



# FINGERPRINT

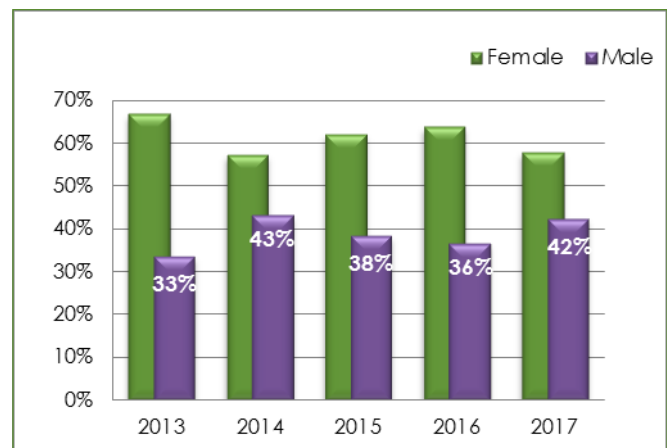
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## Changing Admissions Trends by S-C Admissions Team

Five years ago we started a more formal process of collecting data from new students by asking them to complete a detailed survey on Orientation Day. This information helps us to understand who our students are and to develop strategies for reaching out to potential new candidates. It also gives us insight into changing trends, and we thought you might have an interest in hearing about some of them.

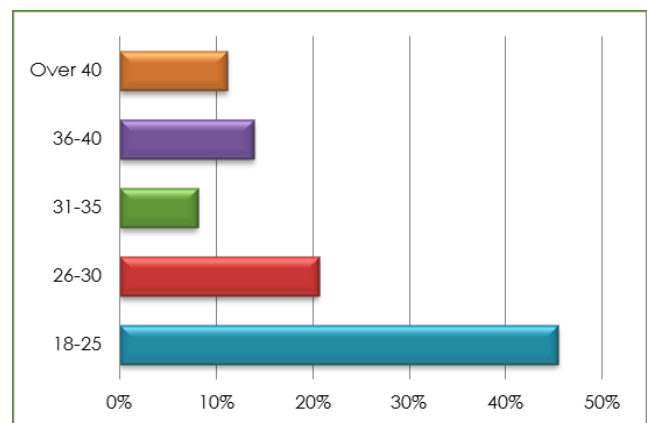
- **Are we still female predominant?**

The age-old truth is that the massage profession is predominantly female. For many years the female:male ratio in our classes consistently hovered around 75:25. Although we still expect to attract more women than men, our data shows a ratio that is shifting closer to par. We have also recently had a class with more male than female students.



- **Bridging the age gap**

We found that in the past five years our highest percentage of newly enrolled students has been between the ages of 18 and 25. This is a younger trend than in earlier years, but after analyzing the details we came to realize that advanced standing (Bridge) students make up a significant portion of this age group. Most of them come to us directly from completing kinesiology degrees, creating a bit of a skew toward that age category.

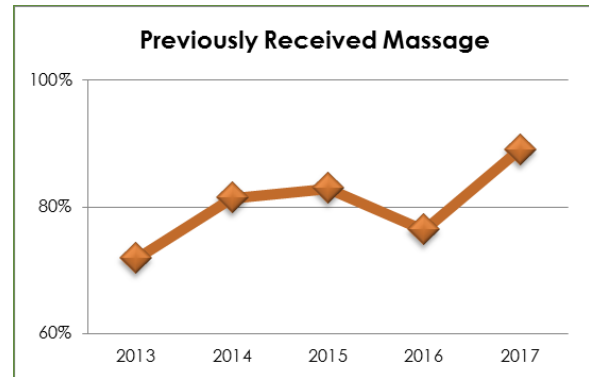


That said, we are very pleased to see that S-C is still attracting a diverse age group. 24% of our total student population begins school over the age of 36. Interestingly, the smallest representation is between the ages of 31 and 35 (8%). This leads us to assume that we continue to appeal to the second or third career changer demographic, with those in the 31-35 age range still likely engaged in their first career.

So, when you hear people say “I’m too old to go back to school” feel free to share our statistics and let them know that, in addition to pursuing a satisfying new career, they’ll be at home at SC!

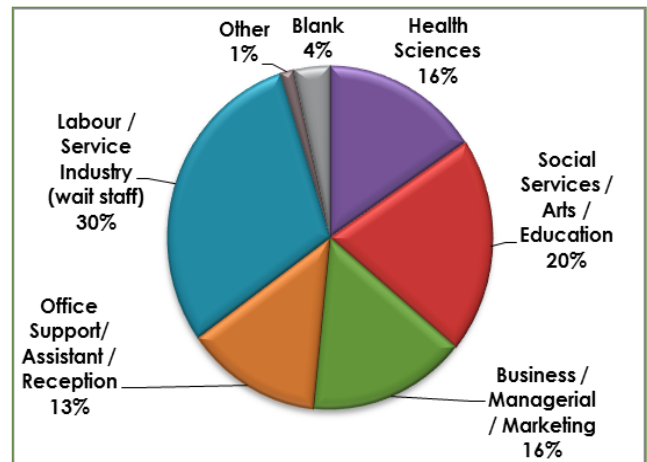
- The role of RMT referrals

One of our questions to all applicants is whether they've had massage in the past. We are interested in how much being a recipient of massage therapy contributes to a desire to make this career choice. We also like to track how much referral, especially from S-C grads, plays a role in encouraging students to come to our school. Alumni referral is consistently a big factor, and it is also true that a number of non-alumni RMTs advise candidates to come to us rather than the school they attended. Overall, in the five years we've asked this question, it appears that there is an increasing trend of massage consumption before enrolment. In 2017, 89% of our newly enrolled students had experienced a massage from an RMT.



- Career paths before S-C

We are always interested in knowing a student's most recent job prior to applying to the program. You might think that our largest categories would be individuals in the health sciences or the arts, but our data reveal something different. The biggest grouping of new applicants is those coming to S-C from working in the service industry and as office support staff, in other words, from customer service fields. People transitioning from a more established profession into massage therapy are also still substantially represented in our diverse student population, although our perception is that the ratio is trending somewhat lower than when the school first began.



- Changing with the times – gender neutral

Although S-C has always strived to maintain a teaching environment that is safe and inclusive, we have just begun to address gender labels by including a "Non-Binary" option on our Orientation Day survey. We do not as yet have enough data to offer good stats, but anecdotally we have more students (and patients) who are identifying themselves in non-traditional gender terms and helping us understand how to make our language and environment comfortable and appropriate.

As trends emerge, we evaluate how to adapt to and address them while maintaining the school's commitments to diversity, maturity, competence and professionalism in our graduates. And, we want to take a moment to acknowledge the importance of the role played by S-C graduates in guiding good candidates our way – thanks!!