Report on Communications/Development to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Officer
Friday, November 20, 2009

COMMUNICATIONS

Publications
- Annual Alumni Magazine
  - Sent out notice in Oct. 2009 that magazine is now electronic and available online. By request, sent out approximately 50 color printer copies.
- Alumni E-newsletter
  - Sending out monthly editions

Publicity/Media
- Sent out press release regarding DARE challenges
- Arranged for three stories to appear on U of T website and Bulletin newspaper
- Weekly email messages to i-Announce summarizing events that week; designing posters; plasma screens
- Three external banners installed on outer building in summer 2009
- iSchool water bottled designed for Orientation giveaway for first year students
- Submitted stories to CASLIS and Ex-Libris Association publications on recent iSchool activities
- Working with Office of Research to post professor profiles
- Working on organizing launch of Brian Cantwell Smith Ideas Exchange and Dec. 2 end of term iTea
- Sending out tweets when there’s news. A few times a week average
- Working with designer to publicize weekly iTeas

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

- Website
  - Writing several stories a week for iSchool website; posting approximately five events a week on site
  - Created four “slide shows” on web site front page
  - Added “Meet Our Students” to website under Student section

DEVELOPMENT
- Sent out more than 200 thank you letters to donors
- Updated Annual Fund content for campaign
- Working on updating out-of-date award records
- Working on appreciation letters for recent awards
- Sent out letters of appreciation and annual financial reports for eight donors
- Hosted major Museum Studies donor
- Working on identifying 1,700 lost contact information for alumni records
- Preparing appreciation package for Nelson Mandela sponsors