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## Laurier earns high marks in Maclean's university rankings

WATERLOO – Wilfrid Laurier University has again earned high marks in the annual Maclean's Rankings of Canadian Universities, placing seventh in its category nationally for both highest quality and for best overall.

For reputation, Laurier ranked fourth among Ontario universities in its category and seventh nationally in its category. For most innovative, Laurier ranked seventh nationally in its category.

"Laurier continues to do well in the most important categories and in student satisfaction surveys," said Deborah MacLatchy, vice-president: academic and provost. "We are committed to providing an excellent range of undergraduate and professional programs, as well as an extraordinary student experience."

Maclean's lists Laurier in the comprehensive category, which includes 15 universities across the country with a "significant degree of research activity and a wide range of programs at the undergraduate and graduate level, including professional programs."

To focus on students who will be applying for the 2015-16 academic year, Laurier has launched an online marketing program using student testimonials and short videos on Youtube, together with search engine marketing and online display ads. These efforts will direct prospective students to the new Laurier website, a redesign launched on Oct. 27. The new site can be found at [wlu.ca](http://wlu.ca) and the videos are posted to <https://www.youtube.com/watch?v=bntrsDXDhuw>

Wilfrid Laurier University is a leading Canadian university with a distinct commitment to teaching, research and scholarship combined with a strong student focus, high levels of student satisfaction and a deep sense of community. It has campuses in Waterloo and Brantford, as well as a Faculty of Social Work in Kitchener, an office in Toronto, an MBA program based in Toronto, and an office in Chongqing, China.