COMMUNICATIONS

Publications
- Alumni E-newsletter
  - Sending out monthly editions, and getting nearly 30% readership (clicks). Average for email newsletters is approximately 4-10 per cent.

Publicity/Media/Marketing
- Worked with CBC and Global TV featuring students or faculty on various issues
- Arranged for several stories to appear on U of T website and Bulletin newspaper
- Email weekly messages to i-announce summarizing events that week
- Updating recruiting brochure for potential students
- Working with Office of Research to post professor profiles (currently four published)
- Held a launch and Open House for Brian Cantwell Smith Ideas Exchange
- Averaging several tweets per week
- Interviewed Professor Emeritus Nancy Williamson on video for possible publicity purposes

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
  - Working on creating links to biographies for past Lecture and Conference guest speakers

DEVELOPMENT
- Alumni Reception will take place during OLA SuperConference (Feb. 25)
- Arranged photo shoot with past recipients of Manulife internships
- Working on job shadowing program with alumni for students
- Helped publicize student conference grants
- Gearing up for May’s Spring Reunion
- Sent out more than 250 thank you letters to donors since last report
- Updated several award records
- Sent out appreciation letters for recent student awards
- Attended training sessions for donor and giving strategies
- Working on identifying lost contact information for alumni records
- Collecting donations for Cheryl Meszaros Museums and Publics Lecture Series