

# Communications, Enrolment & The Colleges

2023/24 ANNUAL REPORT



# Reflecting on a Year of Growth & Innovation



This inaugural annual report for Communications, Enrolment & the Colleges showcases highlights related to reputation, recruitment, and retention at the University – all of which continued to be on the rise at Trent over the past year.

Amidst a competitive post-secondary education landscape, we continued to adapt to changing dynamics, achieving steady and purposeful enrolment growth.

Among other priorities, 2023/24 was about maintaining this balance: extending our reach and impact while fostering the close-knit community that makes Trent unique. Balancing domestic and international enrolment growth at both our campuses in partnership with Trent International has broadened our global footprint and supported the efforts of our collegial community.

The announcement of Dr. Cathy Bruce as Trent's ninth president and vice-chancellor was a highlight early in 2024 and will foreground our work in the coming year. At the same time, the team has been responding to changing enrolment trends this past winter.

Thank you to the dedicated staff and the management team in our portfolio – and to the entire Trent community that has supported the successes you will find among these highlights.

**Marilyn Burns**  
Vice-President, Communications & Enrolment

Trent University respectfully acknowledges it is located on the treaty and traditional territory of the Mississauga Anishnaabeg. We offer gratitude to First Peoples for their care for, and teachings about, our earth and our relations. May we honour those teachings.

On the cover: Students and staff at the 2023 Ontario Universities' Fair



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# CHALLENGE THE WAY YOU THINK

Trent's approach to interactive learning is rooted in three fundamental advantages:

### PERSONAL

Our supportive, inclusive learning communities promote personal agency and engagement.

### PURPOSEFUL

Learning is interdisciplinary and integrates social justice, environmental sustainability and community development themes.

### TRANSFORMATIVE

Personal growth enables students to challenge assumptions and integrate different perspectives.

### Positioning Building Blocks

Based on our research, we identified six building blocks that are essential elements of the Trent University experience.

- 1 Real student voice, leadership, and impact
- 2 Holistic learning experiences
- 3 Critical thinking advantage
- 4 Relationship-fueled growth
- 5 Solution-focused social engagement
- 6 Inspired by values, culture & tradition

## Trent University's Growth & Influence

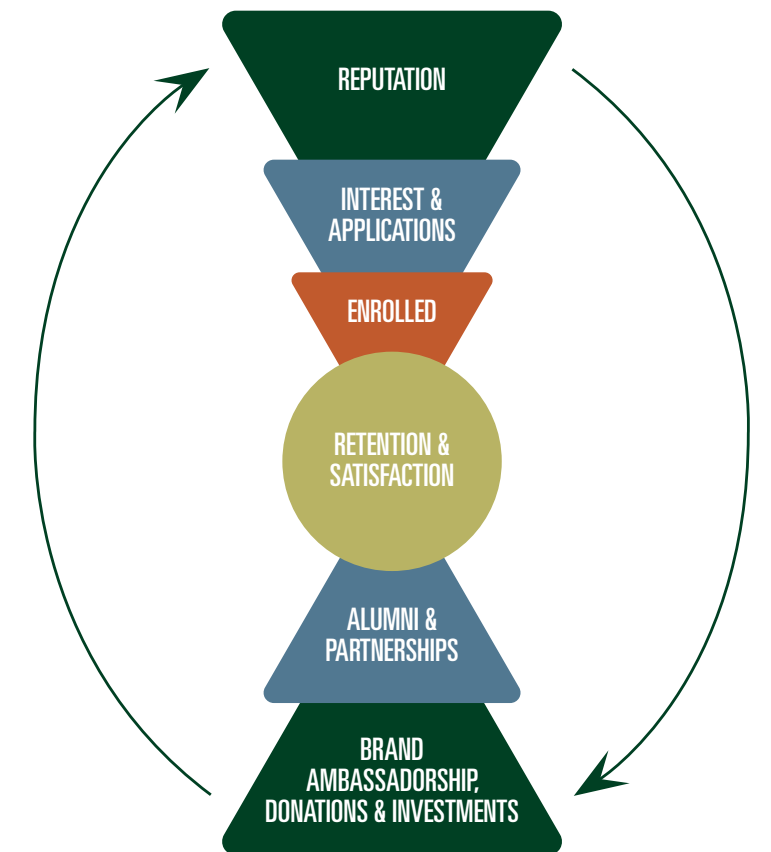
Trent's reputation and brand ecosystem represent a life cycle of engagement with Trent. Reputation is multifactorial and encompasses the entire University, including research and the academic mission.

Communications starts by building awareness and quality associations with the Trent name. Recruitment reaches out to future students and influencers, and Admissions helps thousands of students find their place at Trent each year at both our Peterborough campus and our Durham campus in the Greater Toronto Area.

Student satisfaction and retention are at the heart of the funnel, as proof of the Trent promise, where reputation is intrinsically tied to recruitment and enrolment. The Colleges showcase the Trent experience, focusing on student engagement, retention and ushering students along the path to success. As they build community, the Colleges connect with alumni, donors, and the broader community, expanding the institution's spheres of influence.

In Communications, Enrolment & the Colleges (CEC), our work spans the full ecosystem. Trent's reputation grows as more students attend and share their positive experiences as students and alumni the world over.

### TRENT UNIVERSITY BRAND ECOSYSTEM



# REPUTATION 2023/24

## Trent University on the Rise

Trent is committed to personal, purposeful, and transformative education. Across both campuses, Trent fosters intimate learning environments that encourage deep connections and collaborative endeavours. The core of the Trent experience is characterized by interactive learning, where the lines between, classrooms, Colleges, and our communities blur, creating a rich tapestry of educational engagement. This year, rankings and other indicators further cemented Trent's unique approach to higher education, emphasizing the importance of hands-on learning, research, and co-curricular activities in shaping well-rounded critical thinkers and global citizens who make an impact.

**#1** UNDERGRADUATE UNIVERSITY  
in Ontario  
13 YEARS RUNNING

**#1** IN ONTARIO FOR HIGHEST QUALITY  
**#1** IN ONTARIO FOR FACULTY AWARDS

**#1** IN ONTARIO FOR STUDENT SERVICES

**#2** IN ONTARIO FOR DEVELOPING LEADERS OF TOMORROW  
**#2** IN ONTARIO FOR MOST INNOVATIVE

AMONG *Top 7.8%* UNIVERSITIES IN THE WORLD

Centre for World University Rankings 2024

Maclean's University Rankings 2024, primarily undergraduate category

More visitors than ever before are discovering and exploring Trent online

19,471,765 TRENTU.CA PAGEVIEWS | 4,096,986 TRENTU.CA/FUTURESTUDENTS PAGEVIEWS

Innovative digital ad campaign continues to raise awareness for Trent

### VIDEO ADS

45,804,174 TOTAL IMPRESSIONS | 2,479,102 ENGAGEMENT CLICKS

### DISPLAY ADS

91,205,205 TOTAL IMPRESSIONS | 136,359 ENGAGEMENT CLICKS

### ONLINE SEARCH

387,240 TOTAL IMPRESSIONS | 40,142 ONLINE SEARCH CLICKS

Making headlines

3,195 TRENT SUCCESS STORIES IN NATIONAL, INTERNATIONAL AND LOCAL NEWS

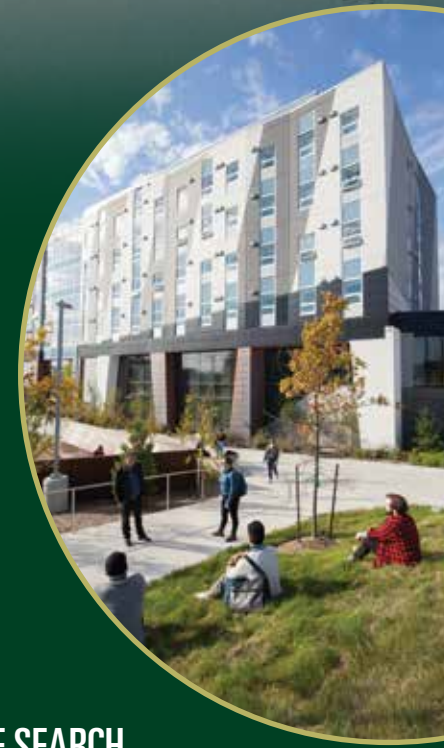
89% OF COVERAGE APPEARED IN NATIONAL MEDIA



Increased engagement on priority social media channels

**LINKEDIN**  
59,910 FOLLOWERS | 10% YoY INCREASE

**INSTAGRAM**  
30,005 FOLLOWERS | 14.5% YoY INCREASE



# ENROLMENT 2023/24

## Two Growing Campuses

Trent University continued to experience application and enrolment growth in 2023/24, building on the momentum of eight consecutive years of growth for the University. For fall 2023, international postgraduate certificates and degrees were the primary drivers of sustainable enrolment growth. This shift is reflective of the University's broader strategic priorities surrounding international recruitment.

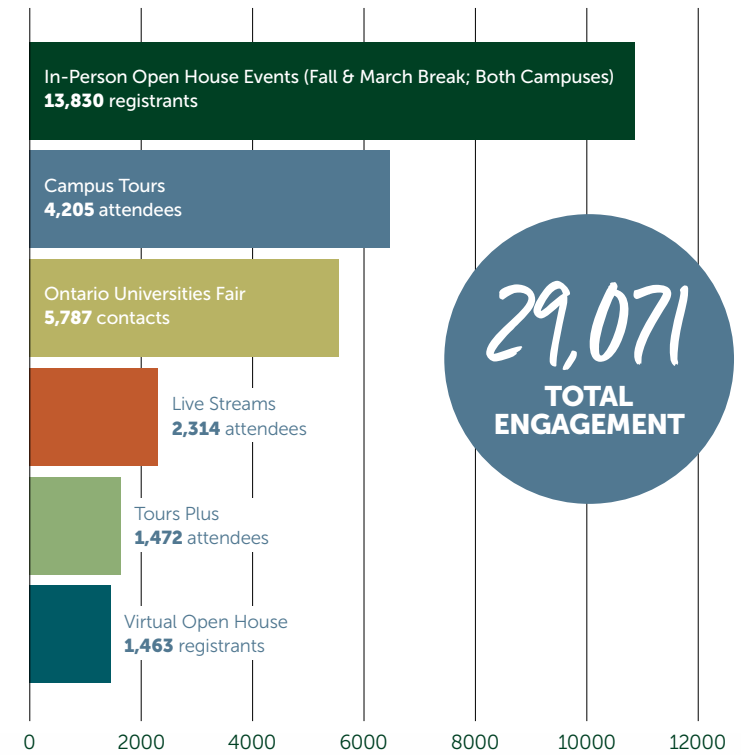
### 2023/24 Enrolment

**13,825**  
TOTAL STUDENTS (HEADS)

UNDERGRADUATE 12,610  
GRADUATE 1,235  
PETERBOROUGH 10,955  
DURHAM 2,870



## Engaging with Future Students In Record Numbers



## New Programs

- Bachelor of Arts & Science / Medical Sciences Dual Degree
- Climate Change Science & Policy
- Health & Behaviour
- Software Engineering Co-op
- Human Rights (Co-op available)

**25+ PAID CO-OP**  
STREAMS ACROSS THE ARTS AND SCIENCES

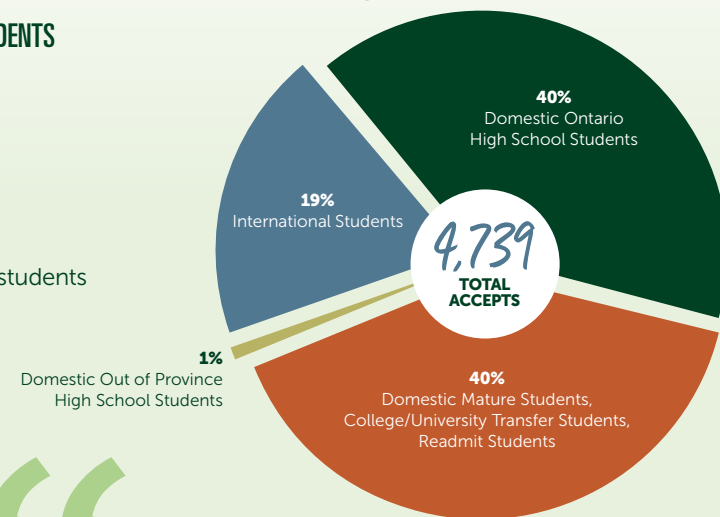


## DOMESTIC Undergraduate Recruitment & Admissions

**3,681** TOTAL ACCEPTS  
51% ONTARIO HIGH SCHOOL STUDENTS  
1% OUT OF PROVINCE HIGH SCHOOL STUDENTS  
48% OTHER (mature, college and university transfer students, readmit students)

22,818 Total Applications  
70% Ontario High School students  
1% Out of Province High School students  
29% Mature, college and university transfer students, readmit students

### Undergraduate Accepts



“My daughter has applied to the school so as we try to make decisions I had lots of questions. Staff were beyond amazing, super patient and informative and a great representation of your school. I have been in touch with a few other schools with the same questions and just have to say that my conversations with (Trent staff members) was so positive and refreshing and reassuring that I give them a huge two thumbs up!!”



## INTERNATIONAL Undergraduate Admissions

**878** TOTAL ACCEPTS  
64 COUNTRIES  
24% INDIA  
14% BANGLADESH  
10% NIGERIA  
5% GHANA  
4% UNITED ARAB EMIRATES



# The Colleges 2023/24

Trent's Colleges are an integral part of the student experience at Trent. Through robust wraparound supports, community-building events, academic skills and academic advising, the Colleges continued to provide students with a sense of belonging, engagement, and purpose. At the same time, the Colleges created connections and collaborations with faculty, alumni, fellows, community members, and organizations, in the true sense of collegiate community building.

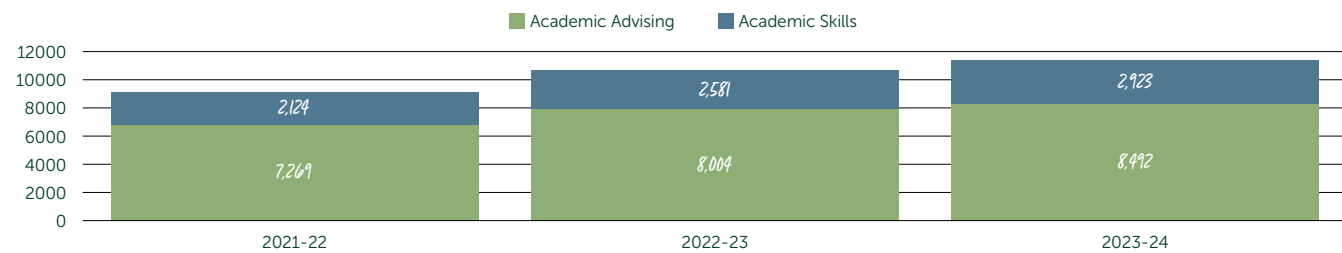


## Academic Supports in the Colleges

**47%** Peterborough students attended an individual appointment with an Academic Support service

**98%** surveyed appointment attendees would recommend an appointment to other students

TOTAL STUDENT APPOINTMENTS: ACADEMIC SUPPORTS IN THE COLLEGES



## Academic Advising

**8,492 individual appointments (6% increase over 2022-23)**

**On-Demand Degree Planning, Course Selection & Registration Resources:**

270,623 website views  
26,587 YouTube views

**76 events and workshops for prospective and current students**

Collaborations with Academic Departments, CareerSpace, Recruitment, Athletics, and more

"Each time I have left the meeting feeling hopeful as my academic plan has become clearer, and less stressed because I feel less uncertainty with more information."

## Academic Skills

**2,923 individual appointments (13% increase over 2022-23)**

**449 courses used Academic Skills course-integrated resources; 41,145 total enrolled in courses using Academic Skills course-integrated resources**

Academic Skills Tool Kit: **25,442 enrolled students**  
Excel Module: **1,305 enrolled students**  
Academic Integrity Module: **10,323 enrolled students**  
In-course visits and videos: **4,084 enrolled students**

**On-Demand How-to Guides, Templates and Tools for Study, Writing, Math and more:**

**813 346 website views**  
**66,324 views of Instagram reels**

"I really appreciate having a skills instructor .... It's like having an academic best friend to help you along the way."

## Student Support & Transitions

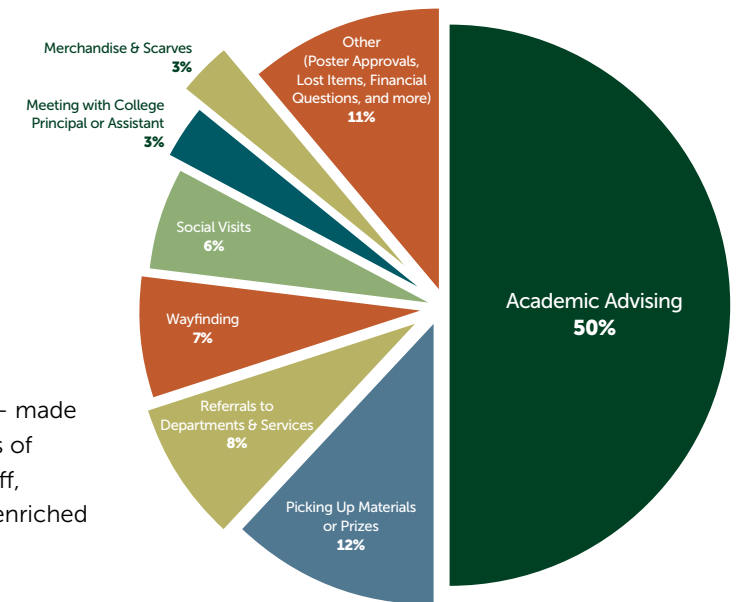
The Colleges collaborate on initiatives and programs that target support for students at key times of transition during their time at Trent and beyond.

**20,903 unique interactions**  
**18,219 students (87% undergraduate students)**  
**9,405 over the phone**  
**10,808 in person**

## Community Connections

Colleges are interdisciplinary and intergenerational communities – made up of Trent students, as well as faculty, staff, alumni, and members of the broader local and global communities. In 2023/24, faculty, staff, community, fellows, and alumni supported collegiate events and enriched the student experience through their presence and engagement.

### TOP REASONS FOR CONNECTING WITH THE COLLEGES



**129 NEW COLLEGE FELLOWS**

**458 NUMBER OF CONTINUING EDUCATION STUDENTS ACROSS 33 COURSES**

## Collegiate Programming & Events

**11,522 ATTENDEES**  
**ACROSS 329 COLLEGE EVENTS**

## Gidigaa Migizi College Trent's Newest College

Trent announced and unveiled the crest for the University's newest college. Gidigaa Migizi College is slated to open in 2028. The name honours Elder and Trent alumnus Doug Williams (ban) and the artwork for the College crest was created by Indigenous artist Jared Tait.



Gidigaa Migizi College



### 2023/24 Event Highlights

- Lady Eaton's Fall College Weekend
- Opening of the Jalynn Bennett Amphitheater at Traill College
- Gzowski College's "Animal Yoga"
- Bon Temps Weekend at Champlain College
- Last Lecture at Otonabee College
- Three Minute Paper and Three Minute Thesis

**82% OF COLLEGE DONATIONS COME FROM TRENT ALUMNI**

**Trent's College Principals also supported fundraising which led to:**

**\$2.2M TOTAL COLLEGE ENDOWMENTS**

# Retention

The University's Retention Committee examines and responds to a variety of Trent data as well as surveys involving universities from across Canada and North America, providing comparator information on the quality of Trent's academic experience, and strong student supports through the Colleges and Student Affairs.

In 2023/24, in addition to continuing to assess the ongoing and consistent areas of **engagement, sense of belonging** and **self-efficacy**, the Retention Committee identified six key priorities and focused on developing these key initiatives with the Trent community in creating an action plan.

## Early Warning Systems

- Intrusive advising pilot in two first-year science courses
- Students received early warnings on academic performance
- Led to greater awareness of academic standing and academic supports

## Bottleneck Courses

- Full-year course pilot split into two half-year courses
- Students more successful, less likely to repeat courses
- Better retention of non-thesis stream students

## First-Years Skills Development

- Explored incorporating university learning skills into first-year courses
- Determine which are required skills
- Introduce upper-year students as mentors/workshop leaders

## Exit Form Revisions

- Changes made to the student exit form
- Better understanding of reasons students may step away from studies
- Identifying ways to reach students earlier

## International Student Sense of Belonging

- 179 events
- 32 pre-arrival support webinars
- 400 Iftar meals for Muslim students in Durham

## Careers & Job Readiness

- 135% increase in career workshops and appointments over past two years
- 968 jobs posted for co-op students
- 99% of graduating students completed an experiential learning opportunity

## Student Experience Survey

**3,287** STUDENTS COMPLETED THE FALL 2023 SURVEY



## Trent outperformed other institutions on various factors related to retention\*

**92%** of students found university support staff helpful

**98%** found Trent professors to be experts in their field

**92%** found professors to be accessible outside of class

**86%** felt they were in the right program

**8 out of 10** students said their professor's teaching was intellectually stimulating

\* CUSC 2023

# Committees & Collaborations

Communications and Enrolment directors, principals and managers serve on a variety of internal and external sector committees and groups.

## EXTERNAL

- The Collegiate Way International
- Universities Canada Directors of Communications
- Ontario Universities Strategic Communications Committee
- Ontario Universities Council on Admissions
- Ontario Universities Registrars Association
- Ontario Universities Fair Committee
- Journalism & Creative Writing Committee with Durham College
- George Brown Nursing Committee
- General Standing Committee of Recruitment (ON)

## INTERNAL

- Strategic Enrolment Management Committee
- Student Retention Committee
- Senate
- IT Steering Committee
- Co-op Advisory Group
- Integrated Communications Group
- Data Governance Committee
- Collaborative Planning

# Equity, Diversity & Inclusion

In 2023/24 the CEC teams built on equity, diversity, and inclusion (EDI) at the University.

- Enhanced resources to support recruitment of diverse students for Degree Progression Pathway students.
- Moved ahead with Indigenous name for Trent's new college, and recommendations from the Champlain Report.
- EDI training for staff including training for colleges staff on Respecting Individuals and Supporting Equity.
- High profile speakers highlighting diversity supported by the Colleges.
- Active programming for diverse student audiences.
- Committee to create Inclusive Language Guide for the University.

## Looking Ahead

Looking ahead, the CEC portfolio will support the vision of Trent's new President & Vice-Chancellor, Dr. Cathy Bruce. Trent's ambitious Campaign for Momentous Change, and two milestone anniversaries – 60 years in Peterborough and 50 years in Trent Durham in 2024 – provide an exciting backdrop to build reputation, recruitment, and retention at Trent.

The future of the Communications, Enrolment & the Colleges portfolio is marked by innovation, adaptability, and a continued commitment to enhancing Trent University's reputation, enrolment, student support and community engagement. Remaining agile and responsive to changing dynamics, the portfolio is well-positioned to contribute to the institution's success.





COMMUNICATIONS,  
ENROLMENT &  
THE COLLEGES

TRENT UNIVERSITY

[trentu.ca/communicationsenrolment](http://trentu.ca/communicationsenrolment)