

Provost's Report to Senate

May 2018

Strategic Enrolment Management (SEM)

As part of Lakehead University's Strategic Enrolment Management (SEM) framework, three sub-committees were created to operationalize actions and efforts in support of SEM goals and priorities.

The sub-committees include: Student Recruitment & Marketing, Student Success & Retention, and Data, Research & Information. Each sub-committee includes broad representation across the University with faculty, staff and students. Over the past year, each sub-committee has been actively engaged in sharing information, discussing strategies and best practices, and identifying priorities related to their respective areas.

The following are highlights:

Student Recruitment & Marketing

The sub-committee has been focused on information sharing and open dialogue around recruitment plans and strategies for the 2017/2018 year as well as plans for the 2018/2019 recruitment cycle. As part of this, a full review of the OUAC application cycle took place with recommendations to simplify the application process for students.

Academica was engaged to survey high school students on the effectiveness of the 2018 Viewbook in efforts to inform the strategy for the creation of the 2019 Viewbook. These findings will be used to improve the approach for the 2019 Viewbook as well as other recruitment materials and the website.

Student Success & Retention

The sub-committee meetings have provided a space for stakeholders to share successes and program ideas as a way of generating greater awareness of SEM at Lakehead.

Committee members have been sharing highlights from their units and discussing positive changes at Lakehead with respect to enhanced student spaces such as Student Central, The Academic Support Zone (on both campuses) and the International Centre. The Committee also received a presentation on NSSE results from Institutional Planning and Analysis and an update on a developing project; an Online Referral Program, that has an objective of providing staff and faculty with an additional referral pathway to key student services offered at the University.

Aboriginal Initiatives

The Office of Aboriginal Initiatives at Lakehead University and Conseil scolaire de district catholique des Aurores boréales hosted the *100 Years of Loss The Residential School System in Canada Mobile Exhibition* at Lakehead University in the Agora from April 10-12, 2018. An opening ceremony was held with a student panel discussion on *Learning from the Experiences of Indigenous Students*, coordinated with the Department of Indigenous

Learning. Bob Baxter of Marten Falls First Nation gave a keynote address. There were approximately 400 students on campus to explore the exhibit and to participate in on-campus educational activities with faculty and staff.

Lakehead International

There are now over 33 exchange partnerships and an increasing number of MOU's with overseas university partners. These agreements facilitate student and faculty mobility, joint research and the formation of articulation agreements and joint degree programs.

International Enrolment

The LUI recruitment team continues to expand to allow for greater global expansion into new markets, while enhancing our existing markets. This has resulted in greater geographic diversity in our applicant pool, which will translate into a more diverse international student body.

The international undergraduate entrance scholarship program was enhanced this year to include applicants transferring to Lakehead from post-secondary backgrounds. Our highly-competitive scholarship program continues to attract much attention, and is resulting in increased applications from higher qualified applicants.

A newly designed and restructured website for LUI was launched. The new site will improve online communications and drive prospects to application. New features include select translated pages in Spanish, Mandarin, Vietnamese, and Arabic, as well as the launch of a Lakehead University recruitment website hosted in China. New to this year's recruitment cycle, the launch of the online undergraduate application has allowed international students and their representatives to apply directly to Lakehead - ensuring a more convenient and easier application process.

The LUI enrolment staff are currently engaged in comprehensive applicant conversion activities to support the Fall 2018 class. New this year, application conversion events were hosted in select markets in South America, Central America, Mexico and India. Digital marketing campaigns have been launched globally via a wide range of social media platforms to further drive engagement, application and conversion.

In April, in cooperation with Georgian College, the Lakehead Orillia campus hosted over 80 student recruitment agents from 15 countries on a successful familiarization tour.

Mobility and English as a Second Language

The continuing strategic efforts to promote study abroad opportunities has resulted in the team achieving a 60% increase in the number of domestic students studying abroad.

Lakehead's first study abroad viewbook will be produced this summer, highlighting all of the excellent study abroad opportunities available to our students, and helping us reach our target of another 50% increase in students study abroad.

Mexico has emerged as a strong market for short-term programming in ESL and short academic courses. In the summer of 2018, Lakehead will host at least 450 Mexican students.

Student Affairs

Academic Advising, Records & Registration

2018-2019 course registration will commence on Saturday, June 23. Students will be notified via their Lakehead University email of their academic standing, eligibility to continue in their current program and the specific date that they can start to register for classes.

Convocation is a time to celebrate the accomplishments of our graduates. Faculty are encouraged to attend – an RSVP email has been sent out, please respond to let us know if you will be attending. Convocation ceremonies will take place as follows:

Thunder Bay

- Friday, June 1 – 2:00 pm Ceremony (Faculties of Engineering, Law, Natural Resources Management and Medicine)
- Saturday, June 2 – 9:30 am Ceremony (Faculties of Business, Health & Behavioural Sciences)
- Saturday, June 2 – 2:00 pm Ceremony (Faculties of Education, Science & Environmental Studies and Social Sciences & Humanities)

Orillia

- Saturday, June 9 – 10:00 am Ceremony (All Faculties)

Enrolment Services

Undergraduate Recruitment

In April, an Information Night was hosted at both campuses for local students and their parents to find out more information about next steps, and what next year will bring. The evenings included presentations by the Student Success Centre, Admissions, Financial Aid, Recruitment, and a Student Speaker; as well as an opportunity to meet and ask questions.

We also co-hosted an Applicant Reception at the Barrie campus of Georgian College for Lakehead University-Georgian College partnership program applicants. That evening featured quick presentations by faculty, a graduate of both institutions, and campus tours by program.

At the Orillia Campus, we hosted a Grade 11 Day on April 23, welcoming approximately 300 local students Grade 11 students to campus.

Each year, Regional Dialogues for Guidance Counsellors are hosted at universities across Ontario. Lakehead Orillia will be hosting on Friday, May 11th. Thunder Bay hosts annually in the fall.

Student Awards & Financial Aid

The first round of Entrance Scholarships were extended to high school students in March. This included deliveries to students within Thunder Bay and Orillia from a Student Affairs representative. Lakehead is the only Ontario institution that offers renewable free tuition scholarship to students entering directly from high school.

The Entrance Bursary application is open for students to apply. The deadline to apply is June 30. For more information about other Entrance Scholarships and Bursaries, visit [here](#).

Students taking Spring/Summer courses may qualify for a student loan extension. Students should be directed to speak with a Student Central Professional if they have questions and to review their student loan funding.

Student Health & Counselling

Student Health & Counselling is undertaking a shift to a wellness approach. They will be working towards a comprehensive stepped-care approach to health and wellness that addresses the well-being needs of students in a proactive and integrated manner. Some areas of focus include health promotion, early intervention, prevention, quality improvement, accessibility and integrated student-centred care.

A walk-in counselling service was piloted during the exam period which was well received by students. As a result, Student Health & Counselling will be looking at how this model can be incorporated on an ongoing basis moving forward.

Library

The Library is developing a strategic plan. As part of the process, we held a one-day planning workshop on May 10, facilitated by Dr. Rhonda Koster. Members of the Library Subcommittee of the Senate Teaching and Learning Committee were invited to attend for part of the day. Once a draft plan is completed, there will be consultations with library stakeholders.

On April 25, Chris Tomasini (Online Learning/Orillia Campus Librarian) and Gisella Scalse (Instructional Technology/Education Librarian) presented a session entitled, "Fighting Falsehoods: Education Libraries & Fake News" at the Connect 2018: Canada's Learning & Technology Conference in Niagara Falls, Ontario.

Teaching Commons

The Grand Opening was held on April 26. I would like to thank everyone involved in creating and developing this wonderful new space and encourage people to take advantage of it's resources.

The Teaching Commons will continue to grow their resource bank and provide direct assistance to a number of instructors, especially those who are teaching Spring/Summer courses -- many of which are online. This assistance -- in person, by phone and email, and through TSC tickets -- included help with D2L and Marks Management for end-of-term wrap-up, technical and organizational set-up of new courses, pedagogical advice, introduction to tools uniquely suited to enrich online instruction, advice on incorporating Indigenous content respectfully and effectively into courses, and direction to appropriate subject-specific multimedia and interactive teaching materials for a wide range of courses.

Teaching Commons Summer Institute - August 14 - 16

The Teaching Commons Summer Institute is an intensive three-day workshop for instructors to learn about and share evidence-based strategies to engage students in their own learning. The theme for the first annual Teaching Commons Summer Institute is "Active Learning." Plan on attending all three days, and bring course materials to work on (syllabus, sample assignments, sample assessment, etc.). There will also be time for collegial conversation and informal consultations.

Attendance is limited to 25 participants. Registration deadline is July 20. ([Registration Form](#))

For more information email: teachingcommons@lakeheadu.ca

Respectively submitted,

Dr. David Barnett
Acting Provost and Vice-President (Academic)