Continuing Key Priorities

1. Supporting the iSchool Strategic Plan 2012-2017
   - Develop specific fundraising strategies to address the need for increased student financial support and co-op program support. These funding priorities have been identified as key to achieving Student Recruitment goals.

The following are highlights of advancement activities toward the achievement of this goal

Major Gift Opportunities:
   - A significant proposal for funding to support students from sub-Saharan Africa to study at the Faculty was submitted to the MasterCard Foundation by the Vice President of Advancement on behalf of the Faculty. The project will not be funded at this time, but MasterCard is interested in cultivating a relationship with us toward other initiatives.
   - Exploring funding initiatives to support the McLuhan program

Community Engagement:

**Bertha Bassam Lecture** with Professor R. David Lankes – Syracuse University  
*Radical Librarians – Librarians as Change Agents*
Event held on March 11, 2015 was a success with 171 attendees at the evening lecture.

<table>
<thead>
<tr>
<th>Audience Statistics</th>
<th>Registered</th>
<th>%</th>
<th>Attended</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>115</td>
<td>40%</td>
<td>70</td>
<td>41%</td>
</tr>
<tr>
<td>Students</td>
<td>59</td>
<td>20%</td>
<td>32</td>
<td>19%</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>30</td>
<td>10%</td>
<td>13</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>87</td>
<td>30%</td>
<td>56</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>291</strong></td>
<td><strong>100%</strong></td>
<td><strong>171</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Forty-three (43) individuals attended a Roundtable Panel: “The Future of Library Education” and invited guests from the Faculty also participated in the Toronto Public Library presentation, “Expecting More from our Libraries and Communities.”

Post-event survey highlights:
   - 30% response rate
   - 85% rated the event as excellent or very good
90% were very satisfied or satisfied with the venue
91% very satisfied or satisfied with organization of event
60% heard about the event via an email notice

Sampling of Survey Comments:
“**The evening strengthened my belief in the power of community connection. It was a fabulous and inspiring talk. Thank you!**”

“**While the lecture was excellent and the speaker was engaging, it was uncomfortable choosing whether or not to cross the picket line, which effectively forced the audience to pick a side in a labor dispute. It would have been better to relocate the lecture off campus, or to acknowledge the strike situation at the beginning of the lecture.**”

“**The event was very enjoyable and well organized. It involved a tremendous amount of work, which I appreciate.**”

**Spring Reunion – May 28**
- Save-the-date notice and invitation to honoured year classes 1965 (50th) and 1990 (25th) anniversary being mailed shortly.
- Planning for alumni engagement activities beginning.

**Annual Fund**
- At the writing of this report, current data was not available due to transition to new donor database (ARBOR). Active calling of Leadership Annual Giving donors underway to encourage gifts prior to the fiscal year end.
- Spring mail campaign sent this month
- Fall campaign design and message in development

**Faculty / Staff Giving Campaign**
- To be launched in April. Stay tuned for more details. Seeking volunteer faculty and staff ambassadors for the campaign. Please contact Audrey Johnson for information am.johnson@utoronto.ca