News Release

Waterloo Stratford Campus relaunches its website

Stratford, ON (August 11, 2011) – The University of Waterloo Stratford Campus is proud to announce the relaunch of its website: stratfordcampus.uwaterloo.ca. With an updated design, more multimedia and brand new content, the Waterloo Stratford Campus is preparing for the launch of the new school year.

The website includes a new look and feel to comply with the new look and feel of the University of Waterloo website, as well as a photo and video player that better reflects the activities and brand of the campus. New content includes an Events Calendar, an expanded Program area to include our new Advanced Education programs, a Community page that focuses on providing information for our local community, and staff and faculty bios.

"Because the University of Waterloo Stratford Campus focuses on digital media, using digital tactics only makes sense – we want to move the website into the future by combining creativity and technology," says marketing manager Jodi Szimanski. "To attract the best and the brightest students, lecturers, faculty and staff, we need to support our brand of being digital media experts."

An additional goal of the updated website is to increase interaction. It includes forms so that our visitors can sign up for our quarterly newsletter, a monthly events newsletter, and mailings about the advanced education programs. Supporters of the campus will also now have an opportunity to donate online. Visitors can also share the content of the site through Facebook, Twitter and other social media platforms.

The relaunch also includes a blog where staff and faculty members can share experiences and knowledge about digital media, our events and the work of the Master’s of Digital Experience Innovation students. Website visitors can then participate in the conversation.

“We look forward to not just updating our audiences, but also to have a place to share our thoughts on the digital industry and welcome comments and debates from our readers,” says Kayleigh Platz, social media specialist for the Waterloo Stratford Campus. “The Stratford Campus has been built on community support, and I personally am excited to offer a peek into the fast-changing industries that define digital media, and bring our communities along with us.”

About Waterloo Stratford Campus
The University of Waterloo Stratford Campus is focused on undergraduate, graduate and advanced education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo will bring students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus will lead an evolution in learning and career preparation. Students will be immersed in a rich, technology-driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media. www.stratfordcampus.uwaterloo.ca

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