Report on Communications and Alumni Relations to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Office
Wednesday, March 30, 2016

COMMUNICATIONS
Publicity/Media Relations/Strategic Consultation

➢ Research, read reports, and interviewed stakeholders to write internal Communications Plan to keep community updated on 4th/5th Renovations (iReno 2016)
  o Designed and posted plasma screens
  o Edited drafts of communiques
  o Consulted on Inforum materials
  o Created and populated web page with content
➢ Prof. Irina Mihalache chosen as guest lecturer for prestigious Stress Free degree series during Spring Reunion (brought to attention from research article pitched to UofT news)
➢ Pitched UofT News on information overload to several professors
➢ Sent out media inquiry from CBC to professors to appear on radio for privacy and iPhone
➢ Took photo of DSA doctoral students and placed on web, social media
➢ Working on gender-neutral washroom communications (draft of messages)
➢ Designed new plasmas for Robarts promoting iSchool
➢ In on discussions re branding for iSchool
➢ Took and posted photos for weekly iSchool events
➢ Secured room for Convocation reception
➢ Met with three MS students to discuss how to publicize exhibition project
➢ Submitted summary report of quarterly iSchool news to Ex-Libris for spring newsletter
➢ Met with students to discuss plans for re annual student conference publicity
➢ Creating and having printed four new professional signs for events and welcoming students
➢ Posted news stories on website
➢ Met with new videographer to take over recruitment video project and get it back on track
➢ Sorted and scanned class and historical photos to have in house, and then sent on to UofT Archives for historical purposes

DEVELOPMENT
Stewardship/Alumni Relations/Event Management

➢ Uploaded 12 DFR reports to Arbor Record Management system
➢ Pitched five news stories to UofT News alumni newsletter. Accepted Holocaust story stemming from IP Sharp guest speaker for social media coverage
➢ Added Stewardship plans to eight donor files
➢ Attended meeting to learn how to code event registrants
➢ Arranged and met with several donors at Mentor appreciation event
➢ Attended FIAA executive meetings
➢ In discussions with new HBC Foundation Award contacts for summer plans
➢ Uploaded event attendees to Arbor
➢ Publicized student conference grants and coordinated getting reports online
Wrote letter to 1957 alumnus who wanted news of classmates. Arranged for research to find out more of their lives, and sent update to him

Publicized and held OLA Super Conference Reception for more than 80 attendess

Attended monthly executive meetings and gave reports (including budget meeting)

Attended ADO Roundtable discussions

Greeted several Museum Studies alumni at Niagara Falls reception. Took and posted photos

Arranged for class photos to be framed for wall of fame

Working on Silent Auction and Spring Reunion details