Recruitment, Admissions & First-Year Programs "The View from 2012"

> Jill Matus Vice-Provost, Students

Governing Council Council Chamber, Simcoe Hall October 27, 2011



Towards 2030

'Enhanced student recruitment is ... an area for attention not by 2030 but immediately'. (p.41)

It recommended that more students be recruited from outside Ontario; that an international recruitment strategy be developed for targeted recruitment of more students from abroad; and that the University should develop 'a coherent, better-resourced, carefully targeted and integrated approach to student recruitment across divisions, including the St. George Colleges, and the central administration'. Recruitment communications, it asserted 'must be a particular priority'.

Towards 2030 implicitly made six recommendations for the 'meticulous coordination of recruitment activities as the University seeks to build strong applicant pools for a large array of programs and redirect some of its recruitment efforts'. (p.39)

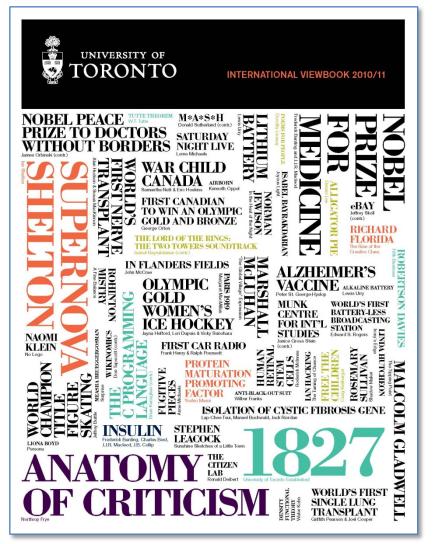
Towards 2030

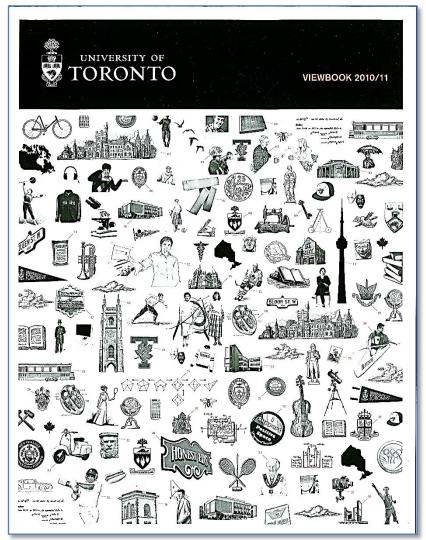
- 1. We should make clear just how excellent the research opportunities are at the University of Toronto so that students interested in research are more likely to choose U of T.
- 2. Prospective students should have a clear sense of both the University's scale and the extent to which that scale is disaggregated into a set of smaller learning communities.
- 3. We should make clear just how distinguished our teaching is.
- 4. The University's 'Great Minds' campaign highlighted this institution's extraordinary alumni and our alumni's contributions and we need to renew publicity of our alumni for student recruitment and for the general advancement of the University's reputation.
- 5. Prospective students must be made aware of the opportunities for growth that the University offers outside the classroom.
- 6. The University's environment on each campus and regionally is a huge asset and must not be underplayed.

Recruitment Renewal

- Renewed emphasis on student recruitment beginning in 2008
- Revamp of viewbooks, website, videos, OUF booth, Stratcomm advertising
- Strategic Recruitment Advisory Committee
- Introduction of President's Entrance Scholarship
- Applicant portal
- Creation of Exec. Director, Enrolment Services
- SEM recruitment committee

Recent Viewbooks





Building on the Brand Pillars

Recent Viewbooks



WWW.DISCOVER.UTORONTO.CA

TECHNOLOGY LABORATORIES

An enduring legacy of convergence continues across these and other technology laboratories on the three U of T campuses.

THE CITIZEN LAB

The Citizen Lab combats infringements of human rights and global security in cyberspace through software application development and advocavy. This interdisciplinary laboratory brings together political scientists, sociologists, computer scientists, engineers and graphic designers.

The team released *The Shadows in the Cloud* to global attention: a report uncovering an online espionage ring which was using e-mail and Twitter to extract highly sensitive data from computers around the world.

KNOWLEDGE MEDIA DESIGN INSTITUTE Drawing upon University of Toronto's communications history of faculty pioneers Harold Innis and Marshall McLuhan, Knowledge Media Design Institute (KMDI) is a virtual institute focusing on the interaction between media, technology, design and society.

From text messages to video conferencing and from blogs to virtual environments, KMDI looks at how computer and communications technology shape the products, processes and practices of the 21st century and how they can be improved.

DYNAMIC GRAPHICS PROJECT The Dynamic Graphics Project is an interdisciplinary laboratory that focuses on the intersection of humans, computers and graphics.

This 42-year-old lab has long been at the foreground of both computer graphics and human-computer interaction. Alumni have received Academy Awards® for their work, and they also lead major industrial research labs and computer graphics institutes at universities around the workd.



THE COVER EXPERIENCE

The AR marker placed on the cover opens an augmented reality experience that allows you to control a 3D video.



Point your web browser to uof.to/ar

- When asked permission to activate your webcam, select "allow" and turn up your volume
- 3 Once activated, hold the cover of your viewbook up to your webcam

OR CODES WITHIN THE BOOK

OR codes throughout the book can be scanned with your mobile device to open corresponding online destinations.



Download a QR code reader for your smartphone and launch the application

Scan the QR code with your device's camera



New Technology links to Websites

Alumni involvement

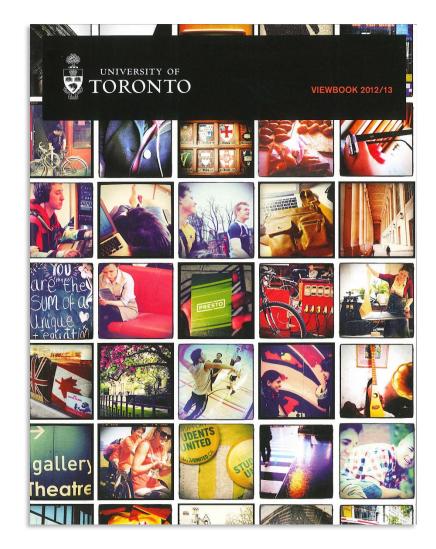
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Gladwell Augmented Reality

Recent Viewbooks

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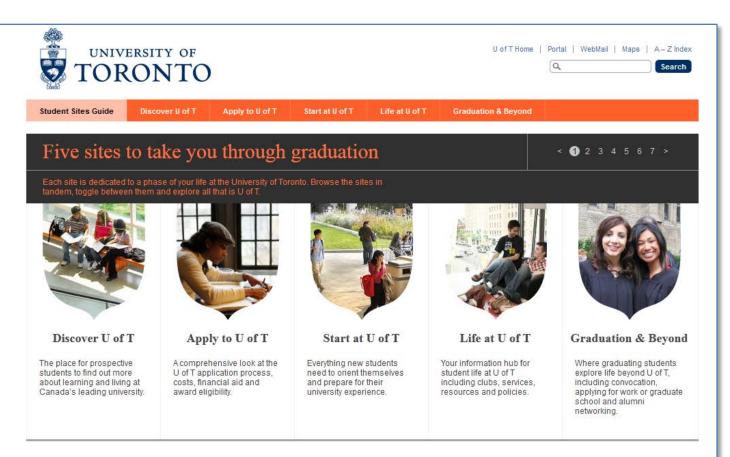
Snapshots of student life

A Family of Publications

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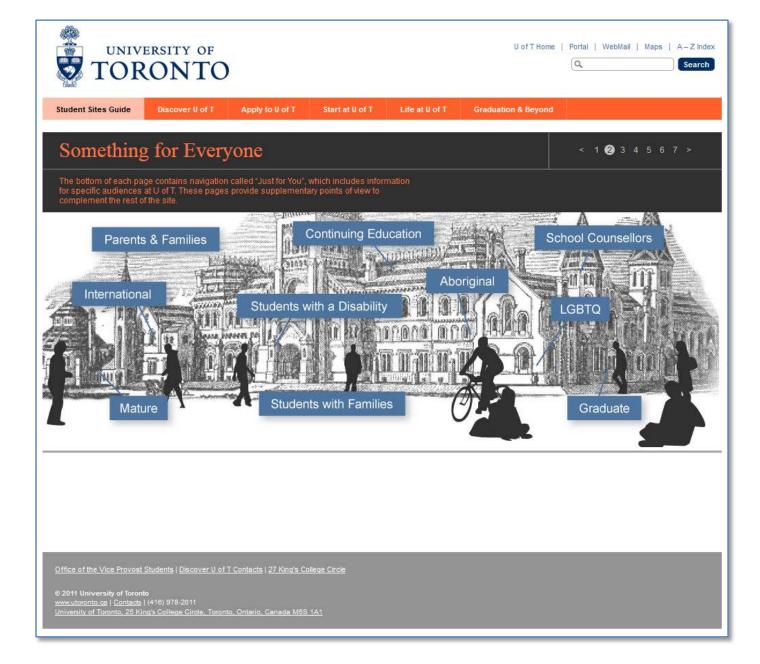
A world-renowned university in a celebrated city where knowledge meets achievement, history meets future and ambition meets inspiration. According to the Times Higher Education Supplement, 2009, the University of Toronto is one of five universities world-wide ranked in the top 15 for all fields. The other four are UC Berkeley, Cambridge, Oxford and Stanford.

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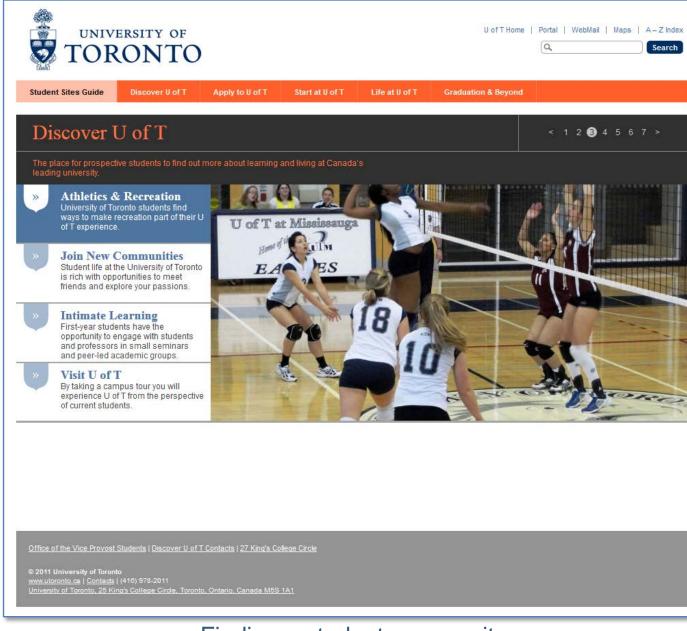
The Stages of Student Life





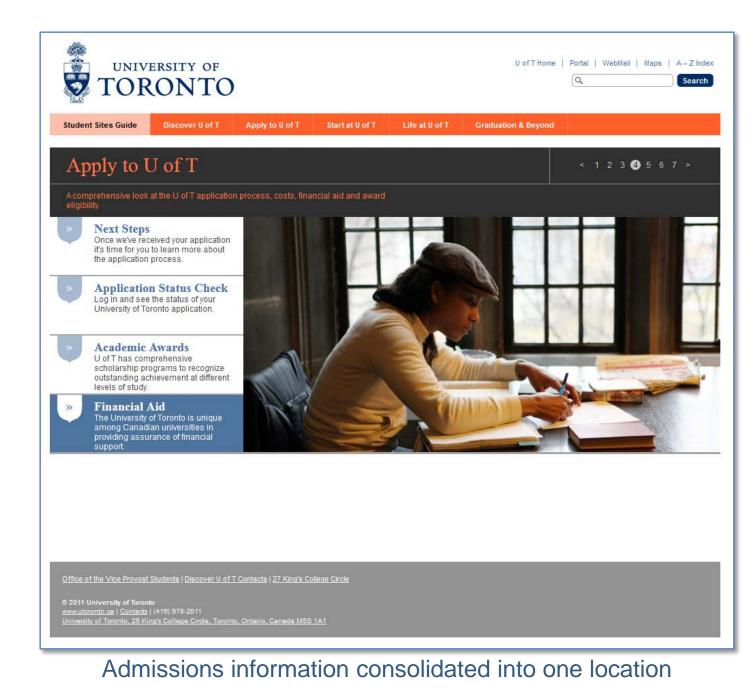
Navigation options for readers not familiar with U of T structure



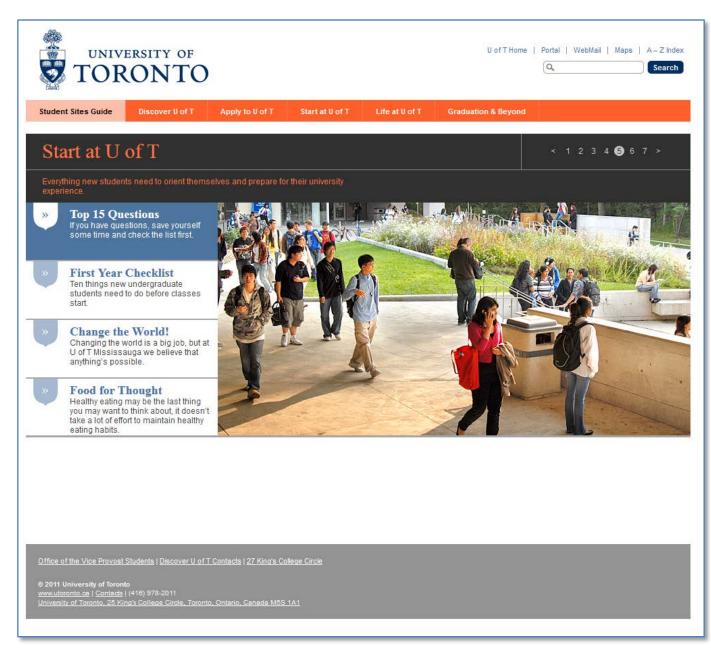


Finding a student community



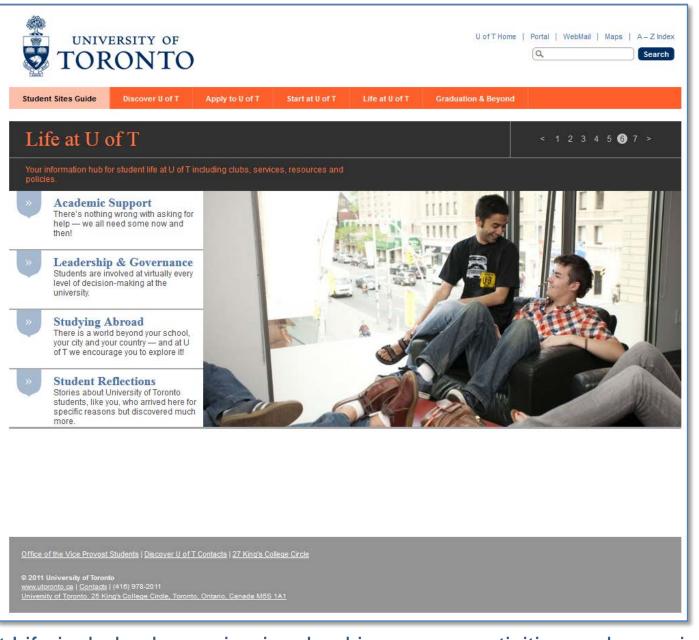






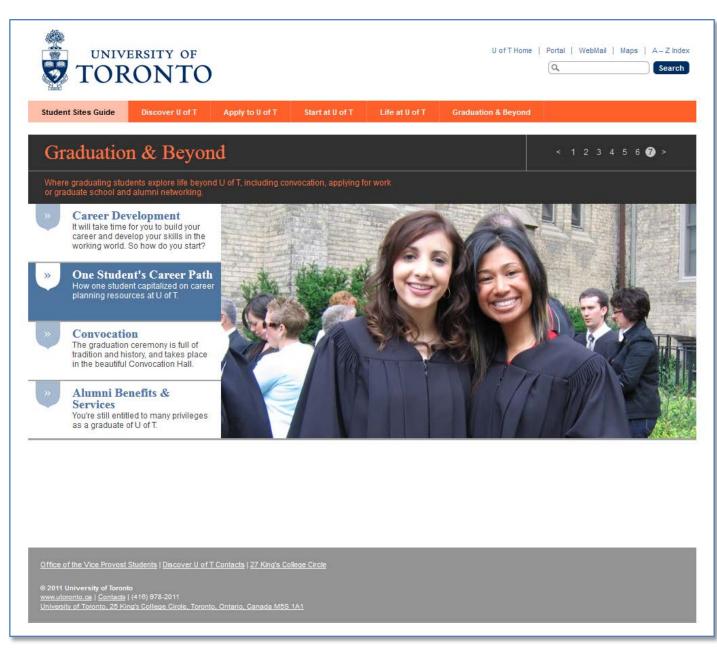
Orientation to U of T begins earlier with online info





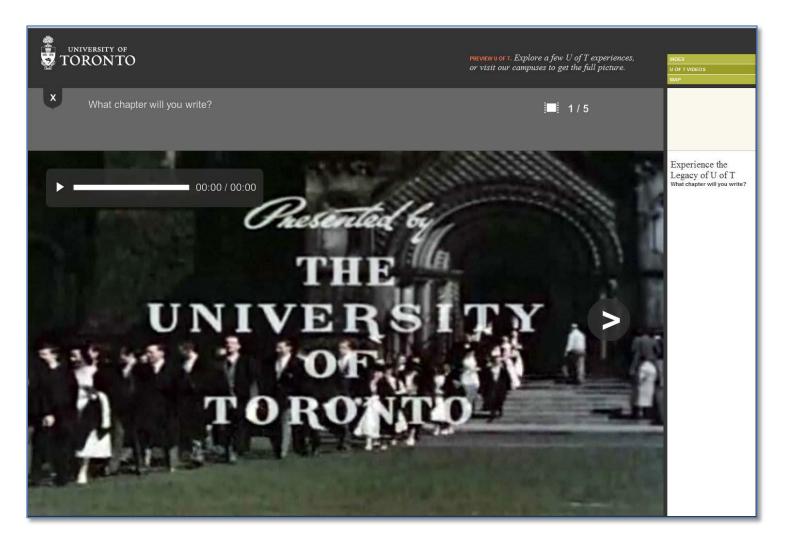
Student Life includes becoming involved in campus activities and organizations





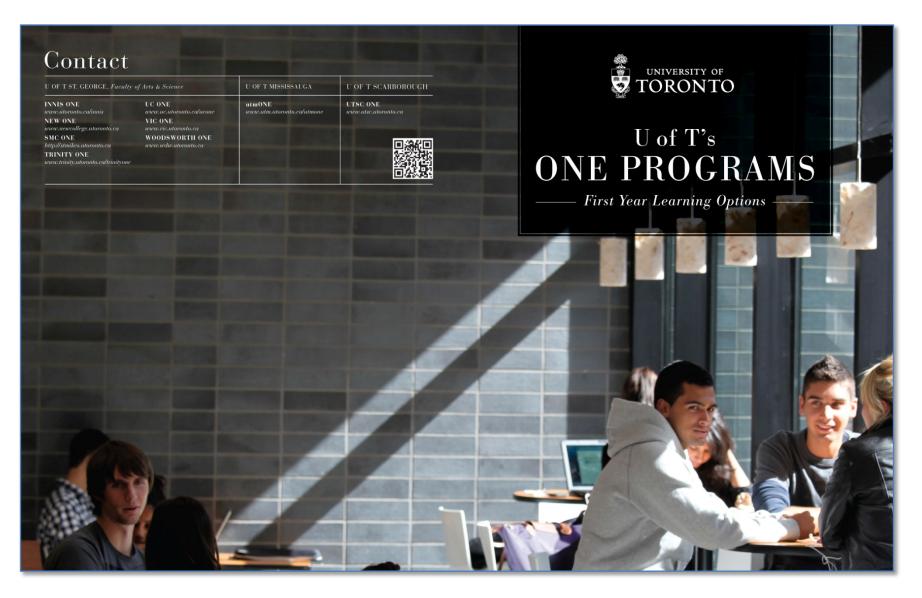
Resources for building your future

U of T Recruitment Video

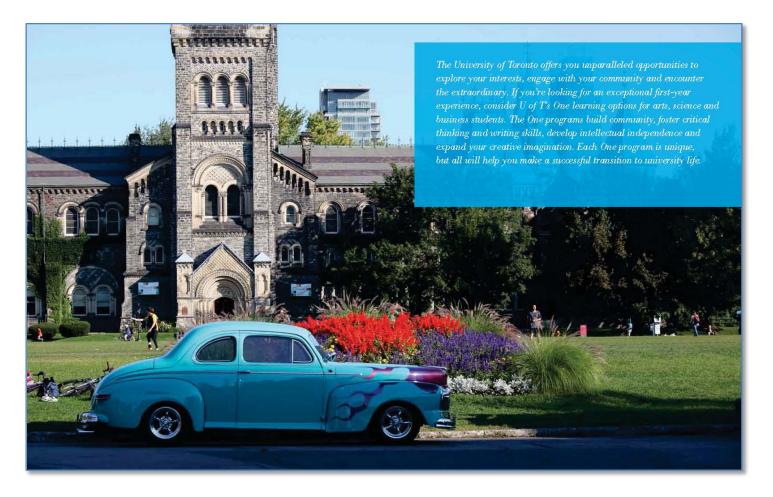


http://virtualtour.utoronto.ca/video.php?id=7

First-Year Foundational Programs



First-Year "ONE" Programs



First-Year "ONE" Programs



Woodsworth One: Order & Disorder

The first thing we di, let's kil all the lawyers' ays Dick in: Shakesparet Shenry VD Dick may be a fody bit be cryperse a firuitration felt by many. Society requires law and order, but at what point dises order become oppression P How do we balance our need for freedom and oxicely a need for order In Modalanch fore. Order and Disorder, you'll explore these and related questions through interdisciplinary seminars individuing perspectives from criminology, oocidogy, political science, philosophy, and history. In addition to the seminars, the program includes a worker range of community-building activities, great fectures, student leadership events, and special field tips A a much as possible you will be enrolled in special Wood work One totoral sections in your other Arts. Science courses, unifying your entile firty-are segnetice.

NUMBE 9 C CEDITS I coedil PROGRAM STRUCTURE: Two histored it seminas finited to 25 students; plus timetabled corounicular activities ELIGIBILITY: Poulty of Atts & Science (U of 15 g. Gorago) applicants APPLICATION PROCEDURE: Online application with brief personal statement FURTHER INFORMATION: www.edu/obsorbac.ac

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"Sophisticated class discussions, personal attention from dedicated professors, interaction with an engaged and dynamic student community and exposure to diverse and exciting plenary lectures."

Vic One alumna, Jenna Meguid

Do I have to apply to a Oneprogram? No. Applying to One programs is completely voluntary.

Can any first-year student apply to any of the One programs?

No. Only structures twice have applied for admission to U of T.St. Georgia can apply to the programs min through the colleges, only students registered at U of T.Mississauge can apply to utmONE and only students registered at U of T.Scarborough can apply to UTSC One: iEpipre.

At U of TSt. George, do I have to apply to the college that offers the One program I wish to take? All the college One programs are open to Arts & Science students from any college.

Will the One program I take count toward my degree? Yes, with the exception or utmONE which is not a creat program. Forthe U of TSC George college One programs you will neeve one or more credits that count toward your degree when you complete your One program. Each UTSC One : Explore course ones are un on walf to want's own degree. Can I apply to more than one of the programs? Yes, but only in academic divisions to which you have applied. You must fill out a separate application for each program you are interested in.

How will students be selected?

Each One application process is slightly different. Some require a personal statement or easies and many asky put to fill out an online application form. Your high school gredes may also be taken into account. Consult each sat of application instructions for details on how to apply to the programs you are interested in.

Once Poe completed a One program, do I have to continue studying in that field? Some Ones lead toward later programs of study and others do not, but patricipating in a One does not link your program choices.

When will I get a response to my One program application? Arts and Science students who apply for a One program before the initial posted deadline will be informed of the decision before the deadline to respond to your offer of admission.



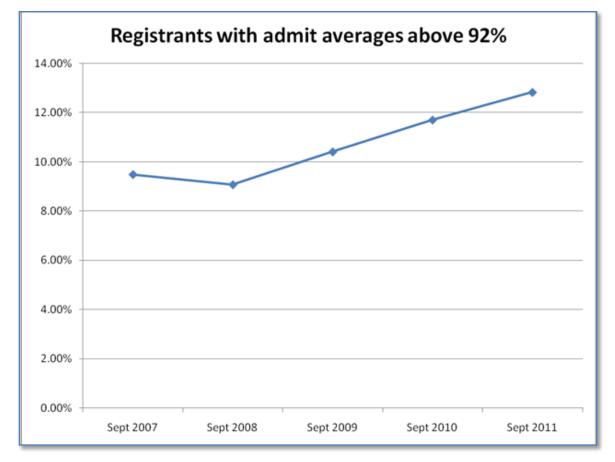
"Join U of T" Portal



- **1.** Personalized content
- 2. Offer documents & registration materials immediately available
- Chat with U of T registration staff, students and faculty
- 4. Communicate with other new students using social media prior to Frosh Week

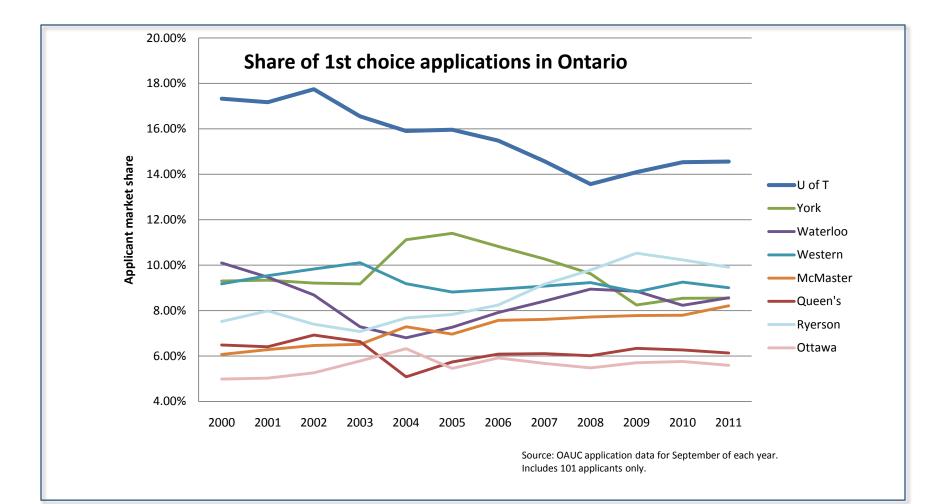
President's Entrance Scholarship

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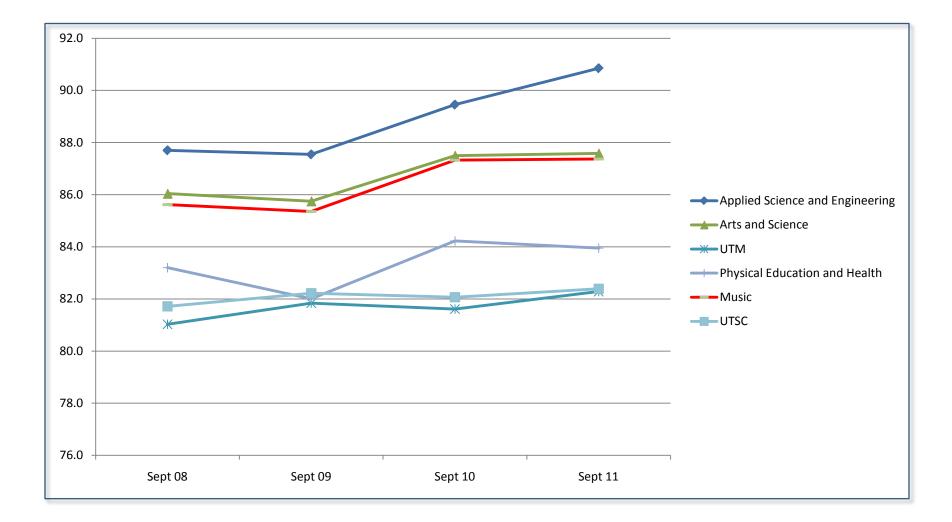


101s only. First-entry divisions.

Indicators – Applicant Market Share



Indicators – Registrant Averages

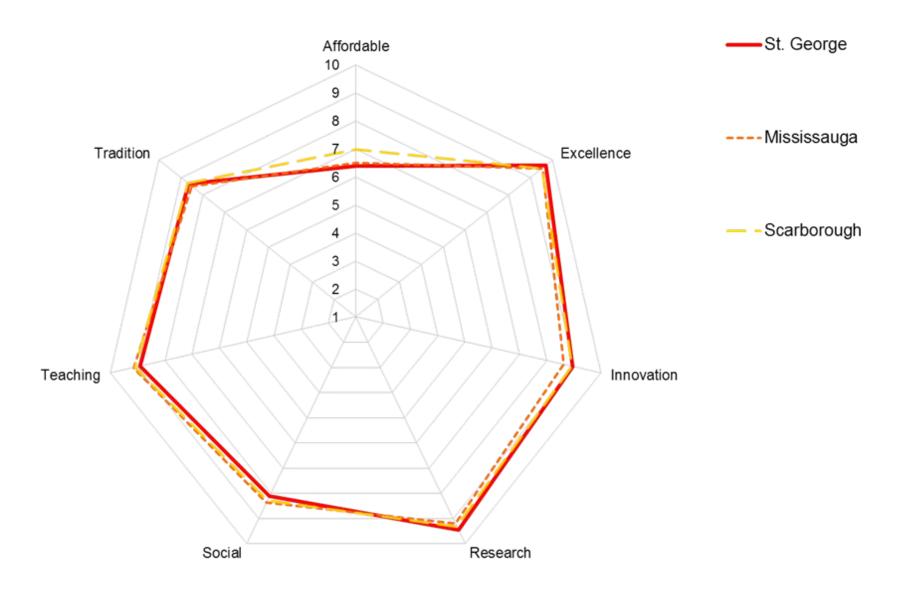


Decisions based on Evidence

- UCAS University and College Applicant Survey
- National study, standard questions
- 11,076 respondents (26%) plus approx 2,000 additional respondents from other institutions
- Accurate to within +- 0.7%, 95% of the time

Brand Perceptions

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Use & Influence of Information Sources on Applicant Decisions

	% Using	Mean Influence
Institution website	93	4.3
Institution viewbook	83	4.1
Program brochure	77	4
Current students or graduates	74	4
Friends	73	3.9
Parents or family members	72	4
Email from admission officer	67	3.9
Institution liaison presentation	60	3.8
High school teacher	56	3.8
Ranking in Maclean's	54	3.8
Booth at regional institutions' fair	53	3.8
High school guidance counsellor	49	3.7
Informal campus visit	38	3.9
Formal campus tour	35	4.1
Campus open house	34	4.1
Facebook	29	3.3
Times Higher Education World University rankings	25	3.9
YouTube	24	3.4
Globe and Mail Canadian University Report	20	3.6

Current and Planned Innovations

- Address ongoing challenges
- Aligned Recruitment Strategy
 - CRM (Constituent Relationship Management)
 - Automated, segmented communication
 - Comprehensive communication record
 - Personalized web information
 - Research as the foundation of all recruitment initiatives
 - Possible move to three aligned viewbooks, one for each campus
 - Campus tours (smartphone app)
 - International strategy
 - Admission practices document imaging, response times
 - Coordination and best practices