



Your London Calling

Supporting the Student Experience

Presentation to the Town & Gown Committee



What **Students** Mean to London

- More than 10% of the London population
- Major economic contribution to local business
- Primary users of London's public transit system
- Source of innovation and creativity
- Provide global exposure, connections and diversity



What **London** Means to Students

- A place live and learn
- Recreation and entertainment
- Professional and volunteer networks
- A community to consider calling home after graduation



How do we make students feel **welcome**?

- Post-secondary - developed programs
- Students' Councils run student-focused events
- Specialized supports - international students, off campus, graduate students



The Gap

- Currently no one place that holds information relevant to students living in London
- No **‘one stop’** source of information *for students, about students, by students*





An Idea ...



The Idea: Your London Calling

- A website - student experience in London, built for students and by students
- City content:
 - Maps, info on City services, Police , Fire
 - Videos explaining City by-laws
 - Information on engagement, summer employment, etc.



The Idea: Your London Calling

- Other Content:
 - Festivals and events
 - Links to community organizations
 - Content from Students' Councils
 - Student-generated content



Who will build it?

- **Your London Calling Student Task Force**
 - Develop a brand for “Your London Calling”
 - Compile and build content
 - Launch and promote site by Fall 2014
 - Maintain and keep fresh



Recommendation:

That Civic Administration **BE DIRECTED** to establish a “Your London Calling Student Task Force” composed of students living in London for the purpose of developing a website focusing on post secondary student resources with a target website launch date of September 2014.





Questions?

