

Public Relations

The Israeli Friends of the Open University

The Friends of the Open University acted to promote the goals of the Open University by mobilizing supporters, resources and donations. 2005 was characterized by renewal of the Friends Association, with a new Chairperson and new Board members. New members joined the Association and the activities of the *Shaar Patuach* (Open Door) program were expanded. The Friends Association currently numbers 350 members, 150 of whom joined this year.

The Open Door (*Shaar Patuach*) Program

The Friends Association maintains ongoing contact with its members through the *Shaar Patuach* program aimed at bringing the general public closer to the OU, mobilizing extensive public support for the University and facilitating its positioning and image-building. The extensive activities throughout the year that were planned in advance and publicized to the members through the *Shaar Patuach* newsletter, included varied social and cultural activities. More than 1,250 members and friends took part in these activities.

Raising Funds and Donations

Efforts to expand the circle of donors and donations to the OU continued this year through the Friends Association among both individuals and institutions. Thanks to the efforts of the Association, both donors and donations increased significantly. The majority of donations were earmarked for student scholarships.

"Opening the Door to the Future" Project

Through this project, the University raised scholarship donations for students from disadvantaged social-economic backgrounds who have difficulty financing their studies, as well as for soldiers studying at the University during and after their compulsory service.

Renewing relations with the Rotary Club

An attempt was made to renew and expand relations with the Rotary Club. The Friends Association, in cooperation with the Raanana Rotary Club, organized a joint meeting attended by about 150 participants.

The American Friends of the Open University of Israel

This year, as a result of an organizational crisis, the American Friends of the Open University of Israel is undergoing restructuring. A contract has been signed with a firm that deals in fundraising, and changes are being made in the Friends' management.

Marketing

Marketing efforts were expanded this year with the aim of increasing the number of new students studying towards undergraduate and graduate degrees. Marketing activities among IDF soldiers were also increased in collaboration with the IDF Education Corps. In the Arabic-speaking sector, we contacted households in Arab towns and in specific neighborhoods and conducted meetings in high schools and local municipalities. To improve service, separate hours were allocated by the Information Center to handle inquiries from this sector.

Donors and Donations

Donors and potential donors visited the new OU campus in Raanana. Prominent guests included Mr. Stanley Chais, Baron Robert de Rothschild, Mr. Felix Posen and Mr. Mendel Kaplan. The scope of donations and commitments to the OU increased this year. The major donations were earmarked to establish a Psychology Chair (the first academic chair donated to the OU), to develop specific courses, and for scholarships for soldiers and disadvantaged students.



Guests

Distinguished guests from abroad visited the campus to acquaint themselves with study methods at the OU. The guests included a delegation of heads of universities from around the world (through a program sponsored by Harvard University for advising heads of universities on the management and organization of universities), a delegation of educators from Germany, a delegation of university heads from Columbia, and representatives of the French Embassy.

Advertising

The scope of advertising in the printed media decreased while advertising in the electronic media increased: national radio stations (*Galgalatz* and *Galei Tzahal*), local radio stations, radio stations in the Arab language and the Internet. The OU also broadcast a series of programs on *Radio Reka* in Russian. In addition, an advertising campaign in cinemas was launched for the first time this year. To advertise the

OU abroad, the University produced advertisements with information about studies at the OU and circulated them among Israeli diplomatic missions throughout the world.

Public Relations Through Publications *Magazine for Managers*

The issue of *Magazine for Managers* published this year in collaboration with the Management and Economics Department and the MBA program included articles on business issues written by OU faculty members.

Adkan

The Spring issue of *Adkan*, the Open University newsletter, included articles about the new campus, studies conducted by OU faculty members, new books published by the OU as well as articles about OU students and graduates. *Adkan* is circulated in thousands of copies to students, graduates, tutors and staff.

Ceremony awarding scholarships from the Israeli Friends of the Open University

