



Enrollment Management Team: Brian Crouse, Leanne French-Munn,

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## Leanne Sends Thanks to Campus!!

The goal of the *Enrollment Management Update* is to heighten our campus community's awareness of activities that influence enrollment, as well as trends in enrollment. As committed members of NSAC it is our collective responsibility to create an environment that fosters student success. The Enrollment Management staff is committed to keeping the NSAC community informed of resources, trends and best practices that are necessary to keep in the forefront of our work in order to enhance the quality of students' academic experiences.

It is my philosophy that all members of the institutional team contribute to our enrollment planning and management. Managing enrollment begins with how we engage prospective students and continues beyond graduation as alumni return through various engagement activities, participation in continuing education programs and simply promotion of NSAC to their friends, neighbours and colleagues.

A day rarely passes when I am not reminded of the talented members of our campus community. This is an exciting time for NSAC. The number of accomplishments I could cite far exceeds the space I have been allotted – so, if no one else says this to you today, let me, **“thank you for your contribution to enrollment management and for making the NSAC experience a great one.”**

## Welcome to Our New Students!!

Twenty-four students began studies at NSAC this January. One of the most notable features of this group of new students is the diversity of their backgrounds – continuing NSAC's tradition of bringing students from across Canada and around the world. A sincere welcome to Yare Aden, our new WUSC student, who arrived from Kenya and to Denae Roman from CASE in Jamaica. Other new students came from Quebec, Ontario and the US. Six came directly from high school and seventeen as transfer students.

## NS - Canada's University Capital

NSAC is part of an exciting marketing campaign in partnership with the other ten Nova Scotia universities. Nova Scotia - Canada's University Capital is a new co-promotional campaign to reach parents of university aged students, particularly outside of Atlantic Canada. The creative features a professor from each university, Dr. Richard Donald from NSAC, featured in a fast cut and rallying online video, and a micro site that allows visitors to hear from each professor and then find out more about the universities that interest them.

The campaign launched on January 11 and a group from NSAC attended the reception in Halifax. Check out [universitycapital.ca](http://universitycapital.ca) to see the newest promotion for NSAC !

## Awards Office Update

The NSAC Awards Office continues to be a busy with various scholarship activities. In late October the very successful Scholarship Banquet was held. The event was well attended by both scholarship donors and student recipients. In late December we campaigned for Atlantic Canada Bursaries and James Card Bursaries. Several selections were made for each award. Our next campaign will be promoting Atlantic Scholar Awards and Harrison McCain scholarships which both have end of March deadlines.



### NSAC Athletic Bursaries (\$500)

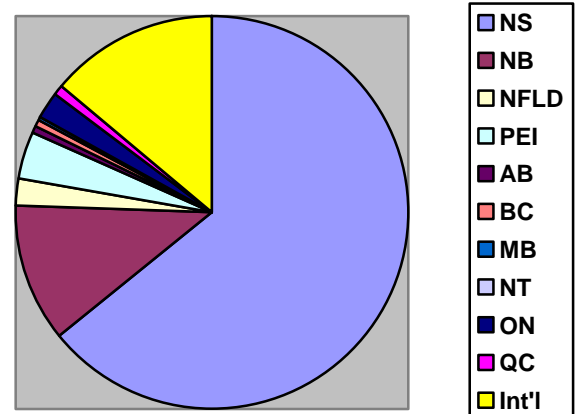
The awards are presented to returning student athletes and further selection criteria include financial need, involvement in/member of a university varsity team, recommendation from a coach and satisfactory academic performance. Prof. Judy Smith, Dean of Student Services and Athletic Director, is shown offering congratulations to the 2009 recipients – front row: Christopher Oram, Bishops Falls, NL, a 3rd year B.Sc.(Agr.) Plant Science student; Scott Brown, Sussex, NB, a 2nd year Diploma in Enterprise Management - Farming student; Back row: Codi Cole, Middleton, NS, a 2nd year B.Sc.(Agr.) student; Patricia Gilroy, Springhill, NS, a 4th year B.Sc.(Agr.) Animal Science student; Prof. Smith; Jennifer Lutes, Tide Head, NB, a 2nd year B.Sc.(Agr.) Pre Vet student; Brant Allen, Camden, NS, a 2nd year Engineering student.

NSAC is so pleased to announce the addition of a new scholarship to our award offerings for NSAC students:

### Dr. Bill Jenkins Memorial Scholarship

In memory of Dr. Bill Jenkins, graduate of the Class of 1938, and who served as NSAC Principal 1964 - 1972, a \$1,000 scholarship will be awarded to a 2<sup>nd</sup> or 3<sup>rd</sup> year undergraduate student in any of the Business degree programs at NSAC. Selection criteria will include overall academic performance, leadership record and financial need. No application is required.

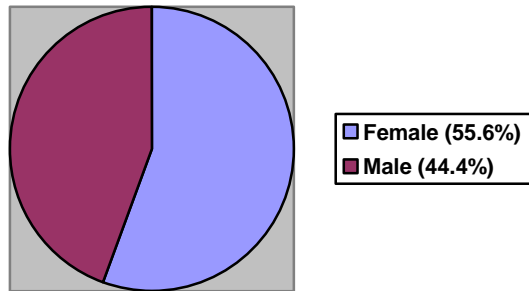
## Where Our Students Come From:



## International Enrollment by Country

Bahamas	1
Bulgaria	1
China	92
Finland	1
India	14
Jamaica	3
Korea(South)	2
Netherlands	2
Pakistan	1
Russia	1
Saudi Arabia	1
Sri Lanka	2
Switzerland	1
United Kingdom	1
United States	3

## Male: Female ratio at NSAC



## Upcoming International Recruitment Initiatives

The Recruitment team continues to be pro-active in identifying new markets from which to draw students to NSAC. The growth in both transfer and international student numbers has been instrumental in our Atlantic region enrollment increase this year. Monica had a very successful trip to China in November which provided support to the FAFU partnership as well as resulting in new high school contacts. The team also has several US recruitment initiatives underway.

Over the next two months NSAC staff will be traveling to Scotland, India, Colombia and Chile. Dr. MacLaren will visit the Scottish Agricultural College to explore the opportunity for a reciprocal 2 + 2 agreement. Brian and Dr. MacLaren will travel to India in February. TNAU anticipates 20 - 25 students will be coming to NSAC in September into B.Tech. in Environmental Horticulture as part of the NSAC-TNAU dual degree program.

Now that academic linkages are established in China and India, NSAC is looking to identify a South American recruitment market to develop. An important enrollment priority for NSAC is diversity in our international student co-hort. Monica will be traveling to Colombia as part of an EduNova trip in March which will provide the opportunity to begin relationship building with some bilingual schools there. Brian will be participating in DFAIT Embassy education fairs in three cities in Chile to explore and assess the market there for our programs of study.

## Orientation 2010

We are about to get underway with planning for welcoming our new students who will arrive on campus for this September. Brian, who will be chairing this year's Orientation Planning Committee invites ideas and suggestions to strengthen the program to facilitate an effective transition to university life at NSAC. We would love to hear from staff or faculty who had students participate in Orientation activities at other universities last fall for ideas that might work here. Give Brian or Janet a call if you'd like to be part of this year's Orientation Planning Committee. Let's make Orientation 2010 the best experience ever for our new students!

## Enrollment Planning

### *Extending the Conversation about Strategic Enrollment Planning (SEP) to the Student Experience*

As you are likely aware, we are currently engaged in a strategic enrollment planning (SEP) process. Enrollment management and planning at NSAC is a university-wide effort and is monitored and refined regularly. However, the work we are doing currently in terms of enrollment planning is critical and timely. The environment in which we operate is complex. Demographic shifts, trends in participation rates, a competitive post-secondary educational arena, and the impact of agricultural industry changes, among many other external influences related to the labour market, and the economy will continue to influence our enrollment numbers well into the next two decades.

We are engaging the academic departments, various other campus units, committees and students in the next several weeks to understand what our enrollments might look like in the future and how we plan accordingly. In addition to these meetings and discussions an ad hoc enrollment planning working group has been appointed and will be a resource to the VP Academic in terms of academic planning as it relates to enrollment planning.

We are excited about the process and look forward to the dialogue as we continue. Central to our conversations will be exploring with the campus community such things as:

- *How do we foster a culture that focuses on student learning and success?*

- *How can we better utilize student learning outcomes in fostering student success?*

The Student Engagement programs are already working to set student learning outcomes and to develop assessment processes. We look forward to sharing these processes and extending these conversations with the rest of campus.

We will keep you informed about this work as it unfolds. Please feel free to contact anyone in the Enrollment Management Team to share your perspectives.

## IFB Program-

There are currently 10 students enrolled at NSAC for first year of program and there are nine students enrolled at our partner university in the Netherlands. These two groups of students and faculty met in Iceland during the last week of August for a one week orientation. Our 10 IFB students are getting excited to head to the Netherlands this fall for the second year of the program. When they return to NSAC to complete their third year of study, they will bring their European classmates back with them. IFB students have had the opportunity to enjoy more industry field trips and guest speakers this past year compared to their peers in other programs.



*IFB Students on a field trip*

## Hello From Recruitment!

Since our last newsletter, the Recruitment Team has been working on several on and off campus projects to help our prospective students and their families make their post secondary decisions. As

planned, Ashley and I are working on a strategy to assist students from New England make the transition to NSAC and Janet is continuing her work with New Brunswick and PEI students.

The Autumn AARAO schedule of school visits produced an increased number of serious prospects from the Atlantic Provinces and this is the pool of students we are working with closely. Monica's trip to China has resulted in High School applications for a few of our programs, including Animal Science and Pre-Vet. Ashley's work in the New England States has resulted in a pool of dedicated grade ten and eleven students who are leaning toward coming to NSAC. We will be hosting some of these students on campus throughout the spring months.

We are currently in our "Road Show" schedule, where our team works with our local High Schools to meet with the Guidance office, Principals, First Nations and African Canadian coordinators and other student service team members. Ashley and Janet are also scheduling Independent visits to our top 50 High Schools, while Brian and I concentrate on our International Recruitment schedule, taking him to India and Chile and me to Colombia.

## University Day Update!

At this time, I would like to remind campus that our 11<sup>th</sup> Annual University Day will be held on

**Monday, March 1st.**

*If we have to reschedule due to inclement weather, University Day will then be held on Monday, March 8<sup>th</sup>.* Please refer to the website for details and agenda.

This year's theme is

**Be Different... Make a Difference**

and we hope that campus will provide an experience that is unique, friendly and convincing!

## On a Final Note...

Please be reminded that Grade 12 students are in the "decision mode" and that we are working hard to bring as many prospective students to campus for personal attention. If you know of a grade 12 student - please pass along our Recruitment information as NSAC could be the perfect fit for them. We host lunches, arrange class time, have students mentors, provide campus tours and much more!