Report on Communications/Development to Faculty Council  
Submitted by Kathleen O’Brien, Communications and Development Officer  
Friday, November 30, 2012

COMMUNICATIONS

Publicity/Media/Event Management

- Put out *Informed* magazine, added flipbook style, sent out notice to 4,300 alumni, mailed 250 copies
- Promoted Filipino scholar event press release, ischool colloquium series, new iSchool app, Linotype premiere, and Guatemala talk
- Dealt with seven separate challenges that affected communications and alumni relations due to technology issues
- Added several professors to Faculty in the News website page (Clement, Shade, Ratto)
- Set up Global TV National interview with Prof. Leslie Shade and student, Allison Moore on inappropriate Halloween costume tweet by celebrity producer
- Wrote story and successfully pitched Bulletin newsletter that used profile story of graduating student Rebecca Niles
- Presented powerpoint for faculty meeting on ways to help them promote scholarship
- Sent eight professors’ expertise to add to Blue Book for U of T media relations
- Did publicity for Sara Grimes’ Sesame Workshop white paper report. Story made U of T news and Bulletin newsletter
- Publicized Dare Projects for Prof. Naidi Caida’s class
- Wrote story on successful job search for Von Totanes for web, did social media
- Photos uploaded on Flickr including iTea, Linotype film, and the Associations event.
- Presented publicity ideas and media advisory how to for Matt Brower’s Museum class

Regular Weekly/Monthly Activities:

- Send out several tweets per week, and updated Facebook posts and photos
- Send out weekly messages to “announce” summarizing events that week
- Send out monthly alumni e-newsletters to alumni, staff, faculty
- Publicize weekly iTeas and iSchool Colloquium Series (email, poster, plasmas)
- Average posting 4-7 new screens per week, and approximately 5-8 events a week on site
- Write several stories each week for iSchool website
- Helped create and place new hero boxes for plasmas and in atrium area

DEVELOPMENT

Stewardship/Alumni Relations/Event Management

- Applied for and won $8,000 funding to support Nelson Mandela Internship
- Publicized FIAA grants to students and alumni, including new website address, since original had been inactive for four months due to technology issues
- Added grants, award information and deadlines to alumni web pages and helped provide information to populate pages
- Helped organize November Convocation Reception for graduates
- Sent out email to students offering graduation pins. Sent out five of them
- Met with DUA rep’s re Digital Media Launch
- Organized permissions for alumni, student and faculty to be part of fundraising campaign. Worked on copy and photo gathering
- Organized photo shoots for faculty, students, etc. in classrooms for above. Accompanied photographer around to five classrooms, three individual photos shoots (two of which were students, 1 prof), outside shots, the Dean, and the Semaphore Lab

**Regular Weekly/Monthly Activities:**

- Attend monthly executive meetings for Alumni Association
- Attended ADO/SDO meeting on campaign update
- Arranging to send out holiday cards