



UNIVERSITY OF  
TORONTO

# University Relations

Annual Report 2013

# Who we are

## UNIVERSITY RELATIONS

Office of the  
Vice-President,  
University Relations

Government,  
Institutional and  
Community Relations

International  
Relations

Strategic  
Communications  
and Marketing

Broad Strategic Direction  
Integration within UR and University  
Functional Advice  
Issues Management Coordination  
Operations

Government Advocacy  
Policy development and analysis  
Submissions to government  
Institutional data analysis  
including Rankings

Information on international  
activities at the University  
International partnership agreements  
Incoming Delegations  
Outgoing Delegations

U of T News  
Internal Communications  
Media Relations  
On-line Strategy  
University Marketing  
Visual Identity

# Institutional Research

NTU

8

QS World  
University

17

Times Higher  
Education

20

Emerging:  
Global Employability  
University Ranking

14

1<sup>ST</sup> IN CANADA  
IN ALL MAJOR  
RANKINGS

# Advocacy - Funding

## Federal:

**Canada  
Accelerator  
and Incubator  
Program**

**Building  
Canada fund**

**Advantage  
Canada  
Research  
Excellence  
Fund**

## Provincial:

**Acceleration/  
Incubator  
Program**

**International  
Graduate  
Students**

# Advocacy - Policy

**Strategies to manage  
increasing  
accountability  
requirements**

**Differentiated  
Mandate  
(SMAs, PharmD)**

**Teacher Education**

**Program Fees**

# International Coordination



Welcome to the International Portal.  
Click a tile to get started.

## Calendar

Outgoing institutional delegations

## Promotional Materials

Powerpoint, One-Pagers, links to videos etc.

## Rankings Information

Ranking Messages, ranking charts and links to ranking organizations

## Briefing Materials

Country & Region specific briefing notes

## International Agreements

International Collaboration overview and process, and list of agreements

## Student Recruitment

Principles and processes

## Student, Alumni and Research Data

Student, alumni and sponsored research data

## Country Mission Reports

Trip reports from outgoing delegations

## Travel Supports

Translation services, hotels, drivers etc.

## Contacts

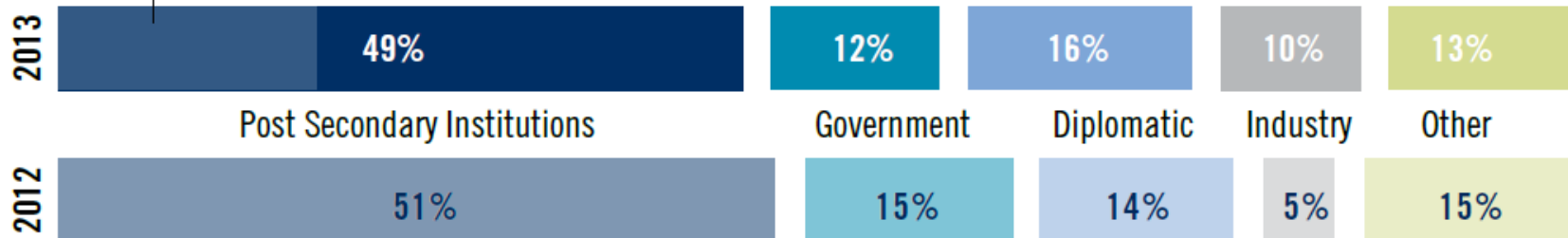
Contact directory

# International Collaboration



# International Strategy

35% of the visiting post-secondary institutions rank in the top 200 of the QS World University Rankings 2013





# News and Media Relations

## MEDIA ROOM

The media's source for U of T breaking news, experts and information

University of Toronto Media Room > [Moderate exercise not only treats, but prevents depression](#)

Media Contacts

Blue Book Search:

Search all U of T Experts

Media Releases

Breaking News Experts

U of T Factsheet

Filming on Campus

Photos for the Media

U of T Maps

RSS Feeds

Search the Media Room

### Moderate exercise not only treats, but prevents depression

Posted on [October 25, 2013](#)

TORONTO, ON – Physical activity is being increasingly recognized as an effective tool to treat depression. PhD candidate George Mammen's review published in the [October issue of the American Journal of Preventive Medicine](#) has taken the connection one step further, finding that moderate exercise can actually prevent episodes of depression in the long term.

This is the first longitudinal review to focus exclusively on the role that exercise plays in maintaining good mental health and preventing the onset of depression later in life.

Mammen—who is supervised by Professor [Guy Faulkner](#), a co-author of the review—analyzed over 26 years' worth of research findings to discover that even low levels of physical activity (walking and gardening for 20-30 minutes a day) can ward off depression in people of all age groups.

Mammen's findings come at a time when mental health experts want to expand their approach beyond treating depression with costly prescription medication. "We need a prevention strategy now more than ever," he says. "Our health system is taxed. We need to shift focus and look for ways to fend off depression from the start."

1 Story

52,986

Unique Views on  
October 29, 2013 alone

Viewed from over 90 countries including:

Australia

Brazil

China

Germany

Hong Kong

India

Japan

South Africa

South Korea

United Kingdom

# Social Media

The image is a screenshot of the Twitter profile page for UofT News (@UofTNews). The page layout includes a left sidebar with the University of Toronto logo and links to its Facebook, YouTube, and Instagram pages. The main content area features the profile header with the UofT News logo and bio, followed by statistics (3,785 tweets, 171 following, 15,641 followers) and a 'Following' button. Below this is a 'Tweets' section showing four recent tweets about WiFi safety, muscle studies, the U.S. shutdown, and Senate scandal allegations. The right side of the page shows a vertical video of a group of people in yellow shirts walking outdoors.

Home @ Connect # Discover Me Search

**UofT news**  
UofT News  
@UofTNews  
University of Toronto News  
Toronto - news.utoronto.ca

3,785 TWEETS 171 FOLLOWING 15,641 FOLLOWERS

Following

Followed by NicoleWahl, Wendy McCann, Ontario Ombudsman and 16 others

**Tweets**

**UofT News** @UofTNews 1h  
#UofT researchers show WiFi dangerous in cars - bit.ly/18p379r  
Expand

**UofT News** @UofTNews 17h  
#UofT study: How muscles of the body can accidentally fall asleep while a person is awake - bit.ly/166pnB0  
Expand

**UofT News** @UofTNews 19h  
How the U.S. #shutdown could affect the Canadian economy #UofT - bit.ly/1f1YbYc  
Expand

**UofT News** @UofTNews 22h  
.@UTSC Prof @cochrane\_utsc: frequency of Senate scandal allegations cause for concern #UofT #CdnPoli - bit.ly/1bvXH00  
View summary

**UofT News** @UofTNews 23h  
Spotlight on #Startups: teachers can cut exam marking time in half with @Crowdmark #UofT - bit.ly/1fdFPaU

Who to follow Refresh View all

**Niya B** @destniya  
Followed by Jess Holmes and 4 others  
Follow

**The New Yorker** @NewYorker  
Follow

**Slate** @Slate  
Follow

Popular accounts Find friends

Canada Trends - Change

#Android #Leats

facebook.com/UniversityToronto  
youtube.com/UniversityToronto  
instagram.com/UofT

Follow our hashtag: #UofT

# Communications - Tools



## Themes

Browse resources by subject.

## Photos

Browse the latest photography.

## Graphics

Explore the University's visual identity assets.

## Highlights

Browse public collections available to all users.

## Search

Search using descriptions, keywords and resource numbers

- ☒ Video
- ☒ Photo
- ☒ Graphics
- ☒ Document

### By date

Any yea  Any mont

[Clear](#)

[Search](#)

[> Advanced search](#)

[> View new material](#)

## Request Photos

Need a specific photo or video made? Contact Strategic Communications & Marketing.

[> Request Photos](#)

Welcome to the Digital Media Bank!

Welcome to the University of Toronto's new digital asset library

# Marketing

## 2012/2013 Results

61% increase in impressions

244% increase in clicks





# Engagement – an example

Pan Am /  
Parapan Am  
Games



Advocacy

Community  
Engagement

International  
Engagement

Marketing

Media  
Relations

News

Rankings

Social Media

Webpace

**PRESENCE**