

**Staff Association Area Reps Meeting
Minutes of September 10, 2015**

Present:

Annette Dietrich	Stephanie Filsinger	Andrew Urschel
Andrew Rose Santi	Gail Spencer	Jenny Conroy
Barbara Blundon	Kathleen St. Laurent	Margaret Ulbrick
Christine Gillis Bilton	Sarah Landy	Murielle Landry
Gwen Bender	Lawrence Folland	Monica Bothwell
Katy Wong	Tammy Vucicevich	Theresa Dam
Luanne McGinley	Cathy Logan-Dickie	Murray Zink
Jeremy Steffler	Terry Labach	Catherine Bolger
Tom Graham		

1. Approval of the Minutes of June 11, 2015

Accepted.

2. Approval of Agenda

Accepted.

3. Business arising from minutes

Executive Manager Gail Spencer reminded members about the upcoming Call for Nominations. There will be information sessions for this process September 23 and 28. Please pass this information to your staff. Also check the link on the UWSA website, "What Does a Director Do?" The Erie Shopping Trip is being held November 6 to 8th and deadline for registering is September 14th. It was suggested a reminder about this deadline be sent to members. The next meeting is scheduled for October 8th but no speaker has been confirmed.

4. Guest speaker Ray Darling, University Registrar: "Strategic Enrolment Management at Waterloo"

Ray Darling started working at UW March 14, 2014 and was previously the Registrar for WLU. He obtained his education at UG. Strategic Enrolment Management (SEM) has not had a lot of discussion in the past, but there is now a need to focus on this concept. The purpose of SEM is to establish clear goals for the number and types of students needed to fulfill the institutional mission and to promote institutional success by enabling effective strategic and financial planning. Eighty per cent of UW revenue comes from undergrad tuition.

Enrolment demographics of students include international and domestic, undergrad and grad, male and female, cultural and transfer students.

At WLU 90% of first-year students are from Ontario high schools but at UW, only 70% are. There is a need to focus on recruitment but also on retention of students here. UW loses students to co-op jobs, affordability problems, and difficulty in meeting the standards of programs.

A population downturn in Ontario has lessened the pool of applicants from Ontario secondary schools (O.S.S.) and this trend is expected to continue through to 2021. UW is looking to rely more on non-O.S.S. groups and has increased its market share of this group by 10.2%.

Arts programs in Ontario universities have seen a significant drop and that explains why WLU is struggling with enrolment. Students are still very interested in UW's STEM programs and willing to travel from all across the world for these programs. High cut-off rates for marks for those entering Arts at UW also contribute to lower enrolment numbers to Arts. UW has the highest cut-off rate in Ontario, but can we afford this rate of excellence in the future? Math and Engineering both have cut-off rates in the 90's but still have outstanding rates of applications for enrolment.

Enrolment projections for the Fall 2015 domestic undergrad students at UW see a negative balance of 482, but a positive 277 balance for international students. The focus on international students could become a political issue as UW is a university using public funds. With international students also come some extra challenges like travel issues, process times for study Visas, and lower yield rates. Losses of students by November are much higher with International students.

Overall enrolment growth from 2014 to 2015 is expected to be 2% at UW. UW is well positioned in the market with good finances, but there is a need to focus on our SEM efforts to stay here. No faculty is expected to exceed in target as in previous years, despite strong applicant pools, suggesting lower yield rates.

Q: How do we keep more international students?

A: Change the process forms to online rather than paper forms and add staff to help with processing forms.

Q: What are the differences in needs of domestic students vs. international students?

A: International students cost more to put support services in place for them. There are affiliates such as Conestoga College and Renison to help prepare international students.

Q: What are the gender demographics for enrolment here?

A: It is tracked. UW has 58% females, which is low compared to other universities. Math and engineering are still mostly males. There are programs to attract females here, but it is too early to track the success of those programs.

Ray Darling was thanked by Christine Gillis Bilton for his informative SEM presentation.

Chair: Christine Gillis Bilton

Minutes: CB