

U.B.C. PERSONAL PROFILE

WHY?

A PERSONAL PROFILE

Probably one of the most important elements is the strong empirical evidence that the dimensions of broad-based admissions will help predict how students will succeed.

Measures such as family responsibilities, overcoming adversity, volunteer service, hobbies and community engagement are valuable ways to predict a student's success. Life experiences give students an added depth of character.

Through research, the university developed a series of supplemental questions to specifically target non-cognitive variables like leadership, talent, overcoming adversity, community service and goal setting.

It is a 'whole-person' approach to admissions, which takes account of academic performance as well as other accomplishments and personal traits that have been shown to be strong predictors of success as a UBC student.

UBC PERSONAL PROFILE QUESTIONS

Depending on which degree(s) you apply to, you'll be asked to answer some or all of the following questions:

Tell us about who you are. How would your family, friends and/or members of your community describe you? If possible, please include something about yourself that you are most proud of. (250 words max)

What is important to you? And why? (250 words max)

Describe up to 5 activities and outline the nature of your responsibility within that activity. (50 words max)

Categories: Club, Family/Community, Creative or Performing Arts, Work/Employment, Athletics, Volunteering, Service to Others, Other

Tell us more about ONE or TWO of the activities listed above. Please explain the role you played and what you learned in the process. You will be asked for a reference who can speak to your responsibilities.



UBC PERSONAL PROFILE QUESTIONS

Additional Info: You may wish to provide UBC with more info on your academic history to date and/or your future academic plans.

Explain how you responded to a problem and/or an unfamiliar situation. What did you do, what was the outcome and what did you learn from the experience?

Briefly describe the culture of your school community and your involvement within it. What impact has the school culture had on you? How would you enhance or change it?

PLEASE NOTE: Applicants applying to the UBC Bachelor of Commerce BCom program are required to respond orally to two questions.

How does it work? You'll record video responses to pre-recorded interview questions. You'll have an opportunity to try recording yourself before answering the two formal interview questions.

http://www.sauder.ubc.ca/Programs/Bachelor_of_Commerce/Admission_Requirements/How_to_Apply



TIPS FOR COMPOSING RESPONSES:

- ❖ REFLECT upon your life experiences **both in and out of school**. These will include activities such as: athletics, clubs, employment, volunteering, music, drama and family responsibilities, just to name a few. Write down important points and key thoughts as they occur to you.
- ❖ Focus your attention on more meaningful activities. These will likely be activities that you have been involved in for a longer period of time OR shaped your character and/or had an impact on you or someone else.
- ❖ **Be sure to provide evidence / give specific examples** that support your statements. Tap your memory for situations that illustrate your skills and successes. Ask yourself, “When did I demonstrate leadership, etc?” Incorporate these examples into your responses. Try not to refer to the same single experience to answer all the questions.
- ❖ When completing the Personal Profile, critically examine and analyze personal experiences. **Focus your attention on what you learned as a result of your experiences rather than what the experiences were (be reflective vs. descriptive)**



- ❖ Tell us about who you are. Include any strengths/skills you have: be careful not to sound boastful. Think about (or ask!) people how they would describe you. **WHY** would they describe you this way? **Provide some evidence and be specific.** Try to incorporate this into your responses.
- ❖ Something about yourself you're proud of: Don't focus only on external recognition – be reflective. **WHY** are you proud of this? If it's applicable, mention any obstacles or challenges you encountered and overcame. Explain any strategy you used or steps you took. Touch on any useful knowledge or insights that you gained.
- ❖ When you describe what's important to you, this gives UBC a sense of your background, values and interests. Reflect on whether there was an event or experience that caused you to feel that something was important and incorporate this into your response. If applicable, include any goal-setting or changes that resulted.
- ❖ Describing your role: Be clear and be careful not to use wording that overstates your role. Don't take credit for something you didn't do but also don't be modest and understate your involvement. Your reference will give their own perception and you don't want a wide disparity in the two versions of events! Be sure to state what you learned in the process.
- ❖ UBC Program: research the course content of the program and incorporate some course details into your response. Is there something inside/outside of school that has influenced what you want to learn? Describe what you hope to continue to learn in university.



- ❖ While completing the Personal Profile you should keep in mind that the factors considered in the evaluation of your application include:

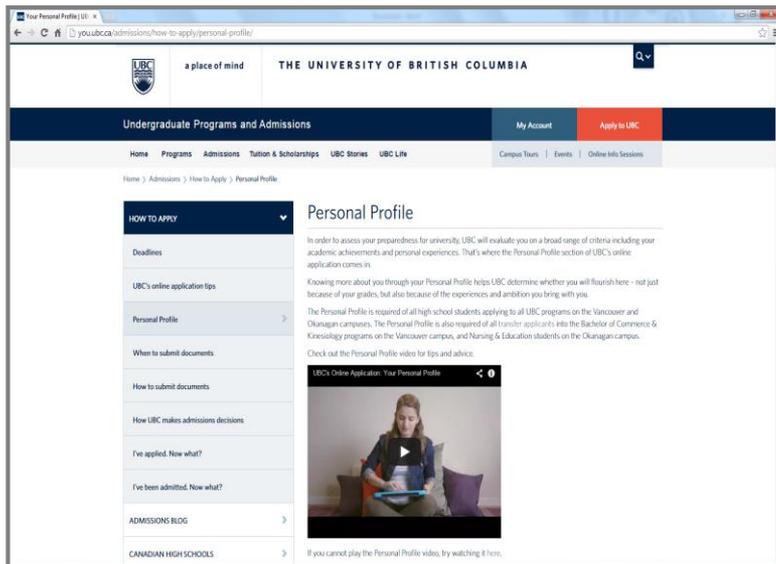
Communication Skills	Leadership and teamwork
Goal-setting / problem solving	Community Engagement
Accomplishments	Substance: meaningful & insightful

- ❖ Consider asking your family, friends or teachers if they recall a time when you demonstrated the personal attributes and skills that you think are important for success as a UBC student.
- ❖ Don't leave the completing of your application and Personal Profile to the last minute. Applications completed in a rush as the deadline approaches are usually not of the same quality as those completed in a timely manner.
- ❖ Be sure to ask permission of the people you name as references; each person must have direct knowledge of one of your activities

The deadline to submit a completed application including the Personal Profile is December 1, 2018 (for consideration for UBC Major Entrance Scholarships) OR January 15, 2019 for general admission. December 1 is also the deadline for the Centennial Scholars Awards (financial needs-based awards).

UBC RESOURCES:

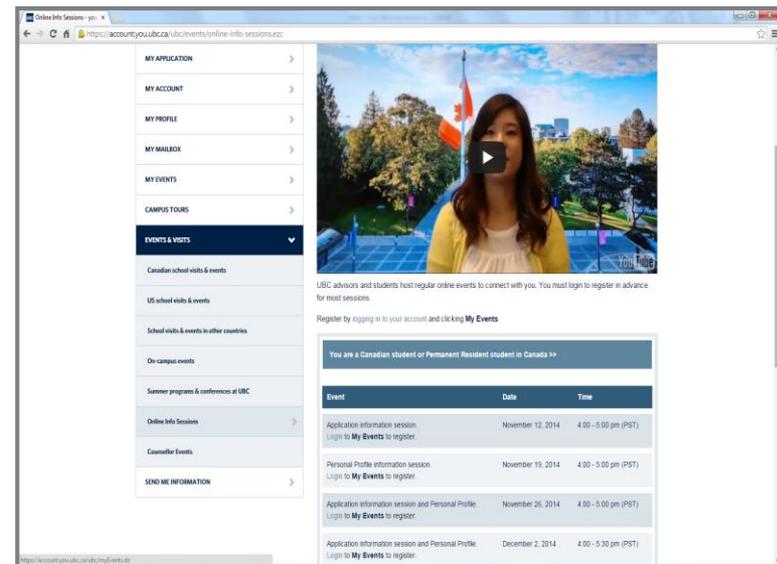
VIDEO & HELPFUL HINTS



The screenshot shows the 'Personal Profile' page on the UBC admissions website. The page title is 'Personal Profile' and it includes a video player for 'UBC's Online Application: Your Personal Profile'. The page content explains that the Personal Profile is required for all high school students applying to UBC programs and provides information on how to complete it. A sidebar on the left contains navigation links such as 'HOW TO APPLY', 'Deadlines', 'UBC's online application tips', 'Personal Profile', 'When to submit documents', 'How to submit documents', 'How UBC makes admissions decisions', 'I've applied. Now what?', 'I've been admitted. Now what?', 'ADMISSIONS BLOG', and 'CANADIAN HIGH SCHOOLS'.

<http://you.ubc.ca/admissions/how-to-apply/personal-profile/>

ON-LINE INFO SESSIONS



The screenshot shows the 'Online Info Sessions' page on the UBC admissions website. The page features a video player for an online session and a table of upcoming sessions. The table lists the event name, date, and time for several sessions.

Event	Date	Time
Application information session Login to My Events to register.	November 12, 2014	4:00 - 5:00 pm (PST)
Personal Profile information session Login to My Events to register.	November 19, 2014	4:00 - 5:00 pm (PST)
Application information session and Personal Profile Login to My Events to register.	November 26, 2014	4:00 - 5:00 pm (PST)
Application information session and Personal Profile Login to My Events to register.	December 2, 2014	4:00 - 5:30 pm (PST)

<http://you.ubc.ca/tours-info-sessions/online-sessions/>

