

**University of Windsor
Senate**

5.8.1: Enrolment Management Update

Item for: **Information**

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

Winter 2024 Enrolment

New

Enrolment patterns for new undergraduate students indicate an upward trend, with domestic student enrollment rising by 20% and international student enrolment increasing by 17.4% year-over-year. In contrast, research-based master's programs are experiencing stagnation in new enrolments for the winter term, accompanied by a modest decrease in new Ph.D. candidates. It's important to note that enrolment numbers for these programs in the winter term are generally low, as detailed in Table 1.

Table 1

	Winter 2024				
	Applications	Admits	Confirmations	Registrants*	Enrolment Goal
Undergraduate					
Domestic	208	101	48	25	
International	1,116	670	405	109	
Graduate					
Research-based Masters	838	293	227	158	
International Course-based Masters	4,130	1,977	1,298	624	920
PhD	57	32	30	18	

* - As of January 3, 2024 (PowerBI; Office of the Registrar)

The situation for international cohort-based graduate programs in Winter 2024 presents a different picture despite a 15.5% surge in applications (see Figure 1), the actual enrolment for this term is anticipated to be significantly lower than in previous years.

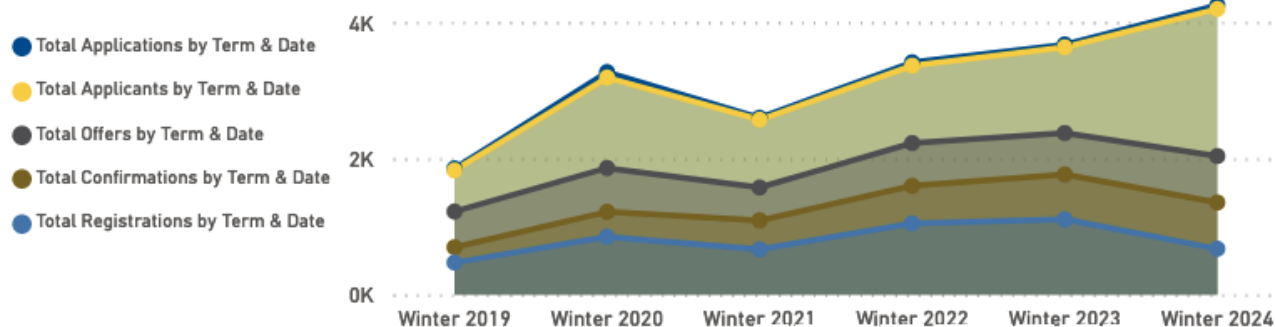


Figure 1

* - Historical enrolment funnel for ICBM programs on January 3 for each term (PowerBI; Office of the Registrar – Accessed January 3, 2024)

The observed decline can be attributed to a combination of three distinct factors: Firstly, there has been a 24% decrease in interest from Indian students in Engineering programs. However, this is juxtaposed with increased interest in the Business (MM) and Computer Science (MAC) fields from the same market, indicating a trend of market-specific program diversification. This suggests that Indian students are exhibiting a change in academic preferences, which appears unrelated to the recent modifications in Canadian immigration policies. Secondly, specific programs have experienced lower admission rates compared to previous cycles. Lastly, there has been a 47% rise in the melt rate (the rate at which admitted students do not enroll) in Engineering programs, contributing to reduced overall enrolment numbers in the International Cohort-Based Master's programs.

Table 2

Engineering	Winter 2024					
M.Eng Suite	W19	W20	W21	W22	W23	W24
Applications	936	1,588	1,166	1,580	1,893	1,963
Admits	711	1,143	1,002	1,173	1,384	1,185
Confirmation	479	810	756	905	1,034	792
Registrants	325	601	493	605	706	400
Admit rate	76%	72%	86%	74%	73%	60%
Yield rate	46%	53%	49%	52%	51%	34%
Indian nationals						
Applicants	56%	49%	43%	47%	59%	43%
Registrants	30%	20%	16%	30%	60%	70%

Final enrolment numbers may vary as the add/drop period approaches, with the in-country team actively following up with admitted students. Many programs also wait to enroll students until they submit proof of a study permit. Nonetheless, this unusual pattern in enrolment is causing significant concern.

In response to the need to adapt to geopolitical shifts and changes in market demand, an executive steering committee has been established to focus specifically on ICBM enrolments. This team is tasked with vigilantly monitoring several vital areas: diversification efforts, enhanced recruitment activities, market activation/development, and renewing recruitment partnerships. They aim to bolster these critical markets and prevent further enrolment slippage while staying responsive to the dynamic geopolitical landscape and evolving market demands.

Returning:

Preliminary winter 2024 enrolment numbers show higher total enrolment in the Winter term compared to previous years. Students can still adjust by adding or dropping classes, with many returning students delaying registering for the upcoming term because they are awaiting grades or enjoying the holiday break.

	Undergraduate	Masters Non-Research	Masters Research	PhD	Total
Registrants					
W24*	9,899	3,532	600	408	14,439
W23	9,500	3,484	566	386	13,936
W22	9,861	3,133	593	412	13,999
W21	10,939	2,335	636	351	14,261

* - Winter 2024 – partial enrolment (as of January 2, 2024); # classes >0 and Requirement Term, not Winter 2024.

Early Leavers

In collaboration with the faculties, a wide variety of engagement strategies were initiated and continue up to the add/drop deadline to engage one of the two types of “early leavers” categories of learners, including:

At-risk of enrolment melt: New W24 UG admits but is not enrolled in the upcoming term.

Potential Early Leaver: enrolled in F23 but not enrolled in the upcoming W23 term

Virtual Open Day

The university's virtual open day on December 7th offered participants dynamic interactions via Booth Chats and access to 49 academic and service area virtual booths with pre-recorded sessions and downloadable PDFs. Live engagements with departments, including Recruitment, Registrar's Office, International Student Centre, Residence, Student Ambassadors, and International Recruitment representatives, provided valuable insights into university life. Registrants and attendees also received ongoing information and automatic inclusion in student recruitment marketing communications for future updates and opportunities.

REGISTRATION SUMMARY						
	Registered			Attended		
	F2022	F2023	Ñ	F2022	F2023	Ñ
TOTAL	1,327	3,333	+2,006	490	683	+193
International	913 (69%)	2,518 (75%)	+1,605	328 (67%)	489 (76%)	+161
Domestic	385 (29%)	815 (25%)	+430	155 (32%)	194 (24%)	+39
Unspecified	29 (2%)	-	(29)	7 (1%)	-	(7)

Fall 2024 UG Enrolment Catchment

The institution has made a deliberate and strategic effort to diversify its student body by actively recruiting undergraduate students from beyond its local catchment area, encompassing Essex, Lambton, and Kent regions. Preliminary figures suggest moderate increased enrolment from key growth markets, including Southwestern Ontario and Toronto.

Applicant Demographic Information (Ontario Secondary Applicants) (as of December 22, 2023)

Region	Grade12 Enrolment	University Applicants	University Enrolment Rate	UWindsor Applicants	UWindsor Enrolment Rate (2024)	UWindsor Enrolment Rate (2023 Final)
Central	53,903	23,058	43%	1,168	5%	6%
East	27,255	9,248	34%	290	3%	3%
Foreign	351	139	40%	7	5%	6%
Northeast	3,356	720	21%	71	10%	8%
Northwest	1,208	186	15%	17	9%	7%
Toronto	43,862	12,440	28%	563	5%	4%
West	47,857	10,606	22%	1,222	12%	9%
West – Local*	8,553	1,694	20%	1,472	87%	84%

* - Essex, Lambton and Kent Counties; all data is preliminary.

Global Engagement

Consul General LUO Weidong invited the university to participate in the "Chinese Universities: Reaching Out & Welcoming In" event hosted by the Chinese Consulate General in downtown Toronto. This event served as a platform to enhance educational exchanges between Canada and China, uniting key stakeholders, including 20 Ontario post-secondary institutions. It provided a valuable opportunity to gain insights into China's education sector, focusing on its opening-up policies, strategic priorities, and the Chinese Government Scholarship Program.