

Agenda:

1. Platform
2. Registration and Lead Collection
3. Recommendations
4. Next Steps



Background Information

- Opportunity to connect with all Ontario universities in 1 (virtual) space
- Introduced as alternative to presentation rooms at the OUF
- Goals have since shifted to provide virtual space for prospective students to engage with us.
- Spring 2024
 - May: ~2,301 unique visitors
- Fall 2024
 - September: 2,433 unique visitors
 - November: 2,049 unique attendees

Platform

- Central event platform: Acadiate
- There is an English and French event “Lobby”
- Universities will use their own presentation platform (recommend Zoom or Teams)



Ontario Universities' Information Sessions

<https://www.ouevents.ca/>

Lobby

Welcome Grade 11 and younger students!

Create your own schedule and plan which sessions you want to attend during the Information Sessions virtual event on May 22, 2025.

Important Reminders:

- **Presentations will not be recorded.** We encourage you to check university websites to view their on-demand content and recorded presentations.
- **Universities will not be able to answer questions regarding current application statuses,** as this event is geared toward Grade 11 and younger students. If you are a current undergraduate applicant and have questions for a university, [contact them directly](#).

Questions?

Check out our FAQs or email us through the Help Desk.

[Go to the French Information Sessions lobby](#)



Explore the Universities

Select an Ontario university to view their session descriptions and learn more about them. Session descriptions will be available in early May.



EQUITY & OUTREACH RECRUITMENT COMMITTEE

Supporting Students From Equity-Deserving Groups

Thoughtfully explore your university options and take advantage of the virtual Information Sessions.



May 22 Schedule

Review the schedule to decide which sessions you would like to attend. The schedule will be available in early May.



Help Desk

Find out how to prepare for the Information Sessions virtual event. Need help? Contact us!



[ouevents.ca](https://www.ouevents.ca/)

Frequently Asked Questions

Find answers to frequently asked questions on the virtual Information Sessions website.

 **ONTARIO
UNIVERSITIES'
INFORMATION
SESSIONS**

[Sign Up – Information Sessions](#) 

The next Information Sessions virtual event is:
May 22, 5-7 pm (ET)

Our May event tailored to Grade 11 and younger students.

The virtual Information Sessions bring together Ontario's universities to inform you about your university options through virtual, live presentations.

Each event is divided into four 30-minute sessions, where you can learn about the universities of your choice and ask questions. Sessions start every half hour. Event schedules are typically available a few weeks before the event.

The next event begins in:

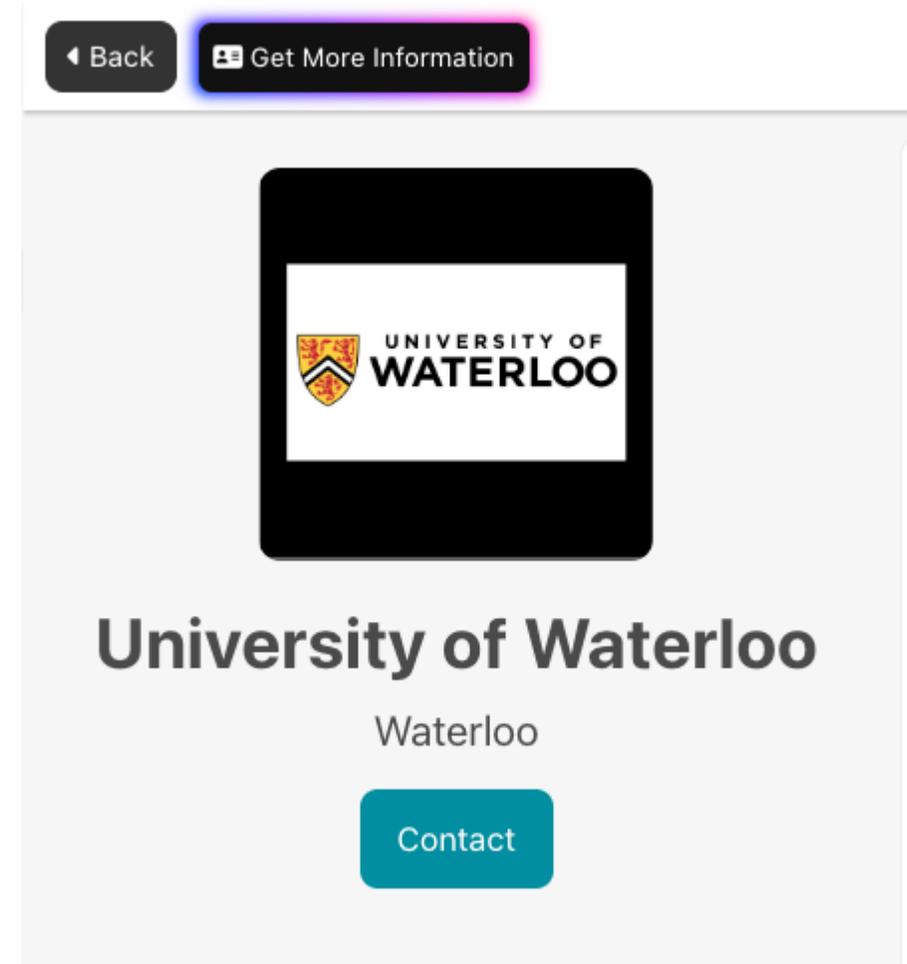


Registration and Lead Collection

- Acadiate hosts registration (English and French registration are separate)
- Leads can be downloaded through Acadiate's Data Portal, which will be sent with institutional access codes to OUIS leads
- Leads can be downloaded at any point using your Acadiate Data Portal link and access code
- Universities must download their Information Sessions data by Monday, July 14, 2025
 - Best practice is to download leads within 1 week of each event and contact them.
 - Have a plan in place!
 - The OUAC will send reminders in advance.

Opting In

- Users can opt in to sharing their information with universities in 1 of 2 ways:
 - Selecting the “Get More Information” button within each university showcase
 - Agreeing to 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
- Institutions should not require registration to enter presentations from Zoom or Teams



Asynchronous Partner Showcases

- The Equity Outreach & Recruitment Committee (EORC) has a static showcase with a video resource and questions to ask during the live virtual Information Sessions.
- The Aboriginal Post-Secondary Information Program (APSIP) has a static showcase with information inviting students to visit APSIP during the OUF and the APSIP in-person tour.



**EQUITY & OUTREACH
RECRUITMENT COMMITTEE**

**Supporting Students From
Equity-Deserving Groups**

Thoughtfully explore your university options and take advantage of the virtual Information Sessions.

Best Practices From Previous Years

- Plan to wrap up 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 or how you will need to incorporate a notice of use into your presentation space
- Enable closed captioning so that participants can turn on live captioning
- Look for opportunities to make your space accessible and inclusive
- Download and contact your leads within 1 week of each event

Best Practices From Survey Feedback

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

Audience:

The May virtual event is tailored to Grade 11 and younger students. When you are choosing session topics, titles and descriptions, consider:

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

Final Reminders

- Check your Acadiate showcase and session schedule
- Enable closed captioning in Microsoft Teams or Zoom
- Consider attending the post-event debrief immediately following the session at 7 pm
- Make a plan for collecting data
 - Platform is now open – students can request more information from the universities while the site is open (April 7 to May 23)
 - Leads should be downloaded and contacted within 1 week of the event
 - Download all data no later than July 14
 - **The OUAC will send reminders to the universities to collect their data**
- Know the upcoming dates for the fall virtual Information Sessions:
 - Tuesday, September 16, 6 to 8 pm (ET)
 - Monday, November 10, 5 to 7 pm (ET)
 - The Call For Copy will be sent to the universities in July

Thank you!

Questions / Comments: ttetreau@uwo.ca

