

Inventory of Faculty-wide Communication Vehicles

| Vehicle | Audience | Frequency | Organizer | Best Suited For: | Content Submission |
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| Student e-News (e-newsletter) | engineering undergrads | Monthly during the academic year (not produced from May to August) | Dani Couture, Communications Coordinator, Office of the Registrar: dcouture@ecf.utoronto.ca | <p>Messages from senior leaders</p> <p>Announcements and deadlines specific to engineering students</p> <p>Promo for upcoming Faculty/U of T events open to all engineering undergrads</p> <p>Info about services for engineering students</p> <p>Faculty news/highlights</p> | Send content to dcouture@ecf.utoronto.ca in the first week of the month for consideration in next month's issue. All inclusions are at the discretion of the Registrar's Office. Each issue is vetted by the Dean's Office and is distributed mid-month. |
| First Year News Feed (e-newsletter) | first-year engineering students in Core 8 programs | Weekly during the academic year (not produced from May to August) | Jennifer Fabro, First Year Advisor, First Year Office: jen@ecf.utoronto.ca | <p>Academic announcements and deadlines specific to first-year engineering students</p> <p>Upcoming Faculty/U of T events of interest to first-year students</p> <p>Services and opportunities open to first-year engineering students</p> | Send content to jen@ecf.utoronto.ca at the beginning of the week for consideration in the next few issues. All inclusions are at the discretion of the First Year Office. |
| The Engineering Society's Skule Digest (e-newsletter) | engineering undergrads | Weekly during the academic year (not produced from May to August) | Vice-President Communication, Engineering Society: vpcomm@skule.ca | <p>Upcoming events and announcements related to U of T Engineering</p> <p>Engineering student club/team announcements</p> <p>Reminders for upcoming deadlines related to U of T student life</p> <p>Volunteer or work opportunities of interest to engineering students</p> | Submit content to http://digest.skule.ca/login ; VP Comms reviews and approves all content. |
| Digital Displays (flatscreen TVs Faculty-wide) | students, faculty, staff, general public | Ongoing; each slide appears for 5 seconds | Overseen by Engineering Strategic Communications | <p>U of T Engineering promo for:</p> <ul style="list-style-type: none"> - graduate studies within U of T Engineering - special programs (e.g., ILead, Hatchery) - Faculty-wide campaigns (e.g., Pink Shirt Day) - events (e.g., fairs, Dean's Town Hall meetings) - special messages (e.g., welcome back) <p>Urgent messages in times of Faculty-wide emergency</p> | <p>For tips on effective design, visit the best practices section.</p> <p>Communications staff across the Faculty can upload material.</p> <p>For further assistance, contact: kevin.soobrian@ecf.utoronto.ca</p> |

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| Computer Lab (ECF) Login Screens (login screens in ECF labs) | users of ECF labs (primarily engineering undergrads) | Ongoing | Phil Poulos, Director, Engineering Computing Facility: phil@ecf.utoronto.ca | Special Faculty-wide campaigns or programs Special events open to all engineering undergrads <i>At this time, screens will be used to promote U of T Engineering announcements, events and campaigns only.</i> | For tips on effective design, visit the best practices section. Submit your 1920x1200 px art to https://ssl.ecf.utoronto.ca/ecf/services/submitloginimg for consideration. All inclusions are at the discretion of ECF. |
| Engineering Undergrad Students homepage web banners (scrolling artwork on homepage) | engineering undergrads | Ongoing; each banner appears for 3 seconds | Dani Couture, Communications Coordinator, Office of the Registrar: dcouture@ecf.utoronto.ca | Crisis or emergency that applies broadly to all engineering students Special opportunities/initiatives/events open to all engineering students Faculty-wide campaigns or programs Special news or announcements applicable to all engineering students | Send jpeg to dcouture@ecf.utoronto.ca for consideration. All inclusions are at the discretion of the Registrar's Office. |
| U of T Engineering online calendar | entire U of T Engineering community; general public | Ongoing | Kevin Soobrian, Communications Assistant, Engineering Strategic Communications: kevin.soobrian@ecf.utoronto.ca | Opportunities for engineering students tied to specific dates (e.g., fairs, special lectures) U of T-wide events of interest to engineering students | Send details (who, what, where, when, why, how) to kevin.soobrian@ecf.utoronto.ca . All inclusions at the discretion of ESC. |
| Engineering Undergrad students online calendar | Engineering undergrads | Ongoing | Dani Couture, Communications Coordinator, Office of the Registrar: dcouture@ecf.utoronto.ca | Opportunities for engineering students tied to specific dates (e.g., fairs, special lectures) U of T-wide events of interest to engineering students | Send details (who, what, where, when, why, how) to dcouture@ecf.utoronto.ca . All inclusions at the discretion of the Registrar's Office. |
| Faculty Twitter @uoftengineering | General public, students, alumni, faculty, staff | Ongoing | Kevin Soobrian, Communications Assistant, Engineering Strategic Communications: kevin.soobrian@ecf.utoronto.ca | Crisis or emergency that applies to all engineering students Special events and Faculty-wide campaigns open to all engineering students Special news/announcements for all engineering students Reposts from other U of T accounts on news, events or opportunities of interest to engineering students | Send ideas to kevin.soobrian@ecf.utoronto.ca . Provide a timeline for your tweet request. All content posted at the discretion of ESC. |

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| Faculty Instagram @uoftengineering | General public, students, alumni, faculty, staff | Ongoing | Kevin Soobrian, Communications Assistant, Engineering Strategic Communications: kevin.soobrian@ecf.utoronto.ca | Feel-good photos and short videos depicting engineering student life Historical imagery on "Throwback Thursdays" #TBT | Send photo and video ideas to kevin.soobrian@ecf.utoronto.ca . |
| Faculty Facebook: University of Toronto Engineering | General public, students, alumni, faculty, staff | Ongoing | Kevin Soobrian, Communications Assistant, Engineering Strategic Communications: kevin.soobrian@ecf.utoronto.ca | Crisis or emergency that applies broadly to all engineering students Special events open to all engineering students Special Faculty-wide campaigns (e.g., Gratitude) Special news or announcements applicable to all engineering students Reposts from other U of T accounts on news, events or opportunities that maybe of interest to engineering students | Send ideas to kevin.soobrian@ecf.utoronto.ca . |
| Registrar's Twitter @uofteng_registr | Primarily current students | Ongoing | Dani Couture, Communications Coordinator, Office of the Registrar: dcouture@ecf.utoronto.ca | Crisis or emergency that applies broadly to all engineering students Special opportunities/initiatives for engineering students Reposts from other U of T accounts on news, events or opportunities that maybe of interest to engineering students | Send ideas to dcouture@ecf.utoronto.ca . Provide suggested timeline for your tweet requests. All content posted is at the full discretion of the Registrar's Office |