

## **MEDIA BACKGROUND**

### **Acadia University**

Here are the points that highlight the enrolment trend at Acadia this year:

- Acadia's first year student enrolment is up significantly for the second consecutive year.
- The number of first year students from Nova Scotia is up over last year.
- Acadia's international student population is larger than anticipated.

*For more information, please contact:*

Scott Roberts  
Executive Director, Communications and Marketing  
Acadia University  
Tel: 902-585-1705/902-670-8966 (cell)  
E-mail: [scott.roberts@acadiau.ca](mailto:scott.roberts@acadiau.ca)

### **Cape Breton University**

Over the past five years CBU has seen significant increase in international students on campus in Sydney and the trend continues this year with a 12.3% increase in undergraduate programs and 77.3% in graduate programs. China, Egypt, India, Saudi Arabia and the United States are the largest source of international students, though 44 countries are now represented on campus in Sydney. The student mix continues to shown significant change as increasing numbers of domestic students from elsewhere in Canada are also choosing CBU in increasing numbers. Non Nova Scotian, domestic enrolment increased by 3.9%.

*For more information, please contact:*

Keith G. Brown, PhD  
Vice President, Development  
Associate Professor of Marketing  
Cape Breton University  
Tel: 902-563-1859  
E-mail: [keith\\_brown@cbu.ca](mailto:keith_brown@cbu.ca)

### Dalhousie University

Dalhousie University's enrolment numbers for 2009/2010 are very positive. As in recent years, we are continuing to experience strong enrolment of new students from the Maritimes, across Canada and around the world, both among applicants directly from high school and those transferring from other institutions. This has resulted in an increase of 563 students (4.8%) at the undergraduate level. At the graduate level we have experienced an enrolment increase of 87 students (2.4%). International student enrolment is strong, and students from outside Canada now comprise 8.8% of Dalhousie's overall enrolment, up from 7.6% last year. Dalhousie University attracts students from over 100 countries studying a wide range of programs at both the undergraduate and the graduate level. All of these factors put Dalhousie in a great position to continue to deliver outstanding academic programs.

*For more information, please contact:*

Asa Kachan  
Assistant Vice-President Enrolment Management & Registrar  
Dalhousie University  
Tel: 902-494-1109  
E-mail: asa.kachan@dal.ca

### University of King's College

- King's new student enrolments have increased for the Foundation Year and for the programmes in the School of Journalism, including our one year post baccalaureate Bachelor of Journalism.
- Overall enrolment is up this year by 4%. This recent growth follows a decade of almost continuous growth with a 33% increase in student enrolments since 2000-01.
- We are particularly pleased with the exceptional level of student interest in our upper year programmes of Contemporary Studies, Early Modern Studies and the History of Science and Technology where the participation rates for these programmes have increased by 18% over the past year. The interest level in these programmes has grown over the past decade by 52%.
- International student enrolments have also increased over the past year, reflecting an ongoing increase in the level of interest from international students which has more than tripled over the last decade.

*For more information, please contact:*

Elizabeth Yeo  
Registrar  
University of King's College  
Tel: 902-422-1271 ext. 122  
E-mail: elizabeth.yeo@ukings.ca

## Memorial University

Memorial University has seen a strong increase in its enrolment this year, following a period of modest decline.

- Total enrolment grew by 649 students (3.7%) to 18,172. Undergraduate enrolment was up 2.4% while graduate enrolment grew by 11.2%.
- The total number of first year students grew by 65 (2.6%) to 2,544. Transfer students increased by 20% to 905 students.
- The total number of international undergraduate students increased by 26.9% to 622. The number of international graduate students also grew in comparison to fall 2008. The number increased by 13.5% to 464 students.

*For more information, please contact:*

Ivan Muzychka  
Associate Director, Communications  
Memorial University  
Tel: 709-737-8665  
E-mail: [ivanm@mun.ca](mailto:ivanm@mun.ca)

## Université de Moncton

L'Université de Moncton a connu cette année une hausse de 1,2 % au niveau des admissions pour l'ensemble de ses trois campus. C'est la huitième fois en dix ans que l'Université affiche une augmentation de sa population étudiante. Le cap des 5 000 étudiantes et étudiants à temps complet, quant à lui, est franchi pour la septième année consécutive. Cette croissance est d'autant plus remarquable à cause de la diminution du nombre de nouveaux diplômés dans les écoles secondaires francophones du Nouveau-Brunswick, bassin traditionnel de recrutement pour l'Université de Moncton. Les retombées de la stratégie d'internationalisation rapportent de fiers résultats. D'ailleurs, la croissance connue cette année est certes attribuable à l'augmentation continue de la population internationale à l'Université, croissance qui se fait sentir depuis 2005. Il y a un total de 551 étudiants internationaux (en provenance de 38 pays), une augmentation de 23% (+102 étudiants) comparativement à septembre 2008.

*Pour plus de renseignements, veuillez communiquer avec:*

Thérèse Thériault  
Directrice  
Service des communications  
Université de Moncton  
Téléphone : 506-858-4129  
Courriel : [therese.theriault@umoncton.ca](mailto:therese.theriault@umoncton.ca)

### Université de Moncton continued...

L'Université de Moncton experienced a 1.2 % increase in enrolment this year for its three campuses. This is the eighth time in ten years that the university experienced a growth in student population. For the past seven years, the 5,000 mark has been surpassed. This increase is made even more noticeable due to the fact that there are fewer graduates in New Brunswick's francophone high schools where l'Université de Moncton traditionally recruited many of its students. The institution's international recruitment strategy is beginning to show encouraging results. In fact, the overall growth experienced this year is due to the continuing growth of the university's international population since 2005. There are currently 551 international students from 38 countries, a 23% growth (+102 students) over September 2008.

*For more information, please contact:*

Thérèse Thériault  
Director, Communications  
Université de Moncton  
Tel: 506-858-4129  
E-mail: [therese.theriault@umoncton.ca](mailto:therese.theriault@umoncton.ca)

### Mount Allison University

Mount Allison has had a very successful recruiting year with increases of 8% full-time enrolment across the Atlantic region (new & returning), a 32% increase in our first-year international numbers, and a 15% increase in full-time First-Year enrolment. Our increased enrolment is evenly spread across our program areas attesting to the strength, quality, and attractiveness of all Mount Allison's academic programs.

*For more information, please contact:*

Laura Dillman Ripley  
Media Relations Co-ordinator  
Mount Allison University  
Tel: 506-364-2600  
E-mail: [ldillman@mta.ca](mailto:ldillman@mta.ca)

### Mount Saint Vincent University

Mount Saint Vincent University is pleased with the results of this year's enrolment. We've seen more than a 17 per cent increase in our International student body compared to 2008. In addition, the number of students transferring to the Mount from other institutions has increased more than 15 per cent and those studying through Distance Education has increased more than 14 per cent this year, compared to last.

*For more information, please contact:*

Akiko Lovett  
Senior Communications Consultant, Public Affairs  
Mount Saint Vincent University  
Tel: 902-441-0505  
Email: akiko.lovett@msvu.ca

### University of New Brunswick

More than 12,500 students are pursuing University of New Brunswick degrees at UNB campuses in Fredericton, Saint John and at partner institutions in Canada and abroad. The total number of new students to UNB's main campuses in Saint John and Fredericton continues to increase, indicating success in areas targeted for growth including graduate studies, new transfers and international students. While UNB has witnessed a decline in undergraduate students on its Fredericton campus, the Saint John campus has experienced overall growth. Over and above the numbers reported through the AAU, an additional 2,024 students are participating in UNB programs in Ontario, Singapore, Cairo and Trinidad and Tobago, contributing to UNB's overall enrolment. UNB is currently undertaking a number of capital projects to help further enhance the student experience, and it is in the midst of strategic planning under the leadership of new president Eddy Campbell.

*For more information, please contact:*

Dan Tanaka  
Manager, Communications & Public Affairs  
University of New Brunswick  
Tel: 506-648-5697  
E-mail: dtanaka@unb.ca

### *Nova Scotia Agricultural College*

Enrolment at NSAC has been steadily increasing over the past five years. This year our enrolment is the highest it has been in over a decade. We have seen an increase in students in all academic levels - technology, degree and graduate. Our 10.6% increase in Full-Time students is the largest percentage increase amongst universities in the Atlantic Provinces. The NSAC has also seen a significant increase in our international student population, up by over 50% in the past year. This is helping to diversify our student population and internationalize our campus.

*For more information please contact:*

Stephanie Rogers  
Communications Manager  
Nova Scotia Agricultural College  
Tel: 902-893-7247  
E-mail: srogers@nsac.ca

### *NSCAD University*

Despite a small dip in our student body, NSCAD's course enrolments overall are up by 2.5% over Fall 2008, and up significantly in some particular areas: Design (including product, interdisciplinary and communication design) enrollments by 24%; Film enrollments by 13%; Foundation enrollments by 21%; Jewellery enrolments by 26%. Demographically we have seen modest increases in enrolments from Quebec over last fall by 0.4%, and from the Territories and Manitoba and Saskatchewan by 0.4% as well. Enrolments from NS, ON, and PEI remained static and we saw very small decreases in students from NL (0.6%), AB (0.3%) and BC (0.7%). Our international enrolment is up 16% over Fall 2008, representing an over all increase in international enrolment increase of 1% between Fall 08 and Fall 09. Our gender mix has not shifted much, with a 1% increase in female enrolment and a corresponding decrease in male enrolment of 1%.

*For more information, please contact:*

Linda Hutchison  
Director of University Relations, Alumni & Development  
NSCAD University  
Tel: 902-494-8244  
E-mail: lhutchison@nscad.ca

### University of Prince Edward Island

UPEI has been very successful in enrolment management in recent years. For the second consecutive year, a record number of students have enrolled at UPEI. This year UPEI's total enrolment is 4,435, an 4.5% increase over 2008.

- The number of incoming students with previous post secondary education experience (transfer students) has been continuously increasing in recent years.
- The number of international students has been continuously and significantly increasing in recent years. The increase in international students has been primarily in undergraduate programs. Our international students come from more than 50 countries and make up 10% of UPEI's student population.
- There is an increase in the number of new students who took one or more years off before starting post-secondary education and an increase in the number of new mature learners in undergraduate programs. The number of new students who delayed their entry into post secondary education has increased by 24% over last year while the number of new mature undergraduate students has doubled over last year's figure.

*For more information, please contact:*

Anne McCallum  
Communications Co-ordinator  
University of Prince Edward Island  
Tel: 902-566-0760  
E-mail: aemccallum@upei.ca

### St. Francis Xavier University

Our overall enrolment figures remain flat, with only a slight variance of 1.2% versus last year. Student satisfaction remains strong, with notable increases in returning students and those re-entering after brief absences. We are also encouraged as our International and Graduate enrolment figures continue to grow.

*For more information, please contact:*

Keith Publicover  
Vice President, Recruitment and Student Experience  
St. Francis Xavier University  
Tel: 902-867-3942  
E-mail: kpublico@stfx.ca

### *Saint Mary's University*

Our “good” news is that international and transfer numbers have risen significantly (23% and 29%). We had budgeted for a 2-3% decline in overall undergraduate numbers, but we have seen slightly less than a 1% increase overall. This was due to a stable overall intake and a leveling off of returning student numbers. Increases in international students are from China, Bangladesh, India and the Middle East. Increased transfers are both international and domestic. Although we experienced a decrease in applicants, conversion rates increased resulting in an increase in new students.

*For more information, please contact:*

Blake Patterson  
Media Relations Officer  
Saint Mary's University  
Tel: 902-420-5514  
E-mail: [blake.patterson@smu.ca](mailto:blake.patterson@smu.ca)

### *St. Thomas University*

St. Thomas University enjoyed a successful recruitment year in 2009, with a stable intake of new domestic students overall and an increase in new students from New Brunswick. The number of part-time students also rose due to off-campus programming. Although the University's overall enrolment declined, this is mainly due to the flow-through of earlier larger student cohorts, including recent large graduating classes. While St. Thomas did experience a drop in international students, it is allocating more resources to international recruitment and expects to see a corresponding increase in new international students for 2010-2011.

*For more information, please contact:*

Jeffrey Carleton  
Director of Communications and Media Relations  
St. Thomas University  
Tel: 506-452-0522  
E-mail: [carleton@stu.ca](mailto:carleton@stu.ca)