



OFFICE OF THE VICE-PRESIDENT AND PROVOST

Memorandum

To: Planning and Budget Committee
From: Professor Robert J. Birgeneau, President
Professor Adel S. Sedra, Vice-President and Provost
Date: January 9, 2002
Re: 175th anniversary of the University of Toronto

Bob Birgeneau
Adel S. Sedra

Item Identification

Special Allocations from the Administrative Transitional Fund in support of the 175th Anniversary of the University of Toronto

Sponsors

Professor Robert J. Birgeneau, President
Professor Adel S. Sedra, Vice-President and Provost

Highlights and Resource Implications

We propose to utilize the 175th anniversary of the University of Toronto to advance U of T's academic mission. Our aim is to build on the success of the "Great Minds" theme.

The 175th anniversary will increase the pride that faculty, staff, students, alumni, and the community feel in the University's accomplishments. It will build on our momentum in institutional advancement, significantly strengthening recognition of U of T's current strength and its ambitions for the future.

- In 1997, the U of T announced the most ambitious fund raising objective in the history of Canadian education – a minimum of \$400 million, to fund a broad range of the priorities in the academic plan. The Campaign was to conclude in 2002 – the 175th anniversary of the University's founding.
- In response to U of T's growing academic ambitions and its unprecedented success, the Campaign goal was increased twice, most recently to \$1 billion. The Campaign was extended to Dec. 2004.
- The Campaign has raised more than \$800 million in gifts and pledges from more than 100,000 donors, including 77,000 alumni. Volunteer participation in University life has grown – through the Campaign Executive Committee, the Group of 175, the Campaign Cabinet, and divisional committees. More than 400 alumni volunteers play an active role in student recruitment.
- U of T's academic ambitions have grown to reflect these accomplishments. We require additional space to house the 150 campaign-supported chairs and 271 Canada Research Chairs, and to accommodate enrollment expansion. We also require significant new graduate student support, to strengthen our ability to attract and support top graduate students.

The 175th anniversary will build upon ongoing programs, bringing our efforts to build excitement about U of T to a new height. Similar anniversary events at public and private universities across North America have tangibly strengthened institutional pride and support. The 175th Anniversary will:

- Strengthen our national and international profile, to support the Campaign and student and faculty recruitment. This is critical to our efforts to compete effectively in faculty recruitment, and to attract additional private and public support for teaching and research programs.
- Strengthen our relationships with our alumni. This will have a significant impact on fund raising, student recruitment, and the availability of committed volunteers willing and able to play a key role in University life.

The total cost of the planned 175th anniversary program is approximately \$1.7 million.

The Division of University Advancement will cover approximately 40% of the cost of the program through its budget. We are requesting a special One-Time-Only allocation of \$1 million to cover the remaining costs associated with the 175th anniversary celebration. The OTO allocations would be divided into two components – \$500,000 to be allocated during the 2001-02 fiscal year, and the remaining \$500,000 to be allocated during the 2000-03 fiscal year.

McGill University's 175th anniversary in 1996 cost approximately \$500,000. Given inflation over the past six years, and the fact that McGill is considerably smaller than U of T, we feel our \$1 million request is not disproportionate.

Outline of the Proposed 175th Anniversary Program

This "celebration of celebrations" will optimize the impact of existing events (i.e.: Convocations and Spring Reunion) and resources, and involve and engage every member of the university community, from faculty and staff to students and alumni. In addition, several new signature events will be planned to honour the university's past, to salute the present and to promote the future, and will involve a broader audience, from government leaders to the general public. Some highlights include:

- **March 11 – 15: U of T Week**

Launch of Professor Martin Friedland's book: *The University of Toronto: A History*

Event commemorating the official anniversary of the signing of U of T's charter.

- **May – June:**

Congress of the Social Sciences and Humanities

Spring Reunion

Convocation

AGM

Faculty and Staff event

- **September – October**

Homecoming: "Back to School for Alumni" – alumni worldwide will be invited "Back to School" to celebrate the milestone anniversary

Campus Community Event. A thank-you celebration for the University's faculty, staff, students and friends

U of T Discovery Day and 175th anniversary gala

- **Additional events to be held in Fall 2002 (dates TBD)**

175th anniversary research symposium

175th anniversary equity and diversity symposium

- **Additional events to be held throughout the 175th anniversary year (dates TBD)**

Regional alumni events: "A 175th Alumni Roadshow," all regional events worldwide will celebrate the anniversary of U of T, and Professor Friedland will be asked to speak in several cities.

Walking Tours: Based on the last chapter of Prof. Friedland's book, these tours will also be videotaped and accessible on the Web.

Event commemorating the completion of recruitment of the Group of 175.

- **Communications Initiatives**

From special merchandise to a re-launch of the banner program with 18 new historical faces, several initiatives will also provide a constant visual reminder of the anniversary year and will focus on our strength: Great Minds.

A special commemorative calendar and alumni magazine will be mailed to all alumni, and several U of T publications, such as the Bulletin, will focus on the anniversary year.

A 175th anniversary Web site will be introduced to promote events, provide a historical image bank, and provide access to 175th anniversary merchandise.

The University will re-introduce the highly successful weekly Q&A campaign in the Globe and Mail, with a focus on 52 vignettes excerpted from Professor Friedland's book.

Special advertisements to promote the university in general will also be developed, and where possible, opportunities for media coverage will also be identified.

Recommendation

That the Planning and Budget Committee recommend to the Academic Board that a special allocation of \$1 million from the Administrative Transitional Fund on a one-time-only basis be made in support of the 175th Anniversary Program. The allocation would be divided into two components: \$500,000 to be allocated in the 2001-02 fiscal year, and the remaining \$500,000 to be allocated in the 2002-03 fiscal year.