



January 17, 2017

PRESIDENT'S REPORT TO THE
FREDERICTON AND SAINT JOHN SENATES

An Exceptional and Transformative Student Experience

Experiential Learning – Provincial Task Force

The draft final report was submitted to the university presidents and the deputy minister of Post-Secondary Education, Training and Labour (PETL) in December. The task force's work is completed. We are awaiting review and comment on the report.

Academic Planning

Academic planning next stages have been approved by both the Fredericton and Saint John Senates. Units are now working on their opportunities analysis. On the Fredericton campus, APC is expecting first reports from units by the end of January.

Leadership in Discovery, Innovation and Entrepreneurship

Launch of Canadian Institute for Cybersecurity

On Jan. 16, I attended the opening of the Canadian Institute for Cybersecurity at UNB at a special event at the CURRIE CENTER. Broadly speaking, this multidisciplinary institute will train highly skilled cybersecurity professionals and provide leading-edge research into one of the most pressing issues facing society today.

The Government of Canada has invested \$2.27 million through ACOA's Innovative Communities Fund (ICF) and the Canada Foundation for Innovation (CFI) in the establishment of the CIC, while the Province of New Brunswick is contributing \$1.989 million through Opportunities New Brunswick and the New Brunswick Innovation Fund (NBIF). The University of New Brunswick is providing \$336,232, including contributions from vendors.

IBM is the institute's first research and development partner, helping to fund highly skilled resources in the field of cybersecurity and other in-kind contributions such as technical and management resources to provide project oversight and mentorship for students.

This partnership builds on IBM's long-standing history of investments and partnerships across the province. In 2011, IBM acquired Q1 Labs, whose QRadar Security Intelligence Platform was developed in partnership with the University of New Brunswick. The acquisition served as a catalyst for IBM to form its security division, which is now a \$2-billion business employing more than 8,000 researchers, developers and security experts across 133 countries worldwide.



My congratulations to CIC Director Dr. Ali Ghorbani, Dean of the Faculty of Computer Science and Tier 1 Canada Research Chair in Cybersecurity, along with his colleagues and partners on the establishment of the CIC.

Launch of NaviCare/SoinsNavi

I was also pleased to attend the launch of NaviCare/SoinsNavi on Jan. 10 at UNB Saint John. NaviCare/SoinsNavi is a new virtual navigation centre for children with complex needs and their families in New Brunswick. Funded by a generous \$750,000 donation by the New Brunswick Children's Foundation, the 24-hour, seven-day-a-week service helps the children and their families navigate the care system.

It was developed by Dr. Shelley Doucet, the Jarislowsky Chair in Interprofessional Patient-Centred Care at UNB Saint John, and Dr. Rima Azar, an Associate Professor of Health Psychology at Mount Allison University. Drs. Doucet and Azar serve as co-directors of NaviCare/SoinsNavi. I look forward to seeing the service develop and grow.

Building a Better University

Response to Truth in Reconciliation Commission

There are several upcoming events relating to TRC:

- January 20-21, Ludlow Hall, Mary Louise Lynch Room: Canadian Law and Society Association Mid-Winter Meeting and Symposium "Piluwutahasuwawsuwakon: Changing Minds, Living the Truth," with keynote Margaret Kress, MWC
- February 9th, 7:00 pm, room 143, Marshall d'Avray Hall: Ryan McMahon- Anishinaabe comedian who addresses issues of marginalization and racism
- February 21st, 7:00 pm, room 143, Marshall d'Avray Hall: Kevin Lamoureux, Associate Vice President of Indigenous Affairs, University of Winnipeg – who speaks about how universities and communities can work together to meet the TRC calls to action

A UNB working group has been established with representatives from every faculty in Fredericton and Saint John as well as most service departments on campus (i.e. Registrar's office, student services, financial services, etc.). The group has met once as a full group and have another meeting set for January 18th.

Each faculty is examining ways they can 'indigenize' their work. Committee members are collecting examples from their colleagues and submitting them for collection so we have some kind of baseline for where we are now in our work in this area. A number of committee members have submitted examples of territorial acknowledgements, course offerings that include Indigenous content, and we are starting to list targeted programming in different faculties.

One example is in Anthropology in the Faculty of Arts, which is working with the Province and local consulting companies to create an indigenous education option within their archaeology program.

Cheyenne Joseph, Acting Director of the Aboriginal Nursing Initiative in Nursing, has provided recommendations on providing support and offering options to indigenous students at UNB based on her experience with the ANI program. That information will be shared with the university-wide group.

A number of Faculties have instituted acknowledgement statements to be used at meetings, etc. The Brunswickan published a substantial article on this subject in their fall newspaper. Several Faculties were referenced in that story.

A Minor in First Nation issues is being considered, with thoughts towards possibly a Major, and also a Major in First Nation Governance and Leadership.

Meetings have been held with NB Power and government representatives from Aboriginal Affairs about creating on line modules for personal and professional learning about Aboriginal issues including the residential school legacy, treaty education, language and cultural needs, traditions and ceremonies and more. This set of four 2 hour modules will be created and made available to the public through D2L. An educator has been hired to create these, and NB Power and the provincial government will identify modules that will be used as required learning for employees. Our wish is to have these offered for free to all UNB employees and students and then offer additional courses and presentations for a fee to those interested in learning more. NB Power and the government will contribute funds for the creation of these initial four modules.

There are challenges with identifying indigenous faculty, staff and students. We are counting on widespread information sharing to get news out about initiatives and events, hoping that members of the indigenous communities will learn of them and choose to participate.

I would like to acknowledge Ann Sherman, Sue Blair and Nicole O'Byrne among others who have been instrumental in helping with this important initiative.

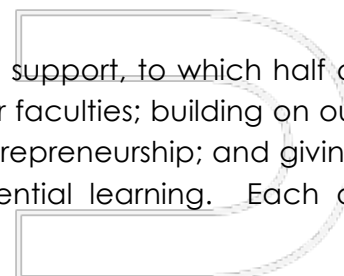
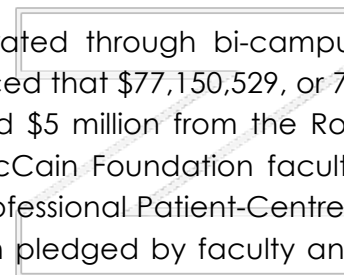
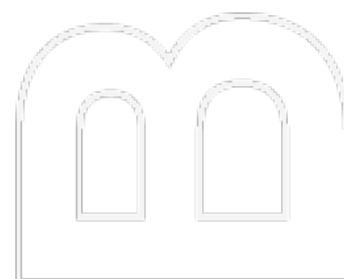
Project Focus

A full update on Project Focus can be found in Appendix A.

It Begins Here Campaign

A well-attended public launch of the It Begins Here campaign, celebrated through bi-campus videoconference, took place on November 18. At that event, we announced that \$77,150,529, or 70 per cent of our \$110-million goal, had been raised to date. This included \$5 million from the Ron Joyce Foundation for student bursaries, \$1.25 million from the Harrison McCain Foundation faculty awards, \$1.5 million from the Jarislowsky Foundation for the Chair in Interprofessional Patient-Centred Care, more than \$20 million committed by alumni donors, and \$2.8 million pledged by faculty and staff to the Campaign.

The Campaign has five themes or categories for support: student financial support, to which half of the Campaign goal is devoted; strengthening our faculties; building on our academic strengths; fostering innovation and entrepreneurship; and giving our students opportunities for hands-on, experiential learning. Each of



these has a financial target and has attained at least 55 per cent of its goal.

Since the launch, as of 31 December 2016, the Campaign total has grown to \$85,444,123, with December 2016 being the second most successful tax-year end in UNB history. On January 27 in Fredericton, we will announce the next major gift to the campaign from Emera in support of Smart Grid Technology research in the Faculty of Engineering. That takes place at 11:00 a.m. in the Long Hall of the Richard J. Currie Center. Everyone is invited to attend.

We have set ourselves a deadline of 30 April 2018 to reach the goal and, with the assistance of our distinguished and hard-working 43-member Campaign Cabinet, are confident we can achieve this fundraising milestone. This will be especially noteworthy as, distinct from our previous two campaigns, there will be no provincial government participation in the Campaign.

For more information, visit <http://www.unb.ca/giving/itbeginshere/> or contact Susan Montague, Senior Campaign Advisor, montague@unb.ca or Stephanie Slauenwhite, Senior Development Officer (Faculties), sslauenw@unb.ca.

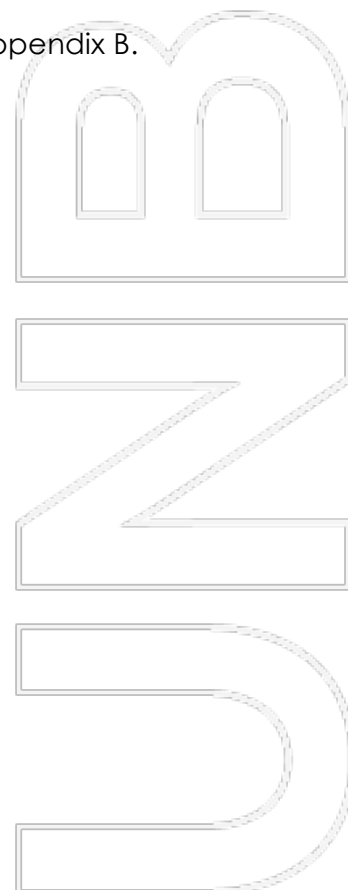
Communications Update

A full communications update can be found in Appendix C.

Building a Better Province

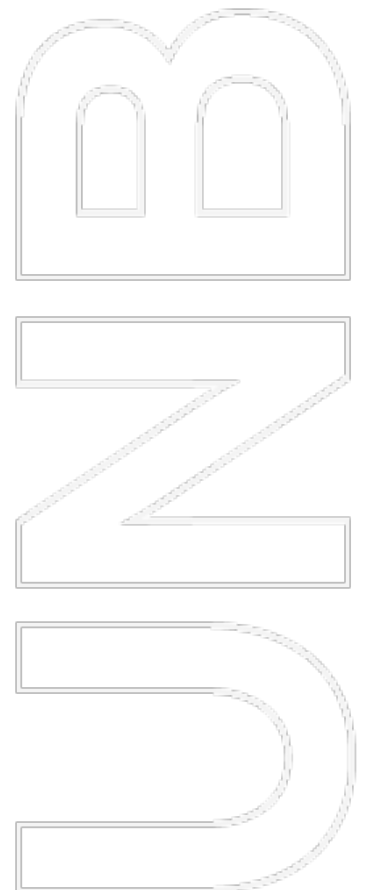
Government Relations

A full report on activities related to government relations can be found in Appendix B.



APPENDIX A

Update on Project Focus





SUBJECT:	January Senate Update
DATE:	Jan. 12, 2017
PROJECT STATUS:	Yellow - full scope & duration unknown

Project FOCUS Update

Since the previous Project FOCUS update in September 2016, the project working teams have made headway in the respective phases of their initiatives. In the fall, three initiatives were announced as now falling under the Project FOCUS umbrella: FOCUS CAE, FOCUS Awards, and FOCUS Continuing Education. These initiatives join FOCUS Financials, which was launched in July 2016.

Following the launch of Project FOCUS, it was determined bringing closely-related initiatives under the Project FOCUS umbrella would have a positive impact on the program and the individual projects. The Project FOCUS Steering Committee identified these projects as relating to the larger initiative.

The FOCUS CAE, FOCUS Awards, and FOCUS Continuing Education projects began prior to the initiation of Project FOCUS. Recognizing that each of these modules is part of the enterprise system, we brought them into the overall program to ensure improved integration and consistency of all aspects of our enterprise system. Future initiatives will also be evaluated to determine if they fall under the Project FOCUS umbrella, and will be introduced as they become part of the program.

A dedicated Project FOCUS blog (<http://blogs.unb.ca/project-focus/>) was established to house initiative updates in an effort to keep the Project FOCUS website (<http://unb.ca/project-focus>) easy to navigate and free of clutter. Any notices published to the blog appear in a feed on the Project FOCUS website.

Status of FOCUS Financials

Following a period of initial discovery conducted in August, members of the FOCUS Financials project team met and consulted with a number of users in the broader university community. These consultations allowed the working group to acquire greater knowledge of how others at UNB use the General Ledger and what they need in a revitalized system to enhance the information they use in decision making and analysis. Further consultations will be held in early 2017.

The FOCUS Financials working team has documented standards for the GL Chart of Accounts and will continue to refine the standards and requirements to meet

the information and reporting needs identified in the discovery phase. The working group is developing further business knowledge regarding the capabilities of the Colleague software, such as project accounting and online budgeting. These educational opportunities are ongoing.

Status of FOCUS CAE

FOCUS CAE is an initiative designed to improve the process of administering contracts for UNB's Contract Academic Employees, as the current processes are lengthy and hard to maintain. FOCUS CAE was announced as being part of Project FOCUS on Nov. 24, 2016.

The new contract system has a number of benefits, including:

1. Automatic calculation of contract stipends with the ability for departments to modify this amount when required;
2. Electronic routing and approval of contracts, resulting in faster turnaround and eliminating the need for departments to manually secure signatures. This is in accordance with UNB's green initiatives; and
3. Online access to all CAE contracts by deans and chairs (regardless of what department they are associated with). As with the Right of First Refusal (RoFR) system, the CAE contract system is transparent across the faculties and both campuses

A pilot of the new system and beta testing took place in November and training for administrative assistants took place in early December. The new contract system is being launched the week of Jan. 16, 2017.

Subsequent phases of FOCUS CAE will identify the solutions for managing RoFR assessments and bring UNB Online course contracts into the system.

Status of FOCUS Awards

FOCUS Awards is an initiative designed to create an efficient, streamlined process from discovery and application, to awarding and publication of awards and scholarships at UNB. The goal is to enhance our student experiences and support recruitment, retention and advancement activities.

FOCUS Awards was announced as being part of Project FOCUS on Dec. 16, 2016.

A working group has been diligently documenting the processes and tools currently in place. One of the guiding principles of Project FOCUS is to make the most effective use of Colleague resources the university has already paid for. To

support this principle, the team will undertake a full review of Colleague to determine what opportunities there are to leverage Colleague's capabilities.

Through Project FOCUS, working teams will be examining the Colleague features currently available to the university. A request for product information process is underway in FOCUS Awards to learn more about potential software solutions in the event Colleague needs to be supplemented to meet the university's requirements.

Status of FOCUS Continuing Education

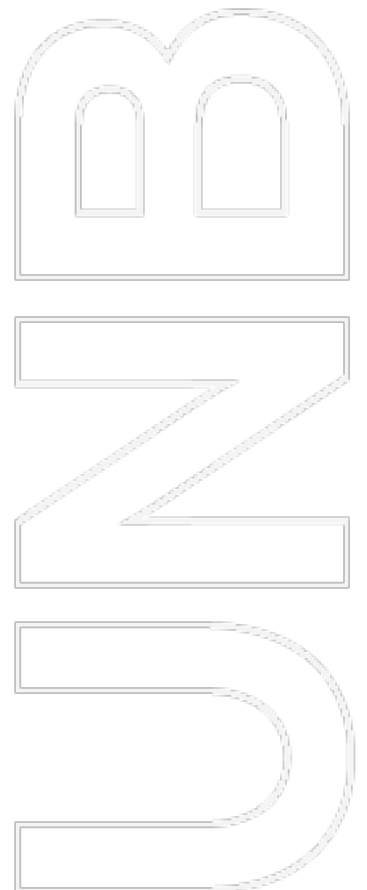
The objective of FOCUS Continuing Education is to improve the student registration experience for non-credit programs and courses through modernizing registration and communication tools, and updated service-efficient integration.

FOCUS Continuing Education was announced as being part of Project FOCUS on Dec. 16, 2016.

FOCUS Continuing Education is currently paused as the project team is waiting on required functionality to be released from the vendor.

APPENDIX B

Update on Government Relations



Update on Government Relations

10 January 2017

selected recent activity, for the period 2 November 2016 to 9 January 2017

FEDERAL

NOTABLE POLICY EVENTS:

Creation of a Chief Science Advisor position for the Government of Canada

The overarching goal of the Minister of Science will be the support of scientific research and the integration of scientific considerations in our investment and policy choices. The Chief Science Advisor will report to the Prime Minister and the Minister of Science.

The Chief Science Advisor's main function will be to advise the government on how to ensure that government science is fully available to the public, that scientists are able to speak freely about their work, and that scientific analyses are considered when the government makes decisions.

The Chief Science Advisor will focus on how scientific information is disseminated and used by the federal government, and how evidence is incorporated into government-wide decision-making. This will include a particular emphasis on federal scientific research and activities.

Looking to broader scientific issues, as an adviser and coordinator of advice, the Chief Science Advisor will aim to provide impartial scientific advice on key issues with science or research components of relevance to Canada.

M-39 Private Member's Bill [passed]

Motion M-39, brought forward by Fundy Royal MP Alaina Lockhart has passed.

That the Standing Committee on Citizenship and Immigration be instructed to undertake a study on immigration to Atlantic Canada, to consider, among other things, (i) the challenges associated with an aging population and shrinking population base, (ii) possible recommendations on how to increase immigration to the region; and that the Committee report its findings to the House within one year of the adoption of this motion.

UPDATE TO THE ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS

Update on Government Relations

10 January 2017

UNB expressed support for Motion, recognizing the positive connection between this initiative and international recruitment objectives share by the institution, communities, and governments.

NOTABLE INVESTMENT EVENTS:

Tier 1 Canada Research Chair in Cybersecurity.

Ali Ghorbani, dean of computer science at the University of New Brunswick, has been named Tier 1 Canada Research Chair in Cybersecurity. UNB will receive \$200,000 in annual funding for each of the seven years of Dr. Ghorbani's term.

Dr. Ghorbani's research focuses on cybersecurity solutions in a rapidly evolving, data-intensive world. He's developing techniques and tools to identify cyberthreats and cybercriminal activity before they're able to cause harm.

The Canada Research Chairs (CRC) program is part of a national strategy to make Canada one of the top countries in research and development. The CRC program invests approximately \$265 million per year to attract and retain the most accomplished and promising minds. Canadian universities both nominate Canada Research Chairs and administer their funds

Federal Government Investment in UNB's Centre for Technology Management & Entrepreneurship [TME] at UNB Fredericton

On behalf of the Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency, Fredericton MP announced funding on 9 December 2016 for the University of New Brunswick and its Centre for Technology Management & Entrepreneurship.

Multi-research greenhouse at UNB Saint John

The provincial and federal governments, together with the University of New Brunswick, are investing \$1 million to build a new multi-research greenhouse at UNB Saint John through the Post-Secondary Institutions Strategic Investment Fund. Of the \$675,000 in funding being invested, \$450,000 is federal and \$225,000 is provincial. The university is responsible for the remaining \$323,000.

UPDATE TO THE ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS

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NOTABLE UNB FEDERAL ADVOCACY ACTIVITY:

National Research Council

UNB's President Eddy Campbell and the NRC President Iain Stewart met in Fredericton on 16 December 2016, part of a regional tour of NRC properties.

The meeting included discussion of UNB innovation and research priorities, including cybersecurity, smart grid, engineering partnerships.

Changes have been made to how NRC operates, moving the organization toward a new and nationalized structure, as a platform for multi-disciplinary and multi-location programs designed to solve problems. The new approach includes teams of people, collaborating with partners inside and outside. NRC hopes UNB will underline the importance of engagement to its people, encourage receptivity to the new approach.

Visit by ISED DM Knubley

On 1 December 2016, federal Deputy Minister John Knubley [Innovation, Science, and Economic Development Canada] visited UNB Fredericton to seek a first-hand perspective on the challenges and opportunities associated with creating transformational change in the New Brunswick economy, and insight on why companies like SIEMENS and IBM are attracted to Fredericton.

The meeting included a discussion of UNB innovation and a Smart Grid lab tour. The meeting also included staff from ACOA, Siemens, and NB Power.

[meetings between federal constituency and UNB staff have also continued throughout this reporting period]

UPCOMING

Science Policy

Later this month, the review of the Government of Canada's Science Policies will be released by former University of Toronto President David Naylor.

UPDATE TO THE ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS

Update on Government Relations

10 January 2017

The review is expected to set the stage for innovation priorities, with an emphasis on technology and industrial policy, and on workforce growth in specific science and technology fields.

Parliament is scheduled to break on 16 December 2016 and resume 30 January 2017.

PROVINCIAL

Promise Partnership UNBSJ

Post-Secondary Education Training and Labour Minister Donald Arsenault delivered an update on funding at UNB Saint John. The Province of New Brunswick has used the Access to Success program to invest more than \$216,000 in the Promise Partnership over the last two academic years.

Since 2009, the Department of Post-Secondary Education has funded the Access and Success program in order to help the province's publicly funded colleges and universities to develop programming to attract, retain and successfully graduate students from under-represented groups, including First Nations, persons with disabilities, low-income students and students who are first in family to attend a post-secondary institution.

The Promise Partnership at UNB Saint John supports youth through tutoring and mentoring programs while helping them make informed decisions about future post-secondary education options. The program connects the university with the Saint John community to help combat poverty by providing educational support programs to youth in several of Saint John's priority neighbourhoods.

This year, the province has invested more than \$1.9 million dollars in the program and another \$696,000 from the Labour Market Agreement for Persons with Disabilities.

UPDATE TO THE ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS

Update on Government Relations

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NON-GOVERNMENT ORGANIZATIONS [NGOs]

NBSA

On 8 November 2016, members of the President's Executive Team met with the New Brunswick Student Alliance, one in a series of meetings organized by NBSA as part of their Advocacy Week. Priorities included:

NBSA Advocacy materials and their pre-budget brief to the provincial government are available at <https://nbsa-aenb.ca>.

Universities Canada

An op-ed developed in conjunction with Universities Canada, *How to Win the Global War for University Talent*, was published in the Daily Gleaner on 5 December 2016, over the signature of UNB President Eddy Campbell.

Port SJ

UNB's VP Research and UNB researchers continue to meet with Saint John Port Authority leadership, developing opportunities for collaboration in areas related to 'green port' innovation.

UNB initiatives

Vaughn Chair engagement

Dr. Herb Emery, the recently appointed Vaughn Chair in Regional Economics has rapidly accelerate UNB's public engagement activity since taking up the Chair in July 2016, including:

MP Matt Decourcey and Robb Baird to discuss the Vaughan Chair and Government of Canada economic development and health initiatives in Atlantic Canada.

Opportunities New Brunswick on evaluation of programs and investments in the context of business startups, with the NB Jobs Board, and with Post-Secondary Education and

UPDATE TO THE ADVANCEMENT COMMITTEE OF THE BOARD OF GOVERNORS

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Training [with IRDT] around research program on immigration, training and retention of human capital in NB.

NB Power and ACOA regarding economic modelling and carbon policy, and with Port of Saint John regarding potential collaborative projects related to the Port.

Knowledge Park and Ignite Fredericton [including a tour of the Knowledge Park by Larry Shaw and Laura O'Blenis], and with Larry Hachey of Enterprise Saint John to discuss performance metrics. Also with Frederic S. Gionet, 3Plus (Greater Moncton Economic Development Corporation) – arranged by Brian Baxter, discussing the Moncton economy and the Vaughan Chair

Mayor Mike O'Brien, City of Fredericton, for discussion of the Vaughan Chair and issues of interest to the City of Fredericton, and an appearance with UNB at the Strategic and External Relations Committee, City of Fredericton. Also and a presentation to meeting of Mayors of Fredericton, Saint John and Moncton on urban New Brunswick as a driver of growth and prosperity.

EMSI Capital ROI

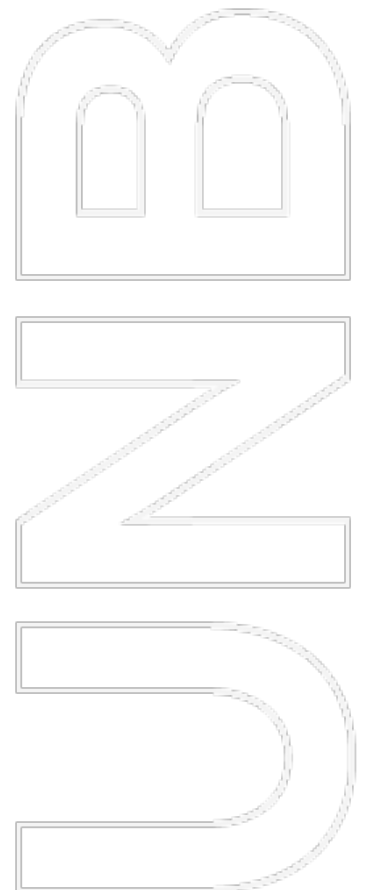
The report from EMSI [Economic Modelling Systems, Inc.] on *The Economic Impact of Capital Project Spending for the University of New Brunswick* has been provided in draft form. For UNB, from 2016 to 2028, every dollar spent funding the capital projects will create a present value of \$2.59 in added gross output throughout New Brunswick.

NBSPRN engagement

On 21-22 November 2016, the NB Social Policy Research Network hosted the third annual GovMaker conference, with the 2016 theme focused on Open Government. The conference has become one of the most important open government events in Canada, attracting delegates from all levels of government, business, researcher, and NGOs.

APPENDIX C

Update on Communications



UNB Communications Office Update

Attached, please find monthly media reports for September – October 2016.

In addition to media relations, the Communications Office provided strategic communications support on a number of major initiatives, issues, events and files, including:

- UNB's Campus Sexual Assault Support Advocates
- UNB's Women's hockey file
- UNB's Annual Report
- Alumni News (print and digital editions)
- Infrastructure (Strategic Investment Fund)
 - Centre for Healthy Living (FR)
 - News conference
 - Pool closure
 - Communications planning
 - Tree blessing ceremony
 - Town Hall
 - Presentation to City of Fredericton
 - Multi-Research Greenhouse (SJ)
 - News conference
- Homecoming
- RBC gift announcement
- Encaenia and Convocation
- Eaton Lecture
- AAU enrollment numbers
- UNB recruitment office official opening in Beijing
- Various series, lectures and related events

Prepared by:

Sonya Gilks, Director of Communications

UNB Communications Office

For Nov. 23, 2016, Meeting of the Advancement Committee



Brand Measurement: UNB's Monthly Media Coverage Report for Nov. 2016

powered by: **infomart**

Date: Tuesday, November 1, 2016 - Wednesday, November 30, 2016

NB-born bionics expert "rewires" humans with thought-controlled prosthetics; NB-born bionics expert "rewires" humans

Canadian Press

Published: November 5th, 2016 Arrived: November 6th, 2016

Byline: Adina Bresge

Tone: Positive No tags

Note: Also appeared in Simcoecom, DurhamRegioncom, Brampton Guardian, Missisauga.com, YorkRegion.com, MyKawartha.com, The Chronicle Journal, www.parrysound.com, Thomson Citizen, Times Colonist.

SAINT JOHN, N.B. - An expert trained at the University of New Brunswick says prosthetics powered by artificial intelligence are no longer the stuff of science fiction - thought-controlled bionic limbs have already arrived and are getting more (780 words)

Crash course for startups; For aspiring entrepreneurs, business education isn't limited to the commerce undergrad or MBA classrooms. Campus incubators and accelerators play vital roles, too, in turning ideas into enterprises

The Globe and Mail

Published: November 8th, 2016 Arrived: November 8th, 2016

Byline: JOSH O'KANE Page: E1 Edition: Ontario

Tone: Positive Reach: 309154 Ad Value: \$34,531 No tags

2014. At the University of New Brunswick's Summer Institute in Fredericton, they spent three months honing their business model, emerging with a changed business: a positive-reinforcement clothing line bearing slogans such as "anxious but courageous (1477 words)

UNB launches \$110M campaign to support students, academic programs

The Daily Gleaner (Fredericton)

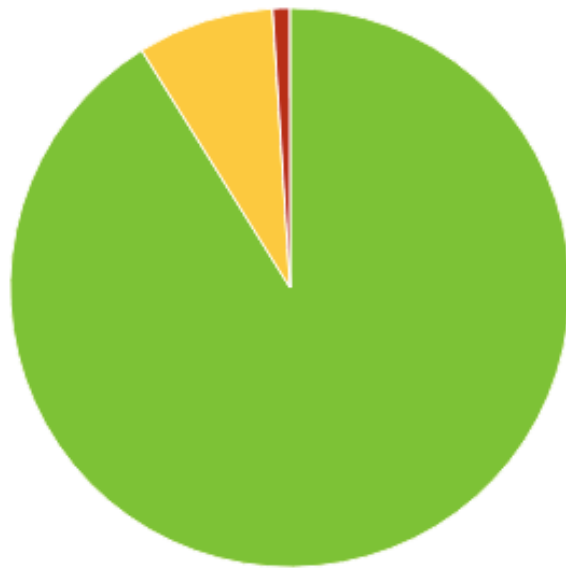
Published: November 19th, 2016 Arrived: November 19th, 2016

Byline: Sarah Seeley Page: A3

Tone: Positive Reach: 19344 Ad Value: \$901 No tags

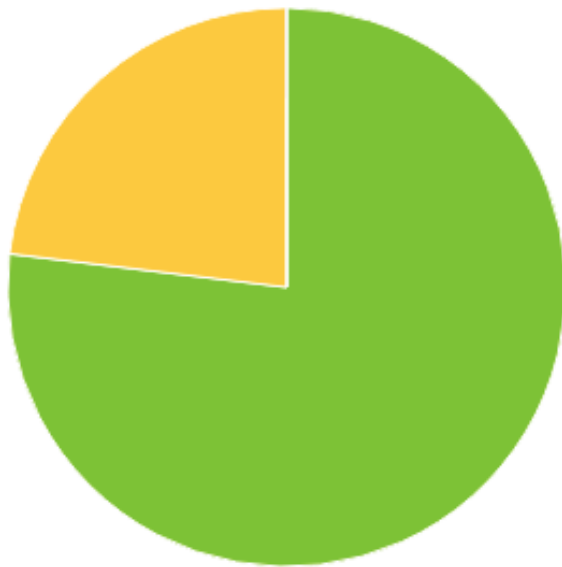
SAINT JOHN * The University of New Brunswick launched its \$110-million It Begins Here campaign Friday, announcing that half of that goal will be dedicated to financial support for undergraduate and graduate students. During simultaneous events at (611 words)

Tone pie for brand mentions (News)



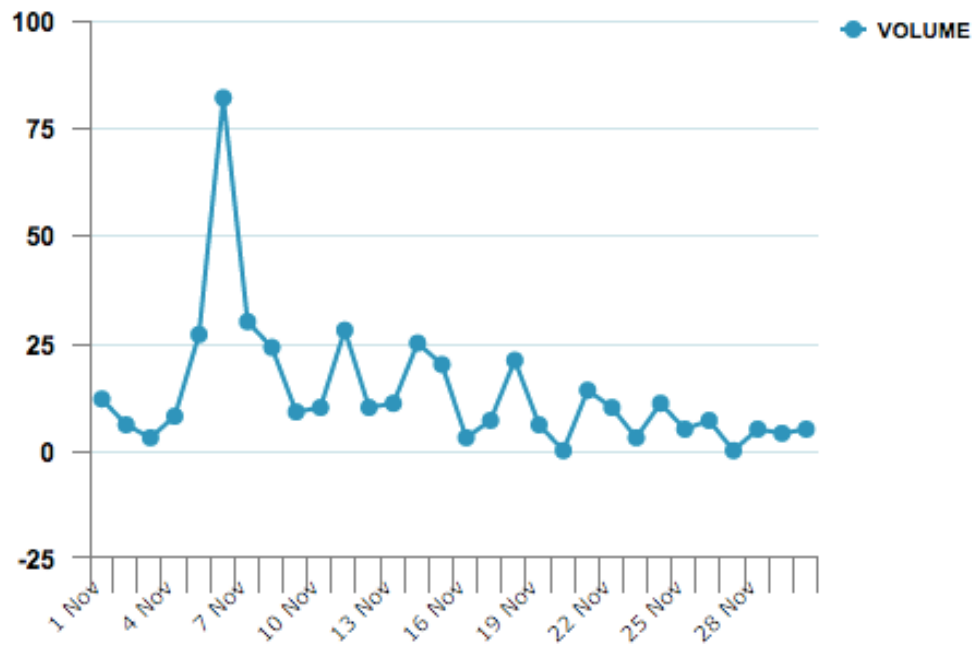
- POSITIVE
- NEUTRAL
- NEGATIVE

Tone pie for brand mentions (Social)

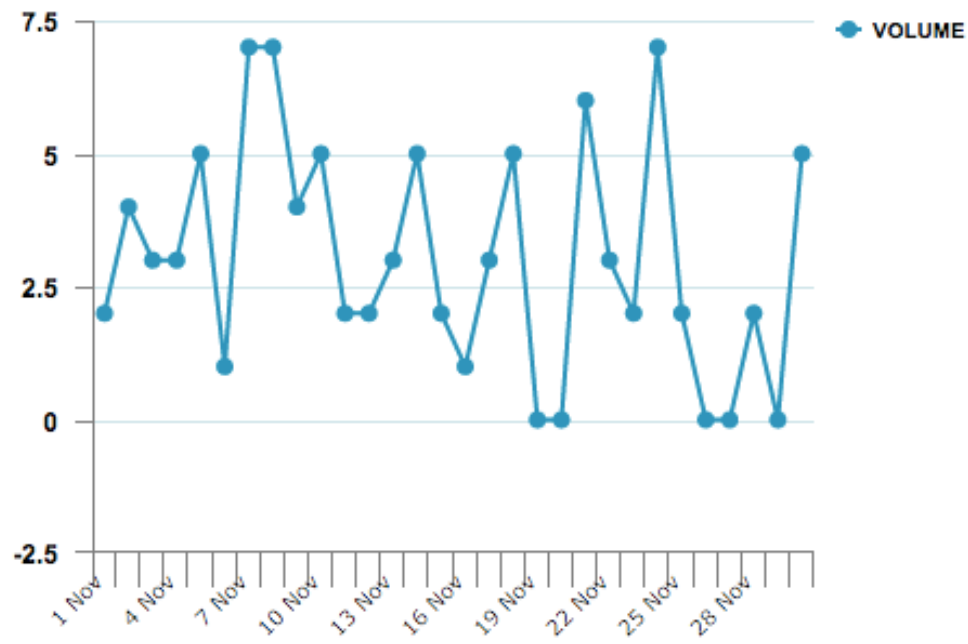


- POSITIVE
- NEUTRAL
- NEGATIVE

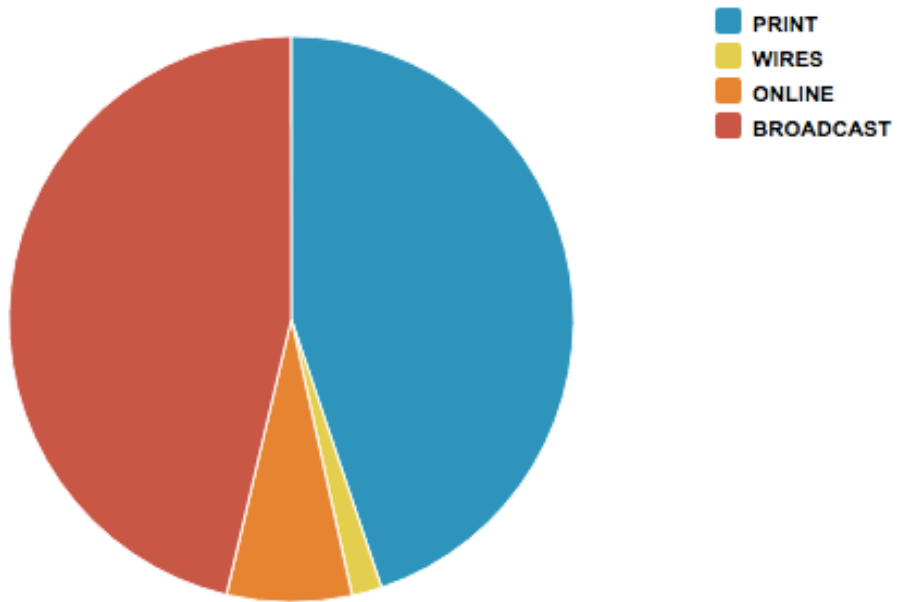
Volume of content over time (trend) (News)



Volume of content over time (trend) (Social)



Media Mix (News)



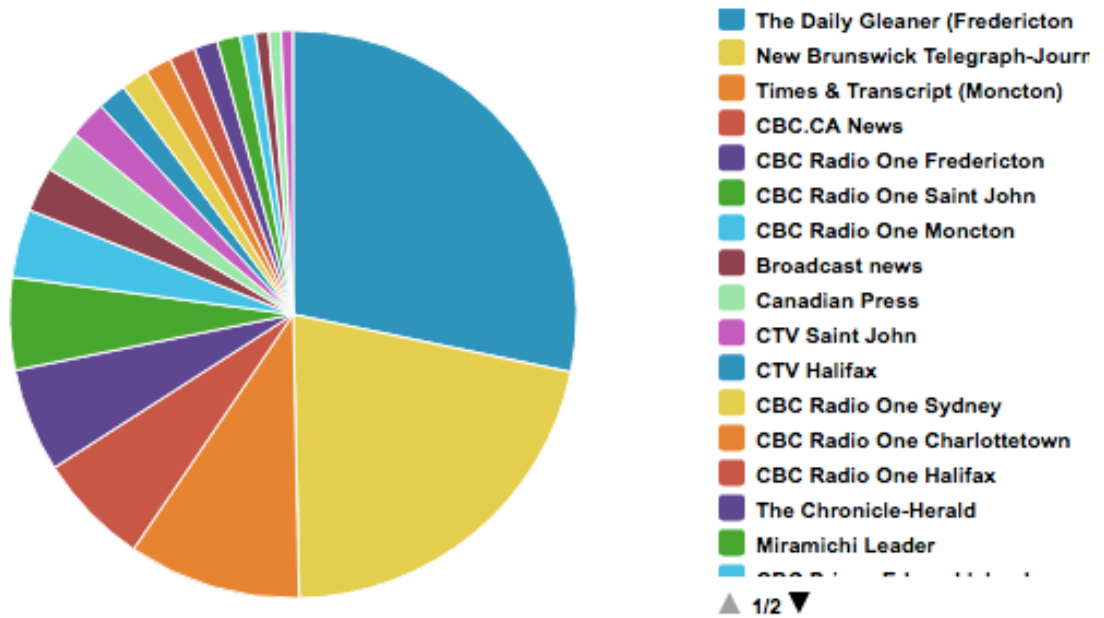
Exposure/circulation/reach (total) (News)



Exposure/circulation/reach (total) (Social)



Top influencers (News)



[EARNED MEDIA GRAPH]

Month	Stories pitched	Stories picked up	Success Rate (%)
October	13	12	92
November			

Media requests to Communications Office:

(Number of media inquiries received and managed by communications staff)

October:

November:



Brand Measurement: UNB's Monthly Media Coverage Report for Dec. 2016

powered by: **infomart**

Date: Thursday, December 1, 2016 - Saturday, December 30, 2016

University of New Brunswick dean named Canada Research chair in cybersecurity

Canadian Security Magazine [Permalink](#)

Published: December 5th, 2016 **Arrived:** December 5th, 2016

Tone: Positive **Reach:** 1380 **No tags**

FREDERICTON — The dean of computer science at the [University of New Brunswick](#) has been named a Canada Research Chair in Cybersecurity. ...

IBM Watson for Cybersecurity Beta Launches With 40 Participants | WIRED

[www.wired.com](#) [Permalink](#)

Published: December 6th, 2016 **Arrived:** December 6th, 2016

Tone: Positive **No tags**

Starting today, 40 organizations will rely upon the clever computers cognitive power to help spot cybercrime. The Watson for Cybersecurity beta program helps IBM too, because Watson's real-world experience will help it hone its skills and work within specific industries. After all, the threats that keep security experts at Sun Life Financial up ... (67 words)

University to reinstate women's hockey after lengthy human-rights battle

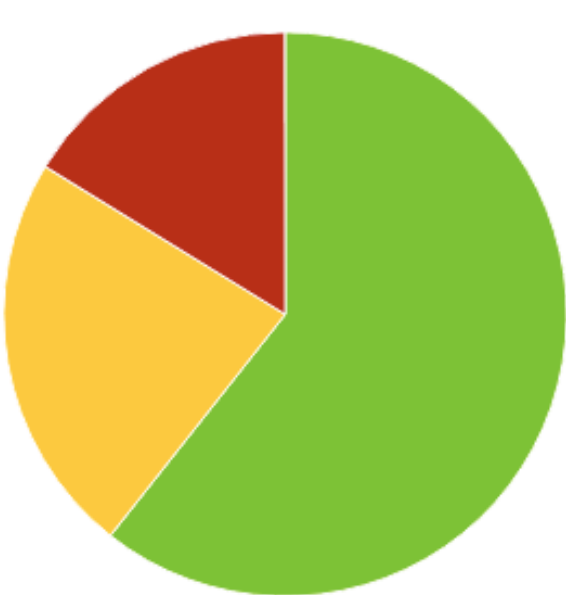
Canadian Press

Published: December 19th, 2016 **Arrived:** December 19th, 2016

Tone: Negative **No tags**

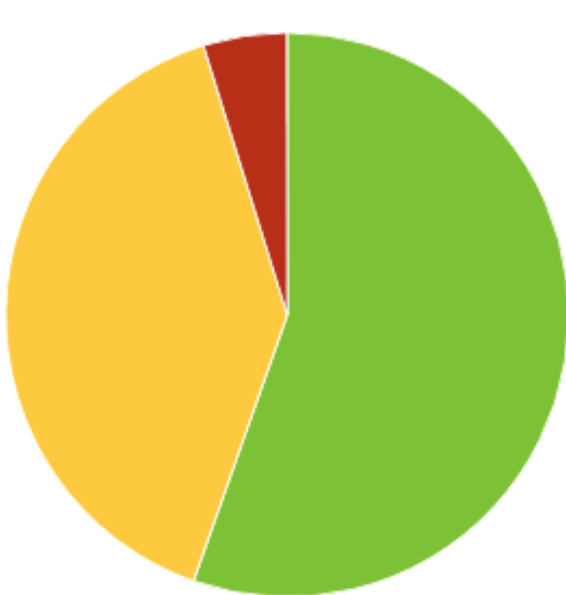
FREDERICTON - The [University of New Brunswick](#) has agreed to reinstate women's varsity hockey starting in the 2018-2019 season, following a 10-year absence and a lengthy battle over human rights. The university downgraded the team to a sports club (145 words)

Tone pie for brand mentions (News)



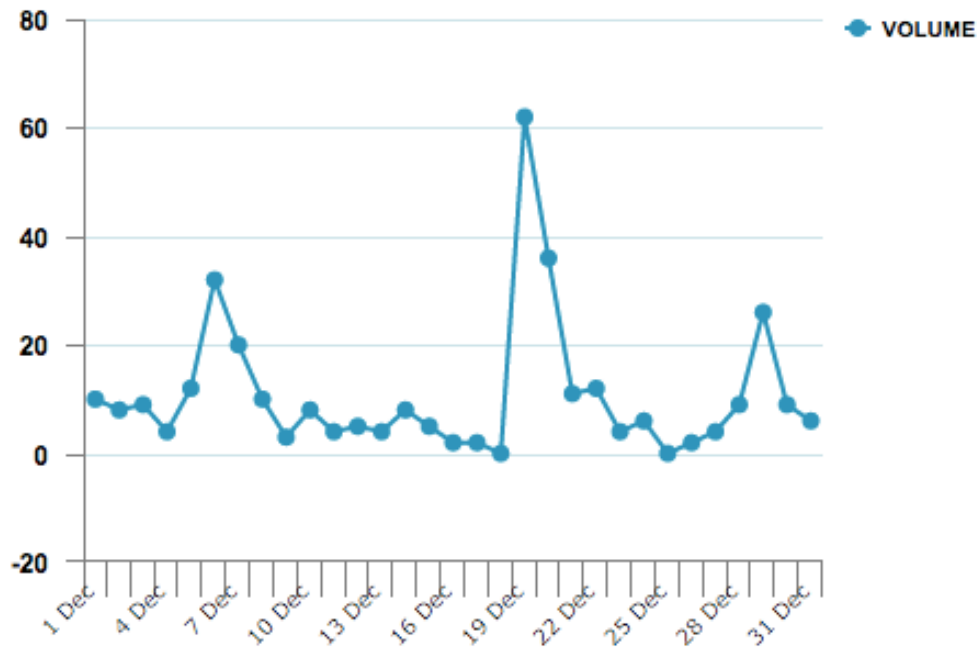
- POSITIVE
- NEUTRAL
- NEGATIVE

Tone pie for brand mentions (Social)

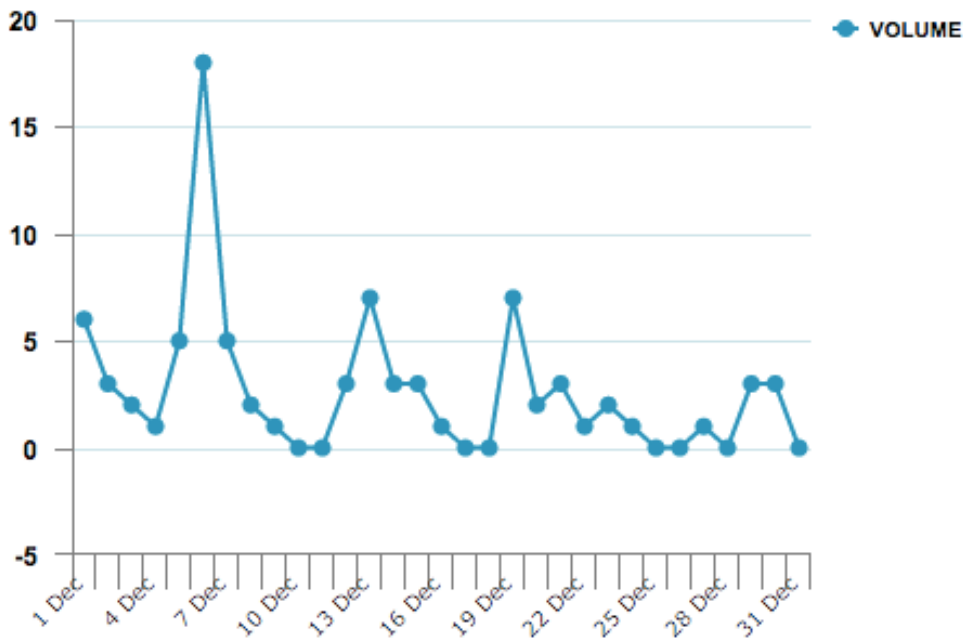


- POSITIVE
- NEUTRAL
- NEGATIVE

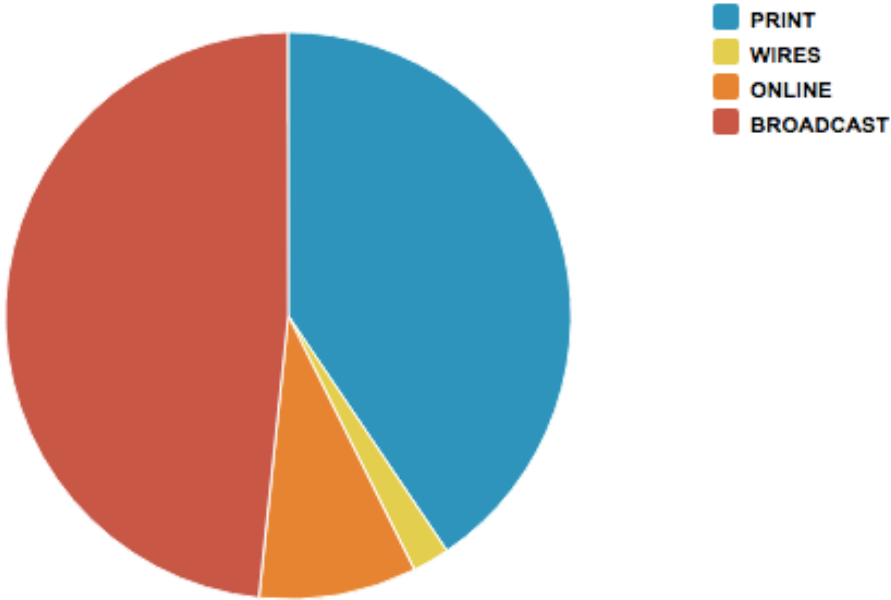
Volume of content over time (trend) (News)



Volume of content over time (trend) (Social)



Media Mix (News)



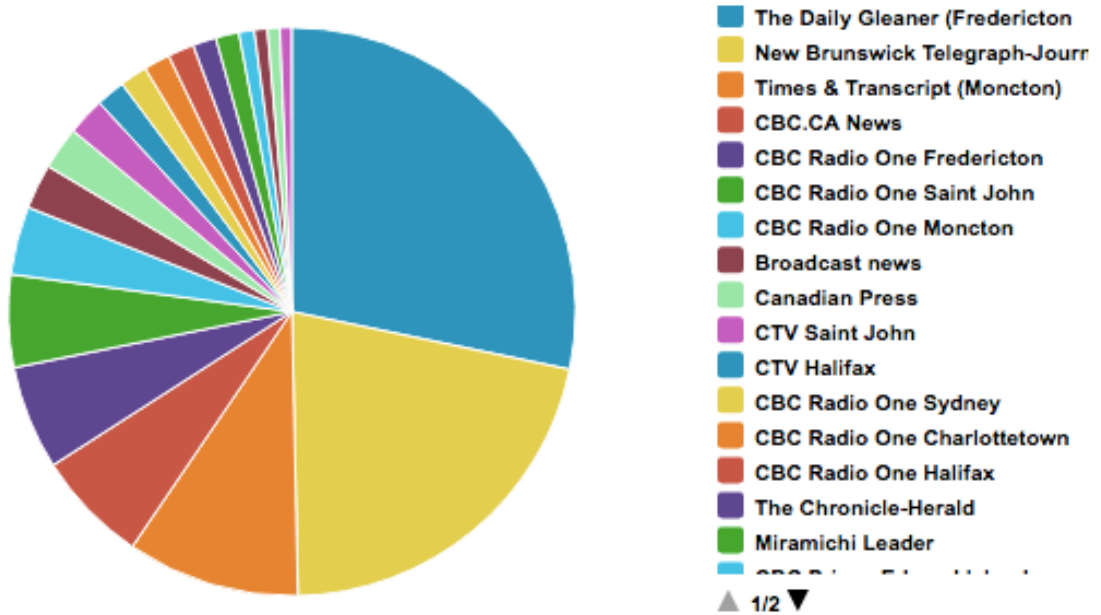
Exposure/circulation/reach (total) (News)



Exposure/circulation/reach (total) (Social)



Top influencers (News)



[EARNED MEDIA GRAPH]

Month	Stories pitched	Stories picked up	Success Rate (%)
November			
December			

Media requests to Communications Office:

(Number of media inquiries received and managed by communications staff)

November:

December: