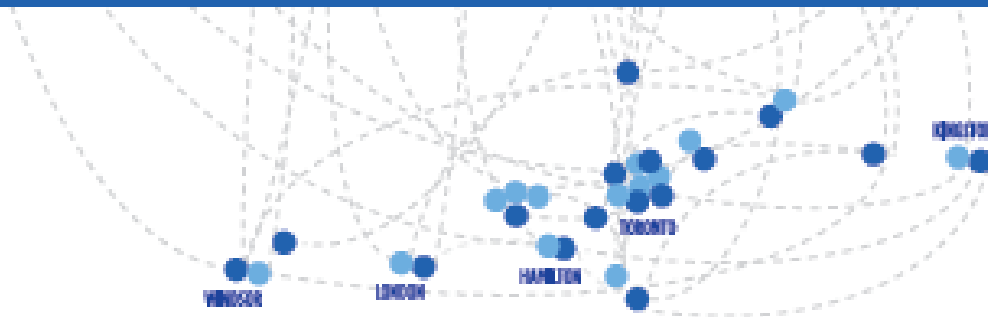


# ONTransfer.ca By the Numbers



Rose Chan, Melinda Cheng, and Stephanie Rose

# Session overview

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1. Marketing and Outreach
2. ONTransfer.ca Numbers
3. Google Analytics
4. Reporting
5. Moving Forward

A map of the province of Ontario is shown in a light orange color. Overlaid on the map is a word cloud of various Canadian universities and locations. The words are in different shades of blue and purple, with varying font sizes. The words are scattered across the map, with some appearing more prominently than others. A large, light blue rectangular box is superimposed over the center of the map, containing the number 72,000,000 in a large, bold, black font.

72,000,000

# Google Adwords

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32,092,576 impressions in 2014

10 campaigns

Broad keywords

Average CTR was about .55%

Average length visit to the site: 2 min 48 sec

Average page visits: 3.82 pages



Accessed by almost 300,000 students annually

# After some fine tuning...

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Much more targeted campaigns

Average CTR was 4.08%

Average length visit to the site: 4 min 14 sec

Increase of 51%

Average page visits: 5.31 pages

Increase of 39%

# Google Adwords

Keywords	Impressions	Click Through Rate
+transfer + credits	18,619	2.10%
Transfer policy	1313	0.30%
+Ontario +transfer +credits	781	6.40%
academic credit transfer	185	1.62%
+transfer +college +credits +Ontario	114	11.40%
college transfer advisor	98	3.06%

# Student-Focused Fairs, Campus Events & Professional Association Meetings

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## 5 Large Student-Focused Fairs

Student Life Expo, Ontario University Fair, Ontario College Information Fair ...

## 20+ Events on college and university campuses

Thanks for inviting us!

## 10 Professional Association Meetings

CRALO, OURA, OCEA,...



## ONTransfer.ca Administrator Day

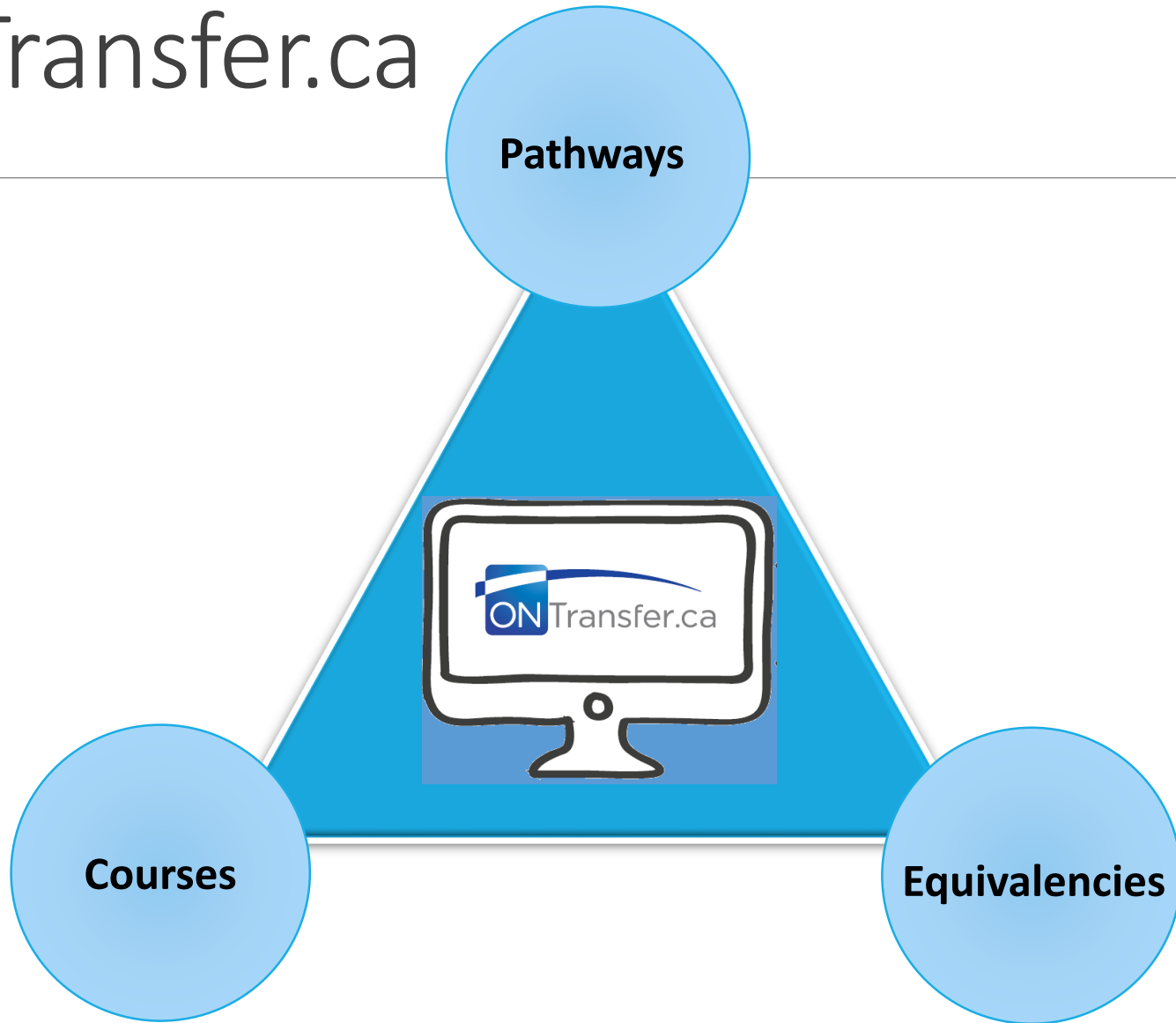
3 Regional Locations

118 participants from over  
40 partner intuitions



# ONTransfer.ca

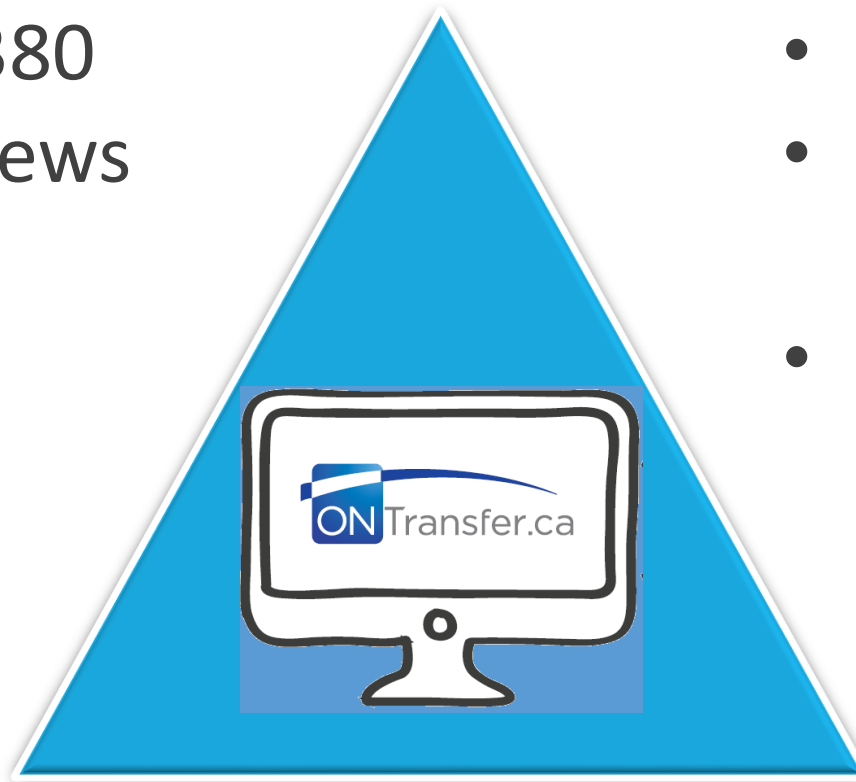
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# ONTransfer.ca Numbers

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- 1,332,380  
page views



- 318 emails
- 2,003  
registrations
- 66,772  
advisor policy  
profile views

# Transfer Policy / Advisor

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**Home** | [About Us](#) | [About Transfer](#) | [How We Can Help](#) | [Useful Links](#) | [Contact Us](#)

[Find a Transfer Policy / Advisor](#)

[Find a College or University](#)

[Find a College](#)

[Find a University](#)

**Transfer Advisor**

David Marasco

[david.marasco@algonau.ca](mailto:david.marasco@algonau.ca)

(705) 949-2301 x 4218



**Institution Transfer Information and Policies**

[http://www.algonau.ca/admissions/diplomadegree/#.UswW\\_LSp2IP](http://www.algonau.ca/admissions/diplomadegree/#.UswW_LSp2IP)

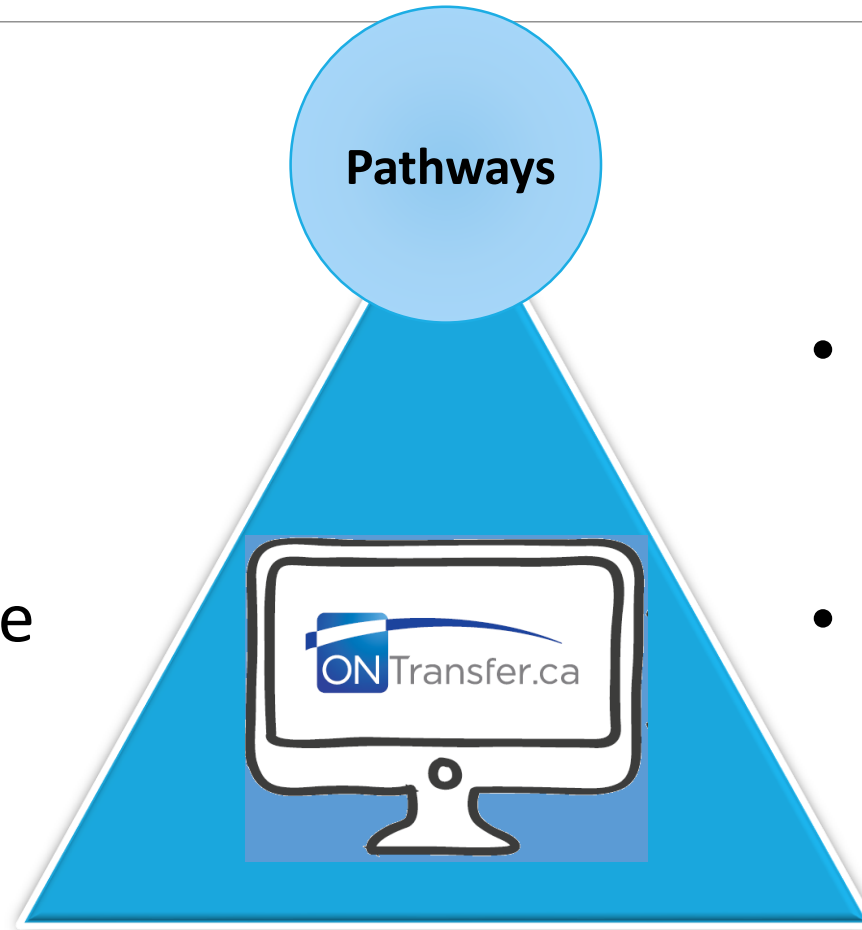
**Credit Transfer Overview**

1. [What type\(s\) of credit does your institution award?](#)

# Pathway Numbers

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- 1088  
Receiving  
Pathways
- 6% Change

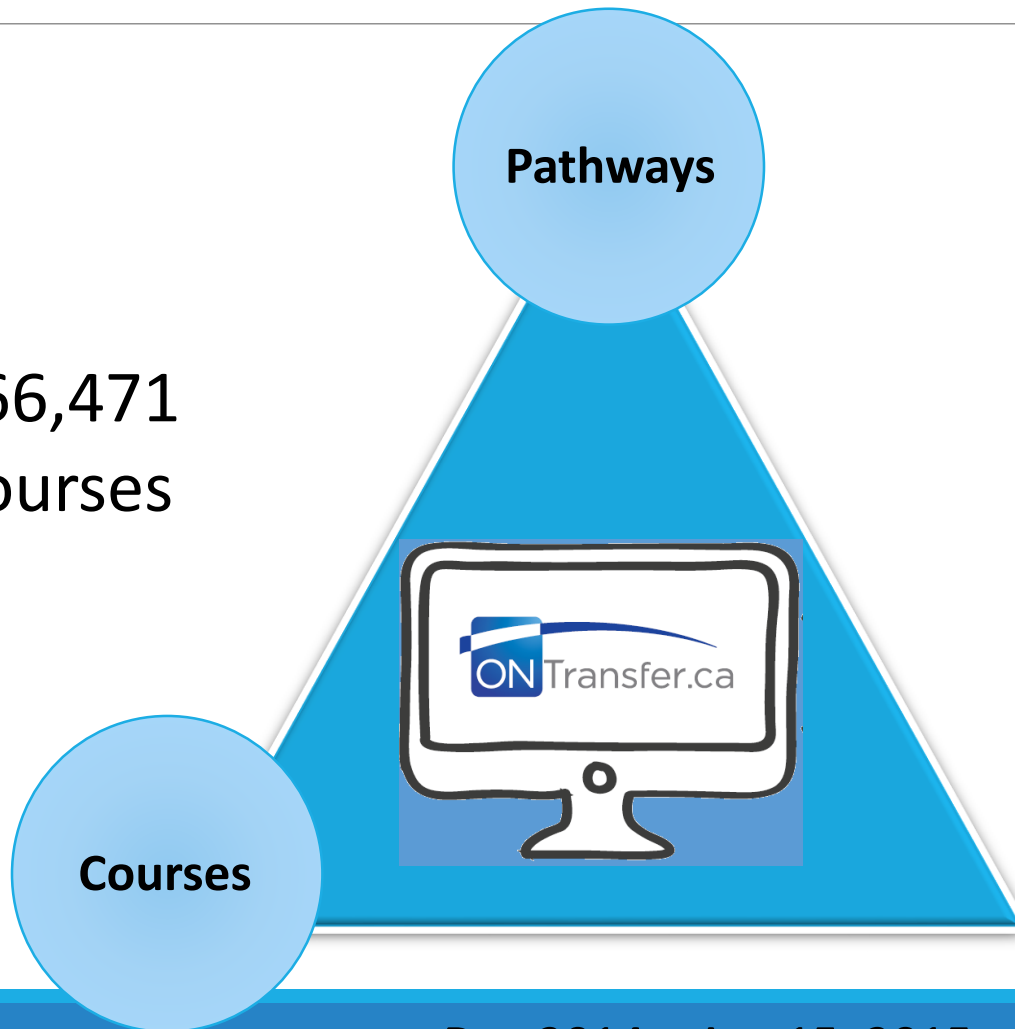


- 19,941  
Sending  
Pathways
- 9% Change

# Course Numbers

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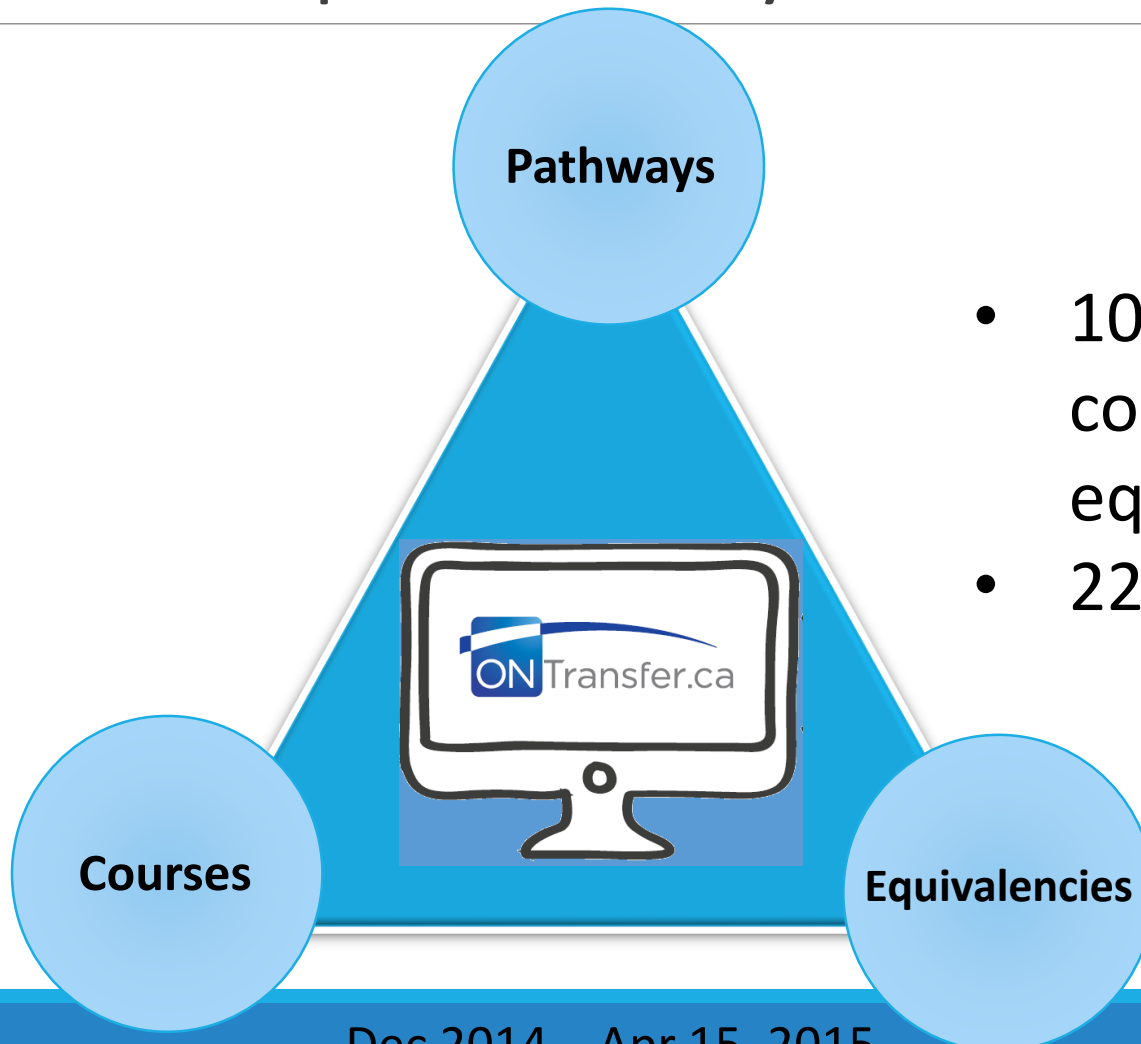
- 166,471 Courses



Dec 2014 – Apr 15, 2015

# Course Equivalency Numbers

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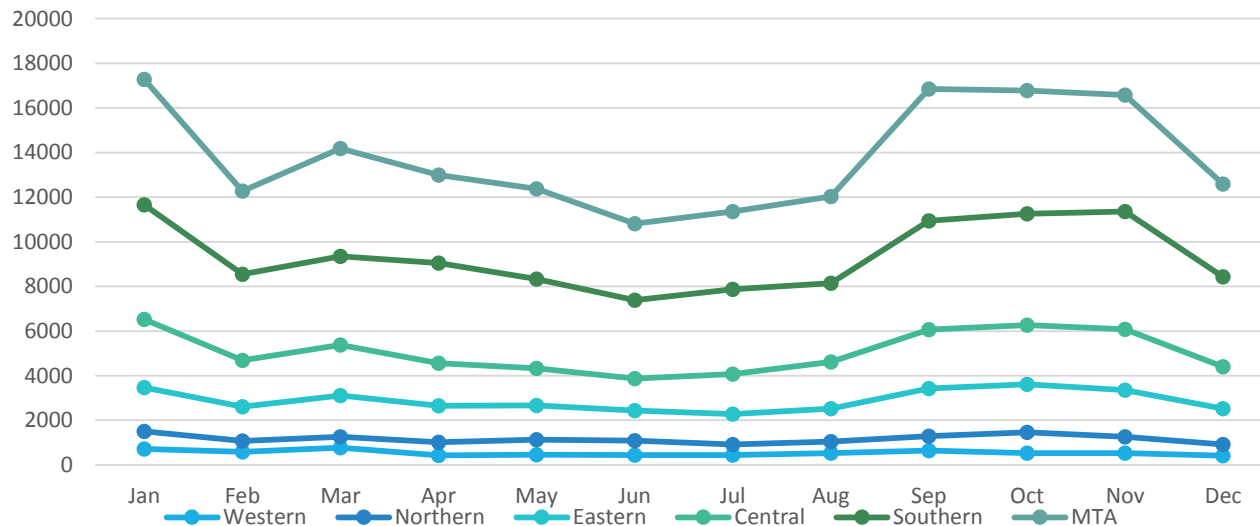
- 103,840 course equivalencies
- 22% change

Dec 2014 – Apr 15, 2015

# Pathway Search – College Student

2014 pathway searches – as Sending College  
Searches = 170,000

ALL	Western	Northern	Eastern	Central	Southern	MTA
170,000	4%	4%	12%	15%	30%	32%



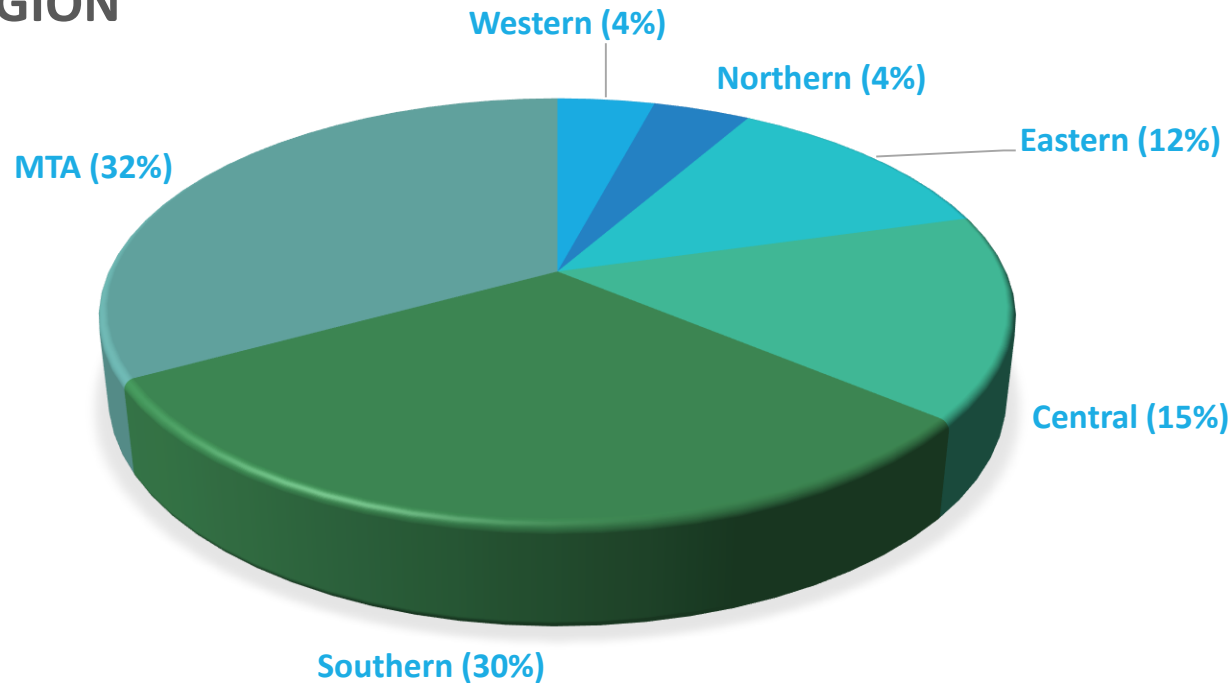
# Pathway Search – College Student

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Total 2014 searches by institution region

Metra Toronto Area = 32%

**% - REGION**



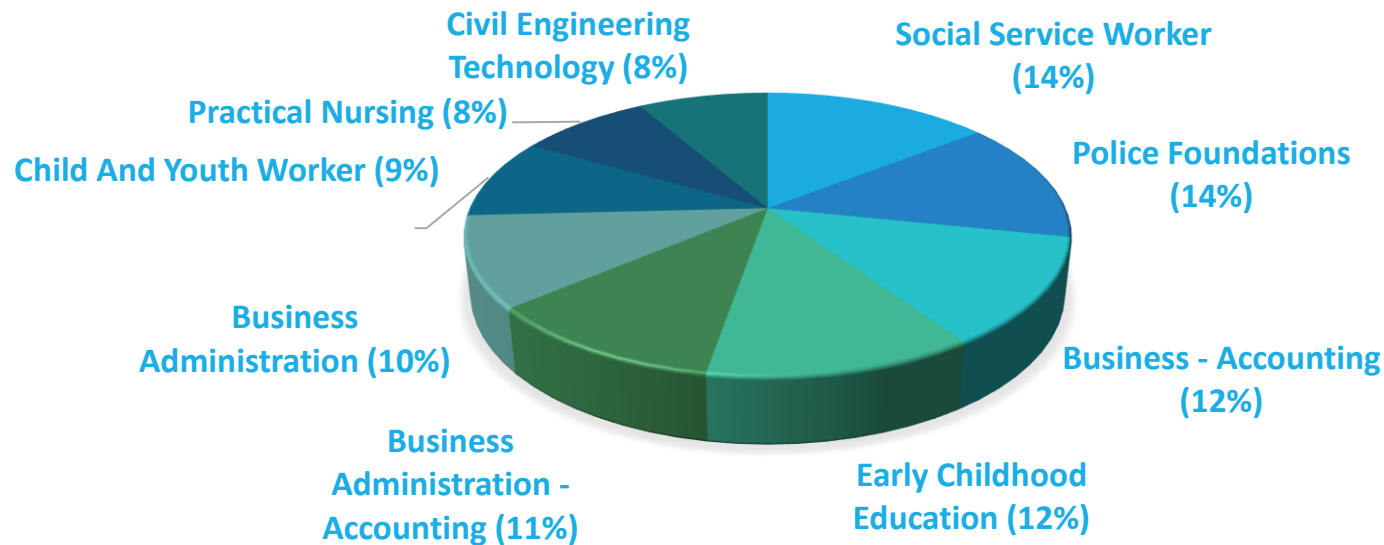


# Pathway Search – College Student

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2014 Top 9 sending programs

Social Service Worker = 14% (out of 41,500)

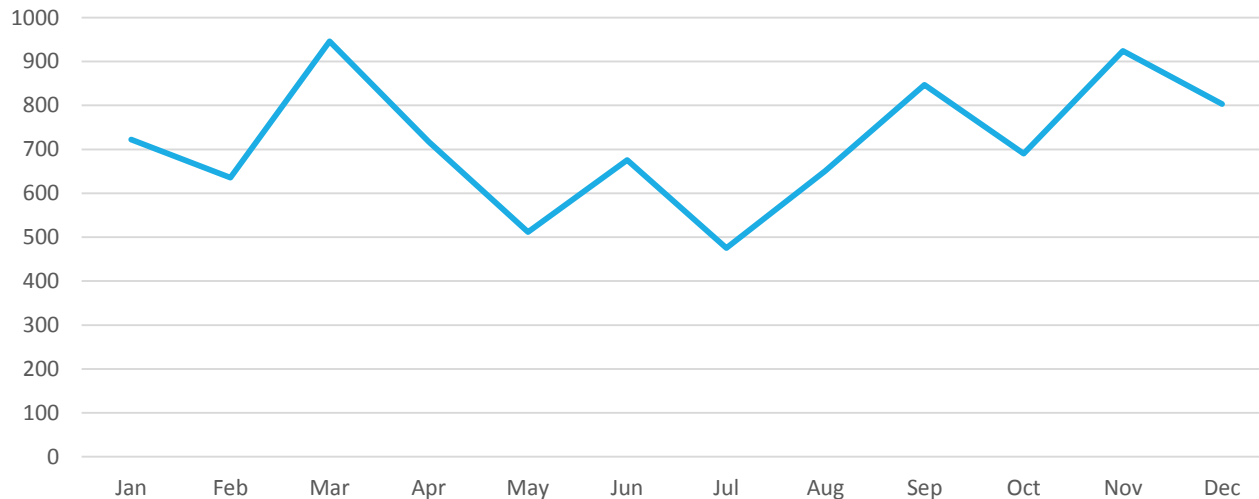


# Search for Transferable Courses

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2014 Transferable Courses Unique Page Views = 8,600  
(max = 900 min = 450)

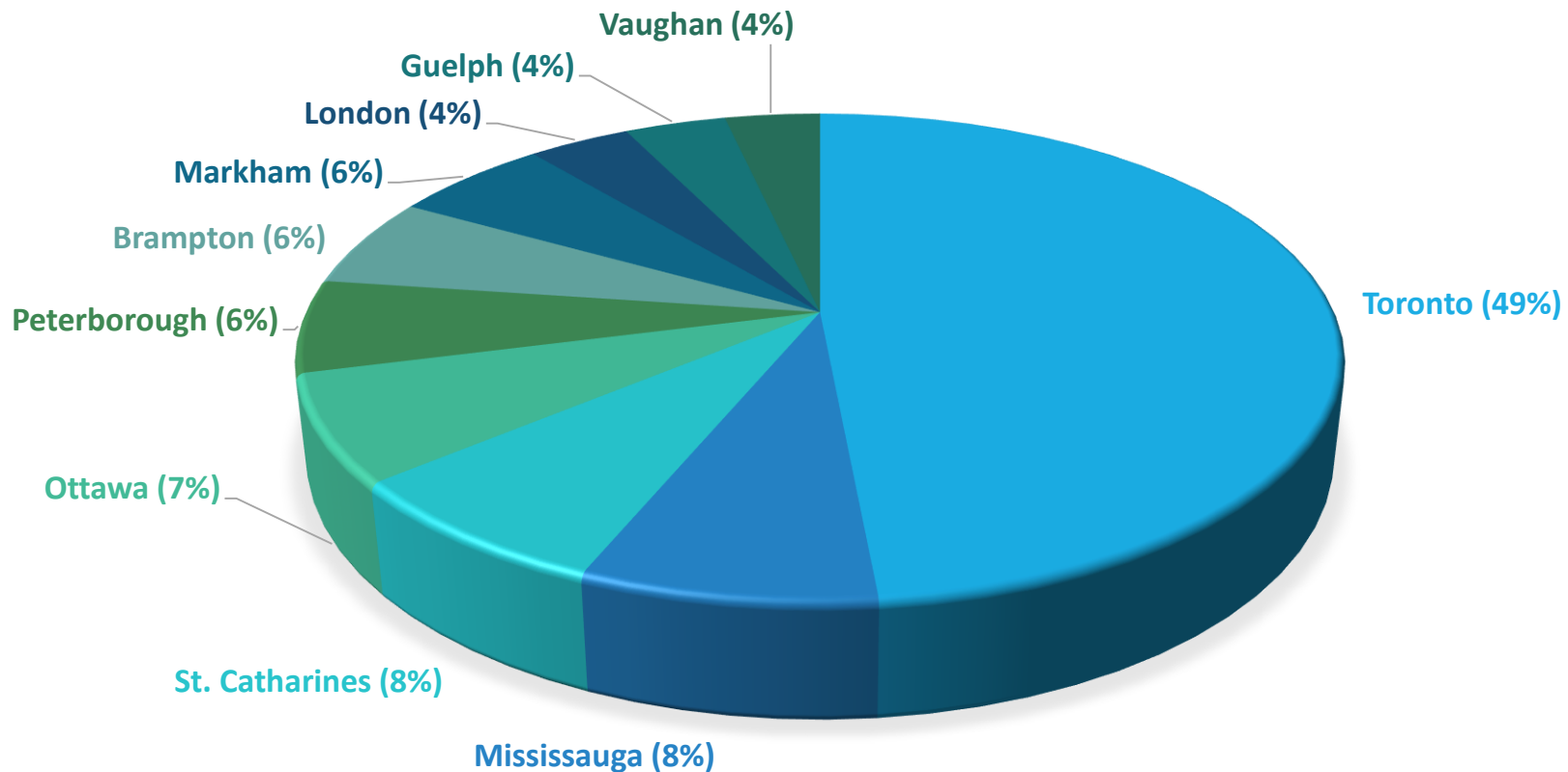
**Transferable Courses Unique Page Views**



# Search for Transferable Courses

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## TOP 10 CITIES



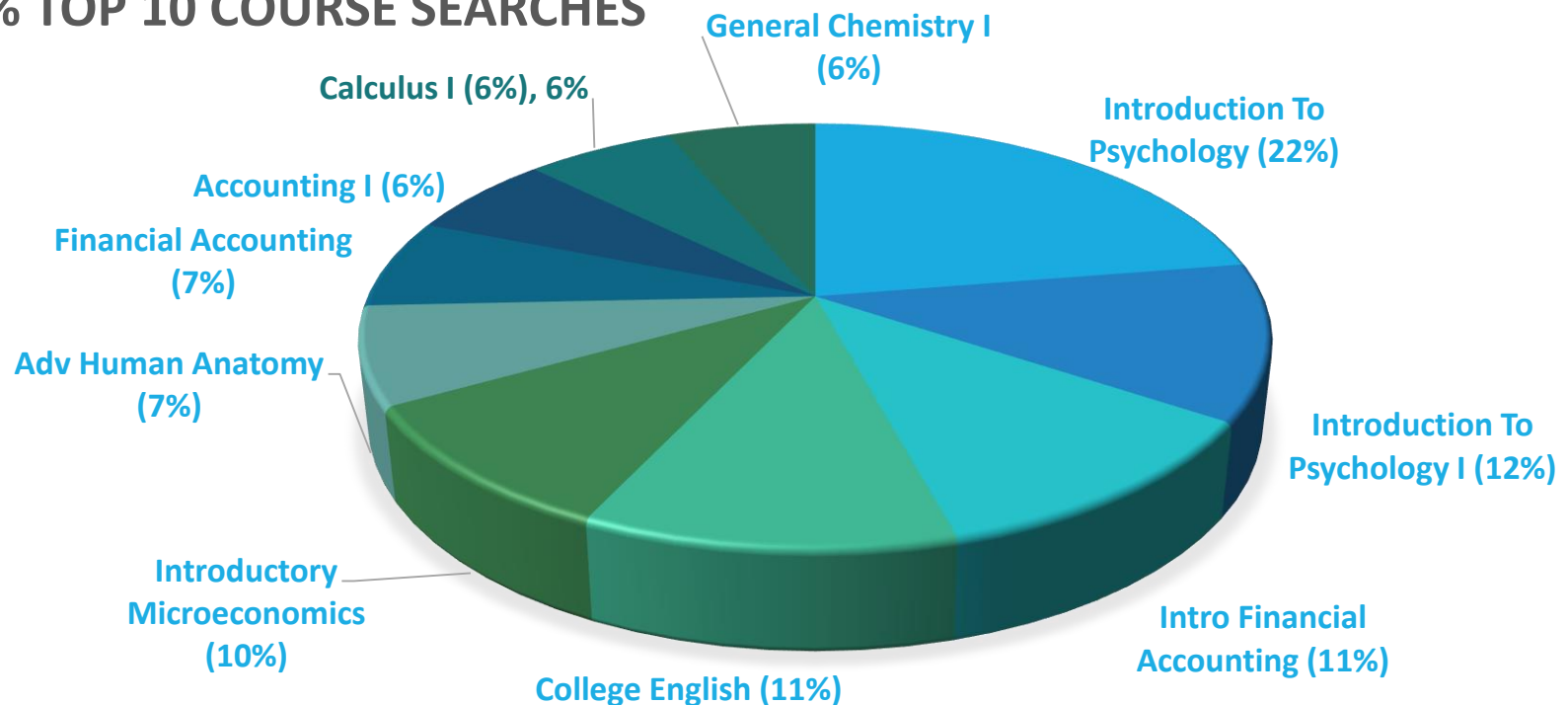
# Search for Transferable courses

---

2014 Top 10 courses

Introduction To Psychology = 22% (out of total 430)

## % TOP 10 COURSE SEARCHES



# Reports

Type	Report	Generated by
<b>Status Reports</b>		
Pathways	Receiving pathways	User
Pathways	Sending pathway	User
Course Equivalencies	Direct equivalencies	User
<b>Course Equivalencies Opportunities</b>		
Course Equivalencies	Reciprocal equivalencies opportunities	User
Course Equivalencies	Indirect equivalencies opportunities	User
<b>Diagnostic Reports</b>		
Course Equivalencies	Equivalencies with non-match source course	Request
Courses	Course update with major change	Request

# Plans for the Future

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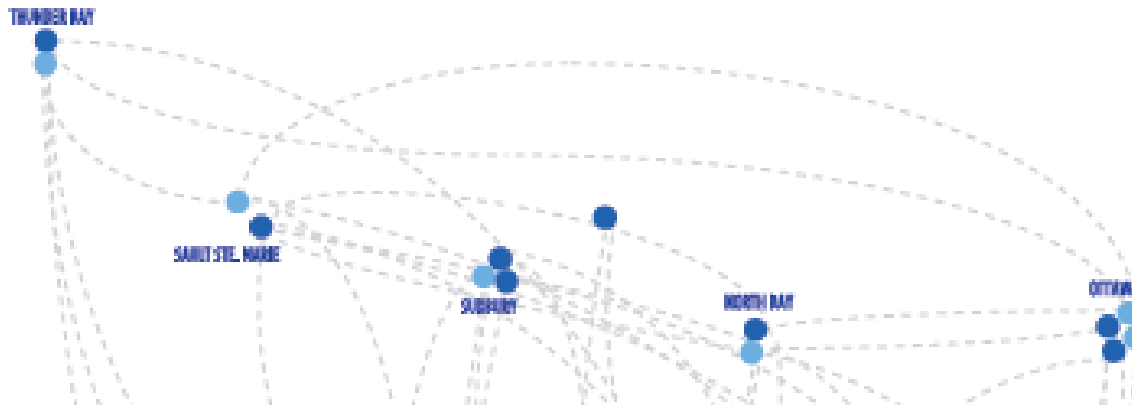
Continue marketing and outreach

Ongoing data collection

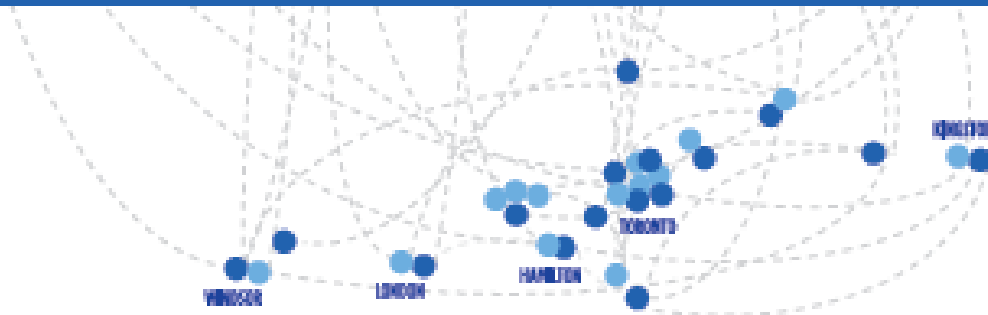
Expanded reporting capabilities

- Institution-specific reports
- Program / course specific searches

Redevelopment of ONTransfer.ca



# Questions?



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Stephanie Rose [srose@oncat.ca](mailto:srose@oncat.ca)