



UNIVERSITY OF  
**ST. MICHAEL'S COLLEGE**  
IN THE UNIVERSITY OF TORONTO

*Press release  
For immediate distribution*

## **The University of St. Michael's College welcomes Laurie Morris as new Director of Communications**

*Associated Press veteran and university communications expert to develop USMC comms strategy and direction*

**Toronto, ON, Jan. 18, 2019** – The University of St. Michael's College has appointed Laurie Morris its Director of Communications, effective February 19, 2019. An accomplished media professional with over two decades of experience in New York media and Canadian university environments, Morris comes to St. Michael's directly from Simon Fraser University in BC, where she oversaw a comprehensive communications strategy that raised awareness of the institution's mission and identity as Canada's "engaged university."

Morris's record of achievement includes 14 years in a variety of director-level roles with the Associated Press, where she helped to shape the reputation and strategic direction of one of the most trusted news organizations in the world. Her success in navigating the world of news media during an era of tumultuous, unpredictable change acquainted her with the core dynamics of emerging platforms and communications technologies. This expertise will enable her to lead St. Michael's in the communication of its unique, values-driven mission and vision while working with St. Michael's staff, external partners and colleagues at the University of Toronto.

"It's a remarkable opportunity to join an outstanding Catholic university and a federated partner of one of the top-ranked universities in the world," Morris said of her appointment. "I think mission-driven organizations like USMC share a passion for a higher purpose, one which translates into a practical yet creative pursuit of the common good. I look forward to working with students, staff and faculty to help St. Michael's fulfill this mission. St. Michael's has a unique vocation in the world of Canadian higher education, and its leaders are deeply connected to the purpose behind their work."

"St. Michael's is thrilled to welcome Laurie Morris to take on the important role of Director of Communications," St. Michael's President David Sylvester, PhD said of the appointment. "She arrives at a time when USMC is experiencing the renewed relevance of

its undergraduate and graduate programs. I look forward to working with Laurie as a member of the president's senior leadership team. Her collegiate experience will be invaluable as she leads us forward in telling the story of our community in partnership with the University of Toronto, the Toronto School of Theology and our community partners."

"Laurie made a significant contribution in her time at SFU, refining our brand narrative, architecture and visual identity," says Dr. Joanne Curry, Vice President, External Relations at Simon Fraser University. "She brought diverse groups from across SFU together to communicate in a more united and effective way, and we are grateful for the lasting impact she has had on our brand."

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### **About the University of St. Michael's College**

St. Michael's College was founded in 1852 in partnership with the Congregation of St. Basil in Annonay, France, and became an official Federated College in the University of Toronto in 1910. It remains a centre of Catholic thought, and inspires socially conscious and intellectually engaged students through its undergraduate programs, its graduate Faculty of Theology and its Continuing Education division.

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