

## Senate Meeting

November 21, 2025

### Placement Questions

1. What efforts and funding are being developed for graduate student recruitment?  
i.e. visiting other Canadian universities for example. – Greg/Marva

As part of the Strategic Enrolment Management (SEM) plan, graduate student admissions and recruitment have been identified as one of the key priorities for additional funding in the 2026/27 budget. The VPAR has prioritized this area for investment in 2026/27 in support of the SEM's third goal to strengthen graduate capacity. To this end, the VPAR and AVP Research and Dean of Graduate Studies are working with HR on a position classification to add staffing capacity in this area in the new year.

Currently, in the absence of central recruiting for graduate students, individual Faculties have taken the lead in promoting their programs. For example, MBA and MAIS host information sessions ([MBA](#)), and this year MBA led the way in attending a select number of graduate recruitment fairs. Programs create their own collateral/assets, including info postcards.

The Faculty of Graduate Studies has:

Promoted graduate study amongst UPEI undergraduate students:

- Event – [Grad School: More Possible Than You Think!](#) - promoted the accessibility of graduate level study & highlighted UPEI's graduate programs of particular interest to Arts
- [Program - Student Program for Research Engagement & Excellence](#), brings together undergraduate & graduate students, promotes further study & research based careers

Created new recruitment supporting web resources:

- IslandScholar Profile update: Scholars can now indicate if seeking new Masters &/or Doctoral students, e.g., profile of [Dr. Chris Power](#)
- Added new informational pages [Seeking a Research Supervisor](#) (guidance to direct interested students to resources for contacting potential supervisors), [Financing UPEI Graduate Studies](#) (costs & sources of funds)
- [Panthers as Researchers](#) webpage - populating by collaborating with Communications to generate student Spotlights (pending publishing: 1 MSc MCS & 1 MEd Inclusive Education), highlighting students & alumni in key programs with recruitment needs to raise awareness of the programs

2. How are we promoting some of our novel programming like IKERAS, Cleantech, Sustainable Eng., and Green Chem. – Greg (Angelina/Marva)

#### IKERAS:

- The unit priority will be to recruit for the new Bachelor of Arts in Indigenous Studies program. IKERAS had a lunch and learn information session on November 13, 2025, to share key elements of this new program.
- There are currently 50 students in the minor. The students in the minor have formed a student executive who are a significant part of the recruitment plan. These students will be asked to help with the launch of the new program.
- The Dean will meet with the Guidance Counsellors on December 12, 2025, to present the new program.
- IKERAS will work closely with the Recruitment Office to arrange visits with the ten high schools.
- Faculty will work in teams to visit high schools and share information about the new program. Faculty have reviewed the programs of the students who are currently in the minor and are prepared to do academic advising as needed.
- New brochures with information on the new program will be created. A full mail out to all the universities in Canada will be done.

#### Cleantech:

In the Spring of 2025, the Cleantech team worked with marketing (in-house and with Cleantech Academy) on ads for radio & social media, and collateral development. They also held 2 Zoom recruitment sessions with the UPEI Recruitment team.

Currently,

- a student assistant was hired to take on recruiting. Working closely with UPEI Marketing, and the Program Director (Dr. Sebastien Parker), a dedicated marketing strategy for the program was developed. They are sending program information to leads and prospective students who submit inquiries through the UPEI webpage. Since September, this avenue alone has generated over 100 expressions of interest.

- the program's administrative assistant has
    - been strengthening the program's social media presence.
    - collaborated with Alumni Engagement to connect with alumni who graduated since 2015 to help promote the Cleantech program.
    - hosted a table during the UPEISU Holiday Market on November 26, where the Cleantech program was featured through a program-themed giveaway. (20 students entered the draw, and of those, 11 indicated they would like to receive additional information about the program.)
    - organized an interdisciplinary promotional event for January
  - UPEI faculty have been representing UPEI at discipline-specific conferences and academic spaces. E.g., In September, Andrew Halliday (a cross appointed faculty between Cleantech and Island Studies) attended a graduate studies fair in NL where he promoted the Cleantech and Island Studies program. Senator Marissa Clapson visited several graduate recruitment events in Ontario during November, funded by Faculties of Grad Studies, Science and Cleantech. There Dr. Clapson promoted Green Chemistry, Cleantech, and the broader Science programs at UPEI at a graduate-student-run conference at Western U, had speaking engagements at the University of Waterloo and U of T, promote Cleantech, Green Chemistry.
  - Dr. Parker has been promoting the program to his undergraduate students, and plans classroom visits during the winter semester.
  - Dr. Sweeney-Nixon and Kendra Mellish met with 2 colleges in Ontario. We are investigating how to map pathways to graduate learning for their degree students.
3. Can we have an update on the AI Advisory Group and proposals, please? – Greg (Mark)

The AI Advisory Group is chaired by Dr. Chris Power. Its mandate is to facilitate institutional capacity-building and competency development in AI applications across the areas of: 1) teaching and learning; 2) scholarship and research; and 3) administration and operations. The AIAG received proposals recently from across campus for projects that aim to enhance and/or reorient existing curricula to emphasize distinctly human skills and capabilities in the program of study as it evolves in response to AI systems. A funding envelope for successful proposals has been allocated from the Office of the VPAR. A selection committee of AIAG will be reviewing proposals and selecting projects to proceed. In the near future, another

call for proposals will be issued in another selected area of AI capacity-building and competency development. For further information, contact Dr. Chris Power.