UTM Communication Pillars

1. Building Research Capacity & Excellence
   
   Proof Points:
   
   a. Research clusters such as medicinal chemistry, robotics, global fluency, urban environments
   b. Increase in graduate student enrolment/research-based grad programs
   c. Relationship with engineering
   d. Hiring world-class scientists, scholars
   e. Housing initiative (making UTM a home base for new faculty)
   f. Community-based research (in partnership with local organizations, etc.)
   g. ROP and other opportunities to promote research successes

2. Innovation (use of research)
   
   Proof Points:
   
   a. Moving creative ideas into practice (how research translates into innovation that will influence undergraduate and graduate students) ie. inventing new process to manufacture molecules for therapeutic design will influence undergrad/grad curriculum and building of Science Building
   b. Moving creative ideas into practice and then into business to make profit (entrepreneurship) ie. ICUBE
   c. Excellence and relevance of new academic programs
   d. Pedagogical advances, new ways/tools of teaching

3. Community & Global Outreach
   
   Proof Points:
   
   a. Experiential learning/work-integrated learning opportunities
   b. Curricular and co-curricular experiences ie. UTM Abroad programs
   c. Indigenous initiatives ie. Peace Park
   d. New programs ie. global fluency
   e. City-UTM partnerships ie. philanthropy, MAM
   f. Career Centre programs in preparing our students/graduates
   g. Alumni success

4. Sustainability
   
   Proof Points:
   
   a. UTM infrastructure
   b. Academic curriculum that supports sustainability in its broadest definition (environmental, fiscal, etc.) ie. sustainability pathways