Report on Communications/Development to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Officer
Friday, November 25, 2011

COMMUNICATIONS

Publicity/Media

- Helped create pages featuring Faculty Research on the website
- Sitting on committees to work on website updates and recruitment strategies for web, including social media policies and key messages
- Created new Faculty folder for general publicity and information sharing
- Helped getting professional photography shots of staff and faculty photos on the website
- Send out several tweets per week, and updating Facebook posts and photos
- Secured faculty member appearing on CTV
- Send out weekly messages to i-announce summarizing events that week
- Continuing work on creating a promotional video featuring our students for recruitment
- Publicize weekly iTeas (email, poster, plasmas)
- Working on events, brochure, signage, panel sessions for iConference 2012 purposes
- Sent out monthly e-newsletters to alumni, staff, faculty
- Created new plasmas on alumni testimonials
- Liaised with many faculty members to publicize research or program news on website
- Designed Information Night recruitment materials
- Working on creating a new “Faculty in the News” section

Digital Communications

- Plasma Display Screen
  - Averaging 4-7 new screens per week
  - Posting new hero boxes on website based on plasma designs
- Website
  - Writing stories weekly for iSchool website
  - Post approximately 4 events a week on site

DEVELOPMENT

- Helped organize Alumni Stars iTea on October 26 with nearly 15 alumni volunteering
- Helped organize November Convocation reception with nearly 50 students and guests
- Ongoing appreciation letters for recent student awards and annual financial reports to major donors
- Attended monthly executive meeting for Alumni Association
- Added new “Grants & Awards” section to alumni web page