Analysis of how students, who self-identify as Aboriginal, make the decision to attend Fleming

An analysis was completed by the recruitment team using data from the 15/16 first year survey\*, comparing students who self-identify as Aboriginal\*\* vs. those who do not. The purpose was to determine if there were differences in how the two groups go about making the decision to attend Fleming, and thus actions the recruitment team could implement to better reach Aboriginal students.

Results, key learning and next steps:

* There is an opportunity to inform and influence Aboriginal students via guidance counselors. Aboriginal students over index vs. non-Aboriginal students (34% vs 27%) at using their guidance counselor as a resource when deciding to attend College, and find them the second most helpful resource, above family, friends and peers. As a result, the recruitment department will include a Fleming Aboriginal Student Services brochure in the fall 2016 packages that are delivered to local guidance counselors at the 50 high schools we have identified as priority schools. This should help increase the knowledge local guidance counselors have of our Aboriginal Student Services.
* There is an opportunity to invite more Aboriginal students on campus before making the decision to attend Fleming, for Open House, tours or other events. Open House is rated as the third most helpful tool for Aboriginal students when deciding to attend Fleming, however Aboriginal students under index on the use of Open house (34% vs 40%) and campus tours (9% vs 16%) as a resources used while deciding to attend Fleming. As a result, for the first time this fall we are sending out Open House posters and invitations to 14 local Aboriginal communities and organizations to specifically promote and invite Aboriginal students to attend the Fleming Open House.
* The Fleming website continues to be a resource used by the largest percentage of students (65%) and is the most helpful resource for both aboriginal and non-Aboriginal students when deciding to attend Fleming. The website is currently going through a redesign, which should be completed in fall 2016. After the redesign is complete we will evaluate the content, to understand if changes or additions could be made to better communicate with potential Aboriginal students.
* Digital advertising is the advertising medium most recalled by both Aboriginal and non-Aboriginal students. Digital advertising is an ever evolving advertising tool, so we continue to evaluate, learn and improve our effort regularly.

\* First semester students registered in full-time post-secondary programs in Fall 2015 and Winter 2016 (excluding post-diploma and Halliburton campus programs) at Fleming

\*\*Aboriginal student is defined as a student who self-identified as Aboriginal by answering yes to question 16 – Do you identify as an Aboriginal or Indigenous person of Canada, and/or as having First Nation, Métis and/or Inuit ancestry? Non aboriginal students answered no to this question.