



UNIVERSITY OF
TORONTO

UNIVERSITY RELATIONS ANNUAL REPORT 2010-2011



Cover: CIBC Run for the Cure
Photo Credit: Rick Chard

Strong relationships and effective communications help sustain and advance the University of Toronto's role as one of the world's leading institutions for research and teaching. University Relations works closely with governments, peer institutions and international and national organizations to develop, strengthen, and maintain these ties and promote U of T's strong brand.

University Relations acts as an advocate on behalf of the University at home and around the world. Fostering important relationships helps ensure that the University is heard by key decision makers, whether they are in governments in Canada or in institutions internationally.

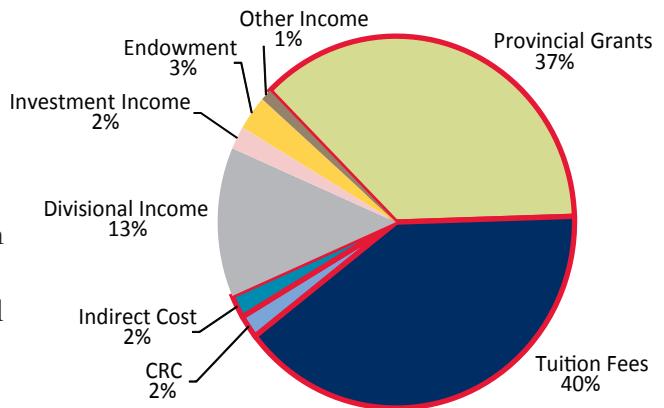
In an increasingly noisy and competitive environment, University Relations tells the stories of U of T to an ever-wider audience. Through media relations and online communications platforms such as the newly-created News Site, University Relations delivers compelling accounts of the important research, inspired teaching and many accomplishments of U of T faculty, students, staff and alumni.

By spreading the word about U of T and developing and maintaining strong relationships, University Relations plays a vital role in helping the University achieve its mission in Canada and the world.

ADVOCACY AND INCREASED GOVERNMENT SUPPORT

Approximately 81% of the University's operating revenue is derived from government through the provincial grant, tuition and federal dollars supporting research at the University. The economic downturn and significant pressures on available funds, both at the provincial and federal levels, require strong relationship building and advocacy with government partners. Policy advocacy is an important component to increase support at all levels of government and is crucial to support the University's mission.

2011-2012 Sources of Operating Revenue



■ New Capital funding (\$75 million total)

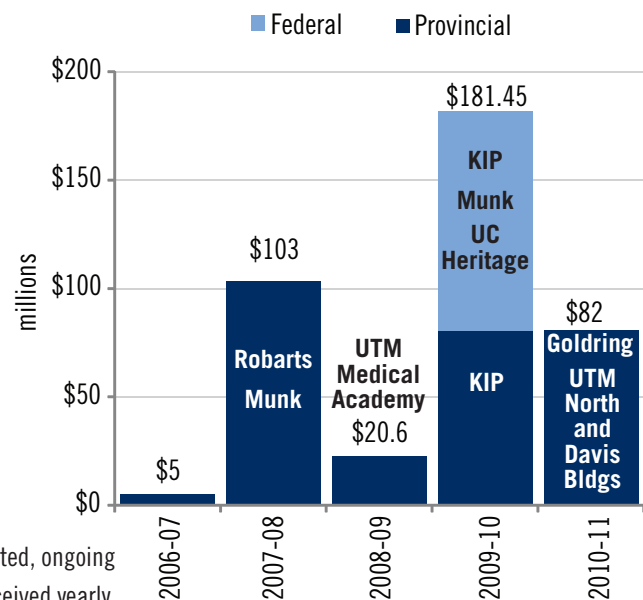
This year, funding was secured for two major capital projects. The University of Toronto was one of nine Universities to secure funding from Phase I of the Provincial Long-term Capital Plan investments in 2011.

UTM North and Davis Buildings Revitalization - **\$52.5M**
(funding flows over four years starting in 2012)

Goldring Centre for Higher Performance Sport - **\$22.5M** (2011)

Capital Funding Summary

(Excluding Graduate Capital)



Note: In addition to the projects noted, ongoing Facilities Renewal Funding is received yearly.

■ Advocacy and Increased Government Support

UTSC Instructional Centre opens its doors



Corneliu Chisu, MP for Pickering–Scarborough East, and John Milloy, Minister of Training, Colleges and Universities, joined other guests on August 31, 2011 to officially open the Instructional Centre at the University of Toronto Scarborough.

The \$78-million, 15,000-square-metre, facility received funding from both the federal and provincial governments through the Knowledge Infrastructure Program. The Instructional Centre has been built to Leadership in Energy and Environmental Design (LEED) Silver sustainability standards and features rooftop photovoltaic solar array systems and a green roof.

■ Additional Operating Funding

Flow of multi-year allocations for the:

University of Toronto Mississauga Medical Academy

(Provincial funding of \$8.2 million in 2010/2011 with an on-going commitment)

Institute for Municipal Finance and Governance

Provincial funding of \$0.4 million in 2010/2011 for a total of \$1.2M over three years)

■ Sectorial Advocacy

To support additional enrolment growth over the next five years (41,000) the Ontario Government committed three years of additional funding to support further undergraduate (\$163M) and graduate enrolment growth (\$54M).

To support the university sector and innovation agenda during a period of overall fiscal restraint, the Federal Government made the modest investments including granting councils (\$37M), the indirect cost program (\$10M), and 10 additional CERC's (\$53.5M).

■ Specific Initiatives

Development of the University's Long-term Capital Plan to the Ontario Government and related advocacy which led to a total of \$75M in approved funding for Goldring and the UTM North and Davis Building Revitalizations.

Advocacy for Pan Am - working with the City on remediation of University of Toronto Scarborough lands.

■ Accountability and Reporting

Over the past year the reporting and accountability requirements from Government have continued to grow. In 2010-11 additional accountability and reporting requirements were required in a variety of Government funded initiatives. These include:

- Knowledge Infrastructure Program (KIP) – monthly financial, quarterly progress and final close-out report for three capital projects.
- Canada Centre for Global Security Studies at the Munk School of Global Affairs – contribution agreement and related negotiations.
- Multi-year Accountability Agreement (MYAA) Report Back – including a total of 35 system-wide performance measures and institutional-specific examples for each of the three campuses.

■ Advocacy and Increased Government Support

■ Community Relations

University Relations works in partnership with communities to engage our neighbours and provide them with opportunities to learn about the University's plans and initiatives. It is important for there to be a positive relationship with the city and surrounding communities. In the past year, we have worked closely with developers, the city and neighbourhood associations on capital projects.

The [Community Impact web site](#) continues to be updated and recently a new home page was launched in cooperation with the Division of University Advancement incorporating stories and events of community engagement.

Support continues for faculty and student initiatives as well as larger community events such as the CIBC Run for the Cure.

Varsity Blues Football with Mayor Rob Ford



Mayor Ford joins President David Naylor for the ceremonial kick-off at the Varsity Blues' 174th game against Queen's University's Golden Gaels.

From left to right, are: Ira Jacobs, Dean, Faculty of Physical Education and Health, Mary Beth Challoner, Faculty of Physical Education and Health, Mayor Rob Ford and President David Naylor.

Photo Credit: Jing-Ling Kao-Beserve

INSTITUTIONAL DATA ANALYSIS

University Relations provides input to ranking organizations to ensure the use of appropriate measures and consistency within the data definitions for high profile university rankings. In 2010–2011, the University achieved excellent results from a variety of ranking surveys and in particular from *Newsweek's Rankings of Best International Schools* and *Times Higher Education*. University Relations continues to take a leadership role in the discussions on appropriate methodology and measures for external rankings, and in accountability documentation such as the Performance Indicators.

Results



[Home](#)

Newsweek names U of T one of top three schools outside U.S.

[In good company with Oxford and Cambridge](#)

Jennifer Lanthier

The University of Toronto is one of the top three schools in the world outside the United States – behind only the University of Cambridge and University of Oxford – in one of the latest releases of the 2011 rankings season.

The *Newsweek* College Rankings Report 2011 includes four Canadian universities among what it calls “the best halls of higher learning outside America’s borders.” The University of



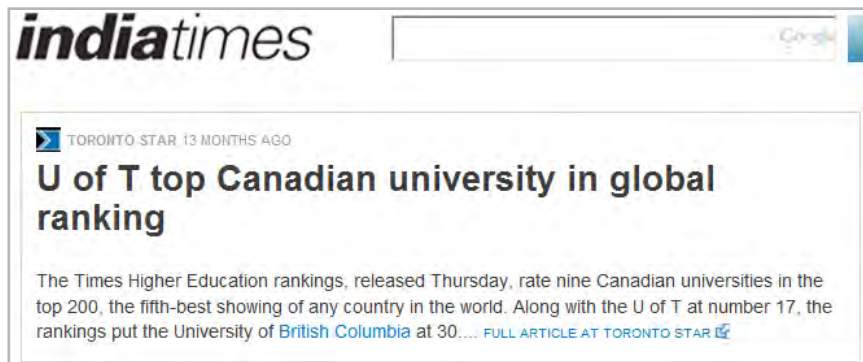
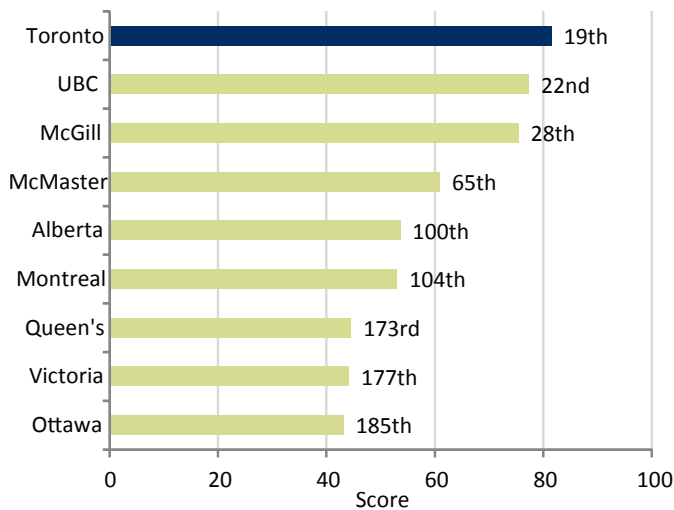
Newsweek Ranking of Best International Schools 2011

1. Cambridge
2. Oxford
- 3. University of Toronto**
4. University of Tokyo
5. University College London
6. Swiss Federal Institute of Technology-ETH Zurich
7. Kyoto University
8. University of British Columbia
9. University of Munich
10. University of Melbourne

[Read More...](#)

Times Higher Education Overall Ranking 2011

Canadian Universities in the Top 200



Summary of Selected Rankings

	Times Higher Education 2011	Shanghai Jiao Tong 2011	Newsweek 2011	QS World University Rankings 2011	HEEACT 2010	SCImago 2011
Toronto	19	26	3	23	9	8
McGill	28	64	13	17	35	58
British Columbia	22	37	8	51	32	38
Alberta	100	102-150	*	100	72	59
McMaster	65	89	15	159	76	139
Montréal	104	102-150	*	137	86	123
Queen's	173	201-300	*	144	250	279
Waterloo	*	151-200	*	160	261	191
Western	*	201-300	*	157	179	180
Calgary	*	151-200	*	218=	157	128
Dalhousie	*	201-300	*	234	268	312
Ottawa	185	201-300	*	256=	189	213
Laval	*	201-300	*	*	187	274

Last updated October 11, 2011

INCREASED SCOPE AND VALUE OF BRAND

University Relations works to promote awareness of the University among prospective undergraduate students in particular and the general public more broadly.

Based on qualitative and quantitative market research and in close collaboration with the Office of Student Recruitment, an online advertising campaign was developed to appear on websites frequented by university-bound 17- to 19-year-olds. The online advertisements lead prospective students to the U of T Facebook page, where they learn more about U of T and the application process.

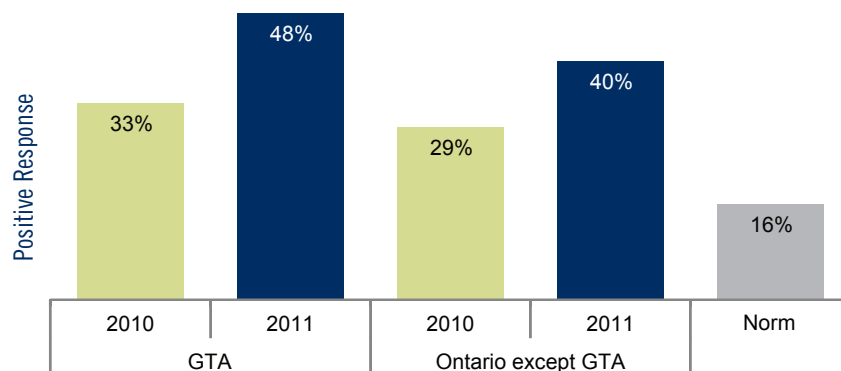
University Relations also oversaw a Google keyword advertising campaign designed to encourage visits to the university website. When visitors to Google enter any one of approximately one thousand search terms, a text ad for the university appears at or near the top of the page. This campaign has achieved approximately twice the *click-through rate* associated with similar advertising.

University Relations will continue to work closely with Student Recruitment and with the Division of University Advancement to help ensure consistent messaging across all platforms.

■ Measurable results indicating significant progress

This year the University continued the “University of...” online advertising campaign to prospective undergraduate students. Post-campaign market research showed that recognition of the online ads among the target audience increased significantly in both the GTA (from 33% in 2010 to 48% in 2011) and in the rest of Ontario (from 29% in 2010 to 40% in 2011).























Example: Have you seen any of the U of T advertisements on the Internet?



Results of Specific On-line Ads

Focus groups were used to determine which specific ads were most effective. When prospective students were asked “Have you seen any of these advertisements on the Internet?”, the number of positive replies was encouraging. Each sequence of three frames represents a single online advertisement targeted to prospective undergraduate students. The messaging in each advertisement emphasizes the University of Toronto’s unparalleled research accomplishments and opportunities, and the rich co-curricular life that students enjoy at U of T.

Have you seen any of these U of T advertisements on the Internet?

			ONLINE AD NORM IS 6%		
			National	GTA	Ontario outside of GTA
			20%	30%	24%
			15%	23%	15%
			13%	16%	11%
			13%	15%	12%
			12%	16%	11%
			12%	14%	13%
			11%	17%	10%
			11%	15%	12%

■ Increased Scope and Value of Brand

■ Direct Marketing

The University sent three email blasts (November, February, April) to prospective students. The *delivered open rates* and *clicks per opened email* were significantly above industry benchmarks. The *open rate* for our emails was 60% versus 20% for other studentawards.com emails and between 5% and 18% for email marketing in general. The *click-through rate* in our emails – for example the link to the March Break open house page or to the Facebook page – was 20%, compared to about 5% for the industry.

■ Specific Ads

Targeted use of paid advertising focused on publications such as the *Report on Business*' special information report on Brazil and Canada where a U of T ad complemented the lead story featuring the University of Toronto.



From climate change to the economy, the University of Toronto is asking the most pressing questions of the day. And thanks to the international exchange of ideas, we're answering them. It's what makes U of T #17 on the U.K.'s prestigious *Times Higher Education World University Rankings* and the #1 research university in Canada. At U of T, we believe that talent and ideas are borderless.



CANADA'S ANSWERS TO THE WORLD'S QUESTIONS.

Studentawards.com email blast



COMMUNICATIONS

2010-2011: A Digital Year

As the proliferation of technological devices grows, and with the popularity of tablets and smart cell phones, we are moving away from print products. In September 2011, we ceased production of the paper *Bulletin*, moving to an on-line *Bulletin*. In addition, we launched [U of T News](#) and the Blue Book database was overhauled.

■ Bulletin

Following a full assessment of the readership, advertising and effectiveness of the print Bulletin, the Bulletin went digital. The new Bulletin, an electronic newsletter that will be published twice a week, is designed to provide information to all U of T staff and faculty. The last paper edition of the Bulletin chronicled the publication's long history, reflecting some of the important moments and personalities of more than 65 years at the University of Toronto.

■ U of T News

U of T News launched in mid-September 2011. It features news from U of T that will be of interest to a broad external and internal audience, from people who have worked at the University for decades to those who are finding out about us for the first time. The wide variety of stories on the site, ranges from the latest research breakthroughs to the accomplishments of our extraordinary faculty, staff, students and alumni. The response has been positive and the page hits continue to grow.

■ Twitter - UofTNewsUpdate

The UofTNewsUpdate twitter feed pushes content from both the U of T News site and the U of T Media Room site and allows followers to get real time updates on the latest happenings at the University. Currently, three thousand, five hundred and eighty six people follow the twitter feed.

The following three pages feature examples of the Bulletin and News suite of products.



the Bulletin

Oct. 04/11   

Volume 5
Number 10



RAIN FOR THE CURE?
A little precipitation didn't dampen the spirits of the runners at Sunday's CIBC Run for the Cure, as the Thriving@UofT team from the Faculty of Physical Education and Health demonstrates. Pictured are Back row (left to right) Lisa Collins, Edwin Lucero, Patrik de los Reyes, Kristen Taylor, Alexandra Ruhr, Frances Lee, Leesa Kwong, Alison Canning, Darcy Brioux, Joanna De Gouveia. Bottom row (left to right) Amy Dinaut, Marr Kelly, Wenda Kwong, Jade Lee-Midghal. Very front row: Pippin.

STAFF & FACULTY NEWS



U OF T, CUPE REACH AGREEMENT
The university and its full-time service workers have reached a tentative agreement ...


ASKING ASKME PARTICIPANTS
Organizers of this year's ASkMe program urge participants to complete a quick survey about the experience...

25 YEARS AND GROWING
U of T Scarborough's women and gender studies program is going strong 25 years after it began ...

REMEMBERING GORDON SLEMON
The former dean of engineering, Gordon Slemmon, died last week. Flags on all three campuses flew at half mast Sept. 30 in his memory ...

related stories: [faculty & staff](#)

RESEARCH NEWS



SHOWCASING NANOTECHNOLOGY
U of T researchers had the recent opportunity to discuss collaborative funding with potential industry partners...


BYE, BYE BATTERIES
U of T engineers are looking for more efficient ways to store fuel ...

OZONE ALERT
The Arctic ozone layer experienced unprecedented loss last year ...

related stories: [research](#)

MANUFACTURING IS ALIVE IN ONTARIO

THE SPORTING LIFE



DONNELLY HAS GAELS BEGGING FOR MERCY
Blues pitcher Ryan Donnelly threw a no-hitter last weekend, blanking Queen's 11-0 and invoking the mercy rule ...

JEWETT JUBILANT
Third-year runner Tamara Jewett won her second consecutive cross-country race, earning gold in Chicago ...

BLUES SHUT OUT LAURENTIAN
The Varsity Blues men's soccer team blanked Laurentian last weekend, giving them a 5-1-1 record ...

related stories: [varsity blues](#)

BLUES MASTER MARTLETS

Redefined Bulletin

This publication is emailed to all staff and faculty twice weekly and promotes the stories on the U of T News site.
Read More...

HOT TICKETS/EVENTS



A NEW ERA IN COMPUTING

- WHITHER NUNAVUT**
Why won't Ottawa consider devolution of powers? Find out more Oct. 6 ...
- ETHIOPIAN EXPERIENCE**
Nursing professor Amy Bender talks about the opportunities for nursing students in Addis Ababa Oct. 6 ...
- ARTSIDE OUT**
U of T Scarborough's largest multi-disciplinary arts festival takes place Oct. 6 ...

related stories: [arts](#)

ACCENT ON TEACHING

- TEACHING TOOLS**
The Centre for Teaching Support and Innovation has put together a toolkit for new faculty that will also resonate with returning professors ...

related stories: [teaching](#)

GROW YOUR CAREER

- BEST IN BENEFITS**
Learn all about what your U of T benefits provide at this Oct. 5 benefits fair...

STUDENT EXPERIENCE

- iPODS AND THE ENVIRONMENT**
U of T Scarborough students explored the campus ravine recently to learn about biodiversity, tuning into the pertinent information on their iPods...

related stories: [student life](#)

MANAGING WORK & LIFE

- TAKE A BREAK AND GET A GRIP**
Don't miss the opening keynote for Healthy Workplace Month Oct. 4 ... if you're in overload it's even more important to attend ...

AWARDS & FELLOWSHIPS

- FAST APPROACHING DEADLINES**
Nomination deadlines are upcoming for the [Canadian Science and Engineering Hall of Fame](#), the [Dan David Prize](#), the [Trudeau Fellows](#) and the [Royal Society of Canada](#)

If you are planning to submit a nomination, or have any award-related questions, please contact [Elissa Strome](#), Director of Strategic Initiatives.

Check the [QVPR awards and honours webpage](#) for a full list of awards.

ARTSZONE

- WORDS AND MUSIC**
Enjoy Singers and the Spoken Word Oct. 4 ...
- JAZZ IT UP**
U of T's small jazz ensembles perform Oct. 5 ...

related stories: [arts](#)

DID YOU KNOW ...

that Biox, a U of T spinoff company, produces 60 million litres of biodiesel fuel annually?

--- 2010 Community Impact Report
www.impactutoronto.ca

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New U of T News Site home page



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HEADLINES



Herbivore populations, food supply in danger

U of T helps province evaluate child welfare system

Unprecedented Arctic ozone loss occurred last winter

Ontario manufacturing sector remains strong

[More →](#)

MORE NEWS more

- **Energy storage is ripe for reinvention**
Friday, September 30, 2011
 Pity the poor batteries, solar cells and capacitors. They've been huddled on the sidelines watching memory prices plummet, computing...
- **Sexual Diversity Centre at U of T honours DeGrassi creator and Academy Award-winning screenwriter**
Thursday, September 29, 2011
 The Mark S. Bonham Centre for Sexual Diversity Studies, located at University College, University of Toronto, celebrated the...
- **Bad drivers unmasked**
Thursday, September 29, 2011
 Everyone "knows" that new immigrants cause more car accidents than Canadians of long standing; they don't understand our signs...

Search U of T News

OUR FACULTY & STAFF more




In Memoriam


Guberman leads UTSC women and gender studies program as it turns 25




Canada's history infuses Murakami's poetry

FEATURES more

- 

Liberty and the Arab Spring
Wednesday, September 28, 2011
 What would Isaiah Berlin have said about the Arab Spring? This question was the springboard for Liberty and the Arab Spring, an event held Sept. 22 and co-sponsored by U of T's Department of...
- 

Alumna portrays troubled surgeon on TV
Monday, September 26, 2011
 Even though Trinity College graduate Caterina Scorsone worked as a professional actor throughout her childhood and teen years, the introspective Scorsone was never sure it should be her only path...
- 

Marshall's Laws
Wednesday, September 21, 2011
 It's inconspicuous, even humble, just about the size of a tall two-car garage off a parking lot, near the larger buildings that make up St. Michael's College. On the summer day I visit,...

U OF T IN THE MEDIA more

- Doing a number on bad cholesterol
- Targeting cells' "microenvironment" to fight breast cancer
- New York gallery faces criticism for Bob Dylan exhibition

POPULAR TODAY

- Newsweek names U of T one of top three schools outside U.S.
- Energy storage is ripe for reinvention
- U of T helps province evaluate child welfare system

MULTIMEDIA more



A sneak peek at U of T Lip Dub

EVENTS more

- **ArtSide Out**
Oct. 6, 2011
 U of T Scarborough's day-long, multidisciplinary arts festival
- **A New Era in Computing**
Oct. 6, 2011
 Microsoft's chief research and strategy officer shares his insights.
- **Singers and the Spoken Word**
Oct. 4, 2011
 Enjoy poetry, recitations, monologues and dialogues.

U of T News Twitter Feed

Read More...

About @UofTNewsUpdate

596	78	3,586	186
Tweets	Following	Followers	Listed

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[Businesses](#) [Media](#) [Developers](#) [Resources](#) © 2011 Twi

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<http://www.news.utoronto.ca/>

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UofTNewsUpdate UofT News
Dissecting the Ontario election with Professor Graham White #UofT - bit.ly/ntOFXD
7 Oct

UofTNewsUpdate UofT News
I Only Date Boys Who Vote #UofT - bit.ly/nhJ7Rt
8 Oct

UofTNewsUpdate UofT News
I-Think, therefore, I am - @RotmanSchool brings integrative thinking to public schools: bit.ly/mQA2il
5 Oct

UofTNewsUpdate UofT News
U of T showcases social innovation research prowess - bit.ly/q7gJ1
5 Oct

UofTNewsUpdate UofT News
Herbivore populations will go down as temperatures go up, U of T study - bit.ly/pKdraY
4 Oct

UofTNewsUpdate UofT News
Doing a number on bad cholesterol - bit.ly/mR7WpL
4 Oct

UofTNewsUpdate UofT News
Targeting cells' 'microenvironment' to fight breast cancer #breastcancer - usat.ly/nXbU97
3 Oct

■ Convocation

Numerous tools were employed this year to promote Spring Convocations. Convocation speeches were recorded and posted on-line; a web site was created to promote the stories around convocation ceremonies; media advisories were issued and assistance was provided to ensure that Convocation Plaza was welcoming to our newest graduates. Please visit <http://www.news.utoronto.ca/tags/convocation-spring-2011> for a highlights of Spring Convocation 2011.

the Honorary Degrees CONVOCATION 2011

Honorary Degrees | Convocation Stories | Chancellor's Message

Great Global Contributions

Nandan Nilekani Convocation speech: 5/31/2011 2:30 PM
 leader in Indian social & economic development

[Watch Nandan Nilekani's speech](#)

Nandan Nilekani is co-founder of Infosys Technologies Ltd., a global corporation that has placed India at the forefront of information technology services. Nilekani's book *Imagining India: The Idea of a Renewed Nation* sets out his vision for the future of India.

Significance of the honorary degree:
 "I consider the honorary degree from the University of Toronto a very significant honour. Since taking up my job as chairman of the Unique Identification Authority of India, I have decided not to travel outside India and focus on my work. I have made only two exceptions — to receive this degree and to attend my daughter's graduation!"

Thoughts on U of T:
 "The University of Toronto is a truly outstanding university and I am very privileged to be honoured by it. It is a truly global university and is a worthy symbol of the stature and diversity of today's Canada."

The role of the university today:
 "Universities today are critical in modern society. Strategically, being at the forefront of the knowledge frontier has been a crucial aspect of advancement over the course of history. The risk of knowledge obsolescence can only be addressed through a strong knowledge-based society and economy. Such an environment will naturally support universities that are at the frontiers of knowledge, which house specialists in every imaginable discipline."

GREAT GLOBAL CONTRIBUTIONS

[Read More...](#)

■ Media Relations

Opportunities continued this year to constantly profile innovation at the University. University Relations supported events such as the launch of MyVoice - communication aid for those living with communication disorders caused by stroke, autism spectrum disorders and neurodegenerative disease developed at U of T, resulted in 66 stories (3 Broadcast, 38 Internet, 23 Print, 2 Radio).



CBCnews | Health

Home World Canada Politics Business Health Arts & Entertainment Technology

MyVoice helps with autism and stroke
A new communication device that is location aware

CBC News Posted: Apr 5, 2011 12:24 PM ET | Last Updated: Apr 5, 2011 1:57 PM ET

Alexander Levy, creator of MyVoice, says MyVoice is (Courtesy: Andrew Busak)

FAST COMPANY **DOV** **Solutionism.** Scientists and architects sharing...

TECHNOLOGY @DESIGN ETHNOMICS LEADERSHIP MAGAZINE | NEWSLETTERS

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Social Web Ivor Toxvall Trending Tech

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APPS
Canadian-made app gives a voice to users who have difficulty speaking

By EL OLIVEIRA
VTO - The Canadian Press
Wed Wednesday, Apr. 06, 2011 3:24PM EDT
Updated Wednesday, Apr. 06, 2011 6:05PM EDT

Read More...

MyVoice, a Great App for the Speech-Disabled, Is Foursquare Meets Text-to-Speech
By GREGORY FERENSTEIN Wed April 6, 2011

The MyVoice app offers up location-based searchable phrases and helps users easily navigate social situations.

A new GPS-enabled app will give millions of speech-disabled people a simplified way to communicate in the local tongue. MyVoice is a text-to-speech app that uses location-aware dialogue and customizable phrases to streamline the search for the perfect phrase. Additionally, because it's a smartphone app, using it in social situations isn't as awkward as a proprietary device.

Read More...

tech vibes uniting the tech community All Cities

Blog Events Jobs Directory Q&A

U of T launches MyVoice - a speaking aid for people living with communications disorders

Posted by [Johns Khabib](#) on Wed, April 6, 2011 11:00 AM Filed under [Canada](#) and 11 other categories @ [Chromecast](#)

Today, the University of Toronto announced the launch of MyVoice, a cutting-edge mobile app and server system that turns smartphones into speaking aids. This new technology is useful for people living with communications disorders caused by stroke, autism spectrum disorders and neurodegenerative disease.

MyVoice will help to drastically lower the cost of assistive communication technology and improve the rate of speech for those with communications disabilities.

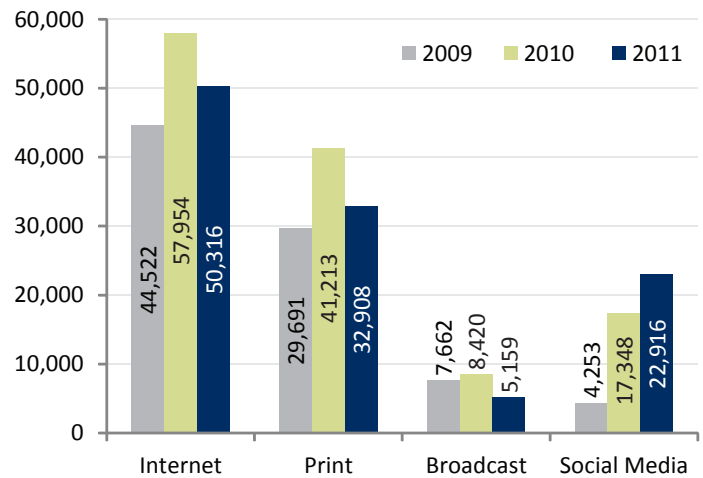
Customize in seconds.

Read More...

U of T continues to lead in number of media hits when compared to peer institutions. And, consistent with the recent decision to move to a digital platform for news, our greatest source of hits is on the internet, with social media continuing to grow. Between October 1, 2010 and October 1 2011, close to 111,300 hits (print, broadcast, social media and Internet media hits) were recorded.

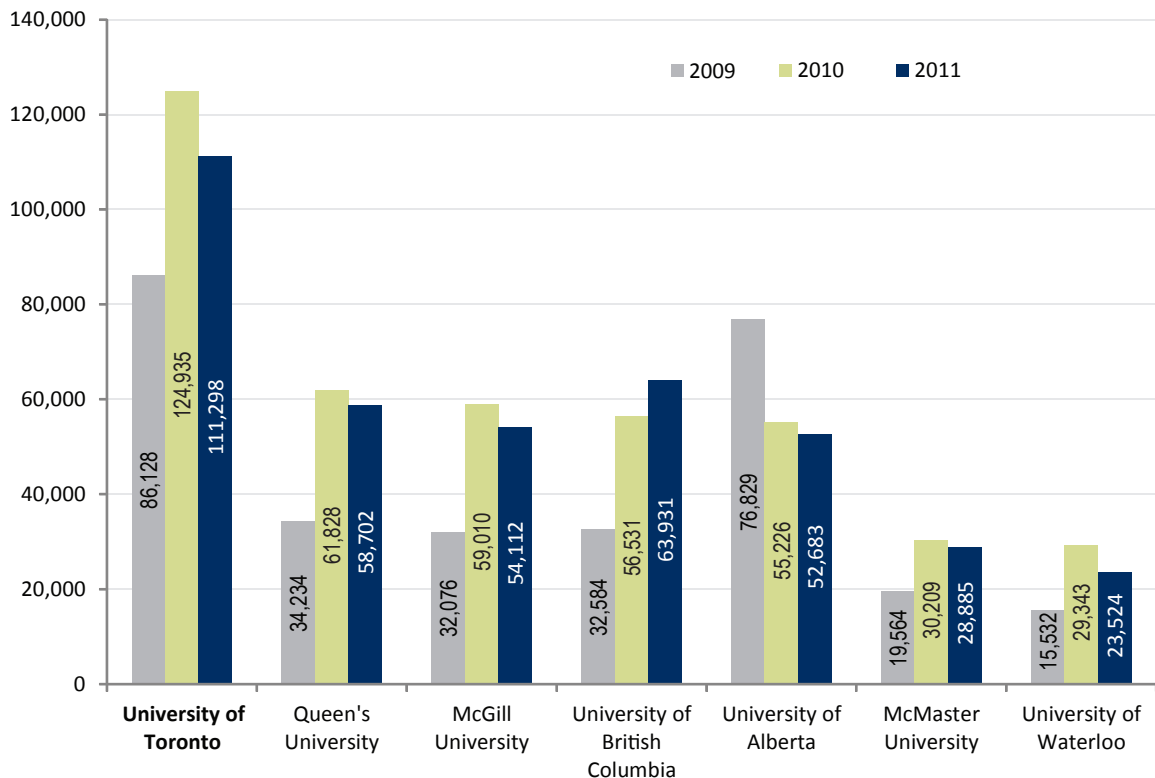
Hits by Media Type

Comparison of 2008-2009, 2009-2010 and 2010-2011 data



Total Ink Share: All Media

Comparison with Canadian peers



■ Use of other sites to promote stories... Futurity.org

Futurity.org posts the best research stories from research-intensive universities that are members of the Association of American Universities and provides us with an opportunity to showcase our research internationally increasing the shelf-life of the release. Futurity.org receives 100,000–125,000 direct visits a month to the site and has its own Facebook, Twitter and YouTube.

The image is a screenshot of a Futurity.org article. At the top, there is a yellow header with the Futurity logo on the left, a search bar in the center, and the text 'Research news from top universities in the US, UK, and Canada' on the right. Below the header is a navigation bar with categories: EARTH & ENVIRONMENT, HEALTH & MEDICINE, SCIENCE & TECHNOLOGY, and SOCIETY & CULTURE. The main content area features a 'TOP STORIES' section with a post by Michael Kennedy-Toronto on Wednesday, August 10, 2011 9:59 - 0 Comments. The article title is 'Gatekeeper lion dates back 3,000 years'. The text reads: 'U. TORONTO (CAN) — Archaeologists have discovered a gate complex adorned with stone sculptures, including a magnificently carved lion that dates back to the end of the second millennium.' To the right of the text is a large image of a stone lion sculpture. Below the text and image are social media sharing buttons: 5 tweets, 54 retweets, 1 share, and a +1 button. A 'Read More...' link is located at the bottom right of the article content.

FUTURITY SEARCH FUTURITY GO Research news from top universities in the US, UK, and Canada

EARTH & ENVIRONMENT HEALTH & MEDICINE SCIENCE & TECHNOLOGY SOCIETY & CULTURE

TOP STORIES - Posted by Michael Kennedy-Toronto on Wednesday, August 10, 2011 9:59 - 0 Comments ***** (NO RATINGS YET)

Gatekeeper lion dates back 3,000 years

U. TORONTO (CAN) — Archaeologists have discovered a gate complex adorned with stone sculptures, including a magnificently carved lion that dates back to the end of the second millennium.

5 tweets 54 retweets 1 share +1



The stone lion sculpture that adorned the Tayinat citadel gate was uncovered in southeastern Turkey near a second piece depicting a human figure flanked by lions symbolizing "the imposition of civilized order over the chaotic forces of the natural world," says Timothy Harrison. (Credit: Jennifer Jackson)

[Read More...](#)

INTERNATIONAL ACTIVITIES AND OPPORTUNITIES

Building on the groundwork of previous years, international relationships and opportunities have grown significantly over the last year. The international strategy takes advantage of the expanded interest of governments in the international post-secondary education agenda.

■ International Strategy

International collaborations strengthen the University of Toronto and help to advance Canada's competitive advantage. An international profile and network contributes to the University's reputation as a leading research intensive institution ranked among the top universities world-wide.

Our faculties across the disciplines are increasing their engagement in international activities. Interest in international initiatives including recruitment, student exchange, study abroad and research collaboration is increasing.

PURPOSE			
<ul style="list-style-type: none"> – Innovation & Breadth – Reactive & Proactive Opportunities 			
1. Specific Countries/Regions	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> Brazil India China </td> <td style="width: 50%; vertical-align: top;"> Germany Singapore Taiwan Plus specific country initiatives </td> </tr> </table>	Brazil India China	Germany Singapore Taiwan Plus specific country initiatives
Brazil India China	Germany Singapore Taiwan Plus specific country initiatives		
2. Delegations Incoming and Outgoing	Promote Institutional Purpose and Brand <ul style="list-style-type: none"> - Specific initiatives <ul style="list-style-type: none"> -research -student/faculty exchange - tiered approach - #s increasing and important to do - promotion/communications 		
3. Resource Initiatives	Identify opportunities for financial support for international activities <ul style="list-style-type: none"> \$ from government \$ from advancement initiatives/alumni 		
4. Communications Strategy	Tell the story <ul style="list-style-type: none"> Internal and External Media – domestic and international 		

■ International Activities and Opportunities

Relationships and opportunities continue to grow.

■ Brazil

This year we focused on relationships with Brazil. Consulting with DFAIT, Recruitment, School of Continuing Studies, APSE, Arts & Science, Nursing, Medicine, Law, Pharmacy, and Munk School of Global Affairs, a comprehensive document was created to identify areas of interest for the University in Brazil. Working with Research, roundtables and workshops with faculty and Deans have been held to coordinate their interests in Brazil. This activity led to a Brazil strategy and a modest agreement with a research arm of the Government of Brazil, the Government of Ontario, and the University of Western Ontario to encourage research collaborations was signed.

New Collaborative Research Agreement with Brazil leads to funded collaborations

As a result of the University Relations joint mission to Brazil in the fall of 2010, a new Cooperation Agreement was signed between Brazil's São Paulo Research Foundation (FAPESP), the University of Toronto, and the University of Western Ontario in the spring of 2011. The new agreement promotes and supports research projects involving collaboration between researchers working in public or private research or teaching institutions in the State of São Paulo, Brazil and researchers in the Province of Ontario, at the University of Toronto and the University of Western Ontario.

This tripartite initiative helps seed collaboration between Canadian and Brazilian researchers. It encourages joint research projects between the two countries that benefit not only Canada and Brazil, but the rest of the world. The 1st Public Call for Proposals was issued in August 2011.

New Letters of Intent with Brazil lead to successful Canada-Brazil Award

In part due to its mission to Brazil in fall 2010, and in order to facilitate applications from U of T researchers for the first round of the new Canada-Brazil Awards – Joint Research Projects, a new Letters of Intent between U of T and the University of São Paulo and the São Paulo State University respectively were signed. This led to the successful joint proposal between U of T and the São Paulo State University for the Canada-Brazil Awards – Joint Research Projects.

Further delegations from various Faculties are now underway.

■ India

We continue to pursue an active agenda for our relationships with Indian institutions, governments, research, students and industry. Over the past year, the University has hosted numerous delegations from India and has established further relationships with significant Indian institutions.

Recently, the new India Innovation Institute was launched – a joint venture of the Munk School of Global Affairs and the Rotman School of Management to create a multidisciplinary hub for faculty and students researching the field of innovation. Mrs. Preeti Saran, Consul General of India, attended the announcement and speech on the topic of “Innovation in India” by Mr. Shashi Tharoor, Former Under Secretary General of the United Nations; current member of the Lok Sabha in India. The India Innovation Institute is designed to be a hub for researchers across the university and around the world, to bring together faculty and students who are looking at problems of innovation in which India is engaged.



Mr. Shashi Tharoor, Former Under Secretary General of the United Nations; current member of the Lok Sabha in India
Photo Credit: Gustavo Toledo

Students study in India

The relationship with IIT Bombay was established during the missions to India in 2009. As a result of this initiative, in May, 2011 a group of 13 undergraduate students from the Faculty of Applied Science & Engineering and the Faculty of Arts & Science spent three weeks studying the future of energy systems in India and Canada while living on the IIT Bombay campus. The half-year course, offered through Woodworth College’s Summer Abroad program, was taught by U of T faculty with guest lectures by IIT Bombay faculty.

The highly successful program will spawn other similar initiatives.



■ International Activities and Opportunities

■ Japan

In 2010, President David Naylor welcomed Professor Junichi Hamada, President of the University of Tokyo, and Professor Masafumi Maeda, Executive Vice-President and Managing Director, IIS, University of Tokyo, to a roundtable discussion centred on the topic, “Universities: a platform for global competitiveness.”

At the end of the discussion, the two universities renewed the Memorandum of Understanding (MOU) which had been in place for over 10 years. This MOU will facilitate future exchanges of faculty and students with the University of Tokyo.

University of Toronto and University of Tokyo began their collaborations with the “UT2 Joint Graduate Workshop” between the two engineering schools. The 10th annual workshop was held at the University of Toronto in June 2011.

In addition, the two Faculties identified the need for globalization in sustainable technology research, a Consortium On Sustainable Materials was established in 2006 as a research partnership focused on energy, environment, and materials research between the Faculty of Applied Science & Engineering and the Institute of Industrial Science (IIS) at the University of Tokyo and is an on-going collaboration between the two institutions.

UT2 Joint Graduate Workshop Participants



■ Singapore

Since 2008 the Faculty of Arts & Science and National University of Singapore have offered five joint minor programs in Nanoscience, Environmental chemistry, Environmental biology and Asian Geographies, English (Asian Literature & Cultures). This year, the Memorandum of Understanding and a Student Exchange agreement were renewed in Singapore.



■ Taiwan

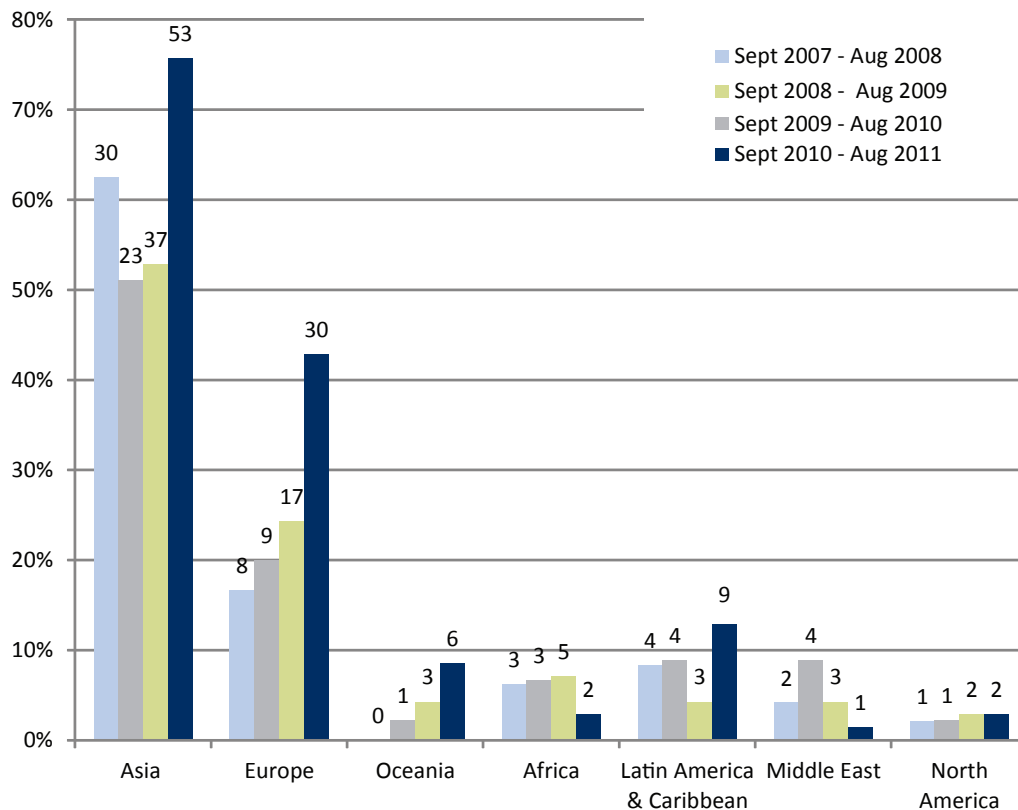
Partnership with International Industries

University Relations in conjunction with the Office of Research Services hosted a delegation from Quanta Computer Inc. from Taiwan. Quanta, a world-leading manufacturer of notebook computers and other electronic hardware, collaborates with various leading institutions across the world such as MIT, Computing Center of Academia Sinica, National Taiwan University, and National Center for High-Performance Computing. The visit to U of T included meetings with the Faculty of Applied Science and Engineering, and Faculty of Arts & Science with a focus on Electrical and Computer Engineering and Computer Science. This visit has resulted in a follow up visit to Taiwan by the Office of Vice President Research, Faculty of Applied Science & Engineering and Faculty of Arts & Science to continue the discussion on building research collaborations between the two organizations. Ms. Judith Wolfson, Vice President University Relations conducted an initial exploratory visit in Fall 2010 to explore opportunities in Taiwan.

■ Delegations & External Relations

In 2010-2011, we welcomed more than 100 international delegations. The majority of these delegations came from Asia of which close to 60% are from China, followed by India and Japan. European delegations to the University increased 75% leading to greater opportunities for students and faculty.

Visiting Delegations by Continent



Senior administrators participated in a greater number of conferences, panels and discussions in all corners of the world. An example was a presentation by the Vice President, University Relations, on invitation from the Canadian Ambassador to Italy, in Rome at the Promoting New Opportunities of Canada-Italy S&T Cooperation: Learning from Best Practices in Innovation and Internationalization symposium. This led to discussions between a leading design University in Italy and the Faculty of Applied Science and Engineering.

■ International Agreements:

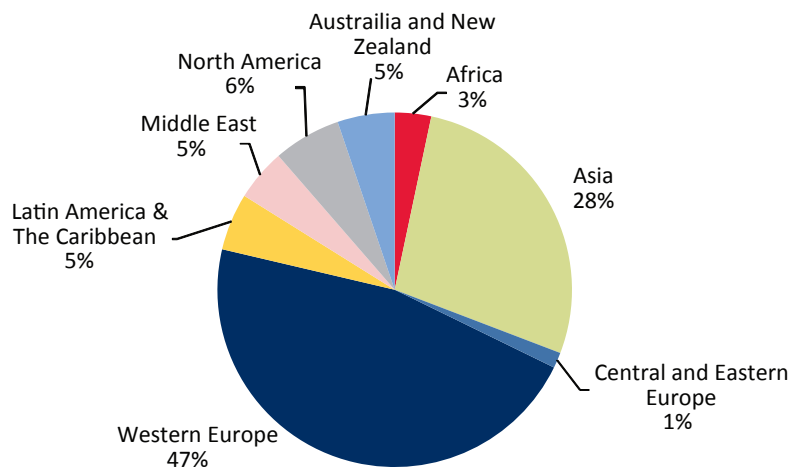
The University of Toronto is a signatory to over 200 agreements with institutions around the world. Such agreements solidify arrangements for the exchange of students, joint research activities, short-term academic programs and participation in seminars and academic meetings.

Our faculties across the disciplines continue to increase their engagement in international activities. International collaborations strengthen competitive advantage and contribute to the University's reputation as a leading research intensive institution ranked among the top universities world-wide.

MOUs were signed with FAPESP (Fundacao de Amparo a Pesquisa do Estado de São Paulo) - Brazil, the University of New South Wales, - Australia, Commercial Aircraft Corporation of China, Addis Ababa University - Ethiopia, Descartes University - France, University of Hamburg - Germany, Università Commerciale "Luigi Bocconi" - Italy, National Graduate Institute for Policy Studies (GRIPS) - Japan, University Medical Centre Utrecht - Netherlands, Karolinska Institute - Sweden, University of Geneva - Switzerland, and University of Zagreb - Croatia.

Additional agreements were signed with: Universidade Federal do Estado do Rio de Janeiro; University of São Paulo, and Universidade Estadual Paulista - Brazil, Goethe University and WHU-Otto Beisheim School of Management - Germany, RSM- Erasmus Rotterdam - Netherlands, National University of Singapore, KAIST Korea Advanced Institute of Science and Technology - South Korea, and Tianjin University - China.

International Agreements 2011



■ International Activities and Opportunities

A key role for University Relations is to provide support to faculties in the development of their international agreements & renewals including: Faculty of Medicine, University of Toronto Scarborough, Faculty of Applied Sciences & Engineering, Munk School of Global Affairs, Faculty of Arts & Science, Faculty of Pharmacy, Faculty of Dentistry, Summer Study Abroad Office, Woodsworth College, School of Continuing Studies, Centre for International Experience, and OISE.

■ U of T Global Web Site

A new U of T Global web site will launch at the end of October. The site will aggregate the international activities at the University of Toronto and provide links to the various areas of the University involved in international activities.



UNIVERSITY RELATIONS WEB SITES

U of T News

news.utoronto.ca

Media Room

media.utoronto.ca

Blue Book

www.bluebook.utoronto.ca

Community Impact

impact.utoronto.ca

Launching at the end of October, 2011:

University Relations

www.universityrelations.utoronto.ca

Government, Institutional and Community Relations

www.universityrelations.utoronto.ca/gicr

International Relations

www.universityrelations.utoronto.ca/ir

Strategic Communications and Marketing

www.universityrelations.utoronto.ca/sc

U of T Global

www.international.utoronto.ca

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