CASE STUDIES
2018 - 2019
TELLING OUR STORIES

DALHOUSIE UNIVERSITY
COMMUNICATIONS AND MARKETING SUPPORTS THE UNIVERSITY’S STRATEGIC PRIORITIES BY WORKING WITH DEPARTMENTS AND UNITS TO TELL THE STORIES OF THE STUDENTS, FACULTY AND STAFF WHO MAKE DALHOUSIE AN EXTRAORDINARY PLACE.
We inform the media and the public by sharing the many exciting advances, outstanding individuals and innovative developments that make Dalhousie one of Canada's premier universities. Providing communications counsel and support to the largest university community in the Maritimes includes developing and implementing strategic communications plans, taking the lead on community relations, coaching and mentoring communicators, offering crisis and issues management, and telling our collective story through many publications.

Our creative work elevates and sustains our reputation, recruitment efforts and relationships. We provide professional design and photography services across campus and consult on, work with and provide content for dal.ca, our university website. Through integrated marketing services we help the university express who we are as a community, what we do and where we are going with consistent, coordinated and comprehensive initiatives.

**This is just a sample of what we can do when you put our minds to it.**
We Are Dal uses the power of people’s stories — told in their own words — to deepen connections, increase engagement, and elevate awareness of the many contributions people make to the Dal community and beyond every day. We talked to individuals from all corners of the university to unearth some of the exceptional personal stories not profiled elsewhere. Compelling first-person narrative and stunning black-and-white portraiture provide an intimate glimpse into the life of a new person each week. This project gives the Dalhousie community a chance to meet more of the thousands of individuals who live, work, study, and play at the university.

**PARTNERSHIPS**

*We are working with faculty and department communicators across the university who are involved with suggesting and interviewing people from their areas.*

**CONTRIBUTIONS**

*Design*  
*Project management*  
*Photography*  
*Web*  
*Interviewing/ Writing*  
*Editorial*
THIS IS MY STORY
RECRUITMENT VIEWBOOKS

WHAT MAKES DALHOUSIE THE RIGHT FIT FOR YOU?

Campus recruiters use viewbooks to break the ice, answer questions and leave behind inspiration. There are three — Domestic, International and Agricultural Campus students each receive a unique book. And they travel the world. Though they’ve shrunk in size over the years, the viewbooks do some pretty heavy lifting. In addition to providing lots of practical information, they also build a relationship with our potential students, all while showcasing the benefits of studying at Dalhousie. By reflecting the values and perspectives of our incoming students, we’ve worked with the Registrar’s Office to create a suite of books that work together with the recruitment advertising campaign to provide consistency and familiarity across all our touchpoints with future students.

- **PARTNERSHIPS**
  We work side-by-side with the Registrar’s Office through each step of the viewbook process to ensure a piece that’s consistent with recruitment advertising and that will resonate with the audience.

- **CONTRIBUTIONS**
  Design
  Project management
  Photography
  Recruitment marketing
  Writing
## AWARDS & FINANCIAL INFORMATION

### ESTIMATED COSTS

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<thead>
<tr>
<th>Category</th>
<th>Full and Winter Term</th>
<th>Cost (CAD)</th>
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<td>ROOM AND BOARD**</td>
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<td>TOTAL</td>
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</table>

### ENTERANCE AWARDS

Awards ranging from $500 - $4000

The majority of entrance awards require a separate application. For more information about the application process and the awards available to you, please visit dal.ca/entranceawards.

### THE CANADA STUDENT LOAN PROGRAM

Details are specific to your province or territory’s student loan office.

### U.S. STUDENT LOANS PROGRAM

Dalhousie is recognized by the U.S. Department of Education for the Stafford and Plus Loan programs. Some private lending options may be available. To learn more, visit dal.ca/usloans.

To be eligible for an award, complete your applications for both admission and awards by March 1.
Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all Treaty people.

Halifax & Truro • Nova Scotia • Canada

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Halifax & Truro • Nova Scotia • Canada

It doesn’t get any more convenient than living on campus — you’re minutes from classes and, with a meal plan, it’s easy to relax and get on with your day. You’ll also be surrounded by new friends from near and far who want to get as much out of campus life as you do.

THE BUILDINGS
• New from high school students are guaranteed a place in residence.
• 11 residence buildings (3 in Halifax, 8 in Truro).
• 79% (Halifax) and 47% (Truro) of our rooms are single occupancy.

THE LIFESTYLE
• Safe and secure buildings — most offer 24-hour front desk support.
• Support and mentorship from residence life staff.
• Dedicated high-speed Wi-Fi and a streaming entertainment service.
• ResLife Learning Communities bring students with similar interests or fields of study together.

THE FOOD
• Dining halls with meal plan options in Halifax include 13, 15 and unlimited meals per week. Truro students always have an unlimited meal plan.
• Enjoy locally sourced, halal, vegan, vegetarian, gluten free and dairy-free options at every meal.
• In-residence kitchen facilities allow you to make your favourite comfort foods.
NEW FROM HIGH SCHOOL?
APPLY FOR RESIDENCE BEFORE JUNE 15 TO GUARANTEE YOUR PLACE.

FOR VIDEO TOURS OF RESIDENCES, VISIT DAL.CA/RESIDENCE
INSTAGRAM

FROM 10,000 TO 18,000 FOLLOWERS IN JUST UNDER A YEAR

It was really just a matter of paying attention. Our target audience was regularly using Instagram, so we decided to learn from how they were doing it. By keeping the channel student-focused, we were able to meet them where they were in a way that was familiar. So, what did we learn? By posting to the feed consistently but less frequently and using stories more actively, we’ve been able to almost double our followers and increase engagement tenfold. Before, a good post would have 100 likes, now we’re getting 1000. And we’ve been able to share this success with our key partners: using stories to capture admissions events and prospective student sessions.

- **PARTNERSHIPS**
  
  *We host a social media working group to share information and best practices. We’re also working with the Registrar’s Office to repurpose successful content into presentations.*

- **CONTRIBUTIONS**
  
  *Social Media*
BICENTENNIAL LAUNCH

TURNING A HANDFUL OF IDEAS INTO A MEMORABLE PRODUCTION

The Bicentennial Launch event needed to be many things to many people. As the event to kick start Dalhousie’s 200th anniversary celebrations, it was expected to inspire, inform, include and immortalize. There were lots of ideas to work with — and a 4,500 word epic poem — but how to bring it all together? Once the decision was made to embrace George Elliott Clarke’s powerful poem as the backbone of the event, it all fell into place. The event script wove the poem into a performance to create moments that took us from past to present, telling a story that was both familiar and aspirational while showcasing the collaborative story of Dalhousie University.

PARTNERSHIPS
We worked with an external artistic director, an event management company and many groups and departments on campus — most notably the Fountain School of Performing Arts — to ensure the program resonated with our diverse students, alumni, faculty, staff and within the larger community.

CONTRIBUTIONS
Scriptwriting
Photography
Event support
PUBLIC REPUTATION

FROM CONSULTATION TO CONFIDENCE

People are interested in what goes on at our university. We’re a public institution and one of the largest employers in the region. We also welcome close to 20,000 students to campus every year. Between their potential and our dedicated researchers, we are changing the world. Among the many different groups that want to hear from us are potential students, parents, government, alumni and the community around us. Through consultation with faculty, staff and students, C&M helps get Dalhousie’s incredible, aspirational stories out into the world. We also provide advice about sensitive items and counsel on how to keep one step ahead of potential issues. To sum it all up, our support ensures our partners can communicate good and not-so-good news with confidence.

PARTNERSHIPS
We work with senior administration, faculty and staff across our campuses as needed to promote, elevate and protect the university’s reputation.

CONTRIBUTIONS
Proactive issues management
Communications consultation
Media training
Media relations
PHOTOGRAPHY

ACTING ON A SUGGESTION

Theatre students come to us every year for headshots. This year, the assistant professor who coordinates the program suggested the images could be more dynamic to keep up with industry standards. C&M was thrilled to step up the challenge and worked with faculty to put a plan in action. An in-class presentation let students know what to expect and ensured they felt more comfortable the day of the shoot. Instead of the typical roll call, students arrived at the studio in pairs. One student would start in front of the camera while the other encouraged, cajoled and came up with scenarios to inspire some great reaction shots. Not only were students happy with the results, our relationships with the School of Performing Arts were strengthened.

- PARTNERSHIPS
  We consulted with the Fountain School of Performing Arts and collaborated on a new plan for ensuring relevant, dynamic headshots moving forward.

- CONTRIBUTIONS
  Photography
SOCIAL MEDIA VIDEOS

RESEARCH IN MOTION

Interesting and important research happens across our campuses every day. Research that people should know about. While we tell those stories on the website and in Dal News, we knew a focused social media approach would get more stories out to more people. Women’s History Month was a great opportunity to give the idea a try. We created a series of simple, text-based videos about Women in Research that each highlight a key theme and feature four researchers working within that theme. But we don’t just talk about what they’re doing, we explain why the research matters. In easily understandable snippets. Not only are we elevating Dalhousie’s research profile, recognizing researchers and informing our community, it’s also a lot of fun. Win. Win. Win. Win.

● PARTNERSHIPS
  We worked with Dalhousie Research and Innovation on this project and continue to work together on creating similar series to cover the full calendar year.

● CONTRIBUTIONS
  Social Media
  Text-based Video Production
We Need Healthier Options!

The research seeks to understand how our built, social and learning environments impact health and well-being at all stages of life.

Learning languages, news, hunting, and climate change.

The development of sustainable, fair, and equitable systems.

The research provides a context for contemporary efforts to create peace, health, and strong communities.

The research has led to an improvement in the number of publications, including citations, and to a national and international discussion.

A key focus is the importance of culture and the role of Indigenous people.

The research is relevant to the context of reconciliation and the promotion of Indigenous voices.

The research examines the impact of intersectional oppressions and the role of critical, postcolonial, and feminist frameworks.

A new approach to Indigenous narratives and research on critical, postcolonial, and feminist frameworks.

We aim to advance research, to prepare you to meet and exceed the challenges of our time.

Dr. Zara Rabbath studies behavioral ecology - the evolution of animal behavior in the context of human activities.

Dr. Jennifer Rose explores mental health and diversity.

The Digital Analysis of Child Transcription project.

Dr. Margaret Robinson focuses on health and gender in the context of reconciliation.

A particular focus on the Scottish Diaspora, and the Scottish Diaspora.

Dr. Ted Petsas is studying how warming temperatures are changing the local ecosystems.

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COMMUNITY REPORT

IMAGINE WHAT WE CAN DO NEXT

A lot happens in a university year. The annual Community Report ensures our community doesn’t miss any of the key moments. Created by the Dalhousie community for the Dalhousie community, the report highlights some of the great stories and important initiatives of the year. The report is available online and in print and provides a comprehensive snapshot, through a Year in Review, as well as a deep dive, through feature stories that showcase our institutional values at work in the lives of students, faculty, staff and the community. Vibrant design and photography ensure the piece is memorable. And the flexible format allows us to reflect the unique happenings of each year. That attention to detail is paying off. In an email campaign sent to 4,600 people, there was an open rate of 44% for the campaign, and a click-through rate of 8.2% to the Community Report website. The website has been accessed in 50 countries, on every continent around the world, and since May 2019, has over 84,000 visits.

PARTNERSHIPS
All aspects of C&M come together to bring the Community Report to life. We work with students, faculty, staff and community partners to capture and represent the year.

CONTRIBUTIONS
Project management
Advertising
Writing
Editorial
Photography
Design (digital and print)

SPOTLIGHT ON STUDENT EXPERIENCE

Breaking Barriers

When it comes to studying and working in technology-related fields, women are still in the minority. That’s something the Faculty of Computer Science has been working hard to change, and their efforts are getting results.

When classes started this past September, there were more than twice as many female students entering undergraduate Computer Science programs than in 2016. Tabea Marzlin was among them as one of the 32 female undergraduate students who received the Faculty’s new Women in Technology Scholarships. She’s thrilled to be part of creating a new reality for women in the field.

“I think that men are often surprised that women have as much technical knowledge as we do,” Tabea says. “The more women we get in the field, the more we increase the representation, that will change. Having someone who looks like me in Computer Science would have definitely encouraged me, so I hope that I can do that for others.

“I’m particularly interested in video games — that’s my whole dream, to be a game developer — and that is really a very underrepresented field for women. I think you can see that in the kind of games we have: the protagonists are male and the mechanics are often about war and violence...”

TABEA MARZLIN

‘Sometimes, it’s through art forms...that every voice means we can create something that represents all of us to build a better society. Using technology that represents all of us to build a better society, that’s the future I imagine.’

...
When it comes to studying and working in technology-related fields, women are still in the minority. That's something the Faculty of Computer Science has been working hard to change, and their efforts are getting results. When classes started this past September, there were more than twice as many female students entering undergraduate Computer Science programs than in 2016. Tabea Marzlin was among those who received the Faculty’s new Women in Technology Scholarships. She’s thrilled to be a part of creating a new reality for women in the field.

"I think that men are often surprised that women have as much technical knowledge as we do," Tabea says. "The more women we get in the field, the more we increase the representation, the more looks like me in Computer Science would have definitely can do that for others. That’s my whole dream, to be a game developer — that’s my whole dream, to be a game developer — and that is really a very underrepresented field for women. I think you can see that in the kind of games we have: they’re very male-oriented, the protagonists are male and the mechanics are often about war and shooting. There’s so much more we can do with games."
In 2016, the university commissioned a Scholarly Panel to Examine Lord Dalhousie’s History on Slavery and Race. The report was received in September 2019, and Communications & Marketing was involved in acknowledging the panel’s hard work and dedication. Our support for this important initiative was multifaceted, from strategic communications advice and counsel to news articles that helped inform the community, to design work on the final report. We worked closely with senior leaders on what to expect from media and we contributed our expertise when the university was considering an appropriate response. The report uses the word Sankofa, from the Twi language of Ghana, to indicate that learning from the past is an important part of moving forward. We are proud that the panel’s work will go beyond its influence within the university and become a piece of Nova Scotian history that will inform us all.

**PARTNERSHIPS**

*We worked closely with the Chair of Senate, the Board Chair and the President’s Office throughout the three years. Though the panel worked independently of the university, we were also able to support the panel as they began communicating their work.*

**CONTRIBUTIONS**

*Strategic communications advice*
*Proactive issues management*
*Media training*
*Media relations*
*Event support*
*Scriptwriting*
*Editorial*
*Design*
*Photography*
Report on Lord Dalhousie’s History on Slavery and Race

SEPTEMBER, 2019

Scholarly panel
Dr. Afua Cooper: Chair
Dr. Françoise Baylis
Dean Camille Cameron
Mr. Ainsley Francis
Dr. Paul Lovejoy
Mr. David Stowe
Dr. Shirley Tilottson
Dr. H.A. Whitfield
Ms. Norma Williams

Research Support
Ms. Jalana Lewis, Lead Researcher
Ms. Kylie Featrick
Mr. Wade Pfaff

With contributions from
Dr. Karly Kehoe and
Dr. Isaac Saney
HERE’S AN IDEA

Reporters work hard year-round to put out stories that interest their readers. We know that by providing relevant story ideas, our experts at Dalhousie receive extra coverage while we build relationships with the media. We’ve got a pretty good idea about the topics they’re looking to cover especially during certain times of the year — back to school, the holiday season — so we match those topics to experts at Dalhousie and create a pitch package. The end of year (or holiday season) pitch package is especially effective — not only is it typically a slow time of year for news but reporters are looking for new takes on holiday-related topics. Some of our ideas such as “Could your family go plastic-free this holiday season?” “How to Make the Holidays Safe for Your Pets,” “A SMARTer Christmas tree” and “Understanding Depression During the Holidays” have been picked up by media outlets across the country who then feature our researchers. It’s work that keeps Dalhousie University, and the great work our researchers do, top of mind all year.

- PARTNERSHIPS
  We work with experts across all our faculties and campuses to develop ideas and prepare them for speaking to media so they can get their knowledge out into the larger community.

- CONTRIBUTIONS
  Media Pitching
  Media Relations
**An ever-green evergreen**

Waddell's Christmas tree, Dr. Paul廉价, is the town hero.

**Holidays can be a difficult time for many, says clinical psychologist**

The Christmas holiday season, said Dr. Paul, is a difficult time of the year for many.

"It seems to set you stress and anxiety as you family dinners and buy Christmas sweaters," said the psychologist. "On weekends, some find it a difficult time of the week, said the psychologist."

"It's a time for stress and anxiety," said the psychologist.""
Scientists are people too. And they have interesting journeys. That’s the premise behind the Faculty of Science podcast, Sciographies. We got involved in this great project on the design side of things — creating a word mark and artwork to promote the series, including posters, rack cards, a banner and social media ads. The goal was to keep it approachable, so we used lowercase lettering and emphasized the human connection by using a close-up of human cells in the main image. We also featured stunning photos of the scientists you’ll hear on the podcast. Because our brains are wired to respond to faces, putting a face to the voice helps make the stories even more personable.

**PARTNERSHIPS**
The Faculty of Science came to us looking for the visuals to support their audio interviews and we continue to work with them on design and photography as the series unfolds.

**CONTRIBUTIONS**
Design
Photography
MEET THE PEOPLE WHO MAKE SCIENCE HAPPEN

SCIographies
people + science

SCIographies Host David Barclay
OPEN HOUSE

GOING PLACES?
START HERE.

Open House is our largest event for prospective undergraduate students. For two days each October (one day in Halifax and one in Truro) the university welcomes thousands of potential students to explore life at Dalhousie. The marketing teams in Halifax and Truro work with the Registrar’s Office to get the invitation out. It all starts with a solid marketing and communications plan — one that, this year, included lessons learned from previous Open House events and allowed us to delineate responsibilities for greater efficiency. It also provided a foundation for a solid creative concept that helped bring in a larger group of registrants than before.

PARTNERSHIPS
We work closely with the Registrar’s Office to support and build awareness for these important on campus events.

CONTRIBUTIONS
Social Media
Design
Project management
Web content
Advertising
Event support

Open House is a time to imagine yourself as a Dalhousie student, with events taking place on both the Halifax and Truro campuses. You’ll spend the day exploring campus and learning about everything we offer through a number of different sessions, fairs, and tours.

Register now at dal.ca/openhouse

Follow us DalhousieU for the latest #DalBound inspiration and event information.
GOING PLACES?
START HERE.

OPEN HOUSE
HALIFAX CAMPUS
October 19
TRURO CAMPUS
October 26

REGISTER AT
DAL.CA/OPENHOUSE
# BY THE NUMBERS

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<thead>
<tr>
<th>Creative Services</th>
<th>Design Projects Per Year</th>
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<td>800</td>
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REACH OUT WHEN YOU NEED HELP WITH

- Issues/crisis management
- Media relations (proactive & reactive)
- Internal communications
- Community engagement
- Recruitment marketing
- Advertising
- Web content
- Social media strategy
- Design
- Photography

WE LOOK FORWARD TO HEARING FROM YOU.