

Internal Communications spotlight

Issue #2 | Winter 2023

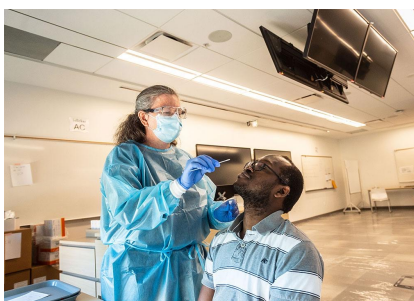
As UBC’s Internal Communications team, we provide strategic oversight to university-wide communications for faculty and staff in Vancouver and the Okanagan. We launched the Internal Communications (IC) spotlight to share more about how we communicate through different areas of work, initiatives, and campaigns to engage our community.

In this issue, we showcase how we **celebrate the diverse people and their work in our community**. Take a look at some of the ways we work with faculty and staff to share their unique perspectives through feature stories, leadership interviews, and initiatives to help our community stay connected to the university and each other.

CELEBRATING OUR COMMUNITY

Beyond sharing important institutional information with 18,953 faculty and staff across two campuses and distributed learning sites, *UBC Today* is also a platform that celebrates the people and the work they do.

In recent years, we’ve produced three feature story series. These stories focus on topics ranging from health innovation and community wellbeing to teaching, learning and research excellence.



[UBC faculty are redefining convention and innovating learning experiences for their students](#)

2022

In this six-part series, we explore how faculty are taking an innovative approach to teaching

[Supporting UBC’s transition back to campus](#)

2021

In this six-part series, we show how faculty and staff are supporting the transition back to campus

[New ways of working on UBC’s campuses](#)

2020

In this four-part story series, we show how faculty and staff are changing how they work and teach, as a result of COVID-19



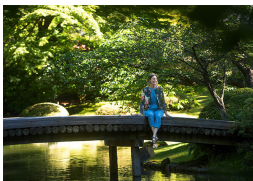


WORKING WITH FACULTY AND STAFF TO TELL THEIR STORIES

In our 2020 audience research survey, we learned that our internal community would like to see more content that is:

- relevant to their interests and needs, and
- acknowledges the challenges they encounter.

As a result, we developed initiatives that invite faculty and staff to submit photos and messages—a way for more people to share who they are and what they do, and recognize their colleagues. This community-generated content has become the most-viewed original content on *UBC Today*.

Most viewed original content on *UBC Today*

	AVERAGE*	ACTUAL
 <p>Thank you messages from colleagues across the university</p> <p>Initiative inviting faculty and staff submissions to thank colleagues who made a difference during COVID-19</p>	10,477	18,631
 <p>Faculty and staff holiday-inspired photos in 2021 and 2022</p> <p>Initiative inviting faculty and staff photo submissions to help spread holiday cheer</p>	10,477	16,017 (2021) 12,696 (2022)
 <p>A 'quiet rumbling' that led to a visible focus on student humanity</p> <p>Feature story shared as part of 'UBC faculty are redefining convention and innovating learning experiences for their students' (2022 story series)</p>	1,655	3,689
 <p>Leadership one-on-one with Lesley Cormack</p> <p>Interview with UBC Okanagan's Deputy Vice-Chancellor and Principal</p>	1,548	3,314
 <p>Meet Robby the robot, UBC Athletics and Recreation's newest staff member</p> <p>Feature story about UBC's new line-painting robot, a first at a Canadian institution</p>	1,655	2,858

*Since the launch of the *UBC Today* website in August 2020

“So many colleagues and students have helped me do teaching and learning in this way, and I’m so grateful to share this bit of what I do with a broader audience.”

Katie Lee Bunting

Assistant Professor of Teaching, Faculty of Medicine

Featured in ‘UBC faculty are redefining convention and innovating learning experiences for their students’ (2022 story series)

We strive to tell stories about our diverse community.

If you have an interesting story idea, please let us know!