



COLLEGES | COLLÈGES
ONTARIO | ONTARIO

COP Project: A Review of Recruitment & Admissions Processes Impacting Non-Direct Entrants

connections
SEM conference



COLLEGES | COLLÈGES
ONTARIO | ONTARIO

Karen Sjolin

Executive Director
Student Services
Fleming College

Sharon Kinasz

Registrar
Humber College

Marjorie McColm

Director
Academic Excellence
George Brown College

George Burton

Vice-President Student
Services, Loyalist College

connections
SEM conference

Project Background

- COP long-term enrolment projects (Fall 2006)
- Review recruitment and admissions processes to ensure alignment with the needs of non-direct applicants and entrants
 - Facilitate institutional review of processes and practices
 - Based on best practice
 - Identify business processes, key issues
 - Future actions required

Working Group Members

Sarah Jane Brimley and Sharon Kinasz, Humber College

George Burton, Loyalist College

Mark Gaston, OCAS

Jennifer Leith, Centennial College

Marjorie McColm, George Brown College

Karen Sjolin, Fleming College

Bill Summers and Sheila Susini, Colleges Ontario

Jan Stroh, Conestoga College

**Lynne Wallace, College Sector Committee
for Adult Upgrading**

Process

- **Survey colleges**
 - Market segmentation
 - Barriers and challenges
 - Best practices
- **Research**
 - Review of Literature
 - Colleges Ontario Profile of Non-Direct Entrants
- **Identify strategies, practices, processes**

Key Messages

Foundation for institutional review

- Segmentation
- Common definitions, framework
- Data based, data driven
- Outward looking
- Responsive, flexible programming

The Connection Gap

- **Barriers and Challenges**
 - **Top 10 Barriers**
 - Prospective student, college, system
 - **Career Focus and Information**
 - **Academic Preparation**
 - **Financial Concerns**
 - Costs of applying and qualifying
 - **Admissions testing, transcripts**
 - **Flexibility and responsiveness**
 - **Funding**

Going Forward

- **Opportunities for colleges**
- **Conference Design**
 - Facilitate your own review of processes and practices
 - Information and tools to guide the review
 - Call to action for the future
- **Final Working Group Report**