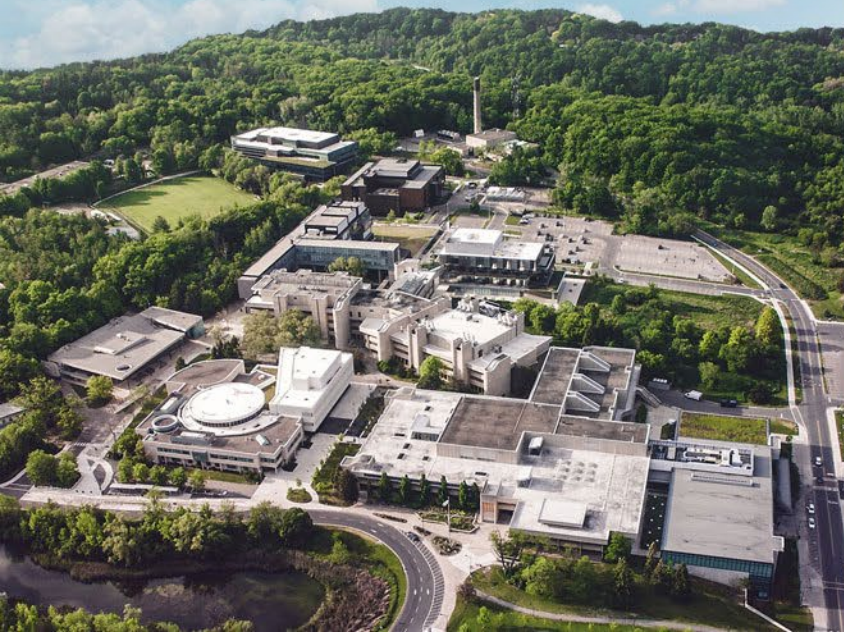


University of Toronto Communications Annual Report to Business Board

November 22, 2023

Presented by:

Christine Szustaczek
Vice-President, Communications



Agenda

1. Overview of UTC

- Why our work matters
- How we're structured
- Areas of specialization

2. Core strengths

- Brand strategy and marketing
- External communications
- Internal communications
- Year in review highlights
- What's next?

3. Discussion session

- Q&A

Increasing visibility, building renown

University of Toronto Communications (UTC) **promotes U of T's brand and reputation** by sharing the university's strengths, achievements and impact with the world, to help:

- attract top talent
- encourage investment and partnership
- deepen alumni engagement
- increase the value of a U of T degree
- sustain relationships and invite others to tell our story

UTC's award-winning team of marketing and communications professionals provides strategic communications counsel, brand strategy and marketing communications expertise to the university's three campuses.

Executive Leadership Team:

- Noreen Ahmed-Ullah, Director, Office of the Vice-President, Communications
- Tanya Kreinin, AVP, Brand Strategy & Chief Marketing Officer
- Patricia Lonergan, Interim Director, Office of Communications, UTM
- Julia Oosterman, Executive Director, Marketing and Communications, UTSC
- Catherine Riddell, AVP Communications



Areas of Specialization

Communications

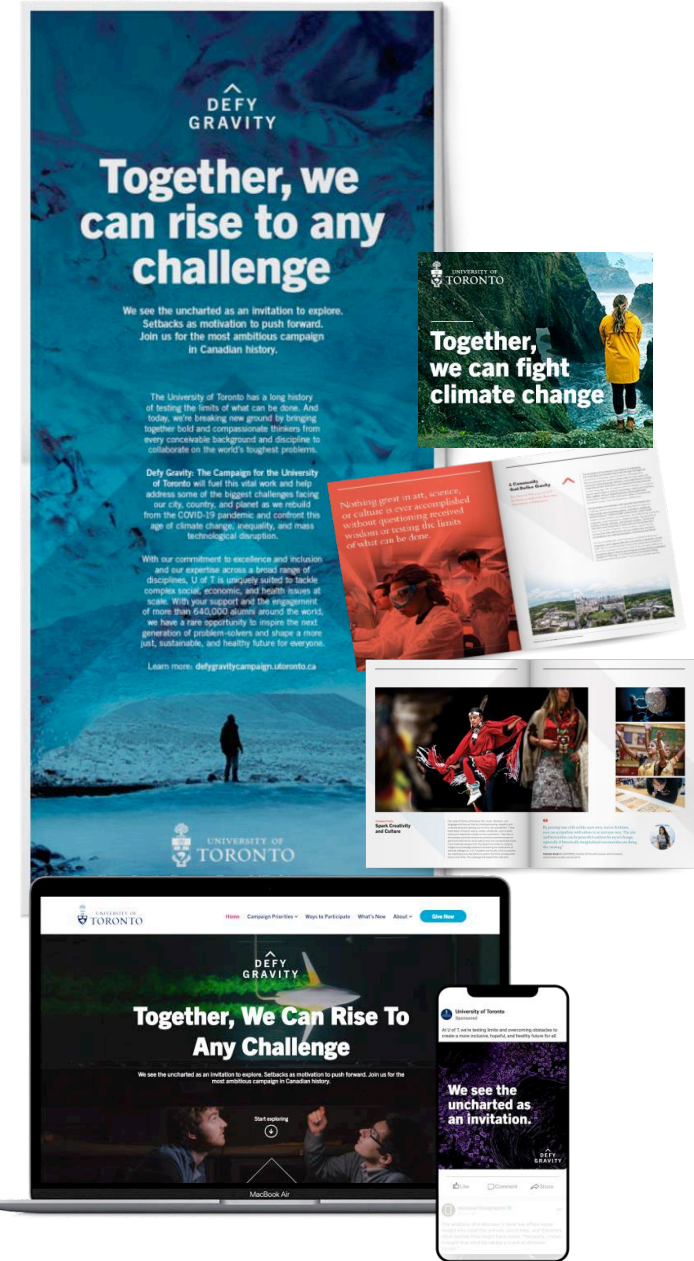
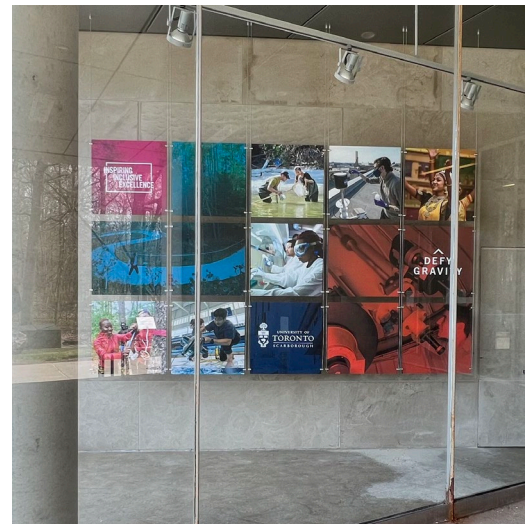
- Communications strategy & planning
- Internal and institutional communications
- Media relations & issues management
- Managing institutional and campus social media accounts
- Content production
- Videography, podcasts, photography
- Graphic design
- Supporting divisional communicators
- Magazine publishing
- Web development

Brand Marketing

- Brand strategy and brand architecture
- Brand awareness campaigns
- Positioning and messaging framework
- Marketing content strategy, art direction, design and production
- Web strategy, design and development (divisional support)
- Experiential marketing
- Paid media planning, buying and reporting
- Market research, analysis, insights generation
- Marketing tools, resources and templates
- Brand strategy, marketing consulting and training

Brand

- Launch of Defy Gravity brand -- late 2021.
- Integrated global brand awareness campaign - paid, owned, social, and earned media.
- Quintessential “Defy Gravity” stories of students, faculty, staff, alumni and supporters (on all campuses).
- Sponsored content and street level marketing (banners, transit shelter ads, digital signage).
- 100 million+ local and global impressions in digital and social channels.
- COMING SOON: **Brand Portal 2.0** and external brand health review and scorecard.



Top-Tier Sponsored Content

- Digital content series on U of T's research, visionary projects, and local and global impact, featuring:
 - **Reeddi**, a U of T startup bringing affordable and portable power to Nigeria;
 - U of T AI researcher Raquel Urtasun's self-driving technology startup **Waabi**;
 - U of T's **Acceleration Consortium**, which is working on "self-driving labs" that combine AI, robotics and advanced computing to accelerate the discovery of new material and molecules;
 - Landmark **goexchange** system, which will decarbonize the iconic front campus and is a key part of our efforts to become climate positive by 2050.
- **3.5 million+ impressions and 36,000 views globally.**
- "One of the most successful brand initiatives"



Strategic Communications - External

Telling the stories that matter

- 50+ stories published about **AI and machine learning**.
- Programs for exchange **students from Ukraine**, and virtual address by President Zelenskyy – earned 12,000 pageviews.
- SpinUp, **U of T's first wet lab incubator for life science start-ups** at UTM received 13,000+ impressions across social media.
- Positioned **UTSC as leader in health sciences** for Scarborough Academy of Medicine and Integrated Health (SAMIH) with billboards, social and digital ads, videos and website.
- Website and content for **climate research and sustainability** initiatives including U of T's geoexchange system, also featured in The Globe and Mail.
- Joe's Basketball Diaries with VP, International Joe Wong, in conversation with guests about **racism, mental health, women in sports**, and basketball; 1.3 million views and featured former Toronto Raptors coach Nick Nurse.
- **Biggest Back to School Ever** received 2.3 million impressions across social, tri-campus welcome signage was a big hit.
- In-person **Convocation** 2.5 million+ impressions on social.



Top-Tier Media Coverage and Production

- *The New York Times* featured **University Professor Emeritus Geoffrey Hinton** talking about his concerns over threat of AI.
- Media coverage in top-tier publications - **800 million impressions**.
- UTC influenced coverage, secured locations for filming, provided B-roll and coordinating media requests.
- Produced an **exclusive documentary-style video** in partnership with Professor Hinton to share his message quickly with media and others while he was being flooded with interview requests.
- Video is translated into **eight languages** and has earned a record **3.6 million+ views** across all platforms.



The New York Times

*'The Godfather of A.I.' Leaves
Google and Warns of Danger
Ahead*

For half a century, Geoffrey Hinton nurtured the technology at the heart of chatbots like ChatGPT. Now he worries it will cause serious harm.



The New York Times



The Washington Post

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Le Monde

Bloomberg



CBC

The Guardian

South China Morning Post

ALJAZEERA

THE GLOBE AND MAIL

THE WORLD UNIVERSITY RANKINGS

TC
TechCrunch

THE WALL STREET JOURNAL

FAST COMPANY

TORONTO STAR



Strategic Communications - Internal

- Launched internal communications table (Office of the President, Provost's Office, People Strategy, Equity & Culture and UTC) and student communications table.
- Strategic advising, tools, resources, and guidelines.
- Collaborated on institutional milestones - Trademark Licensing, U of T Entrepreneurship, Anniversary marks for Faculty of Applied Science & Engineering's 150th Anniversary, Robarts Library's 50th Anniversary and Governing Council's 50th Anniversary.
- UTC Social Media Community of Practice in 2022
- Hosted media training workshops, marketing and best practice sessions.
- Launched Communications College for professional development opportunities and workshops.

Cross-institutional collaboration and teamwork is at an all-time high.

Our Content Meeting – referred to by many communicators on campus as “The best meeting at the University of Toronto” – takes place weekly to share story ideas and resources.

We responded to 880 inquiries to our support line for the brand – demonstrating our high touch approach to helping our community

Celebrating UTC's banner achievements in... FY 2022-2023

Not-for-Profit Department of the Year



Not-for-Profit Communication Department of the Year by the International Association of Business Communicators (IABC), the most prestigious international peer-evaluated award of excellence in strategic communications.

150,000

Live video chat by Ukrainian **President Volodymyr Zelenskyy** with students was viewed more than 150,000 times.

62 languages

Media coverage in more than 62 languages in top international publications such as *The Washington Post*, *The New York Times*, *The Guardian*, *Bloomberg* and *The Associated Press*.

The largest following

U of T Instagram account now has the largest following of any Canadian university account.

3.6 million

Geoffrey Hinton video reached 3.6 million views, a new institutional record across all our social platforms.



67

67 awards of excellence

100M

More than 100 million global brand impressions for Defy Gravity brand rollout.

1M

Reached milestone of more than 1 million followers across institutional social media channels.

50

More than 50 stories about AI, machine learning and tech, advancing our reputation as a leader in this domain.

Feature story in the *Globe and Mail*

Feature story in the *Globe and Mail* with quotes and a photo of **Dean of Medicine Trevor Young** when *Nature* ranked U of T among the top three most prolific health science research institutions in the world.

1.3 million

Award-winning **Joe's Basketball Diaries** video series, with VP International Joe Wong and guests talking about globalization, community and mental health, using the lens of basketball, viewed more than 1.3 million times.

Platinum Certification

Platinum Certification for UTC in the **Sustainable Office Change** program.

100,000

100,000 views for the **livestreamed convocation ceremonies** on YouTube.



More than 110 million impressions on institutional social media channels, with a 22% increase in engagement rate per impression from last year.



4K

Nearly 4,000 visitors to the brand portal after its launch.

300

More than 300 media responses to critical reputational risk issues.

500K

University of Toronto Magazine was received by more than 500K alumni and friends.

9M

Collision conference campaign earned more than 9 million impressions.

D9

Launch of Drupal 9 on utoronto.ca

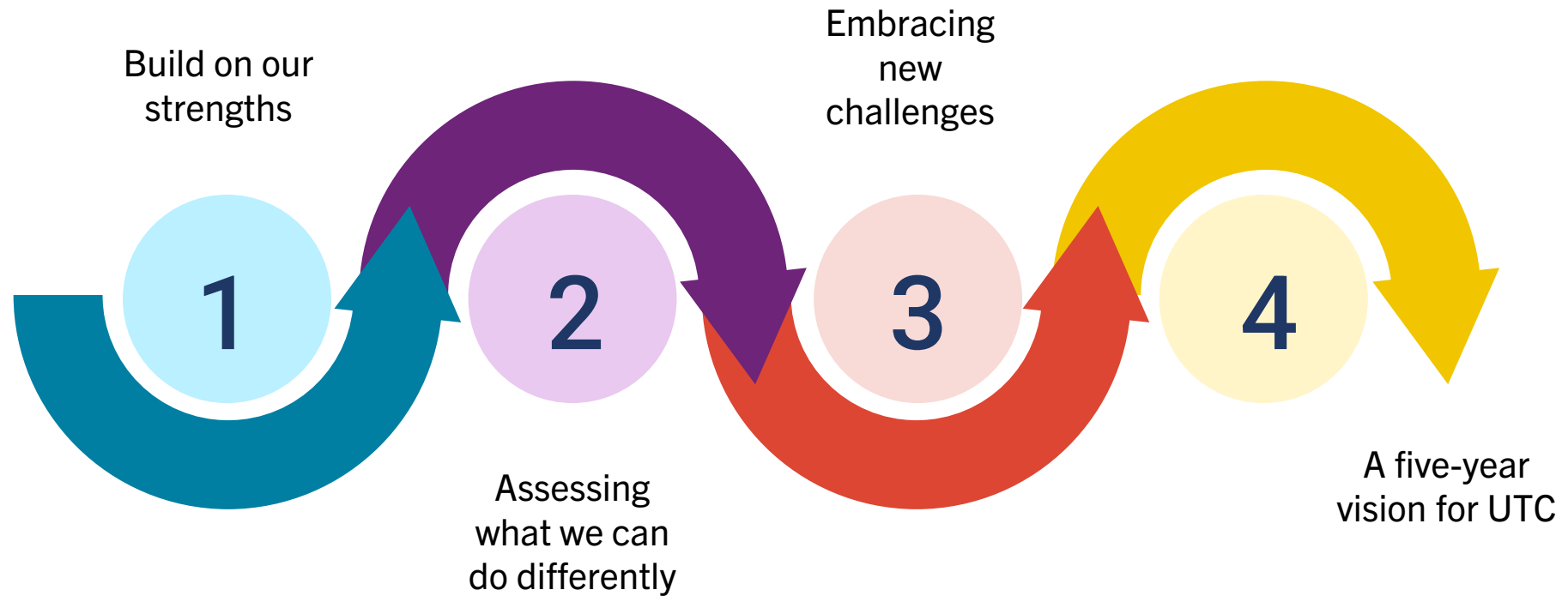
46M

Entrepreneurship week campaign earned more than 46 million impressions.

More than 8 million views of U of T videos this year, a 25% increase from the previous year.

DEFY GRAVITY

What's next?



Discussion