

# APPENDIX D

## CTSI COMMUNICATIONS

### VIDEO PRODUCTION

Total Number of CTSI Videos	<b>18</b>
Total Number of CTSI Video Participants	<b>29</b>
Total Number of CTSI Video Views	<b>1,803</b>
<ul style="list-style-type: none"> <li>Most viewed video: Welcome to Quercus (730 views)</li> </ul>	

Video Title	Participants/Partners
Engaging Students: Flipping the Classroom with Michelle French	Michelle French, Dept of Physiology
University of Toronto Tri-Campus TA Day 2017	TATP Coordinators and Trainers: David Chan, Sandy Carpenter, Abdullah Farooqi, Majd Zouda
TATP Certificate Program	TATP Trainers: Cristina D'Amico, Tingting Zhu, Sara Mazrouei, Abdullah Farooqi
TATP Microteaching Sessions	TATP Coordinators and Trainers: Joel Rodgers, Joe Curnow, Majd Zouda, Sandy Carpenter
2016-2017 University of Toronto Teaching Fellow, Teresa Kramarz – End-of-Term Interview	Teresa Kramarz, Munk School of Global Affairs
TATP Shorts: 1-Minute Paper with Abdullah Farooqi	TATP Trainer: Abdullah Farooqi
TATP Shorts: Active Learning Strategies with Darius Rackus and Abdullah Farooqi	TATP Trainers: Darius Rackus and Abdullah Farooqi
TATP Shorts: Jigsaw Teamwork with Darius Rackus	TATP Trainer: Darius Rackus
Academic Toolbox Renewal – University of Toronto	Susan McCahan, VP-IUE Janice Patterson, CTL, UTSC Jan Mahrt-Smith, Rotman
Quercus: The University of Toronto's NEW Learning Management Engine	Susan McCahan, VP-IUE Contest Winners: Kenneth Holyoke, Saski Gjelsvik
TATP Talks: Using Multimedia in Teaching Labs and Practicals	TATP Trainers: Shawn Xiong, Tingting Zhu, Kangbin Zhou, Jillian Bieser
Experience: Work-Integrated Learning at the University of Toronto	Norah McRae, University of Victoria Tracey Bowen, CCIT Ashley Stirling, KPE
P2P: Peer Mentoring at the University of Toronto	Andy Dicks, Chemistry Anne Simmonds, Nursing
Invitation for Applications 2018-2019 – PASS Program: Partnership for Academic Student Success	Julie Hannaford, Deputy Chief Librarian Timothy Neufeldt, Faculty of Music Librarian Heather Buchansky, Student Engagement Librarian
TATP Creative Teaching Strategy #1: "Storytelling"	TATP Trainer: Shawn Xiong
TATP Creative Teaching Strategy #2: "Involving students in Tutorial Planning"	TATP Coordinator: Joel Rodgers



TATP Creative Teaching Strategy #3: "Rhizomatic Syllabus"	TATP Trainer: Fady Shanouda
TATP Creative Teaching Strategy #4: "Snowball Active Learning Technique"	TATP Coordinator: Sandy Carpenter

### Most viewed ACT Support Videos

Video title
Turnitin in the Learning Portal
Making Your Course Available to Students
Adding Course Staff to Your Course
Downloading Your Class List
Creating a Content Item

## CTSI NEWSLETTER AND SoTL LISTSERV

List	2017/2018 Subscribers	2017/2018 Average Open Rate	2017/2018 Average Click Rate
SoTL List-serv	275	N/A	N/A
CTSI Newsletter	1818 (up 5.14% from last year)	39.84%	5.49%
TATP Newsletter	997	28.85%	4.70%

## TWITTER

Total Followers: 1,499 (up from 1,355 last year)

Likes (month average): 28

Retweets (month average): 18

Links clicked (month average): 46

Replies (month average): 1.5

Highest number of organic impressions: 3,861 (May 1, 2017). Attendees engaging during the Teaching & Learning Symposium. On any other given day, organic impressions usually range from 300-1,000.

## WEBSITES

### Overall Website Behaviour

	CTSI Website	TATP Website	Teaching & Learning Symposium Website	Course Evaluation Website	RE:THINK Website
Pageviews	171,756	124,111	6,989	1,391,312	2,993
Users	139,292	90,547	5,542	1,299,047	1,008
Average session	1:47	1:25	2:11	0:41	1:53
Peak Time	March, 2018	Late August/September	May 1, 2017 (TLS) and April 5, 2018 (when registration opened)	Beginning of December 2017, beginning of April 2018 (when student windows are open)	January 2018 (when new story published)
Most Visited Pages	Learning Outcomes, Events, Documenting Teaching	Events, TA Awards, Student Nomination Form, Certificate Program, St. George Workshops	Call for Proposals, Full Agenda, Registration	Faculty and Admin: Assessing and Understanding your Report; Students: Important Dates	Mapping the History of Sex Work in Canada; Digital Humanities Network; Architecture of Active Learning; Supporting Innovation at U of T

## CTSI EXTERNAL CONSULTATIONS

CTSI staff continued to connect and collaborate with colleagues across various national and international educational institutions. Topics of discussion varied, including discussions focused on U of T's Course Evaluation Framework (policy, process, and/or the Blue system); blended learning; TA professional development; professional development models for teaching staff; supporting faculty in teaching innovation; CTSI Academic Advisory Committee; instructional technology; Fundamentals of University Teaching course; large-class teaching; academic program/curriculum renewal; business and support model for online programs; the Scholarship of Learning; promotion, reward and recognition of good learning/teaching; and, evaluation/assessment.

A total of **37 External Consultations** were conducted including presentations for delegations/individuals from:

- Institutions across Canada including The Université de Montréal, University of British Columbia, University of Guelph, University of Ottawa, and University of Alberta
- Australia
- Egypt
- England
- Qatar
- Singapore
- South Africa
- Taiwan
- United States

