Report on Communications/Development to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Officer
Friday, November 12, 2010

COMMUNICATIONS

Publications
- Sent out annual alumni magazine, *Informed*, to 4,000 graduates
- Emailed November e-newsletter promoting news, events and faculty activities

Publicity/Media/Marketing
- Arranged article in The Bulletin newspaper on our Information Architect
- Reprinted “Faculty Research” double-sided backgrounder for distribution several times
- Email weekly messages to i-announce summarizing events that week
- Sending out several tweets per week, and updating Facebook occasionally
- Posted YouTube video featuring reflections of Professor Emeritus Nancy Williamson
- Working with a new video team to create another YouTube video featuring our Faculty
- Working on designing publicity materials for Student Services
- Had templates designed for promoting events

Digital Communications
- Plasma Display Screen
  - Averaging 3-4 new screens per week

- Website
  - Working on creating new In Memoriam section of our grads
  - Writing several stories a week for iSchool website
  - Post approximately five events a week on site
  - Completed updates to several web pages this summer

DEVELOPMENT
- Expanded the “Ask an Alumn” program, with the web page at the end of September getting 140 page views, 101 unique ones. Average time on the page was 2:54 minutes, which is almost two times more than average
- Also designed a double-sided summary of all participants; sent to faculty members and left at reception and Inforum for students to pick up
- Working on raising funds for Clara Miller Memorial Fund with proceeds going to students
- Helped organize October 27 iTea featuring Alumni Stars
- Working on several alumni projects including Conference Grants
- Sent out appreciation letters for recent student awards
- Wrapping up annual donor financial reports for eight individuals
- Attended monthly executive meetings for Alumni Association
- Helped identify individuals for Major Portfolio assignment
- Working on new appreciation card design