

# Building Universities' Reputation

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# **UNIVERSITY OF TORONTO COMMUNICATIONS**

# WHAT WE DID

- Podcasts
  - What's Next: 2M+ views across 34 episodes
  - The New Normal: 1M+ views across 23 episodes
- Video series
  - 3 Q's at the U: 1.7M+ impressions across 9 episodes
  - Vaccine Info Series (Talking Shots with Science Sam): 64,000+ views
- Student profiles, for recruitment and enrolment
- Three new newsletters under COVID
- Expert commentary – increased by 694%
- 1000+ News stories – research, pandemic trends, students, community

# COMMUNICATING WITH OUR COMMUNITY



## UTogether: Welcome to U of T!

### Resources



### Welcome to U of T



- Website devoted to informing community, providing resources, building caring community.
- Branding
- Student focused
- FAQs, Resources
- Videos
- President's Messages
- Caring community
- 1.9 million pageviews

# KEY MESSAGES

- Safety
- Academic excellence
- The impact of U of T and COVID-19 research
- U of T as a caring and resilient community

# TOP THREE LESSONS POST-COVID

- Accelerated trends
- Revealed Gaps
- Showed change can happen quickly!

# TRENDS

- Accelerated the design of new and expanded digital engagement tools
- Reinforced the need for clear, effective, consistent and timely communications
- Illustrated the value of channel development

# GAPS

- Internal Communications
- Rapid Response
- Clear, simple messaging
- Student communications



# LAUNCHING THE INNOVATION LAB

## DIGITAL FIRST STRATEGY

- An experimental digital approach for new products and ways to build engagement across audiences.
- Creating new products, working with Student Life, Student Recruitment, Divisions, Federated Colleges.
- Small tri-campus team of dynamic, creative and collaborative professionals to showcase the University and build community by finding new and innovative ways to connect with the world and engage with our audiences.

# STUDENT RECRUITMENT VIDEOS:

- 9.7 + impressions
- 2.5m + views



# CHANGE

- Converted to all online over a weekend!
- Constant change and revision
- Quickly adapted to new technologies - Teams, Zooms, Chats, etc
- Working from home

# COST

- Stress
- Burnout
- Work-life balance

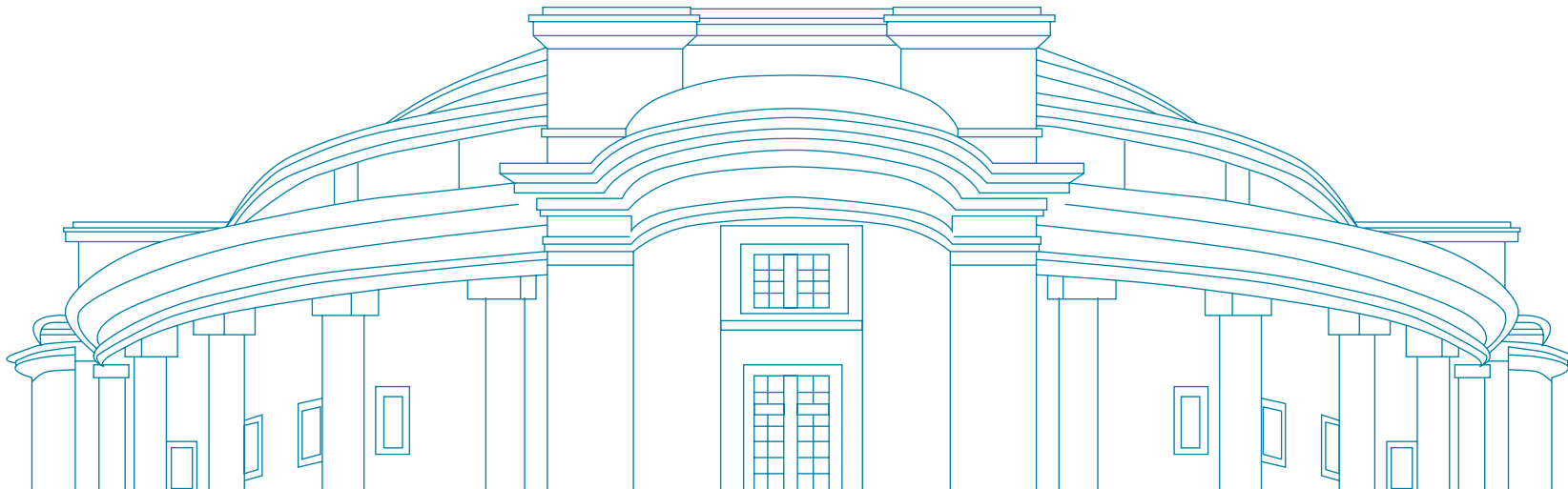
# THE IMPORTANCE OF BRAND:

## Inclusive Excellence

**Excellence**

**Access**

**Caring, Inclusive  
Community**





# THE IMPORTANCE OF BRAND

- Role of research and expert commentary
- Science is back!

# VISION

To be one of the world's greatest catalysts of human potential, ingenuity, inclusivity and positive change through groundbreaking research, innovative teaching, and enriching community partnerships.



# MISSION

To provide an outstanding global education and student experience, ignite life-changing research and innovation, and promote social wellbeing, prosperity and vitality in our communities.



**THANK YOU!**

Questions?



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