



Ontario Universities' Recruitment Events

GCSR Workshop – September 5, 2024



Agenda

1. Ontario Universities' Fair (OUF)
2. Ontario University Information Sessions (OUIS)
3. Ontario University Regional Fairs (OURFs)
4. Post-Secondary Information Events (PIEs)
5. Individual School Visits (ISVs)

Who Will Be There?

The following Ontario universities will have a booth at the OUF.
Come visit the ones you're interested in.

Algoma
UNIVERSITY

Brock
University

Carleton
University

UNIVERSITY
OF GUELPH
IMPROVE LIFE.

Lakehead
UNIVERSITY

Laurentian University
Université Laurentienne

McMaster
University

NIPISSING
UNIVERSITY

UOF
Université de
l'Ontario français

OntarioTech
UNIVERSITY

uOttawa

Queens
UNIVERSITY

RMC
CMR

UNIVERSITY OF
TORONTO

Toronto
Metropolitan
University
Formerly Ryerson University

TRENT
UNIVERSITY

UNIVERSITY OF
WATERLOO

Western

LAURIER
WILFRID LAURIER UNIVERSITY

University
of Windsor

YORK
UNIVERSITY



ONTARIO
UNIVERSITIES'
FAIR

Ontario Universities' Fair (OUF)

October 5 & 6, 2024 (9.30am – 5pm ET)

- The OUF is held annually in the Fall (Sep/Oct) at the Metro Toronto Convention Centre (MTCC)
- Two-day full weekend event
- One of the largest educational fairs in North America
- Began in 1997 to help high school students gather information about Ontario's universities
- Each participating university has a booth on the floor
- Provides an opportunity for students and their supporters to speak with representatives from Ontario universities about programs, campus life, and anything else that may help them decide which Ontario university to choose
- Participating partners: APSIP, ONCAT, OSAP
- 2023 total attendance: 86,318
- Your role will be determined by your manager but be prepared for high-volume traffic

TIP: Wear comfy shoes!



Ontario University Information Sessions (OUIS)

Sep 25 & Nov 21, 2024 (5 – 7pm ET)

- Ontario's universities introduced virtual events in 2021 in response to the pandemic
- When OUF resumed in-person in 2022, the "virtual OUFs" evolved into the OUIS which enables prospective students and their supporters connect remotely with the universities they are interested in
- Hosted on Zoom, each event is divided into 4 sessions (30-minutes each), where students can learn about the universities of their choice and ask questions





ONTARIO UNIVERSITIES' REGIONAL FAIRS

Ontario University Regional Fairs (OURFs)

- During the Regional Fairs, representatives from the Ontario universities travel across the province, offering fair-style events in many Ontario regions
- At each Regional Fair, every participating university has a table with a representative to answer questions
- Regional Fairs are a great opportunity for students to gain information about Ontario's universities and speak to university representatives
- Reps travel together across different regions:
 - Northwestern Ontario*: Sep 16-19
 - Northeastern Ontario*: Sep 16-19
 - Ottawa and Eastern Regions: Sep 23-26
 - Southwestern Ontario: Oct 7-10
 - Central Eastern Ontario: Oct 15-17

TIP: Network with your colleagues & make friends!



Postsecondary Info Events (PIEs)

Postsecondary Info Events (PIEs)

- PIEs can be fair, presentation, or panel style events held either in-person or virtually
 - Panel: Reps provide a "mini-pitch" and answer some Q&As
- Hosted by high school guidance counsellors
- Varying lengths (1-4 hours, daytime or evening)
- Provide an opportunity for students and supporters to learn about university programs and campus life from university representatives
- Each rep has a booth – sometimes also colleges and professional programs – and students can walk around to engage with representatives
- Essentially, a giant Q&A session!
- The OUAC hosts the [PIE Calendar](#) which guidance counsellors use to book events

TIP: Bring water!



Individual School Visits (ISVs)

- These look different for all universities, but generally – ISVs mean you're the only recruiter
- Typically scheduled during the school day
- Types of ISVs:
 - Lunch booth visits
 - Presentation

TIP: Always be prepared for anything!

Individual School Visits (ISVs)



Final Tips

- Stay hydrated & take care of yourself
- Build connections - with students, guidance counsellors, and fellow recruiters

Stay Connected to Other Ontario Recruiters:
"RecruitersONtheGo" Instagram group chat
(*follow @juliacuthbertson to be added*)

Check out the [PD-WG Onboarding Guide](#) on go2 site for more details & tips!