

# Public Relations

## The Israeli Friends of the Open University

The Friends of the Open University acts to promote the goals of the Open University by mobilizing supporters, resources and donations. In 2006, the number of members in the Sharon area increased.

**Open Door (Shaar Patuach) Program** – The annual activities of the Association are conducted through the “Shaar Patuach” program aimed at bringing the general public closer to the Open University and helping to position the University and create the desired image. This year, the program included social-cultural activities with the participation of 1,300 individuals. As a result of these activities, many new members joined the Friends Association.

**Raising Funds and Donations** – This year the Friends Association succeeded in increasing the number of donors and in recruiting new donors. Most donations are earmarked for student scholarships.

**“Opening the Door to the Future” Project** – Through this project the University recruits donations earmarked for scholarships for students from disadvantaged socio-economic backgrounds who have difficulty financing their studies, as well as for soldiers studying at the University during and after their compulsory military service.

## Marketing

This year the University invested in marketing activities in order to maintain and expand the number of students. In collaboration with the IDF Education Unit, we expanded marketing efforts among soldiers.

## Guests

In the past year, delegations from Latin America and from countries in Africa and Asia visited the Raanana campus, as well as many donors, most of them representing various funds.

*Donor Bernard Osher and his wife visit the Warehouse and Distribution Center in Raanana*



## Donors and Donations

This year a special effort was invested in rehabilitating the American Friends of the Open University. Mrs. Ingeborg Rennert was elected President of the American Friends and additional positions were filled. In order to expand activities abroad, the University began recruiting suitable candidates for establishing OU Friends Associations in Britain, Germany and Brazil. In Canada, due to difficulties stemming from legal limitations, we reached an agreement with the Jewish Foundation of Greater Toronto that it would serve as a channel for transferring donations. In the coming days, this channel will be used to transfer funds for the program for the ultra-orthodox (*Haredi*) population.

The University prepared material to be distributed to potential donors describing the activities of the Open University and specifying projects in need of donations.

Recruiting funds in the United States resulted in impressive donations. Especially noteworthy were very generous donations for the establishment of a scholarship fund for Project Russia and for converting the Ramat Aviv building into a study center.

## Public Relations Through Publications

**Adkan** – In the past year, two issues of the Open University magazine were published and circulated to students, staff and public figures.

**Magazine for Managers** – The magazine is published in collaboration with the Department of Management and Economics and the MBA program staff.

**Open Letter** – The Open University magazine in English is distributed mainly in the United States. It includes translations of articles published in *Adkan* as well as material of interest to donors.

**Alumni Newsletter** – The newsletter of the Alumni Association focuses on the Association's activities.

## Relations with the Press

The University expanded its relations with journalists, newspapers and electronic media in order to increase coverage of research and events at the OU.

## E-mail Address for Prospective Students

In order to improve service to prospective students, we added an e-mail channel for those expressing interest in OU studies. Interested individuals receive a personal response by e-mail and, if appropriate, are invited to an information meeting or for academic counseling. E-mail serves as an additional means of maintaining contact with potential students before they have registered for studies.

## Advertising

Ongoing advertising of the Open University is conducted through a variety of media channels: printed media, Internet, radio, billboards, etc. In recent years, of the total OU advertising budget, the share of electronic media channels has increased at the expense of printed media. Designated advertising targeted the ultra-orthodox sector and the Arabic-speaking sector.

*Symphonette Raanana in concert on the Open University campus*

