

# ONE YEAR TO GO

## DIVISION OF STUDENTS STRATEGIC PLAN 2013-2018

As we launch, develop and re-shape our services, programs and facilities within the Division of Students, we are taking positive, impactful steps toward achieving our strategic five-year goals. Here's a look at some of our accomplishments so far.

### STRATEGIC ENROLMENT MANAGEMENT



**Received Canada 150 funding to enhance and deliver our largest ever annual Career Success Symposium for students with disabilities.**

- Completed the expansion of our Accommodated Test & Exam Centre.
- In August 2017, ACMAPS will celebrate its tenth year of dedicated service to mature and part-time students. In that time we've helped literally thousands of students on their journey to graduation, including York's eldest graduate ever at age 89, Alma Kocialek.
- Ongoing financial support received for Strategic Enrolment Management.
- 10.5% increase in offers made, 1000s more complete files over last year, significantly contributing to an increase in our market share.
- Digital marketing has contributed to a 10-12% increase in overall applications by driving more than 45,000 applications to York. This year, 66% of York applicants have engaged with one or more digital ad. It has also deepened current student engagement on social media.

**10-12%**  
increase in applications

- CRM communications results: 36,122 admissions leads generated to date, including 4,248 specifically for graduate studies (an increase from 28,591 in 2015-16). A 20% increase in students driven to Admission Offer Next Steps pages, including 3,149 international students and 2,043 transfer and mature students. Engagement with email for current and future students up by 13%.
- Completion of Manage My Academic Record website - enhancing student wayfinding.

### EMPLOYEE ENGAGEMENT & DEVELOPMENT



**Rolled out the Advising Competency Framework and Individual Development Plans to Faculty academic advisors.**

- A Residence Don was awarded the Ontario Association of College and University Housing Officers (OACUHO) Julianne Pettigrew Award for best Residence Life Conference presentation (provincial conference).

### FIRST-YEAR EXPERIENCE

- Held the largest-ever York Orientation Day event.
- YU START, now incorporating eight Faculties, earned two nationally recognized awards for innovation - one from CACUSS and the other from CAUBO.



**Launched the Student Mental Health strategy as part of the overall Campus Mental Health strategy.**

- Residence Life developed new resources to support students arriving at residence in January to support their successful transition.
- Residence Life welcomed approximately 1,200 new residents their residence community through Residence Orientation.

### STUDENT LEADERSHIP & CAREER DEVELOPMENT



**Won the JVS Leaders in Employment Award for Post-Secondary Institutions Who Best Support Students with Career Employment Services.**

- One of three finalists in a nationwide competition for Innovation by a Career Centre.
- York University Lions wrestling brothers Mohab El-Nahas and Shady El-Nahas each won gold medals in their respective weight classes at the Canadian Open Judo Championships in Calgary.
- Piloted a new program called 'Becoming YU' as part of our Leadership & Career strategy, whereby students receive training and support to translate their co-curricular and work experiences into skills and competencies that future employers and graduate schools will value.
- York University Lions quarterback Brett Hunchak will participate this summer in the Edmonton Eskimos training camp as part of the CFL-CIS Development Program.

### FINANCIAL SUPPORT

- Implementation of Electronic Funds Transfer for refunds to student accounts.



**System and staff readiness for the transformation of OSAP/Net Tuition.**

### BUILDING CULTURE: LIVING OUR VALUES



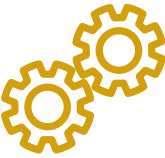
**Debbie Hansen named Executive Director, Community Supports & Services. She and her team are leading the new Centre for Sexual Violence Response, Support & Education.**

- Skennenko:wa Gamig (The House of Great Peace, formerly Hart House) formally opened today (June 21). The facility, dedicated for use by Indigenous students, staff and faculty as a gathering space, will provide additional programming space for CASS and serve as a gathering place for the Indigenous community at York.
- Long-time York University Lions head athletic therapist Cindy Hughes inducted into the Canadian Athletic Therapy Association (CATA) Hall of Fame.
- Launch of OUR Impact Curriculum.



**Residence Life student staff recognition was enhanced by integrating the Division of Students' values in annual student leadership awards.**

### ORGANIZATIONAL EFFECTIVENESS & AWARENESS



- Completion of a new visual identity for the Division of Students, to be rolled-out in the next 12-24 months.
- Started implementation of a curriculum management system, including new online Undergraduate Calendar editing tool allowing for direct content editing by Faculties.
- Initiated scoping requirements for a new student information system.
- Implementation of comprehensive new Senate "Forgiveness" policies.
- A York Apartments Tenant Advisory Group was developed through a partnership between Residence Life and Housing Services.
- Residence Life's York Apartments Community Life program offered additional educational, social and service learning events to tenants.