

UNIVERSITY OF TORONTO COMMUNICATIONS

ANNUAL REPORT TO BUSINESS BOARD,
GOVERNING COUNCIL

DAVID ESTOK,

VICE-PRESIDENT, COMMUNICATIONS

OCTOBER 2020



UNIVERSITY OF
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BOUNDLES

2019-2020

THE PLAN

- Strengthening the Brand
- Building on Tri-Campus Integration – 1U3C
- Collaboration With Simcoe Hall Portfolios
- Collaboration with Faculties and Divisions
- “Protect, promote and enhance our reputation” – media relations, issues management, social media

2020

THE YEAR

- Task Force on Student Mental Health's Final Report
- Vice-President Communications Renewal
- Ukraine International Airlines Crash in Iran
- COVID-19

COVID-19

COVID ALLOWED FOR AN ACCELERATION OF THE TRENDS AND WORK WE WERE ALREADY DOING

- Reinforced the need for clear, effective, consistent and timely communications
- Illustrated the value of channel development that led to increased demand for content for all channels (media relations, U of T News, social media)
- Accelerated the design of new and expanded digital engagement tools, especially podcasts and video, to “warm up the brand”
- Allowed for opportunities to work in new areas especially student communications, and expanded internal communications needs
- Realized the value and reinforced the need for the 1U3C
- Opened up new areas of opportunity for collaboration – Best Practices Group, student communications, internal communications, crisis communications
- Provided opportunity for innovation

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UTogether2020

Welcome to U of T

The 2020-2021 academic year will be different. But you can expect the same commitment to inclusive learning environments, transformative research and a safe, healthy community.

[President's message](#)[Resources](#)[Events](#)[Videos](#)[Latest news](#)[Quick links](#)[U of T roadmap](#)

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U ogether2020

BOUNDLESS |



To our hospital partners and the many U of T researchers, clinicians, students and alumni working to address the unprecedented global COVID-19 crisis...

THANK YOU

Avoid the difficult but necessary disruption to our daily lives, you are accelerating the search for diagnostics, treatments and vaccines, scaling up the production of critical materials and equipment, modeling the spread of the virus, advising the public through our federal, provincial and municipal governments, and offering life-saving care in our health-care institutions.

Your efforts offer us hope as Canada and the world strive to mitigate the impact of this virus and bring this pandemic to an end. From all of us in the University of Toronto community, thank you for all you do.

To learn more about how the U of T community is working every day to address the COVID-19 crisis, visit utoronto.ca/news



News / Backyard biology: UTM professor takes home-schooling outside, launches Youtube series with his children



UTM's Marc Johnson and his family enjoy a hike along the Scarborough Bluffs and Stanley Park with his children. Photo supplied by Marc Johnson

Backyard biology: UTM professor takes home-schooling outside, launches Youtube series with his children

Wednesday, April 8, 2020 - 1:55pm
Laurie Wallace-Lynch
news.utm.utoronto.ca

U of T Mississauga Biology Associate Professor Marc Johnson says adults and children can learn many things about nature by exploring their own backyards while staying safe during the current COVID-19 crisis.

LOOKING AHEAD

KEY AREAS OF FOCUS

The events of this last year have shown us the need for greater coherence in our communications efforts and the power of collaboration. It has also exposed new opportunities to focus on for the next year.

- Brand Platform
- COVID-19 Support
- Innovation Lab
- Talent Agenda
- Lessons Learned

QUESTIONS?



THANK YOU!

