

**PRESIDENT'S REPORT TO
McMASTER UNIVERSITY'S BOARD OF GOVERNORS
JUNE 8, 2017**

Update on McMaster's Brand Marketing Initiative: *Brighter World*

As Board members know, the University has been engaged for some time in a Brand Marketing initiative intended to build upon McMaster's national and international reputation as a highly recognized research-intensive university, promote the University's impact and success as a research-focused student-centred institution, and enhance the engagement of faculty, students, staff, alumni and other key stakeholders. Following extensive consultation and the adoption of the positioning statement, "advancing human and societal health and well-being", discussions have taken place across campus and beyond to develop a new brand platform, and to establish a strategic plan to guide our marketing efforts over the next three years. Many Board Members participated in the discussion following our December Board meeting, one of around twenty such sessions, which helped direct and shape the approach being taken. Following that discussion, more than thirty creative concepts were tested extensively across a broad group of internal and external stakeholders. Overwhelmingly positive support was received for the *Brighter World* brand platform.

Brighter World is intended to communicate our optimism and ability to advance human and societal health and well-being, reflect the positive impact that McMaster's researchers, students and alumni continue to have on the world, and position McMaster to a global audience as an outstanding institution for research, learning and teaching. The platform is flexible enough to be used across the University and will support our goal of attracting and developing partnerships and funding opportunities, as well as providing a further means to engage students, faculty, staff, alumni and other stakeholders around a shared vision and goal.

The formal introduction of the *Brighter World* brand platform, beginning this summer, will be supported by a number of investments in and upgrades of priority McMaster websites, and will be amplified by traditional and digital paid media in the Fall. During August 2017, more than sixty lamp-post banners featuring McMaster researchers and alumni will be installed on campus. The brand platform is underpinned by a new brand standards manual, intended to assist all members of the University in making use of the brand. This manual has been prepared to ensure compliance with AODA Web Content Accessibility Guidelines and includes updated logo treatments, a refreshed colour palette, typography standards, and image treatments and elements for both traditional and digital formats. In addition, a newly developed Digital Strategy has been established and will see the upgrade of a number of key websites, beginning in the Fall, as well as the launch of a new *Brighter World* research hub. Once upgraded, these websites will provide the University community with templates and materials that can be applied to websites across the institution.

Needless to say, these are all very exciting developments and I look forward to the launch of the branding platform and the positive engagement and impact that we very much hope will result from it. Although critically important in its own right, the branding platform is just one element of the University's overall Strategic Marketing Plan, which also has as its goals promoting the

impact of McMaster's research excellence, enhancing McMaster's reputation in the global rankings, amplifying McMaster's media coverage, and enriching the University's on-campus branding and engagement within the McMaster and local communities. As Board Members know, the performance of universities within the international rankings has become increasingly important over the last few years, with competition becoming more intense as institutions around the world seek to increase their prestige by improving their standings within these rankings. McMaster's Rankings Analysis Advisory Group has been working for some time to examine the University's performance and identify opportunities for improvement, with the key focus being on the Times Higher Education and QS World University rankings. As part of this work, McMaster recently completed the QS "Stars" audit program, an in-depth analysis that summarizes areas of strength and also provides suggestions for improved reputational performance. The University scored the highest 5-star plus rating in this audit and received information that will be hugely valuable in supporting our ongoing branding, marketing and communications work. We will shortly be sharing the results with the Faculties and others across the University in support of our promotional efforts.

I would be remiss if I didn't include in this report my thanks and appreciation for all the work undertaken by the members of the Steering Committee, Brand Development Committee, and Communications and Marketing Committee, as well as all those individuals, groups, and Board Members who participated in focus groups and discussions and provided valuable feedback as the brand platform and creative concept was being developed. I would particularly like to acknowledge the work of Andrea Farquhar, Assistant Vice-President (Communications and Public Affairs), and Michael Webber, Executive Advisor (Marketing), under whose capable leadership this work has advanced so significantly.

CAMPUS UPDATE

Chair of Oncology inducted into Order of Canada

Renowned breast cancer researcher and Chair of Oncology at the Michael G. DeGroote School of Medicine, Mark Levine, was inducted as a Member of the Order of Canada on May 12. Throughout his career, Levine has been an active researcher in clinical trials and health services research. His focus is in the areas of breast cancer and venous thromboembolism, and his work has had a significant impact on healthcare, both in Canada and internationally.

Health Sciences Convocation

McMaster's Health Sciences convocation took place on May 25. Medical students, midwives, Bachelor of Health Sciences students and a variety of master's and doctoral students graduated at the ceremony. Dr. Abraham Verghese, a professor at Stanford University, received an honorary degree. Verghese is a physician, author and educator who appears frequently in the media and is highly regarded as an advocate for empathy and humanity in doctor-patient relationships.

Cancer Biologist Honoured with Harry Jerome Award

McMaster's Juliet Daniel was recently honoured with a Harry Jerome Award from the Black Business and Professional Association. Dr. Daniel, a Professor in Biology, was honoured in the Technology and Innovation category. The Harry Jerome Awards are recognized as the most prestigious national awards in the African-Canadian community and a coveted symbol of

achievement. Dr. Daniel's work is focused on cell adhesion and signaling through "transcription factors," and how their malfunction contributes to cancer.

MUFA Award for Outstanding Service

Lori Burrows, Professor, Biochemistry and Biomedical Sciences, is this year's recipient of the MUFA Award for Outstanding Service. Dr. Burrows was recognized by the award committee for her extensive service as McMaster's Canadian Institutes of Health Research University Delegate since 2012, her service to CIHR as a grant application reviewer and panel chair, and her social media engagement with researchers across the globe.

New Display in McMaster's H.G Thode Library of Science and Engineering

McMaster President Henry G. Thode (1910-1997) was an internationally-renowned scientist, a pioneer in harnessing atomic energy for peaceful purposes, and a visionary leader. A special exhibit that sheds light on the extraordinary accomplishments of one of Canada's most celebrated scientists is now on display in McMaster's H.G Thode Library of Science and Engineering, and showcases 16 medals awarded to President Thode.

Research

Canada Council for the Arts Competition

Christine Wilson and Deborah Cook – both Tier 1 Canada Research Chairs and Distinguished University Professors – were two of only six outstanding Canadian researchers awarded Fellowships in the 50th annual competition administered by the Canada Council for the Arts. Dr. Wilson, the Canada Research Chair in Extragalactic Star Formation, will undertake Dense Gas and Star Formation in Galaxies: an ALMA Archival Project, with the goal of understanding how stars form. Critical care physician Deborah Cook, the Canada Research Chair in Research Transfer in Intensive Care, will be leading a team of coast-to-coast experts in a project that is also a first: a large clinical trial testing whether probiotics favourably influence microbiota of the respiratory and gastrointestinal tracts and thereby decrease the chance of developing new infections during critical illness.

McMaster's Early Researchers receive almost \$1M in Funding

Seven researchers from across the disciplines have earned Early Researcher Awards to advance their work – a collective investment of nearly \$1 million from the Province of Ontario. The projects range from dance technologies to help treat people with Parkinson's disease, to neuroscience research to understand how exercise promotes brain function and reduces the risk of dementia, to research that will encourage the sustainable use of treated wastewater and wastewater biosolids in Ontario. The awards are designed to help recently appointed researchers – those having held a full-time faculty appointment for less than five years – build their research teams of undergraduates, graduate students, post-doctoral fellows, research assistants, associates, and technicians. The goal of the program is to improve Ontario's ability to attract and retain the best and brightest research talent.

McMaster Scientist Awarded Inaugural National Prize for Excellence in Health Research

Gregory Steinberg, a Professor of Medicine at the Michael G. DeGroote School of Medicine, has been awarded the Gold Leaf Prize by the Canadian Institutes of Health Research. The award

recognizes Steinberg for outstanding accomplishments early in his career. He holds a Canada Research Chair in Metabolism and Obesity and the J. Bruce Duncan Chair in Metabolic Diseases. He is also the co-director of the Metabolism and Childhood Obesity Research Program.

Teaching and Learning

New Wilson Leaders Selected

Three McMaster students with a diverse set of skills and interests have been named recipients of the Wilson Leadership Scholar Award, which recognizes students who demonstrate exceptional promise and potential. Integrated Science student Monish Ahluwalia, Computer Science student Alyssia Jovellanos and Commerce student Joshua Young were selected for the Award, which includes \$50,000 to cover education costs over two years along with admission to an elite leadership development program.

New Thode Makerspace Launched

Located on the lower level of Thode Library, the Makerspace is a joint effort between McMaster University Library and the Faculty of Engineering, which provides a new interdisciplinary experiential learning space where the McMaster community can gather to create, invent and learn. By providing access to tools, technology, expertise and social connections not otherwise easily accessible, the Makerspace will offer students from all disciplines a hands-on opportunity to explore new technologies, learn technical skills and work collaboratively to transform their innovative and creative ideas into tangible prototypes. The Makerspace will also connect students to experts and mentors at McMaster's start-up incubator and entrepreneurship initiative, The Forge.

Global and Community Engagement

Dutch Royalty Visit Campus

International university collaborations were the focus of the recent visit to McMaster by Her Royal Highness Princess Margriet of the Netherlands and her husband Professor Pieter van Vollenhoven. The couple oversaw a ceremonial signing of a new Memorandum of Understanding between McMaster and Vrije University of Amsterdam in the Netherlands. Faculty members from the universities have worked together on research projects for many years, and the MOU formalizes the arrangement and begins exploration of more opportunities for educational and research cooperation.

Conference Explores Lessons from the Colombian Peace Process

Nicolas Lloreda, Ambassador of Colombia to Canada and Justice Danilo Rojas, former Chief Justice of Colombia's highest court, recently took part in a public event co-sponsored by Peter Mascher, McMaster's Associate Vice-President (International Affairs). The event was part of The Colombian Peace Process with FARC: Achievements, Failures and Challenges, a two-day conference hosted by Nancy Doubleday, McMaster's HOPE Chair for Peace and Health, in collaboration with the Bertrand Russell Research Centre.

Indigenous Youth Outreach

A free two-day Indigenous Youth STEM conference introduced 280 Indigenous students, Grades 5 to 8, to the world of science and engineering through a variety of interactive engineering workshops led by McMaster Engineering students. Participants learned about university life, leadership and team-building skills, and careers in science and engineering. Indigenous high school students interested in science were able to attend a special workshop hosted by the Integrated Science Program, Indigenous Studies Program and Dillon Consulting. Students from across the province took part in the unique program, which included an introduction to McMaster's Indigenous Centre, hands-on science activities and case studies on traditional knowledge. While on campus, the students studied forensics, water, insects and healthy environments. They also discussed potential undergraduate and career options.

Female High School Students learn about STEM

Dozens of grade 11 female students had the chance to learn about the work of engineers during McMaster Engineering's inaugural "Eng Overnight" event on May 12. Eng Overnight was part of Science Odyssey, a ten-day celebration of science, technology, engineering and mathematics taking place across Canada.

Documentary follows Adults with Intellectual Disabilities

A short documentary film – part of a research project led by McMaster's Ann Fudge Schormans – is providing a unique glimpse into the lives of adults with intellectual disabilities living in Toronto and is exploring ways to make the city a more welcoming place. "My Life in the City", which screened at the ReelAbilities Film Festival on May 13, follows adults with intellectual disabilities as they share stories, ideas, and a vision for a more inclusive Toronto. The film grew out of a research project led by Dr. Fudge Schormans, Assistant Professor in the School of Social Work, and co-investigator Rob Wilton, a Professor in McMaster's School of Geography and Earth Sciences, who for the past three years have been working with adults with intellectual disabilities to map their use of spaces in Toronto.