

International Association of Admissions Organisations 2010-04-06

The Ontario College Application Service

Agenda

- Who are we?
 - Mission
 - Brands
 - Governance
 - Location
- What do we do?
 - Application-to-college services
 - Marketing
 - Data warehousing
- How do we do what we do?
 - Sourcing mix
- Challenges and opportunities?
 - Legacy redesign
 - Demographics
- Questions

Who are we?

Not-for-profit

A non-profit corporation owned by Ontario's public colleges, supported by fees for services.



Our Mission

To support Ontario's public colleges becoming a first choice in postsecondary education through

- a reliable, applicant-centered information and application-to-college service

- marketing colleges and their programs in an integrated systems approach with Colleges Ontario and colleges

- a College System Data Warehouse which is a trusted source of business intelligence

Our brands

ONTARIO
COLLEGES .CA

ONTARIO
COLLEGES .CA

ONTARIO
COLLEGES .CA

ONTARIO
COLLEGES .CA

OCAS INC

OCAS INC
ONTARIO COLLEGE
APPLICATION SERVICE

OCAS INC
OCAS INC
ONTARIO COLLEGE
APPLICATION SERVICE

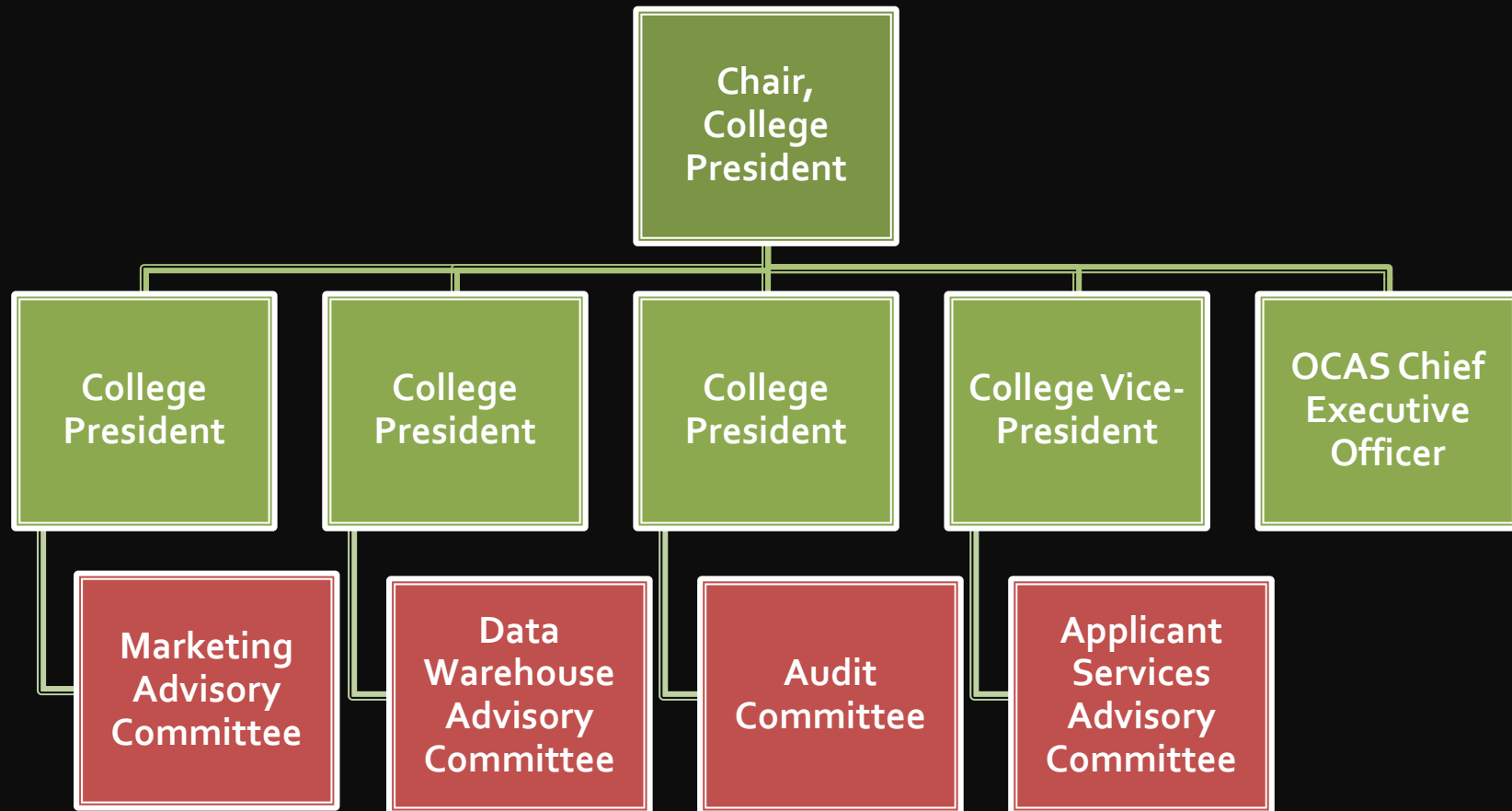
ONTARIO
COLLEGES .CA

Where are we?

Guelph, Ontario
Canada



Governance




What do we do?

What do we do?


1. Application to College Services


Ontario colleges.ca

- Online application
- Grade upload
- Electronic transcript exchange
- Credential evaluation service
- Offer posting and confirmation
- Call centre and online chat



ONTARIO COLLEGES .CA

Your future starts here  [Français](#)



YOUR FUTURE STARTS HERE

- Plan**
Make a Plan
Find out more about each of Ontario's 23 public colleges and where their campuses are located.
- Find**
Find Your Fit
Search from thousands of programs to find the ones that are right for you, then save to your Wishlist or email to a friend.
- Apply**
Apply Yourself
Apply now! You can apply to up to five colleges across the province.
Wishlist first!
- Confirm**
Confirm It
Accept the offer of admission from your college of choice and get started on the path to your future now!

Facebook

Favorite Pages 

6 of 23 Pages [See All](#)



Official
Cambrian
College
Page



Sheridan
College
Institute of
Technology
and
Advanced
Learning



St. Clair
College



facebook

Keep me logged in [Forgot your password?](#)

Sign Up **ontariocolleges.ca is on Facebook**
 Sign up for Facebook to connect with ontariocolleges.ca.

ontariocolleges.ca 
Filters

Wall
Info
Discussions
Events
Photos
Notes
>>



Karleigh Gangemi Hello, I had applied back in October and recieved acknowledgement from the colleges I had applied to within the weeks to follow. All expect one to this day that I have not recieved information if they got my application or not. Any ideas on what's going on?

3 hours ago via Facebook for iPhone · [Comment](#) · [Like](#) · [Report](#)



Karleigh Gangemi The college I haven't heard from is George Brown

3 hours ago



ontariocolleges.ca Hi Karleigh - If you have received an acknowledgement from the colleges, then they have received your application. As for acceptances, colleges started to send out offers at the beginning of February and they will continue to do so until all of their programs are filled. Sometimes it takes longer to receive an acceptance depending on things such...

[See More](#)
3 hours ago



Hailey Kurdiva Hello i forgot my password and username can u please help me lol and when are we getting out last final admission whethere where excepted er not???

Yesterday at 7:21pm · [Comment](#) · [Like](#) · [Report](#)



ontariocolleges.ca Hi Kailey,
To reset your access information you will need to call our contact centre (see INFO tab for phone # info).

As for offers of acceptance, that all depends on the program, number of applicants, when you applied, etc., etc., You will need to contact the college directly for information about offers.

...

[See More](#)
10 hours ago



Aboagye Dacosta I have another problem,i have waited so long for my transcripts from my current University but i have not yet recieved it and its taking longer than I expected so can i send my Senior high school transcripts for now?

Yesterday at 9:23am · [Comment](#) · [Like](#) · [Report](#)



ONTARIO COLLEGES .CA

APPLICANT Survey

Visit ontariocolleges.ca and complete our applicant survey for your chance to WIN!



1st prize:
Sony pocket style PC



2nd prize: Sony CyberShot digital camera



3rd prize: Sony portable DVD player

Visit ontariocolleges.ca for complete details.

February 1 was NOT the last day to apply to college.

Use the Find a Program feature (at www.ontariocolleges.ca and click on FIND) to confirm which programs are

Chat



Ask us

Odds are, we know the answer. Go on, try us. Type your question, and hit "GO"

GO

[TOP 10 QUESTIONS >>](#)

Best Response - Can I chat live with someone online?

We do have a chat option through our Customer Contact Centre.

When an agent is available, you will see "CHAT" at the bottom of this window.

Click on it and you will be joined with a live agent.



1 888.892.2228



e-mail



chat

intelli POWERED BY
response™

Your future starts here™ ●●●●

Find-a-program

- Career information, including expected earnings

- Ability to compare programs of interest side-by-side or create a wish list

- Constantly updated database of the 2,400 programs offered by colleges

- Searches can be refined by many criteria

Home | Français | Contact Us

Have a question? Ask Us

Plan 1 Find 2 Apply 3 Confirm 4

Share Print this page

We've brought you to our PARAMEDIC page based on your search. Not what you are looking for? [Click to view all results that match your keyword search for paramedic](#)

You have refined by:

- Program Category: HEALTH & MEDICAL >
- Area of Study: PARAMEDIC Remove

[clear your search](#)

Search by Keyword:

Search

Search within these results

Select a College

Select one or more colleges to see what they have to offer:

Refine Your Search

Narrow down your criteria to find the best program for you

- Program Availability
 - CLOSED (15)
 - OPEN (15)
 - WAITLISTED (6)
- Program Start Date
 - Winter (Dec 2009 - Mar 2010) (3)
 - Fall (Aug 2010 - Nov 2010) (30)
 - Winter (Dec 2010 - Mar 2011) (2)

Paramedic Programs at Ontario Colleges

What to expect from a career as a Paramedic

In Canada, the field of paramedics, emergency medical technicians (EMTs) and emergency medical services is growing in popularity. It's a great career for those who have a strong desire to help people in need.

If you're interested in Ontario college paramedic programs, here's what you need to know. [More >>](#)

More Information

- [Ontario Paramedic Association](#)
- [Paramedic Association of Canada](#)

Check out these similar programs >>

Sort by: Program Title Ascending

Results: 1 - 20 of 36

Program Title	College	Campus	Availability	Program Length	Start Date	Website	View Wishlist	Compare Selected
911 AND EMERGENCY SERVICES COMMUNICATIONS	SENECA	KING	CLOSED	1 ACADEMIC YEARS (PERIODS OF 8 MONTHS)	2010 - JAN	Visit	ADD	
911 AND EMERGENCY SERVICES COMMUNICATIONS	SENECA	KING	OPEN	1 ACADEMIC YEARS (PERIODS OF 8 MONTHS)	2010 - SEP	Visit	ADD	
911 AND EMERGENCY SERVICES COMMUNICATIONS	SENECA	KING	OPEN	1 ACADEMIC YEARS (PERIODS OF 8 MONTHS)	2011 - JAN	Visit	ADD	
ADVANCED CARE PARAMEDIC	ALGONQUIN	WOODROFFE	OPEN	1 YEARS (PERIODS OF 12 MONTHS)	2010 - SEP	Visit	ADD	
ADVANCED CARE PARAMEDIC	FANSHAWIE	LONDON	OPEN	45 WEEKS	2010 - SEP	Visit	ADD	
ADVANCED CARE PARAMEDIC	GEORGIAN	BARRIE	OPEN	2 SEMESTERS	2010 - SEP	Visit	ADD	

What do we do?

2. Marketing Services

Get a Real Job Campaign



SWISS CHEESE COUNTERFEITER

**IS NOT A REAL JOB.
BUT YOU ALREADY KNOW THAT.**

Being stuck in a damp, dank, nasty little cellar full of stinking cheese sound good to you? It's a job. It's just not a REAL job. You made the right decision about going to college, and now all you have to do is notify your college. Don't get stuck down here.

[APPLY NOW >](#)



**GET A GLIMPSE
OF A REAL JOB**



On the flip-side, there are some really great – and better still – REAL jobs you could have with a college education. Have a peek at just a few.



MONEY MATTERS

Check out the financial case for a college education, bursaries and scholarships.

89

% of college grads find work within 6 months of graduating

20,000

university students can't be wrong. They went to college afterwards.

Obay Campaign



When Amy started thinking for herself, we had to nip it in the bud with Obay.™



From the makers of WhyBecauseISaidSo.™



Luckily, Obay isn't real.

Sure, you want what's best for your kids, but when it comes to post-secondary education, pushing them to do what you want isn't right.

Explore all the options at ontariocolleges.ca

From the makers of WhyBecauseISaidSo.™

My Education Campaign

IT'S ALL ABOUT

M.E.

I've got goals.
Let's talk
about College.

For a higher education that's
right for me, I'm checking all
my options at

myeducation.me

ADVERTISING • FILM • HEALTH CARE • INFORMATION TECHNOLOGY • AVIATION •
FINANCE AND ADMINISTRATION • TOURISM ARTS • CONSTRUCTION TECHNOLOGY • TOURISM •
ENVIRONMENTAL AND NATURAL RESOURCES AND MUCH MORE TO CHOOSE FROM AT myeducation.me



IT'S NOT ABOUT

M.E.

My son has goals. College has
great options. I'm ready to listen.

It's their future. For higher education
options that will help them reach their
goals, check

myeducation.me



ADVERTISING • FILM • HEALTH CARE • INFORMATION TECHNOLOGY • AVIATION •
FINANCE AND ADMINISTRATION • TOURISM ARTS • CONSTRUCTION TECHNOLOGY • TOURISM •
ENVIRONMENTAL AND NATURAL RESOURCES AND MUCH MORE TO CHOOSE FROM AT myeducation.me

Apply Early & Win Campaign

ONTARIO COLLEGES .CA

\$2000

\$1000

\$500

APPLY EARLY & WIN

MARK YOUR CALENDAR.
ontariocolleges.ca wants to help you pay for your college education. Apply online before **JANUARY 15, 2010** for your chance to WIN one of three cash prizes, valued at \$2000, \$1000 and \$500.

Start your college career off right - Apply Early & Win today!

APPLY EARLY & WIN TODAY!

Rules & Regulations

L8 is GR8 Campaign

ONTARIO
COLLEGES .CA

L8 IS GR8 !

Apply and pay online
between 1 am & 7 am,
January 16 - 28, 2010
for a chance to win!



Each night during the contest
we will be giving away an
Apple iPod nano . . .that's
13 chances to WIN!



RULES &
REGULATIONS

ONTARIO
COLLEGES .CA

Survey Campaign

ONTARIO COLLEGES .CA

 **APPLICANT Survey**

Apply to college and then complete the applicant survey to WIN!

1st prize: Sony pocket style PC



2nd prize: Sony CyberShot digital camera



3rd prize: Sony portable DVD player



Start Survey Now!
We value your feedback.

RULES & REGULATIONS

Skilled Trade Campaign

Picture Yourself in a Skilled Trade

Your future starts here.

ONTARIO COLLEGES .CA

Picture yourself in a skilled trade!

Picture yourself in a skilled trade!

ONTARIO COLLEGES .CA

ONTARIO COLLEGES .CA

Skills Canada



ONTARIO COLLEGES .CA

Picture Yourself in a Skilled Trade
Your future starts here.



Information Tour

Get your Frisbee Here!

LEARN & WIN FRISBEE CONTEST

ONTARIO COLLEGES .CA

LEARN & WIN FRISBEE CONTEST

\$500 \$1,500 \$250

gift cadeau
RECYCLED MATERIALS
MATÉRIAU RECYCLÉ

ONTARIO COLLEGES .CA

What do we do?

3. Data Warehouse Services

Products

- Data repository for the college system
- Historic application and enrolment information
- Enrolment projections
- Self-serve business intelligence tools

ONTARIO
COLLEGES .CA



10% of college applicants
are between the age of 31-40.

HAVE A UNIVERSITY DEGREE.

DATA TELLS A STORY.

VISIT OCAS.CA

ocasTM
ONTARIO COLLEGE
APPLICATION SERVICE

The advertisement features a close-up of an older man with glasses and a surprised expression. The background is white with a green dotted pattern. The text is in a mix of black, orange, and green colors. A small orange arrow points from the text 'DATA TELLS A STORY.' towards the OCAS logo.

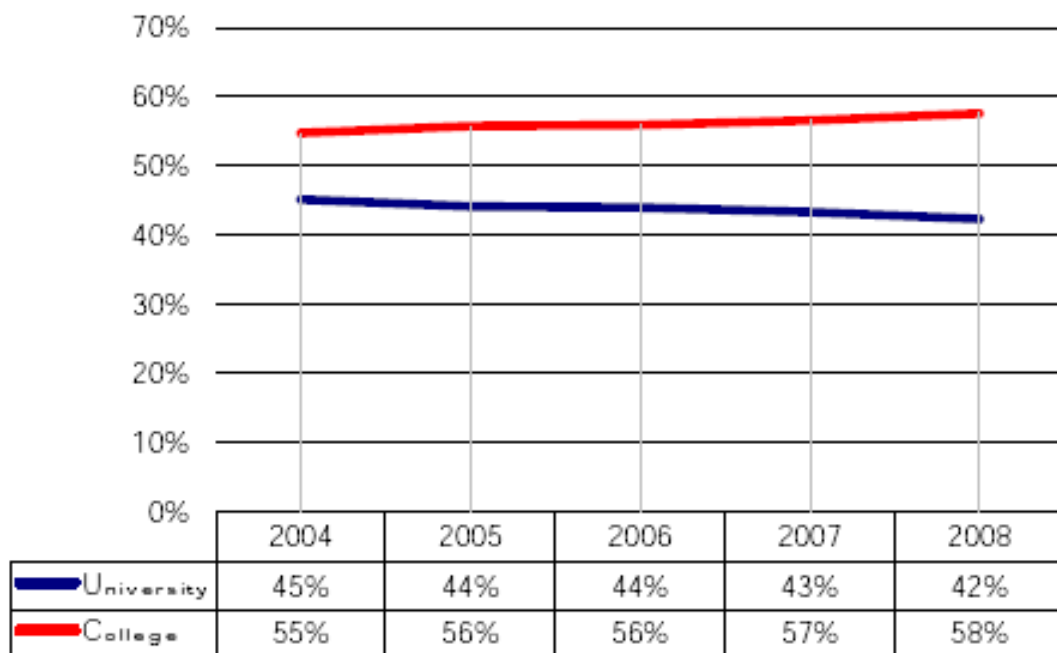
College-Uni Market Share

London Market Share

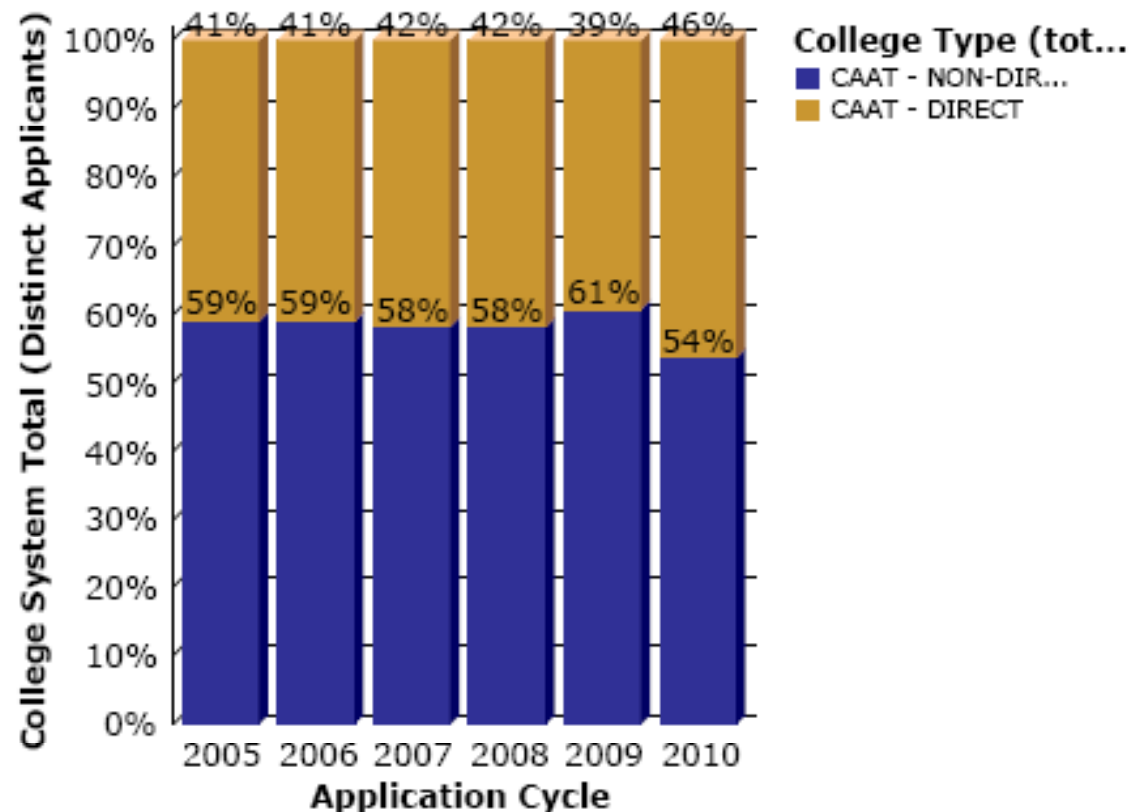
College	2004	2005	2006	2007	2008
Fanshawe	6,884	6,899	7,029	7,285	7,591
Total	6,884	6,899	7,029	7,285	7,591

University	2004	2005	2006	2007	2008
Western	5,677	5,459	5,528	5,583	5,579
Total	5,677	5,459	5,528	5,583	5,579

Combined	12,561	12,358	12,557	12,868	13,170
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Direct vs. Non-Direct

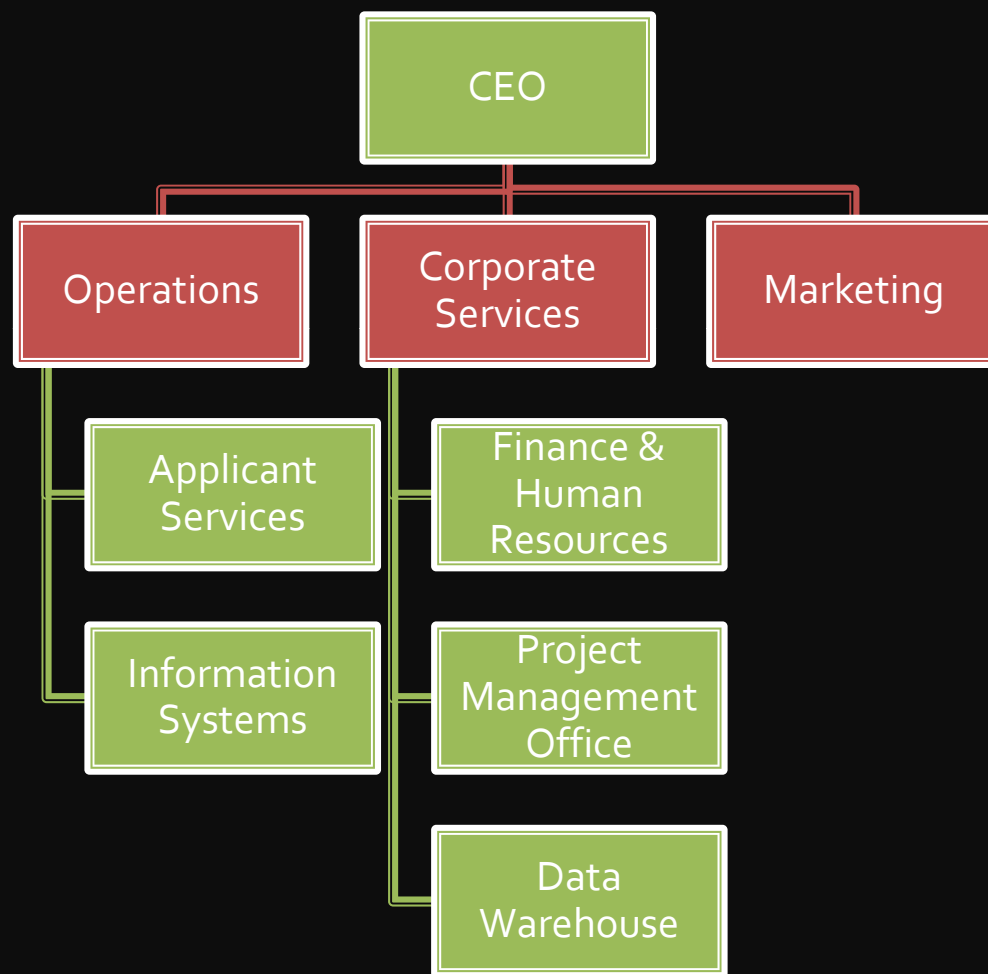


College System Total (Distinct Applicants)		2005	2006	2007	2008	2009	2010
CAAT	NON-DIRECT	80,853	81,118	84,503	87,417	100,089	69,197
	DIRECT	56,028	56,237	60,544	62,733	64,633	59,736
	Applicant Type	136,881	137,355	145,047	150,150	164,722	128,933

How do we do what we do?

Structure

- 32 full-time employees



Our sourcing mix

■ Retained Service

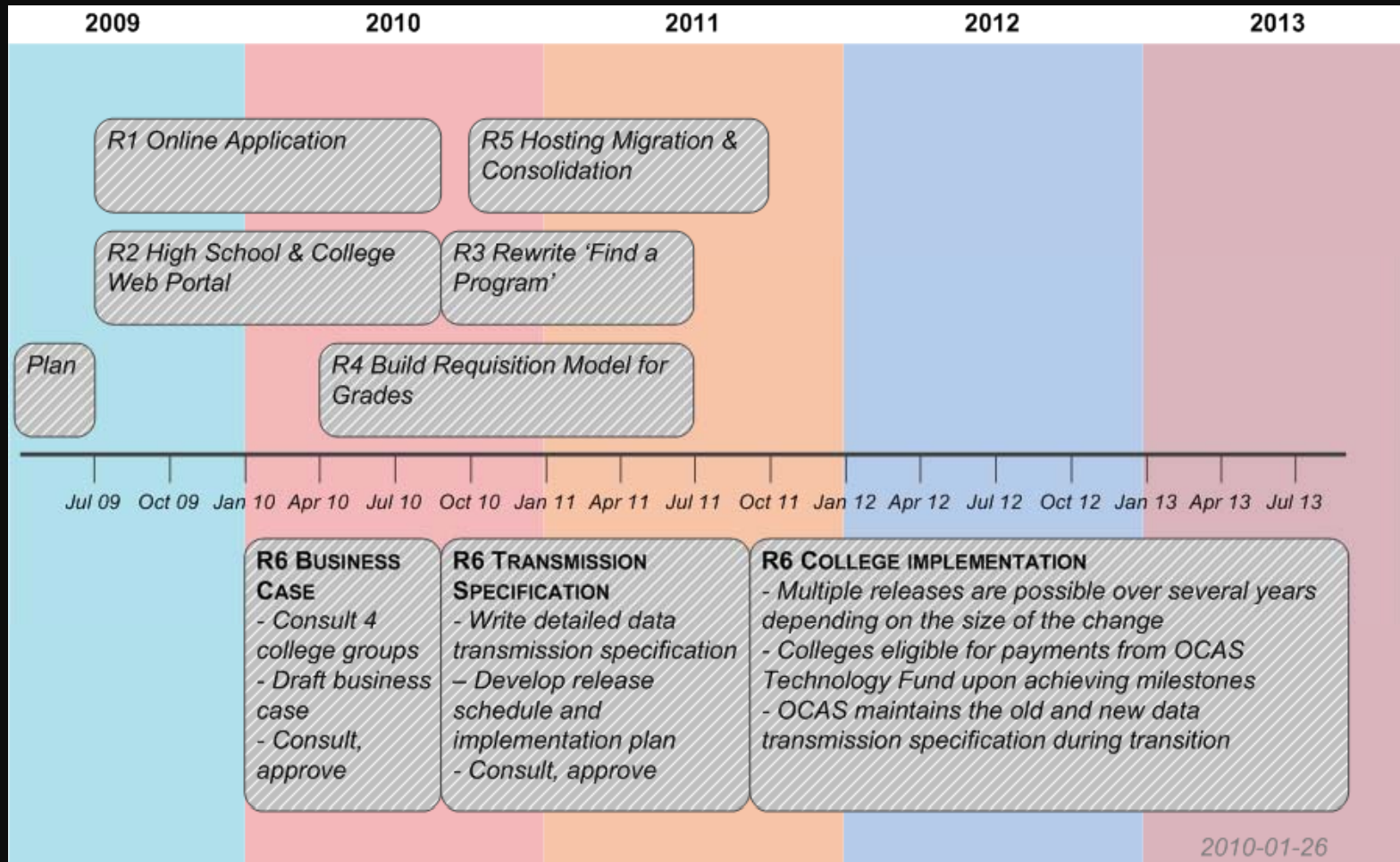
- System and service design
- Marketing and communications
- Finance and administration
- Data warehouse
- Call centre management
- Project management

■ Outsourced Services

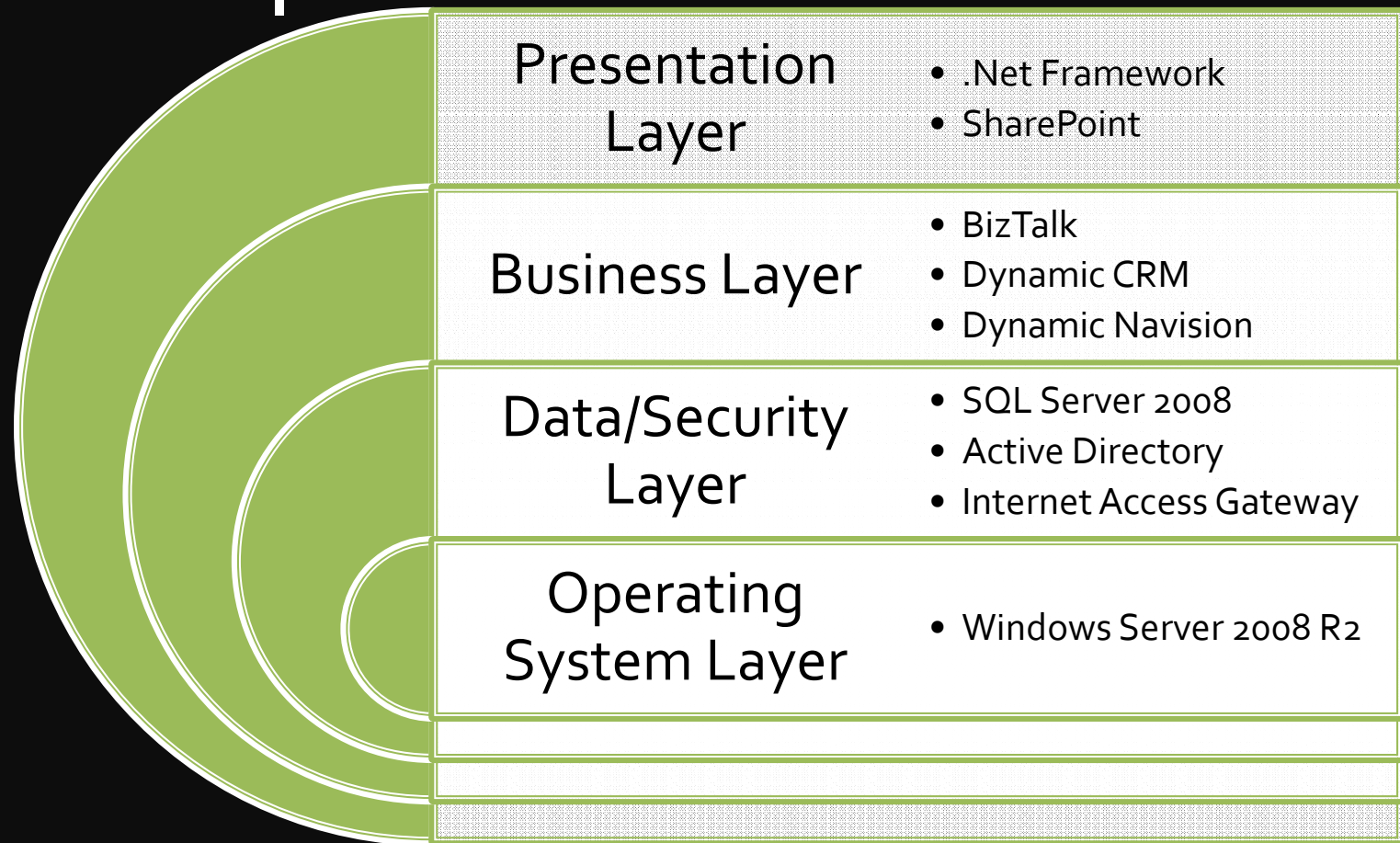
- System development (India, Toronto & Sri Lanka)
- Desktop management
- Hosting of production and web servers
- Web-caching
- Database administration
- Call centre staffing
- Printing & fulfillment
- Project management

What are our challenges and opportunities?

Legacy Redesign

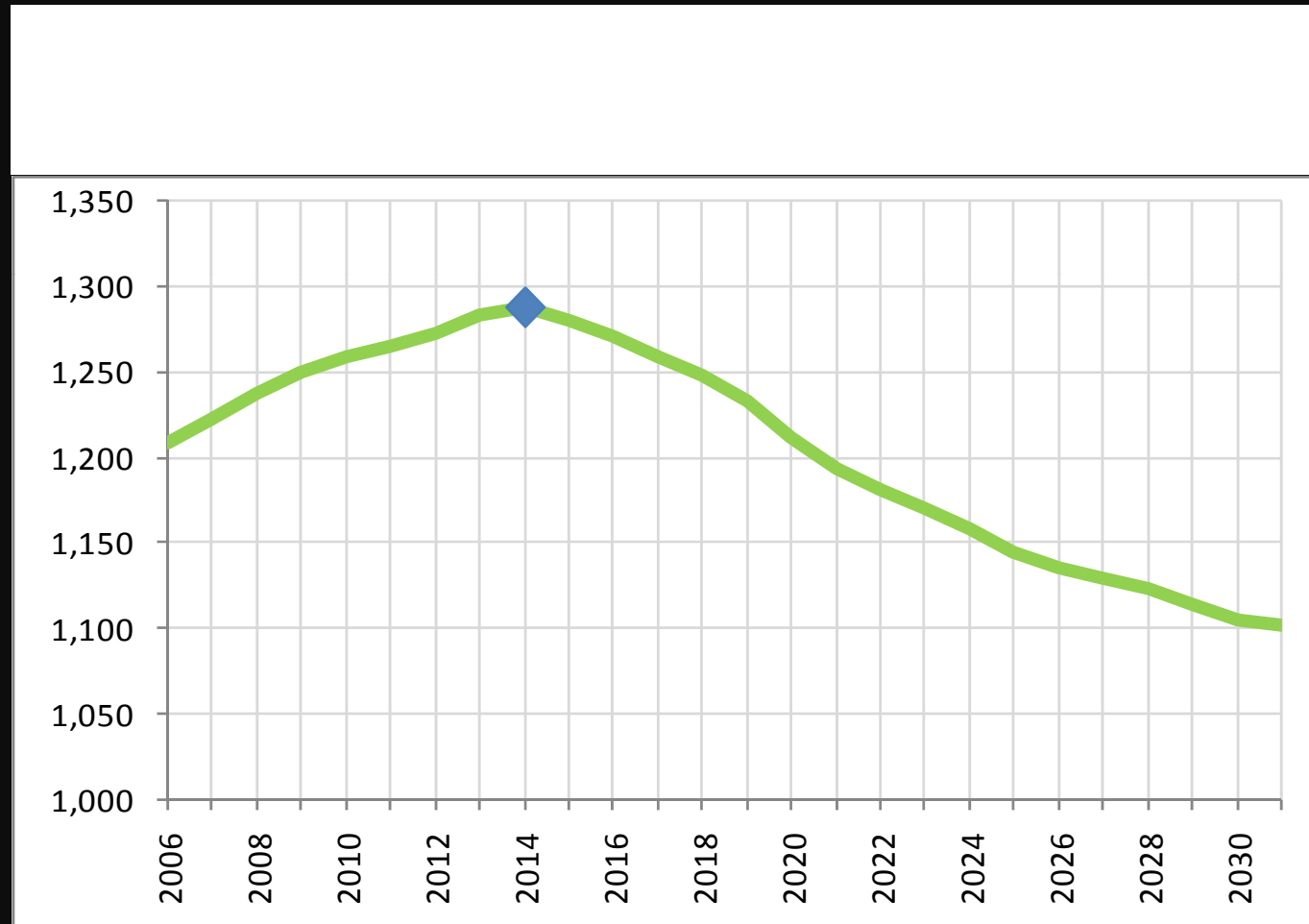


Microsoft in Redesign



Demographic

Projection of 18 - 24 year olds in Ontario to 2031



For a copy of this presentation, visit www.ocas.ca and click 'about us'
For further information, contact Greg Hughes hughes@ocas.ca

Questions?