Marketing & Communications

Telling our stories: Enhancing McMaster Engineering’s Visibility & Reputation

New Faculty Orientation
July 23, 2018
McMaster Engineering: The Creative Team

Jin Lee (Photographer/videographer), Monique Beech (Public Relations Manager), and Ciara McCann, (Social Media and Digital Content Coordinator)

** Not shown: Team of talented students who offer design and visual support**
We recognize that creating an authentic brand — that resonates nationally and internationally — means telling authentic stories.
What we do

1. **Content Creation**
   - Produce stories, photos, videos, graphics, social media posts, Annual Report, publications, website

2. **Promotion**
   - Use combination of earned and paid media as well as in-house channels (newsletters, website, social media) to spread McMaster Engineering stories
   - Conduit to central Communications, Marketing and Media (offer media training)

3. **Digital services**
   - Oversee website development projects
   - Digital marketing services run by public relations office
We tell stories with a focus on the Faculty's 6 core values:

- Attracting Top Students: Recruiting exemplary young scholars
- Improving Gender Diversity: Promoting gender equity
- Enhancing Student Retention: Supporting student success
- Enhancing social media, support production of program guides, oversee promotional recruitment videos, run ads in top university rankings issues, i.e. Macleans, Globe and Mail
- Run and support digital recruitment campaign
- Deliberate gender balance in all promotional content, photos, video, stories. Maximize visibility through key opportunities.
- Internal communications, promoting student events and activities (TV screens)
- Enhance reputation to attract the best students

Faculty of Engineering

 Ranked among the world’s top engineering schools, the Faculty of Engineering plays a significant role in helping McMaster University earn its reputation as one of Canada’s most innovative universities. Our focus on experiential, problem-based learning and our collaborative approach results in smarter insights, groundbreaking ideas and greater optimism.

Departments, Schools and Programs
Dr. Boyang Zhang
Assistant Professor
Department of Chemical Engineering

Expertise: Tissue engineering, biomaterials engineering, microfluidics, organ-on-a-chip engineering, advanced biofabrication, regenerative medicine, high-throughput drug screening

Research Clusters: Health & Bio-innovation, Micro-Nano Systems, Advanced Manufacturing

Overview

The rising cost of healthcare driven by the increasing expenditures in drug discovery and clinical treatments has become a significant burden to our society while the outcomes of care have not improved. To reverse this trend, the healthcare industry demands innovative biotech solutions that will disrupt the existing methods of care. The field of tissue engineering emerged nearly two decades ago promises to offer human tissues on demand. Realizing this ambitious goal will fundamentally transform modern medicine and change the way we approach drug discovery and clinical treatments. To this end, we strive to develop advanced biofabrication techniques integrated with insights from developmental biology to build human micro-tissue models for predictive drug discovery and to construct functional macro-tissues for tissue regeneration in patients. In this pursuit, we strive to create an environment that will inspire the next generation of researchers and dreamers to solve big challenges in our world by fostering learning, passion, and collaboration. The BZhangLab is always seeking passionate scientists and engineers to join our team and to engage in multidisciplinary collaboration. In the quest to solve the biggest challenge in medicine, we understand “it takes a village to build an organ”. We welcome you to embark on this exciting journey with us!

Highly motivated graduate students who are interested in tissue engineering, microfluidics, organ-on-a-chip, and advanced biofabrication can visit our lab website (www.bzhanglab.com) and reach out to Dr. Boyang Zhang (bzhang7@gmail.com) with

https://www.eng.mcmaster.ca/user
BRIGHTER WORLD

Branding guidelines website

brand.mcmaster.ca

Advancing human and societal health and well-being
Branding starter kit

- Email signature generator, Letterhead, Logos
- Faculty boilerplate copy – description (pg. 68 of Brand Guidelines PDF)
- Media Production Services – business cards, design services (limited in-house services) Check with your department.
- Websites – Faculty via Creative Team provides main website support for department, incl. professor profiles. Not responsible for lab or research group websites (both design and hosting), but happy to offer guidance/advice.
- Powerpoint template – Ask Monique
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   - Run and support digital recruitment campaign

2. **Improving Diversity:** Promoting equity
   - Deliberate gender balance in all promotional content, photos, video, stories. Maximize visibility through key opportunities.

3. **Enhancing Student Retention:** Supporting student success
   - Internal communications, promoting student events and activities (TV screens)
   - Enhance reputation to attract the best students
We tell stories with a focus on our core values (Continued)

**Professional Development: Educating the whole engineer**
- Working with Associate Dean Graduate studies on suite of professional skills development modules
- Support key student events in entrepreneurship and experiential learning
- Highlight students, faculty in ‘human’ way with range of interests

**Community: Improving climate**
- Promote internal community: #FireballFamily #MacEng

**Research & Innovation: Finding innovative solutions**
- Managed advertising campaign to recruit top faculty member garnering more than 500 applications
- Run strategic articles in advance of big government funding decisions
Shaping the Next Generation of Canadian Manufacturing Excellence

Revitalizing Canada's manufacturing industry, and becoming a world leader in advanced manufacturing, is a necessity for our economic future, but it's not possible alone. What we need is a coalition of motivated parties spanning the public, private, and education sectors working together toward a common goal. At McMaster University, this philosophy of collaboration has been fully embraced and is already beginning to pay dividends.

McMaster's research within the manufacturing sector is diverse, spanning high-performance manufacturing processes to additive manufacturing, and Industry 4.0 technologies targeting emerging opportunities in electrified and autonomous vehicles and biomedical devices. It's this combination of reputation, experience, and scientific discovery that appeals to industry.

"We see McMaster University and the MMRI as a great resource for our company and reach out to them for guidance and input when we are trying to solve a particular problem," says Ishwar K. Puri, Dean, Faculty of Engineering at McMaster University. "Research is important for its scientific content, but also for its translational content, which helps our company bring innovations to market speedily."

Stephen C. Veldhuis, Director, McMaster Manufacturing Research Institute (MMRI), adds, "McMaster is labouring hard to dismantle the very idea of the ivory tower. They still revere the value of pure scientific research, but believe strongly that real progress is only made when disparate voices and perspectives gather to work together."

Maryam Arahesh, a McMaster Engineering postdoctoral researcher works on an industry project with Edinei Locks Junior and Md. Khalid Saifullah, both MSc students at McMaster. Photo | Jin Lee
'O Canada': Researcher mounts microscopic flag on penny to celebrate 150 years

Focused ion beam microscope used to craft miniature tribute to Canada's 150 birthday

Questions, Comments?

Share your stories with us! We want to hear your news.

- General questions, email me at beechm@mcmaster.ca