

UNIVERSITY OF TORONTO COMMUNICATIONS ANNUAL REPORT TO BUSINESS BOARD

NOVEMBER 24, 2021

DAVID ESTOK
VICE PRESIDENT
COMMUNICATIONS



UNIVERSITY OF
TORONTO



THE TEAM

- Tanya Kreinin, AVP, Brand Strategy & Integrated Marketing
- Jane Stirling, Interim Executive Director, Communications Strategy & Stakeholder Relations
- Nicolle Wahl, Acting Executive Director, Office of Communications, UTM
- Chris Garbutt, Interim Executive Director, Marketing and Communications, UTSC
- Noreen Ahmed-Ullah, Director, Office of the Vice President, Communications

THE MISSION

“Protect, promote and enhance our reputation locally, nationally and internationally”

THE PLAN 2021

- First ever integrated University-wide Brand Platform
- The Innovation Lab
- COVID-19 Response and Return to Campus
- Enhancing relations with divisional communications offices
- Talent Management

HIGHLIGHTS

- Most visible university in Canadian media. Our media coverage derived from commentary and research on the pandemic.
- Record-breaking total of 23 communications awards from the Council for Advancement and Support of Education (CASE). In addition, international recognition by CASE with a gold award for UTC for communications under COVID-19.
- Award-winning UTogether website, now with over 2 million unique page views, mostly by students. Other portfolios see its value and now keep turning to it to announce safety measures, policy changes etc.
- Grew viewers on our channels, social media accounts with warmer, innovative products.
- UTogether brand with the T hugging the U has now been embraced by the community. Caring community is now part of the president's priorities.
- Our videos received 100K+ views on YouTube this year, including series on vaccine hesitancy encouraging people to get vaccinated, MELT strategy targeted at students. Podcast work continues.
- Part of building a caring community, created mental health and wellness content for channels, and promoted stories of our resilient students.



DEVELOPING THE BRAND

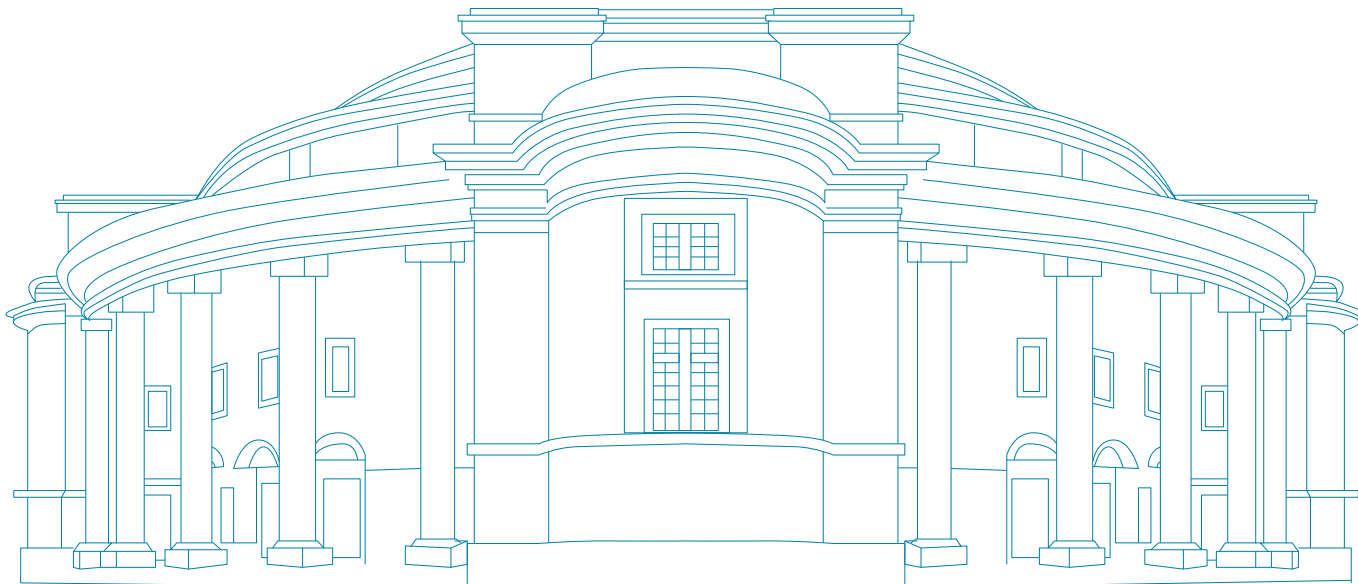
- The new brand campaign, which we have been working on for two years, is the first time that the University has pursued brand development at such a scale.
- UTC Brand Hub closely collaborated with central and divisional stakeholders to develop a new University-wide strategic and creative brand platform.
- **Defy Gravity** is built on three key pillars: 1) Excellence, 2) Accessibility and 3) Caring, Inclusive Community.
- The UTC Brand Hub is now working on the brand rollout to the University community and external audiences planned in three phases, starting in 2021.
- The new brand is designed to further elevate the personal relevance of U of T's mission, vision and values to our audiences, and foster new opportunities for engagement and advocacy for the institution at large.
- From students, alumni, and donors, to business and government partners - it gives stakeholders the sense that they are part of something big and important – a community that is focused on solving the most difficult problems in order to make the world a better place.

KEY THEMES: THREE PILLARS OF BRAND PROMISE

Excellence

Accessibility

**Caring, Inclusive
Community**



VISION

To be one of the world's greatest catalysts of human potential, ingenuity, inclusivity and positive change through groundbreaking research, innovative teaching, and enriching community partnerships.



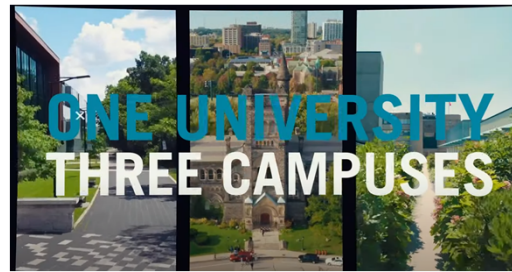
MISSION

To provide an outstanding global education and student experience, ignite life-changing research and innovation, and promote social wellbeing, prosperity and vitality in our communities.



THE INNOVATION LAB

- Tri-campus group, created during COVID
- Create exciting new products and drive engagement – such as videos such as "3Q's at the U", MELT videos, podcasts like "What's Next?" "The New Normal".
- Digital-first strategy that is more two-way communications, more frequent, less “news oriented” content that is warm, engaging and will help us “build community.”
- The Lab's MELT videos helped ensure students signed up again this fall, telling stories of both our students and alumni.



THE INNOVATION LAB

WE HAVE PRODUCED 59 MELT VIDEOS TO DATE.

COVID

The screenshot shows the top navigation bar of the University of Toronto website. On the left, there are icons for 'WEBMAIL', 'QUERCUS', and 'ACORN'. In the center is the University of Toronto crest and name. On the right, there is a 'JUMPTO' dropdown menu and a 'SEARCH' button. Below the navigation bar is a horizontal menu with six categories: 'FUTURE STUDENTS', 'CURRENT STUDENTS', 'ALUMNI', 'FACULTY & STAFF', 'DONORS', and 'VISITORS'. The main banner features a large image of the Toronto skyline with the text 'UTogether' and 'Your guide to the 2021-22 school year at U of T'. At the bottom of the banner, there are links for 'Resources', 'Videos', 'Latest news', 'Quick links', and 'U of T roadmap' with an external link icon.

UNIVERSITY OF TORONTO

WEBMAIL QUERCUS ACORN

JUMPTO SEARCH

FUTURE STUDENTS CURRENT STUDENTS ALUMNI FACULTY & STAFF DONORS VISITORS

UTogether
Your guide to the 2021-22 school year at U of T

Resources Videos Latest news Quick links U of T roadmap ↗

THE CAMPAIGNS

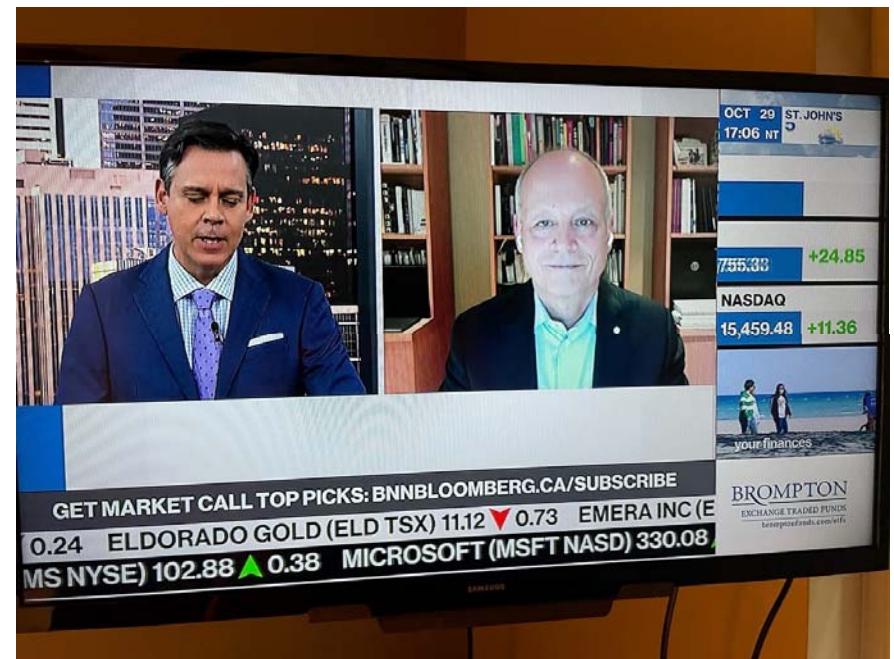
- Convocation
- Return to Campus
- Times Higher Ed World Academic Summit
- ISIs
- Entrepreneurship Week
- Insulin 100

ONE UNIVERSITY, THREE CAMPUSES



MEDIA RELATIONS

- Positive media attention at a four-quarter high, reflecting strong coverage.
- Derived from commentary and research on the pandemic.
- Also included a greater profile for non-medical faculties, particularly Arts & Science and Engineering, increased attention to the University's plans for the fall semester, greater focus on student activity, and references to U of T's athletics programs in coverage of the 2021 Tokyo Olympics.
- Positive coverage on decision to divest from fossil fuels, Temerty Faculty of Medicine gift, UTSC's National Dialogues conference, and public health success of our vaccine clinics, especially at UTM with 335,000 doses, and our COVID communications efforts.



BEST PRACTICES

UNIVERSITY OF TORONTO
FACULTY OF ARTS & SCIENCE

Home About A&S Future Students Current Students



TEMERTY FACULTY OF MEDICINE
UNIVERSITY OF TORONTO

UNIVERSITY OF TORONTO
FACTOR-INWENTASH
FACULTY OF SOCIAL WORK
UNIVERSITY OF TORONTO

UNIVERSITY OF TORONTO
Engineering

UNIVERSITY OF TORONTO
LESLIE DAN FACULTY OF PHARMACY

VICTORIA UNIVERSITY
IN THE UNIVERSITY OF TORONTO

munk school
OF GLOBAL AFFAIRS & PUBLIC POLICY

Rotman

BLOOMBERG
LAWRENCE S. BLOOMBERG
FACULTY OF NURSING
UNIVERSITY OF TORONTO

UNIVERSITY COLLEGE

UNIVERSITY OF TORONTO
Facilities & Services

UNIVERSITY OF ST. MICHAEL'S COLLEGE
IN THE UNIVERSITY OF TORONTO

LESLIE DAN IELS

Programs
Students
Research
Resources
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Outreach
Faculty & Staff Directory
Diversity & Inclusion
Contact

11.18.21
Terra-Scoti Films:
Reclaiming the Litlral
Gradient

Book talk

Architecture,
Landscape
Architecture,



11.23.21
Listening Out of Place:
From Scholesterics to
Acoustic Space

Book talk

Dalla Lana
School of Public Health

NEW COLLEGE
UNIVERSITY OF TORONTO



U of T | Overview | Donate

UNIVERSITY OF TORONTO
FACULTY OF KINESIOLOGY & PHYSICAL EDUCATION

ACADEMICS & RESEARCH | SPORT & RECREATION | CHILD & YOUTH | FACILITIES & MEMBERSHIPS | SPORT MEDICINE | ALUMNI & GIVING | ABOUT

#UofTGrad21

Meet the KPE students
graduating this fall

LEARN MORE

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Innis College
University of Toronto

UNIVERSITY OF TORONTO
FACULTY OF DENTISTRY

ISSUES

- Reputational risk concerns occupied much of the year. The number of issues – both big and smaller media inquiries – have more than doubled this year.
- Worked closely with others on initiatives to launch a sexual violence policy review, help address ongoing COVID issues, Return to Campus efforts, provide support during bargaining, Times Higher Education World Academic Summit hosted by U of T this fall, and announce U of T's plans to divest from fossil fuels.

The background of the image consists of a repeating pattern of diagonal stripes in two shades of blue: a medium blue and a darker navy blue. The stripes are oriented from the top-left to the bottom-right. In the center of the image, there is a white rectangular box with a thin dark border. Inside this box, the text "UNIVERSITY OF TORONTO COMMUNICATIONS" is written in a bold, dark blue, sans-serif font, arranged in three lines.

**UNIVERSITY
OF TORONTO
COMMUNICATIONS**

THANK YOU!

QUESTIONS?

