

University of Windsor
Senate

5.8.1: **Enrolment Management Update**

Item for: **Information**

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Fall 2023 Enrolment Campaign – Analysis

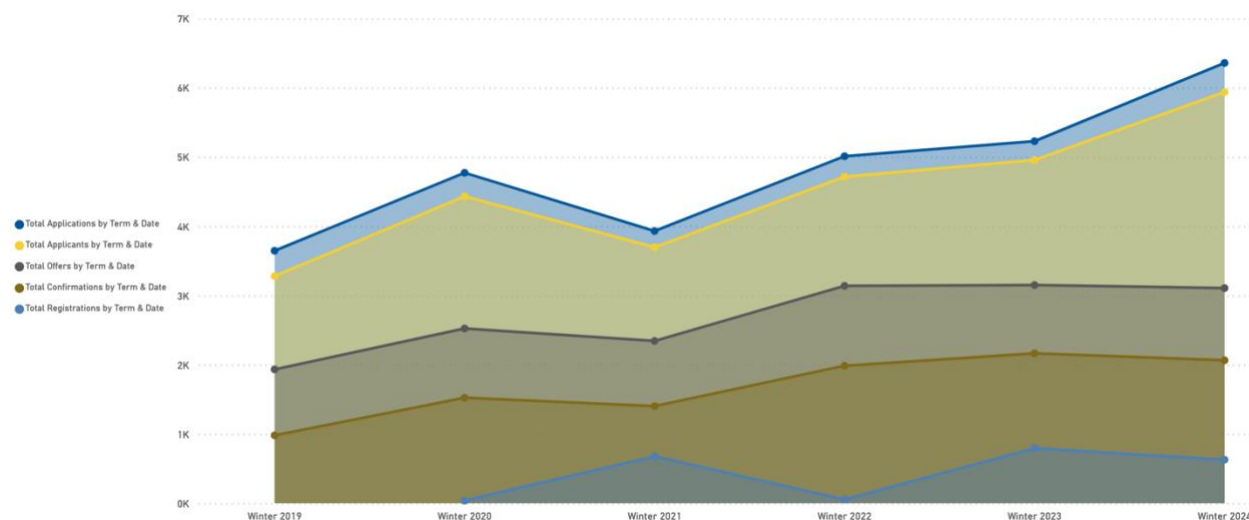
The University of Windsor's student marketing and communications campaign for domestic undergraduate student enrolment for Fall 2023 achieved remarkable results.

Key highlights include a new method to measure contribution to total OUAC applications through successful paid advertising, a 65% reduction in acquisition costs, and a 166% increase in social media engagement, particularly on TikTok. The "Thrive" campaign emphasized academic, personal, and professional growth, supported by an enhanced web and digital presence with over 5.2 million website views and significant digital advertising impact. Additionally, the University engaged in various recruitment events, effectively utilized CRM tools for lead management, and maintained investments in traditional advertising, increasing visibility and appeal to prospective students.

A copy of the complete analysis can be found [here](#).

Winter 2024 Enrolment

Undergraduate and graduate enrolment for the upcoming term is trending positively across all indicators, with registration periods only recently opening.



	Winter 2024				
	Applications	Admits	Confirmations	Registrants*	Enrolment Goal
Undergraduate					
Domestic	174	70	34	16	
International	1,103	649	387	62	
Graduate					
Research-based Masters	883	324	256	120	
International Course-based Masters	4,218	2,062	1,381	433	920
PhD	57	30	28	14	

* - Registration has not started in all programs

Geo-political Risks - International Course-Based Graduate Programs

The international education sector faces another unexpected diplomatic dispute, this time between Canada and India, potentially impacting student mobility and the EduCanada brand's integrity, particularly regarding campus safety. This situation is particularly concerning for our institution due to our significant enrolment exposure in the Master of Engineering program, where many Indian students are enrolled. Any erosion in this enrolment could substantially impact our overall enrolment figures and budgetary considerations.

To address these challenges, our institutional strategy includes diversification initiatives, ensuring vital support for Indian learners, and establishing an ICBM task force to oversee initiatives like enhanced agent support, deeper market engagement, novel partnerships, and increased top-of-funnel promotion. These efforts are essential for safeguarding our reputation, global presence, and the well-being of international students and faculty while ensuring long-term sustainability and success.

Virtual Open Day

The Fall Virtual Open Day at the University of Windsor, set for Thursday, Dec. 7, from 8 a.m. to 12 p.m., offers a comprehensive online experience for prospective students and applicants worldwide. This event complements on-campus open houses, allowing one to explore the University from any location. Participants can learn about the University, view the campus and living spaces, complete their applications, and interact with current students and staff, all from the comfort of home.

The Virtual Open Day includes a diverse program with general information sessions, on-demand international asynchronous video sessions, live Zoom interactions, text chats, and options for guided or self-directed virtual campus tours. It enables domestic and international prospects to engage directly with the recruitment team in real time.

Faculty and campus partners will showcase their programs and services via pre-recorded videos, available around the clock for 30 days post-event. The pre-registration for this year's event has surpassed the previous year's numbers.



For additional details and to register, visit the event website at future.uwindsor.ca/virtual-open-day.

Respectfully submitted,

Chris