Development / Advancement Report

I Introduction

- Audrey M. Johnson, Senior Development Officer, filling in for Robin Kester who is on maternity leave until Jan 2014.
- Mandate is to
  - increase funding resources for academic, student and capital needs from a variety of sources.
  - facilitate donor support by encouraging alumni, public and private engagement in key iSchool priorities.

II Previous Year (Done by Robin Kester)

Foundational activities to equip the iSchool with tools needed for successful fund development, including:

- Development of iSchool Case for Support
- Digital launch of iSchool Boundless Campaign
- Prospect list qualification, ongoing cultivation and stewardship of donors
- Student Award in Interactive Digital Media
- Amber Wilde Award and Memorial Lecture

III Objectives/Plans for upcoming year

Key Priorities

- Identify 10 – 20 corporate and individual prospects from which to secure major & principle gifts to the iSchool in this calendar year.
- Raise $50,000 by Dec 31, 2013 to secure matching dollars from the Provost’s PhD Enhancement Fund
- Identify key sponsor(s) for approved priorities in the faculty Business Plan including student awards, the McLuhan Program and the Centre for Global Museology.

Activities to date

- Meetings with faculty to learn about areas of research / focus to determine potential funding opportunities
- Researching and meeting with corporations, foundations, associations and individuals to explore funding possibilities for the iSchool
- Developing marketing materials for corporate approaches
- Coordinating Boundless Street Banner portraits
- Planning and executing Staff / Faculty Giving Campaign – March 1 – April 30 to raise money for PhD funding. Funds raised will be matched by the Provost’s PhD Enhancement Fund up to $50,000
- Planning cultivation event for gift planning prospects (April)
- Liaising with Division of University Advancement (DUA) on central objectives and targets

IV Plans for 2013 and beyond

- Increase faculty and staff giving to 100% participation
- Increase iSchool profile among industry and high net-worth individual prospects
- Sharp Lectures (2013 & 2014) – reception & advancement activities
- McLuhan program 50th anniversary – TBD