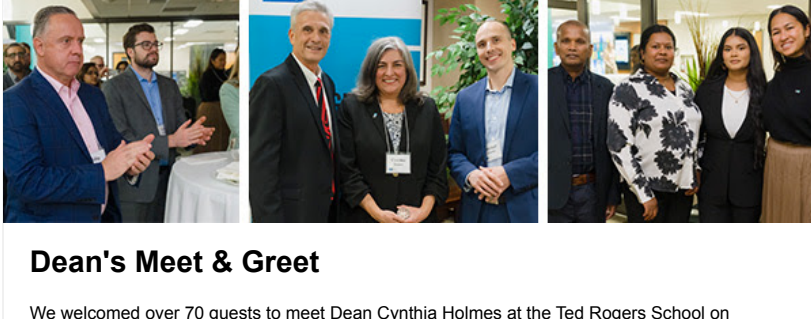


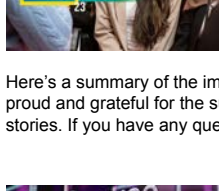
January 30, 2024



Dean's Meet & Greet

We welcomed over 70 guests to meet Dean Cynthia Holmes at the Ted Rogers School on November 15, 2023. Advisory council members, donors and alumni had a chance to network and hear from Sinduja Sriskantharajah, 4th Year Accounting & Finance Student and VP of Corporate Relations for the Ted Rogers Student Society. [Here are some pictures from the event.](#)

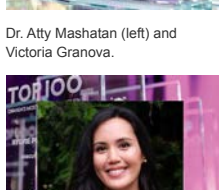
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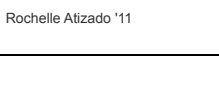
Recognizing the Impact of your Support

Thank you to our advisory council members whose contributions continue to motivate and guide our students, ignite our research and transform our school. Many of you provide financial support, in addition to time and expertise.

Here's a summary of the impact of your generosity in our [Year in Review report](#). We are both proud and grateful for the support you have shown for our school that is reflected in these stories. If you have any questions or have a story to share, please contact [Farida Adam](#).



Dr. Atty Mashatan (left) and Victoria Granova.



Rochelle Alizado '11

Three Ted Rogers School community members win WXN Awards

A leading Ted Rogers School researcher, her PhD student and an alumna have all been named to a list of Canada's most powerful women.

Dr. Atefeh (Atty) Mashatan, whose expertise at the frontlines of global cybersecurity has been recognized around the world, has now been named one of Canada's most notable female leaders by the [Women's Executive Network \(WXN\) 2023 Canada's Most Powerful Women: Top 100 Awards](#). Joining Dr. Mashatan as an honoree this year is Victoria Granova – a PhD student of Dr. Mashatan's – in the STEM category, and 2011 graduate Rochelle Alizado in the Emerging Leaders category for her work at the UN to drive the Sustainable Development Goals forward.

Engagement and Diversity Self-ID Survey

As we begin a new year, we are embarking on a journey to better understand what's meaningful for you in your participation on the advisory council. We are also conducting the first diversity self-identification survey required to establish Ted Rogers School's equity, diversity, inclusion and accessibility goals as outlined in the 2021-2023 Action Plan.

[Take the Survey](#)

Research Recognition

TMU among top five research universities for collaborations and partnerships in Research Infosource rankings

New rankings from Research Infosource showcase Toronto Metropolitan University's (TMU) strength and excellence in collaborative research. The Canada's Top 50 Research Universities 2023 list has ranked TMU among the top five comprehensive research universities in several collaboration and partnership categories.

The list's five-year spotlight highlights research income growth between 2018 and 2022. TMU ranked third in not-for-profit research income growth during this period, achieving a 74 per cent increase, and fourth in corporate research income growth with a 70 per cent increase.

Women's Entrepreneurship Knowledge Hub receives \$3.8 million in federal funding for research, partnerships and awareness

The Women Entrepreneurship Knowledge Hub (WEKH) received \$3.8 million in funding from the federal government to support research, expand partnerships and raise awareness.

The announcement came during a celebration of Women's Entrepreneurship Day at TSX Market Open, with a group of 125 diverse women entrepreneurs and entrepreneurship ecosystem partners from across Canada. The event was attended by the Honourable Rechie Valdez, federal minister of small business, and the Honourable Marci Ien, federal minister for women and gender equality and youth.

Executive Education



Executive Education partners to help advance Black senior managers at Rogers

Ted Rogers Executive and Corporate Education is helping Rogers Communications Inc. work towards their goal of diversifying their executive team.

Following two months of interviews and meetings with executive team members at the telecommunications company last summer, the Ted Rogers Executive Education team developed content and curriculum to help meet their [Black North Initiative](#) commitments, explained Frank Miller, director of executive and corporate education.

Innovation program for Empire Co (Sobeys, Longos and Farm Boy)

This in-person, three-day program had high potential employees interact with a panel of retail executives to discuss future trends, explore customer journey mapping and show a live demonstration of using AI to predict Gen Z purchasing habits, among other topics.

Mini-Masters - Foundations in Health Administration in Community Care program for women newcomers to Canada

This 10-week virtual program was offered to 40 racialized newcomer women through the [Sister2Sister Advanced Leadership Program](#). The program culminated with an in-person capstone project presentation session.

Leadership Development Program

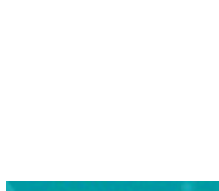
The Leadership Development Program for four non-profit agencies in downtown Toronto (Friends of Ruby, Fife House, Street Haven, Dixon Hall) for 45 people. After learning how to "speed read" using Lumina Spark (personality assessment instrument), participants gained insights into leadership (strategic leadership and mindful leadership), dealing with change and conflict, how to champion EDI as a leader, and risk management and financial acumen.

Labour Relations Certificate Program

The Labour Relations Certificate Program is sold out for February and the next offering will be in April. The Advanced Mediation is scheduled for April 18, 2024.

For information on any of these programs, please contact Frank Miller, Director Executive and Corporate Education at frank.miller@torontomu.ca.

Business Career Hub



Ted Rogers Co-op: Senate Approves Direct Admission into Co-op

On November 7, TMU's Senate approved the plan to start admitting students into the Ted Rogers Co-op Program directly from high school.

Envisioned in the business plan for growing the Ted Rogers Co-op Program back in 2017, this new process is now officially approved for the September 2025 cohort.

If you are interested in learning more about direct admission into Co-op, including reviewing the Senate-approved proposal, please feel free to reach out to [Donna Muirhead](#) or respond to this email.

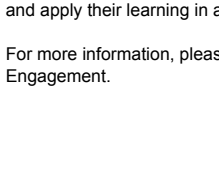


Providing Employers Exclusive Access to Insights

Early Talent Insights is a new service designed to help employers attract and retain the best early talent for their organizations. Our employer partners will have exclusive access to data and insights on how our students and early graduates perceive the labour market and what is driving their actions and decisions.

Employer partners will also be offered the opportunity to ask their own questions of students and facilitate roundtable discussions to deepen their understanding of this important demographic.

Please connect with [Donna Muirhead](#), Director of Co-operative Education and Career Services if you wish to learn more about this unique service offering for employers.



Bootcamps: Students get first look at new technology Alteryx in Masterclass

Bootcamps partnered with RSM Canada to host an industry-led Masterclass on Alteryx - a data analytics automation tool. Ted Rogers School undergraduate students were the first students to have this training, and they made the most of their opportunity.

Bootcamps partnered with CGI to launch a Generative Artificial Intelligence (AI) Accelerator. This eight-week hybrid program will begin in February with up to 60 students across the Ted Rogers School, Computer Science and Computer Engineering programs at TMU participating. The program will enable students to learn more about Artificial Intelligence, get Microsoft Certified and apply their learning in a Case Competition.

For more information, please contact: [Aakifah Luthfee](#), Manager, Bootcamps and Stakeholder Engagement.

Participate



Metropolitan Data Science Association (MDSA)

Feb 5, 2024 | In-person, Professional
Discovering Careers in Fintech

An opportunity for students to explore the vast opportunities in the world of fintech. In this event, students will have the chance to hear from professionals representing diverse companies and industries as they share their personal journeys in fintech.

► **Are you in the Fintech industry and interested in speaking at, or sponsoring this event?**
Please contact Husnaa Zamarai at president@trssociety.ca.



Ted Rogers Outreach Program (TROP)

February | Professional
Ted Rogers Outreach Conference | In-Person

An annual conference for high school students to experience what a day at university is like. Presentations, workshops, Q&A panels and a tour of TRSM.

► **Are you interested in sponsoring this event (monetary or in-kind for delegate bags)?**
Please contact Husnaa Zamarai at president@trssociety.ca.



MBA Women in Leadership Conference 2024

Mar 1, 2024 | In-person
\$79 CAD conference access only
► [Information & Registration](#)

Panel discussions, keynote speakers, networking events, workshops and sessions. All attendees have the option of joining the Lumina Spark session on leveraging your natural strengths to be an effective team member or leader. You will leave this session with a customized 36-page report that you can refer back to regularly (*retail value \$297 CAD*). Other workshops include: Mindful Leadership in the Modern Office and Harassment in the Workplace.



Toronto (Met) Entrepreneurship Association

March 2 - 3, 2024 | In-Person
George Vari Engineering and Computing Centre, TMU,
245 Church St, Toronto, ON

The 2nd annual LEAD Conference is aimed at showcasing individuals that are innovators, focusing on entrepreneurship and individuals who have used new ideas to start their businesses.

► **Are you interested in serving as judge for the first- ever case competition on the afternoon of March 3?**
Please contact Sarah Islam at sarah.islam@torontomu.ca.

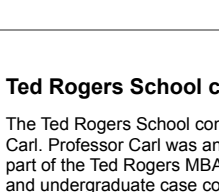


Women in Information Technology Management (WITM)

March 7, 2024 | In-Person, Professional
George Vari Engineering and Computing Centre, TMU,
245 Church St, Toronto, ON

EmpowHER is an event taking place in Women's History Month aimed to inspire and provide guidance for women entering the workforce. The event will have keynote speakers and open networking.

► **Would you participate in roundtable networking?**
Please contact Husnaa Zamarai at president@trssociety.ca.



Ted Rogers Management Conference

March 14-16, 2024 | In-person

The Ted Rogers Management Conference (TRMC) is the largest student-run undergraduate business conference in all of North America, welcoming the top 150 students from TMU and universities across the country. Our partners are able to select from a variety of benefits through monetary/in-kind partnerships and we also are looking for those who are interested in speaking opportunities.

► **Are you interested in participating in this year's 15th edition of TRMC?**
Please contact Chantal Wong (Chair, TRMC) at chantal1.wong@torontomu.ca.



Breaking Stereotypes in Business Technology Management Conference (BSBTM)

March 15-17, 2024 | In-person, professional

A conference that aims to break the stereotypes surrounding the gender gap and gender-based workplace dynamics in the technology management industry. It includes a case competition that combines technical contribution and managerial analysis to present a solution.

► **Are you interested in speaking on a panel or as keynote, hosting a workshop with a focus on the automotive industry, or offering in-kind sponsorships for delegate bags or monetary sponsorship to support the event?**
Please contact Husnaa Zamarai at president@trssociety.ca.

Ted Rogers School community mourns loss of Prof. Dale Carl

The Ted Rogers School community is mourning the loss of a dear friend and colleague, Dale Carl. Professor Carl was an Associate Professor of International Marketing and was an integral part of the Ted Rogers MBA program. He was a beloved mentor and respected coach of TRMBA and undergraduate case competition teams.

We welcome your feedback, suggestions and questions. Please e-mail Sana Mulji, Senior Advisor, External Stakeholder Engagement at sana.mulji@torontomu.ca.

