

Slide 1: University of Toronto logo.

Slide 2: University Relations.

Annual Report

Companion

2008 – 2009.

Slide 3: Maximize Funding Opportunities.

Theme: Knowledge Infrastructure Program Funded Projects.

Slide 4: University of Toronto Mississauga: Instructional and Lab Project.

Total Cost: 70 million dollars.

Federal Share: 35 million dollars; Provincial Share: 35 million dollars.

The facility will include:

One auditorium with 500 seats.

One lecture theatre with 350 seats.

Three tiered classrooms with 150 seats each.

Three tiered classrooms with 100 seats each.

Three tiered classrooms with 60 seats each.

Two tiered classrooms with 50 seats each.

Four classrooms with 40 seats each.

Ten classrooms with 30 seats each.

Student computer lab.

Student study space.

Technology Support.

Two fully renovated science teaching laboratories with 180 lab stations for undergraduate courses.

Slide 5: St. George: Innovation Centre for the Canadian Mining Industry.

Total Cost: 20 million dollars.

Federal Share: 5 and a half million dollars; Provincial Share: 5 and a half million dollars; Other: 9 million dollars.

The facility will include:

Research space for 27 graduate students and post-doctoral researchers.

A visualization and data analysis laboratory.

Interdisciplinary design studio to accommodate up to 100 undergraduate and graduate students.

Studio space for multi disciplinary project-based research and learning.

A full range of green building features, including roof-top photovoltaic cells, energy efficient lighting, water conservation, gray water capture and recycling measures, among other green elements.

Slide 6: University of Toronto Scarborough: Instructional and Lab Centre.

Total Cost: 70 million dollars.

Federal Share: 35 million dollars; Provincial Share: 35 million dollars.

The facility will include:

One classroom with 500 seats.

One classroom with 300 seats.

Two classrooms with 80 to 120 seats each.

Nine classrooms with 40 to 60 seats each.

Four seminar rooms.

Two teaching laboratories.

Two research laboratories.

A computer lab.

A student study space.

Co-op program services.

Faculty offices.

Slide 7: Brand Awareness and Reputation Management.
Theme: Selected Achievements.

Slide 8: “Can you...?” ad campaign.

A series of 3 second videos that appeared online.

Some of the video titles included are:

Can you bridge religious conflicts?

Can you change brains with video games?

Can you fight malnutrition with salt?

Can you repair spinal cords?

Slide 9: Student Compilation Video.

Discover the Student Experience: The Student compilation video transcript.

Danny Hickie, a 4th year Chemistry student,

“I came to U of T fresh from a small town. I grew up in a town of maybe 3,000 at most. Just being able to wander the city, discover everything that the city has to offer – you know, movies, plays, architecture, everything – it’s just awesome.”

Sarah Charles, a 4th year Kinesiology and Science student,

“The University’s right in the middle of the city. It’s sort of been a nice introduction into city life and it has been a very comfortable home to me.”

Sarah Yun, a 4th year Political Science and English student,

“U of T has really opened, I think, my eyes to a number of fields that I just never knew I was interested in.”

William Li, a 4th year Engineering Science student,

The research side of U of T is one of the world's best and that really means really big opportunities for undergraduate students.

Jemy Joseph, a Master's candidate in Medical Science

"I had the chance to be a team player, a leader, a mentor and even do research and gain scientific skills."

Jasmeet Sidhu, a 3rd year Peace and Conflict Studies student

"I knew that the best and brightest from all of Canada and around the world came to U of T."

Alison Chapman, a 4th year English student

"We have some people who are literally leaders in their fields and what's amazing is that they are so available to you here."

Sang Ik Song, a 4th year History and East Asian Studies student

"If you have a great idea and if you have something you want to try and you are going to work for it, then they will give you a shot."

Amol Verma, a 4th year Medicine student

"The University of Toronto is home to one of the largest and most cutting edge networks of hospitals and research facilities in Canada."

Kate Parizeau, a PhD Candidate in Geography, Environment & Health

"Excellent resources and great support for applying for funding."

Matthew Cimone, a Graduate of International Development Studies

"It has really provided me with the knowledge and skills to be able to make an impact."

David Topping, a 4th year English student

"U of T can be whatever you want it to be, kind of just how Toronto can be whatever you want it to be. It is a matter of finding what you want from the experience and getting it."

Slide 10: Faculty Compilation Video.

Discover the Faculty Experience: The Faculty compilation video transcript.

Mark Kingwell, philosophy

“I was an undergraduate at the University of Toronto back in the early 80s. It’s always remained in my mind as the ideal type of what a university campus looks like.”

Shafique Virani, the Study of Religion

“The types of conversations we have in class are fantastic. They go into the very depths of what the subject is about.”

Janice Gross Stein, Political Science

“You hear the world in the discussion that goes on in class.”

Marc Dryer, Biomedical Communications

“The other thing that U of T allows me to do is to collaborate with a lot of other really incredible people.”

Linda Hutcheon, English

“Interdisciplinary work and collaborative work is really supported here.”

Rene Harrison, Biological Sciences

“It’s this huge brain bank. There are so many top-notch researchers that I can collaborate with, that I can go to for assistance or advice.”

Richard Bond, Physics

“The University of Toronto’s setting is the perfect place to do advanced research.”

Ray Jayawardhana, Astronomy and Astrophysics

“Being at U of T really is being at one of the centres for astronomy research in North America. It’s fantastic.”

Richard Peltier, Physics

“One of the most exciting aspects of the University of Toronto is that it has strength in the entire range of disciplines.”

Roger Martin, Dean, Joseph L. Rotman School of Management

“The University of Toronto’s location is fantastic for a business school.”

Ronald Deibert, Political Science

“It’s a place where academic freedom is respected and you’re given the facilities, encouragement and support.”

Ted Sargent, Nanotechnology, Applied Science and Engineering

“The University of Toronto is right at the heart of this movement, culturally and scientifically, and it’s an incredibly exciting place to be.”

Anthony Pawson, Molecular Genetics

“You know, the great thing I think about being an undergraduate at U of T is that you can get to work in laboratories which are really on the cutting edge of science and clinical science.”

Molly Shoichet, Chemical Engineering and Applied Chemistry

“Undergraduate students, graduate students, post-doctoral fellows, we're a team, we work together.”

Marc Fournier, Psychology

“Working at a world-class research institution draws world-class students.”

Nouman Ashraf, Anti-Racism and Cultural Diversity Officer

“Students that come to the University of Toronto have, in fact, an advantage. The advantage is that they have actually been in the midst of diversity, they understand how different people think differently, act differently, behave differently.”

Josée Johnston, Sociology

“Undergraduate programs at U of T are tough but they do provide an incredible training for future graduate programs and also for just other occupational trajectories.”

Slide 11: Image of the redesigned U of T home page.

Slide 12: Print Ads.

Two examples from last year’s ad campaigns.

Example one is entitled, “Canada’s top university what you care about most.”

Example two is entitled, “166 more reasons to believe in Canada’s future.”

Slide 13: U of T in the News.

Examples of stories about U of T that appeared in the New York Times.

“Land Use and Density Affect Fires in Indonesia,” appeared on March 3, 2009.

“Vast Spy System Loots Computers in 103 Countries,” appeared on March 29, 2009.

“Smoking May Have Role in Breast Cancer After All. A Science Panel Says,” appeared on April 24, 2009.

“Adding A Big Dash Of ‘Health’ To Low-Carbohydrate Diets,” appeared on June 10, 2009.

“Study Links Child Abuse, Cancer Risk,” appeared on June 25, 2009.

Slide 14: U of T in the News, continued

Examples of stories about U of T that appeared in various news outlets.

The Washington Post

“Canadians Doing Better Than Peers Abroad,” appeared on February 27, 2009.

Guardian Unlimited

“Did Agatha Christie have Alzheimer’s?,” appeared on April 3, 2009

The Economist

“Deep Brain Stimulation Tested with Brain Injury, Alzheimer’s, Obesity and More,” appeared on June 1, 2009.

Slide 15: U of T in the News, continued

Examples of stories about U of T that appeared in various news outlets.

The Times of India

“Giant Titanoboa Snake Ruled the Earth After ...,” appeared on February 5, 2009.

“Canadians Can Read Your Mind,” appeared on February 21, 2009.

“Viral Vaccine Tests for Cancer,” appeared on April 29, 2009.

“New Microchip Can Detect Cancer Early,” appeared on Sept 30, 2009.

Slide 16: Back-To-School Media Coverage.

Examples of back-to-school stories that mention U of T.

The topic, “Online education and learning” appeared in Now Magazine.

The topic, “UTM students moving in, student enrolment” appeared in Mississauga News.

The topic, “The economy and enrolment” appeared in the Financial Post.

The topic, “Facebook and online trends” appeared in the Canadian Press.

The topic, “Orientation and the return of students to campus” appeared on CP24.

The topic, “Student enrolment” appeared in the Ottawa Citizen.

The topic, “Back-to-school budgeting” appeared in Metro Canada.

Slide 17: Back-To-School Media Coverage, continued

Examples of back-to-school stories that mention U of T.

The topic, “Netiquette in the classroom” appeared in Metro Toronto.

The topic, “the IConnect Mentorship Program” appeared on CBC Radio.

The topic, “Fresh Air: Adult learners return to school” appeared on CBC Television.

The topic, “Technology and learning” appeared in the Epoch Times.

The topic, “Students budgeting and working” appeared on CBC TV News.

The topic, “Cool new courses and curriculum” appeared in Toronto Star.

The topic, “Moving Forward Program” appeared in Metro Canada.

Slide 18: International Activities and Opportunities.

Theme: Expanding Relationships.

Slide 19: Infosys.

A university delegation visited Infosys in India, March 2009.

Slide 20: Tata Technologies, India 2009.

A renewed agreement expanded the internship program with Tata Computational Research Laboratories, a part of the Tata Group. One of India's largest and most respected business conglomerates.

Slide 21: National People's Congress, China.

The National People's Congress visited Toronto in June 2009.

Slide 22: University of Toronto video.

University of Toronto video transcript.

JOIN US! WHAT WILL YOUR U OF T STORY BE?

“Hi, I’m Andrea. I majored in drama at U of T and I came here because I knew I would be part of a really great university. When I first came to U of T I was worried about a lot of things: classes, finding friends, fitting in. I can’t believe I was worried. I got involved in student groups, frosh week and plays. I loved my classes. Between professors and students, this really is the place where the best and the brightest come. My experience at U of T was incredible. So yeah, everyone’s story is a little bit different. I’ve got mine, they’ve got theirs. What’s yours?”