

**University of Windsor
Senate**

5.8.1: Enrolment Management Update

Item for: **Information**

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Fall 2024 Enrolment

Table 1: Historical Fall Applicants by Degree Level and Type (PowerBI – As of April 21, 2024; accessed April 22, 2024)

Applications							
Undergraduate	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	YoY Delta	
Domestic (High School)	12,009	10,235	10,991	11,817	11,107	-6.0%	
Domestic (Transfer)	682	663	731	667	620	-7.0%	
International (all)	3,543	2,786	3,388	3,134	2,601	-17.0%	
Applicants							
Undergraduate	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	YoY Delta	
Domestic (High School)	6,184	5,807	6,251	6,871	7,188	4.6%	
Domestic (Transfer)	452	474	522	492	620	26.0%	
International (all)	2,675	2,184	2,645	2,478	2,011	-18.8%	
Offers							
Undergraduate	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	YoY Delta	Admit rate
Domestic (High School)	7,023	6,602	7,711	7,561	7,523	-0.5%	68%
Domestic (Transfer)	232	332	375	340	295	-13.2%	48%
International (all)	1,595	1,240	1,519	1,474	1,476	0.1%	57%
Confirmations							
Undergraduate	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	YoY Delta	Confirm Rate
Domestic (High School)	855	832	792	858	971	13.2%	13%
Domestic (Transfer)	57	81	77	68	55	-19.1%	19%
International (all)	244	165	190	223	335	50.2%	23%

Undergraduate applicants are beginning to accept their offers, in line with the Ontario Universities Application Centre (OUAC) deadlines, which typically require Ontario high school students to respond to their offers of admission by June 1st to secure their place in the upcoming academic year.

Efforts to convert admitted students into confirmed enrollees at the University are comprehensive, engaging prospective students through various interactive and personalized activities. The Spring Open House was a significant event, drawing 4,151 registrants, including 1,795 prospects and 2,356 guests. Additionally, 5,972 admissions packages featuring QR codes that led to virtual fireworks were sent out to individuals residing in Canada, supported by an effective complementary email campaign with an 82% open rate and a 15% click-through rate.

Virtual Spring Open Day, to be held on May 16th, offers asynchronous video content and live sessions to facilitate interaction and private appointments. A similar event in the Fall attracted over 3,300 registrants, 75% of whom were international, demonstrating the global reach of the university's recruitment efforts. Faculty-specific initiatives

further personalize the experience; these include handwritten postcards by faculty, staff, and Lancers. The "Plan Your Program" initiative, starting May 1, 2024, and a proactive calling campaign led by Student Ambassadors target applicants who have received offers but have not yet accepted, leveraging both past event participation and direct outreach to solidify student commitments.

International Student and Scholars Supports

The Government of Canada announced that the temporary policy allowing international students to work over 20 hours per week off-campus will end on April 30, 2024. This policy will be replaced in the Fall with a new rule permitting students to work up to 24 hours per week. This change aims to help students maintain a focus on their studies while still having the opportunity to earn income. During scheduled academic breaks, students can continue to work unlimited hours. The modification is designed to balance students' financial needs with the importance of their academic performance, and student needs, international policies, and research on educational outcomes informed it.

Additionally, the government is advancing the Recognized Institutions Framework to enhance standards for supporting and retaining international students, continuing efforts to protect them from financial vulnerability and uphold the integrity of the International Student Program. More information should become available later in 2024.

Global Engagement

The University is set to engage with international educational leaders at NAFSA in late May, focusing on partnership management, agent relations, and networking as critical strategies to diversify international student recruitment and explore global educational trends. It will also participate in the CBIE's International Student Dialogue in Ottawa, targeting discussions on the unique challenges and opportunities that affect international students. Additionally, during the Higher Education Partnership Forum in the Middle East, which the Government of Canada organizes amid warming relations with the Kingdom of Saudi Arabia, the University plans to meet with ten leading Arab institutions to explore academic and research partnerships and introduce our graduate programs, further aiming to bolster future recruitment efforts – while meeting with incoming students joining us this Fall.

Respectfully submitted,
Chris

Upcoming Important Dates:

Spring Virtual Open Day, May 16, 2024

Head Start*:

Friday, July 12th: Faculty of Science, Nursing & Education

Friday, July 19th: Faculty of Arts, Humanities & Social Sciences & Education

Saturday, July 20th: Odette School of Business & Faculty of Human Kinetics

Friday, July 26th: Faculty of Engineering

Saturday, August 10th: General/All Faculties

Ontario Universities' Fair, October 5 & 6, 2024

Fall Open House, October 26, 2024

* - Organized by Student Success & Leadership Centre