



## University of Toronto Governing Council

Public and Community Relations Department

December 9, 1987

To request an official copy of this policy, contact:

The Office of the Governing Council  
Room 106, Simcoe Hall  
27 King's College Circle  
University of Toronto  
Toronto, Ontario  
M5S 1A1

Phone: 416-978-6576

Fax: 416-978-8182

E-mail: [governing.council@utoronto.ca](mailto:governing.council@utoronto.ca)

Website: <http://www.utoronto.ca/govcncl/>

## PUBLIC AND COMMUNITY RELATIONS DEPARTMENT

### Goals

To present the University of Toronto to all segments of the general public and to various groups within the community to gain their political, moral and financial support for the University and its goals.

To inform University officials of the concerns and needs of sectors of the public and to recommend ways of, and assist in, addressing these needs and concerns.

### Objectives

1. To publicize major advances in research, new programs of study, and events and developments of general interest, by such means as radio and television programs and articles in newspapers, magazines and journals.
2. To organize the University's response to issues raised in the media by: preparing statements for the press; preparing audio, video or printed materials for the media and public; organizing press conferences or tours.
3. To organize or assist in organizing important public events, such as exhibitions, concerts, lectures, open-houses, tours, which will attract people to the three U of T campuses and on occasion to events off campus, with emphasis on the diversity and high quality of scholarship at U of T.
4. To meet with special groups such as ethnic organizations, senior citizens and professional organizations to gain their support and determine how the University might better serve their interests.
5. To respond to the requests of community groups by organizing meetings with senior University administrators and community organizations, arranging cultural events open to the public, facilitating scholarship programs and organizing social occasions; to act as a link between the University and the community in the presentation and promotion of academic programs-research and/or courses of study created by the University in response to community requests.
6. To assist senior administration in developing better communication and relations with the federal, provincial and municipal governments.
7. To co-ordinate the programs of the Public and Community Relations Department with those of other units of the Institutional Relations division.
8. To publish newsletters such as *Ethnocultural Notes & Events*, *Labour Relations News* and such booklets as *The University of Toronto: Information for You* (in seven languages), Centres of Excellence profiles and *The Many Ways of Being Canadian*, in response to university and community needs and/or interests.
9. To provide advice and assistance to members of the University community carrying out similar programs of public, media, community or government relations; to lead and coordinate such activities within the University.

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