



MEMORANDUM, DCD#4 2010-11

To: Department Chairs

From: Rick Halpern

Date: 2 September 2010

Re: Faculty Involvement in UTSC Recruitment Activities

As all of you are aware we are intensifying our student recruitment activities this year. The Recruitment Advisory Council has begun to develop pro-active strategies, and working with the Office of Communications we have overhauled the campus view book. Soon, we will commence discussions about targeted growth. We have also begun to work much more closely with the University's central recruiters and the Vice Provost, Students, to align our activities in this area.

Two traditional events you may be familiar with are coming up: the Ontario Universities Fair, held downtown at the Metro Convention Centre on 24-26 September, and Fall Campus Day, held here at UTSC on Saturday, 30 October. It is critical that we have faculty participation in both of these events.

The Ontario Universities Fair allows us to reach thousands of prospective students and their parents. One way in which we can stand out amongst the other universities is to have enthusiastic, knowledgeable faculty participating. Each department needs to staff our booth a total of six shifts: two three-hour shifts on each day. Over the next few days, Jerome Poon-Ting will be contacting each of you with additional information about the fair, the process of assigning faculty to the various shifts, and the importance of having the faculty volunteers attend the pre-fair training sessions he will be putting on the week prior to the event.

Fall Campus Day is an even more important part of the recruitment process. All available data suggests that the most important variable in both generating applications and converting an offer into an acceptance is a positive campus visit. As in past years, each department will have the opportunity to present an overview of its programs to a large audience. In a departure from past practice, though, we will not be grouping departments together as "arts," "science," and "management." Instead, each department will have a dedicated session. In an additional departure from the past, we are asking you to share your presentation with a student – either a DSA president or an intelligent, articulate student of your choice. Again, Jerome shortly will be in touch with each of you

to go over logistics and to discuss essential content for the presentations as well as key deadlines for submission of presentation materials.

Fall Campus Day also will include a post presentation mixer, where prospective students and their parents can talk about UTSC and the various program options with your colleagues and student leaders. It is essential that each department is well represented at the mixer, and I encourage you to mobilize the faculty members who will make the best impression and who have a fairly broad knowledge of your programs.

Recruitment is an important priority for our campus. We need to attract higher quality applicants – and we need to do a better job convincing applicants that UTSC is the best university choice for them. In order to improve our performance, we need to mobilize faculty. Earlier I indicated my intention of providing an inducement to faculty in the form of PTR. Accordingly, I urge each department to communicate that participation in recruitment activity will be favorably weighted under the “service” portion of PTR assessment in the 2010-11 academic year. I will also consider using the Dean’s Merit Pool to recognize exceptional contributions in this critical area.

We will have the opportunity to discuss Fall recruitment activities at one of the first Chairs meetings.