
STRATEGIC PRIORITY

1.0 Teaching and Learning

SUB-PRIORITY

1.2

Focus on strategic student recruitment based on discipline, level & diversity

EXECUTIVE SPONSOR

Carolyn Watters
Provost & VP, Academic

PROJECT LEADS

Arig al Shaibah
Vice-Provost, Student Affairs

RELATIONSHIP TO OTHER STRATEGIC PRIORITIES

1.1,1.3,1.4,1.5

DESCRIPTION

Dalhousie has seen considerable enrolment success over the past decade as a result of strong strategic enrolment management planning. The university has invested thoughtfully in domestic and international student recruitment, aiming to achieve optimal enrolment across all academic programs, seek diversity in the student population, and promote Dalhousie as a world-class university.

Dalhousie's significant strategic enrolment management efforts have yielded an enrolment growth of over 24% from 2002 to 2012, giving Dalhousie the highest enrolment of any university in Atlantic Canada. The university's recruitment approach has been based on and informed by institutional data, market research and evaluation, and best practices. Efforts have been coordinated across the institution with strong support from faculties and Communications and Marketing. Growth has varied by faculty; while enrolment in some programs has grown quickly, there continues to be unfilled capacity in others. The university's ability to grow enrolment in some high demand programs, such as Nursing, is limited by government capacity regulation.

The geographic origin of students who choose Dalhousie each year is unique among Canadian universities and is a direct result of where we have invested our recruitment and marketing efforts. Over 50% of Dalhousie students come from outside of Nova Scotia, giving the university the highest proportion of out-of-province students of any major university in the country. Atlantic Canada's major demographic for university enrolment (18-25 year olds) is in decline and projected to continue to decline over the next two decades.

SPECIFIC GOALS

1. Develop a smart growth plan/enrolment strategy by spring 2015 to guide Dalhousie's recruitment planning to 2018. The strategy will include program-level enrolment targets developed in consultation

with faculties and schools with an aim to maintain market share in Atlantic Canada, as well as outside the region and internationally, while also identifying opportunities for future growth.