



TO: Business Board
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DATE: November 30, 2010 for December 13, 2010

AGENDA ITEM: 4

**ITEM IDENTIFICATION: Vice-President, University Relations:
Annual Report, 2009-10**

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 2008-2009 Annual Report for University Relations was presented on November 9, 2009.

HIGHLIGHTS:

The 2009-2010 University Relations Report to Business Board includes two documents: an Annual Report and a Community Impact Report.

University Relations integrates three areas – Strategic Communications, International Relations, and Government, Institutional and Community Relations. This annual report provides an overview of the 2009-2010 activities. The Community Impact Report contains a snapshot of the impact of the University both locally and internationally and is supported by a detailed web site located at impact.utoronto.ca.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

None

RECOMMENDATION:

Report for Information.