

**PRESIDENT'S REPORT TO
McMASTER UNIVERSITY'S BOARD OF GOVERNORS
JUNE 7, 2018**

Update on McMaster's *Brighter World* Brand Marketing Initiative: 2017/18 Year in Review

This time last year I reported to the Board on the launch of the *Brighter World* brand platform, which took place in May 2017 with the introduction of sixty lamp post banners featuring McMaster researchers and alumni. I have been very pleased with the response to *Brighter World*; to date, feedback has been overwhelmingly positive both on campus and externally. The brand platform seems to have successfully met its intended goal of being flexible enough to be used across the University, and has engaged students, faculty, staff, alumni and other stakeholders around a shared vision and goal. It is also clear that the introduction of the brand is beginning to have broader impact, positioning McMaster to a global audience as an outstanding institution for research, learning and teaching.

While *Brighter World* is the theme of the branding and marketing campaign, the purpose statement “advancing human and societal health and well-being” continues to be its foundation. As such, the profile of this statement is being maintained in our marketing efforts, and will continue to be used as this work develops further.

A key component of the marketing initiative over the last year has been to raise the profile of the University through external marketing. Traditionally, McMaster has relied on earned media, but over the last year the University invested in targeted print, video, digital and social media advertising. This resulted in 5.3 million print media impressions, 6.5 million *Brighter World* anthem video impressions, 14.3 million digital banner advertisement impressions and 14+ million research story advertisement impressions via Facebook, LinkedIn and ResearchGate.

The initial flight of advertising helped to establish McMaster's new branding with a global audience of academics and researchers. This audience was invited to learn more about McMaster's research excellence via a new *Brighter World Research Content Hub* (BrighterWorld.ca), which for the first time brings together McMaster's many research strengths in an accessible public showcase. The new site launched in November 2017 and is complemented by a new *McMaster Experts Profile website*, a refreshed *Daily News website* and a new *University home page*. The University's Communications and Public Affairs department has been monitoring the website metrics for the *Daily News* and *Brighter World Research Content Hub* and has reported a 72% year-over-year increase in all users, 90% year-over-year increase in new users and a 31% year-over-year increase in total sessions. Importantly, almost all of the increase in website traffic is being generated by users outside Canada – a further signal that McMaster is attracting the notice of a global research audience. Beyond raising the profile of the University more generally, these website enhancements are intended to set the stage for McMaster to be regarded as a trusted source of relevant and innovative research findings, both nationally and globally.

Further website upgrades and digital enhancements will continue to be unveiled over the coming months, including a new *Prospective Student website*, *Research & Innovation website*, *A-Z Directory*, *Faculty & Staff Directory*, *Brand Guidelines website*, and a *3-D campus map* and

virtual tour. More than 30 additional web projects have been identified, with many of them planned to be developed and launched during the 2018/19 and 2019/20 fiscal years.

As Board Members know, another key aspect of our branding and marketing work is to support and improve the University's performance within the most important international rankings. The University's Rankings Analysis Advisory Group continues to work to identify opportunities for improvement but there's no doubt that 2017 was a remarkable year for McMaster in the international rankings. Indeed, we were one of only two U15 universities to have improved our overall position in all three of the major rankings: last August, the *Shanghai Jiao Tong Academic Ranking of World Universities* (ARWU) placed McMaster at 66th (up 17 positions) in the world and 3rd in Canada. McMaster also rose in the *QS Global Rankings* to 140th (up 9 positions) in the world, and in September McMaster moved up 35 positions to 78th in the world according to the *Times Higher Education's World University Rankings*.

The work on rankings is fully integrated with the marketing program as part of a comprehensive strategy that will guide McMaster over the next several years as we work to build upon McMaster's national and international reputation as a highly recognized research-intensive university, promote the impact of McMaster's research excellence, enhance McMaster's reputation in the global rankings, amplify McMaster's media coverage, and enrich the University's on-campus branding and engagement within the McMaster and local communities. With the new Strategic Research Plan in place, the next phase of this work is the *Brighter World Research Initiative*. Currently in the final stages of development, this initiative will focus on our goal of attracting and developing partnerships and funding opportunities, with the intention of increasing research revenue into the University from a variety of sources. I expect to report on this in more detail in the Fall.

CAMPUS UPDATE

Research

McMaster experts recognized with Canada Research Chairs

The federal government has recognized the expertise of nine McMaster researchers with an investment of nearly \$10 million from the Canada Research Chairs (CRC) program. The investment will fund two new and seven renewed Canada Research Chairs whose research covers such diverse topics as aging, disease, medicine and exercise, radiation science, functional materials and electrified vehicles.

McMaster's two new Canada Research Chairs are:

Ali Emadi, Professor, Electrical & Computer Engineering and Mechanical Engineering, who holds the Canada Research Chair in Electrified Transportation and Smart Mobility (Tier 1). Dr. Emadi is working to improve the efficiency, performance, and cost-effectiveness of electrified powertrains, powertrain components, and vehicle energy management systems; and

José Moran-Mirabal, Associate Professor, Chemistry and Chemical Biology, who holds the Canada Research Chair in Micro- and Nanostructured Materials (Tier 2). Dr. Moran-Mirabal is developing new, more efficient methods for patterning and structuring thin films used in everything from electronics to biosensors. His research will expand our knowledge of

membrane-surface interactions and open paths for the development of novel assays for the diagnosis of important diseases.

Chemical Engineering Professor receives prestigious NSERC Fellowship

Todd Hoare, Associate Professor of Chemical Engineering and Canada Research Chair in Engineered Smart Materials, has earned an E.W.R Steacie Memorial Fellowship award from the Natural Sciences and Engineering Research Council of Canada, a prestigious award given to outstanding and highly promising university faculty who are earning a strong international reputation for original research. Dr. Hoare is a renowned expert in the development of “smart” hydrogels and nanogels.

McMaster Researcher named Scientific Director of CIHR Institute of Infection and Immunity

A McMaster expert in women’s reproductive health has been named the Scientific Director of the Canadian Institutes of Health Research Institute of Infection and Immunity. Charu Kaushic was formally announced as the new scientific director on May 3. Dr. Kaushic is a Professor of Pathology and Molecular Medicine and also the Director of the University’s Biosafety Level 3 Lab, which supports researchers working on highly infectious human pathogens.

McMaster-made Satellite to be launched as part of Canadian Space Agency program

The Canadian Space Agency announced that a satellite designed and built by researchers at McMaster has been chosen as one of 15 projects that will be launched into space as part of the Canadian CubeSat Project. Once tested and ready for space, the miniature satellite is expected to be launched and deployed from the International Space Station in 2021.

Context is key for improving health research among Indigenous peoples

Researchers must understand the historical and social context of Indigenous health research, while valuing the unique knowledge, skills and experiences of Indigenous people, in order to conduct meaningful health research, according to an analysis by McMaster researchers in the Canadian Medical Association Journal. The analysis outlines the history of Indigenous health research in Canada — which in the past involved highly unethical methods that created mistrust and harm — and suggests considerations critical for success.

Global and Community Engagement

McMaster joins Global Network of Research-Intensive Universities

McMaster has been inducted as a member of the Universitas 21 (U21), a leading global network of research-intensive universities. Founded in 1997 at the University of Melbourne, U21 has now grown into a vibrant and prestigious global community of 26 leading universities from more than 17 countries. The group encourages its members to share practices that support and enable excellence, collaborate across borders and nurture global knowledge sharing.

McMaster hosts International Seminar on Global Engagement in Higher Education

Leaders from universities around the world spent a week at McMaster recently to take part in a unique five-day seminar aimed at exploring internationalization in higher education and what it means to be a globally engaged leader. Organized by the International Association of

Universities and hosted by McMaster's Office of International Affairs, *Leading Globally Engaged Universities* brought university leaders from Ghana, South Africa, Romania, the U.K., Thailand, the U.S., Canada and Colombia together to strengthen their leadership skills, as well as to discuss opportunities, challenges and strategies related to global engagement.

Girls in Science Day inspires a new generation of women in STEM

More than 100 female Grade 10 students from across the GTHA were on campus recently for a fun-filled day aimed at inspiring them to consider careers in science, technology, engineering and math. The event, now in its fifth year, was organized by the Graduate Women in Physics & Astronomy Society, and brought students from 13 schools from across the Greater Toronto Hamilton Area to learn about a number of science-related disciplines through hands-on activities led by McMaster graduate and undergraduate students.

Teaching and Learning

McMaster shortlisted for Global Teaching Award

McMaster has been named a finalist for the prestigious Global Teaching Excellence Award for the second year in a row. The award program, organized by the Higher Education Academy in partnership with Times Higher Education, recognizes universities with strong institution-wide approaches to promoting and supporting teaching excellence. Judges pointed to the University's many experiential learning opportunities, its commitment to global engagement and the work of the MacPherson Institute as key reasons McMaster was shortlisted for the prize.

McMaster Graduate Student wins 2018 Ontario Three Minute Thesis Competition

McMaster Psychology, Neuroscience and Behaviour graduate student, Matthew Berry, recently won the 2018 Ontario Provincial Three Minute Thesis (3MT) Competition. He competed in a field that included a mix of Masters and PhD students from 20 universities across Ontario and presented his 3MT, *Scientifically Quantifying the Craft of Acting*. He earned the opportunity to represent the University at the provincial competition after winning McMaster's title in March.

Indigenous Scholars engaged in Summer Research Program

Indigenous undergraduate students are getting a taste of graduate studies thanks to the Indigenous Undergraduate Summer Research Scholars program. The students will participate in cultural activities on campus and at Six Nations of the Grand River Territory, with cultural and academic programming interwoven into their work and several workshops and events.

New Wilson Leadership Scholars Selected

This year's Wilson Leadership Scholar Award winners have been selected: Sarah Brooks, Arts and Science; Erik Joy, Chemical and Bioengineering; and Carol Markos, Indigenous Studies and Political Science, represent the third cohort of Leaders for the award, which was launched in 2016. In addition to receiving \$50,000 over two years to cover educational costs, Wilson Leaders meet mentors and speakers, shape their learning about significant national issues through problem-based learning sessions, work with a coach on development goals, lead community projects, and participate in other customized programming.