

R2R

The newsletter for the staff & faculty of the Rotman School of Management

APRIL 2013

Vision Fund Annual Campaign

3 LAST MINUTE DONATIONS PUSHED THE ROTMAN FACULTY STAFF FUNDRAISING CAMPAIGN

IN TOTAL **\$146,100** WAS RAISED

OVERALL



65% PARTICIPATION

TO **65%** PARTICIPATION! (THIS YEAR'S TARGET)

THIS YEAR ALSO MARKS THE **11TH** STRAIGHT YEAR OF INCREASED PARTICIPATION

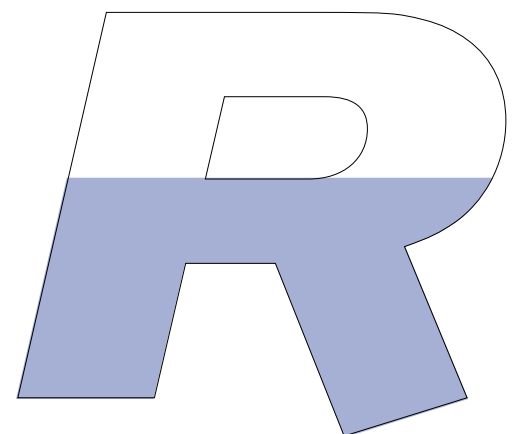
& THE **1ST** YEAR ROTMAN FACULTY HAVE SURPASSED STAFF IN PARTICIPATION.

FACULTY



73% PARTICIPATION

STAFF



61% PARTICIPATION

..... FACULTY DEPARTMENTAL CHALLENGE RESULTS ARE:



BUSINESS DESIGN HACKATHON HACKA-WHAT??

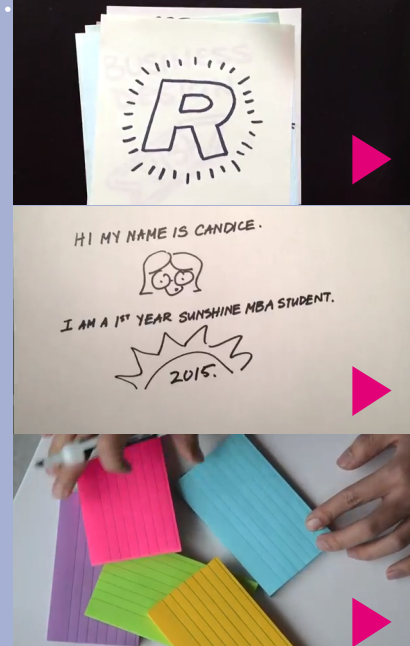
In its pilot year, the *Business Design Hackathon* was a three-day intensive program where students were asked to re-imagine their digital experience at the school. Sponsored by the Rotman Marketing department, we were interested in understanding what students thought about the digital screens in our buildings and the use of web and e-communications that support their day-to-day academic life. *four part-time and seven full-time MBA students* competed and their proposed ideas ranged from mobile apps to interactive touch-screens to location-based messaging and activity heat maps. Using their newly acquired *Business Design skills*, and supported by *DesignWorks staff*, the students' recommendations were amazing – we are grateful to them for their spirited and engaged work. Their solutions will inform future internal and external marketing initiatives and point us towards ways to enhance the student experience.

Big congratulations go to this year's winners: *Terri Block, Graham Huber and Hisham Sadiyyah!* The group's insight was that for many first-year MBA students their Rotman experience takes an

emotional dip between orientation and the winter holidays as academic and career pressure builds. They recommended a digital 'life-line' that would enable students to gauge their physical and emotional well-being in relation to their fellow students, connect them with Rotman staff, alumni and other current students for support through this period.

The Rotman Marketing department would also like to thank the rest of the Hackathon participants and organizers for the effort, time and energy. From Designworks – Mark Leung, Alpesh Mistry and Stefanie Schram – and Rotman students Ray Pan, AJ Khan, Roopam Singh, Amy Chong, Ed On, Puja Madhok, Kiran Sajwani and Candice Luck.

If your area would like to sponsor a Business Design Hackathon to gain insight and ideas from current students about an aspect of their experience, contact Stefanie Schram – Stefanie.Schram@Rotman.Utoronto.Ca



#1 Business School in Canada -Financial Times

Again this year Rotman was ranked the #1 business school in Canada, by the *Financial Times'* Global MBA Rankings – this marks the 9th year in the past 10. Here's why we consider Rotman to be #1.

#8 RANK IN PhD PROGRAMS WORLDWIDE TOP 25 SINCE 2006

#9 RANK IN RESEARCH WORLDWIDE TOP 25 SINCE 2005

#21 RANK GLOBAL MBA PROGRAM IN NORTH AMERICA

TOP 10 RANK AMONG SCHOOLS "BEST FOR FINANCE" WORLDWIDE EVERY YEAR SINCE 2005

CANADIAN COMPETITORS MBA PROGRAM	SCHULICH	SAUDER	MCGILL	IVEY	UofA MADE IT!
	52	57	76	78	100

OUR CLOSEST COMPETITORS

CANADIAN COMPETITORS RESEARCH	SAUDER	SCHULICH	IVEY	UofA	MCGILL
	15	29	37	33	49

PhD Program Snapshot

Rotman's hidden gem has finally come home to shine! Our pre-comp PhDs and program staff have moved into the PhD house. Every year since 2005 the PhD program has been ranked, by the *Financial Times*, in the top 25 worldwide – this year reaching #8. In honour of this all-time high ranking and their homecoming, here are three things you may or may not know about Rotman's PhD program.



1. There are approximately 70 students in the program.



2. They are working towards PhDs in: Accounting, Finance, Marketing, Operations Management, OBHRM and Strategic Management.



3. This year Rotman PhD grads were placed at universities around the world including: MIT, London Business School, Northwestern, and California State University.



Marketing Resources

Late last year, the Marketing Department launched the Marketing Resources website—full of handy tips, resources & templates useful to anyone involved in communications at Rotman would need. Over the next few months we'll be feature different parts of the Marketing Resources site – this month we focus on standardizing our email signatures.

EMAIL SIGNATURE: FORMAL SIGNATURE

Name

Position
Rotman School of Management
105 St. George Street, Room #
Toronto, Ontario
Canada, M5S 3E6
Tel. ###-###-####
Fax. ###-###-####
Email: your.name@rotman.utoronto.ca



EMAIL SIGNATURE: SHORT VERSION

Name | Position | Phone Number

EMAIL SIGNATURE: EVENT PROMOTION

Name

Position
Rotman School of Management
105 St. George Street, Room #
Toronto, Ontario
Canada, M5S 3E6
Tel. ###-###-####
Fax. ###-###-####
Email: your.name@rotman.utoronto.ca



SET UP A NEW SIGNATURE YOURSELF

Use **CENTURY GOTHIC** - our font for electronic correspondence - for everything, with your name **bolded** so that it stands out

The font colour should be gray or R-65 G-64 B-66

The formal signature is for the first email you send someone. It includes all your information so that the person you're contacting can easily access it. We also have those handy dandy social media icons - that are used to add a visual interest and link to our social media properties. You can use all of them or just the ones that make sense for you and your area of responsibility.

The short version is for any replies and has just essential information.

Event promotion includes the information from the formal signature, plus an image box to highlight your upcoming event.

Planning an event?

Contact us at our new design hotline and we'll put one together for you!

DesignRequests@rotman.utoronto.ca

VISIT www.rotman.utoronto.ca/connect/MarketingResources
FOR ALL YOUR MARKETING NEEDS



Any Ideas? Contact Courtney Brownell, courtney.brownell@rotman.utoronto.ca