

**University of Windsor  
Senate**

**5.8.1: Enrolment Management Update**

Item for: **Information**

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**Enrolment**

***Fall 2024 Undergraduate***

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

<b>Applications</b>							
<b>Undergraduate</b>	<b>Fall 2020</b>	<b>Fall 2021</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Fall 2024</b>	<b>YoY Delta</b>	
Domestic (High School)	12,092	10,337	11,070	11,921	<b>12,381</b>	3.9%	
Domestic (Transfer)	733	691	768	707	<b>912</b>	29.0%	
International (all)	3,672	2,937	3,578	3,363	<b>2,879</b>	-14.4%	
<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>	<b>YoY Delta</b>	
Domestic (High School)	6,221	5,849	6,285	6,917	<b>7,231</b>	4.5%	
Domestic (Transfer)	483	488	542	509	<b>653</b>	28.3%	
International (all)	2,755	2,287	2,778	2,636	<b>2,164</b>	-17.9%	
<b>Offers</b>							
<b>Undergraduate</b>	<b>Fall 2020</b>	<b>Fall 2021</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Fall 2024</b>	<b>YoY Delta</b>	<b>Admit rate</b>
Domestic (High School)	9,210	7,717	8,910	8,947	<b>9,839</b>	10.0%	79%
Domestic (Transfer)	285	364	409	373	<b>357</b>	-4.3%	39%
International (all)	1,981	1,532	1,913	1,860	<b>1,900</b>	2.2%	66%
<b>Confirmations</b>							
<b>Undergraduate</b>	<b>Fall 2020</b>	<b>Fall 2021</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Fall 2024</b>	<b>YoY Delta</b>	<b>Confirm Rate</b>
Domestic (High School)	1,523	1,268	1,327	1,363	<b>1,611</b>	18.2%	16%
Domestic (Transfer)	77	106	105	91	<b>81</b>	-11.0%	23%
International (all)	298	232	253	319	<b>523</b>	63.9%	28%

**Important note:** The confirmation deadline is June 3, 2024.

**Undergraduate Conversion and Engagement**

A comprehensive campaign is in place to engage undergraduate applicants and facilitate their transition to pre-matriculated status. This multi-faceted approach includes phone outreach, personalized postcard campaigns, online events, and localized initiatives. The goal is to maximize conversion rates and encourage prospective students to accept UWindsor's admission offers. Continuous monitoring and evaluation will ensure the effectiveness and success of these efforts.

A few key activities:

*Spring Open House Follow-Up Phone Campaign:* Led by Student Ambassadors, this campaign targeted applicants who registered for SOH but did not attend and attendees who had not accepted offers. It achieved a 43% success rate in connecting with contacts, with 30% expressing interest in further follow-up.

*Personalized Postcard Campaign:* Faculty sent personalized postcards to applicants with open offers featuring messages from faculty and current students. This campaign aimed to establish a connection between applicants and their home faculties.

*“UWin a Freezie” Campaign:* Targeted applicants in the Windsor Essex area, with Recruitment Advisors and Faculty visiting schools with numerous outstanding offers. This initiative facilitated direct engagement and addressed queries about UWindsor offers, with early success, as some students accepted offers on the spot.

*“Why UThrive at UWindsor” Presentations:* Hosted online three times in May on Windsor Wednesdays, these presentations focused on Windsor’s Location, Student Experience, and People of UWindsor. The session was promoted via email campaigns to over 2,500 admitted students.

*GTHA Activities:* Conversion events and Coffee Chats in Brampton, Mississauga, Oakville, and Milton were held. Additionally, there was participation in various fairs and events at GTHA high schools, with an upcoming call campaign to applicants in GTHA who have not yet accepted their offer.

### **Virtual Spring Open Day (May 12, 2024)**

Attracted 1,422 prospective and admitted students from Windsor-Essex, across Canada, and worldwide. They attended from their homes to learn about programs of interest. The event featured morning and evening sessions to accommodate Future Lancers in different time zones and high school schedules. Participants enjoyed guided virtual campus tours, faculty presentations, and direct engagement with professional staff and current students via video and text chat. Our dedicated staff and exceptional student ambassadors made this event possible. Program content will remain available until the start of the Fall 2024 term to aid in conversion.

## **Global Engagement**

### ***Technical University of Kenya***

Building on past informal collaborations between the University and the Technical University of Kenya, specifically through faculty in the Great Lakes Institute for Environmental Research, including Dr. Mike McKay's research on algae blooms affecting the second largest freshwater lake in the world, and a recent visit by Dr. Bill Van Heyst and myself, the University formalized the relationship by signing a Memorandum of Understanding. This agreement aims to explore further academic and research collaborations, mobilities, and the promotion of educational programs.



### ***National Dialogue on International Students: Charting a Path Forward for a Sustainable and Responsible International Education Sector***

The University, alongside over 220 institutions, government officials, and policymakers, participated in this national event in Ottawa to advance the Canadian international education sector. Key focus areas included labour market and community integration, housing, and mental health support for international students. Discussions covered successes, challenges, and strategies for creating a sustainable future. A discussion paper can be found [here](#).

### **Global Skills Opportunity Program**

The spring/summer semester is the busiest for outbound mobilities under the GSO program, with 114 travellers. There are 7 group trips and eight individual mobilities from late April to May. The Faculty of Education has seven students in China, and 31 recently returned from Tanzania. Human Kinetics sent 12 students to Costa Rica. Arts, Humanities, and Social Sciences had 20 students in the EU Study Abroad program and an Indigenous studies course in Costa Rica. Business has ten students in Brazil taking a strategic management course. Science sent 11 students to Iceland for a petrology course. Individually, 2 law students and six computer science and engineering students are in Germany for summer programs and co-op terms.



Figure 1: (a & b) Students in the Teachers in Tanzania Service-Learning Program and (c) Scotland faculty-led mobility

**Upcoming Important Dates:**

Head Start\*:

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

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

Saturday, July 20th: Odette School of Business and 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