

TO: Business Board  
SPONSOR: Judith Wolfson  
CONTACT INFO: 416-978-5401  
Judith.wolfson@utoronto.ca

DATE: October 17, 2011 for October 24, 2011

AGENDA ITEM: 3

**ITEM IDENTIFICATION: Vice-President, University Relations:  
Annual Report, 2010-2011**

**JURISDICTIONAL INFORMATION:**

The Business Board Terms of Reference, sections 5.6 and 5.7 charge the Board to review annual reports from the President or designate(s) on the "University's public and community relations activities and government relations activities" and on "the University's institutional communications activities."

**PREVIOUS ACTION TAKEN:**

The 2009-2010 Annual Report for University Relations was presented on December 13, 2010.

**HIGHLIGHTS:**

The 2010- 2011 University Relations Report to Business Board includes an Annual Report.

University Relations integrates three areas – Strategic Communications and Marketing, International Relations, and Government, Institutional and Community Relations. This annual report provides an overview of the 2010-2011 activities.

**FINANCIAL AND/OR PLANNING IMPLICATIONS:**

None

**RECOMMENDATION:**

Report for Information.