Information Day – February 27, 2016

- Increased attendance this YTD versus last YTD
- 26 prospective students attended the MMSt session (plus guests); 21 in 2016 (24% increase year over year)
- 92 prospective students attended the two concurrent MI sessions (plus guests); 52 in 2015 (77% increase year over year)
- Concurrent sessions held for MI, one of which was a ‘fast track’ session for current UofT students only (see below)

Information Days – Overall 2015-2016 Cycle

- Overall 26% increase in Info Day attendance this YTD versus last YTD
- Increased overall attendance for MMSt to 145 from 123 (18% increase) and for MI to 351 from 272 (29% increase)

UofT Outreach Campaign

Developed messaging, images and advertisements to promote the MI program to current UofT students, with emphasis on our ‘fast track’ opportunity

- Targeted outreach sent to 40-50 academic departments, 20+ student associations, and Career Centres on all three campuses – focus on MI ‘fast track’
- Met with UTM Career Advisors to provide updates on MI program (e.g. co-op option)
- Announcements made in undergrad classes taught (Kelly, Sara, Irina)
- Information sessions held at UTM, information sessions + table at UTSC
- Advertisements put in the Varsity and the Medium (campus newspapers)

Fast Track Results

- 7 students interviewed on March 4 & 11 for MI ‘fast track’
- 5 of were clear ‘accept’ and 2 were encouraged to submit their application for a fast tracked review

ICCIT

- Received list of 3rd and 4th year ICCIT students with A- or higher GPA (from UTM)
- Will send tailored invites to this group for 1) Combined HBA/MI for 3rd years, and 2) MI for 4th years
New Admits / Conversion

- Invite sent to all new admits to attend the Student Conference at no cost
- Meet & Greet event for new students to be held on Saturday, April 2 – includes Awards & TALint luncheon, ‘Success at the iSchool’ student panel (MI), visit to graduating student exhibit (MMSt) and meet and mingle with current students and faculty
- Launched INTRO Newsletter for new admits

Other

- Over 100 marketing emails sent to contacts in approx. 20 universities across Canada
- Two new alumni profiles almost complete for website (one for CIPS, one for LIS)
- Two new videos in progress: one a virtual tour for those that cannot attend our in-person student-led tours, the other to showcase iSkills workshops

Admission Results to Date (as of March 17, 2016)

(ROSI data: Does not include breakdown domestic/international)

<table>
<thead>
<tr>
<th>Admissions</th>
<th>Apps 16</th>
<th>Apps 15 (all)</th>
<th>Offers 16</th>
<th>Offers 15</th>
<th>Accepts 16</th>
<th>Accepts 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI</td>
<td>375 (pd)</td>
<td>307 Total: 445 end of year</td>
<td>182</td>
<td>134 Total: 293 end of year</td>
<td>59</td>
<td>39 (201 by end of year)</td>
</tr>
<tr>
<td>MMSt</td>
<td>171 (pd)</td>
<td>128 Total: 151 end of year</td>
<td>65</td>
<td>51 Total: 88 end of year</td>
<td>9 *</td>
<td>*19 (56 by end of year)</td>
</tr>
<tr>
<td>Total</td>
<td>546 pd (by March 17)</td>
<td>596 (by end of year)</td>
<td>247 (as of March 17)</td>
<td>381 (end of year)</td>
<td>68 (as of March 17)</td>
<td>257 (by end of year)</td>
</tr>
</tbody>
</table>

Note/s:
1. MMSt Accepts - Higher number offered in March (not Jan/Feb); therefore, later response time expected
2. Applications significantly higher than 2015; approx. 50 applications shy of meeting all year total (approx. 250 received post March)
3. CROs are included in count to date and affect conversion rates; anticipate 10-15 CRO students who program identified only as of July enrolment
4. Currently converting eligible, but not accepted, MMSt applicants to MI upon further review

Thanks to all Faculty, Staff, and Students who help with Info Days!