

SAMPLE OF 136 TARGETED RECRUITMENT CAMPAIGNS EXECUTED BY CONTACT NORTH | CONTACT NORD FOR 37 ONTARIO PUBLIC COLLEGES AND UNIVERSITIES

Contact North | Contact Nord works with each of Ontario's colleges and universities to plan and execute province-wide or region-wide Targeted Recruitment Campaigns to recruit students for their online programs and courses in 600 small, rural, remote, Indigenous and Francophone communities across the province. To recruit students during the four-week campaigns, co-branded recruiting materials are created, including an internal information sheet for staff involved in recruiting students, a flyer for external recruitment purposes and a social media post. Once each four-week campaign concludes, Contact North | Contact Nord collects data on each Targeted Recruitment Campaign and prepares a report to the college or university outlining the results and feedback, including the number of confirmed registrations in the program or course, number of potential registrations, number of recruitment e-mails sent and number of meetings with prospective students.

Algonquin College

- Emergency Management Certificate

Brock University

- Bachelor in Adult Education
- Certificate in Ontario Wine

Canadore College

- Instructional Design Certificate

Carleton University

- Indigenous Policy & Administration Diploma

Centennial College

- Retirement Communities Management Certificate

Collège Boréal

- Administration en service à l'enfance
- Le français pour les professionnels de la santé
- Gérontologie interdisciplinaire
- Intervention correctionnelle
- Pratiques agricoles
- Techniques en administration

Conestoga College

- Certificate in Autism & Behavioural Science
- Professional Medical Office Programs
- Children's Mental Health Certificate
- Construction Estimator Certificate

- Criminal Psychology & Behaviour Certificate
- Interior Decorating – Residential Certificate
- Office Administration – General Certificate
- Office Administration – Executive Diploma
- Paramedic Leadership Fundamentals Certificate

Confederation College

- Aboriginal Canadian Relations Certificate
- Business Accounting
- College Access Certificate
- Computer Programmer Diploma
- Diabetes Education Certificate
- Educational Support Diploma
- Human Resources Diploma
- Indigenous Governance and Public Administration Certificate
- Native Child & Family Services Diploma
- Pre-technology Certificate
- Early Childhood Education Diploma
- Ozone Depletion Prevention Certificate
- Personal Support Worker Certificate

Durham College

- Palliative Care Certificate
- Personal Support Worker Diploma
- AI Foundations
- Cannabis Industry Specialization

Fanshawe College

- Lawrence Kinlin School of Business (Digital Marketing Series and Sustainability Management Series)
- Agri-Business Management Certificate
- General Arts & Science Co-op
- Early Childhood Education Diploma
- Accelerated Food Services Worker Certificate
- Fundamentals of Addiction Certificate
- Settlement Worker Certificate
- Sterile Processing Certificate
- Professional Office Essentials Certificate (RC)
- Project Management Specialist Certificate (RC)
- Electrical Techniques Certificate (RC)
- Computerized Office Essentials/Healthcare Office Assistant (RC)

Fleming College

- Children's Mental Health Certificate
- Gerontology Certificate
- Patient Navigation Certificate
- Rural & Remote Nursing Certificate
- Volunteer Management Certificate

George Brown College

- Technical Training Certificates
- Applied Project Management Certificate

Georgian College

- Bachelor of Human Services (Police Studies)
- Electrical Engineering Utility Certificate
- Bookkeeping Certificate
- Applied Project Management Certificate (RC)

Humber College

- Electrical Engineering Connections
- Wedding Planner Certificate

La Cité

- Éducation des adultes
- Vente et représentation

Lakehead University

- General Arts BA

Lambton College

- Bookkeeping Skills Certificate
- Cyber Security Certificate
- Interior Decorating – Residential Certificate
- Medical Clerk Certificate
- Mental Health Certificates
- Advanced Power Engineering Technology
- Business Trades Diploma
- Sterile Supply Processing Technician Certificate (RC)

Loyalist College

- Child Development Practitioner Certificate
- Early Childhood Development Diploma

McMaster University

- Business of Golf & Resort Management Diploma
- Digital Marketing Certificate
- Online health courses certificates
- Professional Addiction Studies Certificate or Diploma
- Web Design Certificate

Mohawk College

- Concurrent Disorders Certificate
- Gerontology Certificate
- Library & Digital Technologies Certificate

Northern Colleges Collaboration

- Business Fundamentals Certificate

Niagara College

- History of Brewing

Northern College

- Law Clerk Diploma
- Mining Engineer Technician Diploma
- Mineral Exploration Techniques Certificate
- Addictions Counsellor Certificate
- Social Service Worker Diploma
- Mineral Exploration Techniques Certificate (RC)

Oshki-Wenjack

- Personal Support Worker Certificate

Queen's University

- Law Certificate
- Bachelor of Mining Engineering Technology

Ryerson University

- Aboriginal Knowledges & Experiences Certificate
- Advanced Safety Management Certificate
- Occupational Health & Safety Leadership Certificate
- Occupational Health & Safety Certificate
- Promote Frontline Worker Health
- Support Frontline Worker Mental Health
- DiverseCity OnBoard (RC)

Sault College

- Addictions and Mental Health Studies Certificate
- Health Office Administrative Support Certificate
- Personal Support Worker Certificate

Seneca College

- Fitness Leadership Certificate
- Home Inspection Certificate

Sheridan College

- Business Analyst Certificate
- Data Science Certificate
- Project Management Certificate

St. Lawrence College

- Digital Citizenship

University of Guelph-Humber

- BAsc in Family and Community Social Services
- BAA Justice & Public Safety (RC)

University of Toronto

- Certificate in Climate Change Policy and Practice
- Certificate in Environmental Management
- Certificate in GIS for Environmental Management
- Certificate in Renewable Energy
- Certificate in Water Resource Management
- Digital Marketing Management Certificate
- Master of Forensic Accounting
- Risk Management Certificate
- Digital Strategy & Communications Management Certificate

University of Sudbury

- BA in Indigenous Studies

University of Waterloo

- Master of Environment and Business
- Project Leadership Certificate

Western University

- Applied Health Sciences Diploma
- Applied Health Sciences Diploma (RC)

Wilfrid Laurier University

- Addictions Certificate
- Behaviour Therapy Certificate
- Emerging Digital Technologies Certificate
- GEAR UP
- Mental Health Issues in the Classroom Certificate
- Positive Psychology Certificate (RC)

York University

- Business Administration Certificate
- Human Resources Management Certificate
- Pedagogical Documentation to Enhance Formative Assessment
- N.O.W. Plus Pathway
- Certificate in Digital Marketing (RC)