




MEET THE ENGINEERING COMMUNICATIONS TEAM

Outreach Open House
Wednesday, March 30th, 2022

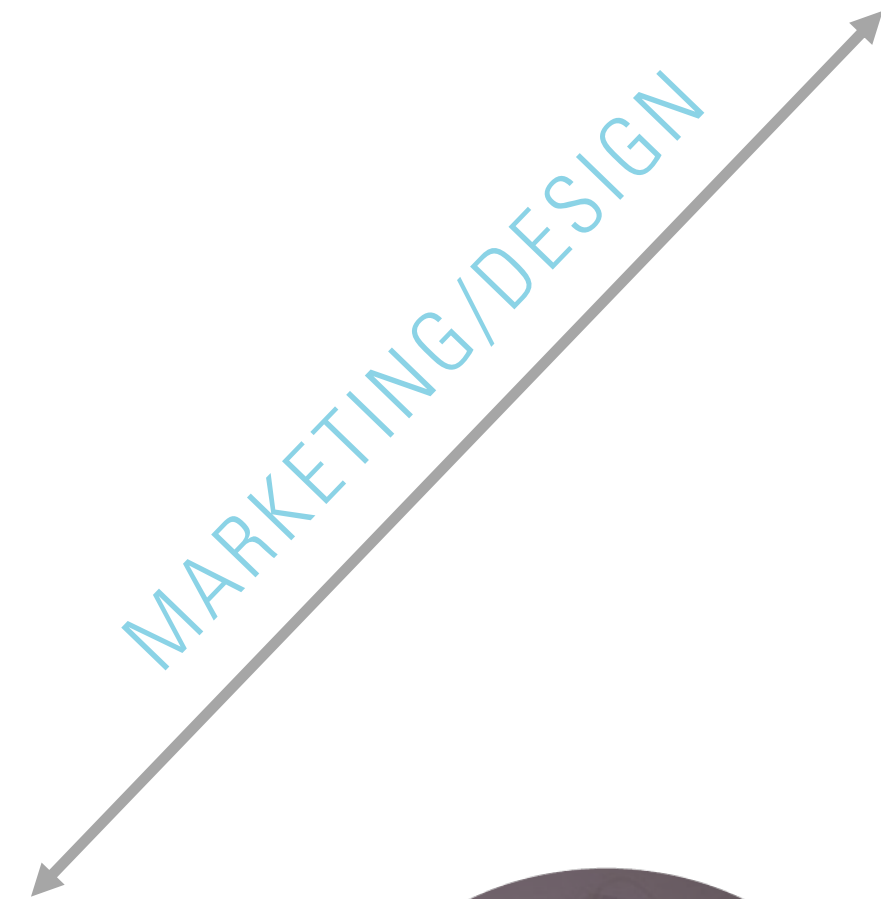


MEET THE ENGINEERING COMMUNICATIONS TEAM

ENGINEERING COMMUNICATIONS TEAM



Ciara McCann
Manager, Communications



Omoseke Fowode
Web & Graphic Designer



Krista Kim
Marketing & Communications
Strategist



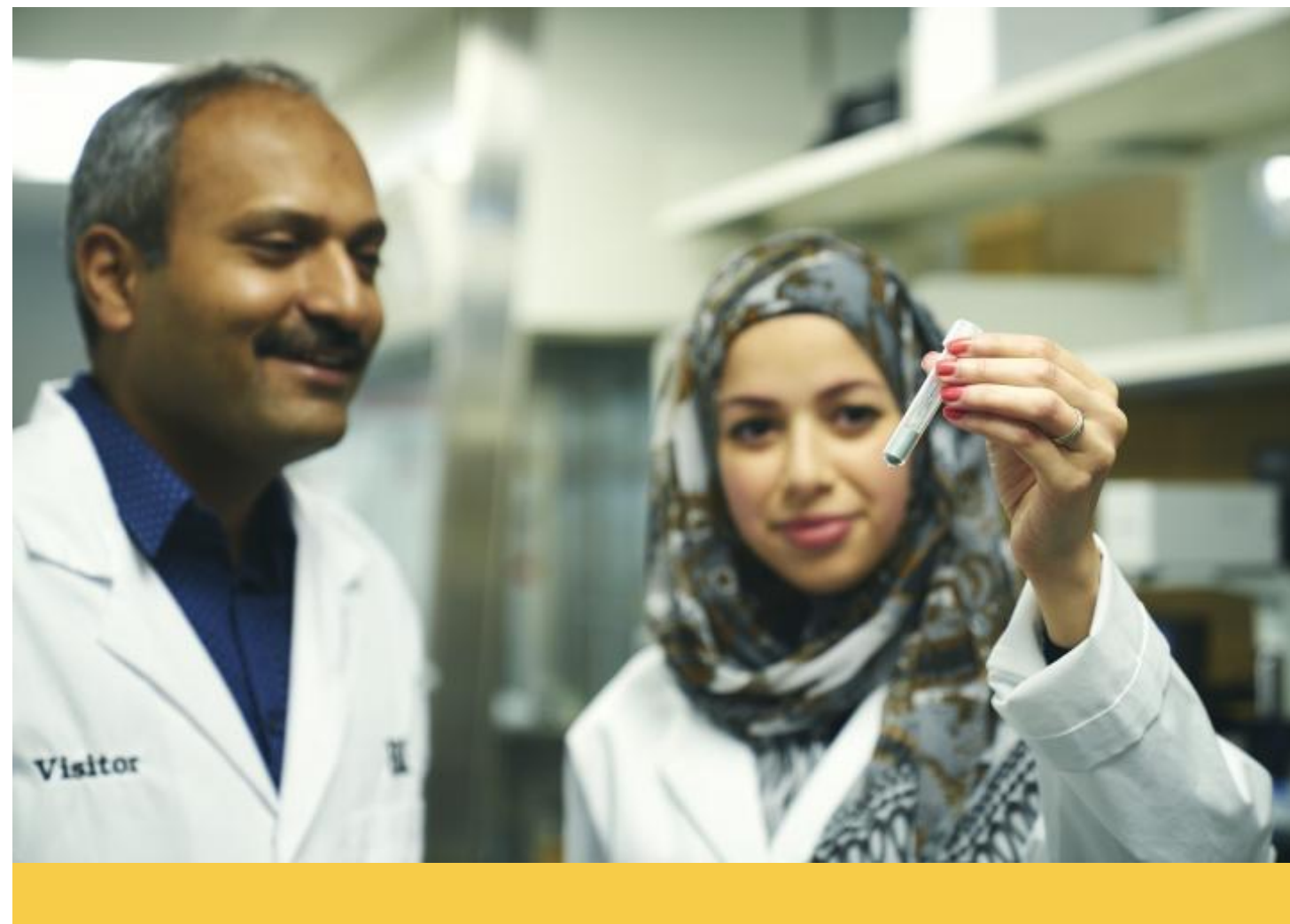
Christine Rankin
Communications Officer



Meggie MacDougall
Communications Officer

OUR MISSION

We work collaboratively to produce innovative content that inspires and engages our alumni, students, staff and faculty.



Increase awareness of ground-breaking research and reputation as one of the top engineering schools in the world.



Recruit top quality students and faculty from Canada and internationally.



Strengthen our inclusive Fireball Family community of students, alumni, staff and faculty.

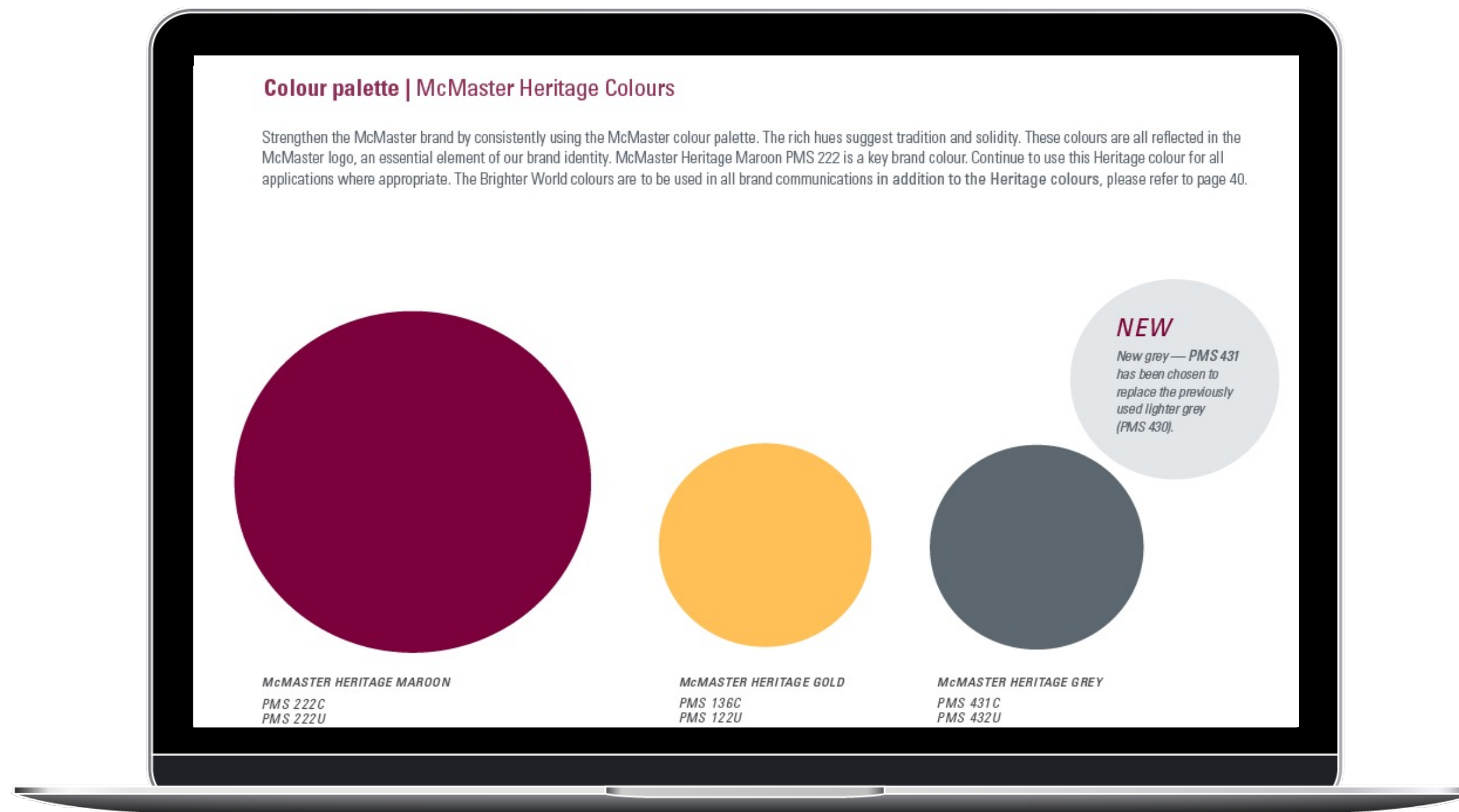
HOW WE DO IT



- Write stories
- Manage eng.mcmaster.ca
- Manage social media accounts for engineering
- Film and edit videos
- Media and social media training, presentation coaching
- Create graphics
- Media relations
- Create content strategy
- Digital marketing & website development
- Annual report
- Weekly internal newsletter, monthly external newsletter, and quarterly alumni newsletter



BRANDING 101



WHAT IS A BRAND?

- The University adheres to a series of guidelines that ensures **consistency in style** and messaging of our marketing materials.
- This includes fonts, particular colours and logos, as well as a range of other assets and guidelines

WHAT IS **BRIGHTER WORLD**?

- It is the overall tagline of the University and its guiding principles.
- It emphasizes the advancement of human and societal health and well-being. It also highlights collaboration and an interdisciplinary focus.
- The overall tone is **optimistic**.

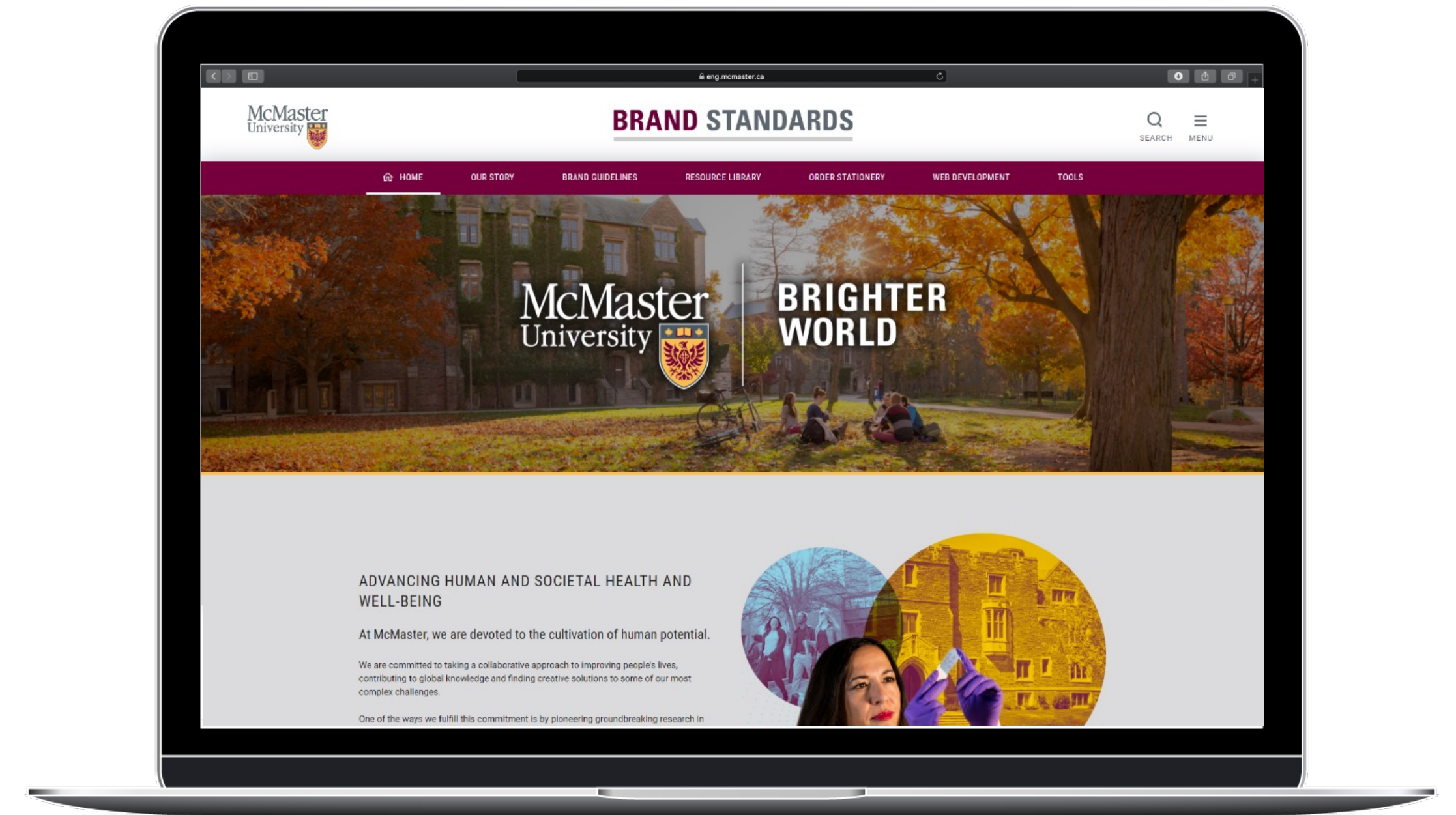
BRIGHTER WORLD

ENGINEERING



WHERE CAN I FIND VISUAL ASSETS?

- Some engineering-specific assets (mainly images and videos) can be sourced through the Engineering Communications Team.
- Official University logos can be downloaded through the brand website.



<https://brand.mcmaster.ca/>

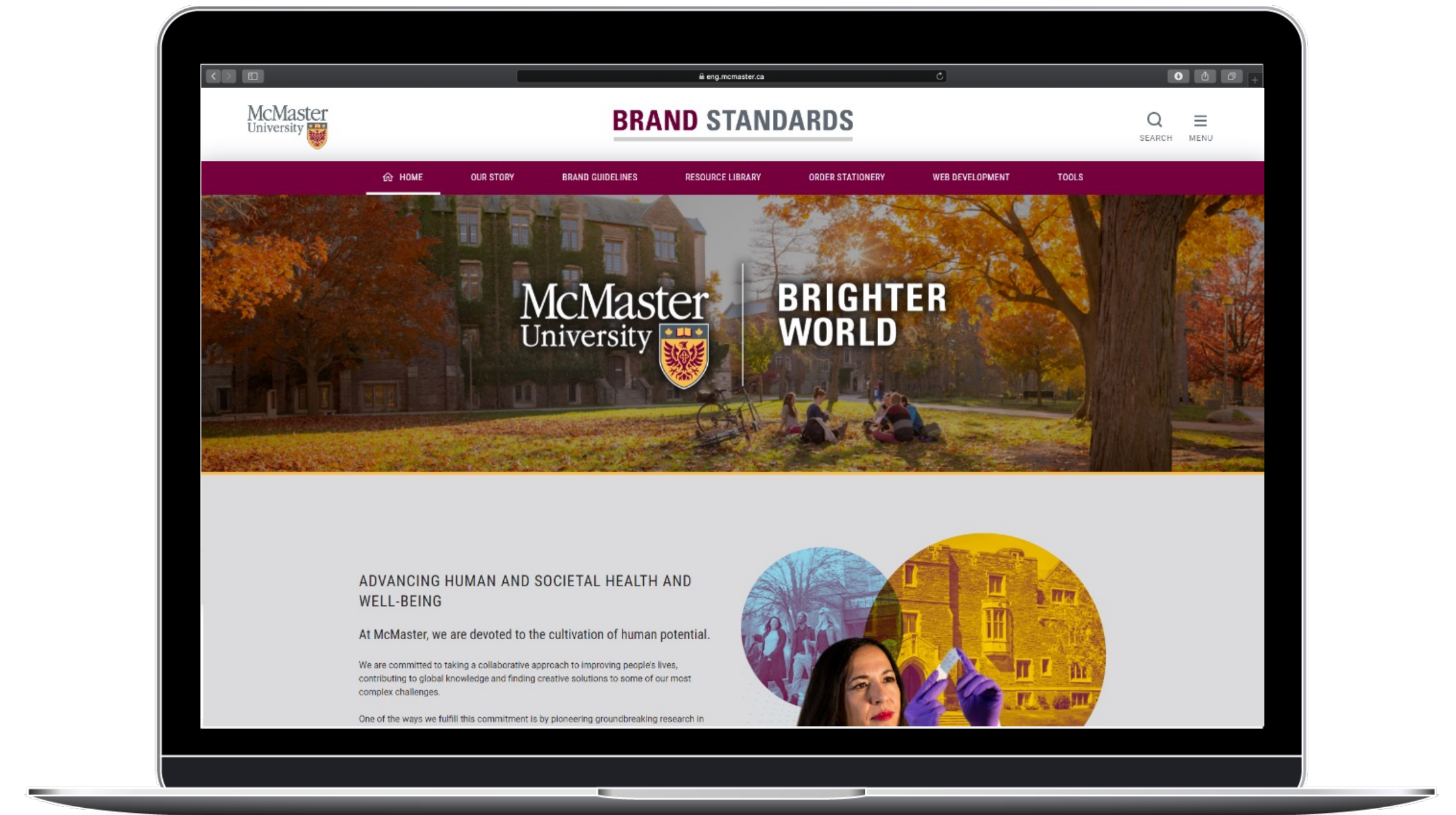
BRIGHTER WORLD

ENGINEERING



BRANDING STARTER KIT

- Faculty boilerplate copy (pg. 68 of brand guidelines PDF)
- Email signature, letterhead
- Media Productions Services – business cards, design services (check with your department)
- Websites – Marketing and Comms team manages main faculty website, oversees department sites. Not responsible for lab or research group websites but happy to consult – MacSites is a great platform for research websites
- More powerpoint templates available upon request (marketing team)



<https://brand.mcmaster.ca/>

BRIGHTER WORLD

ENGINEERING



WEBSITE REDEVELOPMENT PROJECT

OVERVIEW



1. What

eng.mcmaster.ca will have a new home in the Fall of 2022



2. How

The project will be completed in 3 phases



3. When

14 months (Now until the Spring of 2023)



4. Who

Communications Manager; Director, Outreach; Project Manager; Working Group; Website Steering Committee, Developer; Communications; IT, website design agency

WHAT

BACKGROUND

Our website is a critically important marketing tool.

- It is the main gateway to recruit top students and faculty
- To connect the Fireball Family community of students, staff, faculty, alumni and donors through engaging news and events
- To inform stakeholders of new and innovative research, programs, resources and services.



WHAT

PURPOSE: DRUPAL 7 IS EXPIRING – THIS IS AN OPPORTUNITY TO:

- Re-engineer the website to align with the the mission of the Faculty, and incorporate web technologies that are innovative, built to grow and evolve
- Have a seamless navigation
- Beautiful design
- Optimize user experience on both desktop and mobile
- Create a new content strategy

HOW

- **Phase 1:** Website clean-up and migration to WordPress (May 2022 – Nov. 2022)
- **Phase 2:** Discovery process, content strategy for the entire website, and development of a website redesign of high priority, including external-facing pages e.g. Homepage, Future Students, Co-op and Career Services, Giving Alumni Relations and Research (May 2022 – Nov. 2022)
- **Phase 3:** Redesign of secondary pages including Department pages, About, News & Events, Resources and the Venture Academy website (Nov. 2022 – May 2023)



OVERVIEW: BEHIND THE BIG IDEAS

INSPIRATION: FRESH FACES SERIES

Strategy: Showcase researchers doing work that aligns with university and faculty priorities relating to EDI, United Nations SDGs and share during timely events. Ex. Black History Month



- ✓ To share the cutting-edge research of McMaster leaders and the people behind the innovations
- ✓ To capture personalities of Faculty members and lean into a sense of community
- ✓ To build a case for “Why McMaster”
- ✓ To introduce a formal process that increases familiarity of Engineering Faculty members within the Fireball Family.

BEHIND THE BIG IDEAS: SPOTLIGHTS



Paulin Coulibaly

PROFESSOR
Department of Civil Engineering



Keena Trowell

ASSISTANT PROFESSOR (STARTING ON JULY 1ST 2022)
Department of Mechanical Engineering

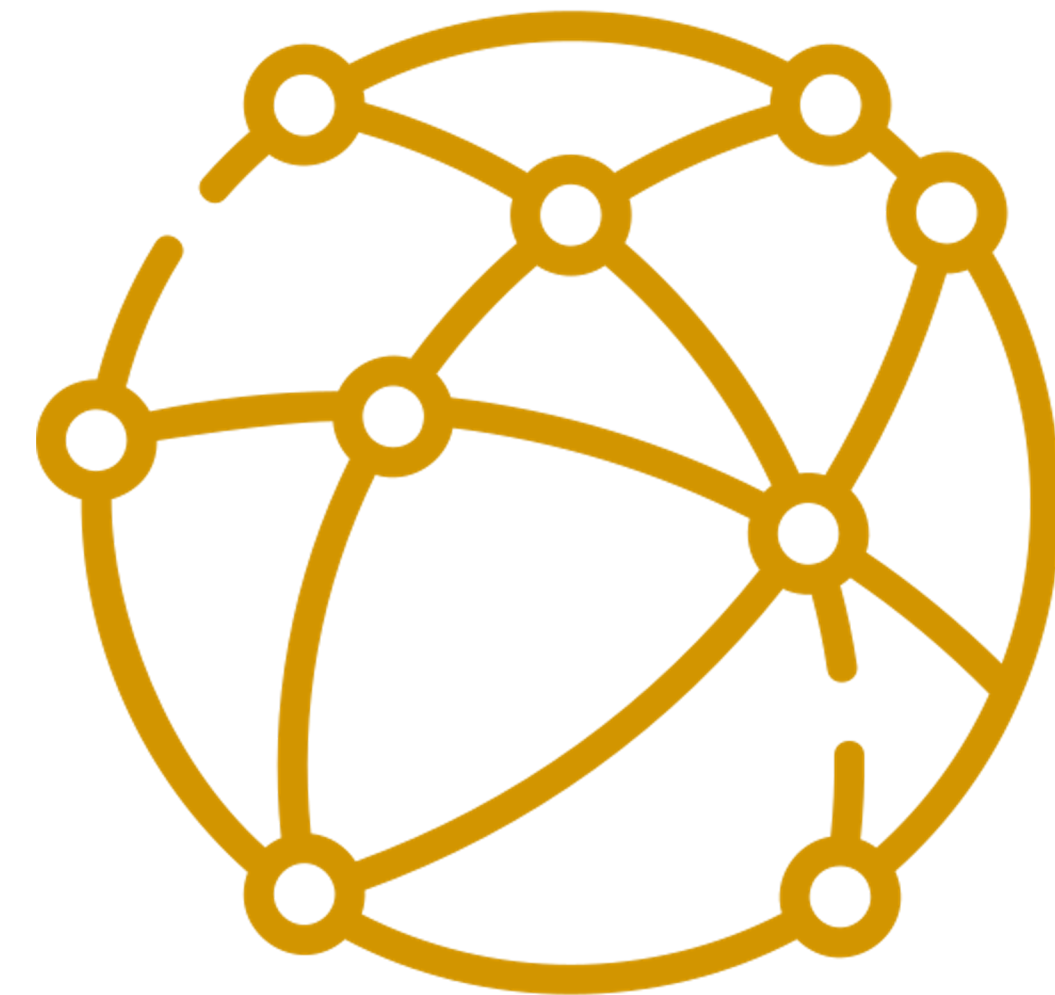


Zahra Motamed

ASSISTANT PROFESSOR
Department of Mechanical Engineering

CONNECT WITH US

- Twitter: **@mcmastereng**
- Instagram: **@mcmastereng**
- LinkedIn: **Faculty of Engineering – McMaster University**
- Facebook: **McMasterUEngineering**
- TikTok: **@mcmastereng**
- [**mccancjs@mcmaster.ca**](mailto:mccancjs@mcmaster.ca)



TELL US WHEN YOU HAVE NEWS!

BRIGHTER WORLD

ENGINEERING



CONNECT WITH THE FACULTY OF SCIENCE'S **JOURNALIST IN RESIDENCE!**

Avis Favaro will be on campus this Fall as the journalist in residence. If you are doing work at the intersection of health sciences and engineering, Avis is here to offer her advice as a veteran health reporter with CTV and Global. She'll be on campus for 4 weeks in September and October and has morning, afternoon, lunch and dinner slots available.

[Book a meeting here!](#)





ANY QUESTIONS?

HOW CAN WE WORK **TOGETHER?**



Ciara McCann

Manager, Communications

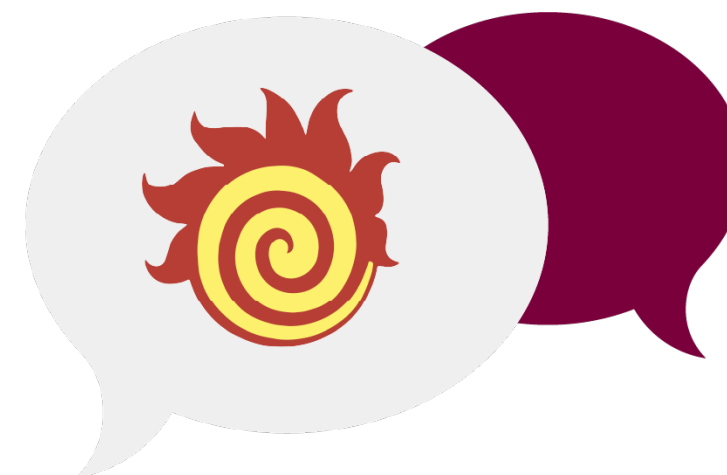


ENGINEERING

We want your stories!

Ways to engage with our team:

- Stories
- Promotional materials
- Marketing campaigns
- Website requests
- Graphic Design



Contact us:

- mccancjs@mcmaster.ca
- rankic5@mcmaster.ca
- macdouml@mcmaster.ca