



# ONCAT

## **ONTransfer.ca: Connecting Students to Transfer Opportunities**

Shauna Love, Marketing and Student Pathways Manager

2014 Student Pathways in Higher Education Conference

April 28th, 2014

Ontario Council on Articulation and Transfer



# Outcomes

- Transfer Guide Background
- Using ONTransfer.ca (students & institutions)
  - Program Transfer Guide
  - Course-to-Course (C2C) Transfer Guide
  - ONTransfer.ca features
- Questions

# About ONTransfer.ca

- Transfer Guide - launched in 1996 (ocutg)
- Program Guide re-launched - September 2011
- C2C Transfer Guide - January 2014
- Maintained by ONCAT and Members
- Principle of data ownership
- Bilingual
- Accessible

# About ONTransfer.ca

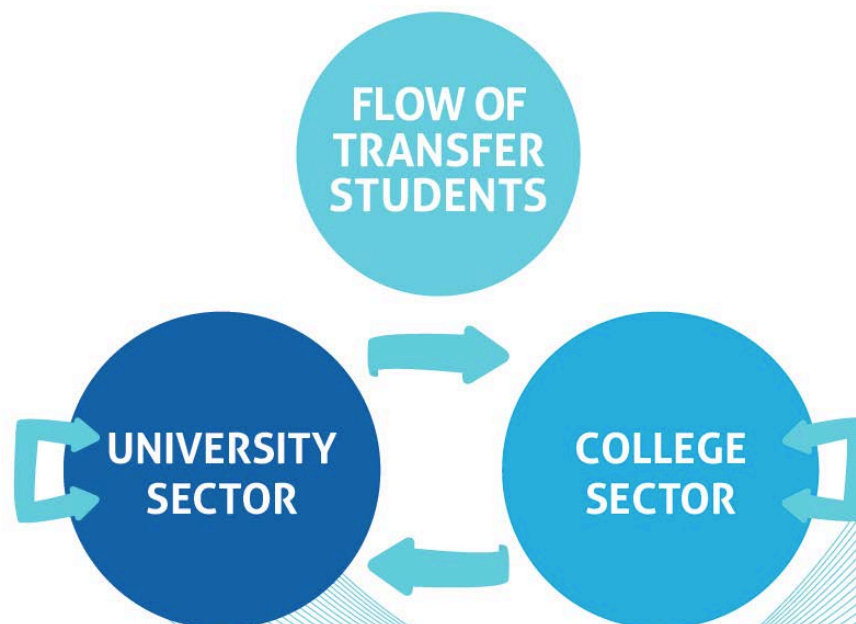
# ONCAT

***ONCAT was created to advance Ontario's development of an integrated postsecondary system that maximizes opportunities for student success.***

**Students will experience ease of mobility among publicly funded postsecondary institutions.**

# About ONTransfer.ca

**COLLABORATE** *Help postsecondary institutions  
collaborate in building enhanced pathways*  
collaborate



# About ONTransfer.ca – Program Transfer Guide

- Since 2011 – increase from 300 to over 650 pathways
  - 300 bilateral / 350 multilateral
  - 98% into degrees at college or university
  - Funded development of 65 more

**Degree Completion**

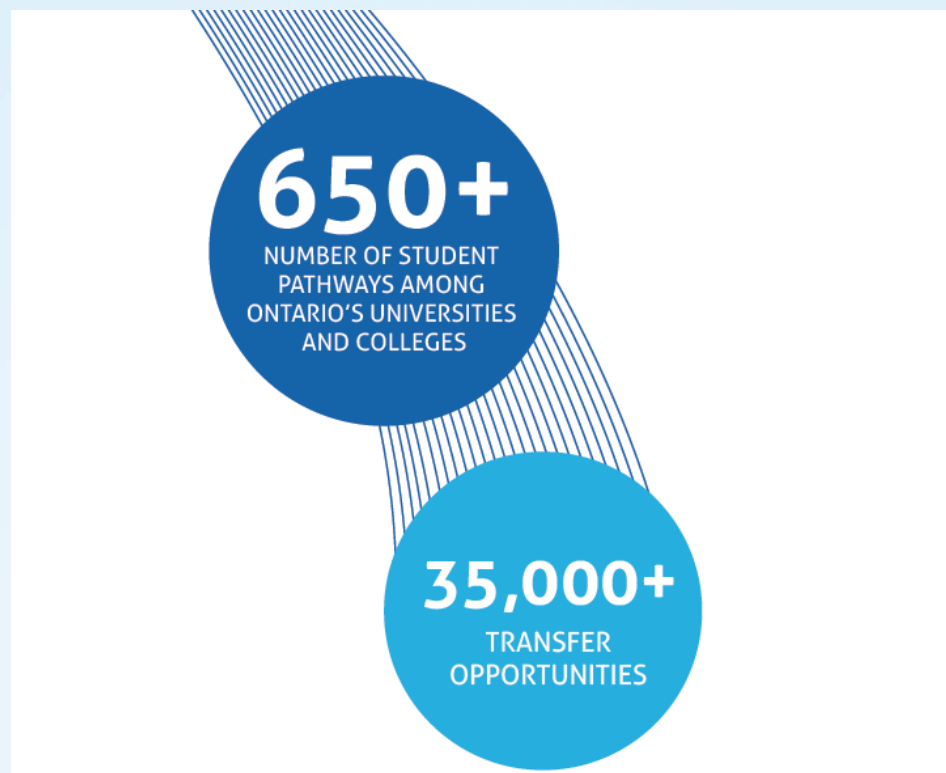


- Arts, Fine Arts, Social Sciences & Humanities
- Business
- Health and Medicine
- Science & Technology



# About ONTransfer.ca – Program Transfer Guide

- 35,000 student transfer possibilities throughout the college and university system



# C2C Transfer Guide – Media Event



“As someone who has been involved in the credit transfer discussions for a long period of time, I have seen firsthand how institutional collaboration is transforming the culture of credit transfer in Ontario.”

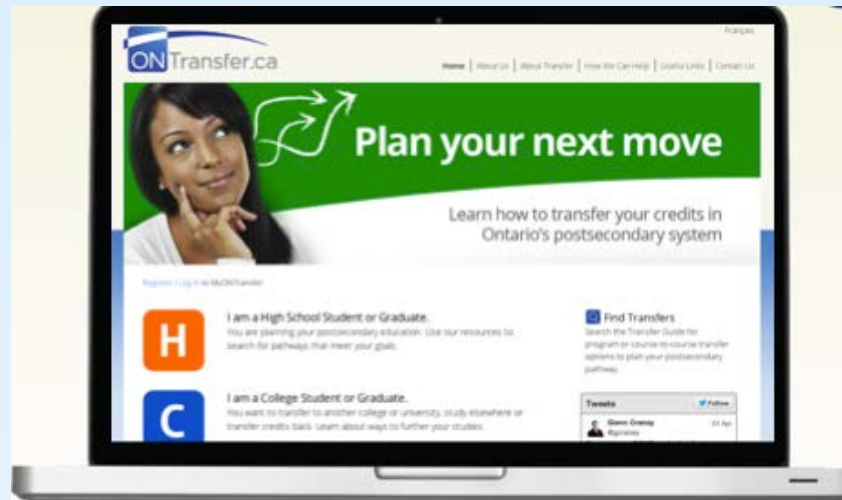
**Don Lovisa, Co-Chair of ONCAT’s Board and President of Durham College**

“The new Course-to-Course Transfer Guide highlights the commitment of institutions to create positive change for students.”

**Dominic Giroux, Co-Chair of ONCAT’s Board and President & Vice-Chancellor of Laurentian University.**



# C2C Transfer Guide



CEMC

Synchronizer

# C2C Transfer Guide

- Website fully functional Monday, January 20<sup>th</sup>
- 29 institutions are live on the system\*
  - 15 colleges and 14 universities
  - 21 with live data, 8 institutions building data using the online tool
- 9 more institutions integrated this spring
  - 6 colleges and 3 universities
- 80,000 course specific equivalencies and growing

\* As of April 28, 2014

# C2C Transfer Guide Next Steps

- Expand participation with 9 identified institutions for spring
- Integrate remaining 6 institutions when possible
- Ongoing collaboration with institutions & students
  - Steering Committee
  - Reports Committee
  - Data Committee
  - ONCAT Student Advisory Board
- Expand scope of equivalencies
  - Other provinces

# ONTransfer.ca – Outreach and Support

- **Earned media:**

- Toronto Star (page A6 and front page online news story)
- Soo Today
- London Free Press
- The Varsity (UofT)
- Academica (2X)
- QP Briefing
- The Ryersonian
- Metroland News
- Et Cetera (Humber College)
- The Cord (Laurier University)
- Chatham Daily News
- Northumberland View

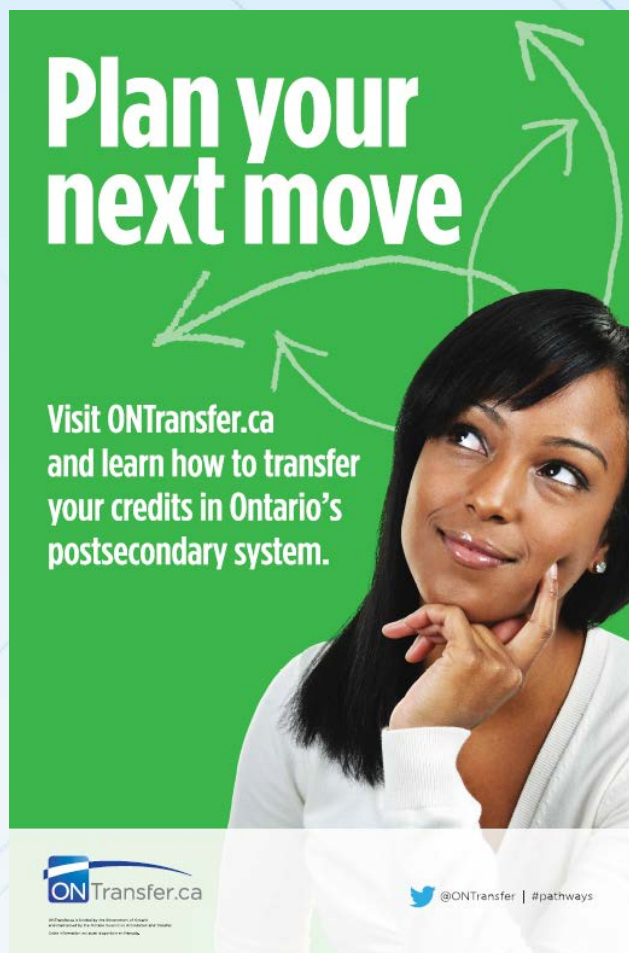
- **Social Media:**

- Twitter – Minister, Ministry, Institutional partners, reporters, students and other pse commentators



# ONTransfer.ca – Outreach and Support

- On Campus Pilot campaign
  - Early January – 4 to 6 weeks in GTA
    - Centennial College
    - Durham College
    - Humber College
    - McMaster University
    - Mohawk College
    - Ryerson University
    - Seneca College
    - Sheridan College
    - York University
    - University of Toronto – Scarborough
- Results to date
  - Approximately 8 million impressions
  - 125% increase vs. 2013 in GTA website traffic





# ONTransfer.ca – Outreach and Support

- Transit Advertising - More than 40 college or university campuses, providing 11,000,000 additional impressions.
- Late February 4 – 6 week campaign



**Planning your next move?**  
Transfer your credits among Ontario's colleges and universities

 @ONTransfer | #pathways

ONTransfer.ca is funded by the Government of Ontario and maintained by the Ontario Council on Articulation and Transfer.  
Cette information est aussi disponible en français.

 ONTransfer.ca

# ONTransfer.ca – Outreach and Support

- Online Advertising Support

- Google Ads
- Maclean's Online
- Career Options Online
- Ontario College of Teachers Website (oct.ca)
- OSCA Online
- Durham UOIT Chronicle
- Sheridan Sun
- Georgian Eye Online
- Mohawk Ignite News
- Conestoga Spoke
- Algonquin Times Online
- Durham UOIT Chronicle
- FSU Website (Fanshawe)



# ONTransfer.ca – Outreach and Support

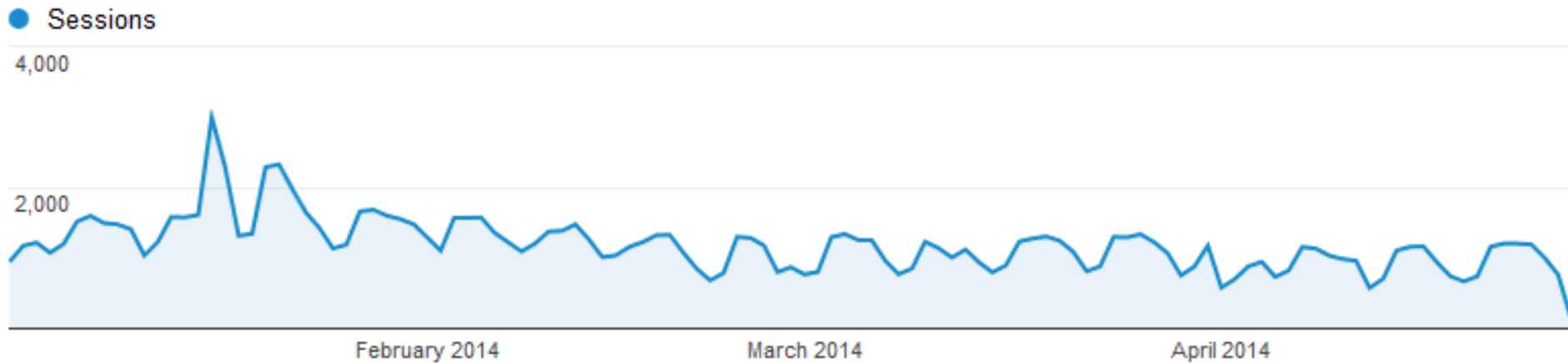
- Outreach

- CERIC Conference for Career Counsellors, Ottawa - January 20<sup>th</sup>, 21<sup>st</sup>
- Education Pathways Fair, Mohawk College – January 21<sup>st</sup>
- Transfer and Degree Fair, Georgian College – January 23<sup>rd</sup>
- University & Degree Information Fair, Seneca College – January 28<sup>th</sup>
- Mini-Education Fair, Sheridan College (Trafalgar and Davis) January 27<sup>th</sup> & 31<sup>st</sup>
- All About Options, Niagara College (Welland & Niagara) January 29<sup>th</sup> to 30<sup>th</sup>
- Annual Degree Fair, Humber College (North & Lakeshore) January 29<sup>th</sup> & 30<sup>th</sup>
- Postgraduate and Degree Fair, George Brown (St. James & Casa Loma) Feb 3-4)
- Centennial College Transfer Fair: Centennial
- OURA Conference: February 12-14<sup>th</sup>
- 2014 College & University Fairs
- College & University Outreach: Ongoing



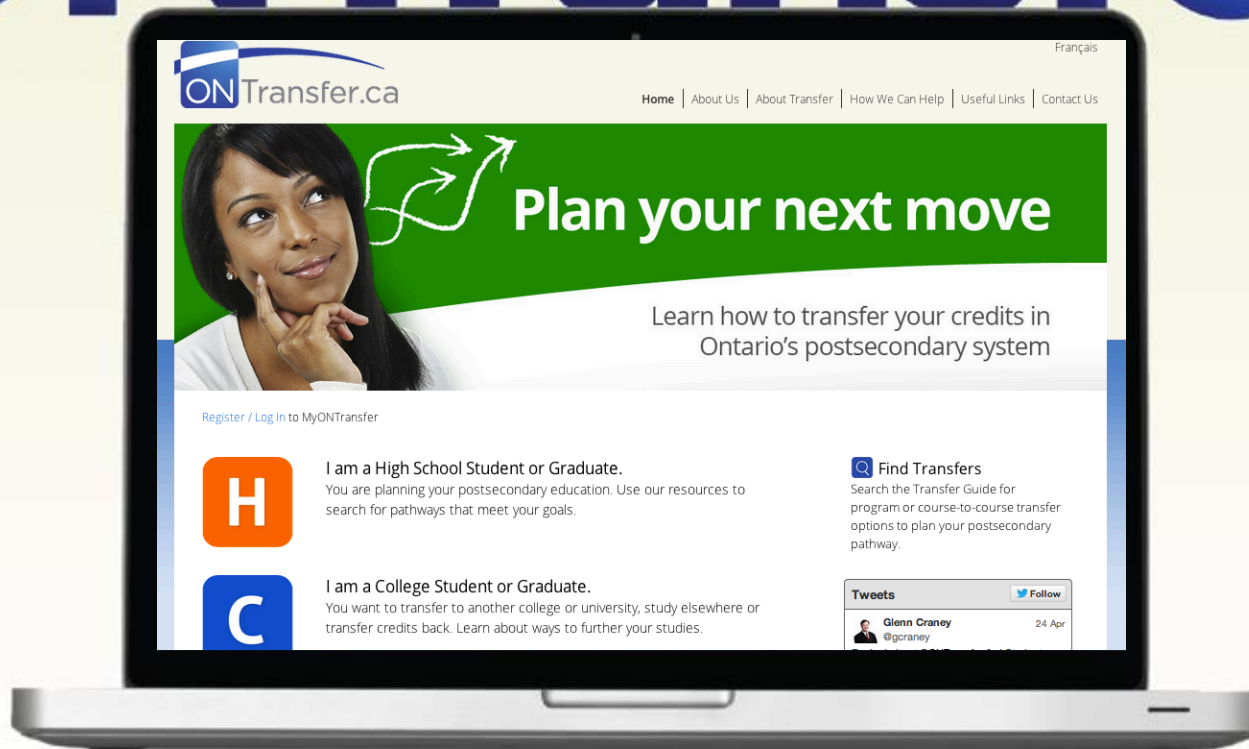
# Results

- ONTransfer.ca traffic:
  - Since September, ONTransfer.ca has had an average of 7,500 unique visitors per week
  - The week of the official launch (Jan. 19-25), there were more than 10,000 unique visitors.
  - 2012-13 (82,000) | 2013-14 (213,000) | 2014 (110,000 ytd)
  - Course search – 4<sup>th</sup> most visited page – home page, college page options, course-to-course.



# ONTransfer.ca Website demo

# ONTransfer







# ONCAT

## Ontario Council on Articulation and Transfer

180 Dundas Street West, Suite 1902

Toronto, Ontario M5G 1Z8

Tel: (416) 640-6951

Fax: (416) 640-6959

[www.oncat.ca](http://www.oncat.ca)

ONCAT is funded by the Government of Ontario