

**University of Windsor
Senate**

5.8.1: **Enrolment Management Update**

Item for: **Information**

Forwarded by: **Chris Busch, AVP Enrolment Management**

Ontario University Fair – 2023

Approximately 100 faculty, staff, and students journeyed to the Toronto Metropolitan Convention Centre to partake in the two-day Ontario University Fair. This event drew an impressive crowd of around 86,000 students and their supporters, marking a remarkable 10% year-over-year increase in attendance.

The Ontario University Fair is a distinctive platform for our university to showcase why it stands out as a premier educational destination for students in the Greater Toronto region. It provides participating faculty, staff, and students the invaluable opportunity to engage in one-on-one conversations, sharing their unique perspectives on why prospective students should seriously consider joining our university in the upcoming fall semester.

We distributed nearly 9,000 copies of our viewbook during this event, fostering numerous impactful conversations. Additionally, we garnered over 4,000 direct leads for follow-up, which has already started.

We extend our heartfelt gratitude to all those who passionately represented our university and conveyed the exceptional value proposition we offer to prospective students and our community.

Fall Open House - 2023

The Fall Open House, held on October 28th, is a pivotal event in our annual calendar, and its significance in supporting recruitment cannot be overstated. This event provides an in-person opportunity for prospective students and their supporters to experience our vibrant campus firsthand. It allows them to explore our academic programs, engage with faculty and staff, and get a real sense of the campus atmosphere. Opening our doors during this event showcases our commitment to academic excellence and demonstrates the welcoming and inclusive community that defines the University of Windsor.

	Registrants		Attendees	
	Prospects	Guests	Prospects	Guests
Fall 2023	2,133	3,816	947	1,387
Fall 2022	2,183	2,248	934	907
YoY Ñ	(50)	+1,468	+13	+480

The period following the Front-of-House (FOH) phase plays a pivotal role in sustaining momentum and ensuring prospective students receive the information and support they need when contemplating their application to the university. Our strategy includes planned efforts for continued engagement to transform interest into actual applications and enrollments. This encompasses expressing gratitude to attendees, conducting follow-up communications, gathering valuable feedback, providing virtual content (virtual open day), and organizing subsequent campus tours.

Interesting data tidbits: 55% of attendees register within 7 days of the event, 82% of those who attend are planning for Fall 2024, and 20% of registrants are still determining their primary academic interest.

SEM Plan Update

Efforts are ongoing to develop a comprehensive Strategic Enrolment Management Plan from 2023 to 2028, with a targeted completion date set for January 2024.

Diverse groups comprising students, faculty, and staff are actively formulating plans to leverage the strategic enrolment priorities identified during the engagement. These priorities include improving college transfer processes, bolstering domestic undergraduate recruitment efforts, exploring the potential adoption of an early alert system, implementing a holistic advising model, enhancing the overall student experience, and delivering improved enrolment insights for various campus stakeholders.

Important Dates

Plan Ahead (Grade 9 – 11) – December 2, 2023

Fall Virtual Open Day - Dec 7, 2023

Educators Day - Dec 13, 2023