



University of Toronto Mississauga: 50th Anniversary

Strategic Brief

Introduction

Erindale College opened its doors to 155 students in one academic building in September 1967. Part of a two-campus expansion of the main St. George campus, Erindale was a constituent college of the University of Toronto and fully integrated with the Faculty of Arts & Science.

Erindale was formed at a time of significant enrolment demand in Toronto and its surrounding region. The college was originally intended to be similar to other colleges in the U of T system but it was envisioned that it would gradually achieve greater autonomy. Over time, that has indeed occurred.

The campus continues to evolve and develop – adding new buildings, increased enrolment and strategic academic programs to differentiate it from its competitors. The second largest division at the University of Toronto, it is a key component of the tri-campus system, upholding the values of excellence, engagement and innovation.

Objectives

- Instill faculty, staff, student and alumni pride in UTM
- Drive greater alumni engagement
- Recognize and continue to build UTM's vital role in the city, region, country, globally
- Celebrate UTM's history and future
- Celebrate the contributions made by UTM's faculty, staff, students and alumni
- Raise UTM's visibility as a leader and innovator
- Forge strategic new partnerships

Target Audiences

- Alumni
- UTM faculty and staff (past and present)
- Students
- Prospective students
- Campus Council

- Donors/Potential donors
- Community partners
- Government stakeholders (federal, provincial, municipal)
- City of Mississauga, Region of Peel residents
- U of T stakeholders
- Media

Key Messages

1. UTM is the leading university in the western GTA.
2. UTM has transformed from a small research and teaching college of the University of Toronto to a multi-faculty campus positioned by size in the top one-third of universities in Canada.
3. UTM's teaching and research excellence develops students who will help drive innovation and shape our future.
4. UTM is an integral contributor to the development of the city and region's prosperity.
5. UTM has global impact through its innovative research, creative teaching, international student body and alumni ambassadors.

Positioning and Strategy

UTM's 50th anniversary in 2017 will be a year-long community celebration, celebrating our past and looking to the exciting possibilities ahead. We will showcase the excellence of our UTM community (students, faculty, staff and alumni) and highlight how our teaching, learning and scholarship are contributing to a knowledgeable, progressive future. We will focus on the role UTM plays in developing the next generation of leaders who will drive innovation. We will celebrate our many partnerships with local, regional, national and international organizations. We will highlight UTM's global mind-set with its diversity in programming, student population, and research.

UTM's 50th anniversary will provide an optimal opportunity to tell the "UTM story" – where we have come from and where we are going – to our internal and external audiences, and help to raise the profile of UTM beyond the borders of campus. Our key messages will be the strategic foundation upon which 50th events and activities will be overlaid.

With the coincident sesquicentennial of Canada in 2017, UTM will seek to leverage 150th plans for the campus to ensure they feature in 50th anniversary marketing.

UTM's 50th anniversary will be a highly collaborative effort. It will be led by the Office of Advancement, and a steering committee composed of representatives from major portfolios at UTM and U of T. However, its success depends on significant input, ideas and execution from UTM's academic and administrative departments, students, staff and faculty (past and present), alumni and friends. Departmental involvement with department-led initiatives and activities will

be a key component of the anniversary. It is anticipated that there will be a few marquee pan-UTM initiatives.

In its 50th anniversary marketing, UTM will employ owned, earned and paid media to achieve its objectives. We will work within U of T's Boundless brand, and all 50th anniversary initiatives and events will feature the 50th logo.