

8

Effective and engaging communication with our audiences is critical to maintaining and strengthening our position as Canada's top-ranked engineering school and among the best in the world. The stories we tell enable us to attract brilliant students, faculty members and partners from around the world, and inspire our alumni and friends to support our continued evolution.

We produce and share award-winning content across print, digital and social media platforms, and lead innovative experiential marketing initiatives. Our Engineering Communications Network includes the Faculty-level Engineering Strategic Communications office and more than 30 colleagues across our departments and divisions, along with University of Toronto Communications. Through strategic relationships with external media and targeted pitching, U of T Engineering earns a larger share of national coverage than any other engineering school in Canada.

In 2018–2019, we completed a multi-year campaign to raise awareness of the many ways the Myhal Centre for Engineering Innovation & Entrepreneurship is setting a new standard in engineering education and research. Through media outreach, creative storytelling, an open house event for everyone in the U of T Engineering community and participation in city-wide events such as Doors Open Toronto and the Scotiabank CONTACT Photography Festival, we elevated the new building to its place of prominence at the heart of our campus and the centre of Ontario's Innovation Supercorridor.

We also renewed our Faculty's online presence with a focus on our six research Innovation Clusters, and celebrated the 40th anniversary of our Professional Experience Year Co-op Program, the largest program of its kind in Canada.

This year provides a unique opportunity to reflect on our Faculty's remarkable advances under the visionary leadership of Dean Cristina Amon. The launch of our contemporary history book *Ambition, Innovation & Excellence: The Skule™ Story 2000-2018*, along with supporting online material, captures the Faculty's tremendous accomplishments of the past two decades. It also signals our bright future, in which impactful research, unparalleled student experience and a strong global network of strategic partnerships will continue to drive innovation and create a more prosperous world.

Selected Communications Projects

New and Relunched Websites

In March 2019, we relaunched our U of T Engineering News website (www.news.engineering.utoronto.ca) with a new design focused around our six Innovation Clusters: robotics, sustainability, analytics & artificial intelligence, advanced manufacturing, human health and water. We produced original content for these themes — including profiles of alumni who are well-recognized leaders in each of these areas — and customized each theme page with a distinct visual identity. Improved site navigation further enables users to engage with stories that resonate, while giving prominence to priority content that highlights our key messages. The new design increases the appeal of social sharing, prioritizing visual presentations that feature rich imagery and video.

We significantly expanded the Industrial Partnerships section of our U of T Engineering site (www.engineering.utoronto.ca) with new content and an enhanced look and feel, as well as downloadable material tailored to each domain. We also added an interactive timeline highlighting “A Decade of Excellence at U of T Engineering” (www.uoft.me/10years) which celebrates selected achievements under the leadership of Dean Cristina Amon. This digital material supplements our contemporary history book *Ambition, Innovation & Excellence: The Skule™ Story 2000-2018*.

We redesigned the Current Engineering Undergraduates website (www.undergrad.engineering.utoronto.ca) and the Discover Engineering website (www.discover.engineering.utoronto.ca), the primary destinations for our current and prospective undergraduate students, respectively. These redesigns included the application of a new WordPress theme as well as reworking the information architecture to make it easier for current and prospective students to find relevant information quickly. The newly updated Equity, Diversity & Inclusion (EDI) page on Faculty website includes a form that enables students, faculty and staff to submit EDI-related feedback, questions and concerns (www.uoft.me/EngEDI).

Throughout the year, we oversaw major visual updates to the websites of several departments and divisions, including the Department of Chemical Engineering & Applied Chemistry, the Department of Civil & Mineral Engineering and the Institute of Biomaterials & Biomedical Engineering. We also created landing pages for some of our

newest multidisciplinary institutes, including the Institute for Studies in Transdisciplinary Engineering Education and Practice (ISTEP) and the Centre for Analytics and Artificial Intelligence Engineering (CARTE). We are currently developing a new website for the relaunched Robotics Institute.

Ambition, Innovation & Excellence: The Skule™ Story 2000-2018

Published in September 2018, this 192-page coffee table-style book captures the transformative change led by U of T Engineering since the turn of the millennium. It includes chapters on engineering education, research and entrepreneurship, and student experience, and reflects the physical changes across our facilities, including the creation of the Myhal Centre for Engineering Innovation & Entrepreneurship. With vibrant imagery and editorial photography throughout, the volume serves both as an engaging and elegant record of this remarkable period in our Faculty's history, and to inspire ambitious achievements in the future. Two thousand copies were printed and distributed to a wide range of U of T Engineering community members, including students, faculty, staff, alumni and supporters.

40th anniversary of the Professional Experience Year Co-op Program

This year marked the 40th anniversary of the Engineering Career Centre's flagship offering, the Professional Experience Year Co-op (PEY Co-op) Program. Our communications campaign was aimed at further enhancing awareness and reach of this program — the largest of its kind in Canada — as well as thanking the many companies, hiring managers, mentors, and students who have partnered with us. Tactics included online material highlighting the evolution of PEY Co-op over the past four decades, as well as news stories and a social media campaign featuring dynamic video profiles of PEY Co-op students and alumni sharing their experiences. The Engineering Career Centre also hosted the inaugural PEY Co-op Recognition Reception at Hart House with more than 180 attendees. Awards were distributed for Student of the Year, Employer of the Year, Mentors of the Year, Employers of Distinction and recognition of Equity, Diversity & Inclusion among employers. (*For more information on PEY Co-op, see Chapter 4 — Cross-Faculty Education and Experiential Learning.*)

Data and highlights in this chapter are presented by academic year (September to August).

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).

Myhal Centre for Engineering Innovation & Entrepreneurship

Building on the momentum generated by the official opening of the Myhal Centre in April 2018, we hosted several events throughout 2018–2019 to further elevate the presence of the new building and integrate it into the vibrant life of our Faculty, our University and our city:

- **MY Open House, September 13, 2018** — The MY Open House celebration was designed to engage the entire U of T Engineering community, and attracted more than 500 current students, alumni, staff and faculty. Through 15 interactive exhibits situated throughout the Myhal Centre’s nine levels, guests were invited to learn more about the building’s unique facilities and the many ways in which they are catalyzing innovation. The event also featured a design team showcase, a technology expo hosted by the Centre for Global Engineering, and the official reveal of the Engineering Society Arena, located on Level 0.
- **Scotiabank CONTACT Photography Festival** — For the first time, our Faculty participated in this city-wide festival, the largest photography event of its kind in the world. Throughout the month of May 2019, a curated exhibition featuring the work of U of T Engineering students, staff, faculty and alumni was on display on Level 5 of the Myhal Centre. Through framed photographs, projections and installations, we invited members of our community and the wider public to explore a rare and intimate portrayal of the engineering spirit. More than 1,600 attendees viewed the exhibition, including guests invited to events such as Alumni Reunion and Doors Open Toronto.
- **Doors Open Toronto** — This city-wide event created an opportunity for thousands of residents from across the Greater Toronto Area to explore more than 150 of the most architecturally, historically, culturally and socially significant buildings across the city. Throughout the weekend, the Myhal Centre hosted a diverse range of activities and exhibits throughout its floors, including demonstrations from our Robotics Institute, talks by leading graduate students across all departments and institutes and demos by a range of student clubs and teams. Visitors had the opportunity to interact with students and volunteers, as well as share their impressions on social media. Doors Open Toronto attracted more than 1,200 in-person visitors and more than 1,400 viewers through various livestreams held throughout the weekend. The event garnered more than 1,100 engagements on social media.

Media Coverage

Earned media coverage enables us to reach valuable target audiences around the world, including prospective students, their parents and teachers, industry and academic partners and the wider engineering profession. We secure a greater share of coverage in national mainstream media outlets — including newspapers, radio, television and online platforms — than any other engineering school, outperforming peers such as the University of Waterloo, the University of British Columbia and the University of Michigan. We achieve this through strategic use of our owned media channels, cultivating strong relationships with journalists at priority organizations and focused media pitching of relevant stories.

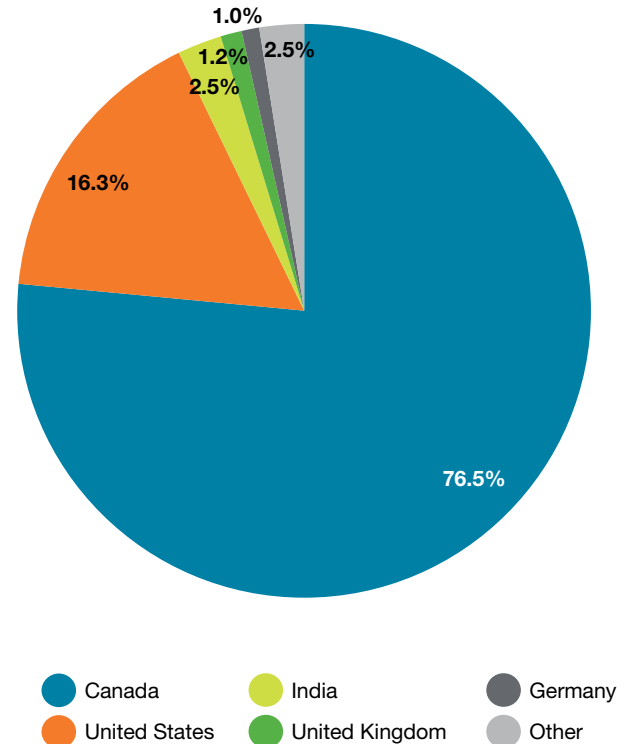
Between May 1, 2018 and April 30, 2019, we garnered 1,853 external media stories, generating a total of more than 149 million impressions — a measure of impact that describes the number of people who may have interacted with a story. On average, nearly one-quarter of impressions were earned outside of Canada; however, this proportion varied considerably by month: for example, 59.4% of impressions were international in October 2018, compared with 7.9% in March 2019. This reflects strong international pick-up of several specific stories, largely mirroring a surge of interest in artificial intelligence over the past year. Coverage was distributed across digital (64.3%), broadcast (22.9%) and print media (12.8%) including mainstream, specialty and industry-targeted outlets. Stories are also distributed relatively evenly among priority foci as identified in our *Academic Plan: 2017-2022*, and across U of T Engineering departments, divisions and institutes.

Selected earned media highlights included:

- Cooking oil coating prevents bacteria from growing on food processing equipment (*CTV News, Huffington Post Canada, Vancouver Sun, Toronto Star, Business Standard*)
- U of T Engineering opens the Myhal Centre for Engineering Innovation & Entrepreneurship (*CityNews Toronto, Design Engineering, Daily Commercial News*)
- Smarter cancer treatment: AI tool automates radiation therapy planning (*Forbes, MedIndia*)
- A sinkhole swallowed a TTC car — and it has experts flagging the city’s aging pipes (*Toronto Star*)
- Are Robots the Future of Dementia Care? (*TVO’s The Agenda*)
- First-year students bring engineering solutions to Toronto communities (*CTV News*)
- Low-cost catalyst from U of T Engineering boosts hydrogen production from water (*Chemistry World, The Engineer, R&D Magazine*)
- Fort McMurray homes have normal levels of indoor contaminants, U of T Engineering study reveals (*The Globe and Mail, Toronto Star, Global News, CTV News, CBC News, Fort McMurray Today*)

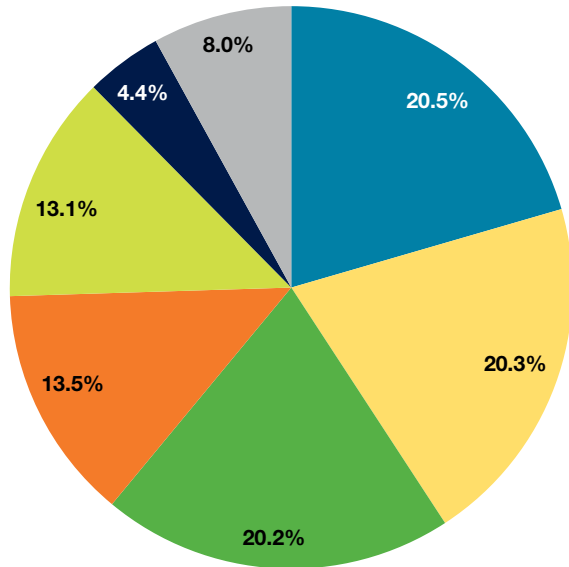
- These AI experts want to teach you how to program a self-driving car (*Digital Trends, Smart Cities Dive, VentureBeat, MobileSyrup, liveMint*)
- U of T Engineering researchers design ‘training gym’ for lab-grown heart cells (*Digital Journal, Scitech Europa, Medical Technology*)
- U of T startup raises \$3.25 million to eliminate prescription opioids after surgery (*Business Insider, Chicago Daily Herald, Finanzen, BioSpace, Pittsburgh Post-Gazette*)
- This U of T Engineering student is holding companies accountable for biased AI facial technology (*New York Times, Washington Post, The Verge, Toronto Star, National Post*)
- Made-in-Canada lab-grown meat on Toronto scientists’ menu after grant from U.S. (*National Post, The Globe and Mail, Edmonton Journal, Ottawa Citizen, CP24*)
- Canadian scientists develop ‘sperm obstacle course’ to ID strongest seed (*CTV News, CBC News*)
- ‘Filling in the missing pieces’: How AI is transforming drug discovery, development and innovation (*National Post*)

Figure 8.1a Proportion of U of T Engineering Media Stories by Outlet Location, 2018–2019



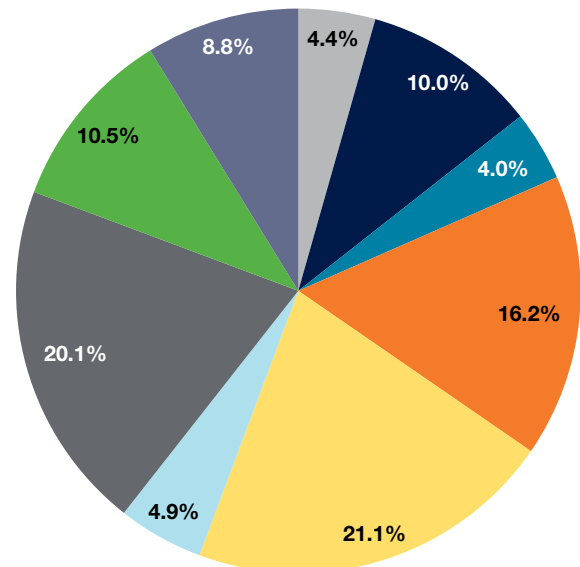
Note 8.1a: The impressions for one story may be included in the counts of multiple countries.

Figure 8.1b Proportion of U of T Engineering Impressions by Strategic Priority Area, 2018–2019



- Bioengineering & Health
- Data Analytics & Robotics
- Engineering Education
- Sustainability
- Entrepreneurship
- Advanced Manufacturing
- Other

Figure 8.1c Proportion of U of T Engineering Impressions by Academic Area, 2018–2019



- UTIAS
- IBBME
- ChemE
- CivMin
- ECE
- EngSci
- MIE
- MSE
- No Department Mentioned

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

Social media is one of the most powerful tools available for communicating our stories and messaging directly to our audiences in an engaging, authentic and interactive way. A well-crafted social media post has the potential to reach millions. Strategic use of social media enables us to target our messaging to current and prospective students, peer institutions, alumni, policymakers and select influencers, as well as faculty members and staff. As such, it has been a major area of growth in the past year.

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

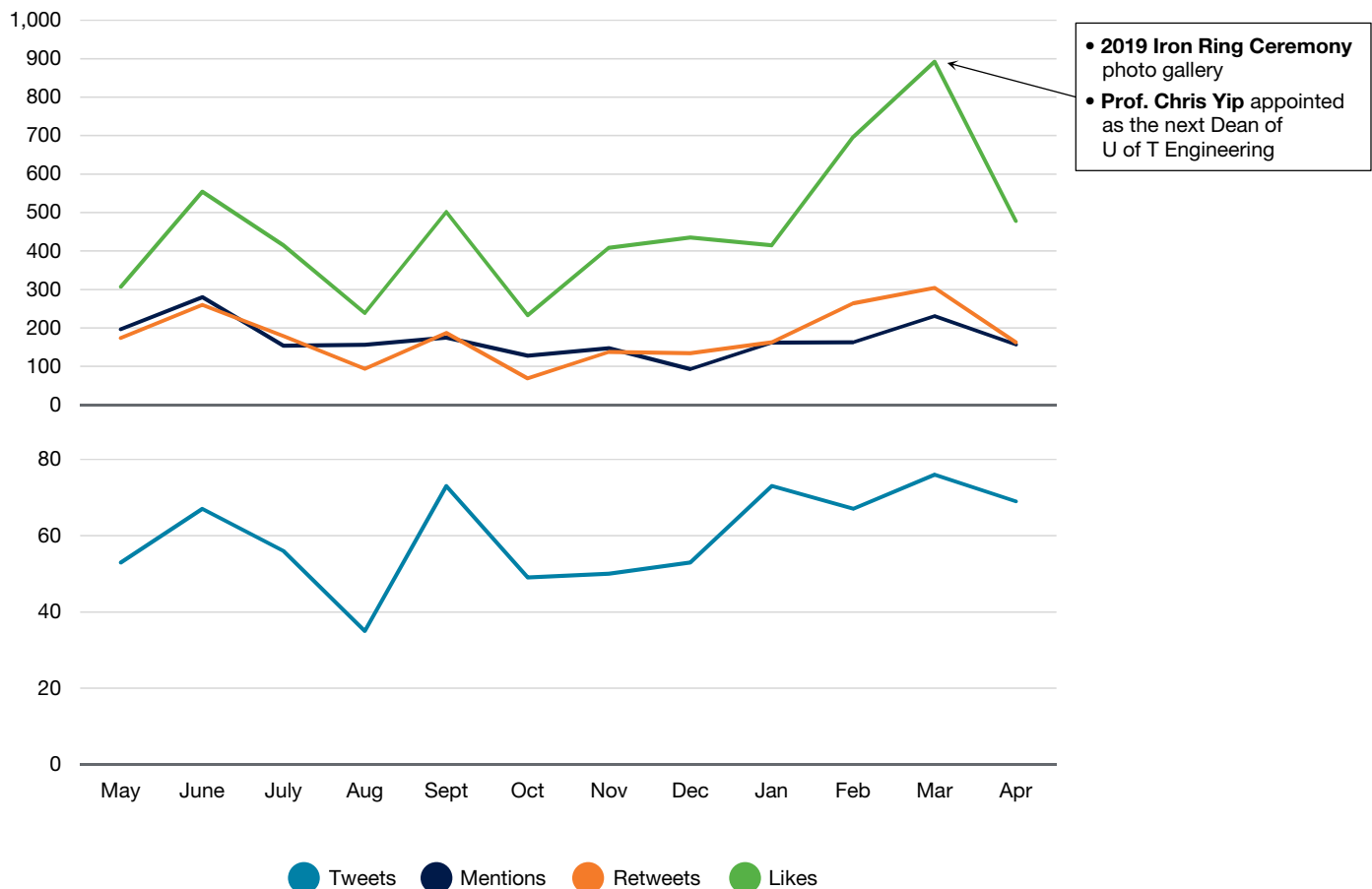
connections between current students and our vibrant, global network of alumni (*for more on CONNECT, see Chapter 7 – Advancement*).

The following sections outline activity on the three primary social media channels in the period from May 1, 2018 to April 30, 2019.

Twitter

We gained 533 new followers in the reporting period, surpassing 10,000 followers for the first time and achieving a total of 10,250. 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 Julie Payette (29th Governor General of Canada).

Figure 8.2a Audience Engagement on Twitter from May 1, 2018 to April 30, 2019



During May 2018 to April 2019, we shared 720 tweets, achieving a total engagement – likes, retweets, replies and mentions – of approximately 16,000. Total impressions (the number of Twitter users that see U of T Engineering tweets) reached 1.6 million over the reporting period. Twitter referred 5,220 users to the Faculty’s news site between May 2018 and April 2019, a 31.1% increase over the previous year.

Figure 8.2a presents engagement over the reporting period, including mentions, retweets and likes. February’s upward-trending engagement reflects stories on Molly Shoichet being named among Distinguished Women in Chemistry or Chemical Engineering, Deb Raji’s study on racial and gender biases in facial recognition systems and a short teaser video on Nanoleaf’s Valentine’s Day pop up. A subsequent spike in March was attributable to a photo gallery of students receiving their Iron Rings at the 2019 ceremony and the news of Professor Christopher Yip being appointed as the next Dean of U of T Engineering.

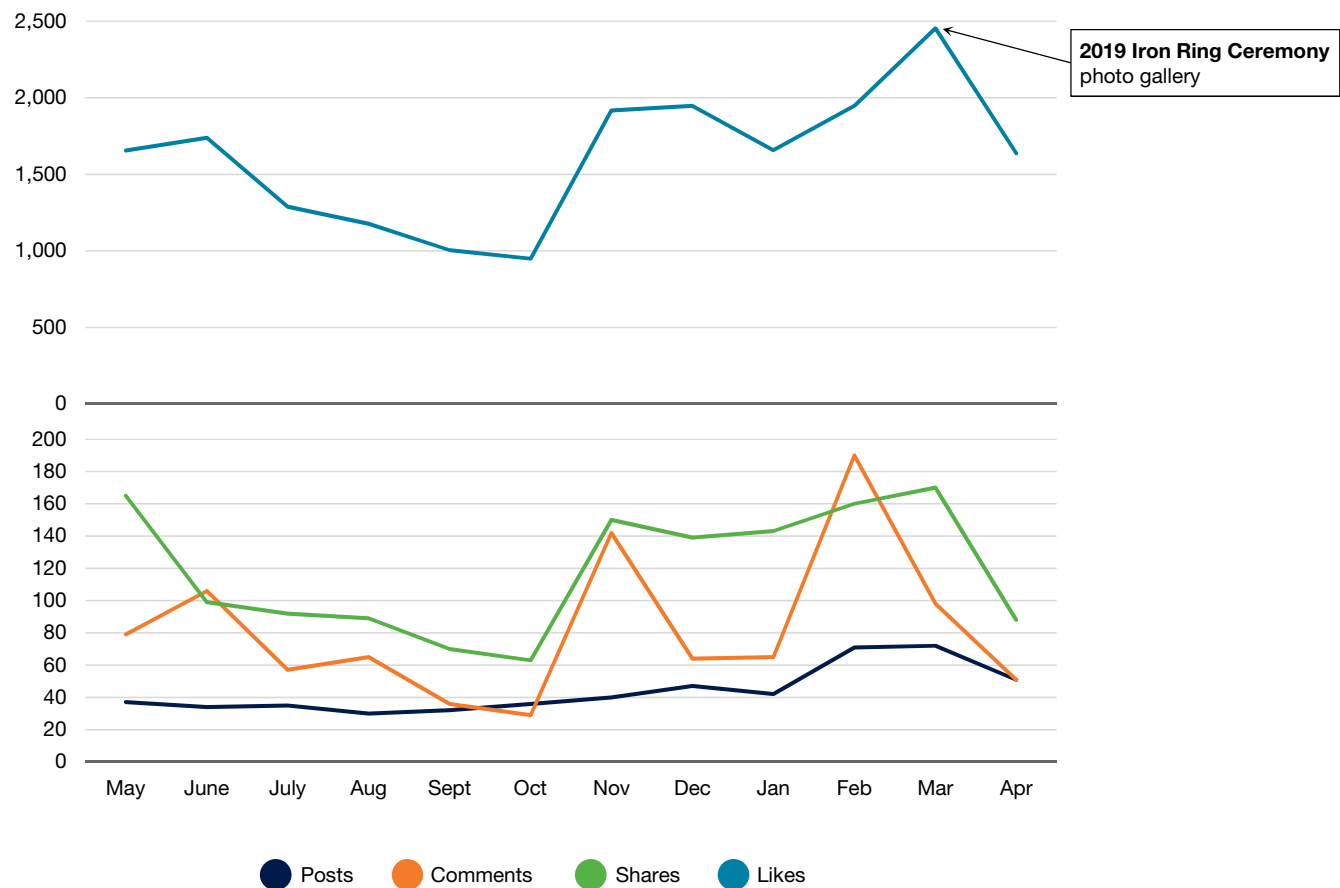
Facebook

Early in the reporting period, Facebook made several significant changes to its algorithm, reducing the reach of professional pages (such as U of T Engineering) and emphasizing content shared by the users’ family and friends. Despite this, our reach on Facebook exceeded 1.5 million in 2018–2019, our highest yet and a 36% increase over the previous year.

We gained 1,532 new followers over the reporting period, reaching 8,890 as of April 30, 2019. Demographic data shows that our followers are primarily current students between 18 to 24 years old.

We shared 527 posts and received 21,700 total engagements, including reactions, comments and shares. A live video of UTIAS’ new course on air accident investigation generated increased engagement in February, as did a feature on Black students’ experiences during Black History Month.

Figure 8.2b Audience Engagement on Facebook from May 1, 2018 to April 30, 2019



In March we saw another engagement peak following a photo gallery post featuring students showing off their new Iron Rings. This was our top-performing post this year, reaching over 60,600 people and garnering 931 reactions, comments and shares. Our top-performing video featured Kimberly Lai, a Year 4 EngSci student completing her PEY Co-op at Safran Landing Systems. The video received 2,065 views, 300 reactions, 25 comments and 13 shares.

Facebook is a significant source of traffic to our U of T Engineering News website: in 2018–2019, 16,632 users were directed to our news site from the platform, a 5.8% increase over the previous year.

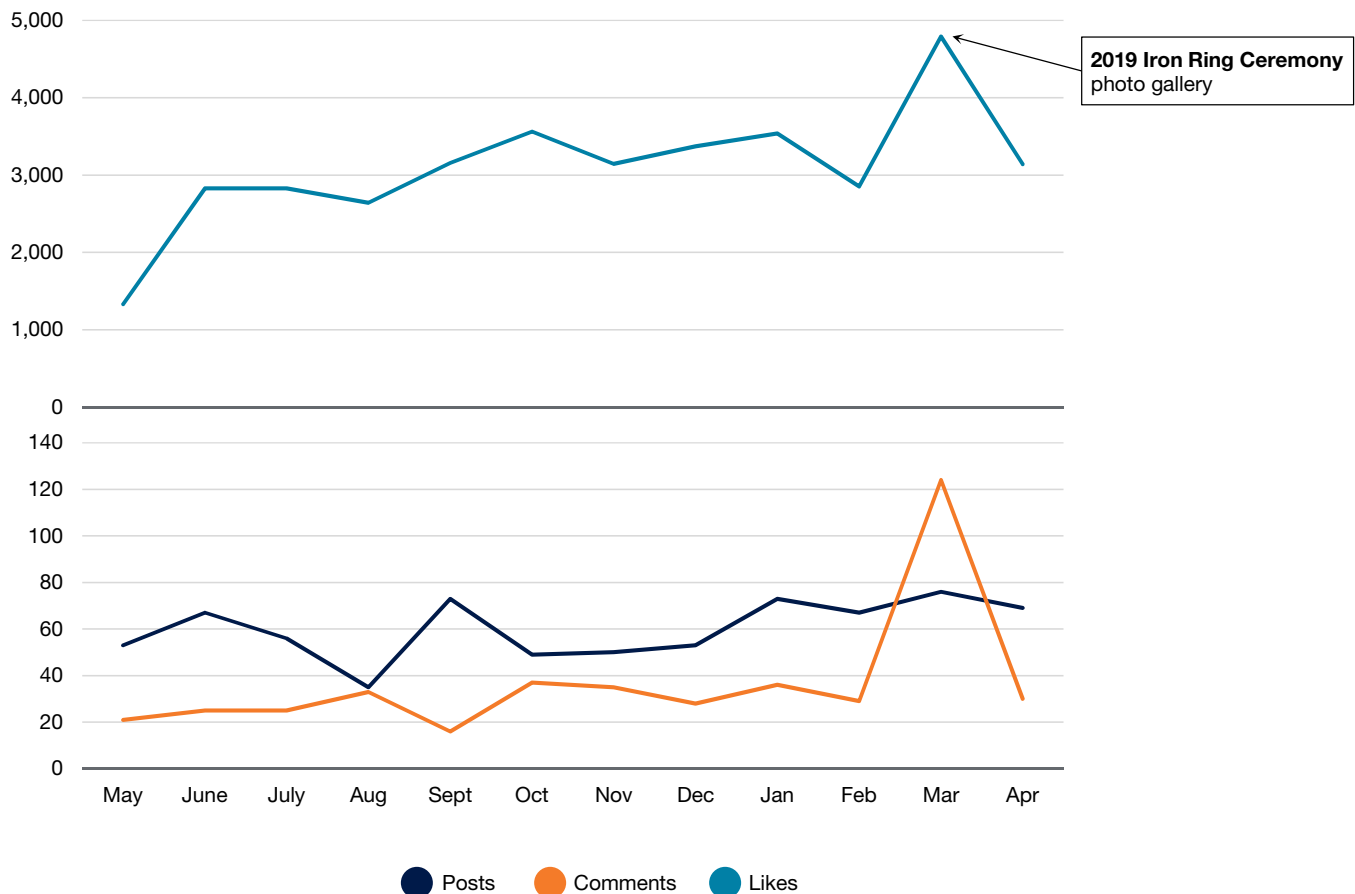
Instagram

Instagram is a key platform for reaching out to current students, who represent the vast majority of our audience on this platform. By focusing on relatable content that showcases the student experience, Faculty achievements

and posts that invite interaction (such as a giveaway contest as part of National Engineering Month) we gained 1,920 followers over the reporting period, a 46% increase from May 2018.

We shared 253 posts on Instagram during the reporting period and accumulated 37,400 in total engagements, including likes and comments, a 52% increase over the previous year. Our top-performing post was a picture of students showing off their Iron Rings that attracted 944 likes and 15 comments. Our top-performing Instagram story – a multi-framed post that is public for a 24-hour period – was an interactive “study break” Q&A during exam period that invited students to respond to questions about their study habits using GIFs – this received 1,521 views, with 78% of user reading all the way to the end.

Figure 8.2c Audience Engagement on Instagram from May 1, 2018 to April 30, 2019



Engineering News at U of T

The U of T Engineering News website (www.news.engineering.utoronto.ca) is the primary channel for our Faculty's news content, and the central source of material for social media, U of T Engineering CONNECT, print publications and reports. It captures the latest achievements in research, education, student experience and alumni success across our Faculty, and provides a robust archive of our accomplishments over the past several years.

We use Google Analytics to monitor traffic and data across the suite of Faculty-owned websites. From May 1, 2018 to April 30, 2019, our U of T Engineering News website received 309,608 pageviews (average 25,800 per month), a 33.4% 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, 2018–2019

	Faculty site (engineering.utoronto.ca)	U of T Engineering News site (news.engineering.utoronto.ca)
Pageviews	337,837	309,608
Unique visitors	136,750	189,721
Average number of pageviews per session	1.47	1.30
Average amount of time spent on site	1:46 min	0:41 min
Cities of origin	5,461	10,193
Countries of origin	197	197

Figure 8.4 Social Media Referrals for U of T Engineering News, 2018–2019

Social Media Platform	Unique Users	Sessions
Facebook	16,716	22,865
Twitter	5,220	7,328
Instagram	481	522

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 users who interacted with a story on the U of T Engineering News 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, 2018–2019

Page Title	Date Posted	Pageviews (U of T Engineering News)	Pageviews (U of T News)	Total
Cooking oil coating prevents bacteria from growing on food processing equipment	July 27, 2018	43,364	1,001	44,365
U of T Engineering AI researchers design ‘privacy filter’ for your photos that disables facial recognition systems	May 31, 2018	27,302	2,337	29,639
U of T Engineering researchers develop handheld 3D skin printer	May 2, 2018	453	12,671	13,124
U of T Engineering launches Canada’s first engineering undergraduate program in Machine Intelligence	July 24, 2018	7,827	3,971	11,798
More than half of drivers don’t look for cyclists when turning right, reveals U of T Engineering study	August 9, 2018	3,551	4,295	7,846
She had a 99% average in high school. Here’s how one of Toronto’s top scholars prepares for her first day at U of T Engineering	September 5, 2018	1,165	6,368	7,533
‘Just keep going’: International student Eman Hammad juggled four kids and earned a PhD in engineering	June 11, 2018	573	6,046	6,619
How IBBME’s Michael Garton forged a career in research after being paralyzed in climbing accident	October 4, 2018	234	5,632	5,866
U of T Engineering Grads to Watch 2018	June 19, 2018	5,617	-	5,617
Christopher Yip appointed next dean of U of T’s Faculty of Applied Science & Engineering	March 29, 2019	2,037	3,426	5,463
Run by brother-sister team, this U of T startup is leading Big Pharma out of the dark	March 21, 2019	149	5,166	5,315
Smarter cancer treatment: AI tool automates radiation therapy planning	August 1, 2018	804	4,352	5,156
First study of traffic-related pollution in Trinidad and Tobago reveals high levels of black carbon	November 27, 2018	4,475	-	4,475
‘Completely surreal’: Kristen Faccioli earns CSA/ NASA Robotics Flight Controller Certification	October 25, 2018	1,688	2,025	3,713
This U of T Engineering student is holding companies accountable for biased AI facial technology	February 11, 2019	1,910	1,772	3,682
U of T Engineering launches artificial intelligence minor and certificate	October 31, 2018	3,546	-	3,546
How to wash your hands: U of T startup aims to solve major health-care problem	January 25, 2019	381	3,154	3,535
Professor William Cluett receives the University of Toronto President’s Teaching Award	June 1, 2018	944	1,903	2,847
These AI experts want to teach you how to program a self-driving car	January 30, 2019	1,467	1,028	2,495
U of T Engineering partners with NRC to commercialize biomedical innovations	November 26, 2018	301	2,168	2,469
Toward a future quantum Internet	January 28, 2019	775	1,470	2,245
aUToronto team wins first AutoDrive Challenge	May 7, 2018	1,534	612	2,146
Training artificial intelligence with artificial X-rays	July 6, 2018	851	1,186	2,037
High performance: Meet two elite student athletes at U of T Engineering	October 1, 2018	2,000	-	2,000
‘Fantastic Voyage’: U of T Engineering researchers create nano-bot to probe inside human cells	March 13, 2019	1,517	475	1,992
Bombardier invests in Toronto aerospace hub, creates U of T research centre on aircraft noise	June 21, 2018	422	1,531	1,953
No assembly required: U of T Engineering researchers automate microrobotic designs	April 24, 2019	1,235	531	1,766
U of T Engineering community experiences new Myhal Centre at interactive open house	September 14, 2018	999	688	1,687
Meet the international Pearson Scholars starting in U of T Engineering this fall	September 5, 2018	1,679	-	1,679

Note 8.5: Data shown is as of May 1, 2019.

Recruitment and Admissions Websites

Our Discover Engineering website (www.discover.engineering.utoronto.ca) is the primary destination for prospective undergraduate students and their families seeking information about U of T Engineering programs, admissions processes and student culture. It is our first impression to this critical audience. This year, we increased the number of unique visitors to the site from 263,717 in 2017–2018 to 293,086, up 11.1% over the previous period. We also earned more than one million pageviews for the first time, achieving a total of 1,039,255, a 6.9% increase over the previous year's total 971,812. Users visited the site from 210 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 vibrant 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, and their usage patterns provide valuable insight into students' actions and decision-making processes post-offer. In the 2018–2019 reporting period, this site received 30,769 pageviews, an 3.9% increase from the previous year. Women represent 43.4% of visitors to the site.

Over the past several years, we have implemented strategies to increase the number of talented students who apply to our graduate programs (*see Chapter 2 – Graduate Studies*). One measure of this enhanced interest in our programs is the traffic to our Graduate Studies website (www.gradstudies.engineering.utoronto.ca). In 2018–2019, the total number of pageviews on this site reached 211,483, up 9.4% over the previous year. During the reporting period, the site received 57,684 visitors from 2,823 cities in 175 countries.

Figure 8.6 Summary of Analytics for Discover Engineering, You Belong Here and Graduate Studies sites, 2018–2019

	Discover Engineering (discover.engineering.utoronto.ca)	You Belong Here (news.engineering.utoronto.ca)	Graduate Studies (gradstudies.engineering.utoronto.ca)
Pageviews	1,039,255	30,769	211,483
Unique visitors	293,086	5,641	57,684
Average number of pageviews per session	2.29	2.78	2.18
Average amount of time spent on site	2:14 min	2:40 min	2:19 min
Cities of origin	7,697	689	2,823
Countries of origin	210	94	175

