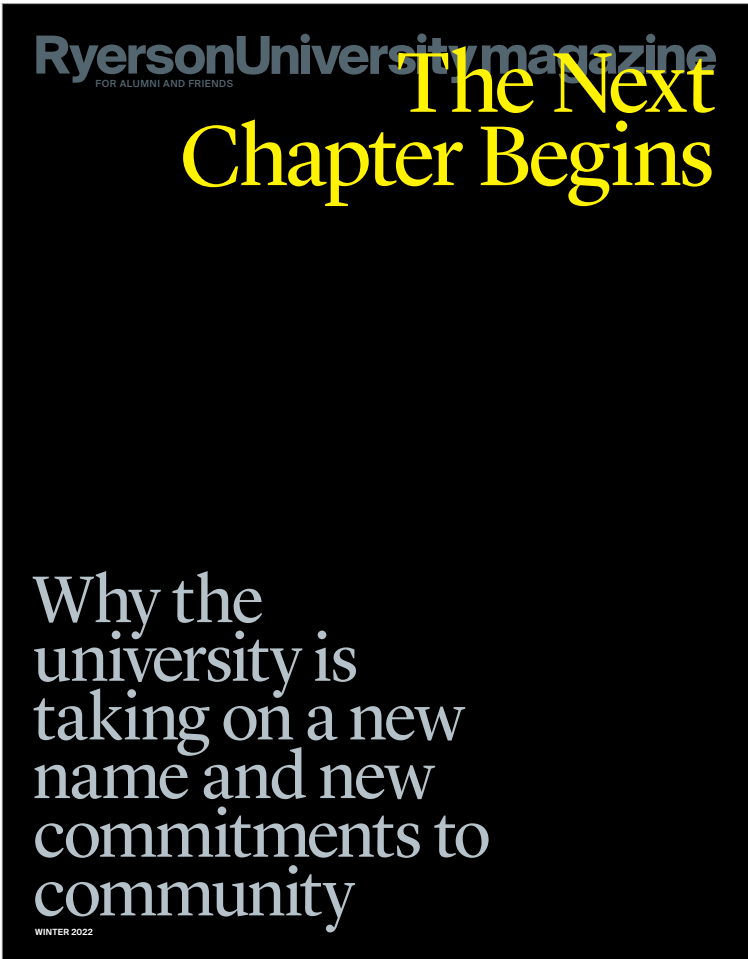


# Preparatory Work

**Audience:** Alumni  
**Objective:** Build understanding of why the university is being renamed and build confidence in the path ahead



# THE

**MANDATE** OF the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force is summed up in the title of its report: “Acknowledging the past, learning from the present and looking to the future.”

This strong message from the task force is intended to guide the community through the next chapter of the university, as it finds a new name and fulfils the other recommendations in the report to reduce and eventually eliminate the structural sources of persistent inequalities.

The task force developed principles that guide commemoration at the university and provide context around the history and legacy of Egerton Ryerson. Thousands of community members participated in the process through an online survey, community conversations, emails, social media, open letters and media publications. The extensive historical research conducted by the task force in 2021 was augmented by these community perspectives to form the 22 recommendations outlined in the report.<sup>1</sup>

In a conversation after the report was released last August, the co-chairs of the task force, Joanne Dallaire and Catherine Ellis, unpack these recommendations. They reveal how the report stems from a deep learning and unlearning of the past, highlighting the importance of keeping history alive as the university builds a more inclusive future informed by current reckonings with racial injustices and systemic inequities.

Joanne Dallaire is the university’s Elder (Ke Shay Hayo), senior advisor, Indigenous Relations and Reconciliation, and a member of the university’s Board of Governors. Catherine Ellis is a professor in the Department of History where she recently completed a term as chair.

## Why is it important that the university change its name?

**JOANNE DALLAIRE:** This has certainly been a question on people’s minds for a long while, and it was just time. There was a great deal of discussion and concern over the loss of the university’s history, but our goal is to spread greater awareness about the past and it got to the point where keeping the name was going to be harmful to our future.

We are known to be a university that’s very much in the know and in the now, so this decision was also greatly impacted by the current situation in the community-at-large, with all the painful things happening in the Indigenous community. We didn’t take this decision lightly, but it definitely needed to happen.

A common concern that we addressed on the task force was that we’re not trying to erase the history of Ryerson University.

We’re adding to its history, its entrepreneurial spirit and its reputation for being modern and in touch with the reality of the present climate and culture. This name change says that we’re progressive, we question what we’ve been taught and we move into the truth. The name is antiquated now and, importantly, it doesn’t convey a sense of pride for members of our community. Hopefully, our alumni will feel that the university still represents the same values it had when they came to it.

**CATHERINE ELLIS:** This recommendation wasn’t a short-term response to current events, but it certainly is part of a global movement that is challenging the commemoration of colonial figures. When the Ryerson Institute of Technology was founded in 1948, it was the first institution of its kind in Canada. At that time, the Ryerson name provided credibility and created many opportunities over the decades. However, that is no longer the case.

Through our research and community engagement, we learned that the Ryerson name is now causing a lot of harm. It is negatively affecting community members—students, staff, faculty and others—and it has been doing so for a long time. So, it’s no longer appropriate to commemorate the legacy of Egerton Ryerson through the university’s name when it no longer aligns with the university’s values. Renaming the university helps us “walk the talk” of our values.<sup>2</sup>

Furthermore, as a career-focused university, we pride ourselves on offering experiential opportunities for our students through our community partnerships, and those partnerships were being jeopardized by keeping the name. Individuals and organizations no longer want to be associated with an institution named after a colonial figure.

We recommended that the university cease commemorating Egerton Ryerson through naming, but we did not recommend that we cease to learn about or value our history. In fact, a number of our recommendations relate to education and increasing the community’s understanding and knowledge of Egerton Ryerson’s work and legacy, and the history of the university itself.<sup>3</sup>

## How does the report handle the idea of education about residential schools and Egerton Ryerson?

**JOANNE DALLAIRE:** Community members need to do some of their own research and, at the very least, read the report. Reconciliation is for non-Indigenous people to educate themselves. There’s continuing pressure on Indigenous People to tell others what to do about reconciliation, but we don’t have all the answers.

The Truth and Reconciliation Commission’s report came out in 2015, the Truth and Reconciliation at Ryerson report came out in 2018<sup>4</sup> and now we have this new report in 2021. There are many resources available for people to educate themselves and look for answers, because you’re either part of the solution or part of the problem. The true purpose of reconciliation is to first of all reconcile within ourselves.

## CATHERINE ELLIS: As our recommendations show, we certainly want to make educational resources more readily available to the community. But it’s important to remember that there are so many resources already out there. The gap is one of sincere belief in reconciliation, an understanding of why reconciliation is necessary and the power of action by non-Indigenous people.

I hope one of the things the task force’s report has done is bring these points home. Many people think that reconciliation is not something that they are directly affected by or involved in. Our report shows that we are directly affected, our actions

can reduce harm and we can build a much stronger and inclusive community. It’s not a choice anymore. It’s something we have to do to have a university that serves our community, reduces harm and acts on its values.<sup>5</sup>

## Three of the recommendations address advancing both Indigenous and Black scholarships. Why was it important to include scholarships for Black students too?

**CATHERINE ELLIS:** It’s important because the legislation that Egerton Ryerson drafted and implemented over 30 years, as superintendent of education, enabled the creation and perpetuation of separate schools and segregation for Black students.

Contrary to some suggestions and rationales given at the time, there is evidence that this was not what Black families wanted. Most importantly, the consequences of segregated education for Black students in Ontario are still with us. They are a contributing factor to the inequities in academic achievement, outcomes and participation in higher education that we see between Black students and those from other groups.

It’s important that we recognize the ongoing harm and take action at the institutional level by including scholarships for Black students as well as Indigenous students, and eventually expand them to include other People of Colour.<sup>6</sup>

**JOANNE DALLAIRE:** The image we have of Egerton Ryerson that has guided his commemoration up to now is largely based on the idea that he advocated and implemented a free universal public school system that was open to all students, and this was very progressive at the time. But there is tension between what he said he wanted and what his actions, the legislation and reports he drafted, provided for. What these actually provided for was an education system that contained multiple types of schooling for different types of children identified by race and gender.<sup>7</sup> This is contrary to the way the university operates now—we strongly promote women in STEM and create pathways to education for students from all backgrounds.

## How were Indigenous voices and practices incorporated as the task force arrived at these recommendations?

**JOANNE DALLAIRE:** Throughout the work of the task force, we were trusted to carry out our mandate from an Indigenous point of view. It can take a lot for people to understand the difference between a colonial construct and an Indigenous paradigm for doing things, but it worked very successfully for us.

An important aspect of Indigenous events is the ceremonies—we started and ended each meeting with a prayer. This brought a

<sup>5</sup> The report recognizes that the university’s identity can no longer be disentangled from separate schools, segregation, the genocide of Indigenous Peoples and cultural erasure. With a new name, the university can boldly move forward.

<sup>2</sup> Recommendation #4: The university rename the institution in a process that engages with community members and university stakeholders.

<sup>3</sup> Recommendations #7 to 10 address the university’s responsibility to educate by sharing materials to recognize the legacy of Egerton Ryerson and the rich history of the university, developing a plan to ensure all academic programs contain learning opportunities about Indigenous history, and requiring all faculty and staff to complete a training about Indigenous history and the Indian Residential School System.

<sup>4</sup> Read the report at [ryerson.ca/equity/programs-reports/truth-reconciliation-ryerson/community-consultation-summary-report-2018/](https://ryerson.ca/equity/programs-reports/truth-reconciliation-ryerson/community-consultation-summary-report-2018/)

<sup>7</sup> The task force report includes historical research that outlines reports by Egerton Ryerson on separate schools based on race, religion and gender.



**Audience:** Students, faculty and staff  
**Objective:** Establish an understanding of the breadth of perspectives that will guide the renaming process and commit to a timeline for the renaming

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President Lachemi announces advisory committee on university renaming

Committee includes representatives from the student body, faculty, staff, Senate, Board of Governors and alumni

From the President

September 12, 2021



A new advisory committee will guide the process of identifying a new name for the university, an important step forward in the institution's commitment to reconciliation.

Photo by Alyssa K. Faoro

As announced on August 26, the university Board of Governors [accepted all 22 recommendations in the Standing Strong \(Mash Koh Wee Kah Pooh Win \) Task Force's final report](#), including renaming our institution. I am pleased to share that, as a next step, an advisory committee has been assembled to guide the process of identifying a new name for the institution that reflects our university's strengths, values and aspirations.

The advisory committee, in consultation with our entire community, will help put into action one of the most significant changes in our university's history. Its work will result in recommendations that will be submitted to the university leadership for consideration and will ultimately go to the Board of Governors for a decision before the end of this academic year.

Committee membership

The advisory committee will be chaired by the Provost and Vice-President, Academic, Jennifer S. Simpson. Tanya (Toni) De Mello, assistant dean for Student Programming, Development and Equity, Lincoln Alexander School of Law will be vice-chair. Jennifer Grass, assistant vice-president, University Relations, will act as the executive lead. The committee membership includes representatives from our students, faculty, staff, Senate, Board of Governors, and alumni.

Jennifer S. Simpson

Provost and Vice-President, Academic (Chair)

Tanya (Toni) De Mello

Assistant Dean for Student Programming, Development and Equity, Lincoln Alexander School of Law (Vice-Chair)

Miranda Black

MASc student, Applied Environmental Science

Donette Chin-Loy Chang

Alumna and Honorary Doctorate recipient

Catherine Ellis

Professor, Department of History

Camilo Garay

Alumnus and elected member of the Board of Governors, 2021-22

Kiaras Gharabaghi

Dean, Faculty of Community Services, and Senator, 2021-22

Christa Hinds

Manager, Strategic Partnerships, Human Resources

Andy McWilliams

Chair, Department of Chemistry & Biology, and Vice-Chair of Senate, 2021-22

Krishan Mehta

Assistant Vice-President, Engagement, University Advancement

Kiera Meinert

Undergraduate student, Media Production

Michael Mihalicz

Professor and Indigenous Advisor, Ted Rogers School of Management

Marcelle Mullings

Executive Director, Office of the Vice-President, Administration and Operations, and elected member of the Board of Governors, 2021-22

Frances Okoye

PhD student, Civil Engineering

Valerie Pringle

Alumna and Honorary Doctorate recipient

Brian Segal

Former President of Ryerson University (1980-1988) and Honorary Doctorate recipient

Cheryl Thompson

Professor, Creative Industries and Senator, 2021-2022

My sincere thanks to these community members for taking on this important work. Finding a new name for our institution is an important step forward in our commitment toward reconciliation and in upholding the university's values and commitment to equity, diversity and inclusion.

Stay tuned to learn how you can get involved

The committee will articulate the process for identifying recommendations for a new name for our institution. As was recommended by the Standing Strong Task Force, the process will be open, transparent, guided by our values, and designed to engage community members and university stakeholders.

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**Next Chapter Website**



**Audience:** Students, faculty and staff and all external stakeholders

**Objective:** Provide up-to-date information, resources and materials for community members about the renaming

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Next Chapter

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[From the President](#)

**Our new name promises a future filled with possibilities**

Names matter. They tell the world who we are and what we stand for. They communicate ideas, values and aspirations. They speak to the future even as they acknowledge the past.

A new name offers an invitation to be more inclusive, to imagine novel ways of thinking and creating — to open ourselves to new possibilities.

This is a new chapter for our university, informed by the pages that come before but open to the opportunities that lie ahead. Now is a time to recommit to the values that define us, to invite our community to gather around our shared mission and to shape a future in which everyone belongs.

OUR NEW CHAPTER BEGINS NOW

Watch later Share

Watch on YouTube

### The story of our new name

It's the many collisions between peoples and perspectives that take place in a metropolitan setting that drive innovation. As such, our name is as much a marker of location as it is a statement of identity, one that's befitting of a thoroughly urban university.

Our new name

Our process

### Next Chapter action plan

A new name is an important step in writing our next chapter, but there remains important work to be done to implement all the recommendations from the Standing Strong Task Force. Our action plan is a living document that will adjust, strengthen and respond to the evolving needs of our community over time.

Action plan

### What comes next?

A new name ushers in an exciting new chapter for our university, and with it there will be many questions. Whether you want to know more about the rollout of our new name, the implications for our brand, or to gain access to new logos and icons, numerous resources have been developed to keep you informed and prepared.

Resources

FAQ

Contact

To share comments or questions, please email [nextchapter@torontomu.ca](mailto:nextchapter@torontomu.ca).

Media inquiries

Contact the university's [media relations team](#)

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# Resources

Throughout the renaming process, we encourage students, faculty and staff to utilize the resources provided, in order to provide context in your communications and drive to the next chapter website for further information. For consistency, it is important to use the approved resources and terminology, to ensure we are clear about this stage of the process with the internal and external community.

Open All

Close All

Email signature	+
Social media bios	+
Digital & print reports	+
Website	+
Videos	+
Paid advertising	+
Campaigns	+
Presentations	+
Zoom backgrounds	+



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Frequently asked questions

Name change

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Close All

Why did the name of the university change?

+

How did the university go about the renaming process?

+

How long will it take for the new name to be fully integrated?

+

How should people reference the name change?

+

What should I do with all my Ryerson memorabilia?

+

Does the university have a new mascot?

+

Has the name of the university act changed?

+

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Alumni

Open All

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What should I do with my Ryerson degree? Can I get one issued by TMU instead?

+

How should I refer to my education on my resume and what about LinkedIn?

+

Parchments

Open All

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When can I get a TMU parchment?

+

What if I need one before June 2023 for a visa, employment opportunity, or other requirement?

+

Why can I not access a Ryerson parchment any longer?

+

Why do I have to wait until June 2023?

+

Is there a fee to reissue my parchment?

+

Will my Ryerson parchment still be valid?

+

Staff

Open All

Close All

Should we be changing references to the Ryerson University Act in all documents and online?

+

With the Toronto University Act now amended, do existing contracts and agreements with the old university name need to be updated?

+

What do I do when developing new contracts and agreements?

+

What about invoices and cheques made out to Ryerson University?

+

Standing Strong Task Force

Open All

Close All

Who is the Standing Strong Task Force?


+

What are the Task Force's recommendations?

+

Is the University moving forward on all recommendations and how?

+



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For media inquiries please contact the university's [media relations team](#)

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From the President

Our new chapter begins now

To be metropolitan is to be defined by big city life – the diversity of its cultures, the density of its landscape, and the creativity bred by the proximity of so many people. Here, in this place, collaboration runs deep.

From its earliest days, this has been a site of gathering, an area in which knowledge has been communicated between peoples. And so we continue this commitment to share ideas as we shape the future with research, scholarship and creativity. Our students carry this forward, with ingenuity, entrepreneurship and an unwavering sense of social responsibility.

“We represent all that it is to be metropolitan.”

— Mohamed Lachemi, *President & Vice Chancellor, Toronto Metropolitan University*

Message from the President

Our name, our values, our mission

If cities are one of humanity’s greatest sites of innovation, then a university located at the heart of the world’s most diverse urban centre is uniquely positioned to foster new ways of thinking and doing. We are at once a benefactor of this uniquely urban ingenuity, an incubator for its growth and a platform for its dissemination.

We are defined by our city and the communities that surround us, and we measure ourselves by how we give back to them – both locally and globally. This symbiotic relationship informs all that we do. From fostering inclusivity to our pledge to prepare students for impactful careers that steward transformative change to research that meets societal needs, being metropolitan is all about a collective commitment to creating a more equitable future.

To us, a metropolis is a place of multiplicity and belonging. Here we can be central and dispersed, unified and diverse.

Join us as we reimagine the future

A new name is an occasion to come together and write the future that we want to see. So, we invite you to make this new chapter part of your story. There is much to look forward to – from our first international campus in Cairo to plans for a School of Medicine in Brampton to the first graduating class at the Lincoln Alexander School of Law.

Our community – students, alumni, faculty and staff – have built a tradition of innovation from the commitment to build a better future. Whether it’s through our leading experiential learning programs, our entrepreneurial ecosystem or our decisive city building efforts, the opportunities ahead are an invitation to improve lives on our campus, in our neighbourhoods, across the country and around the world.

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# **Pre-launch resources and Op Eds**

Survey launch supported through campus news

**Audience:** Students, faculty and staff  
**Objective:** Encourage community members to provide insight on what the new name could be

TorontoMet Today


NewsEventsContact

2023 Archive

# Update on finding a new name for the university

The community is invited to contribute ideas for names, and thoughts on guidelines for selecting a name

November 16, 2021



November 16 launches a three-week community input period on the renaming of the university. Photo by Jake Stendel.

Today the [University Renaming Advisory Committee \(URAC\)](#) launched a three-week community input period as part of its mandate to engage with community members. The feedback and insights shared throughout the engagement period will guide the URAC through the process of developing a shortlist of potential names for the university. The shortlist, along with rationale for the selections, will be submitted to the university president and Board of Governors for a final decision by the end of the 2021/2022 academic year.

## How you can participate

From today (November 16) until December 7, 2021, we invite all community members to share ideas, opinions and perspectives about the new name of the university. It is important to the committee to learn not only from current faculty, staff, students, alumni and supporters but also to hear from historically excluded community members, prospective students and employees, and family of community members.

The easiest way for most people to participate is through an [online anonymous survey](#) however, you are welcome to email the committee at [renaming@ryerson.ca](mailto:renaming@ryerson.ca), share your thoughts on social media using the hashtag #NextChapterName, or mail a letter to the research firm: The Strategic Counsel, 1 St. Clair Avenue West, Suite 1200, Toronto, ON, M4V 1K6.

Similar to the Standing Strong Task Force approach which was guided by an understanding that "there is no one above, no one below, no one in front and no one behind," all submissions will be treated with respect and all perspectives will be valued for their perspective. To ensure this, all identifying information will be removed from all submissions.

Complete the survey

## Context

On August 26, 2021 the university's Board of Governors accepted the [22 recommendations](#) put forward by the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force to guide commemoration at the university and to address the legacy of Egerton Ryerson. One of the recommendations was to rename the university through a process that engaged with community members.







The recommendation to rename was contextualized by the Task Force as a necessary step to recognize "the harm caused to community members by the ongoing commemoration of Egerton Ryerson, the impossibility of upholding our institutional values while commemorating Egerton Ryerson, and the necessity of advancing reconciliation."

## Advisory Committee

At the beginning of September, President Lachemi announced the establishment of the [University Renaming Advisory Committee](#). The [membership](#) includes individuals with a variety of perspectives, experiences and identities. The mandate of the committee is to help guide the engagement process and the subsequent curation of a shortlist of possible names that will be submitted to the president.

For more information about the committee and the renaming process, please visit [www.ryerson.ca/next-chapter/renaming-process](http://www.ryerson.ca/next-chapter/renaming-process).






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**Audience:** All


to provide insight on what the new name could be

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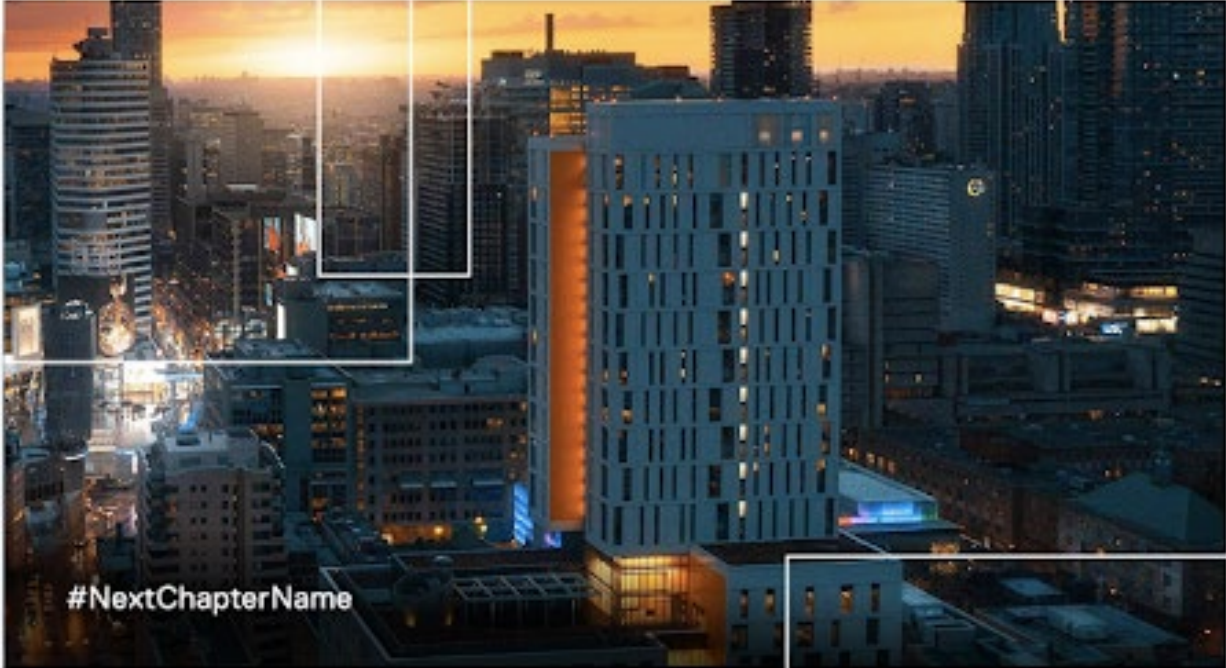
Audience: Students, alumni, prospective students

Objective: Encourage community members to provide insight on what the new name could be



Your feedback matters. Please fill out our anonymous survey to share ideas, opinions and perspectives on the university's name change.

<https://www.ryerson.ca/next-chapter/>




#NextChapterName

ryerson.ca

Next Chapter Survey

We want to hear from you. The university has launched an anonymous survey to seek your feedback on the name change.



Follow the link to share ideas, opinions and perspectives by December 3rd.





# Pre-launch resources and OP EDS

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## Live Stream with Chair and Vice-chair of Renaming Committee

**Audience:** Students, faculty, staff, alumni

**Objective:** Provide answers to questions submitted by the community





University Affairs: Update on Renaming

Audience: Scholars, academic administrators  
Objective: Explain the necessity of renaming within the context of post-secondary institution commitments to EDI and decolonization

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In my opinion

# An update on the renaming of Ryerson University

The work of equity asks leaders to support movement toward justice, even when we cannot always foresee or predict the path forward.

BY JENNIFER S. SIMPSON | JAN 28 2022

Post a comment

In the last couple of years, systemic injustice, its ramifications, and calls for action have filled the headlines and turned public attention to the disastrous consequences of inequity for racialized and Indigenous communities. The disparate burdens of the COVID-19 pandemic, the ongoing violence and harm done by institutions against Black communities, and the deaths of Indigenous children highlighted by the confirmation of unmarked graves at the sites of former residential schools in Canada all point to the need for significant institutional change.

Equity is a national concern and one that crosses every sector. Through decades of work by bodies such as the Truth and Reconciliation Commission, as well as by Canadian organizations, institutions and communities, Canada is acknowledging its responsibilities toward anti-colonialism and exploring the work of charting a different path forward. The Toronto City Council recently decided to rename Dundas Street in light of Henry Dundas’ association with the Atlantic slave trade. In 2020, [Queen’s University decided to remove](#) the name John A. Macdonald from the law school building because of the “conflicting message [the name sends] that interferes with the values and aspirations of the current law school.” The names of our institutions constitute one area of possible inequity. A thorough examination of systemic racism and colonialism will necessarily investigate a range of realities, practices, and policies.

Ryerson University continues to consider its relationship to colonialism and racism, and to commit to different ways forward. In August 2021, the university’s board of governors endorsed all 22 of the recommendations of the [Standing Strong \(Mash Koh Wee Kah Pooh Win\) Task Force report](#). One of those recommendations is to “rename the institution in a process that engages with community members and university stakeholders.” The task force’s report notes that Egerton Ryerson “drafted the Bill that became the Common School Act (1850),” which supported the existence of separate schools based on race, religion, and gender. Ryerson’s ideas related to education remained relevant to policies and practices well after 1850. While Ryerson made a range of contributions to public life, he is one of many public figures whose collective influence contributed to and/or sustained inequitable educational systems.

The renaming process at Ryerson University underscores a few critical points.

First, equity work speaks to our collective sense of purpose and life together, and not exclusively or even primarily to one specific cultural group. Anti-colonialism and anti-racism, and the renaming process at the university, will necessarily engage multiple communities. The outcomes of the renaming process will provide a way forward for, and benefit, the university community as a whole.

Second, equity work is urgent, and it requires more than awareness. It is not sufficient to name the existence of injustice. Institutions must change our practices. University leaders will ideally understand equity work as a central part of our professional and institutional responsibilities at this particular moment.

Third, while institutional commitments to equity will ideally be thoughtful and strategic, they will also involve uncertainty. The work of equity asks leaders to support movement toward justice, even when we cannot always foresee or predict the path forward.

Finally, equity work will involve disagreement, a hallmark of vibrant intellectual and educational contexts. Ideally, those engaged with this work will understand disagreement, at least in part, as informing a deeper understanding of a shared way forward, rather than centrally as a set of competing propositions and assertions.

The mandate of the University Renaming Advisory Committee at Ryerson is to develop a short list of potential names. The committee will forward the short list, along with a rationale for the selections, to president and vice-chancellor Mohamed Lachemi, who will then make a recommendation to the board of governors for a final decision by the end of the 2021-2022 academic year. This committee, led by myself in the role of chair and Tanya De Mello in the role of vice-chair, is composed of a diverse group of students, staff, faculty, and alumni who bring a wealth of experience, knowledge, and expertise to the committee’s work.

Read also: [Indigenous students, faculty weigh in on renaming process at Ryerson](#)

One of the committee’s first initiatives was to reach out to the university’s constituencies for input. In November and December 2021, university community members confirmed the importance of collective engagement with the process of change. [Over 30,000 students, staff, faculty, alumni, donors, university stakeholders and partners provided their input](#). This input will inform the committee’s completion of the short list. The university will soon share publicly the approach to and plans for implementation of the 22 recommendations from the task force. The work of implementation will remain iterative, with multiple points for reflection and conversation.

Ryerson University, along with many other institutions and Canada more broadly, is implicated in the complexities and consequences of colonialism. The damage that colonialism and racism continue to cause is significant. As a community and an institution, Ryerson is opting to grapple with these complexities and consequences, to listen to what we need to change and to work out what is next. Moving toward equity will require institutions and individuals to name what is wrong and to imagine a different way forward.

I would invite those interested in learning more about Ryerson University’s commitment to the recommendations of the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force, including our renaming, to visit <https://www.ryerson.ca/next-chapter/>.

*Jennifer S. Simpson is provost and vice-president academic at Ryerson University.*

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**Audience:** Alumni, parents, broader community  
**Objective:** Positioning of renaming as a single initiative of the university's EDI and commemoration work

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Alumni Influencer Video

**Audience:** Alumni, donors, faculty and staff  
**Objective:** To build excitement and provide reassurance of the ongoing inclusion of alumni and the history of the institution in the process of renaming

TorontoMet Today

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2023 Archive

Reflections from Ryersonians

As we look ahead to renaming the university, community members weigh in on why it is important to move forward to the next chapter

April 19, 2022

Reflections from Ryersonians

Watch later

Share

Watch on

YouTube

And as an alumni it is my duty to take up this mantle along with my fellow alumni,

Notable alumni have come together to discuss the opportunities that a new name will bring for the university.

Former university president Brian Segal and Ryerson University alumni, including communications strategist Donette Chin-Loy Chang, the Honourable Justice Gregory Regis, comedian Jessica Holmes, marketing expert Justin Poy, TRSM Indigenous advisor Michael Mihalicz and social justice advocate Marsha Brown, share their fondest memories and offer words of wisdom on how the university’s values of inclusivity and open-mindedness will carry on as we welcome a new name for the institution.

Further information and ongoing updates on the renaming can always be found on the [Next Chapter website](#). And be sure to follow the #AlwaysAlumni campaign on the alumni social media channels.

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IABC Awards — Toronto Metropolitan University



# Survey Results and Community Update



# Update on Renaming

March 2, 2022

Ryerson  
University



Renaming in process



# Our engaged community

- **21,820** completed in full
- **9,925** partially completed
- **1,820** social posts (#nextchaptername)
- **226** email responses
- **3** surveys sent via traditional mail
- **2,200** unique names





# What we heard

- Names related to **place/location** and **values/vision/mission** are preferred by community members
- **Notable persons** was the least supported category however many community members shared the value of commemorating individuals of diverse identities
- While there were a range of name submissions, there were common themes and even names



# Name considerations

- Many perspectives to consider when selecting a name
- Community insights helped to establish naming parameters
- Naming parameters will guide the process of name consideration
- Names considered from those submitted by community members and generated by professional namers
- Name options must be legally ownable and pass a series of linguistics and cultural checks



# Where we are within the process

- With guidance from renaming firm, the URAC is filtering and assessing name ideas
- More in-depth linguistic, cultural and legal screening
- Development of a shortlist of viable name options and rationales



# Timing

Complete	Oct - Nov	Development of the community engagement plan
Complete	Nov - Dec	Community engagement: survey, emails, outreach
Complete	Jan	Review of engagement findings to develop naming categories and parameters
Complete	Feb	Consideration of names: community and namers
In progress	March	Develop shortlist: legal/linguistic/cultural screens
Pending	End of term	Submission of shortlist to the president
Pending	Spring/Summer	Rollout as we move towards return to campus in fall



# What can you do?

- Continue to use Ryerson University until a new name is announced
- Share updates from URAC and the action plan with your communities - via social, newsletters, emails etc.
- Reference Next Chapter website for updates
- Compile a list of assets that will be impacted (stationery, logos, marketing/comms materials, social media profiles)
- Send in your questions - we will develop an FAQ resource

**Contact us**

**renaming@ryerson.ca**





# Renaming Launch

Newsletter Announcement

Audience: Staff, faculty and students  
Objective: Share the new name and provide rationale

TorontoMet Today

NewsEventsContact


2023 Archive

# A new name for our institution

## 'Toronto Metropolitan University' honours place, community and values

From the president

April 26, 2022



The new name for the university, Toronto Metropolitan University, was approved unanimously by the Board of Governors today.

Today marks the first page of a new chapter in our university’s history. Earlier today, I was pleased to bring to our Board of Governors the name Toronto Metropolitan University, which they have approved.

Our new name Toronto Metropolitan University embodies so many things about our university, our community, our students, faculty, staff and alumni. Located in the heart of our country’s biggest and most diverse city - we represent all that it is to be metropolitan. We are a gathering place for people from all over the world, from all walks of life, with broad and diverse perspectives, lived experiences and aspirations.

Our university is where it all happens - our energy, creativity, innovation and commitment to welcoming and accepting all who come here is what makes us who we are. Metropolitan also defines our aspirations to expand our reputation and reach, as exemplified by our new Lincoln Alexander School of Law, our first international campus in Cairo, Egypt, and our plans for a future School of Medicine in Brampton.

From its earliest days, the city of Toronto - our home - has been a gathering place. Toronto comes from the Mohawk word “Tkaronto,” meaning “the place in the water where the trees are standing” - a place where people came together. I know our new name will continue to invite people from all over the world to gather - to learn, to teach, to share, to undertake scholarly research and creative activities, and to engage in new ways of thinking and doing. Toronto Metropolitan University reflects all that we are and our commitment to continue being a destination for the great minds, partnerships and discoveries that we are already known for.

I cannot think of a better name for our university. I am so grateful to the University Renaming Advisory Committee for their dedication and determination in finding a name that will unify us for decades to come. I also want to acknowledge all of our community members who have long advocated for change, and to all of you who provided ideas and perspectives to the University Renaming Advisory Committee - you have helped to make this day possible. My sincere thanks also to the Standing Strong Task Force for taking on the complex and challenging task of addressing our history - without your work we would not be at this critically important moment.

As we start the next chapter as Toronto Metropolitan University, I want to assure everyone that our new name is not about erasing our history. As a university, our values have long defined who we are and they will always guide where we are going. Our values are the basis upon which we have built our uniquely vibrant, diverse and intentionally inclusive culture. Our new name builds upon these values and, along with our 73 years of excellence and achievement, it is intended to be a name that unifies all of us - a place where all of our community members belong.

Our new name is a cause for celebration, to celebrate all that makes us who we are and to welcome all the ways we can make a positive impact on the people and communities around us - here in Toronto, across Canada and around the world.

I hope you will join me in embracing our new name of Toronto Metropolitan University, in continuing to challenge the status quo, and in knowing that you belong here.

You can learn more about our new name, how it will be implemented, and your role in welcoming this new chapter on our [Next Chapter website](#).

Mohamed Lachemi,  
President and Vice-Chancellor, Toronto Metropolitan University

Toronto Metropolitan University

350 Victoria Street  
Toronto, ON M5B 2K3  
P: 416-979-5000

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## News Release

**Audience: Media**

**Objective:** Share the new name and provide rationale

Ryerson University has changed its name. Find out more.

Toronto Metropolitan University

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Info for ▾

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Media Room

Media ReleasesMedia ContactsFaculty ExpertsExperts on Covid-19Experts on Ukraine

# Ryerson University changing its name to Toronto Metropolitan University

## Renaming is one of 22 recommendations put forward by Standing Strong Task Force to help the university address the legacy of Egerton Ryerson

April 26, 2022

Toronto, ON - April 26, 2022: Earlier today, Ryerson University’s Board of Governors unanimously approved a motion to rename our institution “Toronto Metropolitan University” effective immediately. This change marks the start of a new chapter for the university, as it moves forward with a name that better reflects its values and aspirations.

“I cannot think of a better name than Toronto Metropolitan University,” said President and Vice-Chancellor Mohamed Lachemi. “Metropolitan is a reflection of who we have always been – an urban institution dedicated to excellence, innovation, and inclusion and who we aim to be – a place where all feel welcome, seen, represented and celebrated.”

Located in the heart of Canada’s biggest and most diverse city, Toronto Metropolitan University represents all that it is to be metropolitan. The university is a gathering place for people from all over the world, from all walks of life, with broad and diverse perspectives, lived experiences and ambitions. Metropolitan also defines the university’s aspirations to expand its reputation and reach, as exemplified by its new Lincoln Alexander School of Law, its first international campus in Cairo, Egypt and its plans for a future School of Medicine in Brampton.

The new name is the culmination of work carried out over several years. Following the [Board of Governors accepting all 22 recommendations](#) put forward by the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force, the university established a framework for the [renaming process](#) which included the formation of the University Renaming Advisory Committee (URAC).

“It was an honour to chair the University Renaming Advisory Committee, along with vice-chair Tanya De Mello. I am very pleased by the strong support of the Board of Governors and excited to have played a part in the adoption of our name which allows for a new beginning,” said Jennifer S. Simpson, Provost and Vice-President, Academic and Chair of URAC. “Through our community engagement we learned that there was a strong desire – across all groups of students, faculty, staff and alumni – for the new name to reference our place or location. Toronto Metropolitan University reflects the feedback we heard and is in line with our values and our accomplishments that define who we are as an institution.”

URAC oversaw extensive community consultations that generated responses from over 30,000 people and went on to review over 2,600 potential names. The committee produced a shortlist of names that were subject to several practical parameters including: ensuring alignment with our values, being intentionally inclusive with our diverse community, undertaking linguistic checks and trademark searches, and digital considerations.

Truth and Reconciliation is a key priority for the university, the renaming is an important and highly visible measure in the university's path toward reconciliation, and it is just one more step in the journey. The University remains committed to supporting the ongoing work of the Truth and Reconciliation Working Group and implementing all of the remaining Standing Strong Task Force recommendations.

“This is a very important moment in our university’s history as we move forward with a name that better reflects our values and can take us into the future,” said President Lachemi. “As a university, our values have long defined who we are and they will always guide where we are going. They are the basis upon which we have built our uniquely vibrant, diverse and intentionally inclusive culture. Our new name builds upon these values and, along with our 73 years of excellence and achievement, it is intended to be a name that unifies all of us – a place where all of our community members belong.”

While the university is changing its name to better reflect its values and aspirations, the university’s mission, vision and visual identity will remain in place to maintain continuity, recognizability and ease the transition to a new name.

Further information, including more background on the renaming process and ongoing updates on the action plan to implement all Standing Strong Task Force recommendations, can always be found on the [Next Chapter Website](#).

**About Toronto Metropolitan University\***

Toronto Metropolitan University, formerly known as Ryerson University, is Canada's leader in innovative, career-oriented education. Urban, culturally diverse and inclusive, the University is home to more than 46,000 students, including 2,900 Master’s and PhD students, 4,000 faculty and staff, and 225,000 alumni worldwide. For more information, visit [ryerson.ca](#).

\*In April 2022, the university renamed and began a [new chapter](#)

Media inquiries

Jessica Leach  
416-704-2166  
[jleach@ryerson.ca](mailto:jleach@ryerson.ca)

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Globe & Mail — Ad

Audience: Internal and external stakeholders and general public  
Objective: Promotion of the new name



Toronto  
Metropolitan  
University

Names matter. They tell the world who we are and what we stand for. To be metropolitan is to be defined by big city life – the diversity of its cultures, the density of its landscape, and the creativity inspired by the proximity of so many people. **Join us as we reimagine the future.**

**torontomu.ca**



IABC Awards — Toronto Metropolitan University



University Affairs - Moving Towards Equity

Audience: Scholars and academic administrators  
Objective: TBD

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In my opinion

Moving toward equity: hard questions, shared conversations at Toronto Metropolitan University

Institutions of higher learning are ideally places where there is deliberation and reflection on hard questions, and a shared grappling with the public good.

BY JENNIFER S. SIMPSON | MAY 11 2022

Post a comment

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in

The university at which I serve as provost and vice-president, academic has begun a new chapter. On April 26, our board of governors approved President Mohamed Lachemi’s recommendation to change our name to Toronto Metropolitan University. As Dr. Lachemi stated in a message to our community, our new name represents not only who we are as an institution, but who we aim to be in the context of our location and values. The name Toronto Metropolitan University speaks directly to who we are: a diverse community alive with the energy and creativity that result from the convergence of many people and perspectives.

Our commitment to engage in a meaningful process to change our name is significant for a variety of reasons. It points to the continued necessity of institutions in Canada, North America, and beyond, taking responsibility for ongoing forms of racism and colonialism. In the context of higher education, our new name demonstrates that those within university communities, including senior level administrators, have a pivotal role to play when it comes to responses to the Truth and Reconciliation Commission and other calls for systemic change. Finally, our new name points to the reality of this institution, through deep and sustained community conversations, learning what it means to move toward equity.

Toronto Metropolitan University’s renaming process began with a willingness to address complicated questions. In the context of concerns regarding the harm done by our former name, in November 2020 Dr. Lachemi established the Standing Strong Task Force. In August 2021, the university’s board of governors endorsed all 22 of the recommendations put forward by the task force. Renaming was one of those recommendations. In fall 2021, Dr. Lachemi constituted a committee whose primary purpose was to identify a shortlist of names so that the he could make a recommendation to the board of governors by the end of the winter 2022 term.

I served as chair of the University Renaming Advisory Committee (URAC) with vice-chair Tanya (Toni) De Mello. We had the responsibility of guiding and engaging with the 15 dedicated members of the committee to identify a shortlist and rationales for each name on the list. The work of this committee is now complete, and our deliberations have supported the adoption of a new name that speaks to our university’s values and commitments. In the role of chair, I was especially attentive to four considerations: the importance of turning toward complexity and resisting simplification; the generative power of questions; the importance of a collective sense of purpose; and the reality of power and difference.

Universities are ideally places where there is deliberation and reflection on hard questions, and a shared grappling with the public good. Downplaying or retreating from the complexities, intricacies and lived experiences of institutional harm will generally make change in the interests of equity less likely. Throughout the process of changing our name, this university has had to consider the role that individuals play in historical forms of colonialism. It is critical to name the consequences of and contributors to colonialism, as well as resist simplistic understandings of our past and our present.

As a group of 15 people with various perspectives, backgrounds and experiences, the committee worked hard to understand each other’s ideas and reasons for their interest in specific names for the shortlist. We were less interested in persuading our colleagues or bringing others around to our point of view. Questions and conversations that led to a deeper understanding of others’ ideas and values were critical. As committee members, we were open to reflection and change in the context of our ongoing and rigorous discussions.

Further, as chair, I was interested in the group generating a shortlist that the entire committee could support, and that served as a set of names that represented our shared knowledge and recommendations. To support this outcome, we foregrounded identifying a list that would serve the university well, and that would provide a range of avenues for connection and belonging. In this sense, we stepped back from individual interests and pursuits. We necessarily spoke from situated perspectives and experiences, and toward a collective outcome.

Finally, our committee brought together a diverse set of individuals who inhabit complex identities. We identify with groups that are privileged and oppressed. We are from Indigenous, Black, racialized, and settler communities. We are students, faculty, staff, and alumni – some relatively new to the university community and some with decades of experience. Further, in the renaming process, we were working at equity in a context in which racism, colonialism, and other forms of oppression persist. In such contexts, and indeed across university settings, power differentials are real. Likewise, myself and the vice-chair paid attention to who spoke and for how long, and to each individual’s proximity to institutional power and authority. We did our best to be attentive and responsive to these differences and their significance.

It is an honour to be at Toronto Metropolitan University, and to work with colleagues on our commitment to equity. We will continue this work, which includes multiple initiatives that address a variety of forms of oppression and inequity. There are 21 additional recommendations from the Standing Strong Task Force, spanning priorities from changing our institution’s mascot to ensuring Indigenous content in our courses. I look forward to what our community will learn as we address these recommendations and initiatives, and to our continued commitment to new ways of thinking and doing as we move into our next chapter.

*Jennifer S. Simpson is provost and vice-president, academic, as well as chair of the University Renaming Advisory Committee at Toronto Metropolitan University.*

Post a comment

University Affairs moderates all comments according to the following guidelines. If approved, comments generally appear within one business day. We may republish particularly insightful remarks in our print edition or elsewhere.

Enter your comment here

IABC Awards — Toronto Metropolitan University



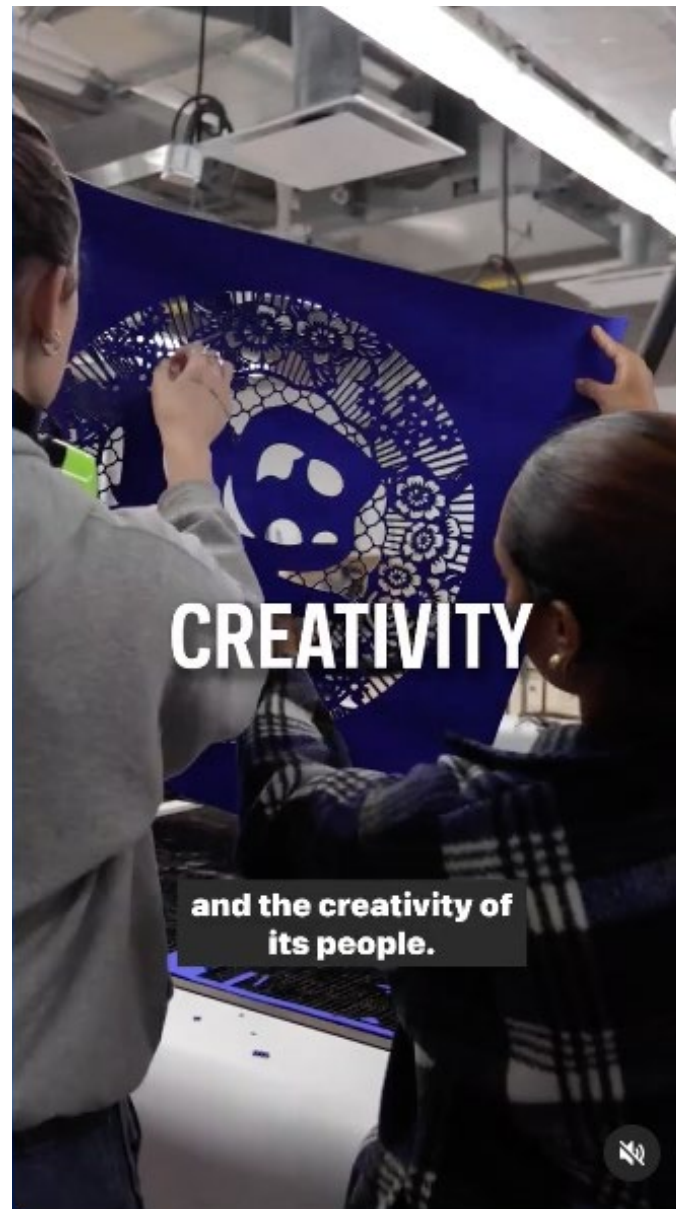
# Renaming Launch

Page 6/7

## Social Media Explainer

**Audience:** Students, alumni, prospective students

**Objective:** Share and explain the new name





Images of Renaming Campus Signage

Audience: Staff, students and visitors to campus  
Objective: Share the new name and begin the process of placemaking on campus





# Renaming Strategy Summary and Community Update



# Renaming Ryerson University

May 25, 2022

Toronto  
Metropolitan  
University







# Our New Chapter

In April 2022, the university announced our new name of Toronto Metropolitan University, which will be implemented in a phased approach. Learn more about our next chapter at [torontomu.ca/next-chapter](https://torontomu.ca/next-chapter)



A photograph of a modern building's interior. A wide, light-colored wooden staircase with metal railings leads up to a mezzanine level. The mezzanine is enclosed with a glass railing and has a blue-tinted glass ceiling. The ground floor is a large, open space with a polished floor. In the background, a Starbucks store is visible on the right side. The overall atmosphere is bright and modern.

# Context Calls for change

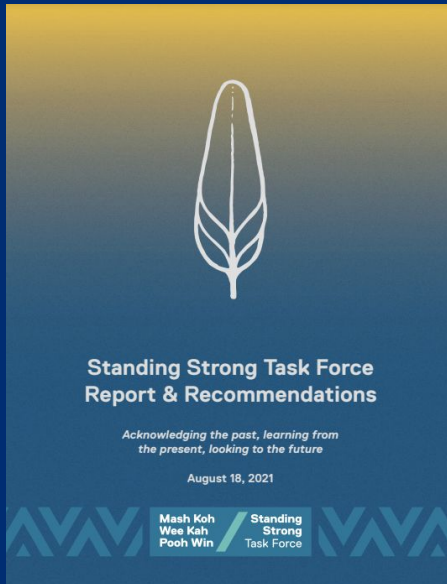


The decision to rename the university was made in August 2021 when the Board of Governors accepted the final report and **22 recommendations** from the Standing Strong (Mash Koh Wee Kah Pooh Win) Task Force.

## Commemoration of Egerton Ryerson

Recognizing the harm caused to community members by the commemoration of Egerton Ryerson, the impossibility of upholding our institutional values while commemorating Egerton Ryerson and the necessity of advancing reconciliation, we recommend that:

4. The university rename the institution in a process that engages with community members and university stakeholders.





# The Standing Strong Task Force

- **Broad community engagement**

The Task Force reviewed input from **over 11,000 community members** after an extensive and heavily publicized two month community consultation period.

- **In-depth historical research**

The Task Force oversaw the research and development of **Appendix D: The Life and Legacy of Egerton Ryerson** which draws from well over 100 cited works.

- **Extensive learning and unlearning**

The Task Force deepened their understanding of various topics related to **commemoration, statues and naming** by way of presentations, institutional reports, media, and other publications.





# Defining the Renaming Process

In the weeks following the release of the Standing Strong Task Force report and the commitment to rename, we:

- developed microsite to be source of truth for all SSTF recommendation implementation work
- committed to announcing a new name for the university within the academic year
- established a framework for renaming with executive leadership, an advisory committee and community engagement
- appointed the chair, vice-chair and membership of the University Renaming Advisory Committee (URAC) that would develop a shortlist of names and rationales
- identified the executive lead and project team to support the project



# University Renaming Advisory Committee

The central mandate of the University Renaming Advisory Committee (URAC) was to **provide the President with a shortlist of new names** for the university, as well as to identify the strategic considerations of the strengths and possible challenges associated with each of the names on the shortlist.

The URAC reflected a cross-section of students, faculty, staff, and alumni in relation to their role at the university, their home unit, and their professional expertise and experience.

## Leadership



[Jennifer Simpson](#)  
Provost and Vice-President,  
Academic (Chair)



[Tanya \(Toni\) De Mello](#)  
Assistant Dean for Student  
Programming, Development  
and Equity, Lincoln Alexander  
School of Law (Vice-Chair)

## Members



[Julianna Alton](#)  
Undergraduate Student,  
History



[Donatella Chin-Loy Chang](#)  
Alumnus, Honorary Doctorate  
recipient



[Catherine Ellis](#)  
Associate Professor,  
Department of History



[Camilo Gensy](#)  
Alumnus, elected member of  
the Board of Governors



[Kiana Ghanslaghi](#)  
Dean, Faculty of Community  
Services; Senator



[Christie Hinds](#)  
Manager, Strategic  
Partnerships, Human  
Resources



[Andrew McAllister](#)  
Chair, Department of  
Chemistry & Biology; Vice-  
Chair of Senate



[Krishan Mehta](#)  
Assistant Vice-President,  
Engagement, University  
Advancement



[Kiana Meinert](#)  
Undergraduate student, Media  
Production



[Michael Mihalic](#)  
Indigenous Advisor; Professor,  
Entrepreneurship & Strategy



[Mercellia Mullins](#)  
Executive Director, Office of  
the Vice-President,  
Administration and Operations;  
elected member of the Board  
of Governors



[Frances Okoye](#)  
PhD student, Civil Engineering



[Valerie Pringle](#)  
Alumnus, Honorary Doctorate  
recipient



[Brian Segal](#)  
Former President of Ryerson  
University (1990-2000);  
Honorary Doctorate recipient



[Cheryl Thompson](#)  
Professor, Creative Industries  
Sector



# URAC Process

- The URAC drew on advice provided by both internal and external research, branding, and communication experts
- Conducted three-week long community engagement period open to all - submissions accepted through survey, social media, email and mail.
  - 30,000 responses
  - 2,600 unique names reviewed
- Reviewed all names through a comprehensive set of community-informed naming parameters.
- Legal constraints, search engine optimization (SEO) risk factors, and cultural and linguistic concerns also played a significant role in the determination of the shortlist.
- Shortlist to President Lachemi before the end of the winter term



A woman with dark hair, wearing a white shirt and earbuds, is seated at a white desk in a modern office. She is looking down at a laptop. The desk has various items on it, including a blue pen, a small blue object, and some papers. In the background, there are large windows with vertical blinds and concrete pillars. Another person is visible in the background, sitting at a desk.

# Next Steps

## Toward our new name





# Communications Strategy

## Communication Goals

- Inform all stakeholders of the decision
- Generate excitement and understanding for choice
- Demonstrate a commitment to our core values
- Enhance and protect the reputation of the university
- Control the narrative and manage potential leaks

## Communication Channels

- University newsletter - Ryerson Today
- Personal phone calls to stakeholders
- Media exclusive and scheduled op-ed
- Media interviews
- Direct emails to internal stakeholder groups from leadership - faculty, staff, students
- Webpages & social media amplification



# Communications Strategy

## Strategic considerations

- Much anticipated announcement (8 months in the making)
- A number of critics/adversaries who were active in sharing their perspective with the media
- Confidentiality - in order to limit the potential for leaks the communications and marketing teams had to create/draft materials, educate community on timing and prep spokespeople without knowing the name
- Critical that urls/social handles were secured before announcement
- Not all community members felt renaming the right thing to do - not everyone would meet this news gladly - need to point to rationale and comprehensive and consultative





# Pre-launch - January - April 2022

- MarComm team worked to develop a pre launch communications plan with tactics to help educate and build excitement for the coming change.
- Tactics included:
  - Ongoing updates to Next Chapter website - source of truth for all name change info
  - Monthly email newsletter updates to community
  - Op eds in TorStar and University Affairs
  - “In Conversation with Jennifer Simpson and Tanya (Toni) De Mello” video presentation
  - Alumni influencer social media campaign





# Pre-launch - January - April 2022

- Material preparation - including Q&As (for president, other spokespeople and communications colleagues, government partners), website copy, template letters, social media plan and content
- Media training refresher sessions
- MarComm planning presentations to internal groups (between Feb. - Apr.)
  - Communications teams from across campus - faculties, zones, student-facing teams such as admissions and recruitment
  - Senior leaders - deans and vice provosts
  - Senior support staff - executive directors supporting deans and executive leadership team



A group of five young adults, three women and two men, are smiling and looking towards the camera. They are outdoors, with trees and a building in the background. The group is diverse in ethnicity and appearance. A blue rectangular overlay covers the left side of the image, containing white text.

Introducing...  
Launching our new name



# Day of renaming rollout at a glance

- Morning of:
  - All drafted materials (message from the President, news release, messages to stakeholders, updated web content, social content) shared with MarComms teams for distribution/posting. Strict confidentiality asked of all staff.
  - Phone calls to VVIPs
- Board meeting at 12:00:
  - Final name shared by President Lachemi with Board, passed unanimously
- 12:30:
  - Globe and Mail given go ahead to publish story (provided 30 min window before university rollout)
  - Next Chapter website updated at the same time as article linked to it
- Approx 1 p.m., all university communications are executed
  - Message from the President is posted online and distributed via e-newsletter to community members
  - News release posted to newsroom and distributed to local, national and international media
    - Media relations team begin pitching, and lining up interviews for leadership
  - Immediate notice to all identified external stakeholders and alumni (VIPs)
  - Social media amplification
  - Later that day - communications from Chief HR Officer and Vice Provost, Faculty Affairs sent tailored message to staff and faculty respectively



# Renaming Launch Strategy

## Media


- Globe and Mail Exclusive (April 26) - story breaks
- Media release distributed - CDN & International newswires (president available for live interviews with major outlets)
- Toronto Star op-ed by President (April 26 online, April 27 print)
- University Affairs - opinion piece by Provost (May 11)

## Website traffic

- Updated Next Chapter site. Within 24 hours of the announcement:
  - Next Chapter website pages were visited 15,745 times
  - Ryerson Today articles were visited 28,469 times

## Emails


- Over 80,000 to faculty, students, staff and alumni
- Ryerson Today email was opened 40,316 times in the first 24 hours



CANADA WORLD BUSINESS INVESTING OPINION POLITICS SPORTS LIFE ARTS DRIVE REAL ESTATE PODCASTS

## Ryerson will be called Toronto Metropolitan University after board approves name change

JOE FRIESEN > POSTSECONDARY EDUCATION REPORTER  
TORONTO  
PUBLISHED YESTERDAY



Exteriors of a Ryerson University building, in Toronto, on June 8, 2021.  
FRED LUM/THE GLOBE AND MAIL

395 COMMENTS

SHARE

BOOKMARK

LISTEN TO ARTICLE

Ryerson University will now be called Toronto Metropolitan University, becoming the first such institution in Canada to change its name in response to recent debates over colonization and historical commemoration.

A proposal to change the name was approved Tuesday by the university's board of governors. Ryerson president Mohamed Lachemi had recommended the Toronto Metropolitan option from a shortlist developed by [a committee of professors, administrators, students and alumni](#).

The renaming process began last year in response to a task force that examined the legacy of the university's namesake, 19th-century educational reformer Egerton Ryerson.



# Renaming Launch Results

## Globe and Mail Exclusive (April 26)

- Potential reach of nearly 7.24 million readers
- Carried by 2 other media outlets
- Generated 4,800 social media shares

## Toronto Star Op-ed (April 27)

- Potential reach of over 6 million readers
- Picked up by 3 other media outlets
- Generated 18 social media shares

## April 26-May 2

- **Over 3,670 media stories secured** (1,020 print/online and 2,650 broadcast) Total potential reach of 1.35B

## Major in-person Media Interviews

- CBC Metro Morning
- Global TV news
- CTV News



# Renaming Launch Results

## Instagram Reels

- 316K views
- 10K likes
- 20K shares
- 1.1K comments

## TikTok

- 116K views
- 5.3K likes
- 575 shares
- 315 comments

## LinkedIn

- 3.5K likes
- 377 shares
- 228 comments
- 10.5K link clicks

## Twitter

- 1.8K likes
- 1K retweets
- 346 comments
- 1.9K link clicks

## Facebook

- 876 likes
- 466 comments
- 318 shares
- 1.8K link clicks

## Engagement



Total Social Media  
Engagements

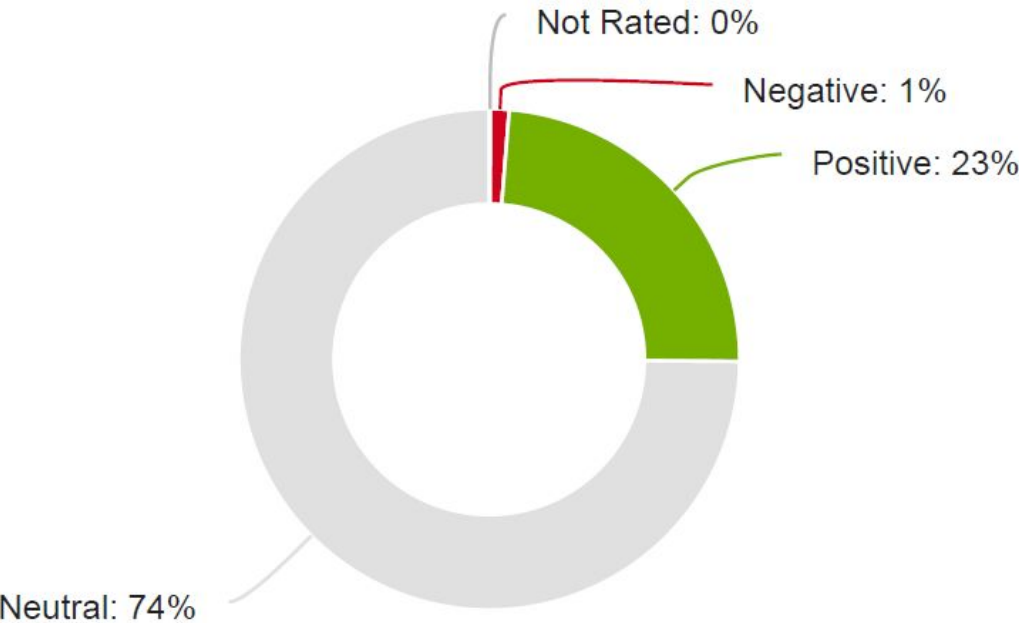
# 50.3K

21.5K likes  
12.3K shares  
2.3K comments  
14.2K link clicks

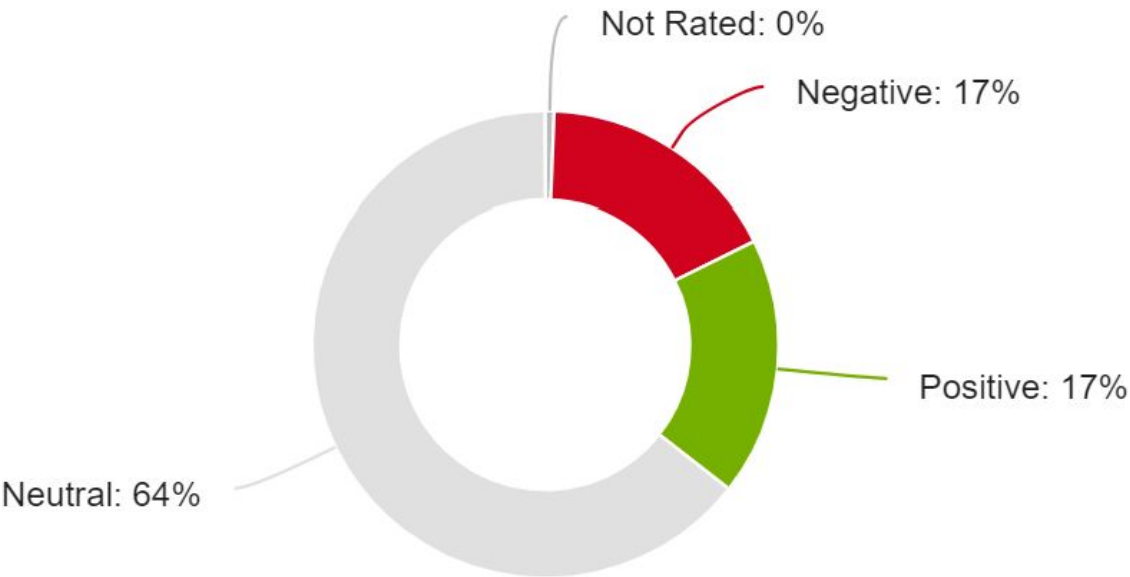


# Renaming Launch Results

**Earned Media Sentiment**



**Social Media Sentiment**



# Keeping the momentum going

- Print and digital advertising campaign with G&M
- Social media videos with students and leaders
- Resources for university communicators
  - Q&A and template letters
  - logo lockups
  - Guidelines for copywriting, email signature, web and social media (dos & don'ts)
  - Slideshow and zoom background templates
- Removal of some signs (larger plan lead by FMD)
- Updating priority videos with new name/logo
- New campus photography added to Media Valet
- Toronto Met marketing collateral (retractable banners, backdrops and podium signs) being made available for booking before the fall semester
- Branded merchandise is being developed with the Campus Store for convocation
- Brand and digital policy in development



# Questions?