Report on Communications and Alumni Relations to Faculty Council

Submitted by Kathleen O’Brien, Communications and Development Officer

Friday, March 20, 2015

COMMUNICATIONS

Publicity/Media/Event Management

➢ Wrote news story on Dean’s involvement with Memory Institutions research report. Successfully pitched and appeared on UofT news website

➢ Successfully pitched “Cool Job” with 2012 alumnus Jake Paleczny to U of T Magazine and News @UofT

➢ Successfully pitched black history month and ROSS events to The Bulletin campus e-newsletter

➢ Sent out media inquiries to faculty members from Global News, Corporate Knights, CBC Metro Morning, Space Channel, documentary film maker, Humber news

➢ Organized and ran March 3 ROSS team event with IBM Watson Challenge winners

➢ Gave iSkills Workshop on February 13: Media Relations and Press Release Writing

➢ Edited and posted story on Book History and Printing Culture (BHPC) Apprentice at Massey College. Edited and posted story on History of Museum Studies (Musings) article. Also wrote stories on Doctoral alumnus being shortlisted for award, and four Museum Studies students receiving the governor general award for exhibition

➢ Partook in Hackathon event during iSchool Reading week

➢ Rewrote two alumni profile stories, one on Judith Margonis and the other one Justin Sherer). Took photos of Justin at his workplace.

➢ Worked with students on elements of new PhD web pages. Began collecting content
Took photos of Dr. Guy Berthiasume and sent to him. Posted on social media.

Wrote report on iSchool round up of news for Elan, ex-libris newsletter.

Did publicity for #AskSnowden event.

Took photos of Museum Studies food research class for Professor Mihalache.

**DEVELOPMENT**

**Stewardship/Alumni Relations/Event Management**

- Publicized FIAA student conference grants.
- Helped organize parts of Bertha Bassam Lecture, and worked at event (March 11).
- Attended ADO Retreat (Feb. 3).
- Met with FIAA Treasurer for budget planning.
- Gathered FIAA grant winners listings for three years for planned new page.
- Pulled Class of 1965 for 50th Spring Reunion invites.
- Attended FIAA meeting (18 Feb).
- Began Spring Reunion planning.
- Posted OLA event attendees to DIS database.
- Sent out over 200 thank you cards.
- Helped publicize FIAA Job Shadowing program for students.