

Ontario Universities' Information Sessions (OUIS) Overview and Best Practices

**Last updated by the Ontario Universities' Information Sessions Working Group (OUIS-WG) –
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The Ontario Universities' Information Sessions provide an opportunity to connect with Ontario universities in one virtual space. The event was introduced in 2021 as an alternative to presentation rooms at the OUF. The goal of the event has since shifted to provide a virtual opportunity for students to engage with universities.

Audience

The OUIS virtual event is tailored to Grade 11 and younger students who are beginning to explore their postsecondary options before Grade 12. When you are choosing session topics, titles and descriptions and session content, consider:

- **Language:** Keep language simple and accessible for those who are new to university terminology.
- **Content:** Host general overview sessions instead of specific topic sessions to help increase participation from students who may not be familiar with your university.
- **Resources:** Highlight additional resources or contacts for further information, specifically for younger learners.
- **Application process:** Highlight unique application information for your university. Remember that this may be the first time this audience is hearing about how to apply.

Platform

- Acadiate is the central event platform for the OUIS virtual event.
- There is an English and French event site.
- Universities use their own presentation platform and supply the OUAC with links (Zoom or Teams).

Registration and Lead Collection

- Acadiate hosts registration (English and French registration is separate) and sends confirmation, reminder and post-event emails.
- Event registrants can opt-in to share their information with universities in 1 of 2 ways:
 - By selecting the “Get More Information” button in each university showcase.
 - By agreeing to the optional prompt before joining live sessions. The prompt will only appear during the live event times when an attendee clicks on a university’s session.

- Attendees should not have to register a second time to enter your university's live Zoom or Teams webinar.
- Leads can be downloaded through Acadiate's Data Portal. The link to the Acadiate Data Portal will be sent along with access codes to OUIS university contacts. Leads can be downloaded at any time using your Acadiate Data Portal link and access code. Universities must download their data by June 15, 2026. The OUAC will send reminders to the universities before the lead data is deleted.

Best Practices from Previous Years

- Plan to end each session a few minutes early to facilitate movement between sessions.
- Consider previous years' event attendance when planning for staffing.
- If staffing allows, consider alternating presenters.
- Consider whether you will need to incorporate a notice of use into your presentation space.
- Look for opportunities to make your space accessible and inclusive, such as:
 - using AI-generated closed captions on Zoom,
 - posting an agenda and
 - using inclusive language.

Refer to this helpful resource: [The Commons Social Change Library](#).

- Download and contact your leads within 1 week of the event.

Best Practices from Survey Feedback

- If you have a waiting room, ensure that you are letting guests in throughout the session (not just at the beginning).
- Consider your calls to action and next steps and make them clear to your audience (e.g., a closing slide that directs the audience to additional resources).
- Have a message and alternative contact information prepared in case you are unable to get through all the questions submitted by attendees.
- Previous event attendees indicated that they appreciate seeing what questions other attendees are asking.