

COMMUNICATIONS, ENROLMENT & THE COLLEGES ANNUAL REPORT

2024/25



TRENT
UNIVERSITY

NAVIGATING SHIFTS, STRENGTHENING OUR FOUNDATION



As we reflect on a year of remarkable momentum and meaningful milestones, one thing is clear: Trent’s story continues to unfold with purpose, people, and possibility at its heart.

In this first year of President Cathy Bruce’s able leadership, our Communications, Enrolment & Colleges portfolio has played a vital role in shaping and sharing that story.

As you will read in this report, the team has amplified Trent’s reputation, welcomed a new generation of students, and walked alongside them from first click to first class and beyond.

Together, we’ve reinforced the University’s reputation and refreshed our recruitment, admissions, and student support strategies to reflect Trent’s bold impact and our deep care for every individual learner. The team has championed the power of belonging through college life, advising and skills support, as well as events that build community and confidence.

And in all of it, we’ve been guided by what makes Trent unique: a fundamental belief that education is personal, transformation is possible, and that students thrive not only when they are informed, but when they are seen, supported, and inspired.

Thank you to the students who inspire us. Thank you to our campus partners who inform and energize us every day. And enormous thanks to the Communications, Enrolment and Colleges team who make this work possible, effective, and joyous.

Marilyn Burns
Vice-President, Communications & Enrolment



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Trent University respectfully acknowledges it is located on the treaty and traditional territory of the Mississauga Anishnaabeg. We offer gratitude to First Peoples for their care for, and teachings about, our earth and our relations. May we honour those teachings.

On the cover: President Bruce and VP Burns with the welcoming committee at Spring Open House

CHALLENGE THE WAY YOU THINK

As the University refines its purpose, vision, mission, and values, we continue to espouse Trent’s uniquely valuable approach to interactive learning rooted in three fundamental advantages:

- Personal**

Our supportive, inclusive learning communities promote personal agency and engagement.
- Purposeful**

Learning is interdisciplinary and integrates social justice, environmental sustainability and community development themes.
- Transformative**

Personal growth enables students to challenge assumptions and integrate different perspectives.

POSITIONING BUILDING BLOCKS

Based on our research, we identified six building blocks that are essential elements of the Trent University experience:

- 1** Real student voice, leadership & impact
- 2** Holistic learning experiences
- 3** Critical thinking advantage
- 4** Relationship-fueled growth
- 5** Solution-focused social engagement
- 6** Inspired by values, culture & tradition

TRENT UNIVERSITY’S GROWTH & INFLUENCE

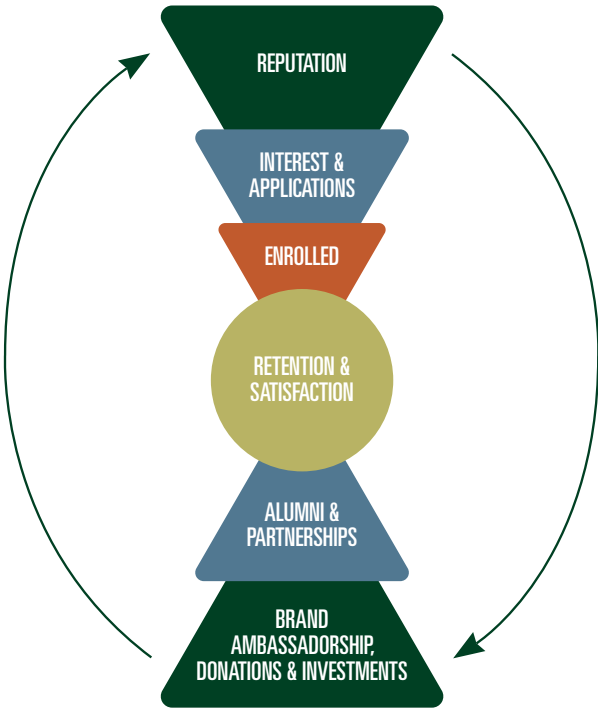
Trent’s reputation and brand ecosystem represent a life cycle of engagement with Trent. Reputation is multifactorial and encompasses the entire University, including research and the academic mission.

Communications starts by building awareness and quality associations with the Trent name. Recruitment reaches out to future students and influencers, and Admissions helps thousands of students from across Canada and around the world find their place at Trent each year at both our Peterborough campus and our Durham campus in the Greater Toronto Area.

Student satisfaction and retention are at the heart of the funnel, as proof of the Trent promise, where reputation is intrinsically tied to recruitment and enrolment. The Colleges showcase the Trent experience, focusing on student engagement and sense of belonging, ushering students along the path to success. As they build community, the Colleges also connect with alumni, donors, and the broader community, expanding the institution’s spheres of influence.

In Communications, Enrolment & the Colleges (CEC), our work spans the full ecosystem. Trent’s reputation grows as more students attend and share their positive experiences, and alumni bring their skills, passion, and Trent-infused view to the world.

Trent University Brand Ecosystem



A YEAR OF BUILDING REPUTATION

Strengthening Trent's Profile

Trent's reputation is built on the strength of our academic community, the knowledge, innovation, and research that drive us, and the personalized approach that underpins the Trent Experience for our thousands of students in Peterborough and Durham. In 2024/25, the University wove reputational excellence through a number of rankings and indicators, driven by our focus on students. Announcements related to campus developments conveyed a university on the move from steps toward a new long-term care facility to the groundbreaking for Gidigaa Migizi College and the new Otonabee College residence. Multiple anniversaries were celebrated from Trent's and Traill College's 60th to Trent Durham's 50th and Gzowski College's 20th – a coming of age marked by dynamism with a nod to tradition.

#1 University in Ontario Highest Quality (#3 in Canada) | **#1** in Ontario Student Services

#2 in Ontario Faculty Awards | **#2** in Canada Overall Reputation | **#2** in Canada Most Innovative

#2 in Canada Developing Leaders of Tomorrow | **#6** Undergraduate University in Canada

Maclean's University Rankings 2025, undergraduate category

Among **Top 8.1%** Universities in the World
Centre for World University Rankings 2025

Winner's Circle
Not-for-profit research income growth
Research Infosource Rankings 2024

Among **Top 100** Global Universities
SDG14: Life Below Water
Times Higher Education Impact Rankings 2025



DRIVING TRAFFIC TO DISCOVER TRENT ONLINE

1,945,136 trentu.ca views | **353,638** trentu.ca/futurestudents views **NEW FOR 2024/25**

DYNAMIC NEW RECRUITMENT CAMPAIGN RAISES AWARENESS FOR TRENT

Peterborough			Durham GTA		
16,170,137	3,639,021	+64.89%	8,918,542	1,443,977	+140.95%
Total Impressions	Engagement/Clicks	YoY Growth	Total Impressions	Engagement/Clicks	YoY Growth

MAKING HEADLINES

3,802 Trent stories in national, international and local news | **81%** of coverage appeared in national and international media



Watch the Trent Takes You There ad at trentu.ca/about

INCREASED ENGAGEMENT ON PRIORITY SOCIAL MEDIA CHANNELS

LinkedIn	Instagram
65,972 Followers	33,500 Followers
12% YoY Increase	12% YoY Increase

TRENT'S ENROLMENT PICTURE

After several years of steady growth, Trent's enrolment landscape began to shift in 2024/25, shaped by broader trends across the sector, prompting renewed focus on strategic enrolment planning and targeted recruitment efforts. This year marked the early rollout of new approaches — including enhanced outreach to transfer students, focused yield initiatives, and continued growth in interest for select programs — setting the stage for long-term sustainability.

2024/25 ENROLMENT

13,768

Total Students (Heads)

Undergraduate 12,486
Graduate 1,282
Peterborough 10,967
Durham 2,801



DOMESTIC UNDERGRADUATE RECRUITMENT & ADMISSIONS

3,235

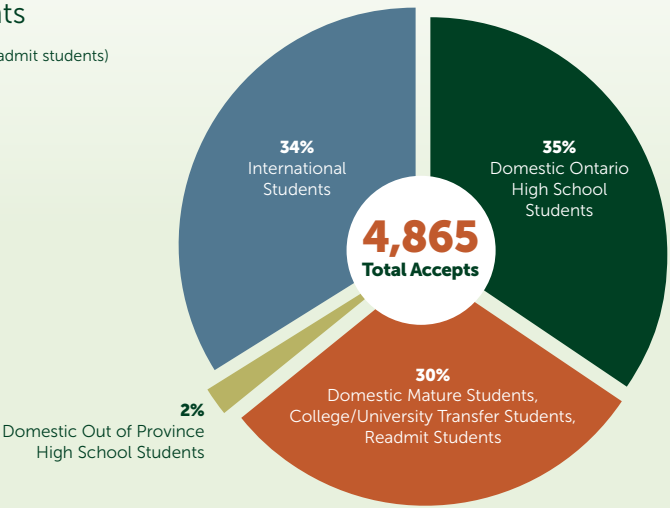
Total Accepts

53% Ontario High School students
2% Out of Province High School students
45% Other (mature, college and university transfer students, readmit students)

17,688 Total Applications

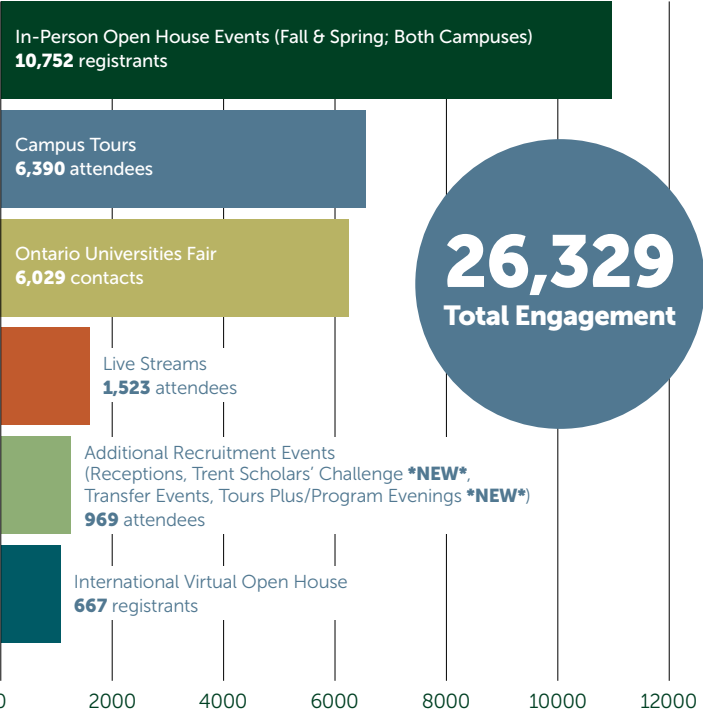
72% Ontario High School students
2% Out of Province High School students
26% Mature, college and university transfer students, readmit students

Undergraduate Accepts



“As a parent visiting postsecondary institutions, this was by far the best experience that we have had, and I want to extend my sincere thank you for showcasing your institution, and having a team that are proud of their school, their courses of studies and the difference that they make in the community through engagement, careers, and projects. Well done Trent University! P.S. She accepted her offer on our visit!”
- New Trent Parent at Open House

ENGAGING WITH FUTURE STUDENTS



191 Attendees at Inaugural Trent Scholars' Challenge
\$11,000 Awarded to Future Students

NEW PROGRAMS

- Artificial Intelligence B.A. and B.Sc. with co-op
- Accounting & Economics B.A. with co-op

30+ paid co-op streams across the arts and sciences

INTERNATIONAL UNDERGRADUATE ADMISSIONS

1,630

Total Accepts

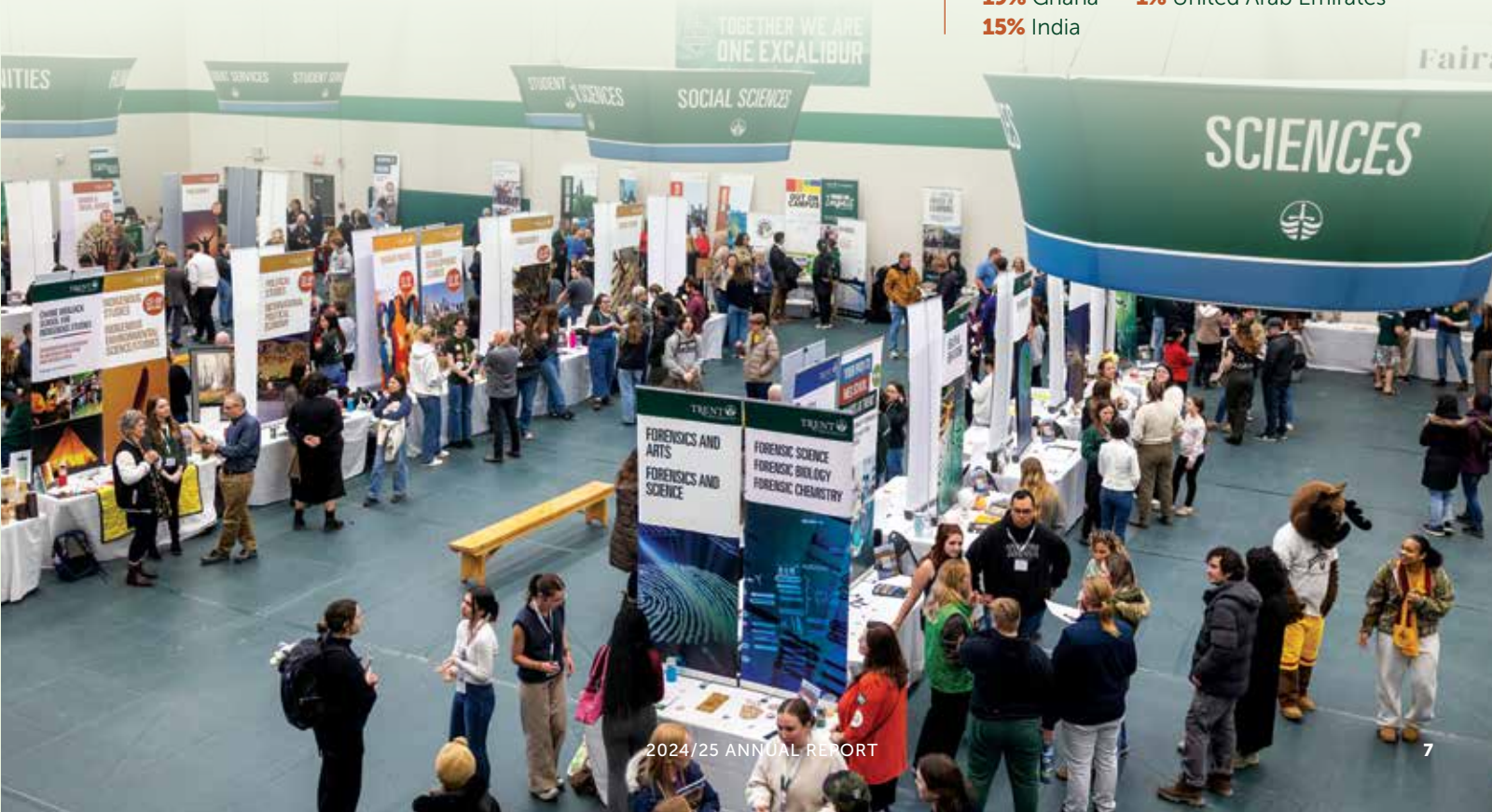
6,584

Total Applications

64

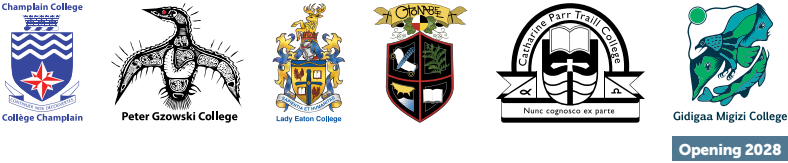
Countries

39% Nigeria 5% Bangladesh
19% Ghana 1% United Arab Emirates
15% India



THE COLLEGES OF TRENT

Trent’s Colleges are central to the student experience, offering spaces of connection, support, and social and academic engagement. Through advising, skills development, events, and day-to-day interactions, the Colleges help students navigate their academic paths while fostering a strong sense of belonging and community.



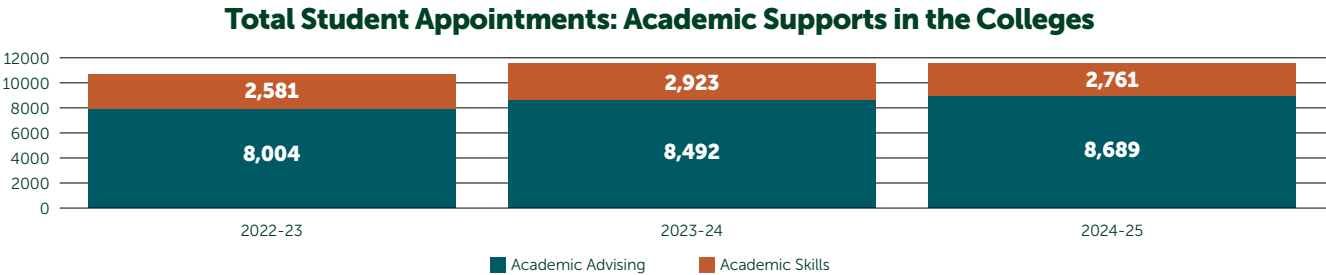
ACADEMIC SUPPORTS IN THE COLLEGES

47%

Peterborough students attended an individual appointment with an academic support service

97%

surveyed appointment attendees would recommend an appointment to other students



ACADEMIC ADVISING

8,689 individual appointments (3% increase)

On-Demand Degree Planning, Course Selection & Registration Resources:

222,142 website views
3,899 Instagram interactions
11,758 YouTube views

99 Programs & Outreach Events (30% increase)

Study Café, In-Course Presentations, Course Registration Drop-In, and Drop Deadline Pop Up Tables

ACADEMIC SKILLS

2,761 individual appointments

564 courses using Academic Skills supports (25.6% increase)

(including Academic Integrity Module, Academic Skills Tool Kit, Excel Module, and in-class presentations)

171 Programs & Outreach Events

(Academic Skills Home Room, Motivation Mondays, Writing Cafe, 3 Minute Paper, 3 Minute Thesis)

81,386 Instagram Video Views
730,062 Website Views

“*[Academic Advising] helped me figure out what courses fit where and how to finish my degree. I cannot recommend going to an advisor enough, even just to establish yourself with one of them in case you need guidance in the future.*”

“*Trent University’s Academic Skills has been an absolute lifeline. Navigating academia without a roadmap can be overwhelming, but the support, strategies, and encouragement I’ve received have made all the difference.*”

STUDENT SUPPORT & TRANSITIONS

The Colleges collaborate on initiatives and programs that target support for students at key times of transition during their time at Trent and beyond.

23,162 Unique Interactions (10.25% increase)

20,614 students (88% undergraduate students)
13,544 in person (22.5% increase over 2023/24)
9,563 over the phone

COMMUNITY CONNECTIONS

Colleges are interdisciplinary and intergenerational communities – made up of Trent students, as well as faculty, staff, alumni, and members of the broader local and global communities. In 2024/25, faculty, staff, community, fellows, and alumni supported collegiate events and enriched the student experience through their presence and engagement.

47

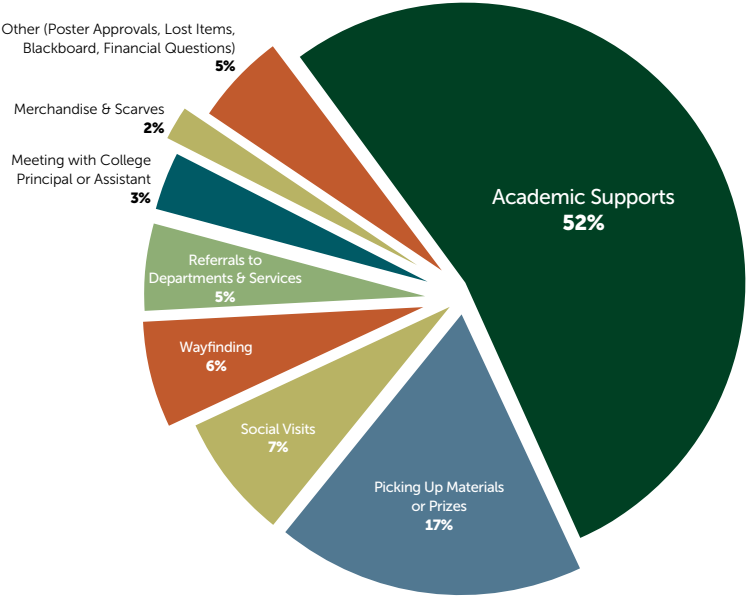
New College Fellows

3,807

Faculty, staff, alumni & community engagements at college events (35% increase)



Top reasons for connecting with the Colleges



COLLEGIATE PROGRAMMING & EVENTS

21,622 attendees (39.5% increase) across **408** college events (24% increase)

EVENT HIGHLIGHTS

- Milestone Anniversaries: 60 Years for Traill; 20 Years for Gzowski College
- Launch of “Music on the Hill” summer series at the Jaylynn Bennett Amphitheatre
- Ashley Fellow Subhankar Banerjee
- Inaugural Max Eisen Lecture in Holocaust Studies at Lady Eaton College
- Collegiate Leadership Competition: National Champs for Otonabee College

89% of college donors are alumni

Trent’s College Principals supported fundraising, leading to

\$3.3M
Total college endowments

RAMPING UP RETENTION

The University’s Retention Committee examines and responds to a variety of Trent data as well as surveys involving universities from across Canada and North America, providing comparator information on the quality of Trent’s academic experience, and strong student supports through the Colleges, Student Affairs, and across Trent’s campuses.

In 2024/25, in addition to continuing to track engagement, sense of belong and self-efficacy among Trent students, the Retention Committee zeroed in on four key initiatives to advance student success.

1. Interventions and Skills Development

- Expanded early-term programming, including proactive advising, homeroom sessions, and study cafés, reaching nearly 3,000 students.
- Personalized mid-year outreach and interactive classroom surveys enhanced student engagement and awareness of academic supports.

2. Bottleneck Courses

- Continued multi-year case study tracking outcomes in two half courses to explore retention challenges in high-impact courses.
- Preliminary data suggests course restructuring may support retention.
- Future work to identify additional courses as candidates for study.

3. Unregistered Student Communication

- Targeted outreach to students close to degree completion to encourage connection and re-enrolment.
- Continued efforts will focus on refining personalized communication and tracking re-engagement outcomes.

4. Centralized Financial Literacy

- Identified and addressed key gaps in financial information, forging the development of a Net Cost Calculator.
- Initiated work on a centralized emergency bursary application to streamline student access to financial aid.
- Future efforts will focus on launching new tools and improving financial literacy to support retention.

Strategic Alignment with Campus Partners

In addition, the Retention Committee worked with campus partners to activate new sources for emergency financial support and explore the committee’s role in exploring and supporting new learning models, embedded wellness modules, and co-curricular learning frameworks to enhance engagement and belonging.



TRENT PERFORMED STRONGLY ON VARIOUS FACTORS RELATED TO RETENTION*

- 100%** students who need financial aid satisfied with advising
- 94%** students agreed Trent professors are experts in their fields
- 92%** students said professors encouraged participation
- 84%** students satisfied with academic advising
- 85%** students found professors to be accessible outside of class

* CUSC 2024 Graduating Student Survey

STUDENT EXPERIENCE SURVEY

2,436 students completed the fall 2024 survey

COMMITTEES & COLLABORATIONS

Communications and Enrolment directors, principals, and managers serve on a variety of internal and external sector committees and groups.

EXTERNAL

- The Collegiate Way International
- Universities Canada Directors of Communications
- Ontario Universities Strategic Communications Committee
- Ontario Universities Council on Admissions
- Ontario Universities Registrars Association
- Ontario Universities Fair Committee
- Journalism & Creative Writing Committee with Durham College
- George Brown Nursing Committee
- General Standing Committee of Recruitment (ON)

INTERNAL

- Strategic Enrolment Management Committee
- Student Retention Committee
- Senate
- IT Steering Committee
- Co-op Advisory Group
- Integrated Communications Group
- Data Governance Committee
- Collaborative Planning
- Enrolment Taskforce
- Housing Steering Committee



TELLING THE TRENT STORY

The Communications, Enrolment & Colleges portfolio partnered with the Trent Teaching Commons and Italy’s Trento University. Together we worked with Professor Andrea Brunello to explore the intersection between storytelling and our work in student recruitment and support, advancing academic excellence in support of the Trent University brand narrative.

LOOKING AHEAD

The year ahead will bring new challenges and fresh opportunities. But if this year is any indication, Trent’s direction is sure – and our compass is true, as we develop and support Trent’s renewed vision, mission, purpose, and values. Rooted in our collegiate traditions, we anticipate the arrival of Gigigaa Migizi College and modern new residences for Otonabee College – and many developments yet to come. Rising on the strength of Trent’s growing reputation, we continue telling the Trent story in ways that resonate, recruit, and, most importantly, reflect who we are across our two campuses. The best is yet to come!



Architectural rendering of Gigigaa Migizi College and new Otonabee College residence.



COMMUNICATIONS,
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trentu.ca/communicationsenrolment

TRENT UNIVERSITY

