experience at UBC's Vancouver campus, in partnership with faculties, students and other administrative units on campus. This plan will have as one of its key priorities building the sense of belonging at UBC of all students.

Through the launch of the UBC Vancouver's first Collegium, the Centre for Student Involvement & Careers will support the first year experience of an anticipated 250 new students who commute to campus. Through the Collegium, these students will benefit from senior peer mentorship, individualized support in their first year, and clearer channels to access campus involvement. The plan is to develop a further eight Collegia over the next 4 years.

The Okanagan's AVP Student portfolio is motivated by a shared expressed desire for all students to have the same opportunities and the same high impact educational experiences. The priorities are to create programs and student opportunities that build institutional affinity, improve student success and facilitate program connections between students and their academic units. The programs developed in the AVPS portfolio are intentionally designed to promote a sense of belonging and place for all our students. As such, it continually assesses and re-evaluates each program and activity to ensure effectiveness in meeting its goals in supporting students.