



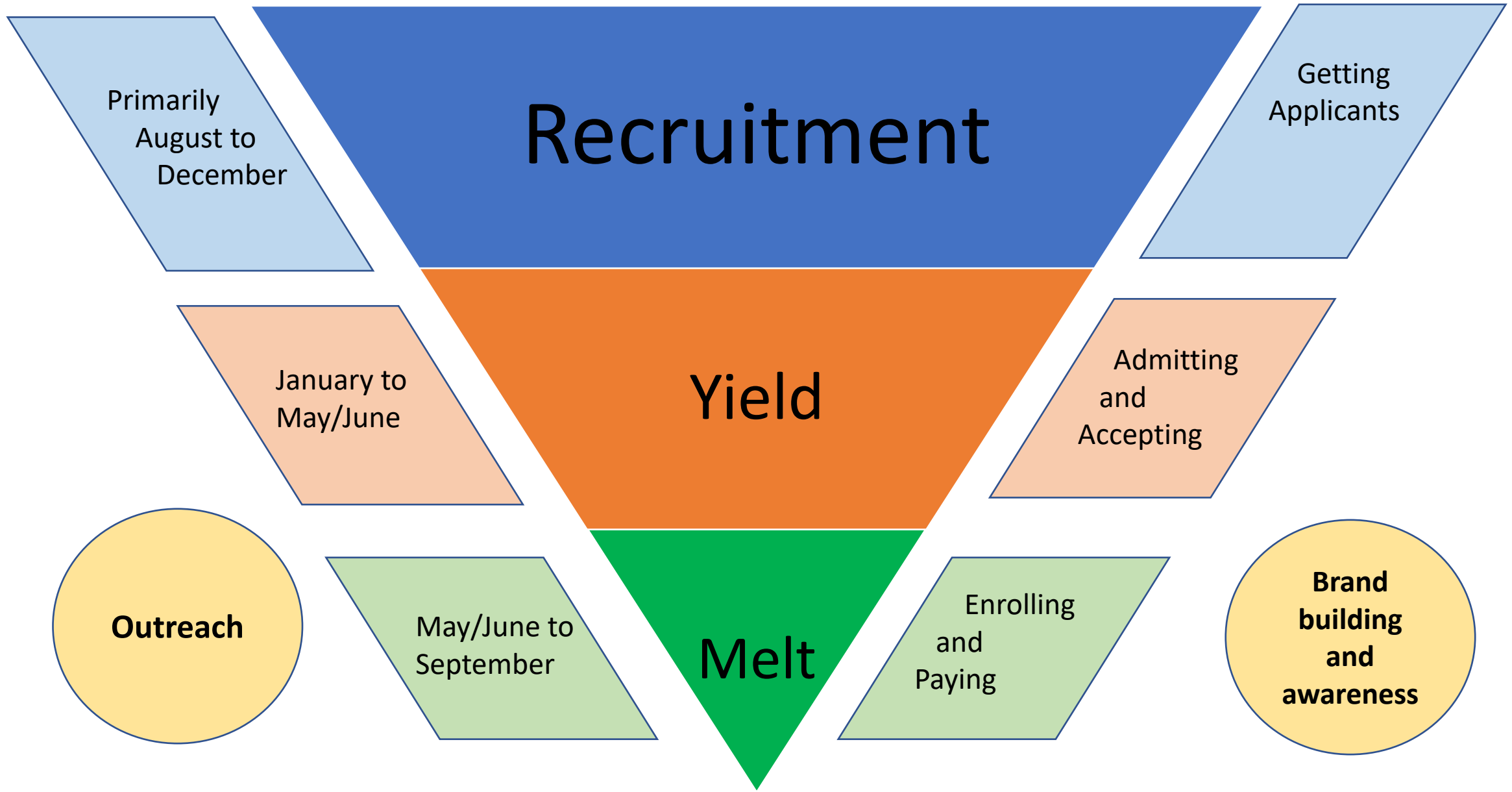
UNIVERSITY OF  
**TORONTO**  
SCARBOROUGH

# 2024 New Intake Updates

Shelby Verboven  
Registrar and Assistant Dean, Strategic Enrolment Management



# New Intake Funnel



# STUDENT RECRUITMENT INITIATIVES

New Admissions & SAMIH Sites

Prospect & Applicant Advising

Policy & Program Adjustments

School Visits & Presentations

Campus Tours

In-Person Events (School/Community Groups, Open Houses)

Virtual & On-Demand Sessions

Publications (print & electronic)

SAMIH Advertising and Social Media Campaigns

Access & Outreach Projects



# EARLY 2024 APPLICATION NUMBERS

## Across all Ontario Universities

2024 Ontario High School Applicants	2023 Ontario High School Applicants	% Change
94,178	91,215	3.2%

2024 Ontario High School Applications	2023 Ontario High School Applications	% Change
552,915	526,723	5.0%

More Ontario High School Applications than 2023		Fewer Ontario High School Applications than 2023
Brock	Ottawa	Algoma
Carleton	Queen's	OCAD
Guelph	Toronto	Trent
Lakehead	TMU	York
Laurentian	Waterloo	
McMaster	Western	
Nipissing	Wilfrid Laurier	
Ont Francais	Windsor	
Ontario Tech		

# EARLY 2024 APPLICATION NUMBERS

## U of T – Ontario high school applicants

Division	Domestic	International	Total
U of T - all	+6%	+4%	+6%
UTSC	+12%	+3%	<b>+10%</b>
UTM	+2%	+1%	+2%
Faculty of Arts & Science	7%	+2%	+6%

Western +23.7%  
Queen's +9.4%

UTSC Domestic  
1<sup>st</sup> choice  
+13%

# EARLY 2024 APPLICATION NUMBERS

## U of T – non-Ontario

Division	Domestic	International	Total
U of T - all	+1%	-12%	-7%
UTSC	+1%	-12%	-9%
UTM	-7%	-11%	-10%
Faculty of Arts & Science	0%	-12%	-8%



# INTERNATIONAL CHALLENGES

Geopolitical Context:  
China, India, Mexico (?)

Study Permit Changes



# EARLY 2024 APPLICATION NUMBERS

## UTSC Admissions Categories

Category	% change
Co-op Social Sciences & Humanities	-7.5%
Co-op International Development	-10%
Journalism	-14%
Social Sciences & Humanities	-8%
Visual & Performing Arts, Media	-18%
Music Industry & Technology	New!
<b><i>Total Arts Programs</i></b>	<b>-10.7%</b>

90 apps,  
10 spots



# EARLY 2024 APPLICATION NUMBERS

## UTSC Admissions Categories

Category	% change
Co-op Double Degree (BBA/BSc)	+22%
Co-op Management & International Business	-8%
Co-op Management	-4%
Double Degree (BBA/BSc)	+52%
Management	-8%
<b><i>Overall Management Programs</i></b>	<b><i>-2%</i></b>

# EARLY 2024 APPLICATION NUMBERS

## UTSC Admissions Categories

Category	% change
Co-op Computer Science	-15%
Co-op Math	+10%
Co-op Statistics	+10%
Computer Science	+5%
Math	+8%
Statistics	+23%
<b><i>Total CMS Programs</i></b>	<b><i>-6.3%</i></b>

# EARLY 2024 APPLICATION NUMBERS

## UTSC SAMIH Admissions Categories

Category	2023	2024			% Change
		Regular	Health Sciences Stream	Total	
Co-op Life Sciences	1,437	1,970	1,993	3,963	176%
Life Sciences	2,200	635	510	1,145	-48%
Total Life Sci	3,637	2,605	2,503	5,108	40%
Co-op Physical & Environmental Sciences	702	652	130	782	11%
Physical & Environmental Sciences	804	734	32	766	-5%
Total DPES	1,506	1,386	162	1,548	3%
Co-op Psychology & Health Studies	1,662	1,167	430	1,597	-4%
Psychology & Health Studies	708	438	117	555	-22%
Total Psych & Health	2,370	1,605	547	2,152	-9%
<b>Grand Total</b>	<b>7,513</b>	<b>5,596</b>	<b>3,212</b>	<b>8,808</b>	<b>17%</b>

Life Sci Domestic is +58%!

36% of Science applicants want Health Sciences

# YIELD ACTIVITIES (A&SR)

Prospect & Applicant Advising

Campus Tours

In-Person On-Campus Events

Counsellor Events

Virtual Sessions

Post-Offer Events (International & Domestic)

Social Media Campaigns

Personalized Email Campaigns

Next Steps Website

Ontario, British  
Columbia, Alberta

Mexico, Brazil,  
Turkiye, UAE,  
India, Pakistan,  
Bangladesh,  
Indonesia, China,  
Taiwan, Hong  
Kong





# YIELD ACTIVITIES

(Campus partners)

In-Person On-Campus Events

Virtual Sessions

Sample Lectures

Program and Welcome Videos

Social Media Campaigns (Faculty or Student)

Emails Campaigns Faculty or Current Students

Alumni Testimonials

Transfer Credit Assessment Streamlining



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