

the school's reputation is, in my mind, the most important reason to support the school. | rotman is on track to becoming a top school | roger martin and the faculty have done an admirable job over the past 10-15 years to re-energize the school and raise its profile internationally. | business education is an important investment in future prosperity - and is important for the success of students.

SCHOOL STRATEGY

Quotes from 2011 Alumni Survey }

Redesigning www.rotman.utoronto.ca

PROJECT BACKGROUND:

Since 1998, the Rotman Website has been powered by a simple content management system developed by our webmaster, David Yang. Under Karen Christensen's leadership, the site has gone through several design iterations and has served us well at very low cost. However the web world has changed profoundly in 13 years and we must catch up.

GOAL:

As the face of the School to the world, the new site will reflect our breadth and depth while also making the most of the latest technology and innovative design.

PROCESS:

Because it impacts almost every corner of the School, the project to reinvent the website has involved over 50 staff, faculty and students from across departments, academic areas and programs.

WILL SERVE MANY BUT HAVE MORE FOCUS:

Although the website serves many audiences, prospective students represent 80 per cent of its traffic. With the opening of the new building and our expanded enrolment needs, our website will be a pivotal recruitment tool.

WHAT YOU CAN EXPECT AND WHEN:

The hard work of technology planning, development, training and content migration starts this fall with a Spring 2012 launch. Any change of this magnitude is not easy. Many people will be asked to update their online content, many will need to be trained on the new platform, and many will find it frustrating at first to find information post launch. Patience and open-mindedness will be required, but in the end the results will be truly invaluable for all of us at the Rotman School.

OUR TOP VISITED PAGES (August 1-31, 2011)

page	PAGE VIEWS
rotman.utoronto.ca	43,702
/degree.htm	21,626
/mba/	11,904
/mba/contactProg.asp	7,081
/faculty.htm	4,726
/facbios/default.asp	3,348
/MFin/	3,256
/contact/contact.htm	3,089
/eveningmba/contactProg.asp	2,824

THE PROCESS

Phase 1

completed September 2011

- Website Inventory
- Information architecture
- Design
- Software selection

Phase 2

completed Spring 2012

- Detailed technical plan
- New tech platform & server environment
- Web development
- Training of IT staff and content owners
- Massive migration of content
- Establish web steering committee and governance standards



a DAY in the LIFE

\$200-MILLION CAMPAIGN PROGRESS

- > \$129.7 million raised
- > 2,260 donors

TAKE THE TOUR



CELEBRATING SUCCESS

Initiative for Women in Business

In 2008, the Rotman School set out to promote and support women's career advancement by establishing the first Initiative for Women in Business at a Canadian business school. Since then, the Initiative has become renowned for its top-tier executive development programs and women in leadership speakers series. The Initiative regularly shares its expertise in interviews with media from Canada and around the world.

What's new is just how much the Initiative has grown in scope and size in just three short years.

It has become a force for change, providing not only professional leadership development opportunities, but also new ways of thinking and vital connections that are helping individuals and corporations do more, and do better. For example, its Best Practices Network for corporate women's initiatives has grown at a rapid pace, and will host its second corporate symposium at Rotman this Fall. The Initiative is a vital resource for organizations that want to improve their talent management and diversity strategies, and for individuals who want to enhance their professional networks.

Want to follow what's happening? Join nearly 1,000 professionals in the GTA who have become part the Initiative's professional network. For updates on programs, events and major announcements, visit: rotman.utoronto.ca/women/network.

INITIATIVE SNAPSHOT

Competitive advantages for Rotman:

Helps attract women to our MBA & Executive Programs
The only business school in Canada with an initiative of this scope

By the numbers:

- 35+** Organizations represented in the Best Practices Network
 - 83** Number of corporations who have been engaged in programs, sponsorship or mentorship as of August 2011
 - 213** Number of participants who have completed The Judy Project (first 10 years)
 - 519** Total program participants (all programs) since 2008
 - 600+** @RotmanWomen Twitter followers
 - 900+** Members in Network for Professional Women
- Total program offerings by year:
- | | | | |
|---|------|---|------|
| 5 | 2008 | 7 | 2010 |
| 6 | 2009 | 8 | 2011 |

INTRODUCING

MBA THEY'RE 2013 HERE!

The Full-time MBA class of 2013 start classes this week. Here's a snapshot of who will be flooding the halls for the next two years.



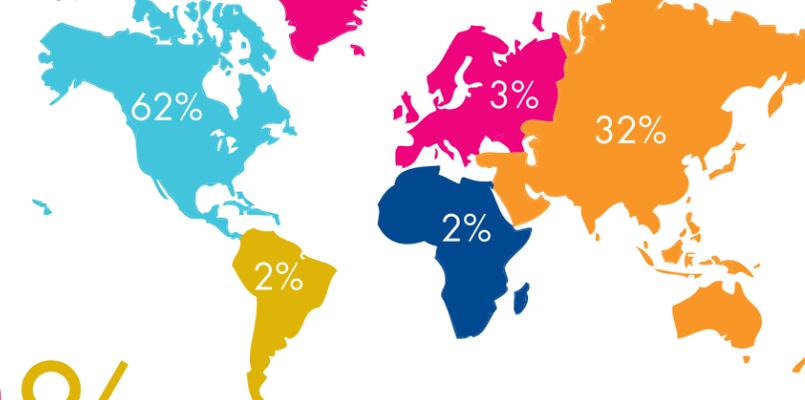
268

STUDENTS

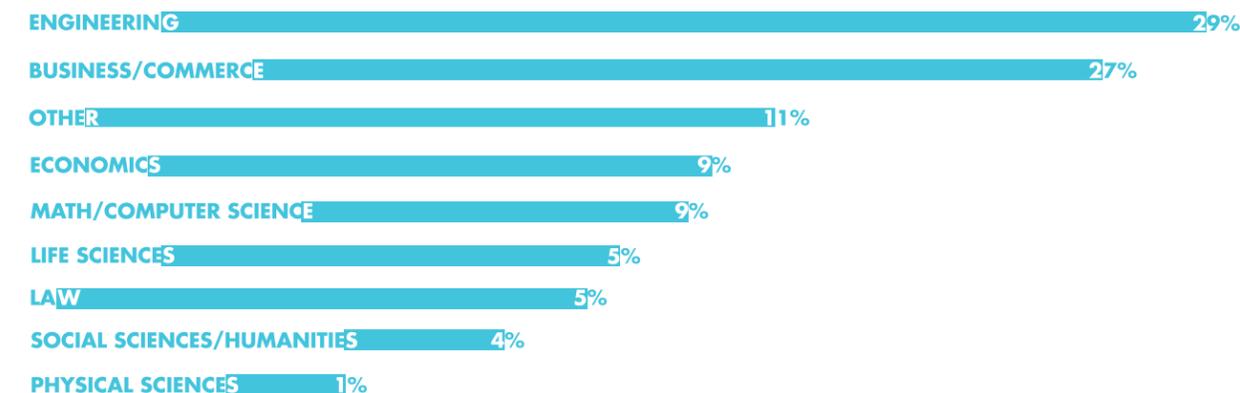
WHO ARE

72% 28%

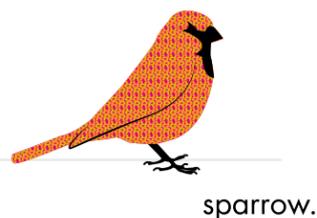
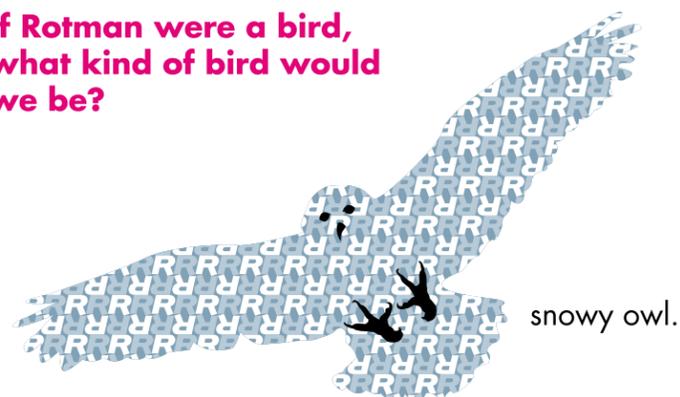
FROM



& STUDIED



If Rotman were a bird, what kind of bird would we be?



CELEBRATING SUCCESS

I woke last night to the sound of thunder
How far off I sat and wondered
Started humming a song from 1962
Ain't it funny how the night moves
When you just don't seem to have as much to lose
Strange how the night moves
With autumn closing in

-Night Moves, Bob Seger

Our own Steve Bujas captured stormy June skies in this pic that also appeared in the U of T eBulletin.

Rotman's NEW Purpose & Values Statement

PROBLEM SOLVERS for the WORLD

By selecting, training and developing innovative problem solvers, the Rotman School seeks to contribute profoundly to our complex and challenging world.

We strive to leverage all facets of our diversity to enhance our students' capacity to think and act across the boundaries of knowledge and experience using the discipline of Integrative Thinking.

We are committed to bringing the power of research excellence to the advancement of theory, inspired teaching, practical thinking, and productive action.

At Rotman, the voice of each member of the faculty, staff and student body counts and is heard, with the corresponding expectation that each member of our community takes personal accountability for acting with civility, respect and integrity.

MASTHEAD

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



Rotman Commerce Admissions & Recruitment (clockwise from top) = Deanne Saunders, Kendra Hawke, Jeff Trapp, Samantha Freeman-Aitwood & Ania Joly.

Excellence & Innovation

The Excellence Through Innovation Awards recognize the innovative and exemplary work done by administrative staff across the University of Toronto. Each year the awards celebrate the significant efforts of individuals and teams to advance the university's strategic objectives and provide an opportunity to share these best practices.

This year the lovely folks (above) from Rotman Commerce Recruitment and Admissions have won the award for their efforts to improve the experience of students once they are admitted to the program. Their goal was to ensure the newly admitted felt personally welcomed to the program. The team:

- Made personal phone calls to every scholarship recipient and early admit
- Prepared a new congratulations package sent to every admitted student that focused on the experiences of real Commerce students, with testimonials combined & a visually appealing design.

Congrats to the team!

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

Call, e-mail or drop by: Courtney Brownell:

📧 courtney.brownell@rotman.utoronto.ca,

📞 416.978.0856,

📍 Room 316 Rotman Central