

Helping Ravens Soar Progress Update 2024

Students and Enrolment Strategic Plan
2021-2026



Carleton
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Students
and Enrolment

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Introduction

In 2024, the Students and Enrolment division surpassed the mid-point of implementing our Strategic Plan, Helping Ravens Soar. As we continue to strive toward our goals and aspirations, it is important to reflect on and celebrate our many accomplishments. This progress report showcases a sample of our achievements from 2021 to 2024.

Student Success

Historic Highs in Graduation Outcomes

The division is seeing how past improvements in student success supports and initiatives have translated to stronger than ever upper-year retention rates and graduation rates. Examples of initiatives include the introduction of the Academic Continuation Evaluation (ACE) in fall 2022, which encourages incremental progress toward degree requirements and proactive outreach to students who may be at risk academically, as well as the First-Year Grading Policy, which provides leniency to eligible students while they make the transition to a university learning environment.



High Impact Experiential Learning

The Students and Enrolment division offers high-impact experiential learning opportunities through innovative programs such as Alternative Spring Break, Campus to Community, Peer Mentorship and Peer Assisted Study Sessions (PASS). These initiatives enable students to engage deeply with their communities, develop essential leadership skills and foster meaningful connections with peers. By participating in hands-on experiences, students not only enhance their academic learning but also gain valuable real-world insights, preparing them for future challenges and careers. The Co-Curricular Record, which recognizes student engagement in many experiential learning programs, has seen great uptake from students.

Boosting Employability Outcomes

3rd
largest Co-op
program in Ontario

Career Services launched the Employability Framework in 2021, which aims to enhance students' employability by integrating skill development and experiential learning into their academic experience. Carleton's Co-operative Education program also continues to be the fastest growing in Canada and is the third largest co-op program in Ontario. Since fall 2021, the number of students interested in the co-op option has increased by 31%, with 5,810 students interested in fall 2024 compared to 4,440 students in fall 2021.



International Mobilization

Career Services has enhanced offerings for positive international experiences by launching the International Internship program, which attracts strong interest in both virtual and in-person opportunities. The division also offers significant funding to students through programs like the Global Skills Opportunity Program, with \$500,000 in funding over four years to enable low-income students, students with disabilities and Indigenous students to participate in meaningful study and work abroad programming.



Expanding Student Wellness Supports

Following the successful implementation of the Student Mental Health Framework (SMHF) 2.0, in 2022, the Students and Enrolment division launched the Student Mental Health Framework 2022-2026. Since the launch, definitive action has been taken on all 30 recommendations. The student referenda on a new \$25 mental health fee passed successfully in fall 2024. Examples of important initiatives supporting student wellness in recent years include launching the Mental Health and Wellness website and Wellness Service Navigator, the creation of the Wellness Desk in MacOdrum Library, the new model of care in Health and Counselling Services and the continued growth in the number and diversity of counsellors to better meet demand from students.

15

Carleton Therapy
Dogs

Strengthening Equity, Diversity and Inclusion

Over the past three years, the Students and Enrolment division has significantly advanced Equity, Diversity and Inclusion (EDI) initiatives across the campus. Notable achievements include the launch of the Black Students Hub, dedicated housing for Indigenous students in residence and successful initiatives like the Orange Shirt Day and Black History Month Shirt campaigns, which generated funds to directly support students from those communities. Additionally, partnerships with 2SLGBTQIA+ students led to the launch of Carleton's Pride Festival, while adaptive sport programs and targeted fitness hours further promote accessibility and inclusion for all students in Athletics.



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Enrolment Management

Adapting to an Evolving Landscape

The Undergraduate Recruitment and Admissions teams continue to display remarkable adaptability and innovation in response to an ever-evolving recruitment landscape over the past several years. Navigating challenges due to COVID-19, changing student needs and demographics, or evolving government policies and regulations, the team has stayed agile to keep pace with continuous change. They continue to balance in-person and virtual outreach, hosting hybrid events and participating in both local and international recruitment activities. Specific initiatives include the organization of many program-specific events and utilizing diverse digital channels such as online chats, webinars and social media campaigns to connect with prospective students. The team also launched new initiatives like the Live@Five online series and the Talking Raven Podcast to maintain engagement. This approach has not only helped sustain Carleton's recruitment numbers but also enhanced our ability to reach and engage a broader audience during a period of uncertainty.

3,814

leads generated at
the 2024 Ontario
Universities' Fair



Attracting Future Ravens

Over the past three years, the Undergraduate Recruitment teams have utilized innovative approaches to attract the next generation of leaders. Prospective students and applicants are accessing events and Campus Tours with attendance meeting or exceeding pre-pandemic attendance. Leads generated at the 2024 Ontario Universities' Fair (OUF) were 3,814, compared to 3,454 in 2022, despite there being lower overall attendance at OUF in 2024. Fall 2023 and March 2024

Open House attendance has risen by 34% compared to the previous cycle. In fall 2023, the team completed a total of 519 high school visits and 144 campus tours. The dedication and adaptability of our Undergraduate Recruitment and Admissions teams have enabled Carleton to successfully engage with a diverse range of prospective students and strengthen their connection to Carleton.

Creating a Global Community

Over the past three years, international recruitment efforts have been pivotal in building a global community on campus. By conducting over 1,000 school visits and events across 31 countries and hosting initiatives like the Summer Counsellor Tour, the



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International Admissions and Recruitment team has expanded its reach and fostered international connections. The team actively engages prospective students through webinars, one-on-one appointments and global outreach campaigns, creating a vibrant, interconnected network. This global approach is complemented by tailored support, such as the international student video playlist and dedicated email campaigns, ensuring that students from diverse backgrounds feel welcomed and have all the information they need to join the Carleton community. Through these dynamic strategies, Carleton is cultivating a rich, multicultural environment that reflects its commitment to international collaboration and inclusivity.

Strengthening Reputation

We continue to strengthen our physical and reputational presence within Ottawa. The complete overhaul of all undergraduate recruitment publications, including a refreshed viewbook and updated program brochures, has aligned with the university's new branding and enhanced its visibility. On the athletic front, Carleton's success on the court and field has bolstered its reputation, with the men's and women's basketball teams capturing 20 U SPORTS national championships in 20 years. In 2024, the women's Nordic skiing team captured the program's second CCUNC Championship at the 2024 Nordic Canada CCUNC Championships while the women's basketball team won the U SPORTS national championship. The men's soccer team won the 2023 Ontario University Athletics (OUA) championship.



An Inclusive Approach

We continue to commit to an equitable and inclusive approach to recruiting future ravens to the Carleton community. For example, the Recruitment Coordinator, Indigenous Initiatives, has played a key role in connecting with Indigenous students by participating in events such as the Aboriginal Post-Secondary Information Program (APSIP) tour, community gatherings and local school visits to connect with Indigenous youth. Additionally, the introduction of an Indigenous Student Viewbook and a comprehensive brochure for the Indigenous Enriched Support Program has provided tailored information and support to Indigenous students. The Undergraduate Recruitment Office has also expanded the role of the EDI Outreach and Recruitment Officer. Starting in fall 2024, the EDI Outreach and Recruitment Officer has been completing high school visits and connecting with community organizations to help reach a wide range of prospective students. These focused initiatives have effectively expanded outreach and support for equity-deserving groups, fostering a more inclusive university environment.



Collaboration and Community Partnership

Engaging Students as Collaborators

We prioritize integrating student voices and perspectives into our programs and services, ensuring that their experiences shape campus initiatives. For example, the Student Mental Health Engagement Committee actively seeks student feedback to enhance mental health resources and support systems, ensuring that services reflect their needs and preferences. Additionally, the development of the new Carleton Mobile app has been driven by student feedback, ensuring new features continue to enhance the experience for users. This commitment to student involvement not only enriches programs but also empowers students to take an active role in shaping their university environment.

35,000+

downloads of
Carleton Mobile

Committed to Conciliation

We are deeply committed to conciliation with Indigenous peoples through a range of initiatives. Staff members have enhanced their knowledge by completing the Kinàmàgawin Indigenous Learning Certificate, which focuses on topics such as anti-Indigenous racism and supporting Indigenous student experiences. In 2024, we worked collaboratively with partners to host the third Nishnawbe Aski Nation Youth Leadership Event, which brings Indigenous youth to campus for enriching cultural and social experiences. Through partnerships with the Centre for Indigenous Support and Community Engagement, we launched the Mashkiki Pakesàyà Medicine Room in residence and enhanced Indigenous catering options in Dining Services. These efforts reflect a holistic approach to conciliation, emphasizing education, community engagement and the creation of inclusive spaces for Indigenous voices.



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Partnering with Purpose

The Students and Enrolment division exemplifies partnership with purpose by collaborating with various organizations to enhance student experiences and community



engagement. Initiatives like the Campus to Community program connect students with local organizations, allowing them to work on meaningful projects that address community needs. The division also supports the Umoja Black Community Engagement Program, dedicated to the academic, professional and personal empowerment of the Ottawa region's African, Caribbean and Black (ACB) communities. Through these purposeful partnerships, the division not only enriches student learning but also fosters a strong sense of social responsibility and community involvement.

National Leaders in Accessibility

Carleton University has earned accolades for its comprehensive approach to accessibility, which encompasses strategy, policies and resources designed to support persons with disabilities. The Canadian Accessibility Network (CAN), which has its national office at the Accessibility Institute, leads national conversations about accessibility with organizations from across the country. Additionally, the launch of numerous funded research projects in the Accessibility Institute reflects a dedication to research and development in accessibility. These efforts demonstrate the division's unwavering commitment to creating a more accessible and inclusive world.

120+
CAN collaborator
organizations from
across Canada

Enhancing Collaboration

The Students and Enrolment division has significantly enhanced collaboration, creating a strong network of partnerships that support student success. Departments such as Scheduling and Examination Services and Student Systems Support have successfully organized events like the CU Administrator's Conference, equipping administrators across the university with essential tools to assist students. Cross-departmental initiatives, such as the collaboration between the Paul Menton Centre for Students with Disabilities and Information Technology Services, led to the launch of the Ventus portal, streamlining accommodations for students with disabilities. These collaborative efforts not only improve services but also create a network of support for all students.



Staff Success and Organizational Excellence

Achieving Organizational Excellence Platinum

In 2024, the Students and Enrolment division was awarded Platinum in Excellence Canada's Organizational Excellence Standard. This award is built on the achievements of our gold certification in 2023 and indicates that our division has "achieved a sustainable practice of excellence with the outcomes to prove it". Reaching Platinum was an important milestone, signifying our commitment to excellence and recognizing the dedication of every member of Students and Enrolment.

Leading Through COVID-19

During the COVID-19 pandemic, the Students and Enrolment division demonstrated exceptional leadership and adaptability. The Vice-President (Students and Enrolment), played a central role in collaboratively coordinating the university's response, ensuring a safe and gradual return to campus. The division also led the COVID-19 communications strategy, quickly updating the community on evolving measures and the impact of new variants. Key initiatives included collaborating with key stakeholders on the launch of the cuScreen tool for vaccination tracking and the establishment of an Ambassador Program to ensure compliance with health guidelines. Additionally, Health and Counselling Services administered over 4,500 vaccines, while the International Student Services Office supported more than a thousand international students with quarantine arrangements. Through these efforts, the division successfully navigated the challenges of the pandemic, prioritizing the well-being of students, staff and faculty while adapting to the evolving situation.

Investing in Infrastructure

The Students and Enrolment division has made significant investments in physical infrastructure to enhance the campus experience. In recent years, projects have included the installation of nine additional Emergency Naloxone stations, expanding the campus's emergency response capabilities to a total of 19. The introduction of new Dining Services locations, such as the Urban Deli, Market Pizza, Chatime Bubble Tea and the QuickEats autonomous store, alongside the renovation of existing food venues such as the Teraanga Commons Dining Hall, reflects a commitment to improving campus amenities. Major ongoing projects include the construction of Rideau House, a new residence building designed with a focus on community, wellness and accessibility, set to welcome its first residents in 2025. Additionally, plans for a Wellness Hub are advancing, with the City of Ottawa entering non-binding negotiations to partner on the new Regional Aquatics Centre.



Empowering Staff Success

People are the heart of our division, and we have focused on empowering staff success through various initiatives. Monthly staff newsletters highlight accomplishments and share success stories, while events like divisional Town Halls enable teams to showcase their work. The launch of the Students and Enrolment Onboarding Program in 2022 enhanced the onboarding experience for new employees, promoting a positive and supportive environment. Additionally, the launch of a new Knowledge Management Plan aims to continue enhancing staff interactions and strengthening the division's overall effectiveness. In 2024, a Work Environment Survey for all Carleton employees was conducted. The division had an impressive response rate of close to 70% and an overall satisfaction score that was above the average of the rest of the university.



70%
divisional response
rate in the Work
Environment Survey

Striving for Sustainability

To support our divisional sustainability efforts, Students and Enrolment launched the Sustainability Advocates program in 2023 with representation from across the division. Examples of how we've improved sustainability include transitioning to a 100% paperless intake process in the Paul Menton Centre for Students with Disabilities, prioritizing local and community-sourced purchases in Dining Services and implementing digital knowledge bases. These collective actions reflect the division's commitment to fostering environmentally responsible practices across all units. The division is now embarking on a coordinated approach to achieving Gold in Carleton's Green Workplace program.

Conclusion

We are proud of all that we have accomplished since the Students and Enrolment Strategic Plan 2021-2026: Helping Ravens Soar was launched. Our Strategic Plan has grounded our division's commitment to our aspiration and values over the past three years and we have made significant strides, demonstrating our commitment to our goals and the resilience of our teams.

This progress report provides a snapshot of our many accomplishments from spring 2021 to fall 2024. The Students and Enrolment division will continue to work collaboratively with faculty, staff, students and community partners to drive meaningful progress as we strive to meet our strategic goals and objectives by 2026.



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The Students and Enrolment Division

Progress toward our aspirations and goals could not have been possible without the dedicated team of individuals in the following units:

- Academic Advising Centre
- Accessibility Institute
- Admissions Services
- Attendant Services
- Awards and Financial Aid Office
- The Bookstore
- Campus Card Office
- Career Services
- Centre for Student Academic Support
- Conference Services
- Co-operative Education
- Dining Services
- From Intention to Action
- Health and Counselling Services
- Housing and Residence Life Services
- Information Carleton
- International Admissions and Recruitment
- International Student Services Office
- Mail Services
- Office of Student Affairs
- Paul Menton Centre for Students with Disabilities
- The Print Shop
- Recreation and Athletics
- Registrar's Office
- Scheduling and Examination Services
- Science Technology Centre
- Strategic Initiatives (Students and Enrolment)
- Student Experience Office
- Student Systems Support
- Undergraduate Recruitment Office
- Wellness Services

