

# Public Relations

The Israeli and American Friends of the Open University work to advance the goals of the Open University, expand its circle of supporters and mobilize resources to finance the University's activities.

## **The American Friends of the Open University of Israel**

The American Friends hosted a gala evening at which the Alon Award was presented to Prof. Mathew Goldstein, Chancellor of the City University of New York. The award, named for Yigal Alon, is the highest honor conferred by the American Friends to a generous donor or an individual who has contributed significantly to the field of education. The gala was attended by about 450 guests who donated generously to the American Friends.

The American Friends established a strategy committee to examine its activities, primarily focusing on increasing the organization's effectiveness and formulating a comprehensive plan to increase donations and refresh its membership. An external specialist was appointed to coordinate the examination.

## **The Friends of the Open University (in Israel)**

The 2003-2004 academic year was characterized by a spirit of renewal of the Israeli Friends of the Open University. MK Yuval Steinitz, Chairman of the Knesset Foreign Affairs and Security

Committee, was guest of honor at a gathering attended by 120 members, held to meet the incoming President of the Open University. More than 150 new members joined the Friends during the year. Special efforts were made this year to expand the volume of donations to the Open University from private individuals as well as from institutions. The Israeli Friends were able to increase the volume of donations significantly.

## **The "Shearim" Club**

The "Shearim" Club held varied activities for friends and supporters of the Open University, some of whom are new members who recently joined the Friends Association and the "Shearim" Club. The Friends Association maintains ongoing contact with its members through the "Shaar Patuach" (open door) program. This program coordinates all the Association's social and cultural activities, acts to familiarize the general public with the Open University, to enlist widespread public support for the University and to assist in its positioning and in consolidating its image.

## **This year, the Association's projects include:**

**Adopt a Student** – A collaborative effort with "Oracle Israel" that aims to link business firms with the community by encouraging companies to adopt Open University students.

*American Friends leadership at the gala*

*Visiting the campus under construction*



**Opening the Door to the Future** – Through this project, we raise donations for scholarships for students who have difficulty financing their studies, as well as for soldiers studying at the University during and after their compulsory military service.

### Donations

As in the past, donors and potential donors visited the University this year. Among the prominent visitors were executives of the Gutwirth Foundation, members of the Stanley Chais family of Los Angeles, and Nochi Dankner. A delegation representing the Safra Foundation headed by Prof. Neil L. Rudenstine, former President of Harvard University, visited the Open University as part of a needs assessment of higher education in Israel with the aim of formulating the donation policy of the Safra Foundation for higher education in Israel.

The volume of donations to the Open University increased this year. Particular emphasis was placed on donations for the Dorothy de Rothschild campus as well as scholarships for disadvantaged students and for soldiers.

A donor and donation management system was acquired this year for comprehensive management of the fundraising process. The computerized system enables the university to monitor, track and control all aspects of fundraising and interaction with donors. The system is intended to identify prospective donors appropriate for specific projects, to manage planned projects, commitments and actual donations, and also to document donor contact and various donor recognition and acknowledgement activities.

### Publications

The Open University puts out a number of publications aimed at improving the University's image among decision-makers, public figures, the academic community and the Open University family.

#### Adkan

*Adkan*, the Hebrew-language newsletter of the Open University, is published twice a year and circulated in tens of thousands of copies. The publication changed significantly in both form and content this year with the aim of providing its readers with pertinent information about the University and improving its image.

#### Magazine for Managers

The first two issues of the "Magazine for Managers" were published this year and distributed to all senior managers and decision-makers in Israel. The first issue was highly acclaimed. The second issue, published in collaboration with the Department of Management and Economics and the MBA program team, placed particular emphasis on research and publications of OU faculty in the areas of management and economics.

#### Open Letter

The Open Letter is an English-language publication distributed to Friends of the Open University and to donors, potential donors and individuals interested in the University worldwide. Two issues were published this year.

