Report on Communications, Alumni Relations, and Senior Development Activities to Faculty Council
Submitted by Kathleen O’Brien, Communications and Development Office
September 29, 2016

COMMUNICATIONS
Publicity/Media Relations/Strategic Consultation

- Sent out a press release on the research, articles, and videos of a special double issue of journal, *The Scholar & Feminist Online*, edited by Profs. Patrick Keilty and Leslie Shade
- Sent almost 100 media a media advisory on Marshall McLuhan Program activities (conference, plaque unveiling)
- Pitched six (6) professors to U of T magazine for cool courses. Two were chosen.
- Successfully pitched UofT Bulletin stories on UNESCO
- Drafted media advisory for McLuhan’s conference and invited University President
- Compiled awards and accolades on professors, students, staff for new webpage
- Arranged for Prof. Alan Gale to appear on documentary on future of books
- Submitted quarterly report to Elan for Ex-Libris newsletter
- New record for Facebook with Convocation post garnering 4,300 views! Sent photos to key donors
- Arranged for new McLuhan Centre logo and did publicity for name change. Sent to Bulletin and U of T News, which ran
- Pitched Matt Ratto research on Toronto General Hospital and Semaphore Lab 3D experiments to *U of T magazine* (considering it)
- Met with Isidora to prepare our Orientation Presentation for incoming students on Professional Communication. Co-presented to incoming students.
- Took photos of Orientation, including BBQ
- Pitched FASHION Magazine on technology and people ideas
- Met with media relations to go over lists and strategy for McLuhan conference
- Sent research summaries of 35+ professors and extensive promotion
- Updated and sent out welcome message from Dean Wendy Duff. Wrote press release and sent it to ischools consortium for distribution, on Prof. Duff’s appointment as Dean
- Sent Barb Brown criteria for judging social media posts
- Posted photos of new students to Facebook. Put plasma screens up welcoming all students
- Met with Leslie to discuss further ideas on how to publicize research throughout year
- Put up news story on Prof. Seamus Ross award and Chun Wei Choo award
- Updated and finalized Convocation details for next year’s organization
- Finalized statistics report
- Asked Periklis and Eric Yu to submit blurb to pitch for U of T In Your Neighbourhood program. Submitted Periklis.
- Assisted with Terry Lavendar’s story (applications, photos, etc.) for U of T news site
- Secured permission for student video on reference on youtube to be used in Kentucky training session
- Worked on securing outgoing Dean portrait on fame wall
Reminder sent to doctoral students to update new web pages to help promote their work to make their presence stronger. Uploaded five reports and took several new photos for students

Met with others to discuss and sort out list servs

Drafted and sent out news of Sandy Pearlman’s passing

Provided feedback on website report

Arranged for grad who is ROSS contact for Economic Development & Culture, City of Toronto request

Working on McLuhan Centre plaque unveiling

Working on the Inforum’s new space launch (invitations sent)

DEVELOPMENT
Stewardship/Alumni Relations/Event Management

Researched donor’s concern about librarian program, and arranged for Professor Siobhan Stevenson to address them

Took photo, and worked with DUA to sign off on new donor thank you card

Nominated alumna for Arbor Award, which was accepted, took photos at event, posted story, and did social media

Sent out 150+ donation thank you cards to donors

Met with Hudson Bay Company representatives to tighten up award criteria and discuss future strategic alliances. Drafted detailed email suggesting new links between us

Wrote stewardship letter for Weston Foundation to thank them for donation

Sent the Provost a letter and UNESCO report from students (stewardship)

Added photo and quotation to Giving Opportunities from long time grad

Sent Bell Chair report on behalf of Professor Mark Chignell

Sent FIAA message to new grads

Sent birthday card to alumni turning 93 years old

Posted iSkills Workshops on alumni site

Met with new graduate and discussed FIAA identity

Picked up Class Banner to post in Student Lounge

Sent DUA report on post Convocation activities for new grads

Processed new donations

Reviewed and added survey questions to alumni survey

Arranged for seminar room for ARMA meeting for alumni relations’ good will

Met with Chair Jenna Rose to start Museum Studies party planning. Sent emails to 6 alumni to invite them to be on committee. All 6 accepted! Planning continues

Sent summary of donor relations files to Dean, CAO

Reviewed and suggested text for Faculty of Information’s Annual and Leadership Annual Giving letter and student note

Sent DUA request for gift planning ad, including copy and photo

Met with two graduates to discuss social events for the year

Researched alumna whereabouts for professor

Contributed to Business Board stats