

# **Recruitment, Admissions & First-Year Programs**

## **"The View from 2012"**

**Jill Matus**  
**Vice-Provost, Students**

**Academic Board**  
**Council Chamber, Simcoe Hall**  
**January 26, 2012**



**UNIVERSITY OF  
TORONTO**

# 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
  - SEM Committee
- Introduction of President's Entrance Scholarship
- Applicant portal
- Creation of Exec. Director, Enrolment Services




# Recent Viewbooks



UNIVERSITY OF TORONTO

WWW.DISCOVER.UTORONTO.CA



UNIVERSITY OF TORONTO

VIEWBOOK 2011/12

### 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 advocacy. 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 forefront 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 world.

### HOW TO USE THIS BOOK

#### THE COVER EXPERIENCE

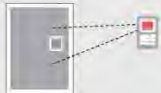
The AR marker placed on the cover opens an augmented reality experience that allows you to control a 3D video.




- 1 Point your web browser to [uoft.utor](http://uoft.utor)
- 2 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

#### QR CODES WITHIN THE BOOK

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



- 1 Download a QR code reader for your smartphone and launch the application
- 2 Scan the QR code with your device's camera



New Technology links to Websites

# Alumni involvement



Gladwell Augmented Reality





# A Family of Publications





## Five sites to take you through graduation

< 1 2 3 4 5 6 7 >

Each site is dedicated to a phase of your life at the University of Toronto. Browse the sites in tandem, toggle between them and explore all that is U of T.



### Discover U of T

The place for prospective students to find out more about learning and living at Canada's leading university.



### Apply to U of T

A comprehensive look at the U of T application process, costs, financial aid and award eligibility.



### Start at U of T

Everything new students need to orient themselves and prepare for their university experience.



### Life at U of T

Your information hub for student life at U of T including clubs, services, resources and policies.



### Graduation & Beyond

Where graduating students explore life beyond U of T, including convocation, applying for work or graduate school and alumni networking.

*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.*

[Office of the Vice Provost Students](#) | [Discover U of T Contacts](#) | [27 King's College Circle](#)

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[University of Toronto, 25 King's College Circle, Toronto, Ontario, Canada M5S 1A1](#)

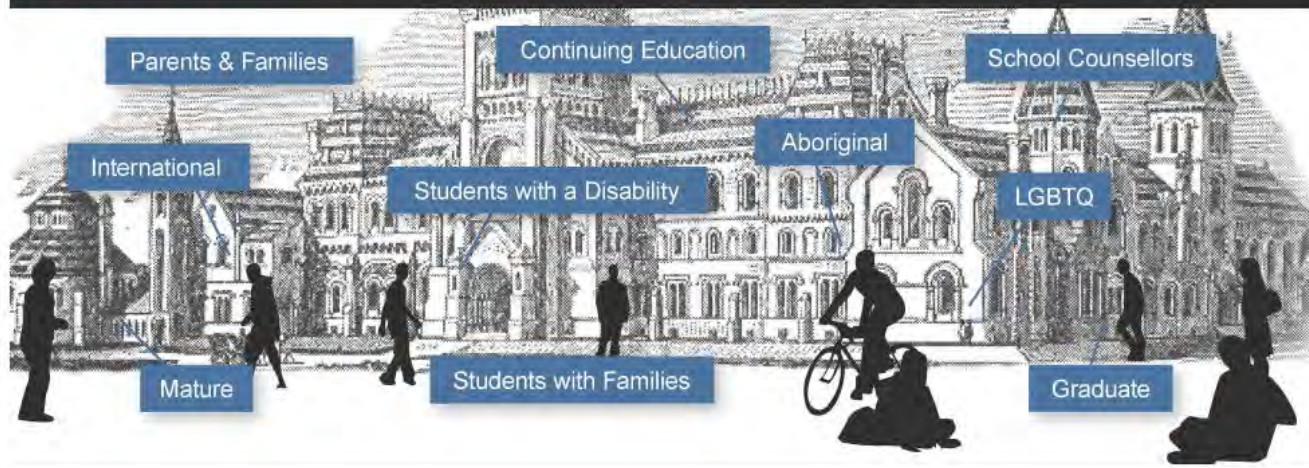
## The Stages of Student Life



## Something for Everyone

< 1 2 3 4 5 6 7 >

The bottom of each page contains navigation called "Just for You", which includes information for specific audiences at U of T. These pages provide supplementary points of view to complement the rest of the site.



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Navigation options for readers not familiar with U of T structure



## Discover U of T

< 1 2 3 4 5 6 7 >

The place for prospective students to find out more about learning and living at Canada's leading university.

### » Athletics & Recreation

University of Toronto students find ways to make recreation part of their U of T experience.

### » Join New Communities

Student life at the University of Toronto is rich with opportunities to meet friends and explore your passions.

### » Intimate Learning

First-year students have the opportunity to engage with students and professors in small seminars and peer-led academic groups.

### » Visit U of T

By taking a campus tour you will experience U of T from the perspective of current students.



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Finding a student community



## Apply to U of T

A comprehensive look at the U of T application process, costs, financial aid and award eligibility.



### Next Steps

Once we've received your application it's time for you to learn more about the application process.



### Application Status Check

Log in and see the status of your University of Toronto application.



### Academic Awards

U of T has comprehensive scholarship programs to recognize outstanding achievement at different levels of study.



### Financial Aid

The University of Toronto is unique among Canadian universities in providing assurance of financial support.



Admissions information consolidated into one location



## Start at U of T

< 1 2 3 4 5 6 7 >

Everything new students need to orient themselves and prepare for their university experience.



### Top 15 Questions

If you have questions, save yourself some time and check the list first.



### First Year Checklist

Ten things new undergraduate students need to do before classes start.



### Change the World!

Changing the world is a big job, but at U of T Mississauga we believe that anything's possible.



### Food for Thought

Healthy eating may be the last thing you may want to think about, it doesn't take a lot of effort to maintain healthy eating habits.



Orientation to U of T begins earlier with online info



## Life at U of T

< 1 2 3 4 5 **6** 7 >

Your information hub for student life at U of T including clubs, services, resources and policies.

» **Academic Support**  
There's nothing wrong with asking for help — we all need some now and then!

» **Leadership & Governance**  
Students are involved at virtually every level of decision-making at the university.

» **Studying Abroad**  
There is a world beyond your school, your city and your country — and at U of T we encourage you to explore it!

» **Student Reflections**  
Stories about University of Toronto students, like you, who arrived here for specific reasons but discovered much more.



Student Life includes becoming involved in campus activities and organizations



## Graduation & Beyond

Where graduating students explore life beyond U of T, including convocation, applying for work or graduate school and alumni networking.

» **Career Development**  
It will take time for you to build your career and develop your skills in the working world. So how do you start?

» **One Student's Career Path**  
How one student capitalized on career planning resources at U of T.

» **Convocation**  
The graduation ceremony is full of tradition and history, and takes place in the beautiful Convocation Hall.

» **Alumni Benefits & Services**  
You're still entitled to many privileges as a graduate of U of T.



Resources for building your future



# U of T Recruitment Video

The screenshot shows a web browser window displaying a recruitment video player. At the top left is the University of Toronto logo and name. To the right, there is a navigation menu with links for 'INDEX', 'U OF T VIDEOS', and 'MAP'. Below the logo, a search bar contains the text 'What chapter will you write?'. The video player itself shows a black and white historical photograph of a group of people in front of a large archway. Overlaid on the image is the text 'Presented by THE UNIVERSITY OF TORONTO'. A play button and a progress bar (00:00 / 00:00) are visible in the bottom left of the video frame. A right arrow button is on the right side of the video frame. On the right side of the browser window, there is a sidebar with the text 'Experience the Legacy of U of T' and 'What chapter will you write?'.

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

# First-Year Foundational Programs

## Contact

U OF T ST. GEORGE. *Faculty of Arts & Science*

**INNIS ONE**

[www.utoronto.ca/innis](http://www.utoronto.ca/innis)

**NEW ONE**

[www.newcollege.utoronto.ca](http://www.newcollege.utoronto.ca)

**SMC ONE**

<http://stmikes.utoronto.ca>

**TRINITY ONE**

[www.trinity.utoronto.ca/trinityone](http://www.trinity.utoronto.ca/trinityone)

**UC ONE**

[www.uc.utoronto.ca/ucone](http://www.uc.utoronto.ca/ucone)

**VIC ONE**

[www.vic.utoronto.ca](http://www.vic.utoronto.ca)

**WOODSWORTH ONE**

[www.wdhe.utoronto.ca](http://www.wdhe.utoronto.ca)

U OF T MISSISSAUGA

**utmONE**

[www.utm.utoronto.ca/utmone](http://www.utm.utoronto.ca/utmone)

U OF T SCARBOROUGH

**UTSC ONE**

[www.utsc.utoronto.ca](http://www.utsc.utoronto.ca)



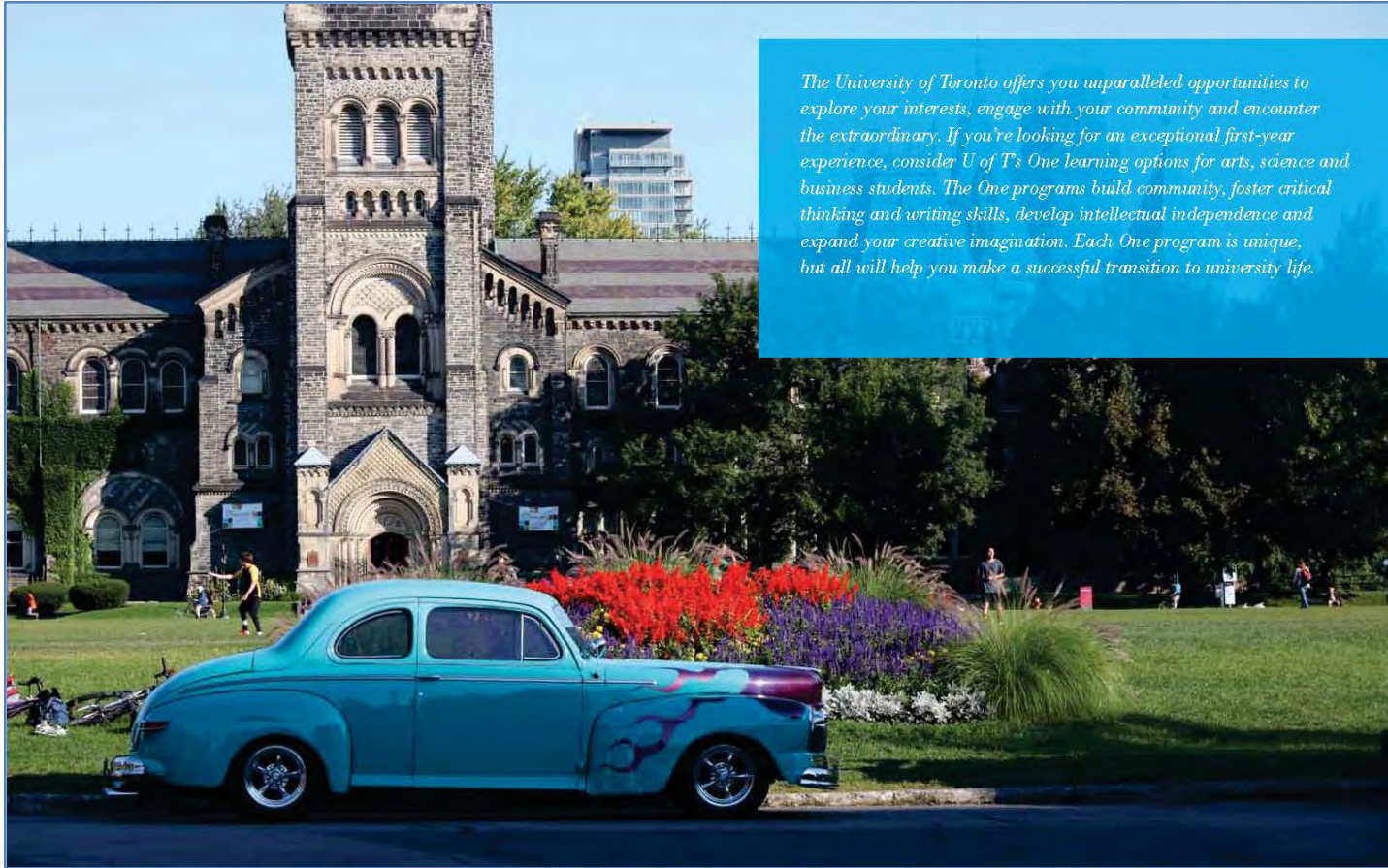
UNIVERSITY OF  
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U of T's  
**ONE PROGRAMS**

— *First Year Learning Options* —



# First-Year “ONE” Programs



*The University of Toronto offers you unparalleled opportunities to explore your interests, engage with your community and encounter the extraordinary. If you're looking for an exceptional first-year experience, consider U of T's One learning options for arts, science and business students. The One programs build community, foster critical thinking and writing skills, develop intellectual independence and expand your creative imagination. Each One program is unique, but all will help you make a successful transition to university life.*

# First-Year “ONE” Programs



U OF T ST. GEORGE, Faculty of Arts & Science

## Woodsworth One: Order & Disorder

“The first thing we do, let’s kill all the lawyers,” says Dick in Shakespeare’s Henry VI. Dick may be a fool, but he expresses a frustration felt by many. Society requires law and order, but at what point does order become oppression? How do we balance our need for freedom and society’s need for order? In Woodsworth One:

Order and Disorder, you’ll explore these and related questions through interdisciplinary seminars introducing perspectives from criminology, sociology, political science, philosophy and history. In addition to the seminars, the program includes a wide range of community-building activities, guest lectures, student leadership events, and special field trips. As much as possible you will be enrolled in special Woodsworth One tutorial sections in your other Arts & Science courses, unifying your entire first-year experience.

**NUMBER OF CREDITS:** 1 credit  
**PROGRAM STRUCTURE:** Two half-credit seminars limited to 25 students, plus timetabled co-curricular activities  
**ELIGIBILITY:** Faculty of Arts & Science (U of T St. George) applicants  
**APPLICATION PROCEDURE:** Online application with brief personal statement  
**FURTHER INFORMATION:** [www.wood.utoronto.ca](http://www.wood.utoronto.ca)

*“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 One program?*  
 No. Applying to One programs is completely voluntary.

*Can any first-year student apply to any of the One programs?*  
 No. Only students who have applied for admission to U of T St. George can apply to the programs run through the colleges; only students registered at U of T Mississauga can apply to utmONE and only students registered at U of T Scarborough can apply to UTSC One: iExplore.

*At U of T St. 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 of utmONE which is not a credit program. For the U of T St. George college One programs you will receive one or more credits that count toward your degree when you complete your One program. Each UTSC One: iExplore course gives you 0.5 credits towards your 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 essay and many ask you to fill out an online application form. Your high school grades may also be taken into account. Consult each set of application instructions for details on how to apply to the programs you are interested in.

*Once I've 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 participating in a One does not limit 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.



Q & A  
 discover.utoronto.ca



UNIVERSITY OF  
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# Foundational Year Programs

# “Join U of T” Portal

**JOIN U OF T**  
Connect with your U of T community, Janet H. LOG OUT

**Your Opinion**

**I accept my offer to U of T!** [Take me there >](#)

**MY OFFERS** Congratulations! Check Application Status for any pending decisions.  
1 University of Toronto Scarborough - Social Sciences

**CHECK APPLICATION STATUS**

**MY OFFER DOCUMENTS**  
Important information for each of your offers.  
[SEE ALL >](#)

**Chat with U of T**  
Check out one of the Archived Live Chats below!  
Participate in the next event through live Twitter chat or browse our archived library from

**Twitter Chat**  
Login with Twitter to [Start Chatting](#)

**Video Library** **livestream**

**Chats** [GRAB WIDGET](#)

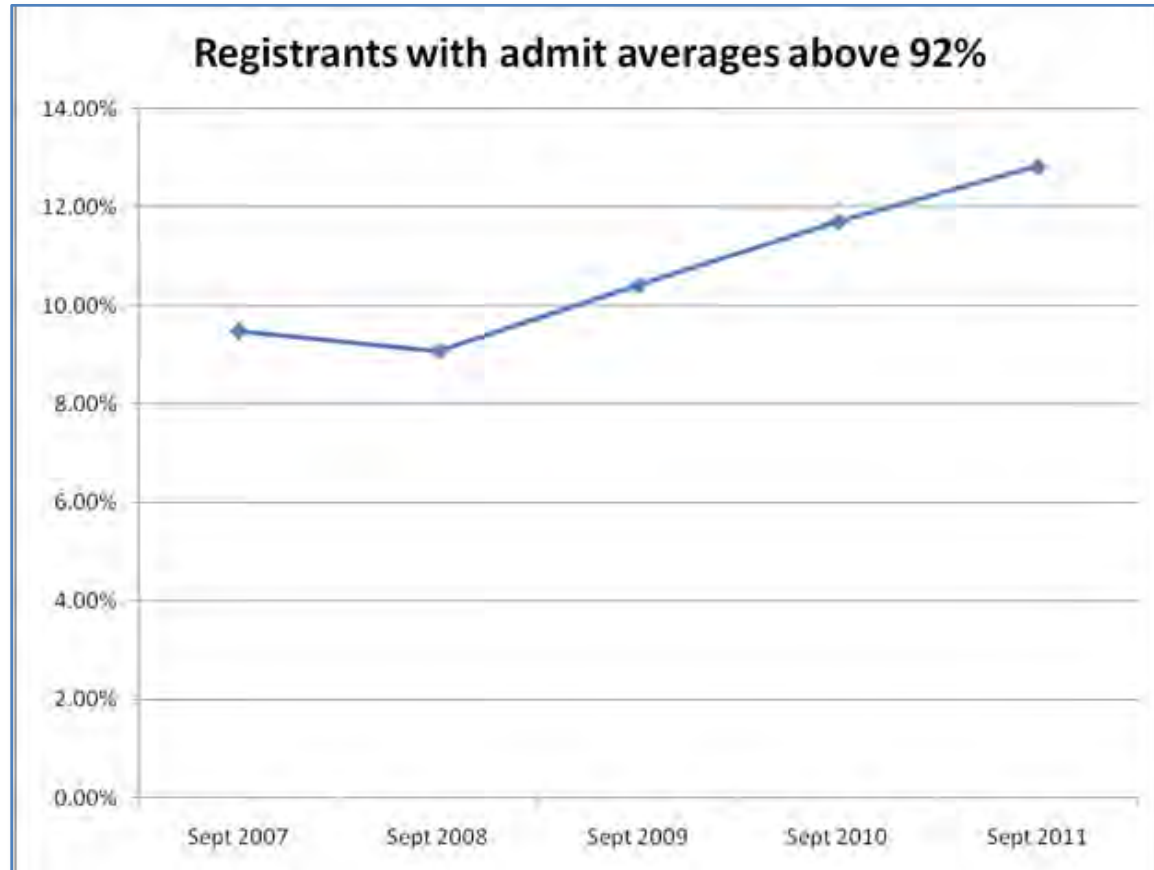
**SHARE**

hello, **JUSTIN**, 4 hours ago  
registration for what??  
**AYOOLA**, 7 days ago  
I should do that, Trisha. I have yet to buy my books since I plan to purchase them come monday (3 of my profs haven't put a list up yet!)  
**SIMI**, 7 days ago  
wows... there are alot

**Guest**

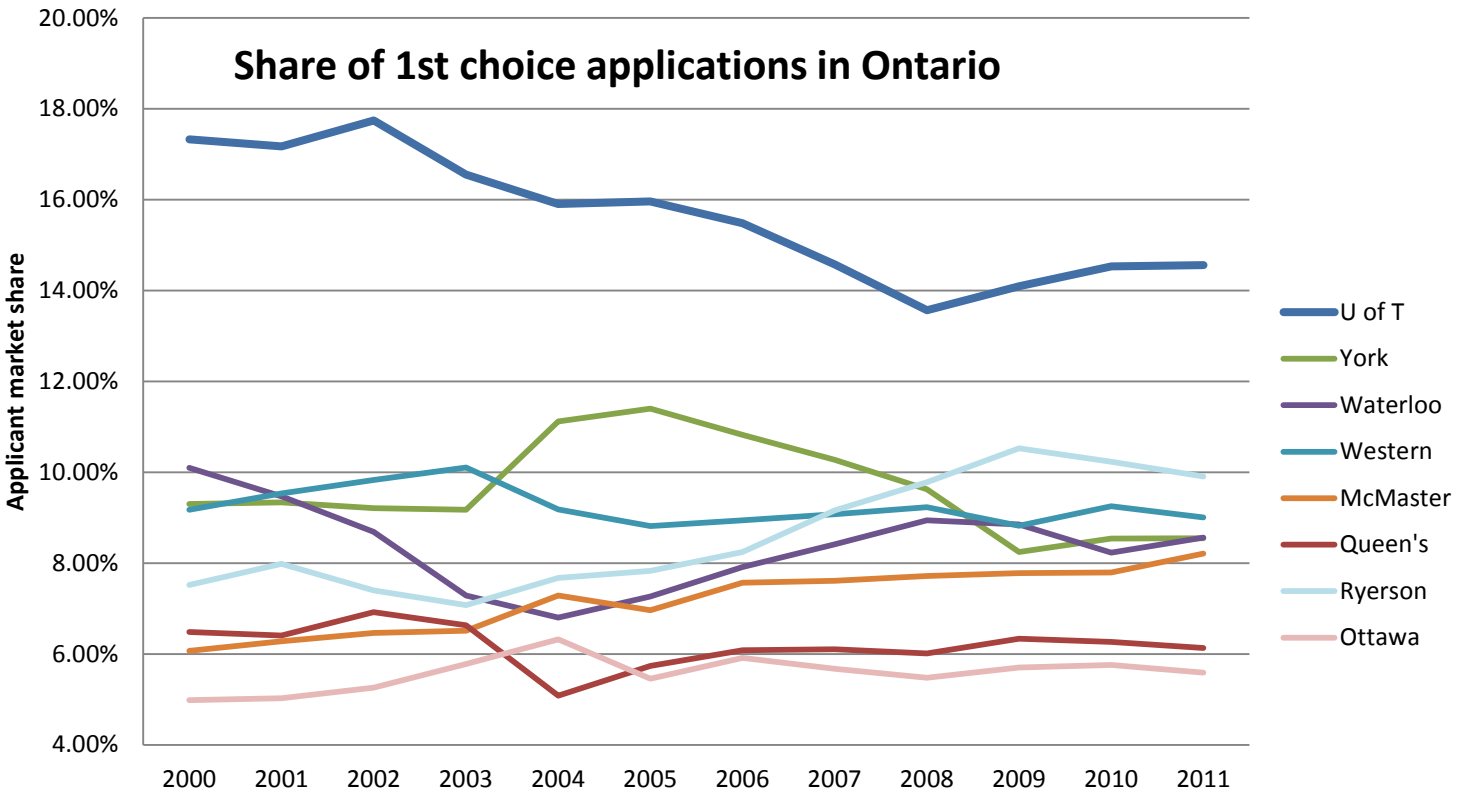
1. Personalized content
2. Offer documents & registration materials immediately available
3. Chat with U of T registration staff, students and faculty
4. Communicate with other new students using social media prior to Frosh Week

# President's Entrance Scholarship



**101s only. First-entry divisions.**

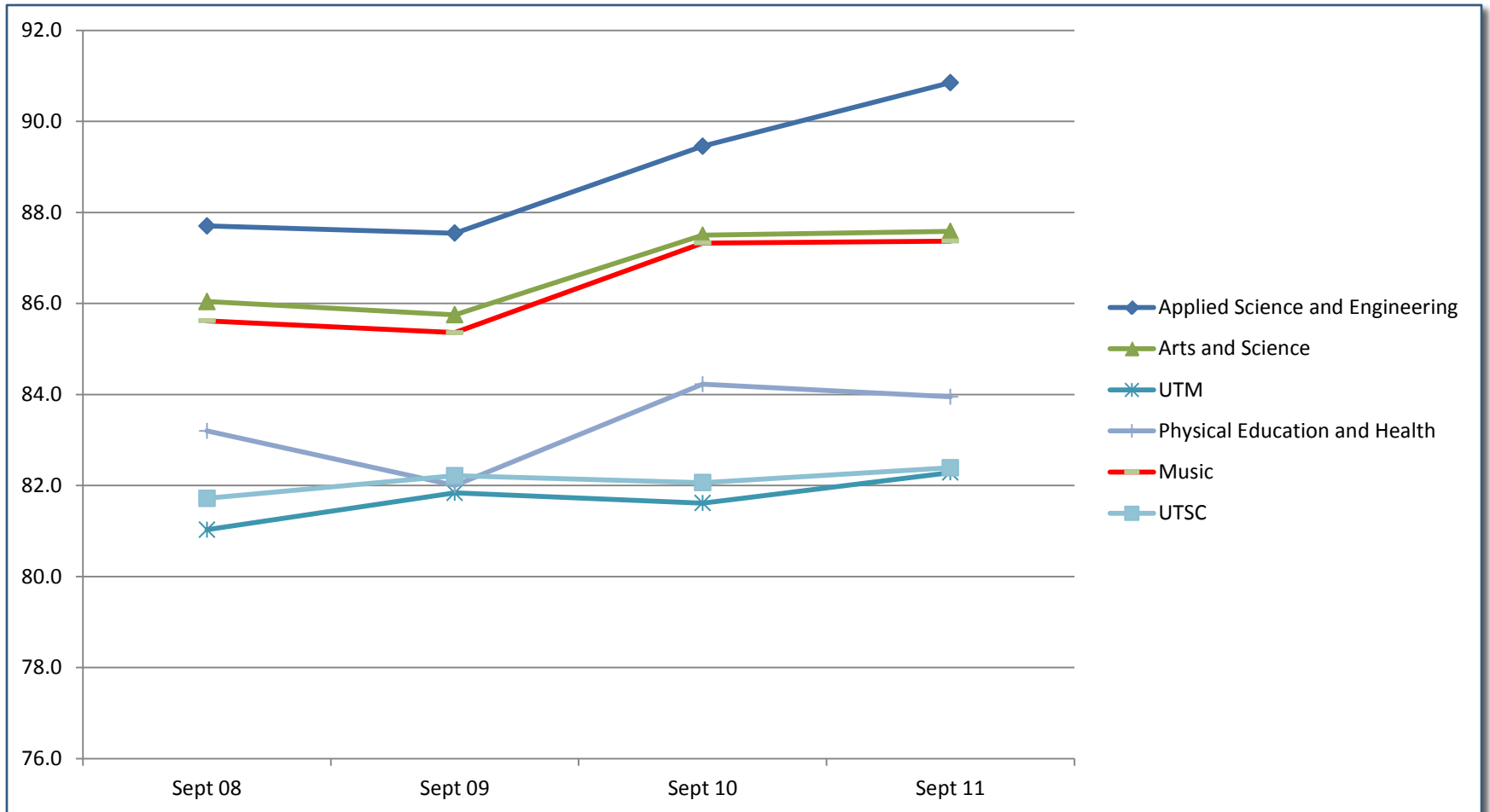
# Indicators – Applicant Market Share



Source: OAUC application data for September of each year. Includes 101 applicants only.



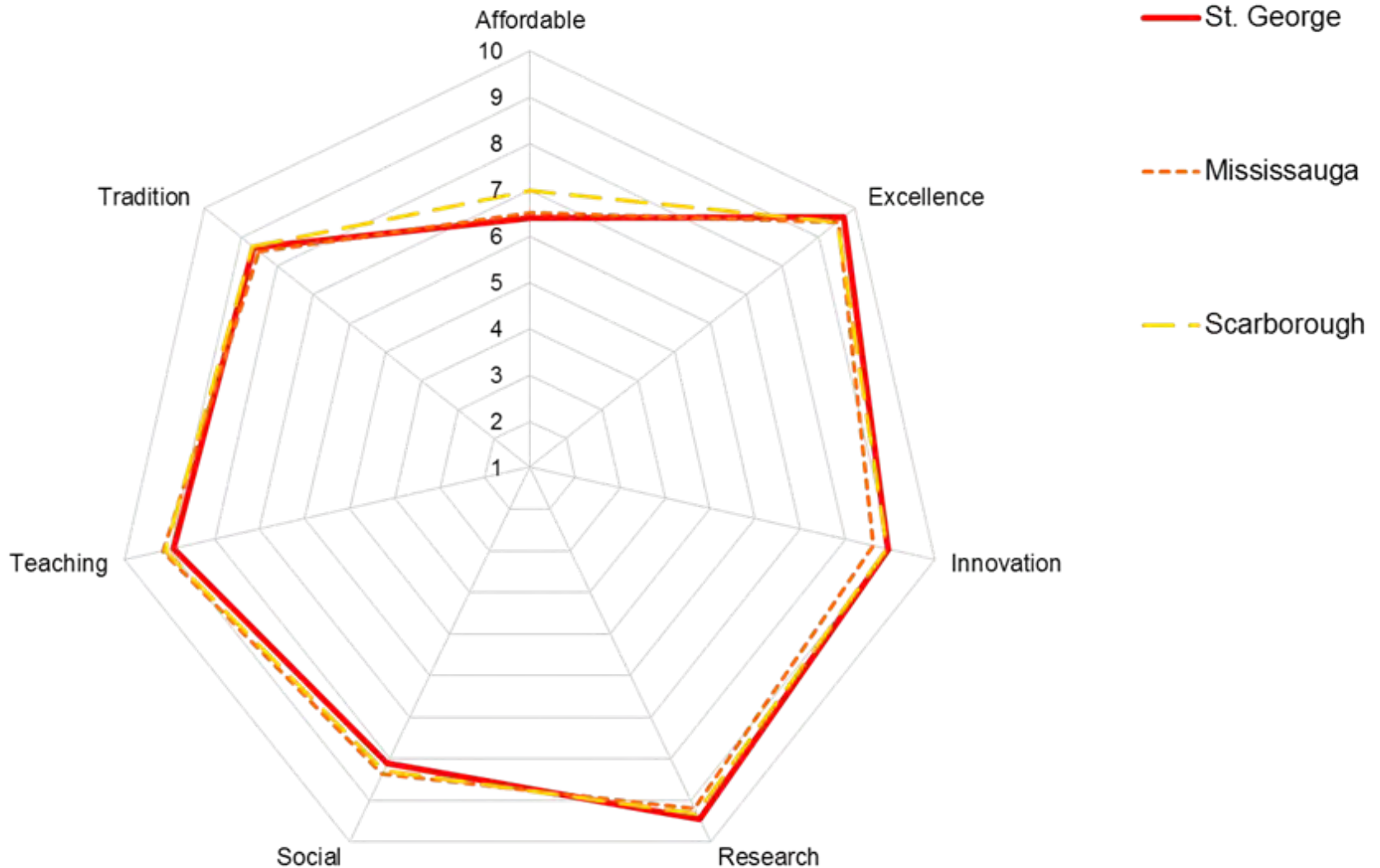
# Indicators – Registrant Averages



# 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  $\pm 0.7\%$ , 95% of the time

# Brand Perceptions



## 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