

Aspire for Student Success

University of Windsor's Strategic Enrolment Management Plan
2024-29

May 31, 2024



University
of Windsor

Aspire.

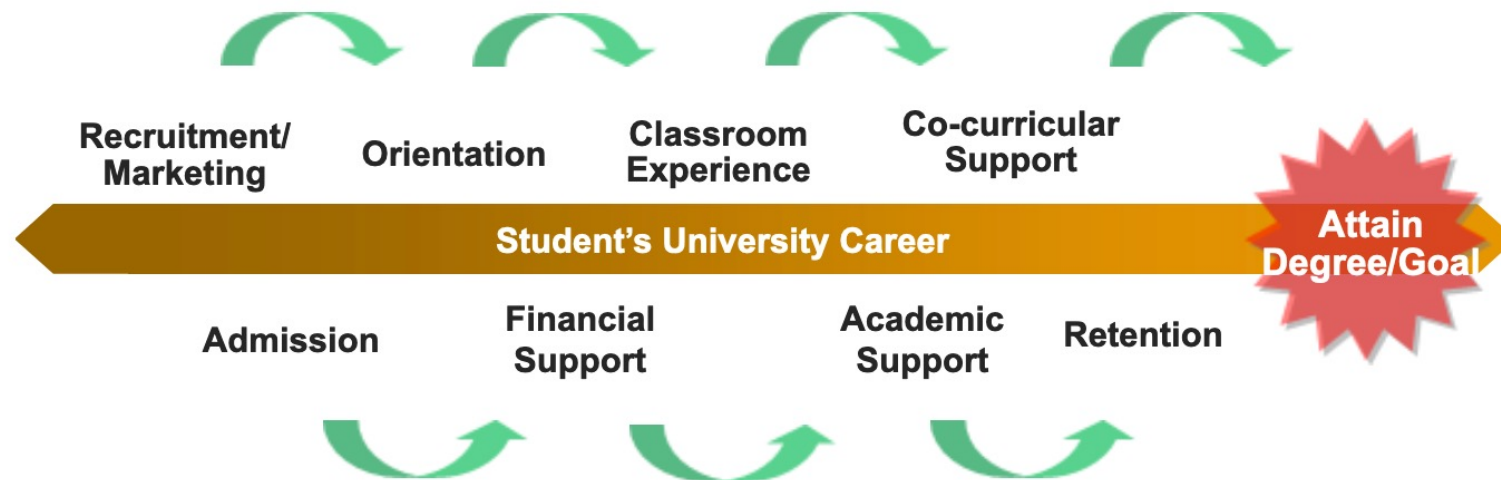
Strategic Enrolment Management

... a comprehensive process designed to help an institution achieve and maintain an optimum enrollment, where optimum is defined within the academic context of the institution.

- M. Dolence, 1993

... a concept and process that enables the fulfilment of institutional mission and students' educational goals.

- B. Bontrager, 2004

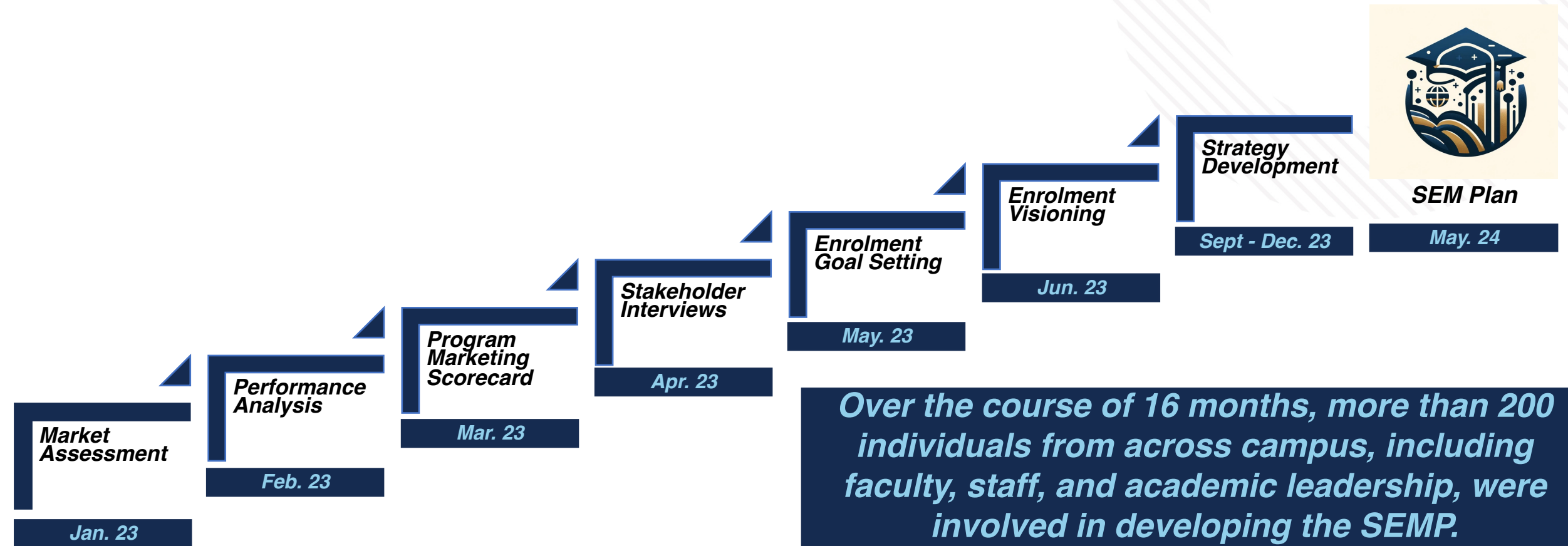


Aligned to Aspire: Together for Tomorrow

- Cascading plan
- It is intended to be an iterative process (annually reviewed/updated) that is subsequently informed as other cascading plans are developed.
- Informed by **Aspire** and additional campus consultations.
- Aligned to our values, fundamental commitments, and strategic priorities.



How we got here?



Enrolment Priorities

Human Kinetics

Engineering

Science

Business

Education

Law

Nursing

Arts,
Humanities
and Social
Sciences

Example:

Business

Grow the number of undergraduates as a percentage of the total student population

Increase the number of 1st choice undergraduate applicants and improve the academic quality of applicants

Increase the number of female and underrepresented undergraduate students (Black and Indigenous)

Promote the professional accounting pathway to college transfers

Increase the percentage of domestic students pursuing graduate studies

Improve undergraduate student retention

Increase the number of college transfer enrolments across all undergraduate disciplines

Increase international undergraduate student enrolment and international partnership agreements

Enrolment Goals

Aim for a diverse learner community of 18,000 – 20,000, encompassing full-time and part-time participants across all degree levels.



Enrolment Goals



Example:

Business	Baseline	SEMP				
	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027	Fall 2028
101's (Ontario High Schools)	190	190	200	209	220	231
105's (International)	16	16	16	16	16	16
105's (Transfer)	19	19	19	19	19	19
New - Undergraduate	225	225	235	244	255	266
+ Returning Year 1 (est.)	33	25	22	23	23	23
TOTAL NEW UG	258	250	257	267	278	289
	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
New - Master's	382	488	448	428	448	428
Total - NEW Students	640	738	705	695	726	717

Enrolment: Undergraduate

Strategic Undergraduate Expansion:

Enhance the academic community by selectively increasing the enrolment of domestic undergraduates and transfer students, prioritizing early outreach in Southwestern and Central Ontario for a more prosperous, regionally diverse student body.

Commitment to Retention:

Strengthen student success by improving retention rates, ensuring our undergraduates remain engaged and supported throughout their academic journey for a more fulfilling educational experience.



Starting with 10,729 full-time domestic undergraduate students in Fall 2024, our targeted strategies aim to increase this number to 12,800 by Fall 2028.

Enrolment: Second Entry

Faculty of Law:

Maintain the current enrolment level to ensure the quality and integrity of the program, aligning with the Faculty's vision for a focused and robust educational environment.

Faculty of Education:

While overall enrolment is anticipated to remain stable, any changes will be contingent on endorsement or potential program changes. Future considerations include expansion into new locations and adjustments to the program length.



Enrolment: Graduate

- Anticipate a strategic decrease in master's enrolments due to reduced seats (and market conditions) in international engineering and business programs.
- Counterbalance with new offerings: revised MBA for Managers, Electric Vehicle program, expanded Nursing Practitioner program, diversified Sport Management graduate program, and a new Master of Data Science.
- Ph.D. enrolment forecasts are complex due to the specialized nature of programs, faculty expertise, and funding variances; however, we hope to see modest growth over the period (F2024: 476 -> F2027: 510).

Degree Type Mix	Baseline	SEMP				
	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29
CBM						
<i>Business</i>	410	410	350	350	350	350
<i>Engineering</i>	1,661	1,550	1,550	1,400	1,400	1,400
<i>Science</i>	640	575	560	560	560	560
Master's Research Based	780	896	954	941	969	957
Total	3,491	3,431	3,414	3,251	3,279	3,267

Priority Student Populations

The SEM Plan highlights the University's commitment to embracing and nurturing the rich diversity on our campus by focusing on four key student groups, each of which offers unique opportunities for enriching our academic community and fostering success:

Indigenous
Students

Black
Students

Students
Transferring
from Colleges

Students from
Southwest
(and Central)
Ontario

Strategic Opportunities for Advancing Student Success

Expanding
Domestic
Outreach Efforts

Enhancing the
Student-First
Experience

Holistic Advising
Approach

Implementation
of Early Alert
Systems

Increasing
Transfer Student
Engagement and
Success

Performance Management

- Restructured Committee Framework for Strategic Enrolment Management Governance
- Formation of Specialized Action Teams and Development of Plans Targeting Each Strategic Opportunity
- Establishment of a PowerBI Dashboard for Real-time SEM Plan Monitoring
- Annual Presentation to Faculty Coordinating Councils for Enhanced Awareness and Collaborative Engagement
- Execution of an Annual Strategic Enrolment Management Planning Cycle, Including Review and Adjustment with Each Faculty as Needed
- Annual Submission to the Academic Policy Committee on the SEMP Implementation Progress

