

GBC Admission for International Students

Author & Stakeholders

Sertina Augustine Maliyakal

Project Background

International students upload their documents and submit their applications through the GBC 'Online Application for International Students' portal. After application submission, the students have no clarity on the status of their applications until a decision is made and must communicate with the International admissions team via email about all their queries. This limits the prospective international students in terms of transparency and increases the operational burden on the International Admissions team.

Research Goals

- 1.To find if the application status is really an issue for most international students
- 2.To find if having a ChatBot function added on the admissions portal would help students in their application process

Assumptions

- 1.International students are not familiar with the required documents and on how to submit their application for their chosen program
- 2.International Students do not have a clarity on the application status post submitting all the required documents
- 3.International students would like a ChatBot functionality on the admission portal
- 4.Other Colleges in Ontario have an application status tab
- 5.Other colleges in Ontario have a Chatbot functionality on their website / admission portal

Research Questions

1. How would International Students at George Brown College consider the overall admission process at GBC to be compared to other colleges?
2. Was there a long wait in updates and knowing the status of the application once all the required documents were submitted?
3. What would be the effect of regular application status updates in the GBC student admission portal and automated emails for the same be for international students?
4. Are there any difficulties finding information regarding the programs / admission requirements?
5. Will a virtual assistant (Chatbot) for admission portal help through the admission process?

Methodologies

We will be conducting a survey and interviews as primary research for our participants. The survey will be distributed to participants from all colleges in Canada and will include questions related to the admission process and their opinions regarding a new chatbot functionality. Structured interviews will be undertaken with 5 participants for more details. As secondary research, we will be exploring other college websites to find the similarities and differences between the admission process.

Participants

These are the primary characteristics of the study's participants:

- Participants: International Students
- Demographics: People between the ages of 22 – 50.
- Behaviour: Exploring various programs and colleges in Canada. Eager to learn and thrive in their careers.

Timeline

Survey Distribution: begins on March 18
Interview questions preparation: March 24
Conducting Interviews: March 27
Survey analysis: March 29
Interview analysis: April 1
Results delivery: April 15