

**University of Windsor
Senate**

5.8.1: **Enrolment Management Update**

Item for: **Information**

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

1. SEM Plan

As part of our commitment to maintaining the SEMP as a dynamic, living document, we are conducting an annual review to update the Senate on the plan's progress and adjust strategies based on current enrolment trends. This year's update will refine Senate-approved SEMP priorities considering Fall 2024 enrolment patterns and provide a "reality check" on our assumptions and projections for Fall 2025 and beyond.

Outcomes: Adjustments to the SEMP will reflect updated trends and ensure alignment with our strategic enrolment targets for 2025/2026 and future years. We will evaluate current assumptions through the Annual SEMP "Reality Check" and recalibrate enrolment projections as needed.

Approach: Throughout November, Enrolment Management will hold individual meetings with faculties involving stakeholders from Finance, OIA, and the Registrar's Office. These sessions will incorporate comprehensive data sets to enable data-informed decisions, including SEMP targets, historical enrollment data for domestic and international students, application data, etc.

Interview Guide Focus Areas: Discussions with faculties will target Program-specific insights and trends, retention and student success initiatives, opportunities for future growth, and identification of barriers and challenges impacting enrolment

These annual updates to the SEMP will ensure it remains responsive to institutional needs and aligned with our enrolment goals, with revised plans and outcomes reported back to the Senate each year.

2. Enrolment

Alumni Graduate Enrolment

In response to a question at the October Senate meeting, I am pleased to provide an update on the enrollment of master's students who have completed their undergraduate degrees at the University of Windsor for the Fall 2024 term as of the Financial Drop.

We have 643 master's students who completed a UWindsor undergraduate degree program, constituting 14.3% of our overall master's student population. These numbers underscore our undergraduate programs' significant role in feeding into our graduate studies, especially within research-based master's programs.

2024 Fall (as of the Financial Drop)				
	Type (Master's Students)			Total
	Course-based (excludes ICBM)	International Cohort (ICBM)	Research	
Students who completed an undergraduate degree at UWindsor (N)	22	29	563	614
Total (N)	497	2,287	1,520	4,304
Students who completed UG degree at UWindsor (%)	4.4%	1%	37%	14.3%

Source: Office of Institutional Analysis

Winter 2025 – International Cohort-based Master’s Program

As of October 29, 2024, our recruitment and conversion efforts for the Winter 2025 international cohort-based master’s programs (ICBM) have yielded 2,596 applications with 1,380 admitted.

Program	Confirmed	IRCC	Deposits	SEM
Faculty of Science (MAC)	164	73	116	140
Faculty of Engineering (MEng Suite)	485	234	331	350
Odette School of Business (MM)	352	152	228	180
Total	1,001	459	675	670

Source: Office of Registrar (as of Oct 25, 2024)

Our recruitment team, including on & offshore staff, has actively engaged deferred admitted applicants through a dedicated engagement campaign. Our BorderPass initiative is being promoted to help incoming students with their study permit applications, providing no-cost support that we anticipate will further enhance conversion rates.

To boost conversion, we’re running a pre-departure webinar series, including sessions on recent Canadian policy changes and a guide to academic success, to engage and prepare students for arrival. Our offshore teams continue focused follow-ups on incomplete applications and encourage students to finalize requirements promptly.

This brief update reflects our continued commitment to addressing enrolment challenges within our ICBM programs to support a successful Winter 2025 intake

Fall Open House

Thanks to all our faculty members and staff for their exceptional contributions to this Fall Open House. Their enthusiasm in showcasing academic programs, answering questions, and providing meaningful insights into the UWindsor experience made a lasting impression on prospective students and their families—helping them envision their futures here with us.

- **Record-Breaking Pre-Event Registration:** We saw unprecedented interest, with 2,967 registered individuals and their supporters, estimated at around 6,000 total (learners + supporters).
- **Highest-Ever Attendance:** Attendance reached a new high of 1,292 participants plus their supporters. Conversion from registration to attendance is higher than in prior years.
 - **Geographic Distribution:** Local attendees comprised 910 participants, with 205 from the Greater Toronto and Hamilton Area (GTHA) and 173 from other regions.
 - **GTHA Outreach:** Two buses were organized to bring students from the GTHA, and multiple individuals from OUF were met again.
 - **Enrollment Intentions:** 87.6% of attendees indicated enrolling in Fall 2025.
 - **Top Disciplines of Interest:** Interest was highest in Science (24.6%), Engineering (15.1%), and Social Sciences & Professional Studies (14.4%).
- **Marketing Effectiveness:** A post-event analysis highlighted web pop-ups and paid media as the primary drivers of registrations, with tracking data confirming their impact.
- **On-the-Spot Applications:** The “Apply Now” initiative successfully engaged over 75 students to complete their applications at no cost during the event.
- **Event Atmosphere:** The weather and setting enhanced the overall experience. Plus, Winston was a hit.
- **Ongoing Post-Event Communications:** We began following up with attendees and no-shows immediately after the event. We continue to monitor and track conversions from event participation to applications and enrollments through Power BI.
- **Planning for Spring Open House 2025 (SOH25):** We will return to distributed check-in across campus, allowing us to focus on attendees who are prepared to confirm their interest rather than preliminary inquiries (which are the focus of the Fall Open House)

Photos from the event can be found [here](#).

Retention

In response to the question raised during the October Senate meeting regarding the focus on retention within our enrolment updates, I confirm that retention is not always highlighted in monthly reports but is a central element in our Senate-approved Strategic Enrolment Management Plan (SEMP).

The SEMP addresses retention through several targeted strategies:

1. **Holistic Advising Model:** This model provides each student with tailored support, fostering a cohesive educational journey. Offering academic and personal guidance aims to improve retention and graduation rates, ensuring every student feels valued and supported.
2. **Early Alert Systems:** Proactive systems are in place to identify students experiencing academic or personal challenges, enabling timely interventions that prevent these issues from impacting retention.
3. **Enhanced Student Experience:** Our "student-first" approach emphasizes personalized support, streamlined services, and accessible mental health resources, which correlate strongly with higher retention by enhancing student satisfaction and engagement.

To operationalize these strategies, the SEMP includes action committees or working groups dedicated to each strategic opportunity. Each group is co-led by a faculty member and an administrative leader, with membership drawn across the university. The first of these groups, focusing on Inclusive Transfer Pathways, is currently being formed, with additional groups set to convene over the next few months.

Additionally, Senators can access the institution's Retention and Graduation Dashboard (Appendix I), which provides data on 2nd, 3rd, and 4th-year retention rates and 4-, 5-, and 6-year graduation rate trends for undergraduate cohorts. The Office of Institutional Analysis (OIA) will update this dashboard later this year to reflect progress for our Fall 2023 cohort.

An update on retention, incorporating the latest data from OIA's annual review, will be shared with the Senate in early 2025 to provide a comprehensive view of our progress.

Global Engagement

ASEAN Engagement

A recent business engagement in the ASEAN region, specifically in the Philippines, Singapore, and Vietnam, was highly successful and has laid a strong foundation for future growth. The strategic importance of this region, coupled with the current market dynamics, presents a unique opportunity for the University of Windsor to expand its international footprint and attract a diverse cohort of students.

Meetings and Engagements: Productive discussions were held with Canada's trade commissioners, engaged with recruitment partners, and interacted with offer holders. These meetings highlighted the growing demand for quality education among students in the region. The ASEAN region is a crucial focus of Canada's Indo-Pacific Strategy, and our engagement here aligns with these broader strategic objectives. Additionally, recent changes by Immigration, Refugees and Citizenship Canada (IRCC) have made Canadian colleges less attractive to potential learners, presenting a unique opportunity for the University of Windsor to capture market share and attract students seeking alternative options.

Strategic Importance and Opportunities: Participation in the SEAMEO RETRAC meeting underscored our commitment to fostering educational collaboration and highlighted our role as a critical player in the region's educational landscape. The strategic importance of this region, coupled with the current market dynamics, presents a significant opportunity for the University of Windsor to expand its international footprint and attract a diverse cohort of students.

Potential International Partnerships: Besides our current engagements, several potential international partnerships will be explored, including collaborating with ASEAN universities, global and regional organizations, and public-private partnerships.



Figure 1: Offer holder event (Singapore).



Figure 2: Agent appreciation event (HCMC, VietNam)

Internationalization and Global Engagement Strategic Plan

As part of the University of Windsor’s Strategic Plan, consultations are actively underway to shape the priorities of the Internationalization and Global Engagement Strategic Plan. Faculty, staff, and student surveys are open through November 1, with participation from over 260 faculty and staff members and more than 4,400 students to date—highlighting the campus community’s strong interest in this initiative.

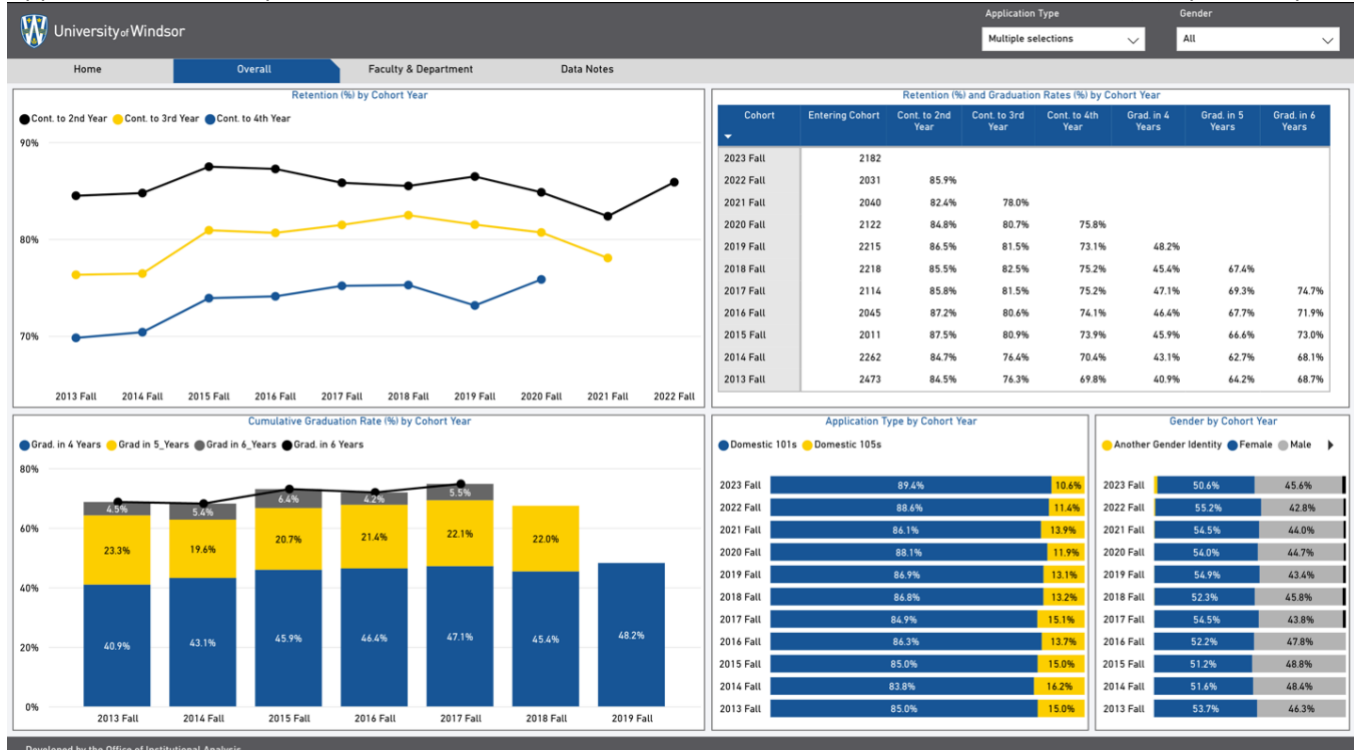
Individual interviews with the Executive Leadership Team and a focus group with the Deans+ Council have been completed. Additional consultations are planned to engage Associate Deans and to further involve faculty in discussions around the thematic areas of the Comprehensive Internationalization framework (Hudzik, 2011).

Draft strategies will be reviewed by the Global Engagement Committee and leadership teams, with the plan anticipated to move into the formal approval process in 2025.

Upcoming Important Dates:

- Ontario Universities’ Information Sessions, November 21, 2024
- Fall Virtual Open Day, December 5, 2024
- Plan Ahead – Get Ready for University (Grades 9 – 11), January 18, 2025
- Spring Open House, April 5, 2025
- Spring Virtual Open Day, May 15, 2025
- Ontario Universities’ Information Sessions, May 2025

Appendix 1: University of Windsor’s Retention and Graduation Dashboard – Overall retention (%) by cohort year



Dashboard data source