



# Fab@50

March 27, 2018

Presented by:

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@UTM

# 50<sup>th</sup> Anniversary

## Objectives

1. Instill faculty, staff, student and alumni pride in UTM
2. Drive greater alumni engagement
3. Recognize and continue to build UTM's vital role in the city, region, country, globally
4. Celebrate UTM's history and future

# 50<sup>th</sup> Anniversary

## Objectives

5. Celebrate the contributions made by UTM's faculty, staff, students and alumni
6. Raise UTM's visibility as a leader and innovator
7. Forge strategic new partnerships

# 50<sup>th</sup> Anniversary

## Marketing & Communications

1. **Graphic Identity**
2. **Out-of-Home**
3. **Website: 50 Faces, Digital Timeline**
4. ***M* Magazine Anniversary Issue**
5. **Holiday Video**

# 50<sup>th</sup> Anniversary

## Graphic Identity



1967-2017



1967 2017



# 50<sup>th</sup> Anniversary

## Out-of-Home



# 50<sup>th</sup> Anniversary

## Website: 50 Faces, Digital Timeline

UNIVERSITY OF TORONTO MISSISSAUGA

50th Anniversary

Home Events 50 Years of UTM News Room 50th Gala UTM Timeline Contact 50th Report

History of Campus

Campus Projects

Thesis Delivery

**50 Faces**

50 Challenge

Photographer Licenses

Postcard with the Principal

**50 Faces**

As part of the significant milestone anniversary, 50 individuals have been selected from U of T Mississauga's UTM (past and present) community. This project was created to celebrate those who have influenced or been influenced by UTM over the past 50 years. Featuring staff, faculty, students, alumni and community members, 50 Faces showcases the types of outstanding individuals who have contributed to the legacy of our campus.


Hosted by the Office of Research, be sure to also check out 50 for 50, Convocation of Research, These 50 profiles feature faculty, students and athletes that have significantly influenced the research landscape and environment at UTM.

Rose Al-Mayaleh  
Undergraduate Student

Mohammed Ashour  
Alumnus

Lee Bailey  
Associate Professor

**J. Tuzo Wilson**



**Affiliation:**  
Faculty  
Principal

**Place of Birth:**  
Chicago, OH

**Graduation Years:**  
1930-34

**First Year Employed at UTM/U of T:**  
1957

**Department / Division:**  
Geophysics

“I enjoy, and always have enjoyed, disturbing scientists.”  
— J. Tuzo Wilson

John Tuzo Wilson earned U of T's first bachelor of arts degree in geophysics in 1935. He also earned a B.Sc. from the University of Cambridge (1932) and PhD from Princeton (1936). Wilson served as Erindale College's second principal from 1957-1974 and later as the executive general of the Ontario Science Centre.

Wilson was a legendary figure in the world of planetary geophysics. His research contributions to plate tectonics made him a superstar in the scientific community. From tectonics focuses on the formation of the Earth's crust as well as the origin of mountains, earthquakes and volcanic eruptions. Wilson proposed the existence of transform faults to explain the high number of earthquakes and narrow fracture zones along the oceanic ridge. He also discovered that stations had spots were caused by magma plumes rising beneath the Earth's crust, causing the formation of multiple volcanic chains. His name was given to two young Canadian submarine volcanoes called the Tuzo Wilson Seamounts. The Wilson cycle of related expansion and contraction also bears his name.

In 1967, Claude Bisson, then-president of U of T, invited Wilson to be the second principal of the university's new western campus, Erindale College. Wilson accepted the offer, crediting his wife Isabel for helping with the decision. As Erindale's second principal, he encountered two unique challenges. The first was the unclear relationship between Erindale's students, faculty and departments to the St. George campus, with the second being the death of campus facilities – the college possessed 300 acres of land but only one modern building. The latter problem, however, turned into an advantage when he realized Erindale's research efforts could benefit from sprawling undisturbed surroundings. During his tenure, he encouraged the development of experimental research on campus in fields such as rock magnetism.

Motivated by his love of geophysics, Wilson travelled the world, studying global geology in places such as Papua New Guinea, Kenya and Antarctica. He served as president of the Royal Society of Canada in 1972. During his illustrious career, he received many awards and tributes including the Helweg Prize from Columbia University, and the Civic Award of Merit and Gold Medal from the City of Toronto. He was named a companion of the Order of Canada in 1974.



# 50<sup>th</sup> Anniversary

## M Magazine Anniversary Issue





# 50<sup>th</sup> Anniversary

Holiday Video



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# Celebration Fund

## Events/Projects



**CANADA'S CHANGING ARCTIC:  
WALKING ON THIN ICE**

Featuring Prof. Robert Park, University of Waterloo,  
Dr. Ian Stirling, Canadian Wildlife Service and University of Alberta,  
Prof. Shelagh Grant, Trent University, Shylah Elliot of Nunavut Tunngavik Inc. and  
Prof. John England, University of Alberta

Public Lecture: 7pm - 8:30pm, September 21 | IB120  
Symposium 10am - 6pm, September 22 | IB150

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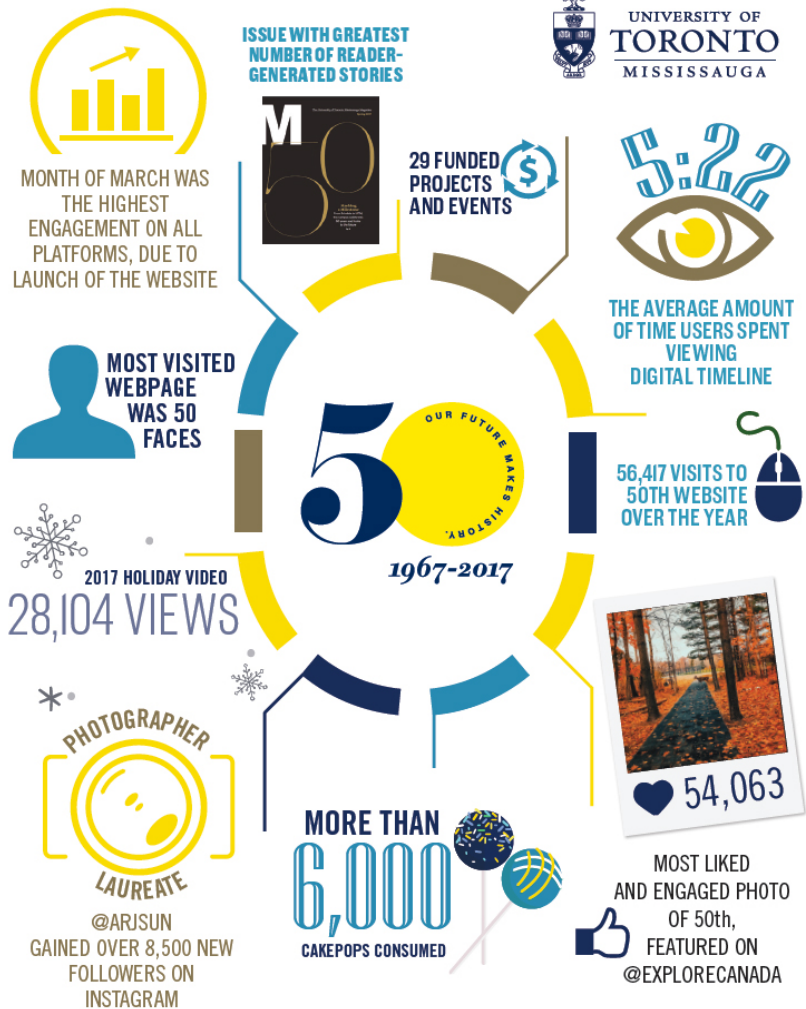
for more information: [geog.utm.utoronto.ca/arctic/](http://geog.utm.utoronto.ca/arctic/)

# Legacy Fund

## Projects



# Analytics Infographic



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# Lessons Learned

1. **Start early**
2. **Build in extra time for unforeseen delays**
3. **Be clear about objectives**
4. **Be collaborative**
5. **Be clear on funding criteria**
6. **Graphic design**

# Conclusions

- **Activities: crossed disciplines, stakeholder groups; past, future**
- **Participation: niche events to large events with hundreds**
- **Funds' dispersal: higher-than-anticipated allocations**
- **Communication platforms: significant levels of engagement**
- **Legacy media: broadened reach beyond campus**



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