8

Effectively communicating our Faculty's strengths and accomplishments enhances our ability to attract top students and faculty members from around the world, spark new collaborations and inspire our supporters to deepen their engagement.

Our award-winning Engineering Strategic Communications office collaborates closely with University of Toronto Communications and nearly 30 colleagues across the Faculty who constitute our Engineering Communications Network. We leverage a comprehensive suite of owned channels to effectively engage our audiences. Through strategic relationships with external media and targeted pitching, U of T Engineering earns a larger share of national engineering-related coverage than any other school in Canada.

Through targeted messages and customized tactics, we advance key strategic priorities for the Faculty. Major areas of focus for 2017–2018 included:

- **Water Research:** Our #EveryDropMatters campaign, carried out during the Canadian National Exhibition (CNE), invited thousands of people to discover how U of T Engineering researchers are addressing global water challenges.
- **Myhal Centre for Engineering Innovation & Entrepreneurship:** Through events, digital media and sponsored content, we raised awareness of the ways our newest building launched a new era in engineering education and research.
- **Diversity:** We published stories that underscored our Faculty's continuing commitment to increasing diversity in all its forms, including the record-setting numbers of women in our programs, active outreach to increase representation and inclusion of Black students, and the *Blueprint for Action* created by our Eagles' Longhouse to enhance the Faculty's relationship with Indigenous peoples.
- **Entrepreneurship:** We shared stories about U of T Engineering startups and spinoffs to inspire further support for entrepreneurship and commercialization.
- **Domestic PhD Recruitment:** A relaunched graduate studies website and targeted social media advertising campaign were among the tactics aimed at growing our domestic graduate student population.

U of T Engineering has a global reputation for excellence in research and education, a vibrant student body growing in its diversity, and a track record of success in bringing innovations to market through commercialization and entrepreneurship. Strategic communications initiatives bring this story to the world.

Selected Communication Projects

CNE #EveryDropMatters Activation

The University of Toronto's Faculty of Applied Science & Engineering unites a critical mass of leading researchers in a wide range of fields working to address global water challenges. To celebrate and elevate our profile of excellence in this area, the Faculty launched a targeted awareness campaign in summer 2017. Our central tactic was to engage directly with the general public through the Canadian National Exhibition (CNE) for two weekends (August 18-20 and 25-27) with an experiential, water-themed initiative titled #EveryDropMatters. We partnered with a local firm to create vending machines activated by social media posts. In exchange for following us and sharing our social content about our water research on Twitter or Facebook, visitors received a reusable U of T Engineering-branded flatpack water bottle from the vending machine, which they could fill at U of T Engineering-branded refill stations across the CNE grounds. The booth was staffed by engineering students and staff who shared information about our water research with visitors and distributed "Future Engineer" waterless temporary tattoos to children. Over the two weekends of the event, we vended more than 4,400 bottles, distributed 2,500 temporary tattoos, and generated 256,000 impressions across our Facebook and Twitter feeds. The number of new followers gained over the two weeks was four times the average monthly gain for Twitter and 20 times the average monthly gain for Facebook. This campaign earned an award of excellence from the Toronto Chapter of the International Association of Business Communicators (IABC) and a bronze award from the Council for Advancement and Support of Education, District II.

Thought Leadership through Opinion Pieces

We work closely with faculty members and key staff to create and pitch opinion pieces to major publications in alignment with our strategic priorities. Our goal is to strengthen our voice within national and international conversations on issues such as innovation policy, engineering education and entrepreneurship. We collaborate with external groups such as *The Conversation,* a non-profit organization that aims to leverage the expertise of researchers and academics to provide the public with insight into society's greatest challenges. Pieces published in the past year include:

- "How green roofs can help cities sponge away excess stormwater" by Professor Jennifer Drake (CivMin) (*National Post,* August 22, 2017, via *The Conversation*)
- "Canada helps train the world's tech talent – now it has to keep it here" by Illan Kramer (ECE PhD 1T3), Director, International Research Partnerships (*The Globe and Mail,* October 31, 2017)
- "How engineers are engineering change on the gender gap" by Professor Deepa Kundur (ECE) (*Maclean's,* December 7, 2017)
- "It's time to bring entrepreneurs out of the garage" by Joseph Orozco, Executive Director of The Entrepreneurship Hatchery (*The Globe and Mail,* December 26, 2017)
- "Flying blind: The future of work in Canada depends on better research" by Professor Greg Evans (ChemE) (*The Globe and Mail,* April 5, 2018)

She Inspires Us — Social Media Campaign

In July 2017, the federal government announced that U of T Engineering alumna and astronaut Julie Payette (ECE MASc 9T0) would be the next Governor General of Canada. We leveraged this significant announcement to produce a social media campaign that celebrated Payette's achievements while drawing focus to the leadership role U of T Engineering plays in fostering diversity within engineering. The primary target audience was prospective undergraduate students (high school and elementary school students) and their influencers — parents, teachers and family. We rapidly produced a video featuring several girls in our pre-university outreach programs sharing their aspirations and congratulating Payette. The video was embedded in stories on our U of T Engineering news website and shared on social media channels using the hashtag #aweSTEM to access the STEM-outreach community. We further amplified the message in October 2017, when Payette officially took office. Our initial goals were to generate 2,000 views on Facebook and 200 more across the secondary channels of Instagram, Twitter and YouTube. The video ultimately reached 4,335 views on Facebook and 508 across the other channels, more than double the targets. This project earned an award of merit from the Toronto Chapter of the IABC.

Faculty & Staff Hub (Intranet)

In September 2017, we launched the Faculty & Staff Hub (www.hub.engineering.utoronto.ca), an intranet dedicated to helping faculty and staff find administrative information and resources, learn about events and connect with our community through an online bulletin board. The Hub includes material on branding; employee benefits; mental health and wellness; research services, grants and opportunities; teaching resources; and IT services. Baseline analytics will be generated in September 2018.

Unless otherwise noted, the reporting period for this chapter is May 1, 2017 to April 30, 2018.
Note: Impressions are the estimated number of people who may have interacted with a story, based on circulation (newspapers/magazines), viewers (TV), listeners (radio) and unique monthly visitors (online).

New and Relaunched Websites

In 2017–2018 we created two microsites specific to communications campaigns:

- The Water Campaign microsite (www.water.engineering.utoronto.ca) highlights our Faculty's water-related research projects and expertise. Featuring photos, videos and an interactive quiz, this website was a central pillar of our #EveryDropMatters campaign.
- The Myhal Centre microsite (www.uoft.me/myhalcentre) features visuals and information on all aspects of the new building, including the multidisciplinary institutes, centres and experiential learning facilities housed on each floor, renderings and links to news stories. This site received more than 20,000 page views during the reporting period.

In addition to campaign-specific microsites, we launched a major overhaul of the Engineering Graduate Studies website (www.gradstudies.engineering.utoronto.ca), which included reorganizing the information architecture, updating the design and refreshing the content with new photos and text.

We also streamlined many of the back-end web processes across U of T Engineering's multisite network, which now includes 17 individual websites. We implemented improvements such as code deployment and site monitoring; improved site infrastructure; and added new features and accessibility upgrades.

Myhal Centre for Engineering Innovation & Entrepreneurship — Official Opening

The official opening of our Faculty's newest building took place on April 27, 2018. Ahead of the event, we leveraged a wide range of tactics to demonstrate to our key audiences — including donors and alumni, key influencers in industry, government, current and prospective students, and the media — the scale and scope of the changes in engineering education and research that the new building will bring about. These tactics included:

- **Website, media kit and key messages:** We created a visually appealing, dynamic website (www.uoft.me/myhalcentre) with comprehensive information on every aspect of the building and renderings depicting each space. This was embedded into all relevant web news stories and social media posts. It was also distilled into a briefing note to prepare key faculty and staff to speak knowledgably about the building, and into one-page print materials that were distributed at events with media presence.
- **Advertorial:** We participated in a special section in *The Globe and Mail* on the theme of a 'Sustainable Future.' This sponsored content featured several of the Myhal Centre's research institutes, and a sidebar on the building's sustainable features. The piece ran on October 11, 2017 and reached approximately 330,000 through daily circulation.
- **Cake Day:** In celebration of National Cake Day on November 22, 2017, we served a giant cake in the shape of the Myhal Centre to approximately 300 students, staff and faculty and shared photos and video on social media, generating 82,000 impressions. This event helped to build anticipation for the official opening.
- **Time Capsule:** We created a time capsule to be sealed inside the building and opened in the year 2073 to mark the Faculty's 200th anniversary. The contents were selected to represent many aspects of our community, and included an Iron Ring, a Métis Fire Bag (contributed by the Eagles' Longhouse, our Indigenous Initiatives Steering Committee), a Skule™ leather jacket, a postcard from Governor General Julie Payette (ECE MASc 9T0), a Telehex tool invented by alumnus Peter Wen (MechE 1T8), a tissue patch from the lab of Professor Milica Radisic (IBBME, ChemE) and a recent issue of *The Cannon* newspaper, among many other items. (*For more on the time capsule, see page 12.)*
- **Official Opening:** More than 300 people attended the official opening of the Myhal Centre, including industry partners, donors, university leadership, faculty, students and staff. The speeches and ribbon-cutting were webcast live via our social media feeds to engage those who could not attend in person. A two-minute video showcasing the Faculty's excellence in research and education was shown at the event and shared on social media.

Media Coverage

By leveraging online communications channels, strategic pitching and building strong relationships with journalists, we generate research and education news coverage in major publications around the world. Our goal is to reinforce and elevate the profile of U of T Engineering in strategic priority areas: Bioengineering & Health, Sustainability, Information & Communications Technology, Entrepreneurship & Commercialization, and Engineering Education. Across these strategic themes, we pitch stories that showcase the rich diversity of our community and the innovative ways we actively promote a culture of inclusivity through community engagement and outreach.

We use professional media monitoring services to measure the impact and tone of the media coverage we receive, and to inform our future strategies to enhance our earned media performance. On July 1, 2017, we contracted Cormex Research to replace our previous vendor, Agility PR. Cormex was selected in a University-wide RFP process, and brings a unique approach to media monitoring including a greater focus on contextualizing results.

Between May 1, 2017 and April 30, 2018, we earned 2,484 external media stories, generating a total of more than 771 million impressions — an indicator of impact measured by the number of people who may have interacted with a story. This represents a 15.4% increase over the previous year. More than half (58.0%) of impressions were earned outside of Canada. The coverage was distributed across digital, broadcast and print media, including mainstream, specialty and industry-targeted outlets.

Selected earned media highlights included:

Bioengineering & Health

- Molly Shoichet receives Killam Prize in Engineering *(CBC.ca, CTVNews.ca, The Globe and Mail, Toronto Star)*
- U of T Engineering researchers search for toxins in the aftermath of Fort McMurray wildfire *(Toronto Star, CBC.ca)*
- U of T Engineering researchers uncover mechanism of scar-free wound healing in fruit fly embryos *(CBC.ca, Phys.org)*
- Lab-on-a-chip delivers critical immunity data for vulnerable populations *(Scientific American, U.S. News & World Report, Business Insider, National Post, CTVNews.ca, City News)*
- U of T Engineering researchers develop handheld 3D skin printer *(Hindustan Times, Sky News (UK), Tech Times, Daily Mail (UK), GlobalNews.ca, Biotechnology Focus)*

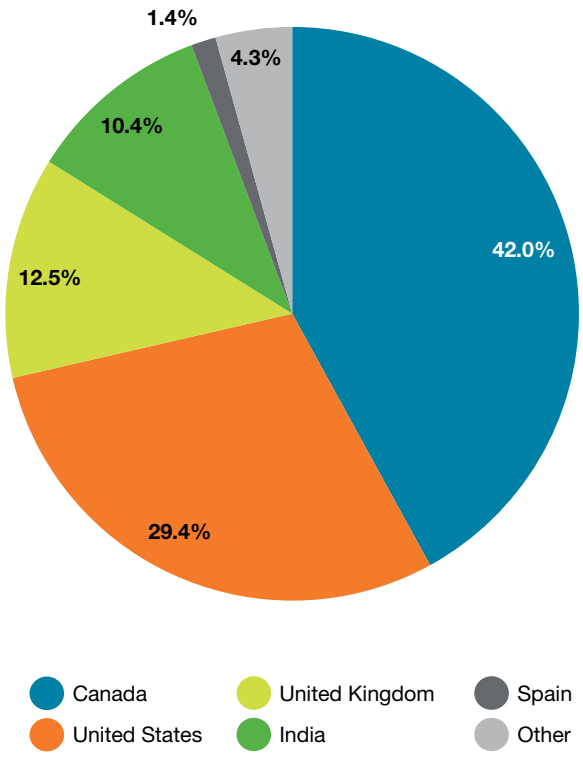
Sustainability

- Better transportation planning? There's an app for that — and it needs your help *(CTVNews.ca, GlobalNews.ca, National Post, Penticton Herald)*
- CERT team advances to finals of Carbon XPRIZE *(Thomspon Reuters, Finanz Nachrichten, Plant (Advanced Canadian Manufacturing), Halifax Chronicle-Herald)*
- U of T Engineering researchers propose how we could use climate-warming CO_2 for good *(Space Daily)*

Information & Communications Technology

- Engineering the perfect NHL team: U of T Engineering researchers create draft optimizer for new Las Vegas expansion *(Boston Globe, CBC.ca, NBC.com, Toronto Star)*
- Wheelchairs get robotic retrofit to become self-driving *(Reuters, Washington Post, CBC.ca, Toronto Star, WiReD)*
- How self-driving cars could shrink parking lots *(Global News, Forbes)*

Figure 8.1a **Proportion of U of T Engineering Media Stories by Outlet Location, 2017–2018**



Note 8.1a: The impressions for one story may be included in the counts of multiple countries.

Entrepreneurship & Commercialization

- U of T Engineering spin-off ModiFace acquired by French cosmetics giant L'Oreal *(The Globe and Mail, Toronto Star, CTVNews.ca, Canadian Business, News 1130)*
- U of T Engineering spinoff Deep Genomics raises US$13 million to fund expansion *(The Globe and Mail, BetaKit)*
- U of T Engineering spinoff LegUp Computing secures seed funding from Intel Capital *(StartUp Here Toronto, IT News Online)*

Engineering Education

- Go North inspires more than 1,200 future innovators *(Financial Post)*
- Sandro Young named U of T's top student *(CBC.ca, Business News Network)*
- First-year students bring engineering solutions to Toronto communities *(Toronto Star)*
- The Top Science & Technology Colleges *(Popular Mechanics)*
- aUToronto team wins first AutoDrive Challenge *(CBC.ca, Vice Motherboard, Invest in Ontario)*

Figure 8.1b **Proportion of U of T Engineering Impressions by Strategic Priority Area, 2017–2018**

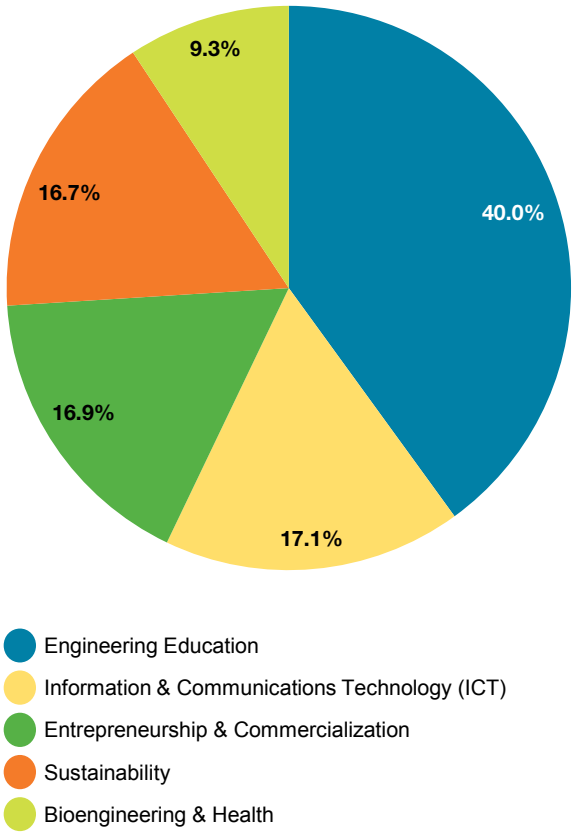
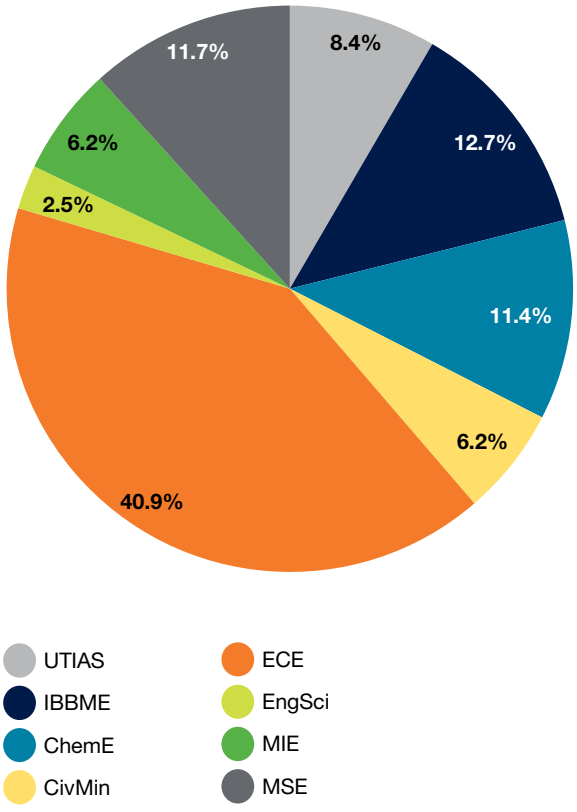


Figure 8.1c **Proportion of U of T Engineering Impressions by Academic Area, 2017–2018**



Note 8.1b: One media story can reference multiple strategic priority areas. In those cases, the impressions are included in the counts for both areas.
Note 8.1c: One media story can reference multiple academic areas. In those cases, the impressions are included in the counts for both areas.

Social Media

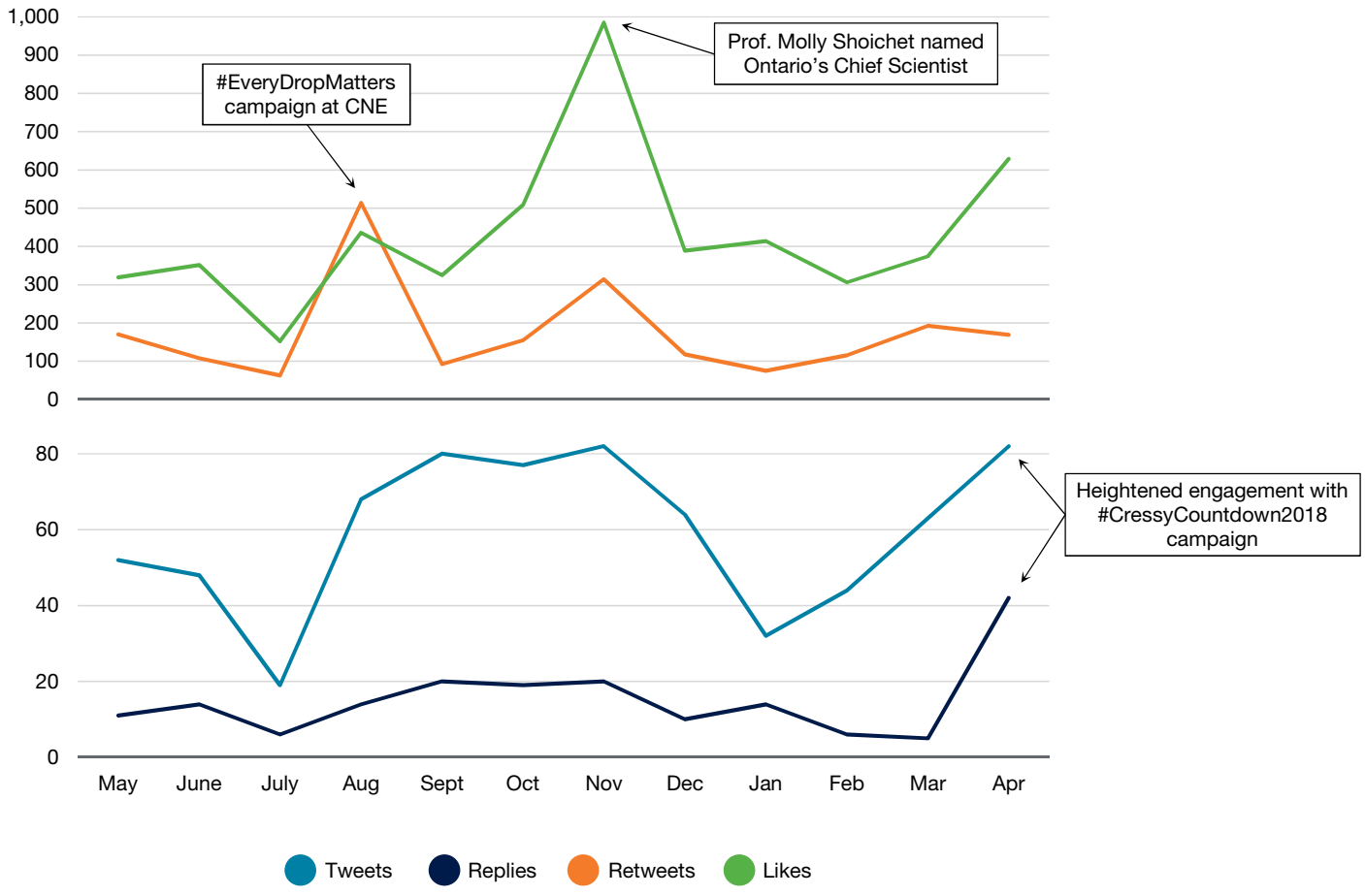
U of T Engineering integrates current best practices in social media into its storytelling approaches and daily processes. We leverage social media to augment and amplify our messages to target audiences, including peer institutions, prospective and current students, alumni, policymakers and select influencers, as well as staff and faculty. Social media evolves swiftly, and we leverage key metrics to continuously inform our strategy and effectiveness at reaching these audiences. A well-crafted social media post has the potential to reach just as many — or more — viewers as any story in traditional media.

Our Faculty maintains dedicated channels on three social media platforms: Facebook (www.facebook.com/uoftengineering), Twitter (www.twitter.com/uoftengineering) and Instagram (www.instagram.com/uoftengineering). These are supplemented and reinforced by more than 25 related feeds maintained by our departments, divisions, research centres and institutes, and at the University level. We also use a fourth, proprietary platform — U of T Engineering CONNECT (www.uoftengineeringconnect.ca) — to build strong connections between current students and our vibrant, global network of alumni *(for more on CONNECT, see Chapter 7 – Advancement)*. The following sections outline activity on the three main channels in the period from May 1, 2017 to April 30, 2018 as reported by our monitoring service, Sprout Social.

Twitter

We gained 1,168 new followers on Twitter in the reporting period, bringing our total to 9,717. Our target audiences on Twitter include academics, government officials and agencies, professional associations and peer institutions. Some of our most influential followers include Kirsty Duncan (MP, Minister of Science), Chrystia Freeland (MP, Minister of Foreign Affairs) and NSERC, all of whom have engaged with or shared our content over the past year.

Figure 8.2a **Audience Engagement on Twitter from May 1, 2017 to April 30, 2018**



In 2017–2018, we shared 711 tweets, achieving a total engagement — including likes, retweets, clicks on U of T Engineering content and viewing of embedded videos — of approximately 41,200. Total impressions (the number of views on posts from the U of T Engineering Twitter channel) reached 1.5 million over the reporting period. Twitter referred 3,979 users to the Faculty's news site in 2017–2018.

Figure 8.2a represents engagement over the reporting period. The August spike in retweets was due to elevated engagement during the #EveryDropMatters campaign, while the large number of likes and retweets in November represents engagement with the news of Professor Molly Shoichet (ChemE, IBBME) being named Ontario's new Chief Scientist. The rise in tweets and replies from March into April reflects engagement with our #CressyCountdown2018 campaign, which highlighted the Gordon Cressy Student Leadership Awards.

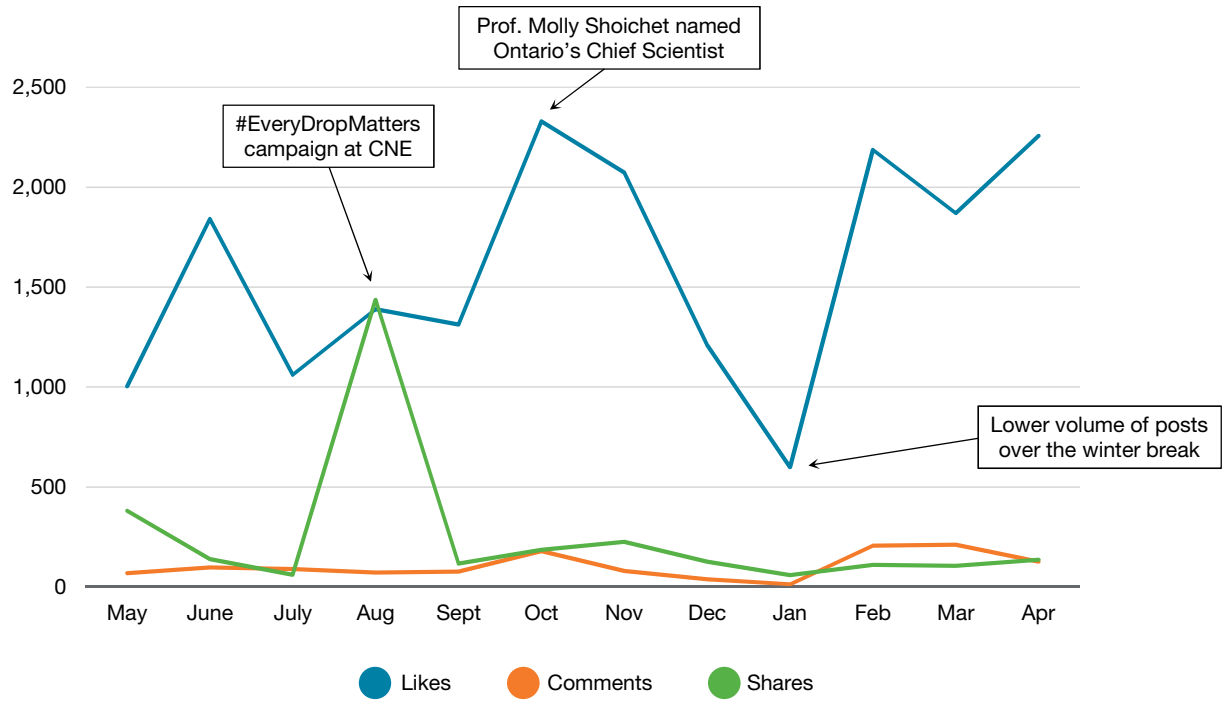
Facebook

As of April 30, 2018, we had 7,317 followers on Facebook, a gain of 2,648 (57.6%) over the reporting period. Of these, 1,207 (45.6%) joined during the #EveryDropMatters campaign. Our audience on Facebook represents primarily students and alumni.

We shared 382 posts on Facebook in 2017–2018. Total engagement with these posts — including shares, comments and reactions — reached approximately 23,500, a 48.5% increase over the previous reporting period. Total impressions reached 2.3 million, the highest for any of our social media channels, and the daily average was more than 3,300. Our top-performing post was a 30-second video of Professor Scott Ramsay (MSE) performing a "bed of nails" demonstration for a group of students. It garnered 995 reactions, 143 comments and reached 58,500 Facebook users. Facebook referred 15,716 users to our Faculty's news site in 2017–2018.

Figure 8.2b represents engagement over the reporting period. The large spike in shares in August is due to the #EveryDropMatters campaign. Reactions reached a peak in October due to the news of Professor Molly Shoichet (ChemE, IBBME) being named Ontario's new Chief Scientist, and a low in December/January due to a lower volume of posts over the winter break.

Figure 8.2b **Audience Engagement on Facebook from May 1, 2017 to April 30, 2018**



Instagram

Our audience on Instagram is primarily current students, and our best-performing posts depict the student experience. As of April 30, 2018, we had 4,129 followers on Instagram, of whom 1,810 joined during the reporting period, representing a 78.1% increase since May 1, 2017. Our long-term goal is to increase our follower count to 10,000, which will enable us to unlock the Instagram Stories 'swipe up' feature for even more engaging multi-platform storytelling.

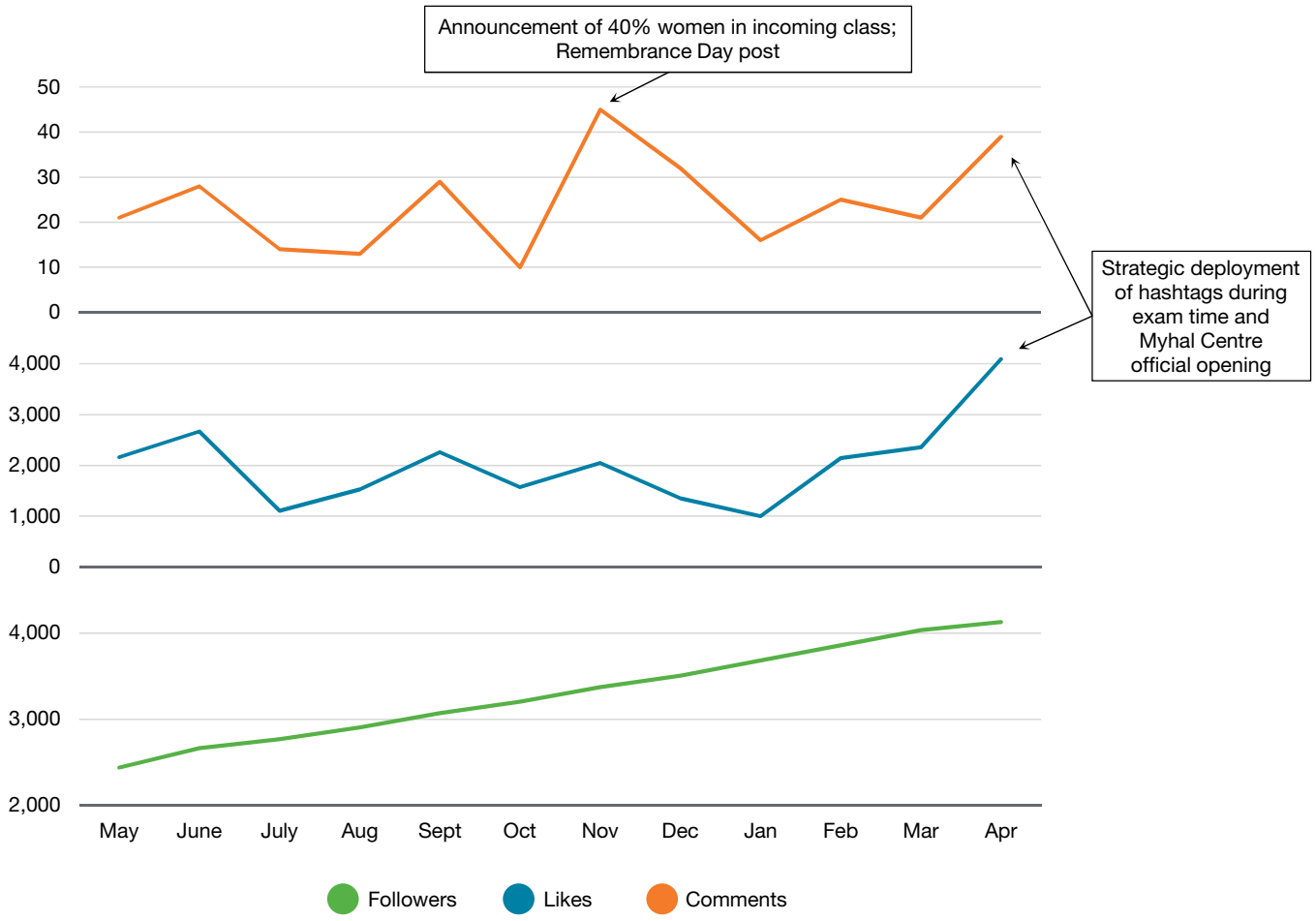
We shared 103 posts on Instagram during the reporting period. The total engagement — including likes and comments — was approximately 24,600, a 25.6% increase on the previous year. Total impressions reached approximately 380,500.

Engagement and audience growth on Instagram have been relatively consistent throughout the year. On November 7, 2017, we posted a photo announcing that our incoming first-year class had once again reached more than 40% women; this post, in combination with one commemorating Remembrance Day, drew many positive comments, as seen in Figure 8.2c. In March and April of 2018, we created a surge in engagement through strategic deployment of hashtags as well as a number of strong posts, including images of students preparing for exams and of the official opening of the Myhal Centre.

U of T Engineering CONNECT

This proprietary social media platform is designed to facilitate meaningful connections between alumni and current students, encouraging networking, mentorship and engagement with various professional development events. As of April 30, 2018, we had more than 7,000 active members, of whom approximately 66% are alumni, 30% students and 4% other designations such as faculty, staff and professor emeriti. *(For more on U of T Engineering CONNECT, see Chapter 7: Advancement.)*

Figure 8.2c **Audience Engagement on Instagram from May 1, 2017 to April 30, 2018**



Engineering News at U of T

The U of T Engineering News website (www.news.engineering.utoronto.ca) is a critical component of our communications efforts. Updated daily, it is the first place that most new content is published, and the primary source of material for social media, U of T Engineering CONNECT, print publications and reports. It is both a snapshot of what is happening in our Faculty at any given moment, and a robust archive of our accomplishments over the past several years.

We use Google Analytics to monitor traffic and other data on our websites. From May 1, 2017 to April 30, 2018, our U of T Engineering News website received 231,984 pageviews (average 9,332 per month) representing a 10.7% increase over the previous year.

Figure 8.3 Summary of Analytics for U of T Engineering Faculty site and U of T Engineering News site, 2017–2018

	Faculty site (engineering.utoronto.ca)	U of T Engineering News site (news.engineering.utoronto.ca)
Pageviews	328,808	231,984
Unique visitors	129,716	124,995
Average number of pageviews per session	1.53	1.40
Average amount of time spent on site	2:01 min	0:51 min
Cities of origin	5,295	6,129
Countries of origin	197	193

Figure 8.4 Social Media Referrals for U of T Engineering News, 2017–2018

Social Media Platform	Unique Users	Sessions
Facebook	15,716	21,928
Twitter	3,979	6,159
Instagram	97	97

Note 8.4: A session is the period of time a user was actively engaged with our website. All usage data (pageviews, events, etc.) are associated with a session.

In addition to the traffic from our own site, many of our stories are cross-posted to the central U of T News website (www.news.utoronto.ca). The best-performing stories from the past year across both of these sites are illustrated in Figure 8.5.

Figure 8.5 **Top Stories on the Engineering News and U of T News Websites, 2017–2018**

Page Title	Date Posted	Pageviews (U of T Engineering News)	Pageviews (U of T News)	Total
Sandro Young named U of T's top student	Jun. 13, 2017	2,611	7,448	**10,059**
Out of this world: Student's SpaceX internship involved working on Falcon Heavy's engines	Feb. 20, 2018	5,817	1,075	**6,892**
Julie Payette, astronaut and U of T Engineering alumna, named next Governor General	Jul. 13, 2017	2,558	3,985	**6,543**
U of T Engineering spin-off ModiFace acquired by French cosmetics giant L'Oreal	Mar. 16, 2018	295	5,497	**5,792**
Grads to Watch: Meet 14 global engineering leaders	May 24, 2017	4,703		**4,703**
One small step for man, one giant leap for these U of T Engineering students	May 25, 2017	623	3,648	**4,271**
Molly Shoichet named Ontario's first Chief Scientist	Nov. 17, 2017	817	2,365	**3,182**
U of T Engineering Holiday Gift Guide 2017	Nov. 28, 2017	1,967	871	**2,838**
Engineering the perfect NHL team: U of T Engineering researchers create draft optimizer for new Las Vegas expansion	Jun. 12, 2017	644	2,162	**2,806**
Four startups to watch from U of T Engineering's Hatchery Demo Day	Sep. 13, 2017	1,646	1,054	**2,700**
Remembering victims of the Montreal Massacre: Commemorating the National Day of Remembrance and Action on Violence Against Women	Dec. 5, 2017	1,099	1,598	**2,697**
Polaris: Blue Sky Solar Racing team unveils its newest vehicle	Aug. 14, 2017	420	2,023	**2,443**
U of T attracts Fujitsu Laboratories R&D centre to Toronto	Sep. 20, 2017	315	2,117	**2,432**
Injectable tissue patch could help repair damaged organs	Aug. 14, 2017	1,537	792	**2,329**
No typical engineers: Q&A with Miss Universe Canada Lauren Howe	Oct. 31, 2017	2,260		**2,260**
U of T Engineering professors appear in Downsizing film	Dec. 12, 2017	2,254		**2,254**
CERT team advances to finals of Carbon XPRIZE	Apr. 9, 2018	1,232	1,018	**2,250**
U of T Engineering student's work featured in Oscar-winning film	Mar. 7, 2018	2,237		**2,237**
U of T Engineering opens the Myhal Centre for Engineering Innovation & Entrepreneurship	Apr. 27, 2018	1,615	490	**2,105**
Deep Genomics applies machine learning to develop new genetic medicines	May 3, 2017	692	1,368	**2,060**
Hatchery startup builds exoskeletons to help children with disabilities walk	Jun. 19, 2017	385	1,610	**1,995**
Tour the stunning student spaces in the Myhal Centre: Floors 1 to 4	Jan. 31, 2018	1,935		**1,935**
Artificial photosynthesis gets big boost from new catalyst	Nov. 20, 2017	1,251	594	**1,845**
Green infrastructure: New tool to help construction industry reduce carbon footprint	Dec. 8, 2017	968	706	**1,674**
Engineering student and alumnus named to list of future aerospace leaders	Jan. 9, 2018	1,671		**1,671**
Mysteries of the heart: U of T Engineering professor developing solutions for coronary artery disease with mathematical models	Feb. 8, 2018	259	1,390	**1,649**
Wheelchairs get robotic retrofit to become self-driving	Jul. 13, 2017	716	898	**1,614**
Professor Angela Schoellig named to MIT Technology Review's Innovators Under 35	Aug. 26, 2017	836	731	**1,567**
Myhal family champions next-generation engineering innovation and entrepreneurship	Apr. 5, 2018	1,524		**1,524**

Note 8.5: Data shown is as of May 1, 2018.

Recruitment and Admissions Websites

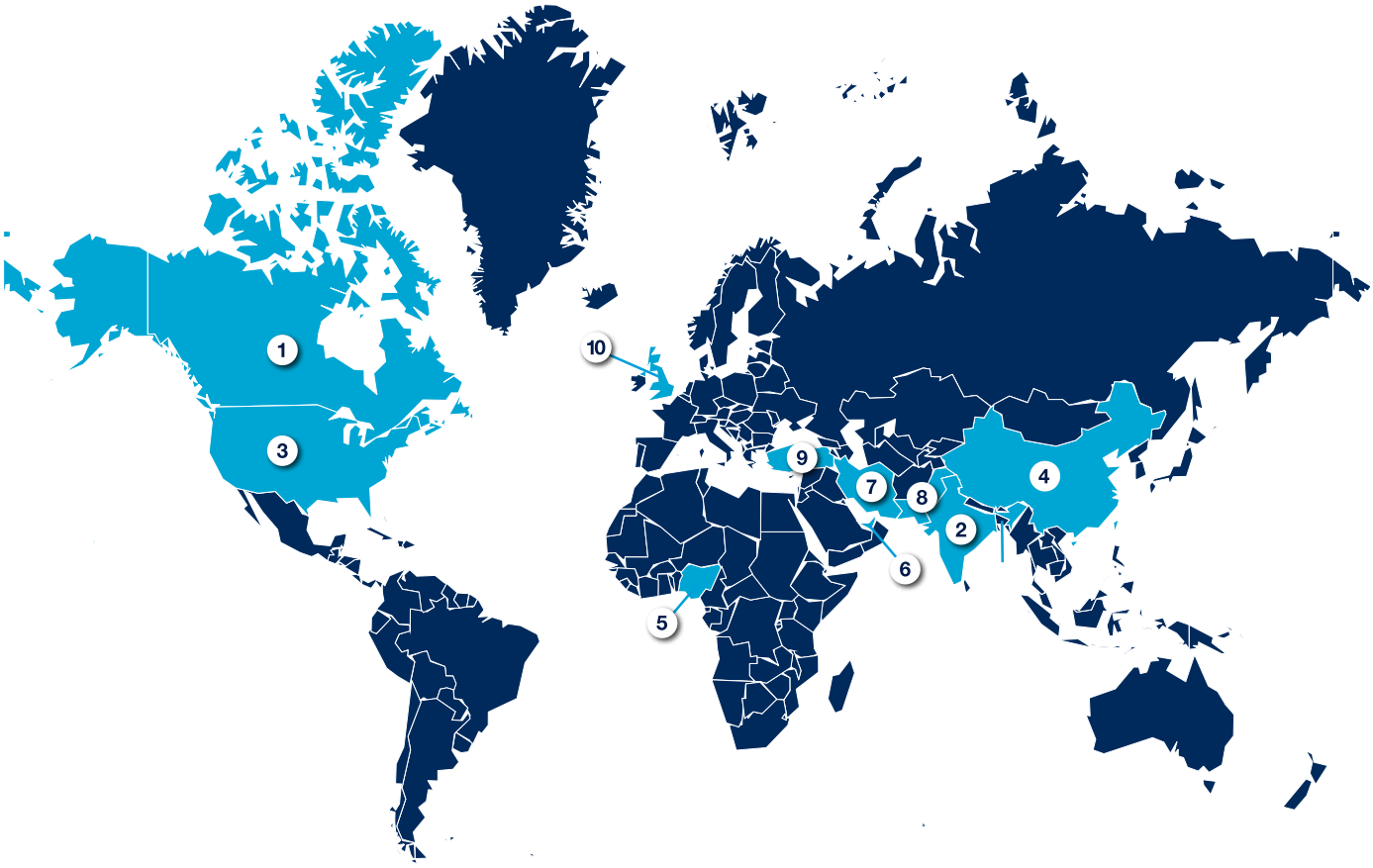
Our Discover Engineering website (www.discover.engineering.utoronto.ca) is the first destination for prospective students and their families seeking information about U of T Engineering programs, student culture and offerings. It is our first impression to this critical audience. This year, unique visitors to the site increased from 217,061 to 263,717, a jump of 21.5% over the same period in 2016–2017. Pageviews climbed 9.7%, from 886,128 to 971,812. The proportion of users visiting the site from mobile devices almost doubled over the previous year. Visitors to the site came from 213 countries, illustrating the strong international draw of our programs.

Once students receive an offer of admission, they are provided exclusive access to our You Belong Here microsite (www.uoft.me/YouBelongHere). This dynamic site presents positive and congratulatory imagery and key messaging, as well as information on next steps for students to accept their offers. The You Belong Here site is not indexed by Google, and is therefore exclusively viewed by admitted students, providing valuable insight into students' actions and decision-making processes post-offer. In the 2017–2018 reporting period, this site received 29,608 pageviews, an 11.6% increase from the previous year. Women represent more than 40% of visitors to the site.

Figure 8.6 Summary of Analytics for Discover Engineering and You Belong Here, 2017–2018

	Discover Engineering (discover.engineering.utoronto.ca)	You Belong Here (uoft.me/YouBelongHere)
Pageviews	971,812	29,608
Unique visitors	263,717	5,415
Average number of pageviews per session	2.44	2.81
Average amount of time spent on site	2:01 min	2:43 min
Cities of origin	77,874	983
Countries of origin	213	119

Figure 8.7 **Top 10 Countries of Origin for Visitors to Discover Engineering, 2017–2018**



Country	Visits
1. Canada	134,382 (50.3%)
2. India	25,044 (9.4%)
3. United States	21,698 (8.1%)
4. China	8,745 (3.3%)
5. Nigeria	6,819 (2.6%)
6. United Arab Emirates	4,470 (1.7%)
7. Iran	4,151 (1.6%)
8. Pakistan	3,895 (1.5%)
9. Turkey	3,200 (1.2%)
10. United Kingdom	3,035 (1.1%)