Report on Communications/Development to Faculty Council  
Submitted by Kathleen O’Brien, Communications and Development Officer  
Thursday, June 23, 2011

COMMUNICATIONS

Publicity/Media/Marketing
- Arranged or wrote four stories that appeared in The Bulletin campus newspaper on student-designed exhibition, professor award, and Museum Studies student internship discovery.
- Arranged for student to be profiled in School of Graduate Studies newsletter online (May).
- Sent out several press releases on McLuhan100 centenary celebrations, generating coverage in Toronto Star, Annex Gleaner and Globe and Mail.
- To accommodate the timing of events, changed email weekly messages to i-announce summarizing events that week to Tuesdays
- Working with a new video team to create another YouTube video featuring our students
- Designing and publicizing Museum Studies Colloquium series, and iSchool Colloquium Series
- Publicized weekly iTeas (email, poster, plasmas)
- Helped Museum Studies students publicize exhibitions via press release
- Learned more about role of communications and publicity from hosts at iConference Seattle, in advance of us hosting 2012
- Organized several iTeas (cupcake and business etiquette)
- Prepared publicity materials and give aways promoting iConference 2012
- Sent out month e-newsletters to alumni, staff, faculty
- Liaised with several faculty members to publicize research or program news on website
- Sent out press release publicizing Prof. Kelly Lyons’ award
- Organized all publicity material for Door Open Toronto (May), including creating original pieces on the history of the building and a few fact sheet on the Faculty
- Managing marketing project for website and SEO to help recruitment efforts
- Helped run Convocation Reception for record number of attendees (400)

Digital Communications
- Plasma Display Screen
  - Averaging 4-7 new screens per week
- Website
  - Writing at least a story a day for iSchool website
  - Post approximately 5-8 events a week on site
  - Send out several tweets per week, and updating Facebook posts and photos

DEVELOPMENT
- Applied for and won $5,000 grant for Nelson Mandela Foundation summer internship
- Organized February 3 OLA SuperConference Alumni Reception for more than 60 graduates
- Raised $4,000 in funds for Clara Miller Memorial Fund with proceeds going to students
- Publicized new FIAA Student Conference Grants, which were awarded to eight students
- Sent out appreciation letters for recent student awards
- Attended monthly executive meetings for Alumni Association
- Helped organize Spring Reunion for more than 60 alumni guests