

A large, light gray silhouette of a ninja in a dynamic pose, holding a sword. The silhouette is centered in the background of the slide.

# **The Stealth Ninja Application Project: What I Learned About What You Do**

Fred Jacklin

Registrar and Director of Enrolment Services

Vancouver Island University

# Overview of Presentation

- *Some quick information about VIU*
- *Why we did this project*
- *How we did this project*
- *What we found out*
- *How we could do this project better*

# Vancouver Island University

- *Formerly Malaspina University-College*
- *Formerly Malaspina College*
- *Offers broad spectrum of program offerings from basic literacy to Masters degree programs*
- *About 8,700 FTE*
- *Some programs competitive entry; some almost open access*
- *For this project and presentation, focused on undergraduate degree programs*

# Correspondence to Applicants: Then and Now

- *Using a legacy system (SRS)*
  - *Virtually no graphical options when creating letters*
  - *Finally broke through that barrier*
- *Inviting all qualified: then*
- *Inviting all qualified: now*

DEAR HOLLIS :

BA

We are pleased to offer you CONDITIONAL admission to the Bachelor of Arts program for the Spring 2008 semester. This offer is conditional upon proof of graduation from high school and completion of BC English 12 with a minimum "C" (60%) grade, or equivalent. This offer of admission will be revoked if you do not meet both of these conditions by December 14, 2007.

Please note that admission is offered to all qualified applicants and does not guarantee registration in any specific courses. Please note that full tuition is due February 1, 2008.

The following permanent student record number has been assigned to you: 497-386-698 . Please quote this number when you contact us regarding your application or student record.

Your next task is to register. You may register in person or online on our website [www.mala.ca/registration.asp](http://www.mala.ca/registration.asp). To assist you with planning your program and course selection, advisors are available at each campus. Please call if you would like assistance.

Nanaimo	(250) 740-6410	Parksville/Qualicum	(250) 248-2096
Cowichan	(250) 746-3509	Powell River	(604) 485-2878

The Advising Centre also maintains an excellent website with helpful information at [web.mala.bc.ca/advising](http://web.mala.bc.ca/advising).

If you change your address, please notify us immediately.

Welcome to Malaspina University-College!

Registration Centre  
HD1ARTS.FMT

BBA

### **Your Registration Date and Time**

Your first opportunity to register in classes for next year is:

**2010-06-17 at 1000**

#### **1. Prepare:**

- To determine which courses are required for your program, please review the calendar ([vu.ca/ca/endar/](http://vu.ca/ca/endar/)) or discuss your options with an Advisor ([vu.ca/advising/](http://vu.ca/advising/)).
- A Web Registration Tutorial and complete registration assistance is available on-line at: [vu.ca/registration.asp](http://vu.ca/registration.asp)
- Consider attending a Web Registration Information Session where staff will be available to give you hands-on assistance with registration. Please see the enclosure for dates and times.
- Use the Web Registration System to build and save your timetable early. When your registration date and time arrives, just return to the website and submit your saved plan.

#### **2. Register:**

- You can register on or any time after your assigned registration date and time. You will benefit by registering as soon as possible as space in classes is limited. This is the time to register for both Fall and Spring semesters.
- You will need to know your student number, which is **545-272-882**.
- If you do not have Internet access at home it is available on campus. If you prefer to register in-person, you may do so at the Nanaimo, Cowichan, or Powell River campuses between the hours of 8:30 am and 3:00 pm.

#### **3. Pay Your Deposit:**

- A \$200 tuition deposit is due on June 30, 2010.
- The deposit confirms your course selections. If you do not pay this deposit by the deadline your registration will be cancelled.

We look forward to seeing you in September. Enjoy the summer.

# Next steps: How to improve?

- *We liked our “Discovery Folders”, but...*
- *Wondered how we compared to other schools*
- *Idea: have each of us apply somewhere*
- *New idea: enlist the services of Ninjas*







A large, light gray silhouette of a person in a dynamic pose, holding a sword or staff. The figure is positioned in the background, with the head and upper torso visible at the top, and the lower body and legs extending towards the bottom. The silhouette is semi-transparent, allowing the text to be read over it.

# The Plan

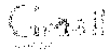
- *Met with Ninjas*
- *Arranged for them to apply to several schools*
- *We paid application and any other fees required*
- *Asked them to keep us fully informed of replies they received*

# Application Process

- *Much more difficult than we expected*
- *Cost of applying ranged from \$25 to \$190*
- *Often required registration with an outside agency (PASBC, Alberta Education, OUAC, etc.)*
- *Often required creation of usernames and passwords*
- *Often required self-disclosure of HS marks*

# Initial Response to Applicants

- *About half received automated, immediate confirmation of receipt*
- *Very different types of initial response*



Joseph [REDACTED]@gmail.com

### On-Line Application for Admission Confirmation

On-Line App Submission: [s.goff@ed.inquiries@utoronto.ca](#)  
To: [s.goff@ed.inquiries@utoronto.ca](#)  
Thu, Feb 18, 2010 at 3:45 PM

Thank you for submitting your Application for Admission to the University of Toronto via the internet. It is a pleasure to confirm that we have received your application successfully.  
Please review the information above. If you would like to correct any errors, make to accommodations, or if you have questions, please contact the Registrar's Office Information Centre ([s.goff@ed.inquiries@utoronto.ca](#)).  
Application Number: **48774**  
Submission Date/Time: 18 FEB 2010 03:20:25

**IDENTIFICATION**  
UIN: 13 Number:  
Last Name: **[REDACTED]**  
First Name: **[REDACTED]**  
Middle Name: **[REDACTED]**  
Family Last Name:  
Preferred First Name: **[REDACTED]**  
**PERMANENT ADDRESS**  
Street 1:  
Street 2:  
Street 3:  
City: **NANAIYO**  
Province: **BC**  
Country: **Canada**  
Postal Code: **[REDACTED]**  
Telephone: **[REDACTED]**

**PERSONAL INFORMATION**  
Last Name:  
E-Mail Address: [\[REDACTED\]@gmail.com](#)  
Gender:  
Date of Birth: **08-MAY-1982**  
SIN: **XXX-XXX-974**  
Valid Status: **Not Valid**  
Immigration Status: **Canada Citizen**

**ACT ON YOUR BEHALF**  
Relationship: **Authorizer/Designer - Valid**  
Last Name: **[REDACTED]**  
First Name: **[REDACTED]**  
Middle Name: **[REDACTED]**  
Street Line 1: [\[REDACTED\]](#)  
Street Line 2:  
City: **[REDACTED]**  
Province: **US**

[https://mail.google.com/mail/u/0/ui/2&ik=920554e55&view=pr&source=info](#)

### Email - On-Line Application for Admission Confirmation

Country: **Canada**  
Postal Code: **[REDACTED]**  
Telephone: **(250) 764-8810**

**APPLICATION DETAILS**  
Applicant after last level of:  
Have a Job? **NO**  
Current University Student?  
Semester starting or beginning of: **2010**

Address in: **Canada**  
High School:  
Fully Accredited: **Yes**  
New Student: **No**  
AP/IB:  
D. No.  
SAT/ACT:

New Transfer: **No**  
Have a Transfer Record? **Apply to:**  
College/Diploma/Ag. Degree/Co-op: **No**  
Undergraduate Degree: **No**

Returning Student:  
Yes/Other/No:  
Other/No: **No**

Visiting or Exchange Student: **No**  
Acad: **No**

Kept from previous:  
No/Other/No:  
Other/No: **No**

Other Languages: **ENG**  
**PROGRAM DETAILS**  
Degree: **Bachelor's Arts**  
Major: **English**  
Minor: **French**

**ALTERNATE PROGRAM**  
Degree: **BA (Honours)**  
Major: **Performance**

**PREVIOUS AND CURRENT EDUCATION**  
Alberta Student Number: **[REDACTED]**  
School: **Union Bayby Community School**  
City: **NAKANIMO**  
Province: **BC**  
Country: **Canada**  
Year: **2009**

**EARLY ADMISSION OR MATRIC**  
Subject: **ACTING**

[https://mail.google.com/mail/u/0/ui/2&ik=920554e55&view=pr&source=info](#)

Weight: **7.0**  
Month of Completion: **JAN 2010**  
Grade: **80**  
Subject: **ART FOUNDATIONS 12**  
Weight: **4.0**  
Month of Completion: **JAN 2010**  
Grade: **80**

Subject: **BIOLOGY 12**  
Weight: **4.0**  
Month of Completion: **JUN 2010**  
Grade: **82**

Subject: **CP MUSIC TALENT & PAU 12**  
Weight: **4.0**  
Month of Completion: **APR 2010**  
Grade: **83**

Subject: **ENGLISH 12**  
Weight: **4.0**  
Month of Completion: **JUN 2009**  
Grade: **80**

Subject: **FOOD STUDIES 12**  
Weight: **4.0**  
Month of Completion: **JUN 2010**  
Grade: **89**

Subject: **FR-NCH 12**  
Weight: **4.0**  
Month of Completion: **JAN 2010**  
Grade: **80**

Subject: **HISTORY 12**  
Weight: **4.0**  
Month of Completion: **JAN 2010**  
Grade: **85**

Subject: **SHLDG A (S) 10: D SWAING & PAINT**  
Weight: **4.0**  
Month of Completion: **JUN 2010**  
Grade: **80**

Subject: **THEATRE (PRE-OR) MANCF 12: ACTING**  
Weight: **4.0**  
Month of Completion: **JAN 2010**  
Grade: **89**

Subject: **Principles of Math 11**  
Weight: **4.0**  
Month of Completion: **JUN 2009**  
Grade: **82**

Subject: **Biology 11**  
Weight: **4.0**  
Month of Completion: **JUN 2009**  
Grade: **82**

Subject: **Studio Arts 11: Drawing and Print**  
Weight: **4.0**  
Month of Completion: **JAN 2009**  
Grade: **88**

Subject: **Special Studies 11**  
Weight: **4.0**  
Month of Completion: **JAN 2009**  
Grade: **88**

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### Email - On-Line Application for Admission Confirmation

Subject: **English 11**  
Weight: **4.0**  
Month of Completion: **AUG 2009**  
Grade: **84**

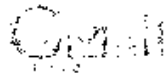
Subject: **French 11**  
Weight: **4.0**  
Month of Completion: **JAN 2009**  
Grade: **74**

Subject: **Studio Arts 11: Drawing and Print**  
Weight: **4.0**  
Month of Completion: **JAN 2009**  
Grade: **88**

Subject: **Special Studies 11**  
Weight: **4.0**  
Month of Completion: **JAN 2009**  
Grade: **88**

Subject: **Theatre Production 11**  
Weight: **7.0**  
Month of Completion: **JUN 2009**  
Grade: **84**

[https://mail.google.com/mail/u/0/ui/2&ik=920554e55&view=pr&source=info](#)



[REDACTED] <[REDACTED]@gmail.com>

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**Thank you for applying to Grant MacEwan University,**

[REDACTED]  
i message

applications@macowan.ca <applications@macowan.ca>

Thu, Feb 19, 2010 at 10:16 PM

Reply to: applications@macowan.ca

From: [REDACTED]@gmail.com

Grant MacEwan University

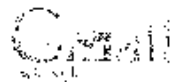
Thank you for applying to Grant MacEwan University. We have received your application with the following information:

Program: BA, UNIFC, ARFD  
Term: 2010/A  
Location: OC  
Attendance: FT  
Application #: 48569  
ASNI: 1-05-4465

Regards,

The Office of the Registrar

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[REDACTED]@gmail.com

## Acadia University Application for Admission

2 messages

Admissions Office <admissions@acadia.ns.ca>

Sat, Jun 23, 2010 at 10:24 PM

To: [REDACTED] <[REDACTED]@gmail.com>

We come to Acadia University!

We have noticed you are filling out an application to Acadia. If you need to return to finish your application please go to <https://central.acadua.ca/apply/application?id=60211> and use your email address and the password you entered to complete and submit your application. We look forward to receiving your application.

Admissions Office <admissions@acadia.ns.ca>

Sat, Jan 23, 2010 at 10:45 PM

To: Jamie [REDACTED] <[REDACTED]@gmail.com>

Dear Jamie [REDACTED],

Thank you for your application for admission to Acadia University! Your application to the Bachelor of Arts English program has been successfully submitted and we are very pleased that you are considering our University to pursue your studies. You will be contacted by email within 2 days of receiving this message by your Faculty Recruitment Advisor to outline the next steps in the process.

At any time you would like to review the status of your application, you can log into your Acadia Central account at <https://myacadia.acadua.ca/>. Your username will be the last 4 digits of your Acadia ID number, and the first initial of your last name (for example: 0123456). If you do not have your password, you can request that it be mailed to you at login. If you don't yet know what your Acadia ID number is, it will be emailed to you within the next day or two. You can also log in to <https://central.acadua.ca/apply/apply/section?id=60211> and use your email address and the password you entered to complete and submit your application to get your Acadia ID as soon as it is assigned (usually one to two business days).

Please do not hesitate to contact us with any questions you may have at (807) 486-1016 or by email at [admissions@acadia.ns.ca](mailto:admissions@acadia.ns.ca). We are happy to help anyway we can!

Sincerely,

Admissions Office  
Acadia University  
Box 7  
Wolfville, Nova Scotia B4P 2Y4  
Canada

# Second Acknowledgements

- *Most, but not all, sent out a formal reply to applicants by mail*
- *Signed by: no one; a name; an office; a name and title such as “Admissions Assistant”; or name and higher-level title such as “Assistant Vice-President Enrolment Management and Registrar”*
- *Many directed to web to follow progress of application processing*



# This was interesting...

McMaster Student Number: ██████████

Kyle ██████████

██████████

Nanaimo BC

V9T 1E4

McMaster University Admissions

Gilmour Hall Room 108

1280 Main Street West

Hamilton ON

L8S 4L8 CANADA

Type: Bc-Current

**\* Failure to attach this label to your school transcripts and other supporting documents may cause significant delays in the processing of your application for admission to McMaster University. (Cut along dotted line.)**



# Subsequent Follow-ups

- *Majority: nothing by mail until letter of admission*
- *Five invites to campus tours or open houses*
- *One eastern school sent an invitation to an information session to be held “in our area in March”*
- *Information on financial aid and scholarships*
- *“(our) students are calling - have your questions ready for us!”*



# your next steps

SOME IMPORTANT STEPS TO FINISH YOUR APPLICATION

## DON'T FORGET THESE IMPORTANT DEADLINES

- **April 1**  
Recommended deadline for international students to submit all transcripts and supporting documents.
- **April 15**  
Deadline for transcripts for the Bachelor of Education (BEd) program.
- **June 30**  
Transcript deadline to transfer applicants to all other undergraduate programs.
- **August 1**  
Transfer deadline for high school applicants to all undergraduate programs.

# Offers of Admission

- *One school sent an unofficial offer from the Dean's Office, as well as an official offer from the Admissions Office*
- *One school sent a letter enclosed in a very nice folder with information*
- *Often requested confirmation deposit \$100-\$250*
- *Wish I had more to compare!*

A large, light gray silhouette of a person stands in the background, facing right. They are holding a marker in their right hand and appear to be writing on a whiteboard. The whiteboard is a large, light gray rectangular area that occupies most of the background. The person's head is tilted slightly down, and their right arm is extended towards the top left of the whiteboard. The overall scene is simple and focused on the act of presenting information.

# What worked

- *Short messages*
- *Different points of contact*
- *Understanding of where the applicant lived in relation to the school*
- *Being “nice”*

# More of What Worked

- *Conversational language; timely reminders*
  - *I wanted to get in touch with you to remind you that the deadline for you to accept your Offer of Admission from xxxx University is this **Saturday, May 15**. I have included some information on how you can accept your offer, and the various other things that you will be able to do once you have submitted your deposit*



# Who Won?

- *One school unleashed a secret weapon*

# How we could do this project better

- *More direction and meetings with the Ninjas*
- *Pay deposits to confirm offers of admission*
- *Ensure Ninjas send all follow-up documentation requested*



# Questions?

