COMMUNICATIONS

Publications

- Alumni E-newsletter
  - Sending out monthly editions

Publicity/Media

- Sent out two press releases to media.
  - Bertha Bassam lecture release resulted in David Weinberger appearing on CTV’s Canada-AM
  - Release on Enhanced Drivers’ Licences’ expert, Prof. Andrew Clement, resulted in him appearing on OMNI TV’s news show
  - Assisted getting Prof. Clement’s op-ed on EDL in Toronto Star
- Organized 80th birthday celebrations for October 22 (included iTea, exhibitions)
- Successful Bertha Bassam lecture for Oct. 23 (full house with more than 200 guests)
- Weekly email messages are being now being sent Thursday mornings to i-Announce summarizing events that week; posters being put up around buildings; plasma screens

Marketing

- Recruitment materials now being worked on include external and interior banners
- External banner delayed due to approvals process

Digital Communications

- Plasma Display Screen
  - Average posting 3-4 events each week

- Website
  - Working on getting alumni news moved to “Alumni Circle”

DEVELOPMENT

- Meeting regularly with Alumni Executive
- Sent out thank you letters representing nearly 20 award and scholarship recipients
- Revising and updating award records
- Putting together appreciation/thank you package for Manulife and University of Toronto Alumni Association for sponsorships to internships and 80th Anniversary celebrations
- Submitted in nominations for Gordon Cressy awards
- Soliciting donations for Brian Cantwell Smith Ideas Exchange
- Processing Annual Fund gifts, and submitted copy for appeal letters
- Sent out five appreciation packages for annual Donor Financial Reports to major donors