



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

**1ST 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



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

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 NicolleWahl, 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 #CdnPoll - 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

Official Twitter site for University of Toronto

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.

Search

Search using descriptions, keywords and resource numbers

- Video
- Photo
- Graphics
- Document

By date

Any yea Any mont

- > [Advanced search](#)
- > [View new material](#)

Graphics

Explore the University's visual identity assets.

Highlights

Browse public collections available to all users.

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



UNIVERSITY OF
TORONTO

BOUNDLESS OPPORTUNITIES

Explore U of T – Take a Campus Tour ▶

Engagement – an example

Pan Am /
Parapan Am
Games



Advocacy

Community
Engagement

International
Engagement

Marketing

Media
Relations

News

Rankings

Social Media

Webpace

PRESENCE