

# THOMPSON RIVERS UNIVERSITY



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**create  
your own  
experience**



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# Thompson Rivers University (TRU)



Founded in 1970, public,  
degree-granting university

Located in Kamloops, British  
Columbia, Canada

10,000 Canadian students

16,000 distance students

Over 1,700 international students  
from 80 countries



- About 350 km northeast of Vancouver (45 minutes by plane or 3.5 hours by car)
- Connecting flights to Vancouver and Calgary
- Small city of 90,000 people



## Kamloops, British Columbia



# Challenges

More than  
90 universities in Canada

16 universities  
in BC

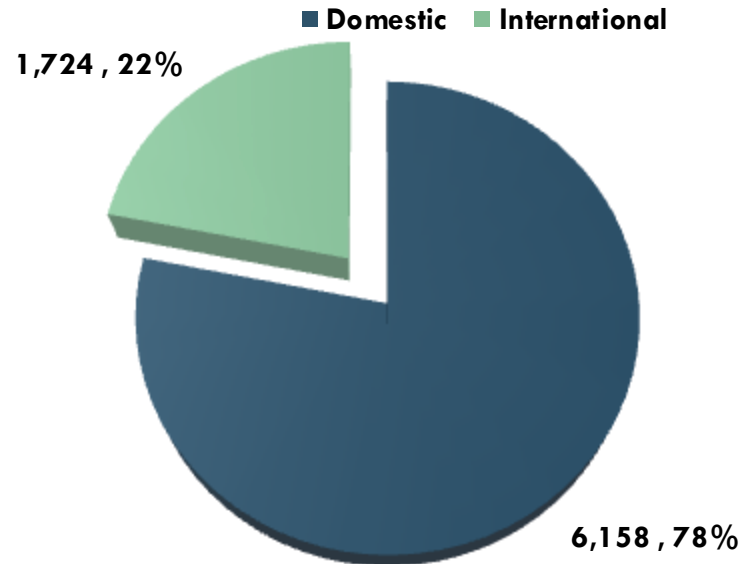
People know Toronto,  
Montreal, Vancouver  
Kamloops is not a well  
known city

TRU is not in  
top rankings



# TRU International Enrolments

Fall 2014 Enrolment 7,882 students



# Recruitment

Fam Tours

Fairs

Social  
media

Site visits

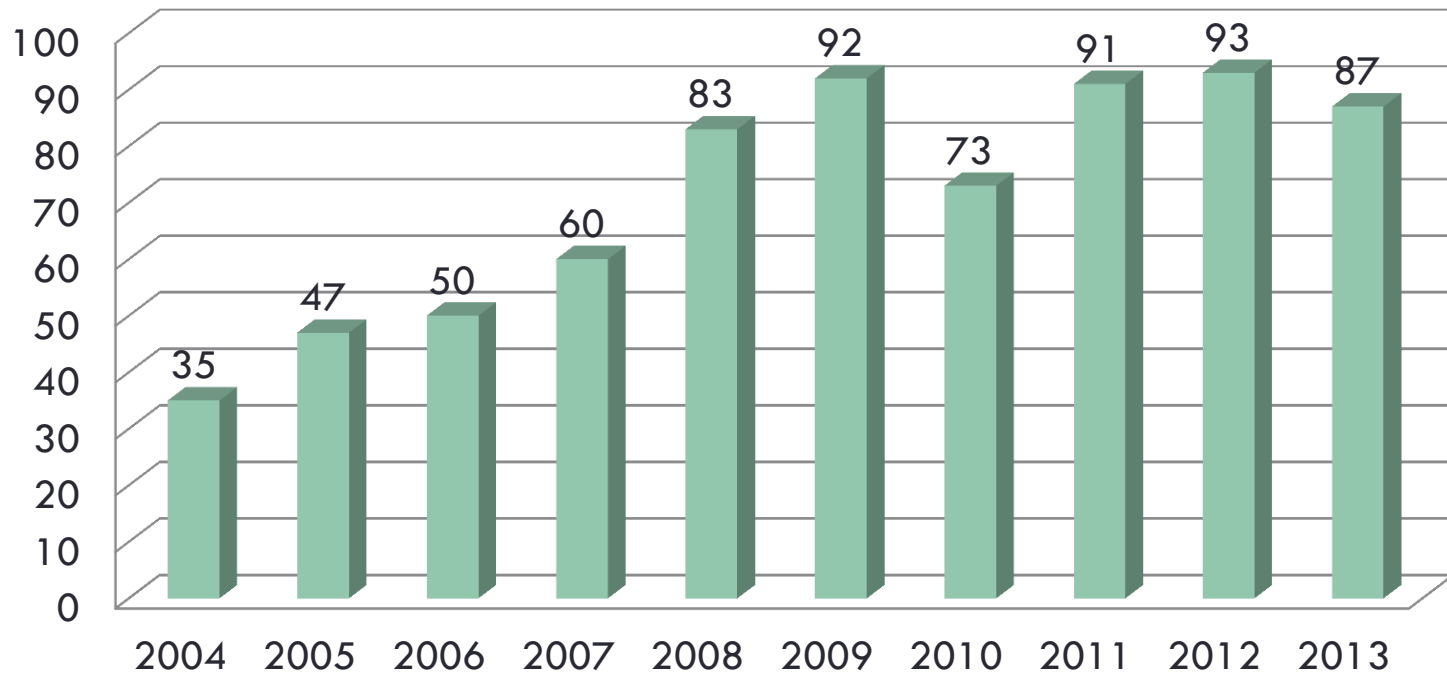
Webinars

THOMPSON RIVERS  UNIVERSITY  
TRU WORLD



# Producing Agents

Number of Agents Sending 1 Student or More





# Q & A

Thank You

