

External Affairs Portfolio: publications, newsletters and mailings 2015/16

Glossary of publications and mailings

Title	Description	Website
<i>Alumni books and learning digest</i>	Monthly email summary of news, events and offers relating to books and learning opportunities	www.alumni.ox.ac.uk/books
<i>Alumni events digest</i>	Monthly email summary of events which are of interest to alumni	www.alumni.ox.ac.uk/themed-email-lists
<i>Alumni Travel Programme brochure</i>	Annual publication printed each September to promote programme of academic trips to the alumni community	www.alumni.ox.ac.uk/travel
<i>Alumni Travel Programme preview brochure</i>	Annual publication printed each spring to promote programme of academic trips to the alumni community	www.alumni.ox.ac.uk/travel
<i>Alumni Weekend</i>	Programme for the annual Alumni Weekend, published online and in print.	www.alumniweekend.ox.ac.uk
<i>Annual Review</i>	Review of the previous academic year, published online at the start of Hilary term, with a shortened print version also available	www.ox.ac.uk/annual-review
<i>Blueprint</i>	Magazine for staff of the collegiate University; published six times per year	www.ox.ac.uk/blueprint
<i>Campaign Report</i>	Printed review of the <i>Oxford Thinking</i> Campaign mailed annually to all Campaign donors. Email sent to all alumni to inform them of progress of the Campaign.	www.campaign.ox.ac.uk
<i>Event invitation: Singapore</i>	Invitation to alumni in east Asia to alumni event	www.alumni.ox.ac.uk/alumni-events
<i>Explore the University</i>	Map of the University of Oxford, distributed free to tourists and the public	
<i>Financial Statements</i>	Annual publication which consolidates the accounts of the University and its subsidiary companies and associated bodies for the previous financial year.	www.ox.ac.uk/financial_statements
<i>Gazette</i>	Authorised journal of record of the collegiate University; published weekly from September to July (with brief breaks in the Christmas & Easter vacation)	www.ox.ac.uk/gazette
<i>International Trends in Higher Education</i>	Annual report compiled by the International Strategy Office, which provides a summary of major trends and developments in higher education globally. It is distributed in Trinity term to heads of department, departmental administrators and heads of house, and is also available online.	www.ox.ac.uk/about/international-oxford

Title	Description	Website
<i>North American newsletter</i>	Twice-yearly printed newsletter for alumni living in the US, Canada and Mexico, providing news items and upcoming events	www.oxfordna.org
<i>Oxford in Brief</i>	Printed booklet providing facts and figures about the collegiate University	www.ox.ac.uk/about
<i>Oxford in North America Events</i>	Programme for the biennial alumni events in North America, published online and in hard copy	www.oxfordna.org
<i>Oxford Today</i>	University's alumni magazine; two print editions are published each year plus weekly online updates	www.oxfordtoday.ox.ac.uk
<i>OT Weekly</i>	Weekly mini bulletin sent each Friday to c.75,000 alumni, alerting readers to online-only features and content on the <i>Oxford Today</i> website	www.alumni.ox.ac.uk/otweekly
<i>OT Extra</i>	Monthly bulletin sent to c.75,000 alumni on the first Friday of each month	www.alumni.ox.ac.uk/the-new-ot-extra
<i>PVC's Update</i>	Termly newsletter from the Pro-Vice-Chancellor (Development & External Affairs) detailing activity relating to Development, Alumni Relations, Public Affairs and International Strategy	www.ox.ac.uk/staff/publications
<i>University Calendar</i>	Compendium of information about divisions, departments, colleges, committees and University officers, published by OUP each academic year	www.ox.ac.uk/gazette/calendar
<i>US Annual Fund Mailing</i>	Annual mailing to US alumni soliciting gifts for colleges and the Vice-Chancellor's Fund	
<i>US Bequest Mailer</i>	Annual mailing to select US alumni and friends re legacy gifts. The mailing is coordinated by the North American Office (Planned Giving), with the collegiate University invited to take part.	
<i>US Planned Gift Mailer</i>	Annual mailing to select US alumni and friends. The mailing is coordinated by the North American Office (Planned Giving), with the collegiate University invited to take part.	
<i>A Vital Partnership</i> (title tbc)	Updated version of the 2009 publication, which outlines the value of the University's contribution to the community. It will be distributed to local councillors and MPs, community groups and businesses (e.g. BMW, Oxford Preservation Trust), other education establishments and internally across the collegiate University.	www.ox.ac.uk/local-community

For events managed by the External Affairs Portfolio, please see the separate Events Calendar 2015/16 (www.ox.ac.uk/public-affairs/useful-downloads).

Michaelmas term 2015

Date	Publication / activity	Audience	Lead department	Contact
Early Sep 2015	North American newsletter	Alumni in the US, Canada and Mexico	North American Office	Jo Ann Corey
24 September 2015	First <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
1 October 2015	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
2 October 2015	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Mid-October 2015	Campaign Report	Donors	Development Office	Suzanne Ingram
17 October 2015	<i>Oxford Today</i> (print version)	165,000 alumni in the UK and overseas	Public Affairs	Anne Brunner-Ellis
October 2015	Alumni events digest	Alumni	Alumni Relations	Maya Evans
October 2015	2016 Travel Programme print brochure	UK alumni over the age of 46 in receipt of <i>Oxford Today</i>	Alumni Relations	Denise Gogarty
6 November 2015	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Early Nov 2015	US Planned Gift Mailing	Select US alumni and friends	North American Office	David Stiles
November 2015	US Annual Fund Mailing	US alumni and friends	Development Office	Matt Wenham
November 2015	Alumni events digest	Alumni	Alumni Relations	Maya Evans
November 2015	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty
26 November 2015	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
4 December 2015	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
10 December 2015	Last <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
December 2015	Alumni events digest	Alumni	Alumni Relations	Maya Evans
December 2015	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty
Early Dec 2015	PVC's Update	University staff	External Affairs Office	Susannah Wintersgill
December 2015	Christmas cards	Donors to Oxford Thinking Campaign	Development Office	Oliver Greig
December 2015	Christmas cards	Donors to Americans for Oxford and North American volunteers	North American Office	Jo Ann Corey
End of Dec 2015	Financial Statements	University staff and external stakeholders	Public Affairs (design), Finance (content)	Genieve Boon, Finance Division

Hilary term 2016

Date	Activity	Audience	Lead department	Contact
1 January 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Early January	Invitation to Singapore event	Alumni in east Asia	Alumni Relations	Maya Evans
14 January 2016	First <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
14 January 2016	<i>Annual Review</i>	Congregation, donors and stakeholders	Public Affairs	Anne Brunner-Ellis
January 2016	Alumni events digest	Alumni	Alumni Relations	Maya Evans
January 2016	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty
Late January 2016	Alumni Weekend in North America invite	Alumni in North America	North American Office	Jo Ann Corey
Late Jan / early Feb	<i>Vital Partnership</i> (title tbc)	Local community stakeholders	Public Affairs	Margaret Ounsley
4 February 2016	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
5 February 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Late February 2016	Undergraduate Prospectus	Prospective students	Public Affairs (design) Undergraduate Admissions (content)	Paul Chinn (design) Helen Charlesworth (content)
February 2016	Alumni events digest	Alumni	Alumni Relations	Maya Evans
February 2016	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty
Late February 2016	North American Newsletter	Alumni in the US, Canada and Mexico	North American Office	Jo Ann Corey
4 March 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Mid-March 2016	PVC's Update	University staff	External Affairs Office	Susannah Wintersgill
17 March 2016	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
24 March 2016	Last <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
March 2016	Alumni events digest	Alumni	Alumni Relations	Maya Evans
March 2016	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty
End March 2016	<i>Oxford in Brief 2016</i>	Visitors, stakeholders and the media	Public Affairs	Clare Woodcock
1 April 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
April 2016	Alumni events digest	Alumni	Alumni Relations	Maya Evans
April 2016	Books and learning digest	Alumni	Alumni Relations	Denise Gogarty

Trinity term and Long Vacation 2016

Date	Activity	Audience	Lead department	Contact
April 2016	<i>Explore the University</i>	Tourists and members of the public	Public Affairs	Clare Woodcock
21 April 2016	<i>Oxford Today</i> (print version)	165,000 alumni in the UK and overseas	Public Affairs	Anne Brunner-Ellis
21 April 2016	First <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
6 May 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
19 May 2016	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
May 2016	Alumni Events Digest	Staff working in alumni relations	Alumni Relations	Maya Evans
3 June 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
June 2016	Alumni Events Digest	Staff working in alumni relations	Alumni Relations	Maya Evans
Mid-June 2016	PVC's Update	University staff	External Affairs Office	Susannah Wintersgill
Late June 2016	Alumni Weekend brochure (print and email)	Alumni, University staff and students	Alumni Relations	Clare Monaghan
June / July 2016	US Bequest Mailer	Select US alumni and friends	North American Office	David Stiles
1 July 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
21 July 2016	<i>Blueprint</i>	University staff	Public Affairs	Susannah Wintersgill
21 July 2016	Last <i>Gazette</i> of term	Members of Congregation	Public Affairs	Dawn Dooher
July 2016	Alumni Events Digest	Staff working in alumni relations	Alumni Relations	Maya Evans
Early August 2016	North American newsletter	Alumni in the US, Canada and Mexico	North American Office	Jo Ann Corey
5 August 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
Mid-August 2016	Alumni Weekend – email reminder	Alumni	Alumni Relations	Maya Evans
Early Sep 2016	Graduate Prospectus	Prospective graduate students	Public Affairs (design) Graduate Admissions (content)	Paul Chinn
2 September 2016	<i>OT Extra</i>	Alumni	Alumni Relations	Jo Whiting
September 2016	Alumni Events Digest	Staff working in alumni relations	Alumni Relations	Maya Evans
End Sep 2016	<i>University Calendar 2016/17</i>	University staff	Public Affairs	Roz Cuomo