Report on Communications/Development to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Officer
Friday, September 17, 2010

COMMUNICATIONS

Publications
- Monthly alumni e-newsletters
  ➢ Sent out monthly editions promoting news, events and faculty activities

Publicity/Media/Marketing
- Obtained coverage for several Museum students in The Bulletin, Toronto Star and Metro newspapers
- Arranged for several stories to appear on U of T website and Bulletin newspaper
- Email weekly messages to i-announce summarizing events that week
- Averaging several tweets per week
- Finishing YouTube video featuring historical reflections of Professor Emeritus Nancy Williamson
- Finalizing introductory PowerPoint for Faculty
- Submitted Faculty report of activities for spring and fall edition of Ex-Libris Association’s newsletter, Elan
- Helped publicize CONTACT photography festival
- Created “Faculty Research” double-sided backgrounder for distribution (students)

Digital Communications
- Plasma Display Screen
  ➢ Averaging 3-4 new screens per week
- Website
  ➢ Writing several stories a week for iSchool website
  ➢ Post approximately five events a week on site
  ➢ Completed links to biographies for past Lecture and Conference guest speakers
  ➢ Completed updates to several web pages this summer

DEVELOPMENT
- Helped host 50 guests at Alumni Reception (Feb. 25) during OLA SuperConference
- Helped raise funds for Cheryl Meszaros Lecture in Museums and Publics series
- Worked on several alumni projects and programs including Job Shadowing, Ask an Alumn, Conference Grants, and FIAA Outstanding Students/Alumni awards
- Helped organize and run Spring Reunion (May 26) with nearly 100 attendees
- Helped organize and run Convocation Reception with more than 300 attendees
- Sent out more than 350 thank you letters to donors since last report
- Updated several award records
- Sent out appreciation letters for recent student awards
- Working on identifying lost contact information for alumni records
- Helped develop materials for Annual Fund campaign
- Organized two appreciation donor events this summer
- Attended monthly executive meetings for Alumni Association