

**University of Windsor  
Senate**

5.8.1: **Enrolment Management Update**

Item for: **Information**

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

**Strategic Enrolment Management Plan (2023-24)**

On March 1, 2024, we held a virtual Senate Information Session to illuminate the nuances and overarching goals of "Aspire for Student Success: The University of Windsor's Strategic Enrolment Management Plan (2023-28)." I am grateful to all the Senators who demonstrated their commitment by engaging with this pivotal strategy for our institution. It's essential to acknowledge the significance of involving the entire campus community in the implementation phase of this plan, as collective effort is critical to our success.

I look forward to discussing the finalized strategy in more detail at an upcoming Senate meeting, where I know this spirit of collaboration will continue.

**Fall 2024 Enrolment**

*Table 1: Historical Fall Applicants by Degree Level and Type (PowerBI – As of February 26, 2024; accessed February 27, 2024)*

<b>Applicants</b>					
<b>Undergraduate</b>	<b>Fall 2020</b>	<b>Fall 2021</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Fall 2024</b>
Domestic (High School)	6,925	6,326	6,735	7,309	<b>7,666</b>
Domestic (Transfer)	399	437	477	444	<b>551</b>
International (all)	2412	1856	2230	2078	<b>1711</b>
<b>Second Entry</b>					
Law	1,948	2,252	2,073	1,926	<b>2,100</b>
Education	687	965	1,064	1,070	<b>1,133</b>
<b>Graduate</b>					
ICBM	3,717	3,524	3,495	3,527	<b>4,930</b>
Research Master's	1,832	1,820	2,052	2,387	<b>2,277</b>
PhD	261	455	422	375	<b>342</b>

**Yield Campaign (early March – end of May 2024)**

The yield activities planned by the University of Windsor to encourage admitted undergraduate students to accept their offers can be grouped into four main categories:

**Personalized Outreach and Support:** Faculty showcases, telephone campaigns, and postcard outreach. One-on-one in-person meetings in specific locations. Award application support and budgeting assistance. Student Ambassador and peer-to-peer call campaigns.

**Events and Campus Engagement:** Campus tours, March break activities, and school visits focusing on conversion. Spring Open House, Spring Virtual Open Day, and school group/board visits to campus.

*Targeted Communication Campaigns:* Alternate offers, email campaigns for conversion, Outstanding Scholars email campaign, and the "Top 5 Reasons Why UThrive at UWindsor" virtual presentation. Recruiter call campaign to prompt confirmation and a postcard/colouring contest.

*Digital and Virtual Resources:* International pre-departure webinars and virtual drop-ins. Recruitment appointments and UWinsite service requests. Email and social media campaigns for various student demographics.

**Applicant Diversity Census**

The Ontario University Application Centre (OUAC) implements a system where applicants can voluntarily disclose information about their diversity, specifically regarding disabilities and impairments. This self-reporting mechanism has revealed that over 20% of those applying to the University identify themselves as individuals with a disability or impairment. The purpose of collecting this data is to understand the demographic composition of applicants better and to potentially inform services and support provided by universities – and share for Senators’ information.

Person with a disability and/or impairment	UWindsor		Sector		University to Sector
	#	%	#	%	
No, I do not have a disability or impairment	6234	79%	77882	79%	8%
Yes, I have a neurodevelopmental disorder, intellectual, cognitive, and/or learning disability and/or impairment	515	7%	6463	7%	8%
Yes, I have a physical disability and/or impairment	37	0%	397	0%	9%
Yes, I have a sensory disability and/or impairment	55	1%	813	1%	7%
Yes, I have a mental health illness or disability	453	6%	5567	6%	8%
Yes, I have another disability and/or impairment	110	1%	1368	1%	8%
Prefer not to answer	448	6%	5931	6%	8%
	<b>7852</b>		<b>98421</b>		

**Provincial Attestation Letters (PALs)**

At the time of submission of this report, the Ministry of Colleges and Universities had yet to communicate UWindsor's allocation under the new IRCC study permit application cap; however, preliminary work is underway to implement the disbursement of PALs to eligible admitted international undergraduate learners in advance of the March 31, 2024, deadline.

Present assumptions indicate that Ontario will receive 235,000 applications and IRCC will approve 141,000 of these. Ontario universities are expected to receive a 20% share of the allocation, which will be apportioned according to the historical domestic undergraduate enrolment figures.

**Canada's International Student Program**

A comprehensive communication strategy has been launched targeting international prospects, applicants, and recruitment partners to inform them of the recent changes to the program, including the following channels:

- **Web:** [future.uwindsor.ca/isp](http://future.uwindsor.ca/isp)
- **KBAs:** [ask.uwindsor.ca](http://ask.uwindsor.ca)
- **Webinar**
- **UWinsite Service:** New queues supported by immigration professionals
- **In-country recruiters**



### **Global Engagement**

The University of Windsor and the University of Sharjah recently signed an MOU to promote collaborative efforts in Engineering. This agreement is expected to enhance cross-cultural academic exchanges, joint research, and contribute to mutual advancement in education and innovation, fostering a robust, long-term international partnership.

Respectfully submitted,  
Chris

### **Upcoming Important Dates:**

[Spring Open House](#), April 6, 2024

Spring Virtual Open Day, May 16, 2024