

## MEMBERSHIP

Maeve Reed

### Publications

With the assistance of the Publications Office, the Membership Office continues to publish *News & Notes*, the quarterly Members' magazine. The fall 2010 issue (no. 207) featured an in-depth preview of the special exhibit *Visible Language: Inventions of Writing in the Ancient Middle East and Beyond*, as well as the annual *Chicago House Bulletin*. Winter 2010 (no. 208) highlighted the Institute's three main dictionary projects, the *Chicago Assyrian Dictionary*, *Chicago Demotic Dictionary*, and *Chicago Hittite Dictionary*. In spring 2011 (no. 209), the magazine provided Members with a preview of the special exhibit *Before the Pyramids: The Origins of Egyptian Civilization*. Finally, in summer 2010 (no. 210) Members were treated to a report of the first season of excavation at the Institute's newest field project, the *Jericho Mafjar Project*, in the West Bank. Additionally, *News & Notes* honored the following Members and donors for their support of the Oriental Institute:

- Fall 2010: The University of Chicago Women's Board
- Winter 2011: O. J. (Jim) Sopranos, Harvey Plotnick, and Janet Helman
- Spring 2011: Tom and Linda Heagy, Debby and Ned Jannotta, and the 2010 Volunteer Recognition Award Recipients (for a full listing of recipients, please see the *Volunteer* section of this annual report)
- Summer 2011: The Oriental Institute Visiting Committee

The Membership Office is greatly appreciative of the Publications Office for their hard work and guidance in producing *News & Notes*, as well as to all the authors and staff contributors who provide exciting and engaging articles and program notices each quarter for our Members.

Since October of 2009, the Membership Office has been publishing the *E-Tablet*, our e-newsletter, with great success. Almost 7,000 friends and supporters of the Oriental Institute receive the *E-Tablet*, which keeps them up to date with news, events, and announcements. The *E-Tablet* is published on the first Tuesday of every month and is free to the public. To sign up for the *E-Tablet*, visit our website (<http://oi.uchicago.edu>) and click on "Subscribe to our e-newsletter" at the bottom of the page.

In addition to the *E-Tablet*, the Membership Office has been involved in launching and maintaining several New Media profiles and sites with the assistance of the New Media Working Group (Maeve Reed, Thomas James, John Sanders, and Wendy Ennes). Members are encouraged to follow the Oriental Institute on Twitter, visit the Oriental Institute page on Facebook, our channel on YouTube, and our website to interact with and learn more about the Oriental Institute and our online community. For a complete report of New Media efforts, please see the *Museum* section of this annual report.

## MEMBERSHIP

## Marketing

With the support and assistance of Emily Teeter and Carole Krucoff, the Membership Office has participated in a grant-funded study to conduct membership and visitor research to better understand the various audiences we serve as a museum and research institute. In January and February of 2011, seven long-term Members agreed to participate in an in-depth phone interview administered by Slover-Linett Strategies, an audience research and planning group. The qualitative results of these interviews are invaluable in that they provide insight into both motivations for why Members initially join the Institute, and why they become long-term Members and supporters. Results indicate that Members are intrigued by our research and field projects, are life-time learners, and view membership communication vehicles (*News & Notes*, the *E-Tablet*, and the *Annual Report*) as well-organized and valuable resources to stay up to date on Institute news while strengthening their connection to the Institute's mission. For more information, please see the *Publicity and Marketing* section of the Museum's report.

## Student Memberships

As part of the University of Chicago's Art Pass program the Oriental Institute began offering free membership to all University students in May 2010. As of June 2011, the Institute had over 600 University of Chicago student members, more than any other campus organization. To manage this new and rapidly growing program, the Membership Office hired two incredibly talented graduate student interns, Brittany Wheeler and Emily Pavell. Through partnerships with the Office of Publication and the Museum, the Membership Office was able to host several successful student member events throughout the year:

- Treasures of the Oriental Institute (September 2010) — a tour of the Museum for new college students as part of OI Week activities (co-sponsored by Public Education, Museum, and Volunteer Program)
- Study at the OI (December 2010 and March and June 2011) — quarterly, late-night study hall hosted in the Museum galleries
- Tell Night (February 2011) — fantasy archaeology camp and learning opportunity in the Kipper Family Archaeology Discovery Center (co-sponsored by the KADC and Public Education)
- Indy Film Fest (April 2011) — month-long film festival featuring all four of the Indiana Jones films in Breasted Hall, with an introduction by Yorke Rowan and Morag Kersel

In total, we hosted over 1,000 university students at the Institute during the academic year through these special events and programs. The student membership program aims to increase student awareness of the Oriental Institute, make the Oriental Institute an integral part of the student and campus experience at the University, and become active participant in student events.

## Events

Members enjoyed a wide variety of events in 2010–2011:

- Members' Preview — Visible Language: Inventions of Writing in the Ancient Middle East and Beyond (September 27, 2010)
- Associate Members' Event — Behind Closed Doors: An Evening with Oriental Institute Registrars (November 8, 2010)
- James Henry Breasted Society Event — Records of Their Time: Chinese Bronzes at the Art Institute and the Invention of Writing (December 1, 2011)
- Members' Preview — Before the Pyramids: The Origins of Egyptian Civilization (March 28, 2011)

For in-depth information on the above events, please see the *Special Events* section of this annual report.

In addition to Members' Events, Oriental Institute Members enjoyed a comprehensive Members' Lecture Series in 2010–2011, with topics ranging from the Sasanian Empire to the ritual of artifact and relic collecting in the Holy Land:

- The Libyan Anarchy: Egypt and Nubia in the Era from Solomon to Assurbanipal — Robert K. Ritner (October 2010)
- Towards a Better Understanding of Amarna: Recent Research in the City and Its Main Cemetery — Barry Kemp (November 2010); co-sponsored by the American Research Center in Egypt
- *Ab Urbe Condita*: Early Cities at Hamoukar during the Chalcolithic and Early Bronze Age — Clemens Reichel (December, 2010)
- Visible Language: The Earliest Writing Systems — Christopher Woods (January, 2011)
- Ozymandias in Ararat: The Cities of the Near East's Least-Known Great Monarch — Paul Zimansky (February 2011); co-sponsored by the Archaeological Institute of America
- The Rise and Fall of Kerkenes Dağ — Scott Branting (March 2011)
- Sasanian Iran: The Other Great Empire of Late Antiquity — Touraj Daryaee (April 2011)
- The Lure of the Relic: Collecting the Holy Land — Morag Kersel (May 2011)
- Dr. Donny George Youkhanna: One Scholar's Contribution to Mesopotamian Archaeology — McGuire Gibson (June 2011); co-sponsored by Oriental Institute Director Gil J. Stein and the Oriental Institute Museum

A very special thank-you is in order for all of our lecturers, co-sponsors, and Members for making the 2010–2011 Members' Lecture Series the best-attended series in four years. The Oriental Institute Members' Lecture Series aims to bring a varied selection of the most recent work and scholarship on the ancient Middle East to our Members and the local community. We look forward to an exciting and dynamic lecture line-up for the 2011–2012 series, which begins in October 2011.

Members' Events would not be possible without the hard work of many dedicated Oriental Institute staff members and volunteers, and the Membership Office is thankful for all their assistance with a very successful 2010–2011 events season.

## MEMBERSHIP

## Travel

In the past year the Oriental Institute offered two travel programs to the Middle East. In October 2010 Yorke Rowan escorted eight travelers to Israel in the travel program *The Holy Land: Heritage of Humanity*. This travel program provided a comprehensive look at Israel, from prehistoric burial sites to the modern-day architecture of Tel Aviv, and included a private tour of Marj Rabba, the Oriental Institute's newest excavation in Israel. Unfortunately, due to political unrest in Egypt in the winter and spring of 2011, Robert K. Ritner's sold-out March 2011 travel program, *The Wonders of Ancient Egypt*, had to be canceled. Thankfully, registration for a 2012 tour of the same name and itinerary is currently underway. In addition to canceling our March 2011 Egypt tour, we also had to cancel our September 2011 tour, *In the Footsteps of the Hittites: Turkey and Syria*, as political unrest and violence continues to plague Syria. We hope to be able to reschedule this tour, led by Theo van den Hout, in the near future. In addition to our March 2012 Egypt tour, we are excited to announce a unique tour opportunity in collaboration with the Archaeological Institute of America, the Explorers Club, and Zeghram Travel. *Voyage through the Red Sea: Jordan, Egypt, Saudi Arabia, Sudan & Eritrea* will be led by Oriental Institute Research Associate Emily Teeter along with other expert lecturers, and will explore an astounding array of archeological sites along the Red Sea. Travelers will cruise the sea aboard the comfortably elegant *Clipper Odyssey*. The tour is scheduled to depart on November 6, 2011; registration for this program is currently ongoing.

Oriental Institute travel programs are unique in that our passengers experience exclusive site visits and on-site learning privileges not enjoyed by other institutions or travel groups. Our Members learn directly from some of the most eminent scholars in the world, at sites the Oriental Institute has been working on and researching for almost a century. For more information on Oriental Institute travel programs, contact the Membership Office at [oi-membership@uchicago.edu](mailto:oi-membership@uchicago.edu) or visit our website at <http://oi.uchicago.edu/getinvolved/member/travel.html>.

## Administrative Notes and Benefits

In order to provide an easier way to identify and understand membership benefits and levels, the Membership Office designed this reference chart for benefits in the spring of 2011 (see opposite). Beginning in the fall of 2011, this chart will replace bulleted lists and descriptions of benefits currently found on membership renewal notices, the Institute's website, and all other membership materials.

This year, there were three staffing changes for the Membership Office. In July 2011, longtime Development Gifts Assistant Meredyth Syneed (AB '10) left the office to pursue her PhD in anthropology at the University of California, Berkeley. In March 2011, Bethany Page Bouldin (AB '11) graduated from the College with a degree in history and immediately took a position at the Chicago Botanical Gardens as a customer call center coordinator. Following Bethany's departure, Emma Harper (MA '12) joined the office in March 2011 as the new membership programs assistant and has been doing an excellent job managing the membership database, hosting events, and responding to Members' questions and inquiries.

<b>Oriental Institute Members' Benefits</b>	<b>Individual</b>	<b>Family</b>	<b>Associate</b>	<b>Breasted Society Patrons</b>	<b>Breasted Society Director's Circle</b>
	<b>\$50</b>	<b>\$75</b>	<b>\$100+</b>	<b>\$1000+</b>	<b>\$2500+</b>
Complimentary Museum admission	•	•	•	•	•
Member Card	•	•	•	•	•
10% Suq discount and free audio tour rental	•	•	•	•	•
<i>News &amp; Notes</i> magazine and <i>E-Tablet</i> newsletter	•	•	•	•	•
Invitation to Members' events and lectures	•	•	•	•	•
Discounts on programs, courses, and symposia	•	•	•	•	•
Access to the Research Archives	•	•	•	•	•
Travel Program brochures	•	•	•	•	•
<i>The Oriental Institute Annual Report</i>	•	•	•	•	•
20% off <i>Journal of Near Eastern Studies</i>	•	•	•	•	•
Access to the Oriental Institute Volunteer Program	•	•	•	•	•
2nd Member Card		•	•	•	•
Complimentary admission for children under 18		•	•	•	•
Discounts on birthday party rentals		•	•	•	•
Discounts on family programs		•	•	•	•
Invitations to Associates' events			•	•	•
Reciprocal privileges to 400+ museums			•	•	•
Recognition in the <i>Annual Report</i>			•	•	•
Invitation to the Oriental Institute Gala			•	•	•
Invitations to Breasted Society events				•	•
Invitations to VIP dinners with faculty				•	•
Use of the Oriental Institute for private functions					•
One complimentary exhibit catalog per year					•