



## Rotman's YouTube Channel is Famous!

In a recent Bloomberg BusinessWeek story, the Rotman YouTube channel was praised for the visual story it tells about life at our fantastic school. We all know people are becoming more visual, and young prospective students even more so, and that they want to learn through an engaging visual experience. If you want to know about something, you are likely to make YouTube your first stop: 50 percent of people use YouTube for instruction. Once there, people find three types of videos on our channel:

1. Pure content, such as the clips from the speaker series as well as Rotman professors doing mini-lectures on their favourite topics (these are produced primarily in-house by our fantastic marketing and new media team, Stephen Watt and David Whittington and, tweeted by Ken McGuffin. The event videos are put together with the always incredible focus of Karen Christensen, Steve Arenburg, Jennifer Hildebrandt, and Amy Fong who deliver us such awesome content from thought leaders and visitors to the school)
2. Marketing videos that paint a picture of life for prospective students (these have been made largely by the marketing team and an outside professional videographer)
3. 'How to' videos where staff walk prospective students through the application process (made in-house and featuring our wonderful Recruitment and Admissions colleagues)

Our channel also helps to aggregate content from across the school in one place while also enabling us to embed video on discrete pages of the website. Knowing that online communities are earned and not bought, our YouTube channel draws people into the school with great content. And the strategy is working. Our biggest hit so far has been Brian Burke, with 9267 views. This video is not 'keyboard cat' but our closest equivalent in popularity. It is interesting content that has spread like wildfire through an interested community. If our goal is to attract more fantastic students to the school, the Rotman School YouTube Channel has a big role to play.

# LEED stories worth telling. In the Rotman expansion

The new Rotman expansion will boast a Silver Leadership in Energy and Environmental Design (LEED) rating. Here are some of the ways we've been able to achieve this designation. To learn more about LEED visit: [www.cagbc.org](http://www.cagbc.org)

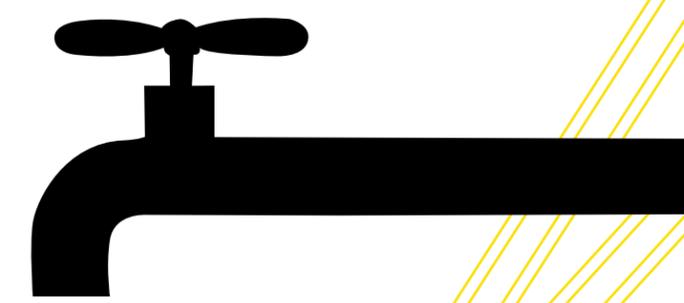
**75%**  
OF CONSTRUCTION  
WASTE HAS BEEN  
DIVERTED TO DATE

LIGHT AND HEATING  
SYSTEMS ARE  
DESIGNED TO PERFORM  
EFFICIENTLY  
AND PROVIDE ENERGY  
SAVINGS

**50%** of wood based materials are from sustainable sources

THE UNIVERSITY  
OF TORONTO  
USES  
GREEN  
CLEANING  
PRODUCTS

More than  
**50%** of  
green roof  
irrigation will  
come from  
rainwater



AND  
**2**  
GREEN  
ROOFS

reflective materials  
high albedo roof  
offsets the warming of cities



**32%** of all materials used were processed and manufactured locally.

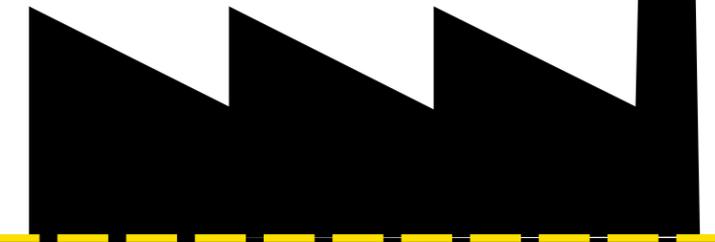
(Ex.) Occupancy Sensors have been installed throughout the building to turn off lights when rooms are unoccupied. Daylight sensors are installed in all offices to control lighting if daylight provides sufficient light to work.

Low emitting materials were used for all paints, coatings, carpets, laminates and adhesives

**5**  **%**  
of construction, demolition and land clearing waste was recycled and /or salvaged



More Bike Racks will be installed beside the new lane entrance, near St. George Street. Rotman is already bike-friendly place and this will make it even easier to leave the car at home.



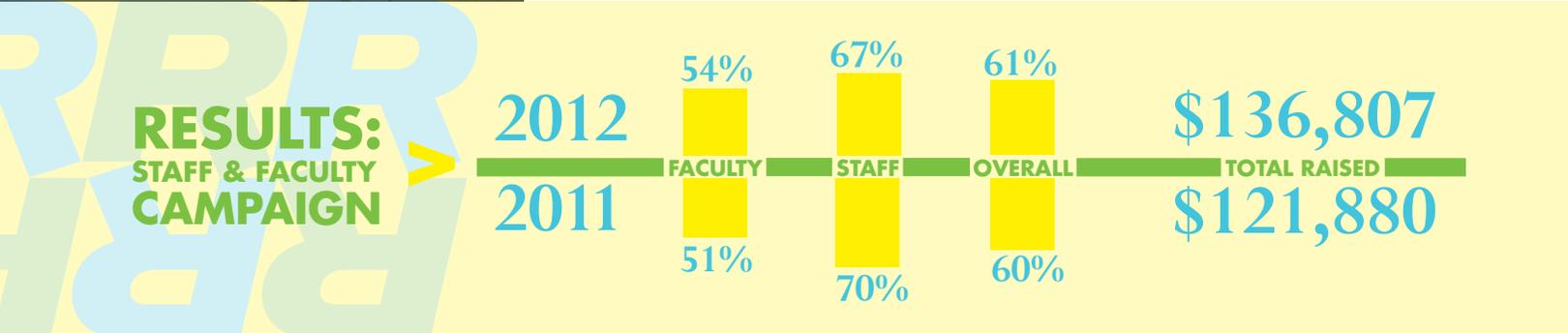
# UPDATE: [www.rotman.utoronto.ca](http://www.rotman.utoronto.ca)

Our website will be relaunched in less than two months. Every Friday until the end of May, the marketing team and a group of Super-users\* will be meeting at Rotman South to build the new site. As we go we're keeping track of our revelations, triumphs, tribulations and overall progress on the biggest piece of foam core you've probably ever seen. Come by room 316 and have a glance! (it really is a big piece of foam core.)

\*Super-users are made up of different members of the Rotman Community who went through early training on our new content management system, Sitecore. They are not affiliated with the Avengers.



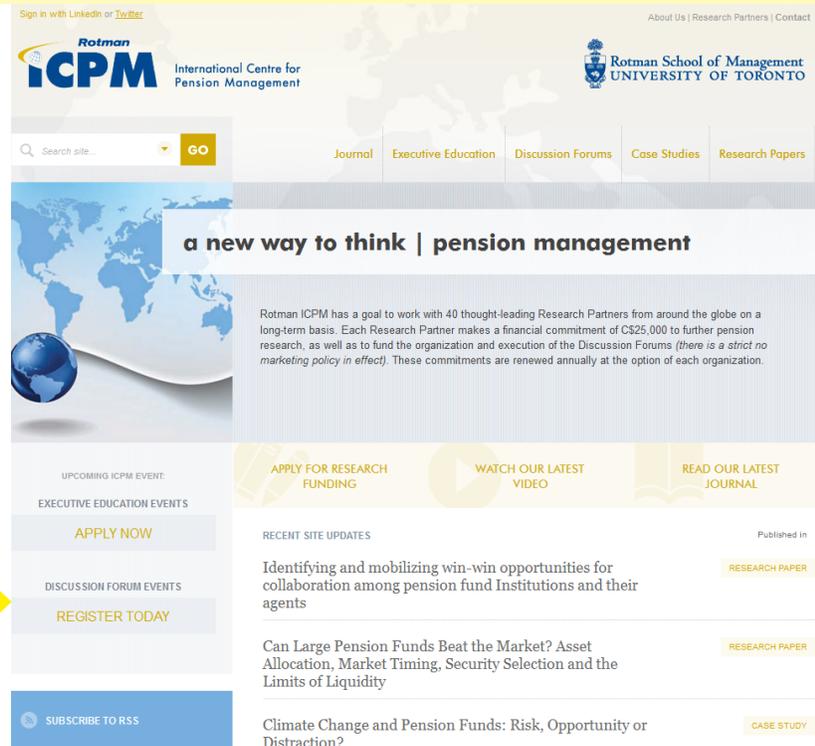
A part of the biggest piece of foam core ever used at the Rotman School\*  
\*unverified



## Pension Management at Rotman

Rotman International Centre for Pension Management (Rotman ICPM) issued a Call for Research Paper Proposals in January 2012. The Rotman ICPM Research Committee is currently reviewing the Intent to Submit applications (deadline was March 20). Based on the review, a shortlist of researchers will be invited to submit a Full Proposal (deadline is April 5). Selected papers that receive funding from Rotman ICPM will be announced late April and will be published in the June issue of the Rotman International Journal of Pension Management.

To learn more about Rotman ICPM-Sponsored Research please visit <http://www.rijpm.com>  
Follow us <https://twitter.com/RotmanICPM>



## MASTHEAD

As the editorial board for R2R we represent diverse areas of the School. If you're interested, please join us. We are: Courtney Brownell, Pym Buitenhuis, Steve Bujas, Sharon Doopan, Rummy Gill, Kamila Grigo, Claire Gumus, Ann Henhoeffler, Jan Kloosterhuis, Ron Levy, Sasha Lucas, Rehka Morbia, Lynda Paterson, Catherine Riddell, Deanne Saunders, Kimberly Silk and Stephen Watt.

**Is there something you want to tell us or do you have a question you want answered?**

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