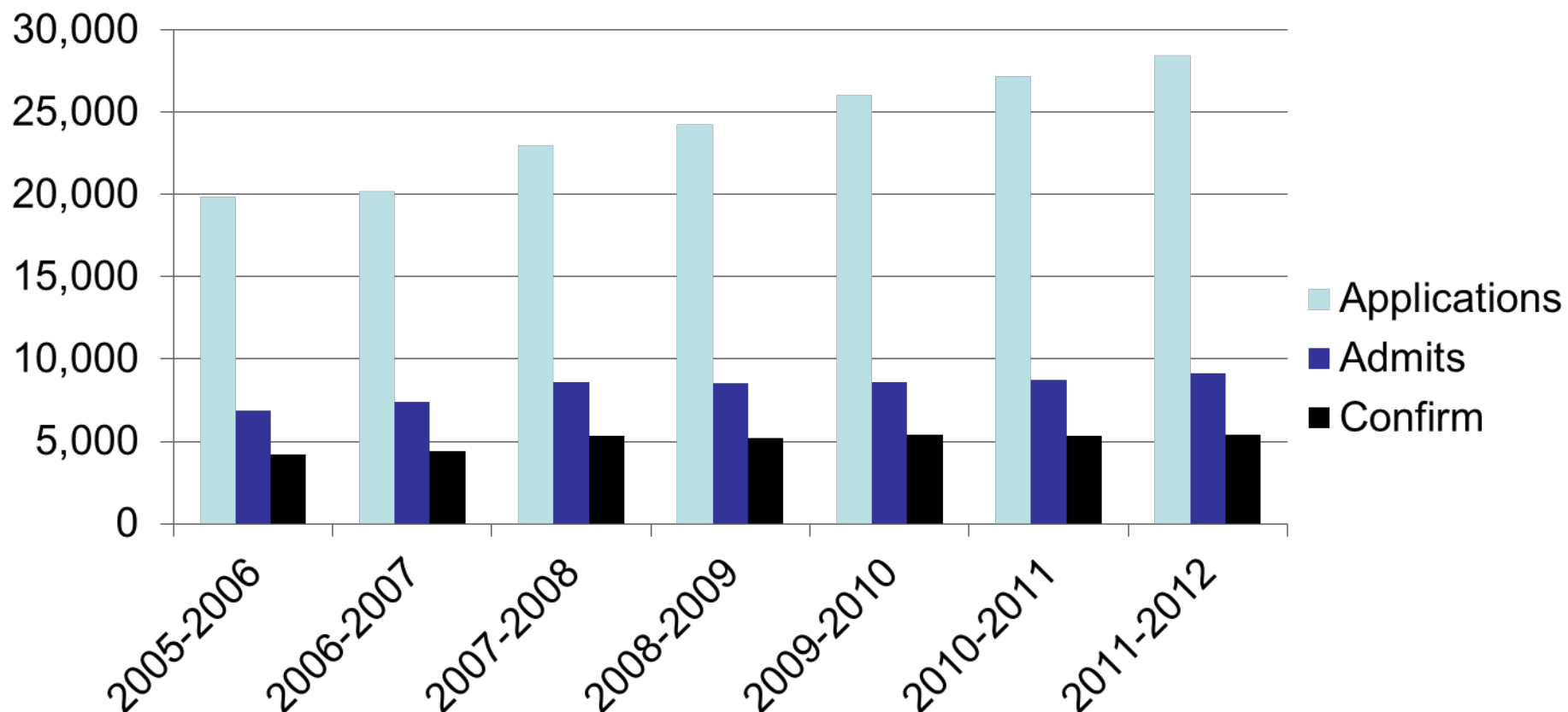


# Graduate Recruitment

School of Graduate Studies  
Presentation to Academic Board,  
October 11, 2012



# Growth in Graduate Admissions



# Strategies


- Information and Promotion
- Outreach
- Enquiries Support (from application to registration)
- International Credential Expertise
- Monitoring and Tracking



# Marketing & Promotion



# GradSchool Web page




UNIVERSITY OF  
**TORONTO**

[U of T Home](#) | [Portal](#) | [ROSI](#) | [Contacts](#) | [Maps](#) | [A-Z Index](#)

Search

**GRADSCHOOL**


ABOUT US
UNITS & PROGRAMS
ADMISSION REQUIREMENTS
FEES & FINANCIAL AID
HOUSING & CAMPUS LIFE
EVENTS
FAQ
CONTACTS




**LOUIS CENTURY**

Current JD/MGA Student


Law/Global Affairs




[GRADUATE UNITS](#)  
Comprehensive list of graduate units.



[DEGREE PROGRAMS](#)  
Comprehensive list of degree programs. [More...](#)




[DIPLOMA PROGRAMS](#)  
Comprehensive list of diploma programs. [More...](#)



[COLLABORATIVE PROGRAMS](#)  
Comprehensive list of collaborative programs. [More...](#)


**WELCOME**




→ **U of T: Canada's Pre-eminent Graduate School**  
The University of Toronto is the place where the best in scholarship and research meets Canada's gateway to the world. [More...](#)

- [U of T Video Gallery](#)
- [U of T: Graduate Admissions](#)

**EVENTS**



→ Are you an incoming graduate student? Please click [here](#) to join our Weekly Chat Sessions.



**Ask GradSchool**  
Type your question here:

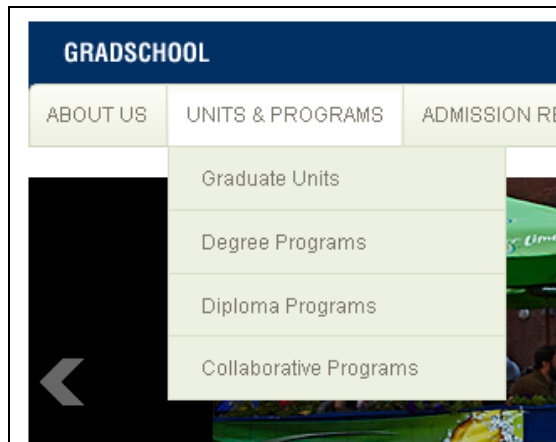
ask

We understand you have many questions and we would like you to get answers to them 24/7 through "Ask GradSchool" - our virtual advisor.

Ask real questions like "What are the admission requirements?" or "How is the weather in Toronto?"



# GradSchool Web page



## Graduate Units

Graduate units (including centres, departments, faculties and institutes).

- [Aerospace Studies](#)
- [Anthropology](#)
- [Applied Psychology and Human Development \(Education\)](#)
- [Architecture, Landscape, and Design](#)
- [Art](#)
- [Astronomy and Astrophysics](#)

## Diploma Programs

- [Advanced Study in Information Studies](#)
- [Community Health](#)
- [Diploma in Anaesthesia Care](#)
- [Investigative & Forensic Accounting](#)
- [Post-Master's Nurse Practitioner](#)
- [Social Service Administration](#)

## Degree Programs

For the list of Fields of Study, click [here](#).

- [Adult Education and Community Development - MA, MEd, PhD](#)
- [Aerospace Science and Engineering - MAsc, MEng, PhD](#)
- [Anthropology - MA, MSc, PhD](#)
- [Applied Computing - MScAC](#)
- [Architecture - MArch](#)
- [Astronomy and Astrophysics - MSc, PhD](#)

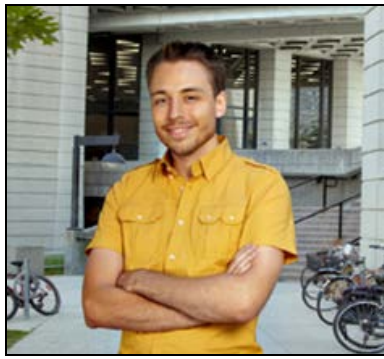
## Collaborative Programs

- [Aboriginal Health](#)
- [Addiction Studies](#)
- [Aging, Palliative and Supportive Care Across the Life Course](#)
- [Ancient and Medieval Philosophy](#)
- [Ancient Greek & Roman History](#)
- [Asia-Pacific Studies](#)
- [Astrophysics](#)
- [Bioethics](#)



# Student Testimonials

Attachment "B"



# Meet Louis Century: JD/MGA

- [http://www.gradschool.utoronto.ca/aboutgradschool/meet/Louis\\_Century.htm](http://www.gradschool.utoronto.ca/aboutgradschool/meet/Louis_Century.htm)





## life sciences

*Good health requires more than an apply a day. As a world leader in health research innovation, U of T has a sophisticated network of 10 renowned partner hospitals and more than 1,600 researchers and 3,000 graduate students pursuing the next vital steps in every area of health research imaginable. We break new ground every day.*

### Biochemistry

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

Biochemistry is the study of the molecular events underlying biological processes. Consequently it makes fundamental contributions to all disciplines concerned with living systems.

The department offers modern facilities for research leading to the **Master of Science** and **Doctor of Philosophy** degrees in a wide variety of areas including the relationship between structure and biological function in proteins, nucleic acids, and lipids as well as complex multi-component systems such as membranes and sub-cellular organelles.

### Degrees Offered

Biochemistry - MSc, PhD

### Frequently Asked Questions

*(Data based upon 2011-2012 academic year)*

	Domestic Students	International Students
1. Which tests are required for admission? (Please specify).	MSc - N/A PhD - N/A	MSc - EFT*, GRE General PhD - EFT, GRE General
2. What is the minimum GPA required by the unit?	MSc - B+ PhD - B+	MSc - B+ PhD - B+
3. What is the tuition fee** for the program?	MSc - \$6,885 PhD - \$6,885	MSc - \$16,082 PhD - \$16,082
4. What is the minimum guaranteed funding available in the Doctoral stream program?	Doctoral Stream  MSc - \$23,885 PhD - \$25,885	Doctoral Stream  MSc - \$33,082 PhD - \$35,082
5. Is direct entry from a Bachelor's degree to a PhD program available?	Yes	Yes
6. a) Is a supervisor identified before/after admission?  b) Is a supervisor assigned by a graduate unit or secured by an applicant?	MSc - After PhD - After  MSc - Applicant PhD - Applicant	MSc - After PhD - After  MSc - Applicant PhD - Applicant

\* EFT - English Facility Test (check English Facility Requirements)  
\*\* Tuition fee does not include incidental and other fees



63 St George Street  
Toronto, ON Canada M5S 2Z9

AB\_2012\_10\_11\_SGS\_Recruitment\_Initiatives\_Presentation.pdf  
visit us at [gradschool.utoronto.ca](http://gradschool.utoronto.ca)

# Attachment "B" Recruitment Factsheets



UNIVERSITY OF TORONTO  
SCHOOL OF GRADUATE STUDIES

# Flash Video

Trouble viewing the flash? [CLICK HERE](#) for the text version.



University of Toronto  
63/65 St. George Street  
Toronto, Ontario  
Canada M5S2Z9



# Admissions Guide

Attachment "B"



# Outreach



# Recruitment Fairs

- SGS attends approximately 20 recruitment fairs a year
  - Majority of fairs in southern Ontario
  - Sample of 2011 fairs attended: UBC, UofA, UofC, McGill, Carleton, McMaster, uOttawa, Queens, Ryerson, UofT (3 campuses), UWaterloo, Western, York and Saudi Arabia



# Information Sessions

- SGS hosts up to 12 Information Sessions annually on all three campuses – “*The Graduate School Experience: Applying to Graduate School at the University of Toronto*”
- Topics that are addressed include: preparing a statement of interest, how to approach a potential supervisor, soliciting quality letters of reference and navigating the on-line application



# Chat Sessions

- SGS hosts Chat Sessions for prospective and new students:
  - Weekly Chats with an Admissions Assistant about the application process
  - Themed Chats post-offer with representatives across campus about UofT programs & services



# Graduate Student Recruitment Community Portal & Listserv



- Announcements
- About GSRCP
- Education Fairs
- Info Sessions
- Chat University
- Documents
- News
- Contact Us

- Communication
- Organization Tools
- My Portfolios
- Organization Map
- Control Panel
- Refresh
- Detail View

GRADUATE STUDENT RECRUITMENT COMMUNITY PORTAL (STG-GSRCP) > ANNOUNCEMENTS

## Announcements



**gsrccp**  
graduate student recruitment  
community portal



VIEW TODAY VIEW LAST 7 DAYS VIEW LAST 30 DAYS VIEW ALL

February 16, 2010 - February 23, 2010



**Mon, Feb 01, 2010 -- Welcome to GSRCP - Graduate Student Recruitment Community Portal!**

Posted by: Hasmik Sargsyan

Welcome to the Graduate Student Recruitment Community Portal! GSRCP is a new initiative from the School of Graduate Studies that enables the sharing of best practices in graduate student recruitment among graduate administrators at University of Toronto.



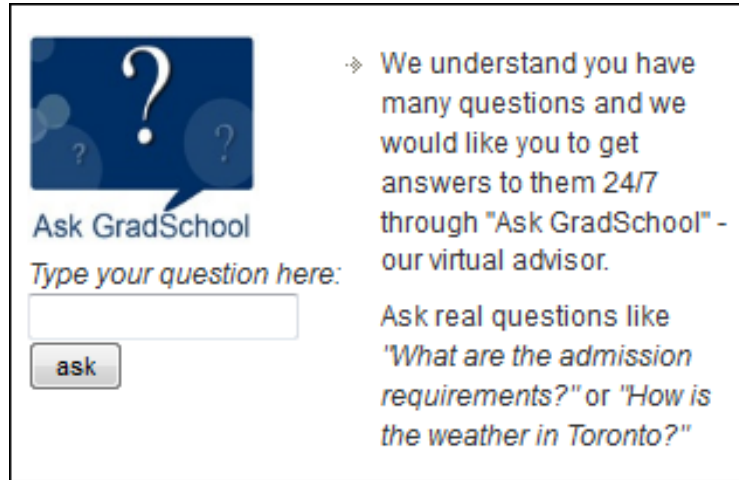


# Enquiries Support



# Virtual Advisor

Attachment "B"



Ask GradSchool

Type your question here:

ask

⇒ We understand you have many questions and we would like you to get answers to them 24/7 through "Ask GradSchool" - our virtual advisor.

Ask real questions like "What are the admission requirements?" or "How is the weather in Toronto?"

**11,179**

*Number of questions asked  
of the Virtual Advisor  
last year*

**Questions per month...**

*Average pace of **931** questions  
per month!*



# Email Inquiries

Attachment "B"

- Creation of central e-mail accounts for prospective graduate students ([gradschool@utoronto.ca](mailto:gradschool@utoronto.ca)) and applicants ([admissions.sgs@utoronto.ca](mailto:admissions.sgs@utoronto.ca))
- Since August 30, 2011, over **8,549** email enquiries were responded through the Grad School and SGS Admissions e-mail accounts (a **12%** increase from previous year)



# International Credential Assessment

- SGS Admissions Guide
- International Credential Evaluation Database (ICED)
- International Credential Assessment Workshop
- Credential Assessors



# Monitoring & Tracking



# Online Application Survey

Attachment "B"



UNIVERSITY OF TORONTO  
SCHOOL OF GRADUATE STUDIES

ADMISSIONS APPLICATION

[Check Status](#) | [Profile Update](#) | [Logout](#) | [FAQ](#) | [Help](#)

## Where did you hear about our program?

The School of Graduate Studies is interested in finding out what resources applicants use to obtain information about U of T and its graduate programs. Your answers to the following three questions will assist in improving the dissemination of information for future applicants.

1. How did you learn about the graduate program to which you are applying? (Please select all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> U of T website                                | <input type="checkbox"/> Friend/relative                |
| <input type="checkbox"/> Grad School website                           | <input type="checkbox"/> Recruitment fair               |
| <input checked="" type="checkbox"/> School of Graduate Studies website | <input checked="" type="checkbox"/> Information session |
| <input checked="" type="checkbox"/> Faculty/program website            | <input checked="" type="checkbox"/> Open house          |
| <input type="checkbox"/> U of T student/alumnus                        | <input type="checkbox"/> GradSchools.com website        |
| <input type="checkbox"/> U of T faculty/staff                          | <input type="checkbox"/> Google                         |
| <input type="checkbox"/> Faculty member at another institution         |   |
| <input type="checkbox"/> Other   |   |

2. Please indicate which of the following printed materials, if any, you consulted in researching or applying for graduate studies at U of T (Please select all that apply)

- Faculty/graduate program brochure
- School of Graduate Studies admissions guide
- U of T advertisement
- Academic publications by a potential supervisor
- Newspaper articles written about U of T
- Newspaper articles written by, or about, researchers at U of T
- Other U of T promotional materials
- Other

3. Was U of T a participant at the graduate recruitment fair you attended at your institution? (Please specify the institution)

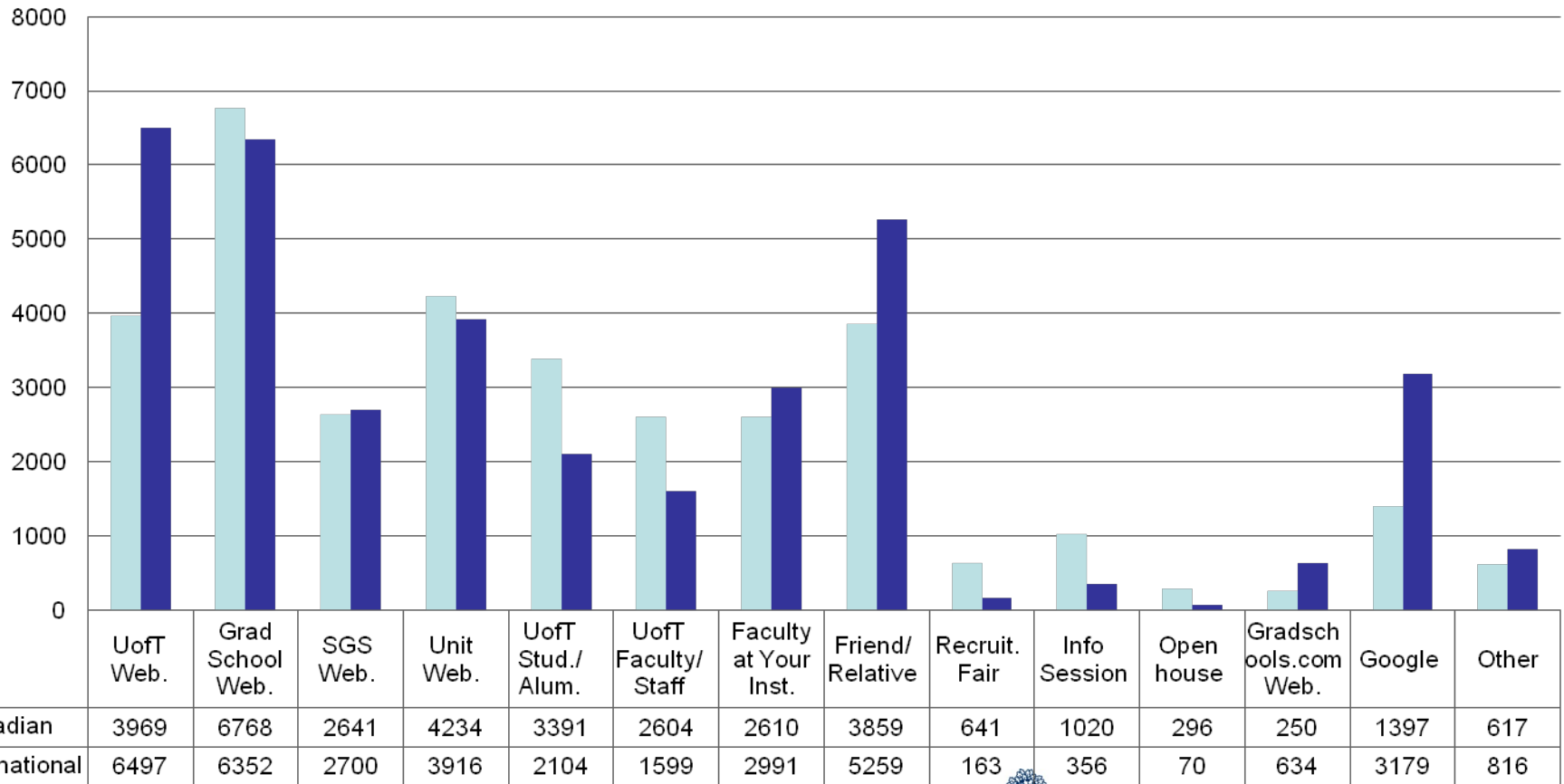
- Yes
- No

Thank you for taking the time to participate in our survey. We value your feedback!



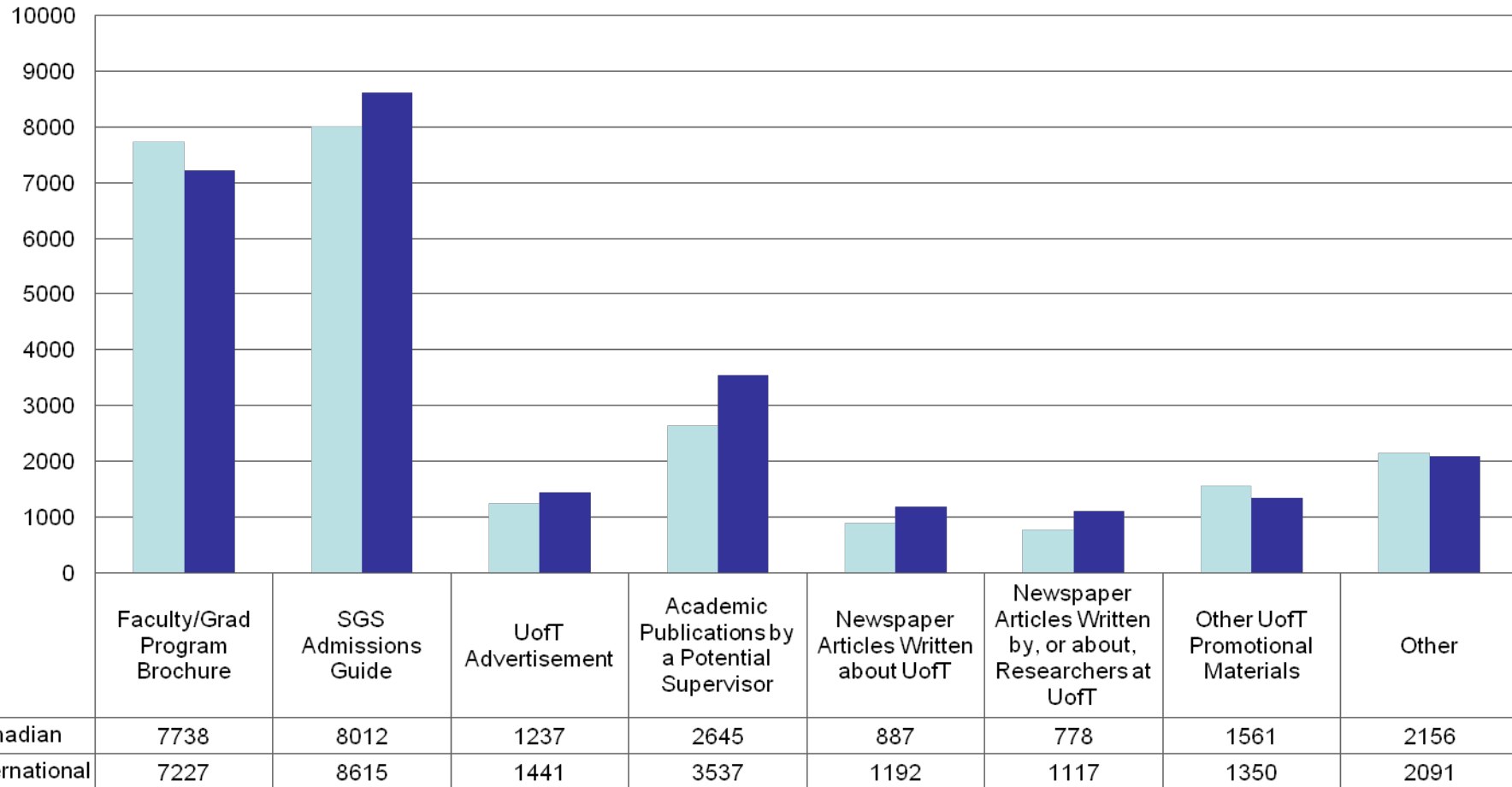
# Survey Report

## 1. How did you learn about the graduate program to which you are applying? (Please select all that apply)



# Survey Report

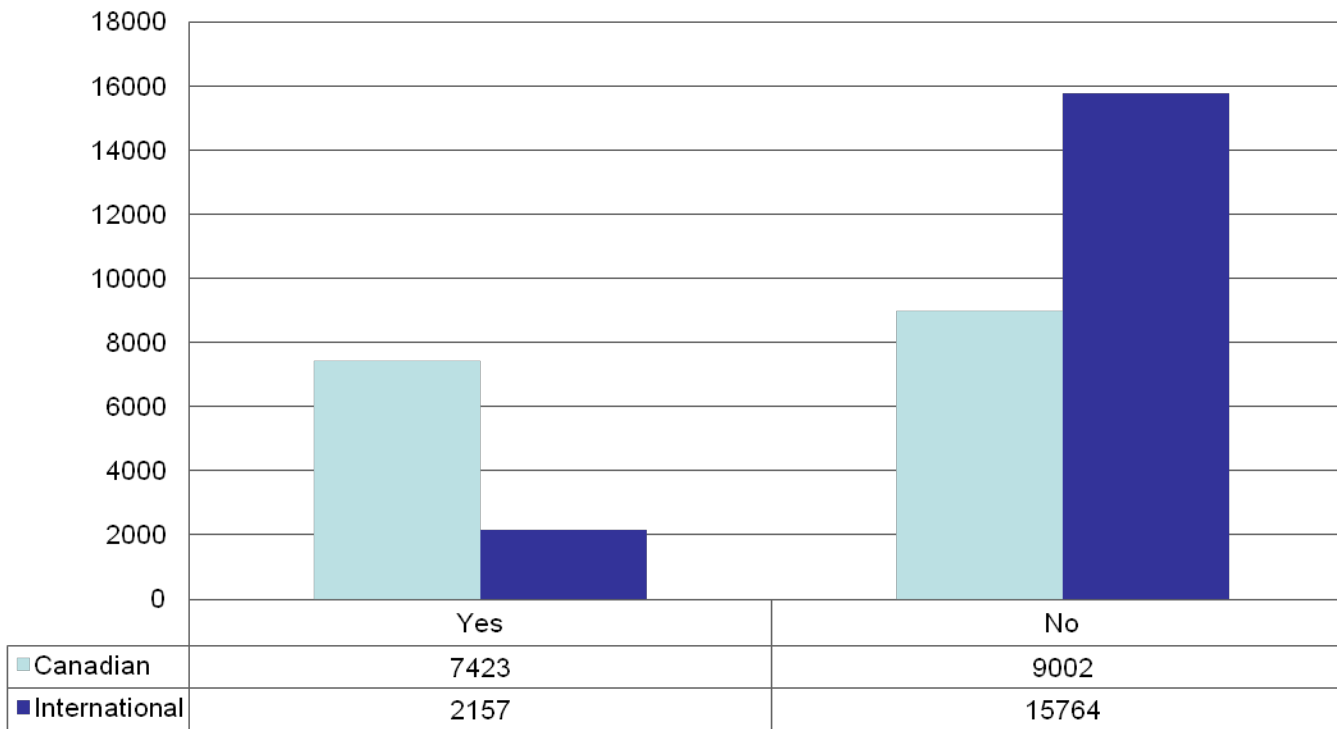
## 2. Please indicate which of the following printed materials, if any, you consulted in researching or applying for graduate studies at U of T.





# Survey Report

## 3. Was UofT a participant at the graduate recruitment fair you attended at your institution?



# CRi Survey

- Increased access to the representatives and the information that they need
- Relationship-building communications before and after their application
- Web sites must be easy to navigate, clear and have useful information



# Future Recommendations

- Continue to partner with Enrollment Services and Office of Recruitment (e.g. CRM) to build recruitment capacity
- Engage in targeted international recruitment to support broader University initiatives
- Enhance Grad School web-site by creating more interactive content
- Increase student communications post application



# Contacts

- Grad School web-site:

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

- Director, Student Services

Heather Kelly [heather.kelly@utoronto.ca](mailto:heather.kelly@utoronto.ca)

