

1821
MADE
2021

Bicentennial
Celebrations
09/2020-12/2021



Why celebrate?



Unique and important moment in the life of the University allowing us to reflect on our achievements



Recognize variety of contributions of our community members to the world



Show how McGill has directly or indirectly impacted your life



Opportunity for McGill and our community to embark on the journey that is our 3rd century together

Bicentennial vision

For 200 years McGill has been a beacon of knowledge and transformation in Montreal, Quebec, Canada, and the World. Over the next 100 years, we will continue shaping our world and inspire new generations of students, researchers and educators.



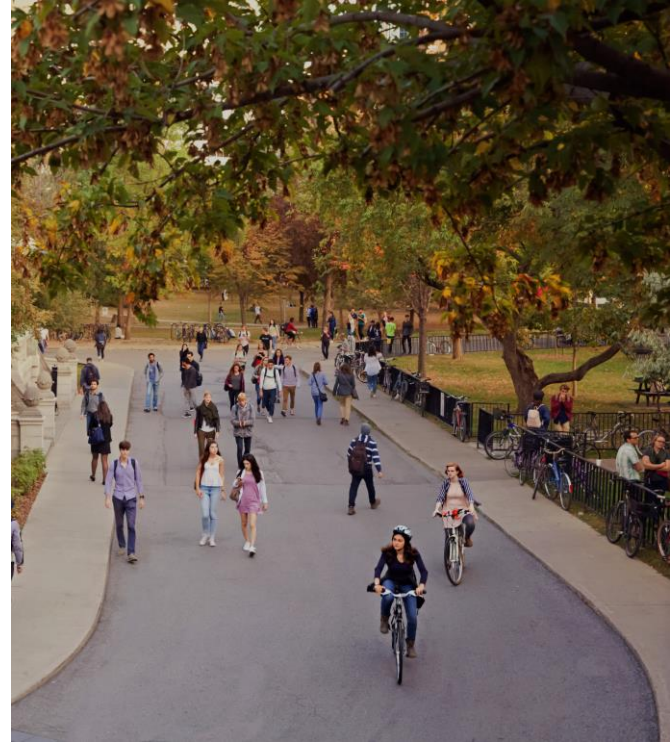
Narrative – The story we're telling

For 200 years, McGill has been a leader in education and research

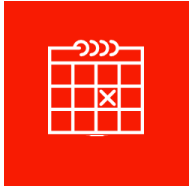
McGill's greatest strength is its people. We are a magnet for global talents, which will keep on educating, innovating, enriching, and impacting the world

McGill is deeply rooted in, and has played a key role in Montreal and Quebec's history

McGill is ideally positioned to address the challenges and complexities of the 21st century



Bicentennial goals



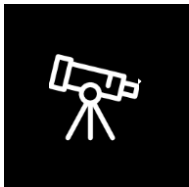
Celebrate milestone anniversary

- Narrate the University's 200-year history in a balanced manner
- Link McGill's past to the University's present and future
- Illustrate how each stakeholder group has played an important role in McGill's history



Engage all our community

- Provide opportunities for students, faculty, and staff to participate in the planning and celebrations
- Highlight and reinforce the deep bonds between McGill, the city of Montreal and the province of Quebec
- Establish McGill as an important partner for our communities' members



Create a shared vision of McGill's future

- Deepen our stakeholders' sense of connection to the University
- Start articulating an answer to the following questions: What is our goal? Where is our destination? How will we be different at the end of the Bicentennial?
- Set markers for McGillians of the future, i.e. what will McGillians celebrating our 250th anniversary look back to?

Bicentennial goals



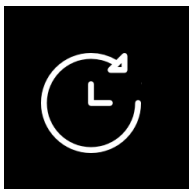
Launch our third century

- Create a number of impactful legacies
- Prepare our community to the era of accelerating changes



Reinforce the University's strategic priorities through the programming

- Ensure programming reflects university's research and academic priorities
- Ensure McGill is recognized as a leader in multiple fields
- Reinforce view of McGill as Canada's most international university

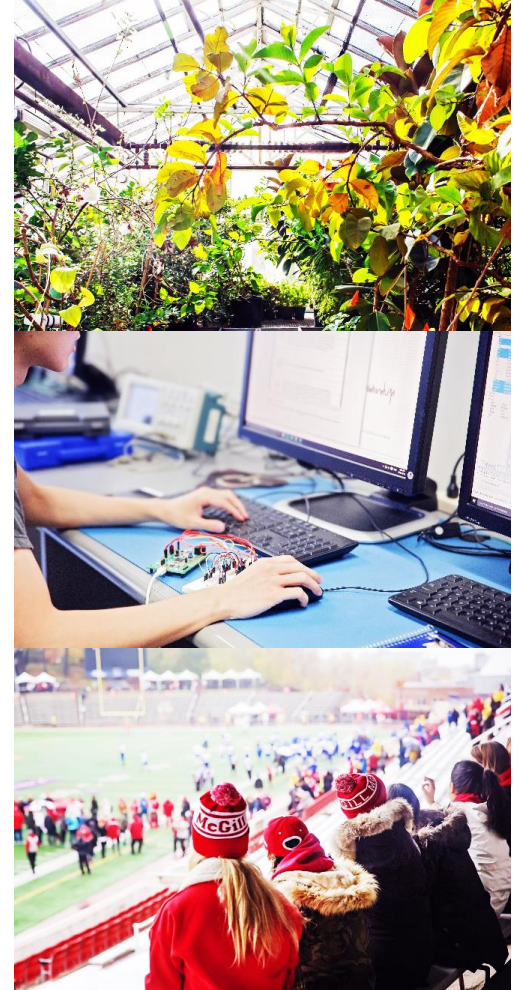


Show how McGill has evolved and will continue to evolve

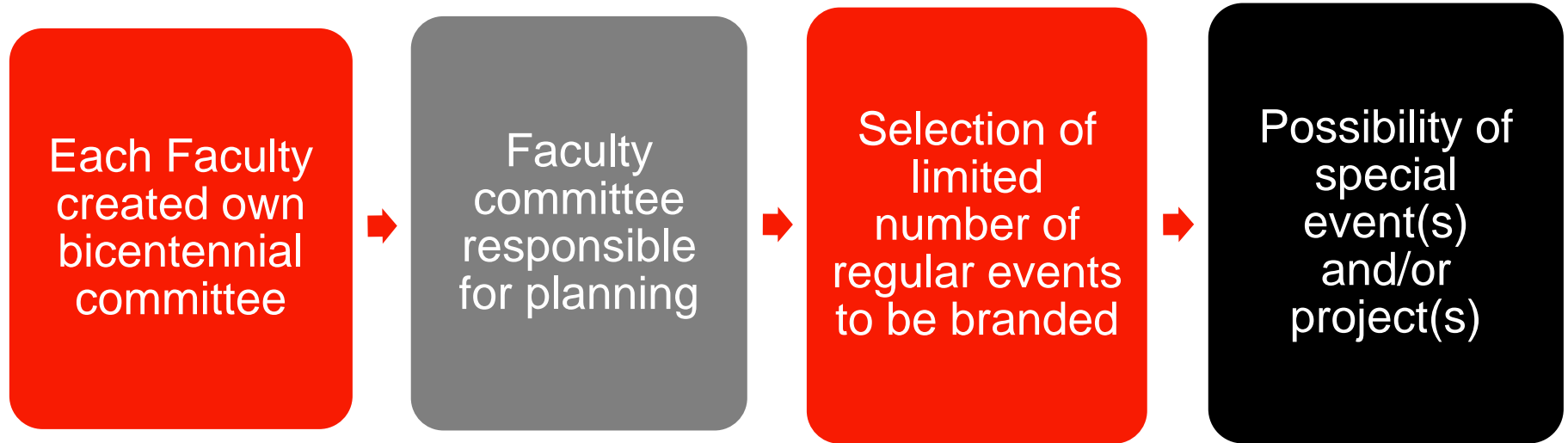
- Connect today's McGill to its past and its future
- Show how McGill continues to shape Mtl, Qc, Canada, and the World
- Surprise our stakeholders in a positive manner
- Showcase McGill's diversity, especially its French side

Guiding principles

- Forward-looking and legacy creating
- Reinforcing McGill's core values
- Strong student involvement throughout
- Branding of Faculty events and major regular events
- Limited number of projects and signature events
- Internal and external funding
- Wow factor



Faculties' planning process



Central units' contributions: rebranding and exploring



University
Advancement

Homecoming



Research
&
Innovation

Beatty Memorial lecture



Student Life
&
Learning

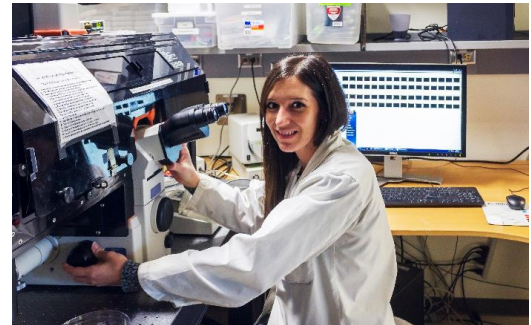
Convocation
Orientation week
Open House

OTHER
UNITS

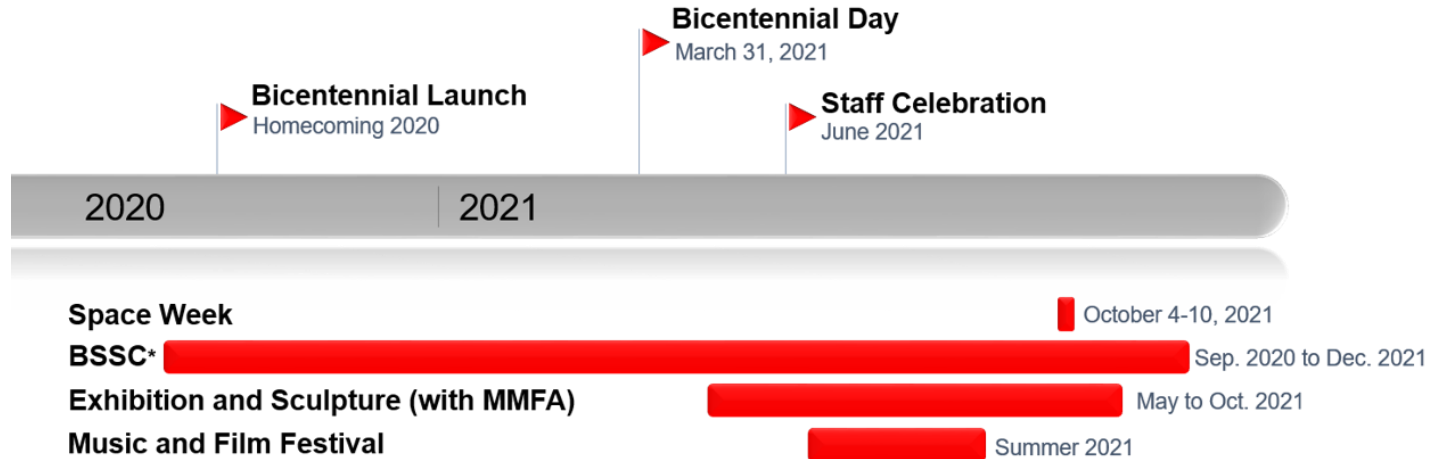
Explore additional
opportunities to showcase
strengths

Key initiatives

- **Research: today and tomorrow**
VP R&I
- **Student outreach**
Bicentennial office & DPSLL
- **International programming**
VP CER
- **Indigenous programming**
Special advisor, Indigenous initiatives
- **History of McGill**
Bicentennial office
- **Equity and diversity**
AP Equity & Academic policies
- **Alumni-related local and international events**
UA
- **Sustainability**
Office of Sustainability



Signature Projects



* *Bicentennial Student Sustainability Challenge*

Launch Weekend

Dates: 24-26 September 2020

Locations: Downtown and Mac Campuses

THURSDAY, SEPTEMBER 24 2020 (DOWNTOWN CAMPUS)

- Festival on Lower Field (activities, F&B, giveaways)
- Official/Formal Launch (SF and VIPs)
- Concert (s)

FRIDAY, SEPTEMBER 25 2020 (DOWNTOWN CAMPUS)

- Rhodes Scholars Reunion
- R&I Time Capsules Launch

SATURDAY, SEPTEMBER 26 2020 (MAC CAMPUS)

- Mac Fair
- Concert using the BSP
- Community meal

HOMECOMING EVENTS | UA



Bicentennial Student Sustainability Challenge



Date: Sept. 2020 – Dec. 2021

Team-based student projects – Bright Spots

- Transformative projects: campus, Mtl, Quebec, Canada, international
- Funding to finalists to work on their projects
- Videos, posters, streaming
- Summer-Fall '21: Posters on McTavish St., from Sherbrooke to RVH
- Alumni participation as mentors and judges



Locations:

- Downtown & Mac campuses
- McTavish St.



200th Anniversary Day

Date: Wednesday, March 31st 2021

Events:

- RVH ground breaking ceremony
- Charter ceremony & Principal's address
 - ✓ Formal ceremony celebrating McGill's Charter
 - ✓ Principal's address – vision of McGill's next century
- Bicentennial cake and drinks
- Alumni celebrations around the world

Locations:

- RVH
- Pollack Hall



Exhibition & Sculpture (with MMFA)



Date: Mid May 2021 to fall 2021

Events:

- Collaboration between McGill and MMFA to organize photo exhibition on Sherbrooke St., between campus and MMFA
- Unveiling and installation of Indigenous sculptures on downtown campus and at MMFA
- Competition to select artist for sculpture
- Creation of selection committee for competition

Locations:

- Sherbrooke St.
- Downtown campus



Bicentennial Staff Celebration



Date: June 2021, after Convocation

Event: Celebrating the contributions of McGill employees (faculty, administrative & support staff), past and present

- Musical entertainment, various activities
- Employee recognition
- Food and drinks



Location: Lower Field – Convocation tent



Music and film festival

Date: Sept. 2020 & June – Sept. 2021

Music

- Creation of multipurpose infrastructure
- Unveiling: June 2019
- Mac campus launch Sept. 2020
- Summer 2021: Montreal-based festivals to present shows
- Music and other performances

Film

- Limited number of McGill-related movies
- Filmed at McGill or involving alumni

Location: Mac campus, Downtown campus



Space and Aerospace Week

Date: 4-10 Oct. 2021

Events:

- McGill's five astronauts as 2021 Beatty Lecture
- Two day conference - McGill faculty & researchers
 - ✓ Faculty of Medicine
 - ✓ McGill Space Institute
 - ✓ McGill Institute of Air & Space Law
 - ✓ McGill Institute for Aerospace Engineering
- Student-led exhibition of space and aerospace related material
- Potential collaboration with Canadian Space Agency

Potential Location(s):

- Downtown campus
- Place des Arts
- Centre Mont-Royal
- SAT



Communications Strategy



Goals:

- **Deepen engagement** with current McGill audiences
- **Create new connections** with people unfamiliar with McGill
- **Build or strengthen a shared sense of community** and identification with McGill.

Audiences:

- Students, faculty and administrative staff
- Alumni, donors and prospective donors
- Montreal and Quebec communities
- Governments: munic., prov., national & international

Key success markers

- Great student, faculty, and staff participation
- Strong alumni engagement
- Lasting legacies created
- Well attended signature projects
- Broad range of events in Faculties
- Improved results in various areas of Montrealers' and Quebecers' perception of McGill



Thank you!

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McGill