Advancement Report to Faculty Council  
Key activities February 14 - April 15, 2014  
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iSchool Strategic Plan 2012-2017  
Priority 5: Enrich  
Enrich our environment and culture for study, research and work:  
**Goal 4: Improving our Advancement approaches.**  
Strategies and Actions  
a. Support the continued development of our Advancement Program.  
b. Focus on refining and achieving our Advancement targets.  
c. Engage all faculty, librarians, staff and students in the Advancement process.  
d. Create opportunities for alumni to support the Advancement process.

**Advancement Highlights:**

**Major Gifts:**  
Corporate proposal: Submitted March 2014  
Amount: $85K  
Funding priority: Student Experience, Internships Academic Libraries

Foundation proposal: To be submitted in May 2014  
Amount: $22,800 USD (Request for multi-year commitment)  
Funding priority: Student Experience, Internships Academic Libraries

Foundation proposal: In development  
Amount: $2.5M USD  
Funding priority: Curatorship, Centre for Museology, Information and Culture

Foundation proposal: Declined March 2014  
Amount: $3M  
Funding priority: Program Support, Centre for Museology, Information and Culture

Individual proposal: Declined March 2014  
Amount: $100K  
Funding priority: Program Support, Gameplan Entrepreneurship Program

**Gift Planning:**  
Individual: confirmed - documents pending  
Individual: decision pending

**Outreach:**  
Three meetings in March/April have been held with associations and organizations with the purpose of deepening our relationship to the information profession; introducing the iSchool; creating conditions for collaborations/partnerships/recruitment or financial support. The format is Dean Ross and others as appropriate meet with executive members or an opportunity is provided to speak to members.  
Meetings held with:  
- Toronto Association of Law Libraries (TALL)  
- Canadian Association of Professional Academic Librarians (CAPAL)  
- Association of Prospect Researchers for Advancement (APRA Canada)  
- Canadian Association of Law Libraries (CALL)  

Upcoming speaking engagement and meetings scheduled with iRMAC, IASSIST and OMA.
Event:

I.P. Sharp Lecture with National Archivist of the U. S., David Ferriero held on March 26, 2014 was a success with 200 attendees.

“Ferriero was a terrific choice and I found his talk entertaining, informative and inspirational”

“I really found the topic applied to my work. I would attend future events at the Faculty of Information”

“It was an interesting lecture and event. Well organized with elegance and style. The lecture had just the right mix of facts and humour and it was obvious the speaker was attuned to the audience. Great stuff – keep it coming.”

Post- event survey highlights:

36.5% response rate
83% said the event was excellent or very good
93% very satisfied or satisfied with speaker, David Ferriero
95% very satisfied or satisfied with organization of event
67% heard about the event by receiving an email notice
22 suggestions for speakers or topics of interest for future events

Areas for improvement:

95% very satisfied or satisfied with location, however, some open-ended comments (6) about Innis Town Hall and reception venue not being the best choice on campus for the number of people in attendance.
71% very satisfied or satisfied with food
A few open-ended comments received on ways to improve the structure of lecture to engage the audience and reference current events.

Alumni Contactability Project:

Phase 1: Working with Division of University Advancement (DUA) on a project to develop strategies for increasing alumni email contactability. Currently, we are able to contact 81% of our alumni and email 48%.
Phase 2: Improve data capture of alumni employment information.