WELCOME

Communicators' Forum — 9/24/14

REVIEW

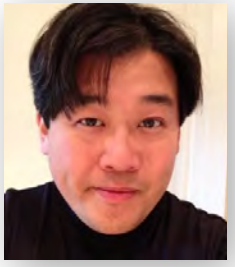
Transitions in Leadership | July 2014

REVIEW: Transitions in Leadership

- **Key early messages**
  - Commitment to depth and breadth of excellence
  - Legacy of access never more important
  - Hard discussions; mutual respect
- **Major introductory pieces**: Letters to campus community, welcomes messages to students, *Record* Q & A, videos
- **"First 100 days"** photos and stories collected: president.umich.edu/about/timeline/
- **Twitter**: @DrMarkSchlissel
- **Digital presence:** president.umich.edu
- **Stakeholder activity**: Donor tour, political visits, campus interaction, Communicators' Forum Q&A

UPDATES

UPDATES: Congratulations to…

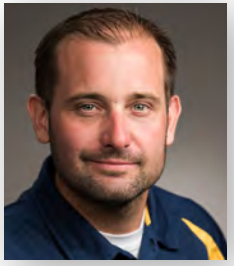


John Kepley
Director of Executive Communications
Global Communications and Strategic Initiatives

Kristen Kerecman
Communications Manager
Innovate Blue

Alex Piazza
Research Communications Manager
Office of Research

Erin Sullivan
Web Developer
Michigan Creative



Daryl Marshke
Senior Photographer
Michigan Photography

Steve Culver
Page Designer
University Record

UPDATES: Notable News

- **World 100 Conference**

  First time in the U.S. Hosted at U-M October 7–8

- **Rankings**

  #1 Public University — QS World University Rankings

  #1 Educated City in U.S. — *Forbes Magazine*

- **New Undergraduate Admissions website**

  admissions.umich.edu

UPDATES: Forum Sub-Groups – October Lineup

- **CREATIVE: October 23**
  Data Visualization — The Science Behind Infographics
- **DIGITAL: October 21**
  Aligning Your Digital Channels
- **MARKETING: October 14**
  Big Data 201 — Information Efficiency, Optimal Performance
- **VIDEO: October 16**
  Editing — How to Make a Great Story Come to Life
- **WRITING: October 26**
  Writing for the Digital World

FEATURED EVENT

“Big Data, Big Deal?”

Jason Simon
Vice President and Partner at SimpsonScarborough

SIMPSON : SCARBOROUGH

Big Data, Big Deal

Using Market Research and Data to Inform and Build the Case for your Marketing Strategies

University of Michigan Communicators' Forum
Sept 24, 2014

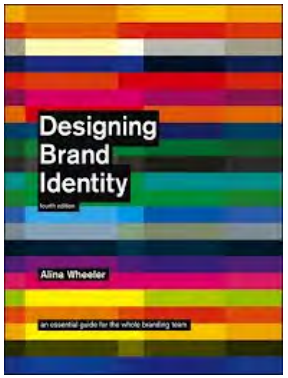
Jason Simon
js@simpsonscarborough.com
@szymenowicz
@SimpScar

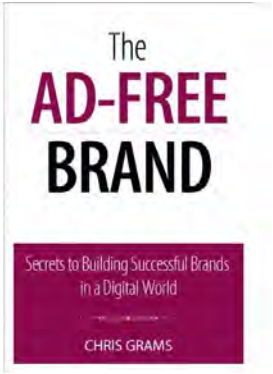
Selected Recent Partners

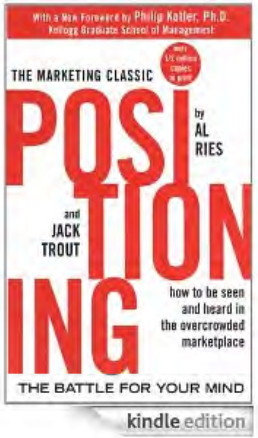
American Council on Education
American University
Auburn University
Babson College
Ball State University
Bentley University
Berry College
Butler University
Buena Vista University
Butler University
Canisius College
City University of New York
Clark University
Colby College
Cornish College of the Arts
Creighton University
Drexel University
Earlham College
Eureka College
Fairfield University
Franklin Pierce University
Fordham University
Fulbright Scholar Program (CIES)
George Mason University
Georgia Institute of Technology
Georgia State University
Gustavus Adolphus College
Hollins University
Indiana University
Ithaca College
Lafayette College
Lehigh University
London Business School
Longwood University
Loyola University Maryland
Malone University
Manchester College
Marquette University
Meredith College
Miami University of Ohio
Michigan State University
Mills College
MIT Sloan School of Management
Mount Holyoke College
Northwestern University
Notre Dame of Maryland University
Oklahoma City University
Pennsylvania State University
Plymouth State University
Pratt Institute
Purdue University
Regis University
Saint John's University
Saint Joseph's University
Saint Mary's College of California
Saint Peter's College
Southern Polytechnic State University
South Texas College of Law
Stephen F. Austin State University
Stonehill College
Stony Brook University
SUNY New Paltz Graduate School
Syracuse University
Sweet Briar College
Texas Christian University
Thomas Edison State College
University of Akron
University of California, Berkeley
University of California, Irvine
University of California, Off of the Pres
University of California, San Francisco
University of Cambridge - Judge Biz School
University of Dayton
University of Delaware
University of Hartford
University of Michigan, Alumni Assoc
University of Missouri
University of Rochester
University of Wisconsin-Madison
Villanova University
Wartburg College
Wentworth Institute of Technology
Wheelock College
Worcester Polytechnic Institute

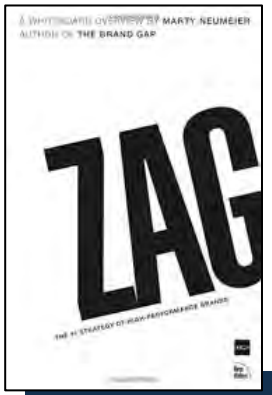
Good Reads

- Marty Neumeier
  - The Brand Gap
  - Zag
  - The Designful Company
- Al Ries + Jack Trout
  - Positioning: The Battle for Your Mind
- Chris Grams
  - The Ad-Free Brand
- Alina Wheeler
  - Designing Brand Identity

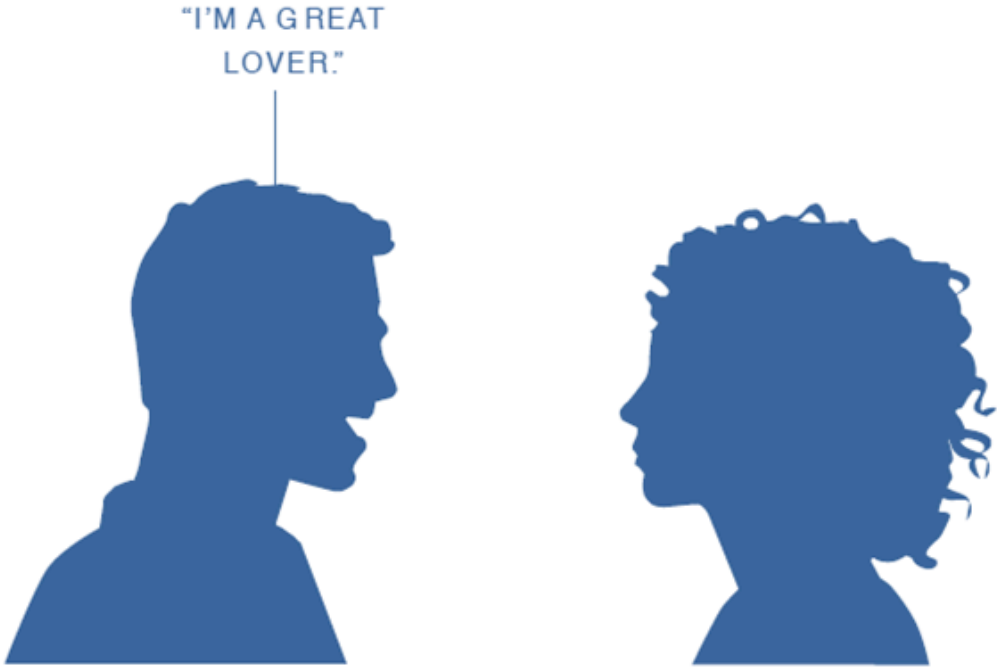






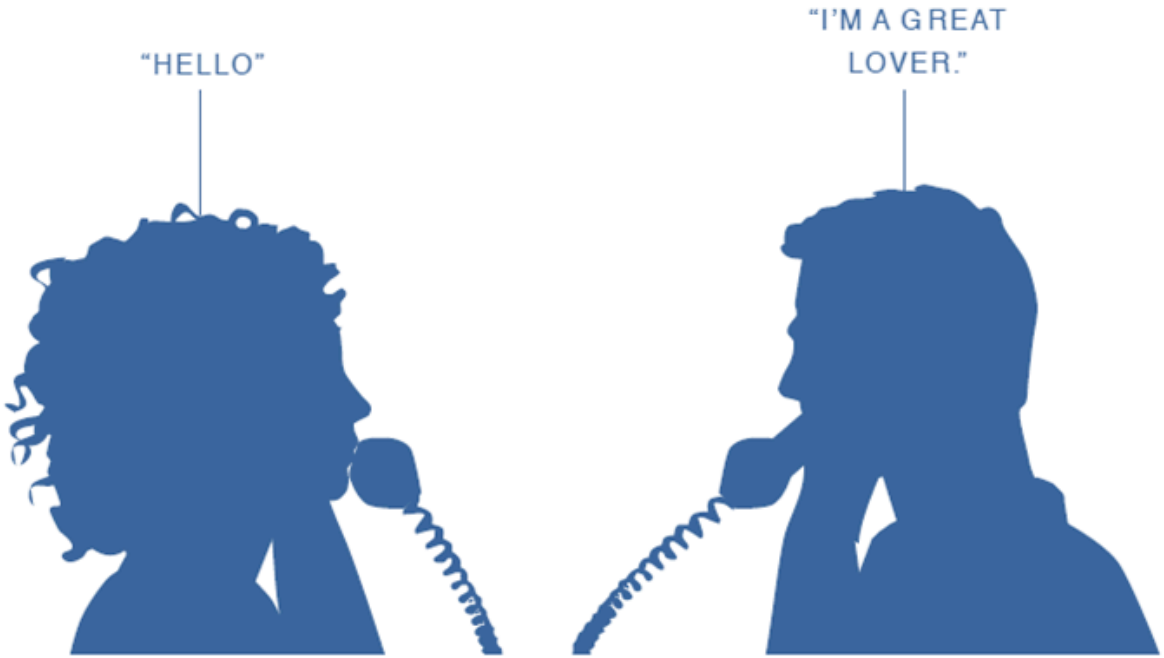


Marketing



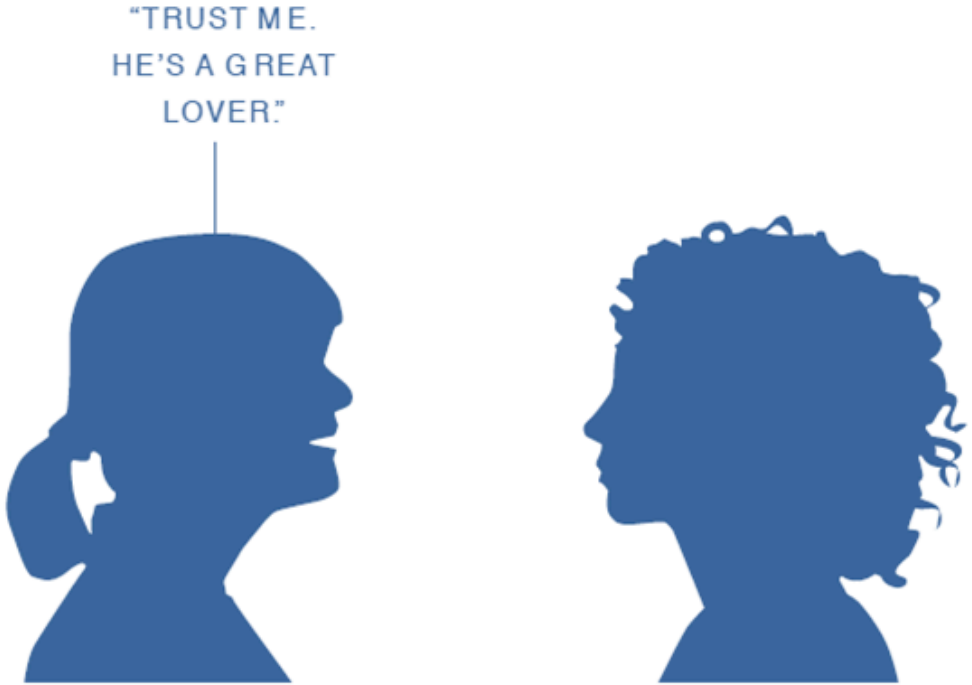
-Neutron, LLC

Telemarketing



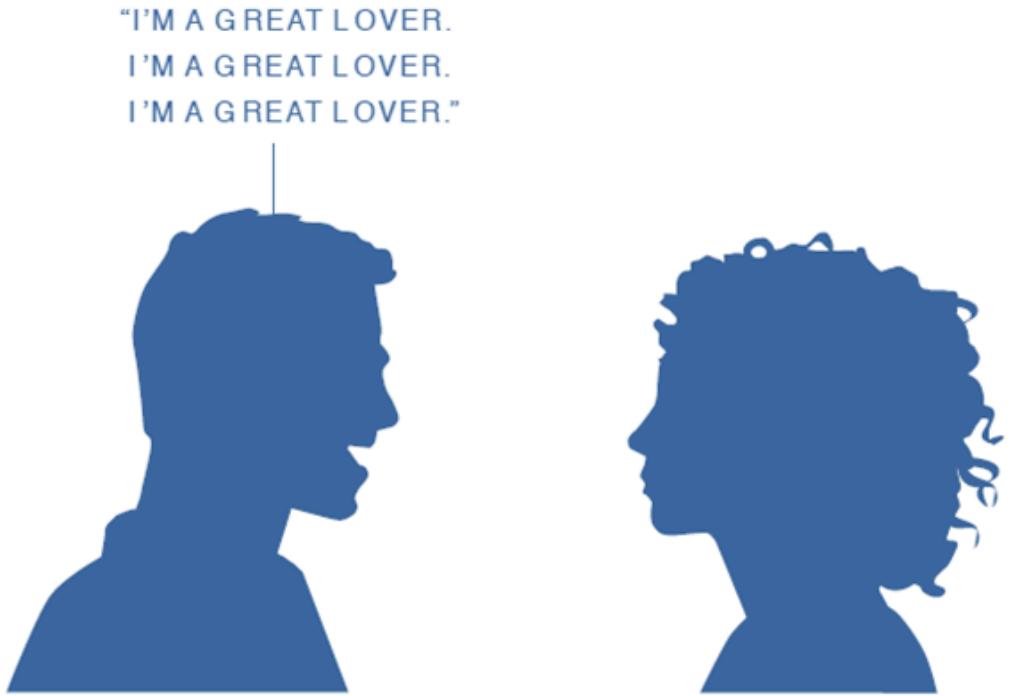
-Neutron, LLC

Public Relations



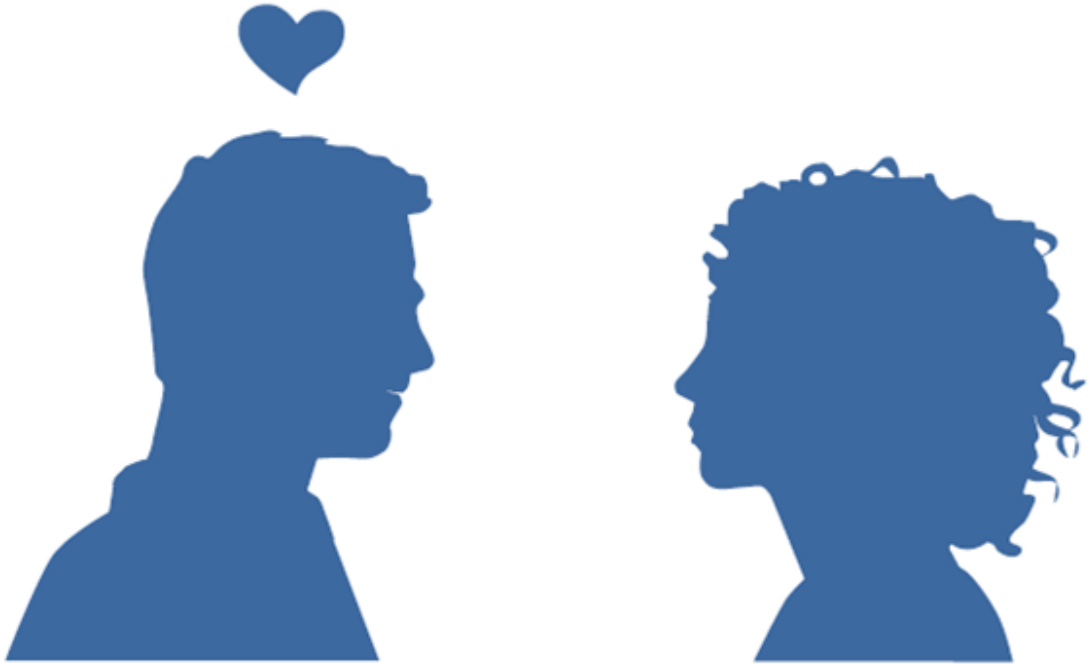
-Neutron, LLC

Advertising



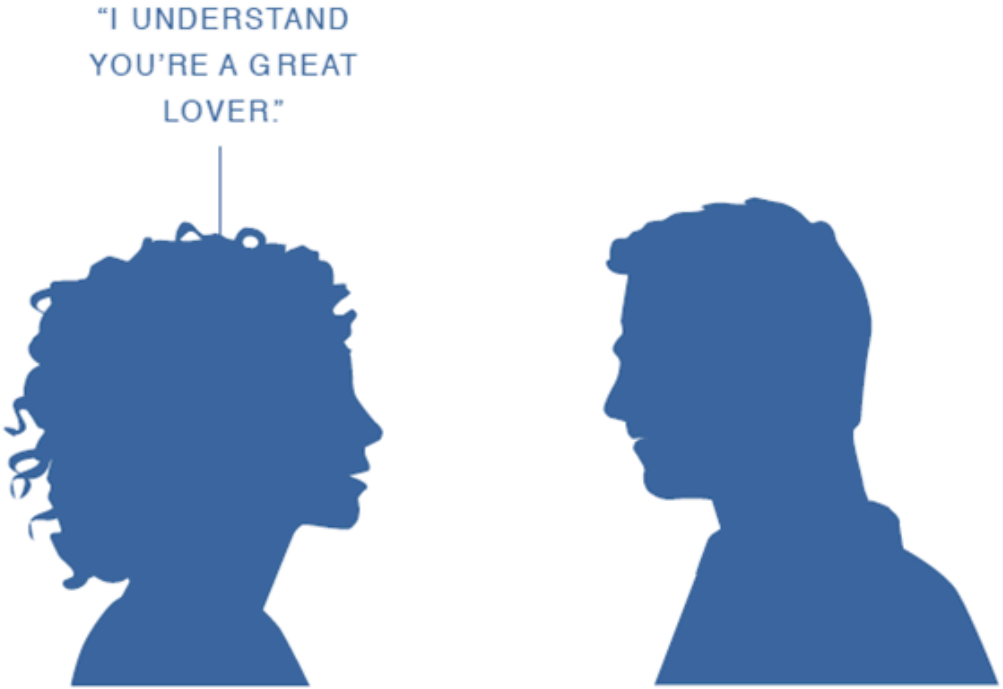
-Neutron, LLC

Design



-Neutron, LLC

Branding



-Neutron, LLC

So what is a brand?

"It's a person's gut feeling about a product, service, or organization. It's not what ***you*** say it is. It's what ***they*** say it is."

-Neutron, LLC

And what is a brand *position*?

"Positioning is the scaffolding on which companies build their brands, strategic their planning, and extend their relationships with customers. Positioning takes into account the mix of price, product, promotion and place."

- Alina Wheeler (from Ries and Trout)

Brand Is More Than What You Do To A Cow

DEFINITION OF BRAND

- The sum total of all existing associations made with your institution
- Including the good, the bad, and, possibly, the ugly

Your logo, visual identity, and/or marks are simply reflections of your brand.

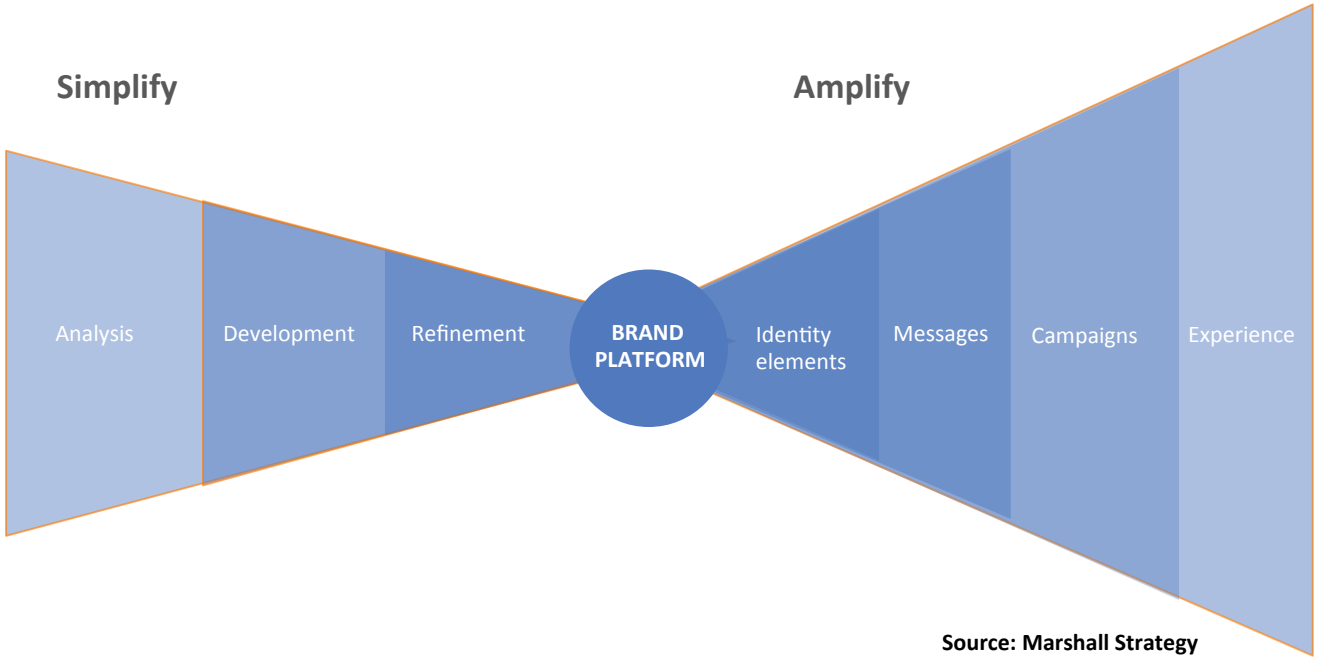
DEFINITION OF BRANDING

- The process of influencing those associations

Your brand is where you are now. Your positioning is where you want to be. Branding takes you from point A to B. You are successful when your brand equals your positioning.

DEFINITION OF POSITIONING

- Your [researched and documented] desired brand associations



Source: Marshall Strategy

Why is it hard for EDU to brand?

- We're not good at listening to our audiences (or serving their needs).
- We don't develop true positions (or differentiated messaging).
- We tire of our own messages too quickly.
- We aren't smart about targeting our efforts.
- We can't figure out what action we are trying to affect.

We’re not good at listening to our audiences (or serving their needs).

MLK d

Brand Analysis

- What do you truly know about your institution's brand?
- Have you identified key audiences (internal and external) that you want to measure perceptions and awareness? Do you know what they think of your brand currently?
- Do you know levels of awareness and affinity for your brand currently?
- How about how you compare to competitors on important attributes (quality of academics, student life, reputation, interest, etc.)?
- Do you know the things associated (positively and negatively) with your brand?

Qualitative and Quantitative Research

- Both have significant value
- Qualitative (focus groups, in-depth interviews, online bulletin boards, etc.)
- Quantitative (online and phone surveys)
- You can/should do your own research
- Your institution should also invest in high quality, on-going marketing research

Brand-Driven Research

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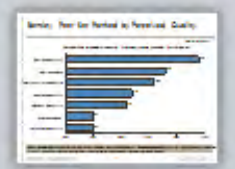
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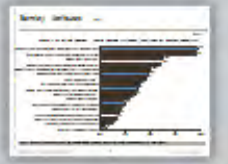
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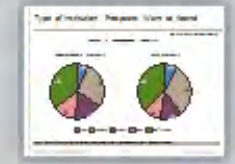
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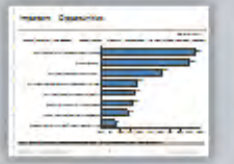
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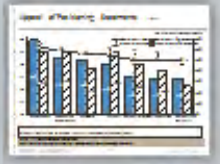
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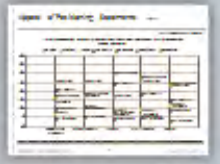
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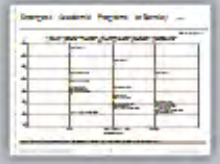
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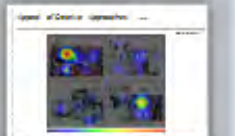


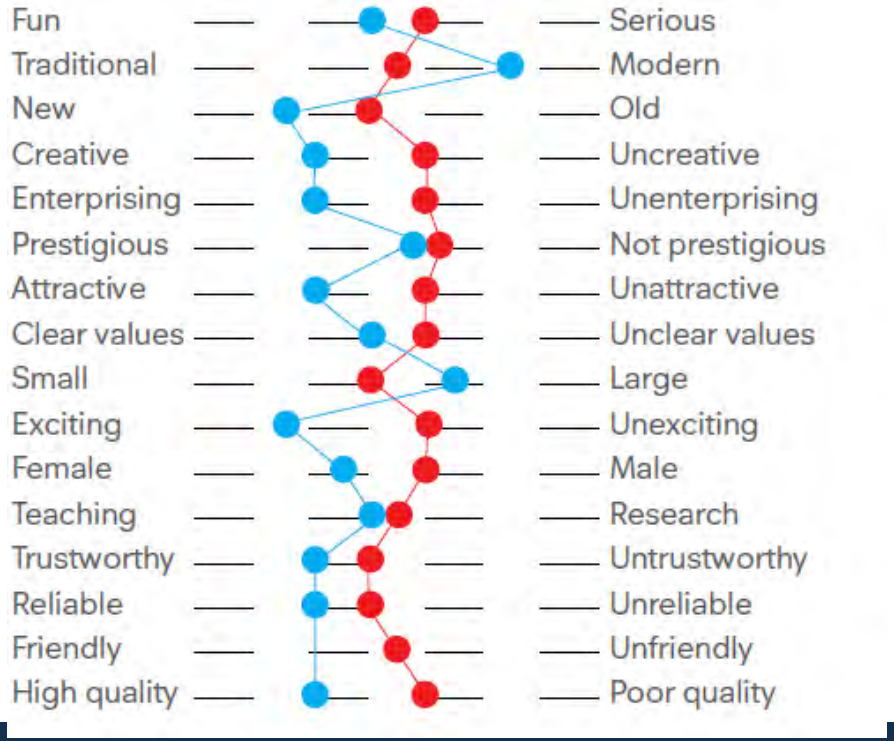
Brand Measurements

Media Analytics

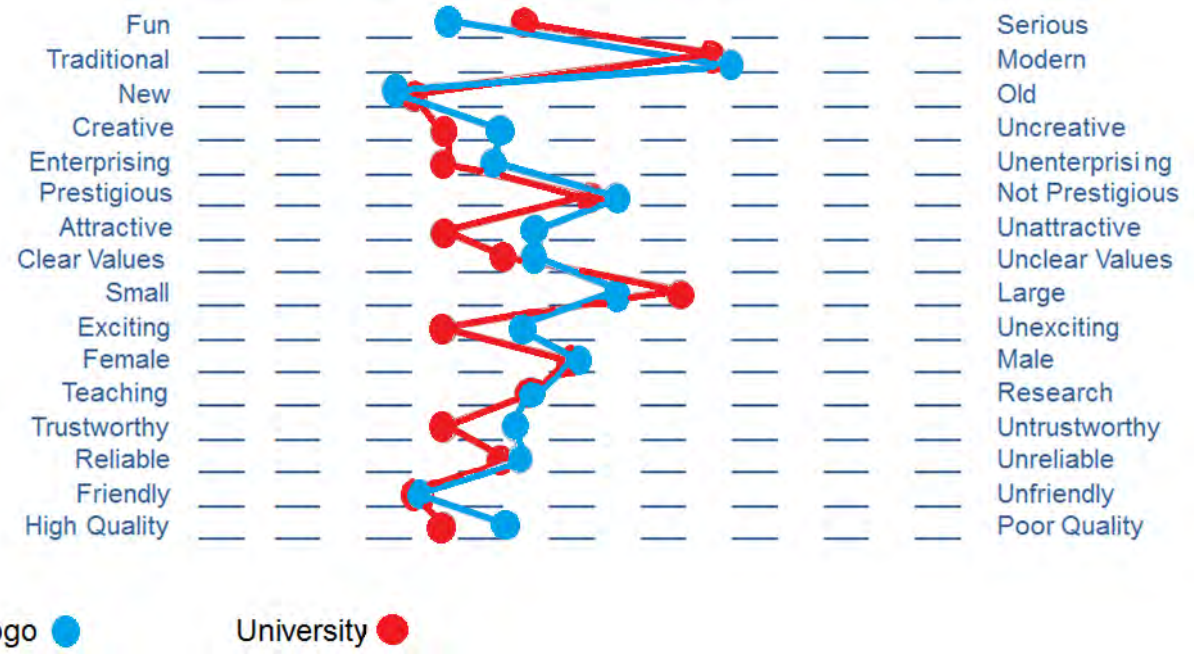
Strategic Plan

Created for Purdue University using Wordle.net

Brand Measurements



Brand Measurements



How important are each of the following characteristics to you <u>when assessing a university's reputation</u>? (Randomize)

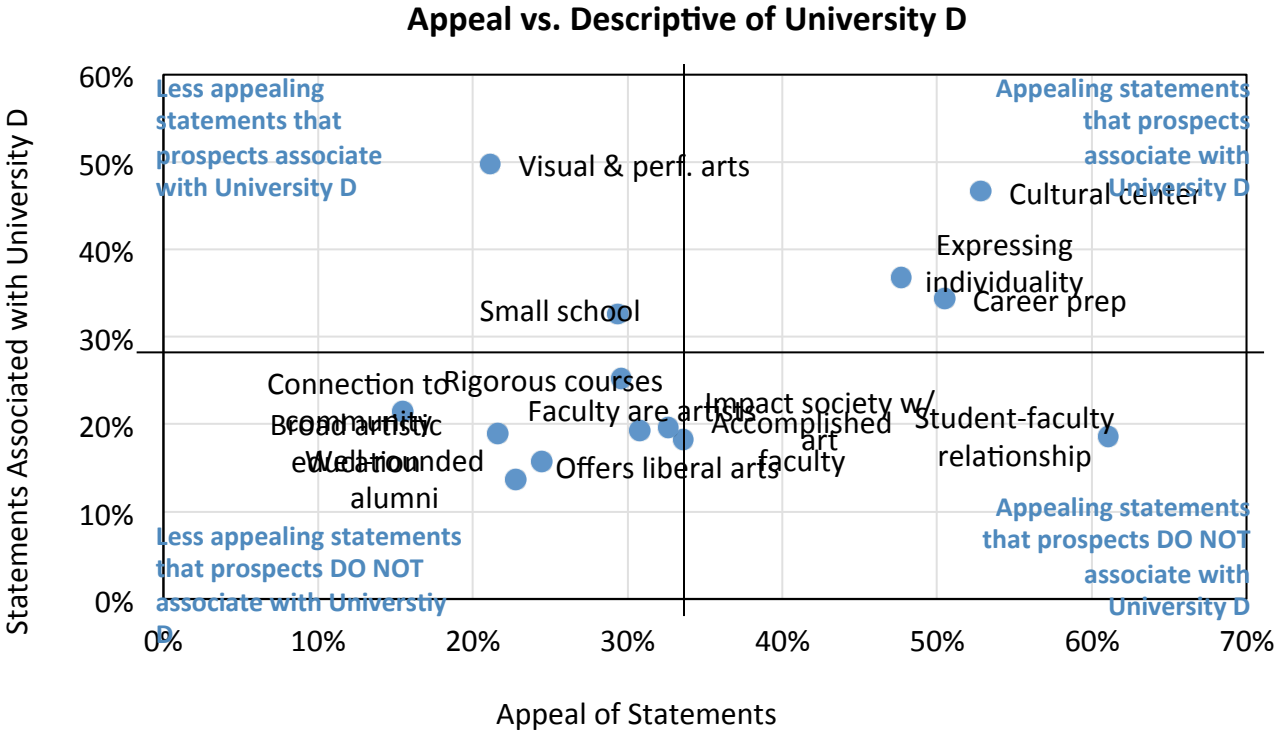
	1 – Not at all Important									10 – Extremely Important
Professors focused on teaching undergraduates	1	2	3	4	5	6	7	8	9	10
Strong alumni network	1	2	3	4	5	6	7	8	9	10
Undergraduate research opportunities	1	2	3	4	5	6	7	8	9	10
Successful graduates (e.g. good jobs/graduate school placements)	1	2	3	4	5	6	7	8	9	10
Excellent academic reputation	1	2	3	4	5	6	7	8	9	10
Location in a traditional college town	1	2	3	4	5	6	7	8	9	10
Availability of internships	1	2	3	4	5	6	7	8	9	10
International learning opportunities (e.g. study abroad)	1	2	3	4	5	6	7	8	9	10
Selective admissions	1	2	3	4	5	6	7	8	9	10
Strong school pride	1	2	3	4	5	6	7	8	9	10
Personal attention from professors	1	2	3	4	5	6	7	8	9	10
Small classes	1	2	3	4	5	6	7	8	9	10
Good value	1	2	3	4	5	6	7	8	9	10
High quality faculty/professors	1	2	3	4	5	6	7	8	9	10
Wide variety of clubs/student organizations	1	2	3	4	5	6	7	8	9	10

University D Attributes

Appealing vs. Associated with University D

Sponsor Revealed for Association with University D Question
Sponsor Not Revealed for Appeal Question

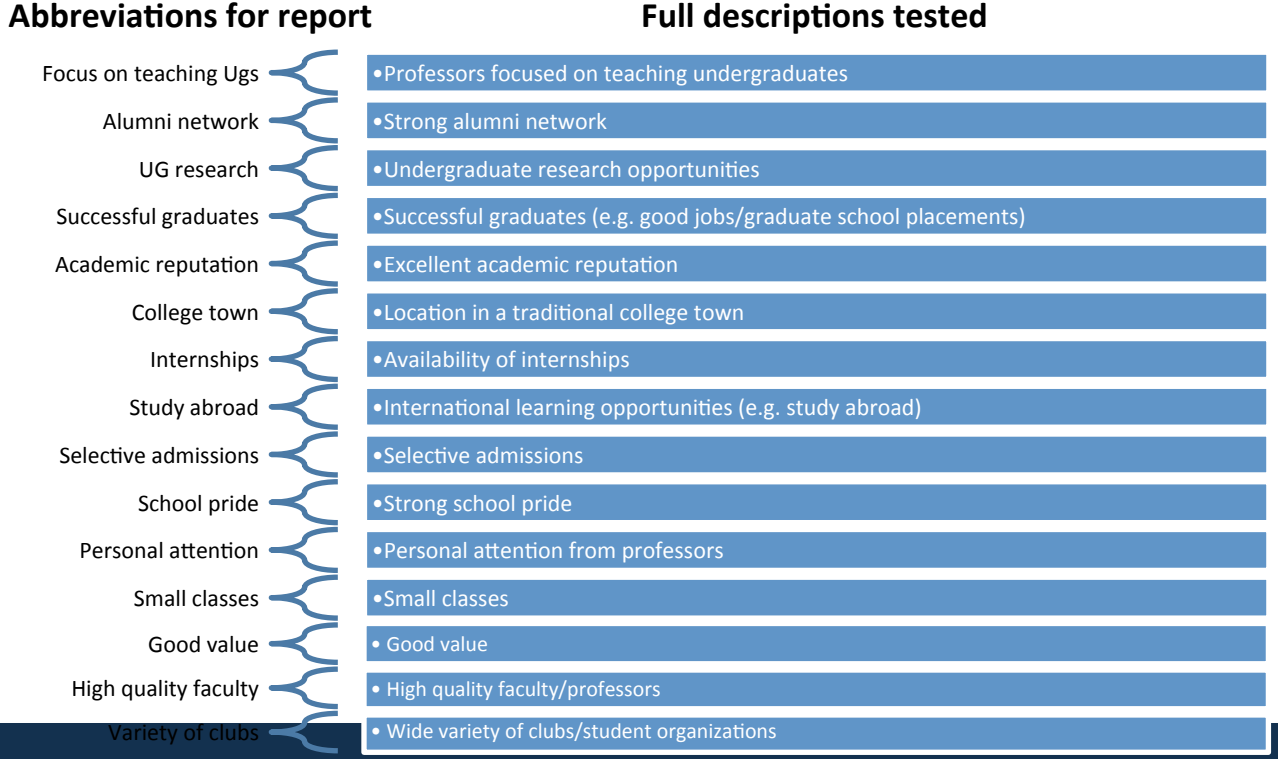
Prospects w/ University D familiarity>3 (n=293)



Lines placed at the means for each axis

Question Wording: Which FIVE the following do you associate MOST with University D? (mark up to 5)

Competitive Analysis Attributes



Sponsor Revealed for Internal Audiences & Alumni
Sponsor Not Revealed for External Audiences

Most Descriptive
CLIENT (Miami of Ohio University) University Attributes

All audiences except Employers

Attributes With Top 2 Box >=40% for External Audiences and >=50% for Internal Audiences

Inquirers + Non-Inquirers	Prospect Parents	Counselors	Peers	Current Students	Current Parents	Alumni	Faculty & Staff
College town (54%)	College town (54%)	College town (42%)	College town (48%)	College town (74%)	College town (85%)	College town (89%)	College town (80%)
Successful graduates (49%)	Academic reputation (52%)	Focus on teaching UGs (40%)		Study abroad (72%)	Successful graduates (66%)	Academic reputation (60%)	Study abroad (62%)
Academic reputation (47%)	Study abroad (49%)			Successful graduates (64%)	Study abroad (64%)	Successful graduates (58%)	Successful graduates (55%)
High quality faculty (44%)	High quality faculty (42%)			Focus on teaching UGs (59%)	Focus on teaching UGs (62%)	Study abroad (58%)	Focus on teaching UGs (52%)
Focus on teaching UGs (44%)	Focus on teaching UGs (41%)			Academic reputation (57%)	Academic reputation (61%)	High quality faculty (58%)	Personal attention (50%)
Study abroad (43%)	Successful graduates (41%)			Variety of clubs (56%)	Variety of clubs (60%)	Focus on teaching UGs (54%)	
Variety of clubs (41%)				High quality faculty (55%)	High quality faculty (57%)	School pride (53%)	
					Alumni network (55%)		
					Personal attention (54%)		
					School pride (51%)		

Scale: 1=Does Not Describe at All, 10=Describes Very Well. Top 2 box percentages recalculated without "don't know" responses in the base.
Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]?

Sponsor Revealed for Internal Audiences & Alumni
Sponsor Not Revealed for External Audiences

Most Descriptive
COMPETITOR A (The Ohio State University) Attributes

All audiences except Employers

Attributes With Top 2 Box >=40% for External Audiences and >=50% for Internal Audiences

Inquirers + Non-Inquirers	Prospect Parents	Counselors	Peers	Current Students	Current Parents	Alumni	Faculty & Staff
School pride (80%)	School pride (77%)	School pride (76%)	School pride (75%)	School pride (90%)	School pride (85%)	School pride (86%)	School pride (90%)
Variety of clubs (63%)	Variety of clubs (62%)	Variety of clubs (74%)	Alumni network (54%)	Alumni network (66%)	Alumni network (73%)	Alumni network (65%)	Alumni network (71%)
Alumni network (58%)	Alumni network (53%)	Alumni network (64%)	Variety of clubs (49%)	Variety of clubs (64%)	Variety of clubs (63%)	Variety of clubs (56%)	Variety of clubs (57%)
Successful graduates (46%)							
Academic reputation (41%)							

Scale: 1=Does Not Describe at All, 10=Describes Very Well. Top 2 box percentages recalculated without "don't know" responses in the base.
Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]?

Sponsor Revealed for Internal Audiences & Alumni
Sponsor Not Revealed for External Audiences

Most Descriptive
COMPETITOR C (University of Michigan) Attributes

All audiences except Employers

Attributes With Top 2 Box >=40% for External Audiences and >=50% for Internal Audiences

Inquirers + Non-Inquirers	Prospect Parents	Counselors	Peers	Current Students	Current Parents	Alumni	Faculty & Staff
Academic reputation (55%)	Academic reputation (57%)	Academic reputation (77%)	Academic reputation (59%)	Academic reputation (62%)	Selective admissions (68%)	Academic reputation (65%)	High quality faculty (59%)
Successful graduates (47%)	College town (55%)	Selective admissions (69%)	Alumni network (54%)	Selective admissions (59%)	Academic reputation (67%)	Successful graduates (55%)	Academic reputation (53%)
High quality faculty (45%)	High quality faculty (48%)	High quality faculty (67%)	School pride (54%)	Successful graduates (57%)	Alumni network (66%)	Selective admissions (55%)	Successful graduates (50%)
Selective admissions (45%)	Successful graduates (48%)	Successful graduates (66%)	High quality faculty (54%)	High quality faculty (54%)	School pride (60%)	High quality faculty (52%)	
School pride (44%)	Alumni network (47%)	School pride (65%)	Successful graduates (50%)		Successful graduates (59%)		
Study abroad (43%)	School pride (43%)	Alumni network (64%)	Selective admissions (45%)		High quality faculty (56%)		
Variety of clubs (42%)	Personal attention (42%)	College town (58%)	College town (44%)				
Alumni network (42%)		Variety of clubs (55%)					
		Study abroad (52%)					
		Focus on teaching UGs (47%)					
		Personal attention (46%)					
		Internships (45%)					

Scale: 1=Does Not Describe at All, 10=D… Top 2 box percentages recalculated without "don't know" responses in the base.

Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]?

Descriptive Attributes of Competitive Set

Inquirers + Non-Inquirers

Top Attributes Per Inquirers + Non-Inquirers (Top 2 Box >=40%)

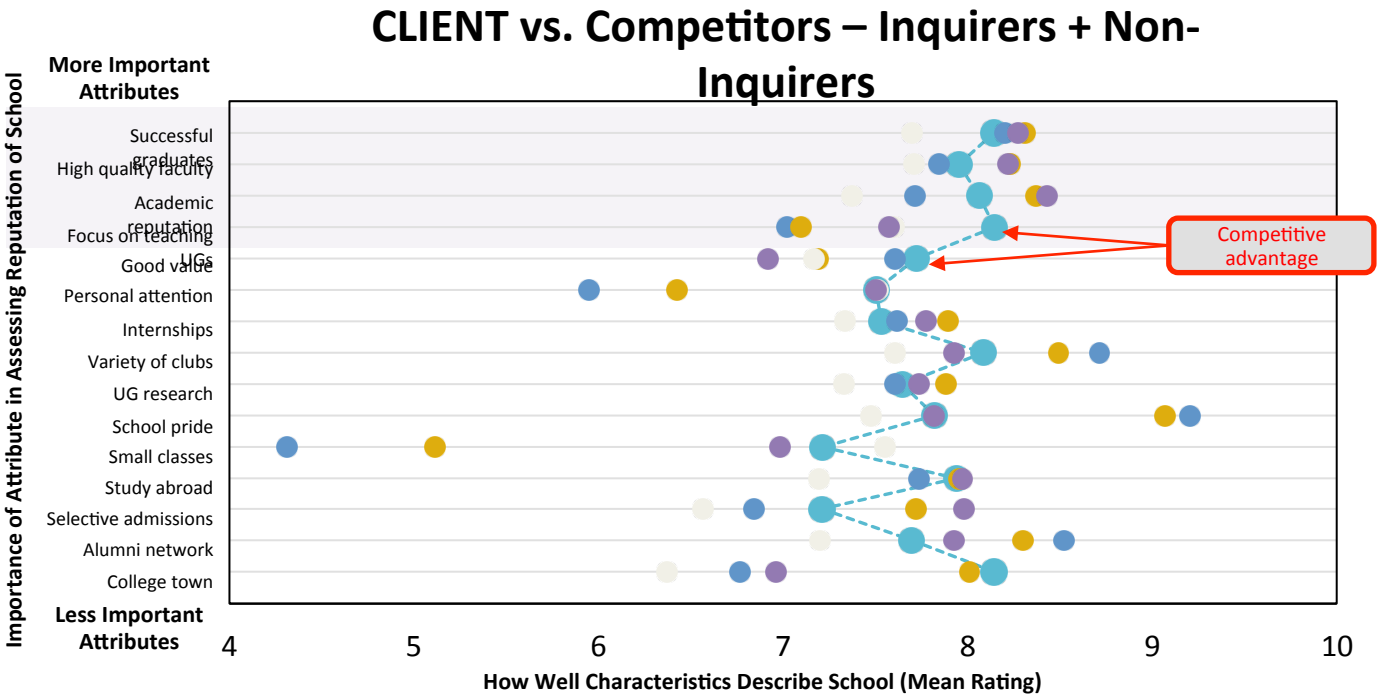
- Client School is unique in its focus on teaching UGs and only Client and School B are perceived to be located in a traditional college town.
- All are considered to have successful grads, academic reputation, variety of clubs, and most are considered to have study abroad and high quality faculty.

CLIENT	School A	School B	School C	School D
College town (54%)	School pride (80%)	School pride (76%)	*No attributes rated by at least 40%. However, top 3 attributes were: successful graduates (35%), focus on teaching UGs (34%), and high quality faculty (32%).*	Academic reputation (55%)
Successful graduates (49%)	Variety of clubs (63%)	Variety of clubs (57%)		Successful graduates (47%)
Academic reputation (47%)	Alumni network (58%)	Alumni network (53%)		High quality faculty (45%)
High quality faculty (44%)	Successful graduates (46%)	Successful graduates (51%)		Selective admissions (45%)
Focus on teaching UGs (44%)	Academic reputation (41%)	Academic reputation (51%)		School pride (44%)
Study abroad (43%)		College town (48%)		Study abroad (43%)
Variety of clubs (41%)		High quality faculty (46%)		Variety of clubs (42%)
		Study abroad (41%)		Alumni network (42%)

Scale: 1=Does Not Describe at All, 10=Describes Very Well. Top 2 box percentages recalculated without "don't know" responses in the base.
Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]?

Comparing **CLIENT** to Competitors

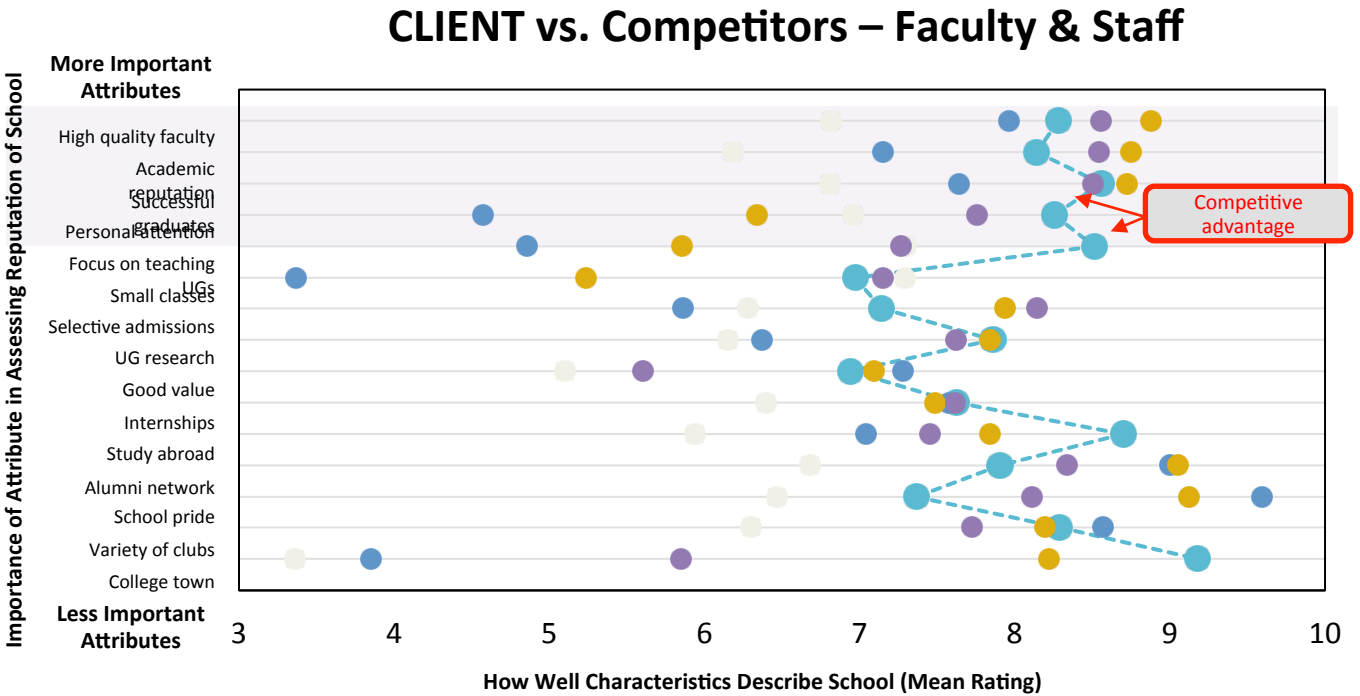
Inquirers + Non-Inquirers who rated each school



Scale: 1=Does Not Describe at All, 10=Describes Very Well. "Don't know" excluded from means. Attributes in descending order based on importance.
Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]? *Red shading highlights 4 most important attributes.*

Comparing **CLIENT** to Competitors

Faculty, Staff who rated each school



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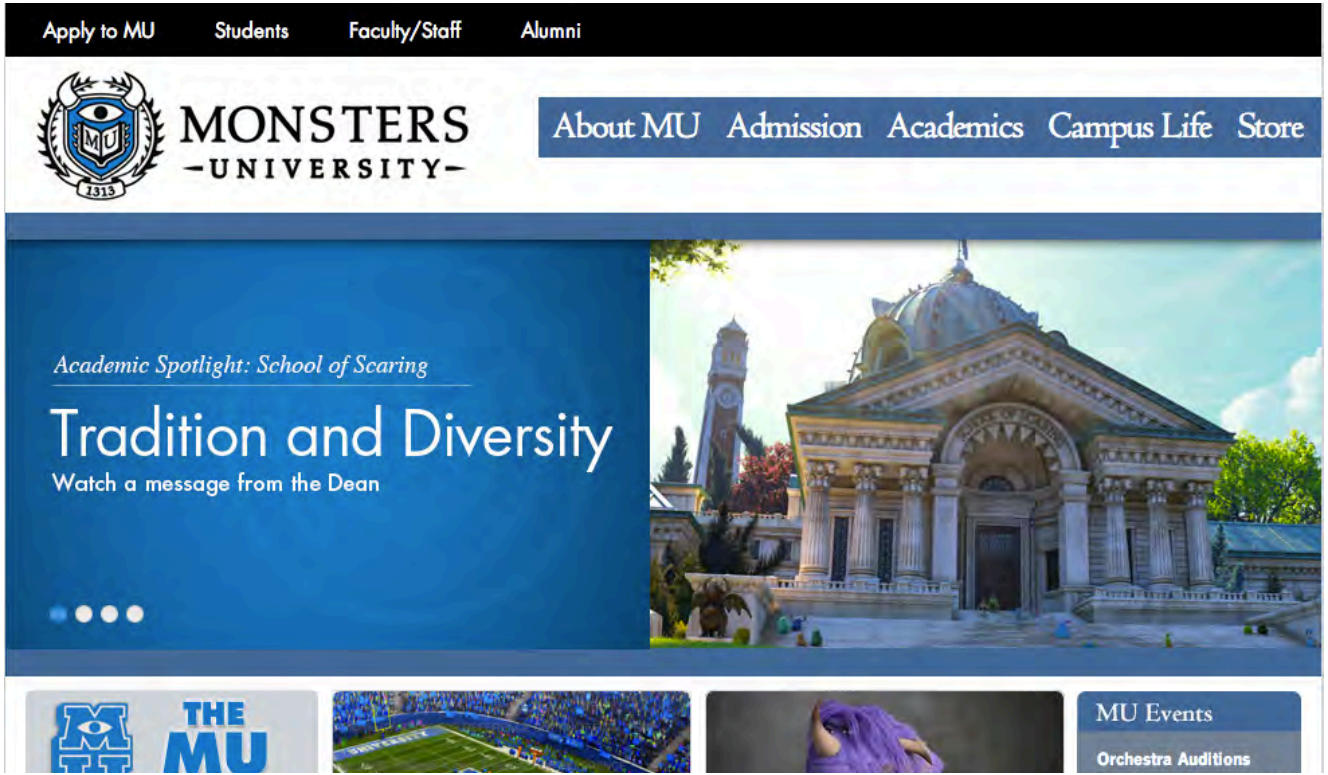
Question Wording: For the next question, we would like you to focus on one university in particular, which has been randomly selected. How well does each of the following characteristics describe [INSERT SCHOOL]? *Red shading highlights 4 most important attributes.*

We don’t develop true positions (or differentiated messaging).


Apply to MU
Students
Faculty/Staff
Alumni
MONSTERS
-UNIVERSITY-
About MU
Admission
Academics
Campus Life
Store
Academic Spotlight: School of Scaring
Tradition and Diversity
Watch a message from the Dean
THE MU
MU Events
Orchestra Auditions

phinneybischoff/**designhouse**

10 Universities, 5 Core Messages

1. The leading …
   - “the leading public research university in the region”
   - “the state’s only member of the prestigious AAU”
   - “world-class teaching and research university”
   - “one of the world’s leading private research universities”
2. Multidisciplinary/Diverse
   - “champions intellectual and cultural diversity, and welcomes students from all 50 states and more than one hundred nations”
   - “strong tradition of integrating liberal and professional education”
   - “a diverse student population”
3. Hands-on Research
   - “research enterprise provides undergraduate students with opportunities for hands-on experiences that can be found in few universities in the world”
   - “research is inspired by real world application, blurring the boundaries that traditionally separate academic disciplines”
   - “cutting-edge research”

10 Universities, 5 Core Messages

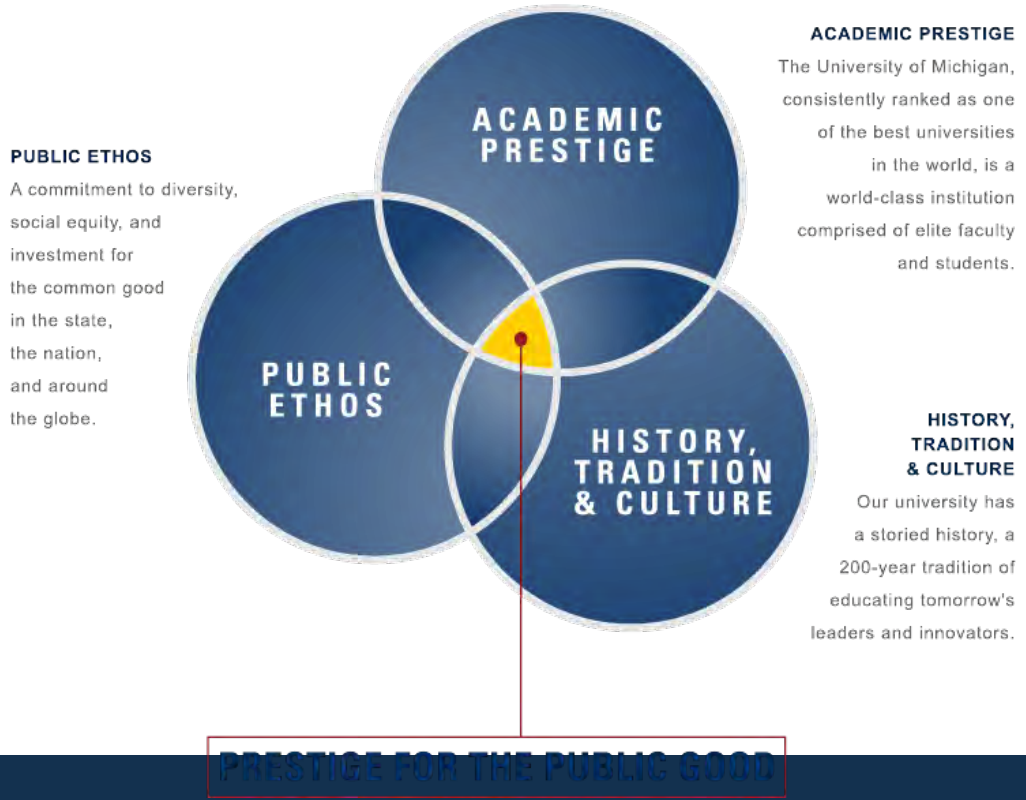
4. Public Service
   - "world-class faculty create discoveries that improve the human condition and fuel the state's economy"
   - "as the state's land-grant university, our research and resources enrich communities around the state and around the world"
   - "a vibrant culture of public service"
5. A New Model
   - "we are a new model for American higher education, an unprecedented combination of academic excellence, broad access, and impact"
   - "a model for public institutions of higher education"

Good Positioning

- Singular
- Differentiating
- Compelling
- Believable
- Deliverable
- Sustainable

A truth about who you **are** is not the same as a truth about **how you're different.**

Example



PUBLIC ETHOS

A commitment to diversity, social equity, and investment for the common good in the state, the nation, and around the globe.

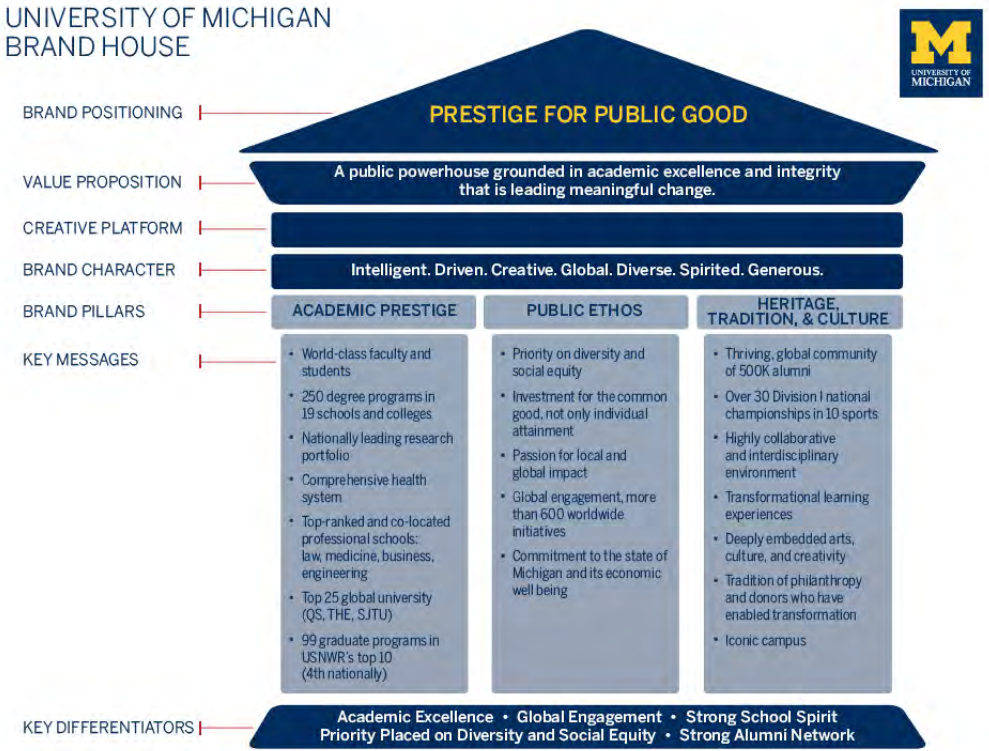
ACADEMIC PRESTIGE

The University of Michigan, consistently ranked as one of the best universities in the world, is a world-class institution comprised of elite faculty and students.

HISTORY, TRADITION & CULTURE

Our university has a storied history, a 200-year tradition of educating tomorrow's leaders and innovators.

Example


UNIVERSITY OF MICHIGAN
BRAND HOUSE
BRAND POSITIONING
PRESTIGE FOR PUBLIC GOOD
VALUE PROPOSITION
A public powerhouse grounded in academic excellence and integrity that is leading meaningful change.
CREATIVE PLATFORM
BRAND CHARACTER
Intelligent. Driven. Creative. Global. Diverse. Spirited. Generous.
BRAND PILLARS
ACADEMIC PRESTIGE
PUBLIC ETHOS
HERITAGE, TRADITION, & CULTURE
KEY MESSAGES
• World-class faculty and students
• 250 degree programs in 19 schools and colleges
• Nationally leading research portfolio
• Comprehensive health system
• Top-ranked and co-located professional schools: law, medicine, business, engineering
• Top 25 global university (QS, THE, SJTU)
• 99 graduate programs in USNWR's top 10 (4th nationally)
• Priority on diversity and social equity
• Investment for the common good, not only individual attainment
• Passion for local and global impact
• Global engagement, more than 600 worldwide initiatives
• Commitment to the state of Michigan and its economic well being
• Thriving, global community of 500K alumni
• Over 30 Division I national championships in 10 sports
• Highly collaborative and interdisciplinary environment
• Transformational learning experiences
• Deeply embedded arts, culture, and creativity
• Tradition of philanthropy and donors who have enabled transformation
• Iconic campus
KEY DIFFERENTIATORS
Academic Excellence • Global Engagement • Strong School Spirit
Priority Placed on Diversity and Social Equity • Strong Alumni Network

Be True to your School (brand)

Trueline/Mantra	Brand
Money is only a means to happiness	Citibank
Authentic Athletic Performance	Nike
Family fun entertainment	Disney
Gym-quality results at home	Bowflex
Healthy lips in extreme weather	Chapstick
The road less traveled	Audi

Be True to your School (brand)

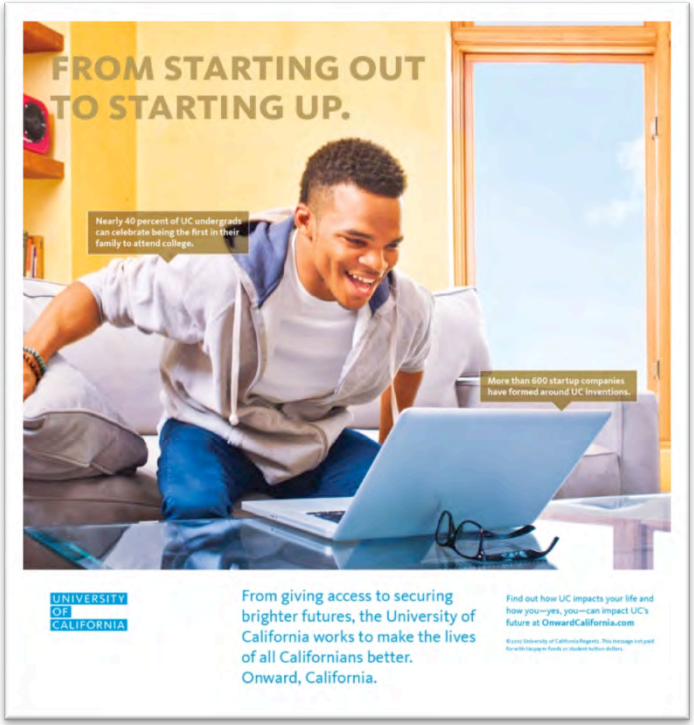
Trueline/Mantra	Brand
Where optimists change the world	UCLA
The forward looking Ivy	Penn
Expect the world of yourself	Boston U

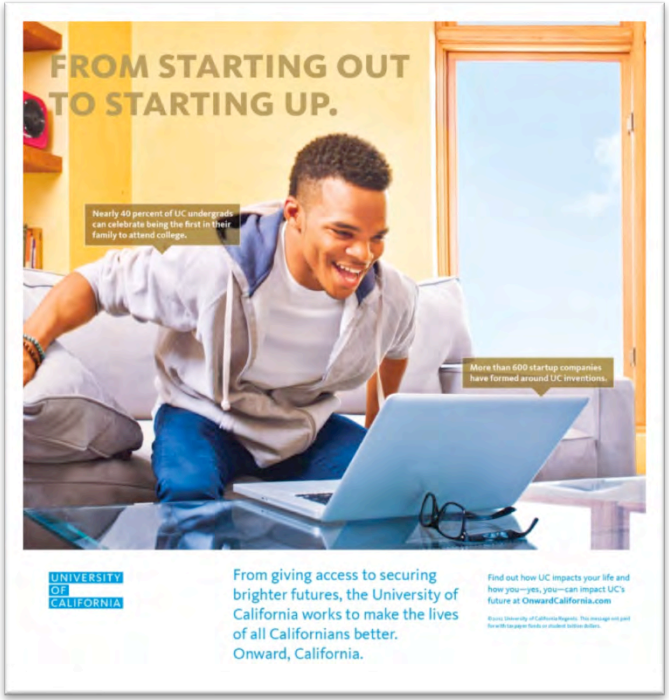
We tire of our own messages too quickly.

UNIVERSITY OF CALIFORNIA

UC embodies the ambition of California and ignites the potential of its people.

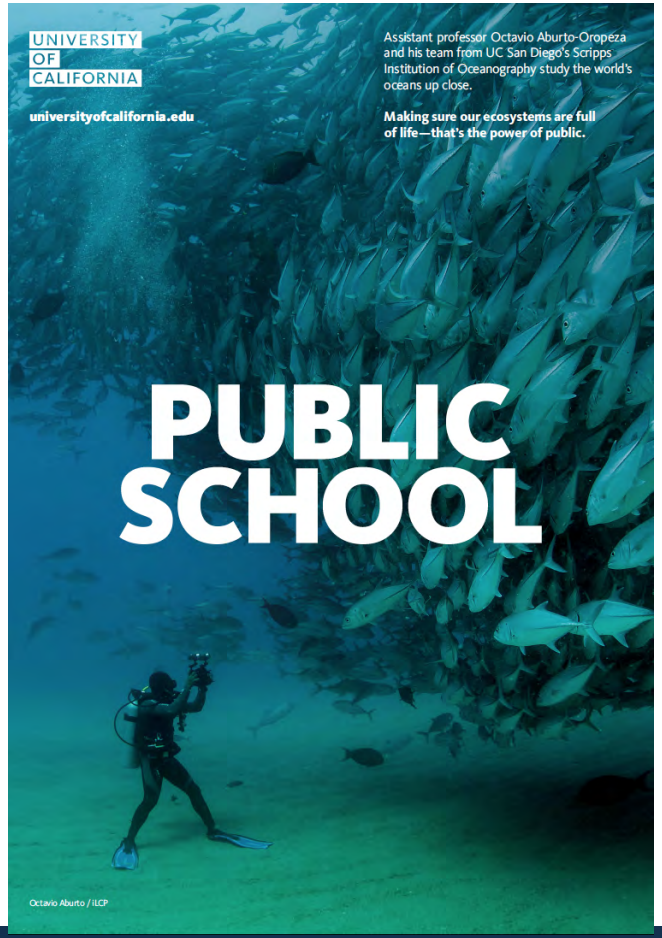
Case Study: Onward California



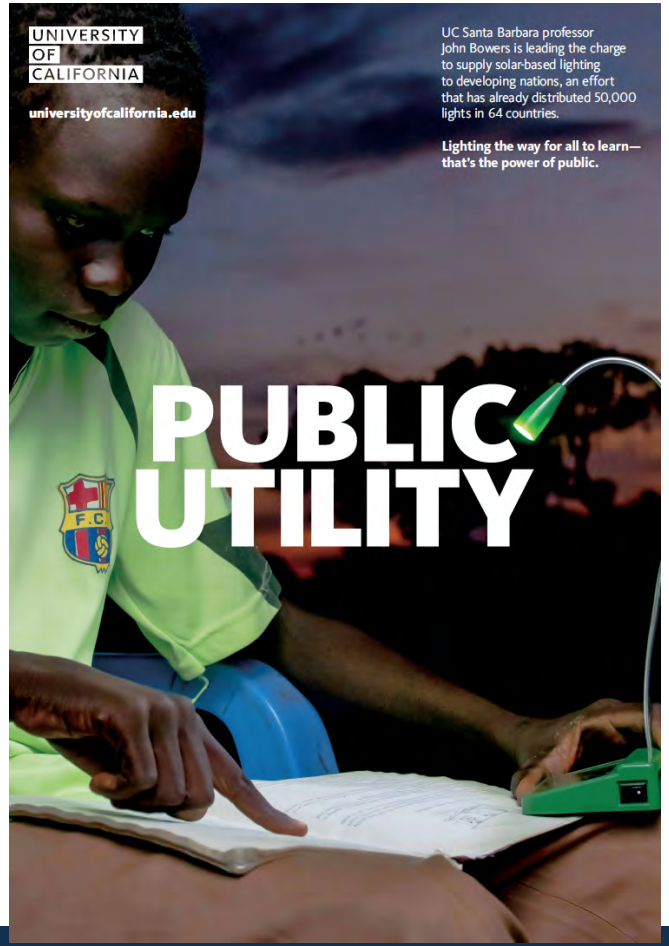

FROM STARTING OUT TO STARTING UP.
Nearly 40 percent of UC undergrads can celebrate being the first in their family to attend college.
More than 600 startup companies have formed around UC inventions.
UNIVERSITY OF CALIFORNIA
From giving access to securing brighter futures, the University of California works to make the lives of all Californians better. Onward, California.
Find out how UC impacts your life and how you—yes, you—can impact UC's future at OnwardCalifornia.com

Whether you know it or not, the University of California, or a UC grad, has probably played a part in keeping you happy and healthy.
2 Their team's QB is able to start because of shoulder surgery performed at the UCLA Health System.
1 The Lee family is watching the game on a television partly powered by solar energy mapped out by researchers at UC San Diego.
5 And don't forget Cooper. His vet graduated from the UC Davis School of Veterinary Medicine.
3 Which is part of the UC Health system that delivered 11,009 babies last year, including little Katy here.
4 Who falls asleep to bedtime stories read under a solar-powered LED light designed at UC Santa Barbara.
UNIVERSITY OF CALIFORNIA
Find out how UC impacts your life and how you—yes, you—can impact UC's future at OnwardCalifornia.com

UNIVERSITY OF CALIFORNIA
universityofcalifornia.edu
This exoskeleton, developed by UC Berkeley professor Homayoon Kazerooni and his team, helps people suffering from spinal cord injuries to walk again.
Making huge strides for mobility—that's the power of public.
PUBLIC TRANSIT


UNIVERSITY OF CALIFORNIA
universityofcalifornia.edu
Assistant professor Octavio Aburto-Oropeza and his team from UC San Diego's Scripps Institution of Oceanography study the world's oceans up close.
Making sure our ecosystems are full of life—that's the power of public.
PUBLIC SCHOOL
Octavio Aburto / ILCP

UNIVERSITY OF CALIFORNIA
universityofcalifornia.edu
The World Food Center at UC Davis brings together experts from agriculture, biology, nutrition and economics to solve the global food crisis.
Sustaining a healthy food chain around the world—that's the power of public.
PUBLIC OFFERING


UNIVERSITY OF CALIFORNIA
universityofcalifornia.edu
UC Santa Barbara professor John Bowers is leading the charge to supply solar-based lighting to developing nations, an effort that has already distributed 50,000 lights in 64 countries.
Lighting the way for all to learn—that's the power of public.
PUBLIC UTILITY

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THE POWER OF PUBLIC
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Changed Life of American Poor: Better Off, but Far Behind

By ANNIE LOWREY

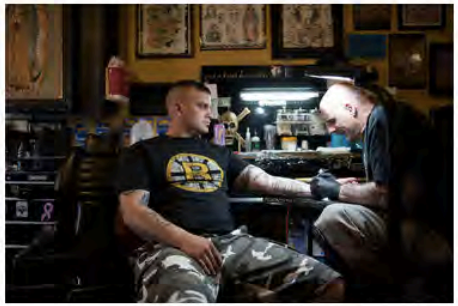
Despite improved living standards, the poor have fallen further behind the middle class and the affluent in both consumption and income, and crucial services remain unattainable.

111 Comments

Putin Demands Ukraine Pull Forces From Southeast

By NEIL MacFARQUHAR
52 minutes ago

Speaking with Angela Merkel of Germany on Thursday, President Vladimir V. Putin of Russia reportedly said Ukraine's leaders needed to launch a national dialogue to resolve tensions.



Matthew Ryan Williams for The New York Times

Army Tattoo Rules Set Off a Rush to Parlors

By KIRK JOHNSON

The Army is tightening its rules on body art — including restrictions on total inkage and the size of each tattoo — but it is generally allowing tattoos acquired before the deadline.

THE UPSHOT

Implications for Employers in New Health Care Law

By NEIL IRWIN

Most employers will quickly stop providing insurance as the law starts to take hold in the real world, a study suggests.

118 Comments

The Opinion Pages

State-Sponsored Horror in Oklahoma

By THE EDITORIAL BOARD

An execution by an untested combination of a sedative and a paralyzing agent failed and became a scene of cruel and unusual punishment.

- **Op-Ed: When Black Hair Is Against the Rules**
- **Op-Ed: The Problem With Free Health Care**

Doctors at Executions

ROOM for DEBATE

Should physicians face professional sanction if they help in lethal injections?

- **Collins: It's Only a Million**
- **Blow: Deep in the Heart of Don**
- **Kristof: Job Crushing or Lifesaving?**
- **Greenhouse: Microscope and Telescope**

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Behind the scenes of The New York Times

- **Enjoying the Greatest 2 Minutes in Sports**
- **Introducing Times Insider**

MARKETS » At 9:47 AM ET

S.&P. 500	Dow	Nasdaq
1,884.79	16,602.48	4,117.52
+0.84	+21.64	+2.97
+0.04%	+0.13%	+0.07%

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PUBLIC TRANSIT

Making huge strides
for mobility.

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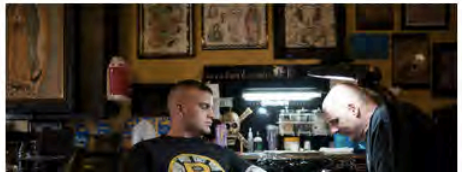
Changed Life of American Poor: Better Off, but Far Behind

By ANNIE LOWREY

Despite improved living



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PUBLIC EYE

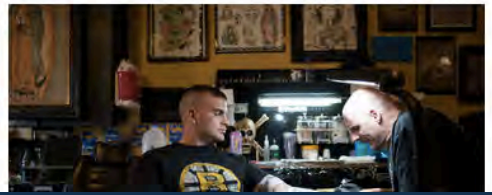
Bringing the depths of space in for a closer look.

UNIVERSITY OF CALIFORNIA

Changed Life of American Poor: Better Off, but Far Behind

By ANNIE LOWREY

Despite improved living



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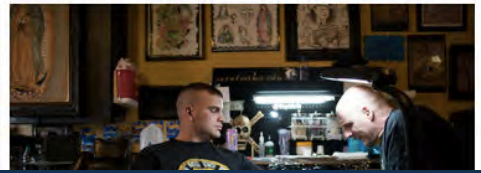
By ANNIE LOWREY



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ROOM for DEBATE

· Collins: It's Only a Million

We aren’t smart about targeting our messages.

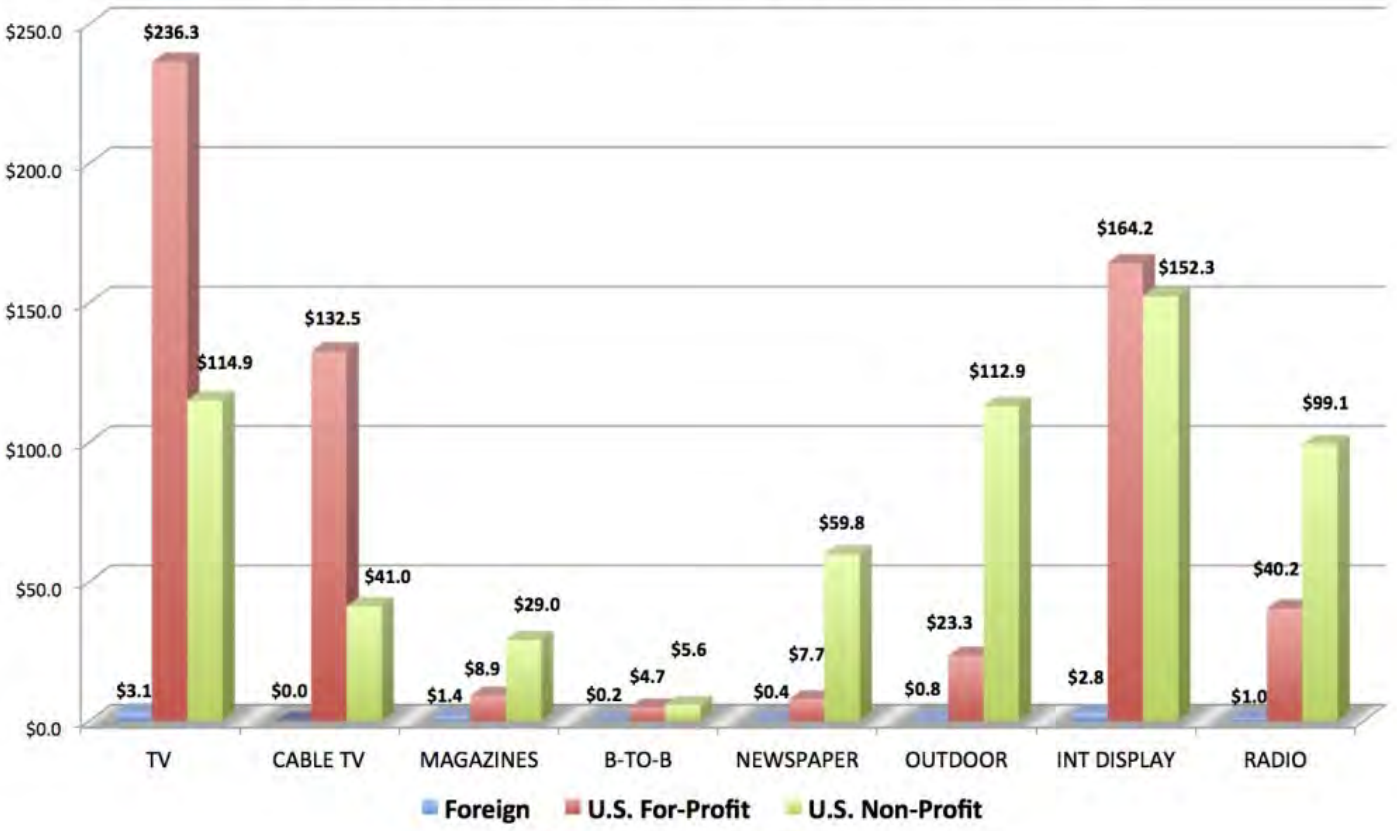
SimpsonScarborough
@SimpScar
Airports. Where learning and innovation come together. Oh wait. I mean, "Airports. Home of the #highered advertising echo chamber."
St. Louis, MO
Reply
Favorite
More
HootSuite
RETWEET
1
FAVORITES
4
5:50 PM - 11 Sep 2014
Reply to @SimpScar

Media Planning

- Ad spending by colleges and universities surpassed $1.24B in 2013 (an all-time high)
- Non-profit totals equaled for-profit sector
- But average investment by universities (3,420 public and private) was just $179,693 compared to $1.48M by for-profit
  (417 schools)

Source: Educational Marketing Group and Kantar Media.
http://emgonline.com/blog/2014/04/non-profit-ad-spending-now-equals-the-for-profit-sector/

Higher Education Paid Advertising in Top 210 U.S. DMA's, by Type and by Category (in Millions), 2013



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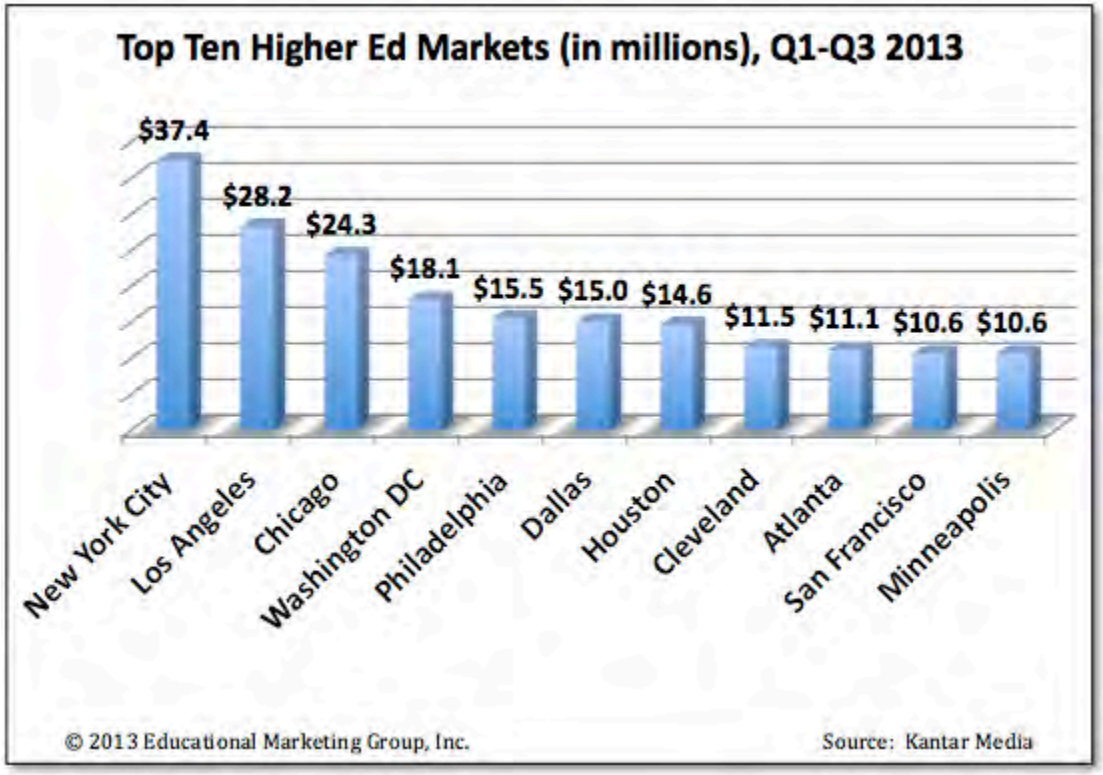
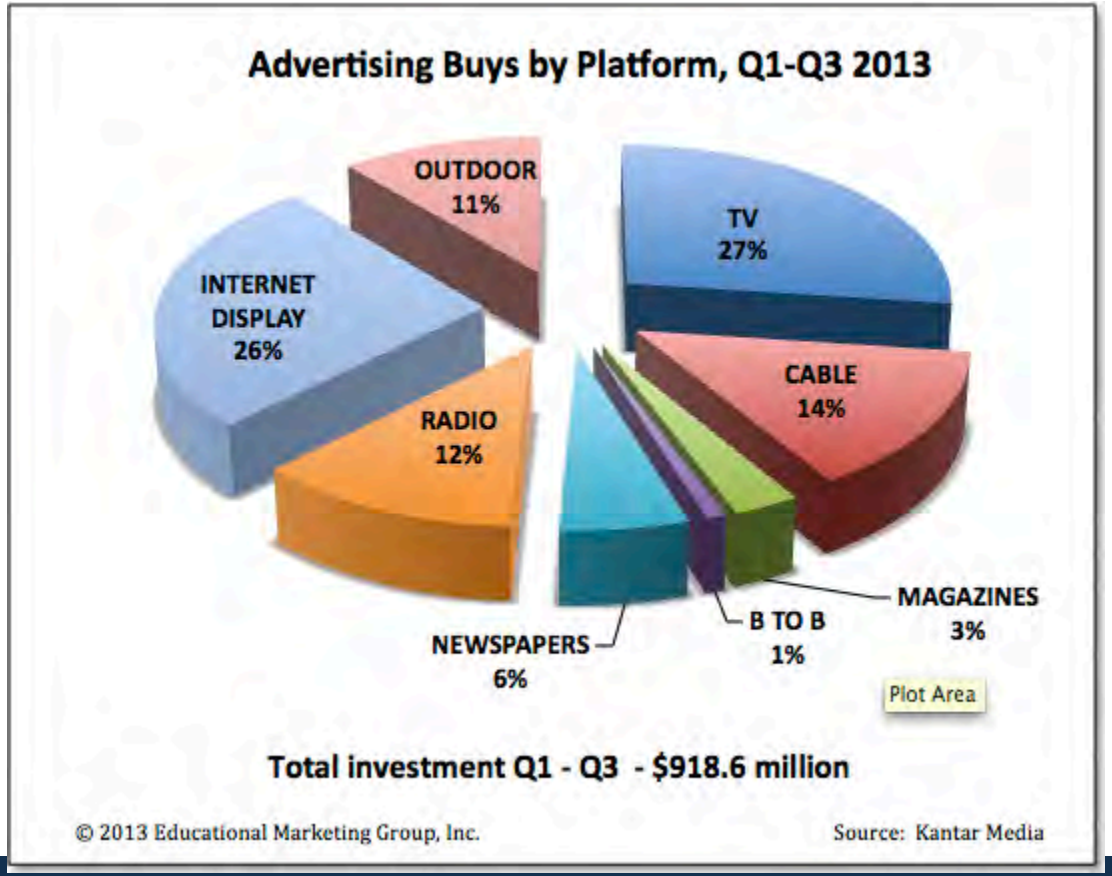

Top Ten Higher Ed Markets (in millions), Q1-Q3 2013
$37.4
$28.2
$24.3
$18.1
$15.5
$15.0
$14.6
$11.5
$11.1
$10.6
$10.6
New York City
Los Angeles
Chicago
Washington DC
Philadelphia
Dallas
Houston
Cleveland
Atlanta
San Francisco
Minneapolis
© 2013 Educational Marketing Group, Inc.
Source: Kantar Media


Advertising Buys by Platform, Q1-Q3 2013
OUTDOOR 11%
TV 27%
INTERNET DISPLAY 26%
CABLE 14%
RADIO 12%
MAGAZINES 3%
B TO B 1%
NEWSPAPERS 6%
Plot Area
Total investment Q1 - Q3 - $918.6 million
© 2013 Educational Marketing Group, Inc.
Source: Kantar Media

Keys to Success

- Defining your objective
- Narrowing your audience
- Knowing where they are
- Realistic budget planning
- Strategy-based creative
- Measure, rinse, repeat

Defining your objective

Broad:

- Awareness, brand image
- Broad enrollment

Specific:

- Event attendance
- Program demand/enrollment
- CTA – tracking conversions

Narrowing Your Audience

- Media consumption patterns vary greatly by target audience
  - Scarborough research
  - Pew Research
  - eMarketer
  - Simmons
- Channels also have become very fragmented (or, positively, enable greater targeting)

Knowing Where They Are

- Refine not only the targets but markets you are going after
- Understand the key media channels for delivery
- Know where you will be a small voice or just another voice
- Be unexpected

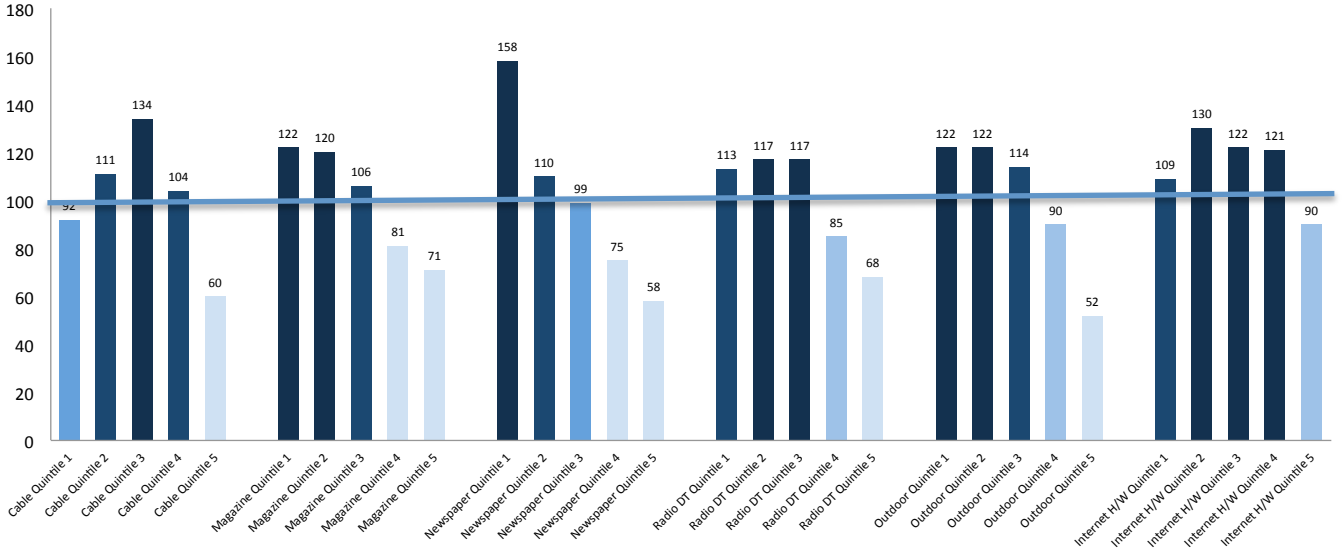
Identifying the Primary Target – Booming with Confidence

	Booming with Confidence		
	Number	%	Index
Median Age	55.3		
Age 25-54		35.1%	43
Age 35-64		59.4%	113
Age 50+		67.9%	149
Caucasian		88.7%	118
Completed College +		43.2%	153
Married		65.0%	122
Work Full Time		55.0%	111
Retired		17.2%	99
Median HHI	$111,500		
HHI $75K+		69.4%	166
HHI $100K+		56.0%	196
HHI $250K+		7.0%	188
Own House		87.8%	141
Median House Value	$278,400		
Home Value $300K+		40.0%	263
Active Memberships		62.0%	126
Republican Affiliation		31.9%	130
Democratic Affiliation		32.3%	99
Independent Affiliation		14.9%	127

Source: 2013 Simmons, Spring NCS Full Year

17.3MM Nationally
-1.5MM in CA
-1.2MM in NY
-491K in MA

Booming with Confidence & Media



Cable Magazine Newspaper Radio DT Outdoor Internet H/W

Identifying the Secondary Target – Flourishing Families

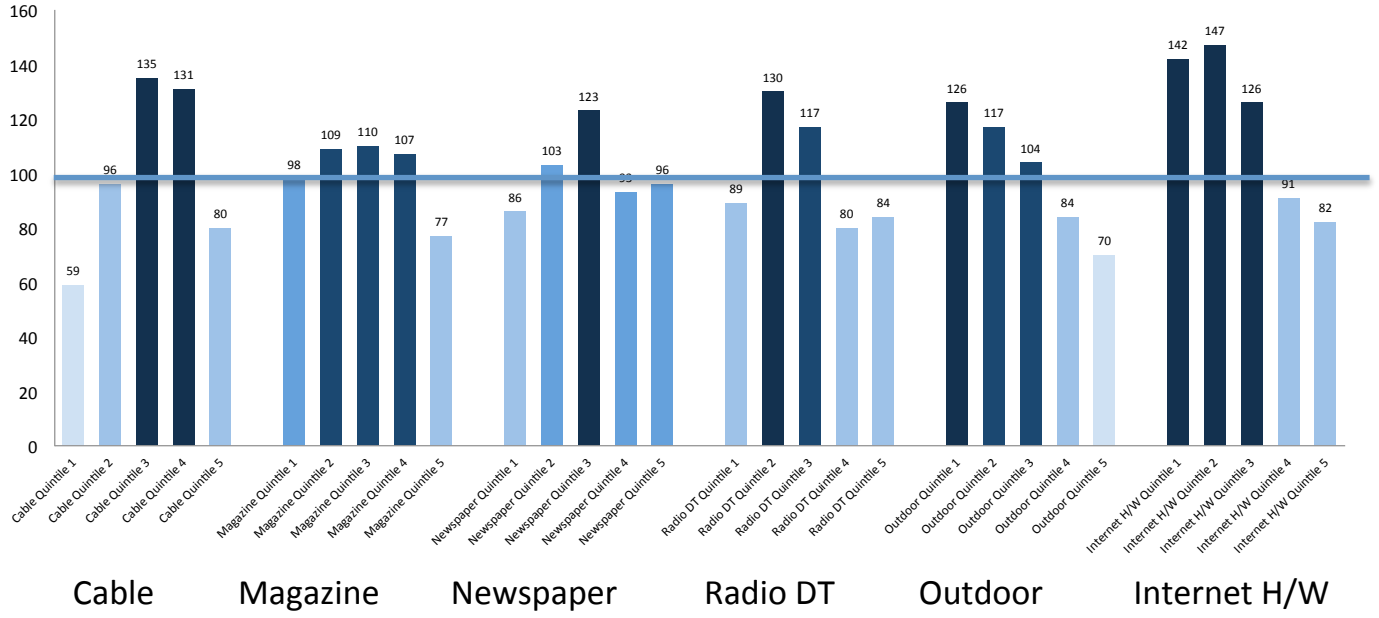
	Flourishing Families		
	Number	%	Index
Median Age	41.8		
Age 25-54		59.9%	142
Age 35-64		65.5%	125
Age 50+		26.9%	59
Caucasian		72.7%	96
Completed College +		52.0%	185
Married		71.6%	134
Work Full Time		61.9%	125
Retired		8.4%	48
Median HHI	$124,953		
HHI $75K+		79.7%	191
HHI $100K+		64.3%	225
HHI $250K+		14.5%	391
Own House		84.9%	136
Median House Value	$298,467		
Home Value $300K+		44.5%	292
Active Memberships		55.7%	113
Republican Affiliation		34.0%	138
Democratic Affiliation		27.5%	84
Independent Affiliation		13.6%	117

Source: 2013 Simmons, Spring NCS Full Year

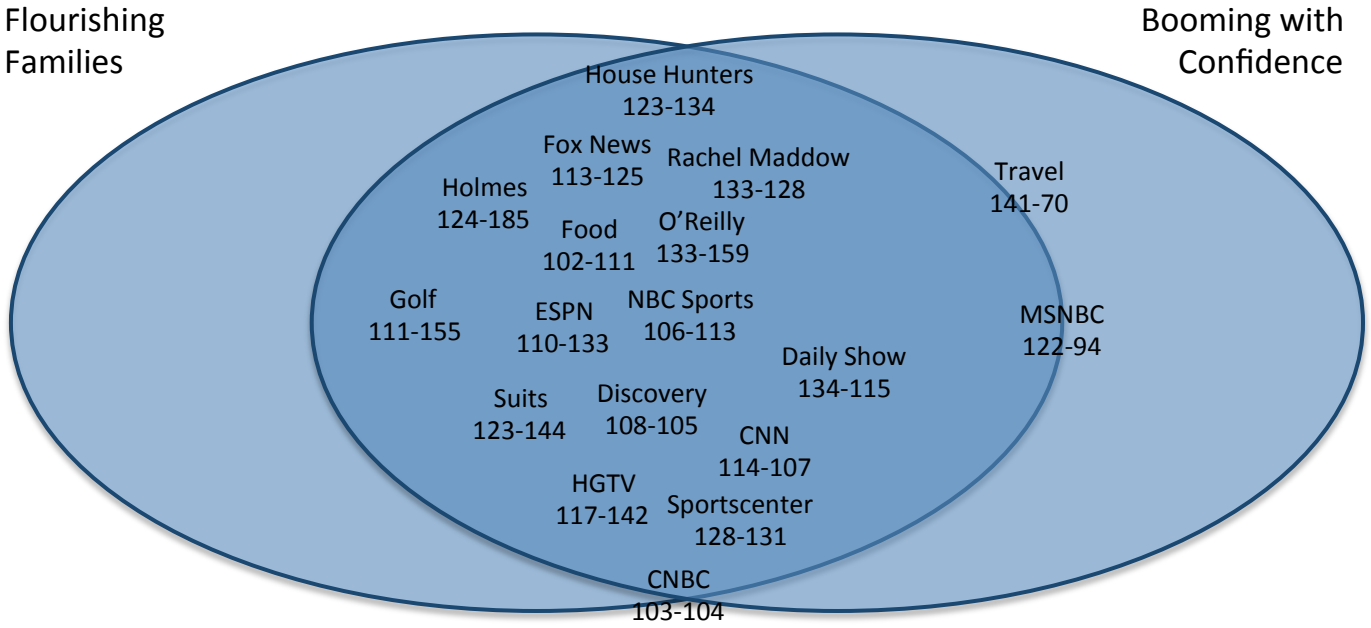
13.1MM Nationally
-2.6MM in CA
-554K in NY
-338K in MA

Flourishing Families

Flourishing Families & Media

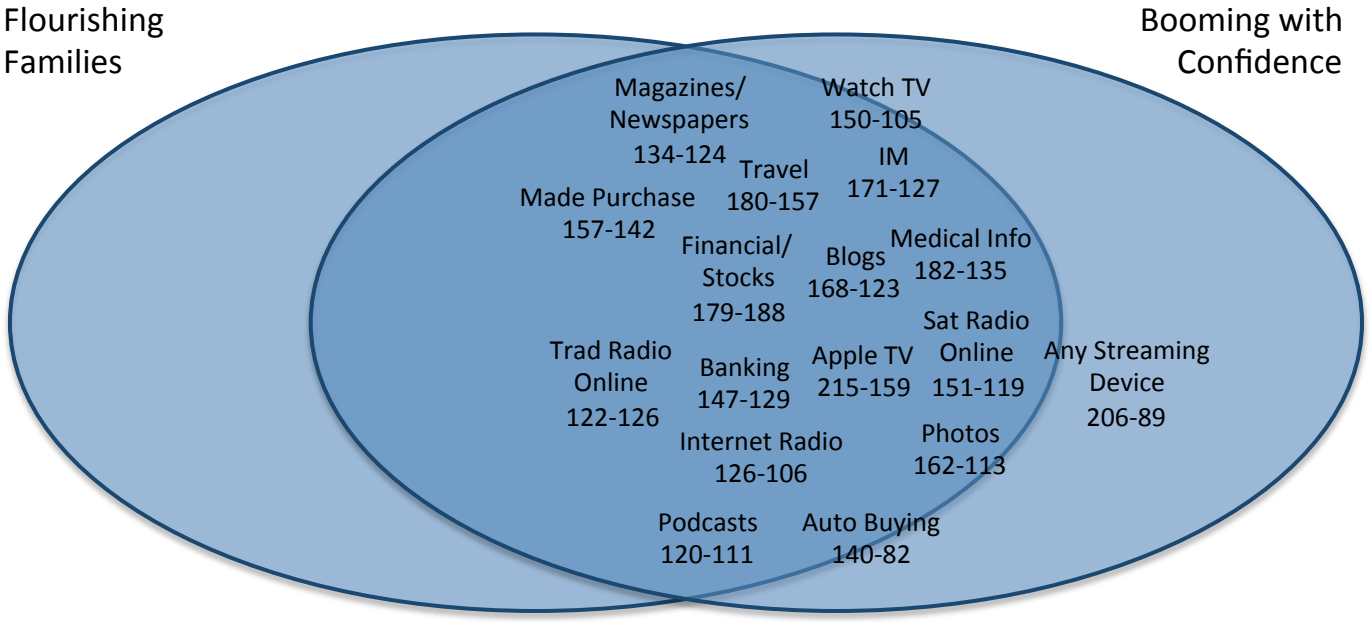


Cable TV Viewership



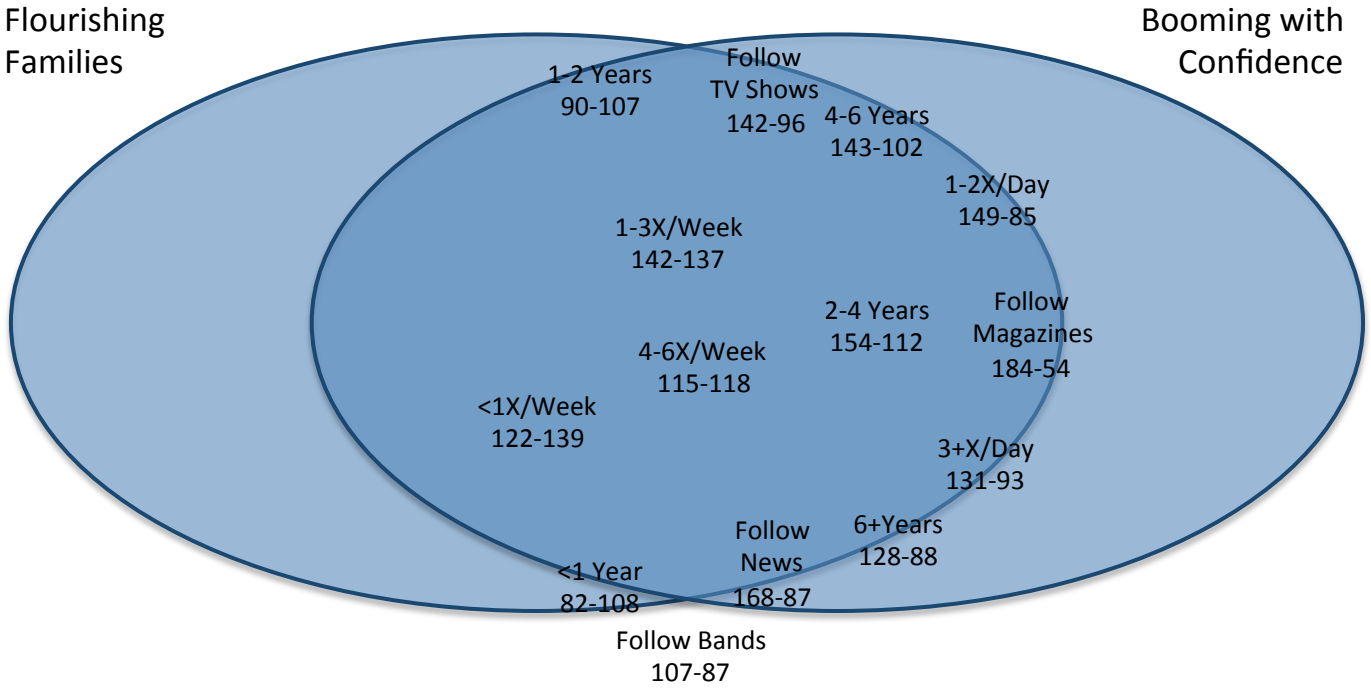
Source: 2015 Simmons, Spring NCS Full Year

Internet Activity/Usage



Source: 2015 Simmons, Spring NCS Full Year

Social Media Frequency/Activity



Source: 2015 Simmons, Spring NCS Full Year

Key Considerations for Media

- Target Media Consumption is a starting point
- Ability to Efficiently Geo-Target
  - Nearly all media can be targeted in multiple ways, however each level of targeting carries a premium
  - Premiums for geo-targeting varies greatly by medium (e.g., digital +$1CPM, print $150-$300CPM)
- Media's Ability to Carry the Message
  - Our challenge involves storytelling and adequate explanation of the offering, media selection needs to allow for that

Realistic Budget Planning

- Ask for what it will take to make a difference
- Provide leadership with clear insight into costs
- Develop plans at various budget levels
- Move quickly but with caution
- Ensure expectations are for long-term

Audience Insight

Profile	NYC Index	NY LI Index	NY Index	Boston Index	NJ Index	CT Index	PA Index
Radio – heaviest	77	119	109	79	86	116	100
Radio – lightest	99	95	85	55	47	44	75
Outdoor – heaviest	115	88	96	112	127	103	116
Outdoor – lightest	93	126	93	108	83	126	76
TV – heaviest	70	69	71	69	41	59	67
TV – lightest	96	141	149	108	83	217	153
Internet – heaviest	117	139	134	138	96	131	106
Internet – lightest	54	39	46	35	25	60	44
Newspaper – heaviest	102	76	83	57	49	98	84
Newspaper – lightest	105	160	98	126	82	121	103
Digital Video – heaviest	136	118	133	119	151	200	205
Digital Video – lightest	58	79	53	38	0	90	34

** SOURCE: Scarborough STRATA data Aug 12 – Sept 13. 18+. Lifestyle: Go back to school.

Media Spend Insights

Institution	Radio	TV	Newspaper/ Print	Internet Display	Internet Search	TOTAL
Stony Brook Stony Brook Hospital	$220	$0	$1,247,592	$27,063	$9,608	$1,379,693 $1,073,315
Hofstra	$124,077	$81,585	$471,115	$41,848	$53,826	$1,008,641
Rutgers (Outdoor $902,539)	$4,551	$165,433	$766,339	$5,208,841	$991,956	$8,039,690
NYU (Outdoor $1,190,227)	$93,894	$0	$2,214,289	$5,209,554	$1,709,610	$10,421,072

** SOURCE: Kantar Media Data: Jan 1, 2013 — March 31, 2014.

Measure, Rinse, Repeat

- Determine KPI's for advertising
- CTR, CPM, impressions for digital
- Reach and frequency for traditional
- Other direct response measures
  - Conversions for direct response (inquirers, applications, donations)

We can’t figure out what action we’re trying to affect.

Measuring ROI

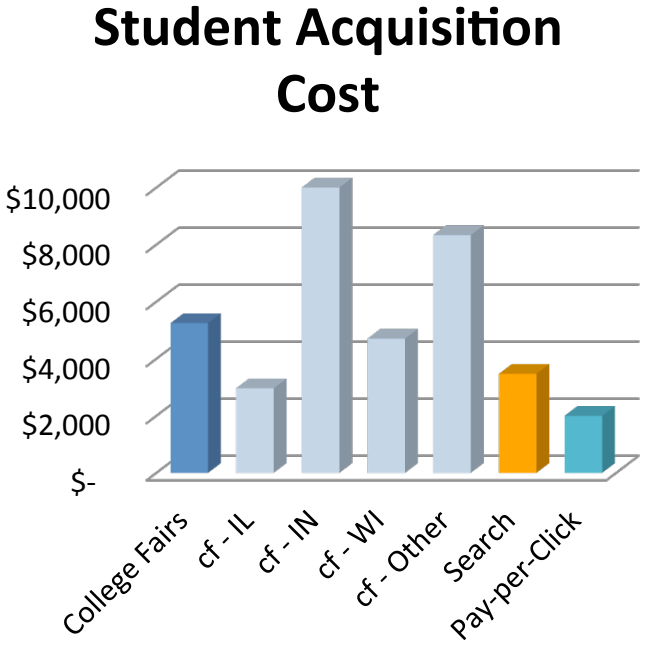
- Marketing is decentralized and in many cases is measuring against its own activity VS institution-wide goals and objectives
- CMO may have no idea how much money (in total) is being spent
- Measure against your competition where possible and determine new, different methods of measurement

Student Acquisition Cost

Question Answered

How much am I spending on college fairs to attract one student?

Student Acquisition Cost (college fairs) = *Cost of Travel and Expenses* (college fairs) / *Students Enrolled – College Fair First Source of Contact* (college fairs)

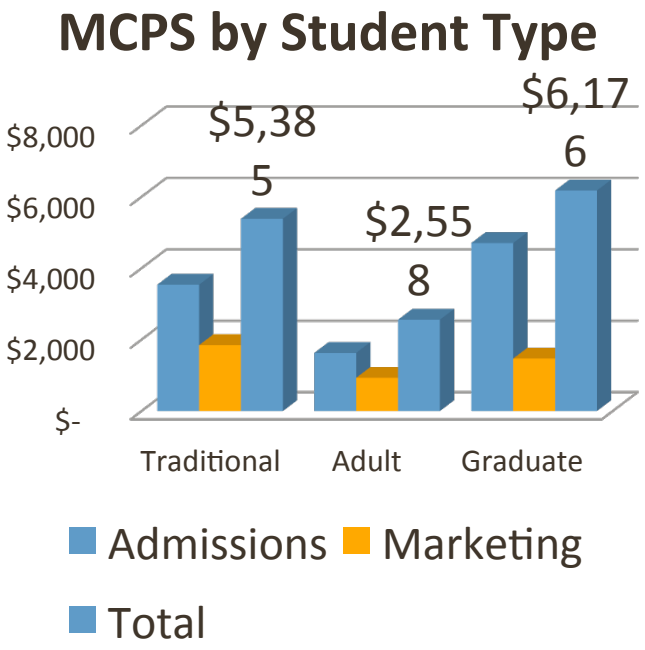


All data are fictional

Marketing Cost Per Student

How much does it cost to market to one student?

$$\text{Mktg Cost Per Student} = \frac{\textit{Total Mktg Expense}}{\textit{Total Students Enrolled}}$$



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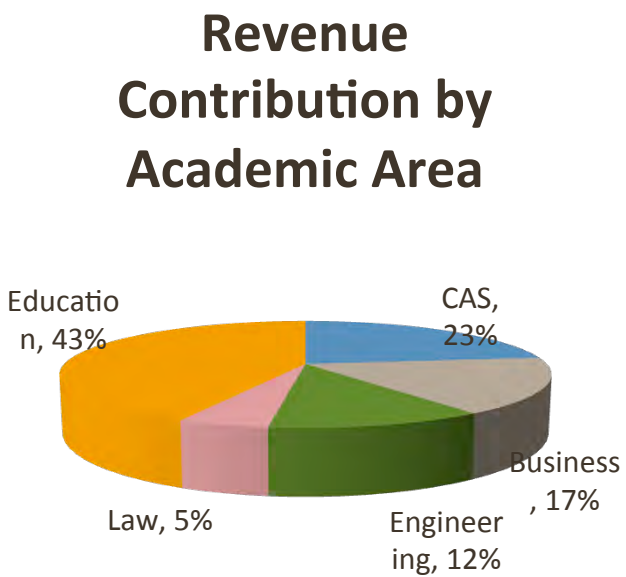
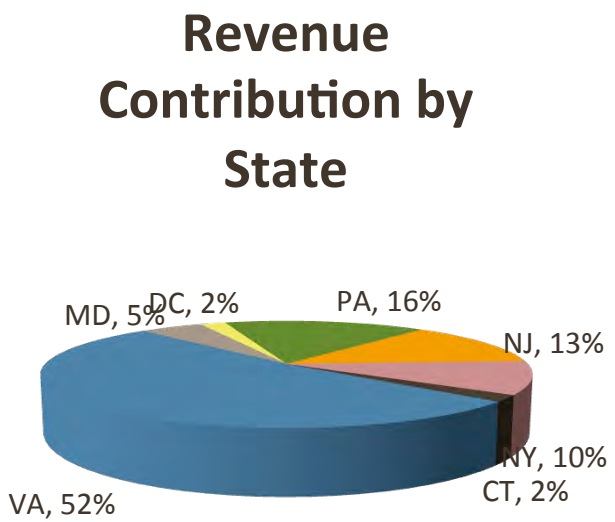
Revenue Contribution





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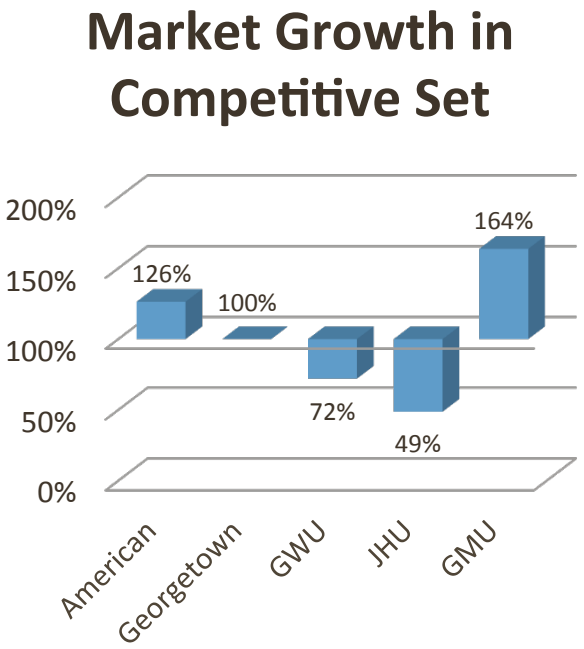
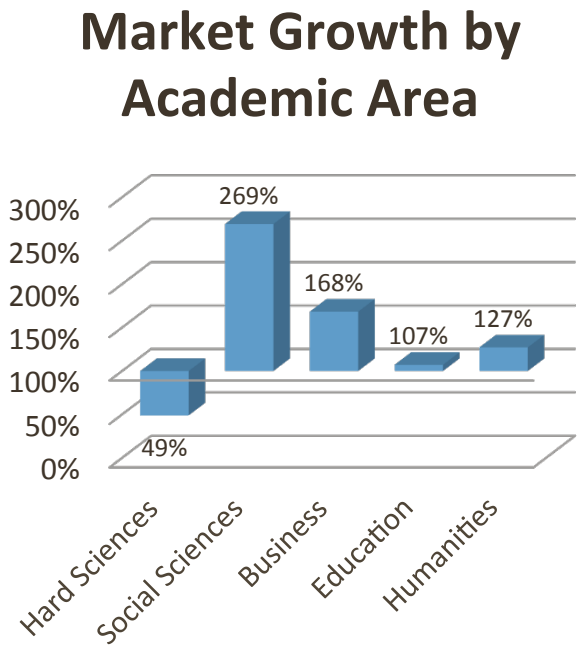
Market Growth

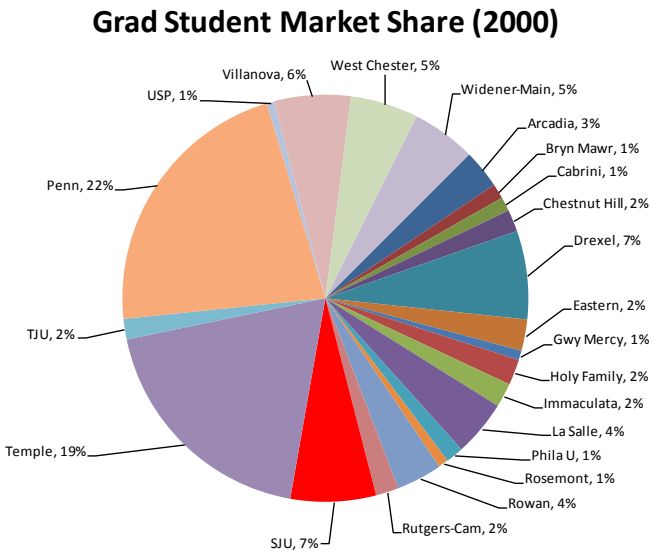


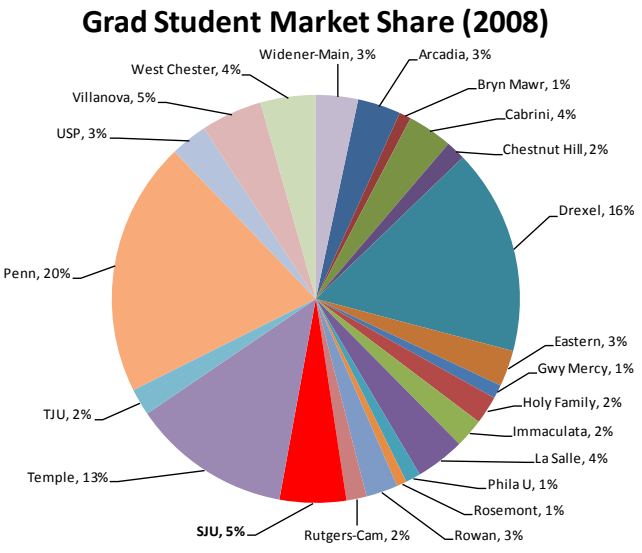


- George Mason and American are growing at rates much faster than GWU and JHU (left)
- The strongest growth is occurring in the social sciences and business; invest here (right)

All data are fictional.

Market Share





Key Takeaways

- Respect the process (and science) of branding
- Use research as a way to truly inform strategies and build leadership buy-in and support
- Don’t stop short of finding your position
- Take the time to integrate and realize it takes persistence
- Determine metrics that are going to matter
- Make people understand the value and impact of your efforts

Thanks!

Q & A

SHOW & TELL

Rick Fitzgerald – University Record

rickfitz@umich.edu

UNIVERSITY OF
MICHIGAN
The University
RECORD

The University RECORD

UNIVERSITY OF MICHIGAN

In April of 1891, the Record's first published sentence appeared in print:

THE

University Record.

VOLUME I. UNIVERSITY OF MICHIGAN, APRIL, 1891. NUMBER 1.

THE UNIVERSITY RECORD is issued four times a year by a committee of the University Senate acting under authority of the Board of Regents. Price for issues fifty cents a year. Single numbers ten cents. Correspondence and remittances should be addressed to the UNIVERSITY RECORD, Ann Arbor, Michigan.

VARIOUS TOPICS.

The leading idea of the periodical herewith launched upon its course is meant to be suggested by its title. It is proposed to present in these columns a record of the educational and scientific work going on under the auspices of the University; a record somewhat different in scope from that found in any other official publication. In the first place it is designed to publish, as space shall permit, tolerably full descriptions or outlines of lecture courses, the object being partly to aid resident students in an intelligent choice of work and partly to acquaint a wider public with the University's facilities for advanced study. Mention will be made, too, from time to time, of recent contributions by members of the various faculties to the current literature of scholarship, research and discussion. Attention will also be directed to meritorious independent work on the part of students, whether such work have reached the stage of publication or not. Notice will be taken, for example, of dissertations written for the higher degrees, of original researches carried on in the various laboratories, and of papers read in the various societies that have been founded for the promotion of special lines of scholarship.

* * *

Another feature of the publication will consist of matter relating to the current history, more especially to the internal polity and development, of the University. In the conduct of this department the dominant idea will be the information of alumni with respect to what is going on at the University. Not that the RECORD will engage in the chronicling of what would naturally be called the news; that will be left to existing agencies. The purpose of this journal will be, rather, by means of comment on passing events, statistical compilations, transcripts from official proceedings, and so forth, to provide means by which any graduate who cares to do so can keep himself informed with respect to all that is most important in the life and growth of the University. Such means can hardly be said to have existed hitherto. An alumnus desirous of fresh information concerning the serious history of the University, has had to rely chiefly upon the newspapers; the publications of students, and the President's annual review of the year on Commencement Day. None of these, however, perfectly subserves, or is quite suited to, the end under consideration. The RECORD hopes, therefore, to find here an important field of usefulness, and to become a welcome messenger from the Alma Mater to the alumnus.

* * *

A further function of the RECORD, and one not less important than any that has been mentioned, will be the publication of matter bearing on the relation of the University to the secondary schools. This relation has come to be of great moment for both the parties to it, and is likely to acquire still greater importance with the lapse of time. The University has felt the need of fuller communication with the high schools; the need of an organ in which it might not only set forth its requirements for admission, but, as occasion should offer, enlarge upon them, explain the grounds of them, and answer questions with regard to them. In the absence of authoritative state control, the healthy development of higher education in Michigan must depend very largely upon the voluntary co-operation of the University and the public high schools. It is matter for congratulation that the spirit of harmonious co-operation already exists in abundant measure, and the purpose of the RECORD will be to foster this spirit. It is not at present a part of the plan to make room in these columns for educational discussions or correspondence in extenso—the existence of the Schoolmasters' Club seems to render that unnecessary; but correspondence will receive attention and questions will be answered.

* * *

The President's Report to the Board of Re-

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The President's Report to the Board of Re-

The University RECORD

We’re more colorful now, and our grammar is a bit less fussy.

The University RECORD

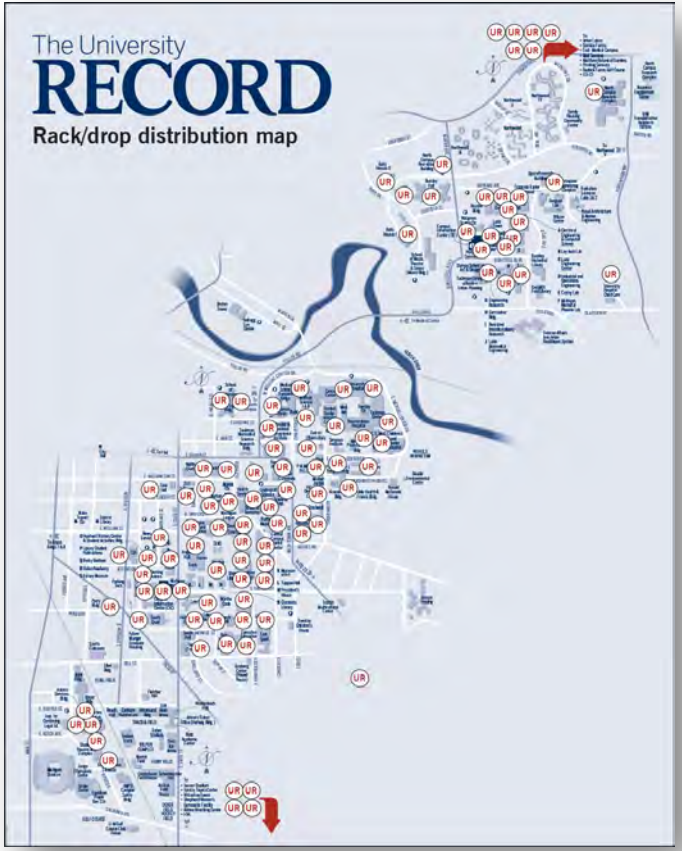
The Record is an established part of U-M employee communication practices, and is the official publication of the university.

The University RECORD

Each year, the Record creates and distributes 37 issues of universitywide news and features.

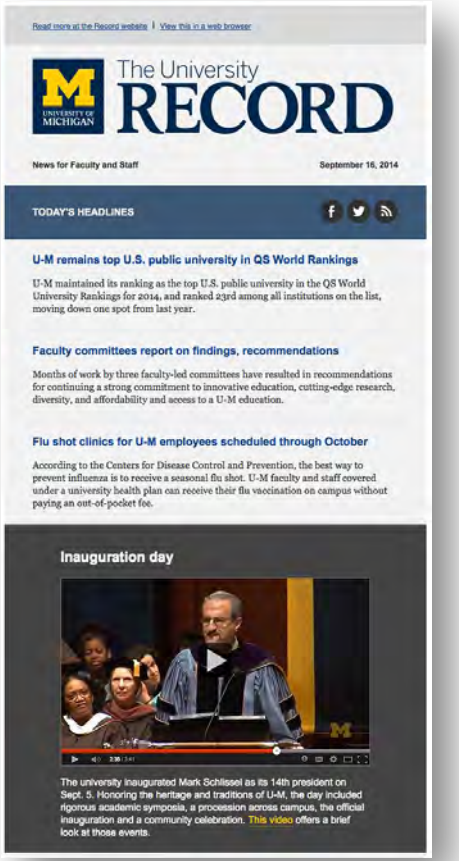
The University RECORD

Most Mondays, we distribute 17,000 copies of the Record to current and retired faculty and staff via 108 drop locations, campus mail and through the United States Postal Service.



The University RECORD

The daily Record email is delivered to more than 42,000 readers. Headlines link them to the Record website.



The University RECORD

The Record website receives almost 100,000 unique page views each month.

The University RECORD

What's *in* the Record?

The University RECORD

UNIVERSITY OF MICHIGAN

Your stories

SEPTEMBER 10, 2014 THE UNIVERSITY RECORD 3

Schlissel discusses roles of faculty, administration at SACUA

By James Tucker
The University Record

When it comes to academic matters at U-M the faculty should have "the loudest and first voice," President Mark S. Schlissel told the executive arm of the university's central faculty governance system Sept. 8.

Schlissel met with the Senate Advisory Committee on University Affairs for the first time since becoming president, covering a variety of topics including his notion of faculty and administrative roles in guiding the university.

"There are certain aspects in the governance of the university where the faculty rightly has the loudest and first voice," Schlissel said, citing as examples such things as academic standards, defining a degree or curriculum, and what the ideal student population should be.

"I think the faculty should largely own, and the administration should be largely respectful of, those kinds of decisions," he said.

In those instances where a department may not be meeting university standards, it is the role of administrators at various levels to step in, he said.

"And then it does become important for deans to be more heavy handed than they would be otherwise, and the same with the provost and, ultimately, the president," Schlissel said. "Those become judgment things — rare judgment things."

Conversely, faculty should be consulted and involved on non-academic issues, but they "can't own the nature of how a six-and-a-half billion-dollar enterprise is governed. It's too big, it's too complicated, and there are too many faculty with too many views that are divergent from one another."

"You need to have lots of opportunity to criticize and contribute, to weigh in, but at the end of the day administrative things are administrative things just as academic things are academic things," he said.

At the University of California, Berkeley, where Schlissel was a professor and dean of biological sciences

> "There are certain aspects in the governance of the university where the faculty rightly has the loudest and first voice."

earlier in his career, the elected chair of faculty governance sat on the Council of Deans, providing a non-administrative faculty perspective that benefited both sides.

"I'd be really happy to talk about it and figure out how to do it (at U-M)," Schlissel said. "What I need to do is figure out the ideal way to work together."

SACUA Chair Scott Masten, professor of business economics and public policy, said the relationship between faculty governance and the administration has been good in recent years and "we look forward to working with you."

Much of the 45-minute discussion took the form of the new president asking SACUA — and through it the faculty at large — for guidance on a variety of topics including:

- Determining the most effective way to use federal research dollars in an environment where that funding faces an uncertain future. "We've got to figure out what's the right scale for Michigan to be successful."
- Functioning strategically across all units of a university that is "almost unimaginably decentralized."
- The suggestion that U-M should be more transparent in the way it publicly reports salaries, including total compensation as well as base pay.
- Ways to make U-M a place where "each of us can do our best work." What is it about the environment here that contributes to our's ability be a great scholar, and what's missing?
- "Of the things we can do, where's the bang for the buck in making this a place where people don't think to leave here once they're successful?" he asked.

Fireside Café

After six months of renovations at Pierpont Commons, the new Fireside Café has opened, offering a wide range of fresh and hearty foods and a dynamic dining room that provides a welcoming place to eat, meet and relax. Celebrating the café's grand opening at a ceremony Sept. 8 are, from left, Loren Rullman, associate vice president for student life; E. Royster Harper, vice president for student life; Steve Mangan, director of Michigan Dining; Michael Swanigan, director of Pierpont Commons; John Taylor, senior director of auxiliary services and director of University Unions; and Isaiah Bailey, a U-M graduate student.

Next engagement phase of shared services initiative gets started

By Dave Reid
Office of the Vice President for Global Communications

The U-M Shared Services Center opened on Aug. 4, and the project is beginning a second engagement process that will involve faculty, staff and future SSC employees in planning and refining the next set of services to be offered.

About 110 SSC staff members now handle accounts payable, accounts receivable and certain human resources functions for the university. Additional finance- and HR-related services will begin during March or April 2015, and will include statement of activity, travel and expense report processing, time and leave administration, and employment processing.

Engaging faculty and staff for their advice will again be done primarily at the school, college and unit level, explained Thom Madden, who leads the implementation phase of the shared services initiative.

"The advice is important for the proper design of the next set of services, particularly travel and expense report processing," said Madden. "The SSC plans to offer travel and expense services that will include both travel booking and expense report processing, including delegates for expense reports. That helps ensure all faculty members will have the option to use a delegate if they choose to do so."

The feedback last winter helped the project team test the processes that went to the SSC in August, and it also surfaced other faculty concerns about productivity and administrative burden. These included the usability of the Concur Interface for expense processing and the long-standing $5,000 bid threshold requiring competitive bids for purchases.

The university is planning a pilot this fall of a Concur mobile app, and if it's successful, will make it available across campus this winter. In addition, Concur plans to release a more user-friendly Web interface during the winter. The university also is currently evaluating the bid threshold.

SSC Quick Facts

The U-M Shared Service Center opened Aug. 4, 2014.

- Services now provided are accounts payable, accounts receivable and certain HR functions.
- Faculty and staff feedback during winter 2014 helped validate the processes.

Winter implementation occurs in March and April 2015.

- Services will include statement of activity, time and leave administration, employment processing and travel and expense processing.

Learn more and give feedback at hcsmich.edu/hcbengage.

> "The advice is important for the proper design of the next set of services, particularly travel and expense report processing."

The University RECORD

Old School: U-M in History

OLD SCHOOL: U-M IN HISTORY

Wind sculpture

COURTESY OF BENTLEY HISTORICAL LIBRARY

Artist Catherine Spurr tests a wind art sculpture scheduled to join several works on display at a 1978 Fall Art Fair on the Michigan Union lawn.

This month in history (22 years ago)

The School of Dentistry opened the Gordon H. Sindecuse Museum of Dentistry, offering a view of the world of dentistry before electricity, Novocain and other modern innovations. Sindecuse donated funds to start and maintain the museum located within the school. He graduated in 1921 from the Dental School, and practiced dentistry in Jackson.

— The University Record

The University RECORD

Faculty/Staff Spotlights

STAFF SPOTLIGHT

Becky Pettengill volunteers at a free clinic outside a school in the neighborhood of Santa Fe in San Pedro de Macoris in the Dominican Republic.

UM-Flint employee volunteers in Dominican Republic

By Katherine Plumhoff
The University Record

To get to Ratey Olivares, Becky Pettengill traveled down a dirt road, through acres of sugar cane fields.

The tall stalks swayed in the dry wind of the Dominican Republic. She and the clinical team passed brightly colored dwellings housing the sugar cane workers and their families, and arrived at the tiny community church, where they set up their mobile medical clinic.

During their week in the Dominican Republic, Pettengill and the Midwest Medical Mission team saw more than 450 people in various communities across the country.

One of the women seeking medical service waited for hours with her five children, each of whom needed some kind of treatment. One child had parasites, another had an infected wound on his arm, and another had an ear infection.

"The team is providing fairly basic medical treatment but the people really need it. They don't have clean water or easy access to medical care and so simple problems can become very serious," says Pettengill, who works as the corporate and foundation relations officer at UM-Flint.

In Pajarito, she helped mothers waiting under a rooftop extended off a shed fill out their intake paperwork.

"It takes time to think in a different language, and over time, my Spanish medical vocabulary has grown. It's a great opportunity for me to keep my language skills up," says Pettengill, who just completed her 16th annual service-learning trip to the Dominican Republic.

Meet Becky Pettengill

Title: Corporate and foundation relations officer, UM-Flint.
At U-M: 25 years.
On her travel: "I love getting to know our Flint students on these trips."

Pettengill first found out about the program in 1996 from faculty members who came into her office at UM-Flint's Development and Alumni Relations office. The faculty members were seeking external funding for their trip and, upon learning that Pettengill had studied Spanish in college, invited her along.

Pettengill now helps with a course at UM-Flint called "International Academic Service Learning in the Dominican Republic." It gives UM-Flint nursing students the opportunity to experience a different culture and hone their assessment skills.

"When they're working with people in the field they learn to assess a patient without the same amount of verbal information and feedback," Pettengill says.

Many of the students on the trips haven't traveled outside of the country, Pettengill says. "This is sometimes their very first trip anywhere that's different from their hometown, and it's really rewarding to see the impact of a new experience."

"I love getting to know our Flint students on these trips," Pettengill says. "It reinforces the importance of our work as fundraisers and allows me to speak with confidence about the quality of the university experience."

Her job takes her into different aspects of UM-Flint, from attending community meetings to helping faculty prepare proposals for corporate and foundation support.

She works heavily with the local foundations and corporations like the Ruth Mott Foundation, Community Foundation of Greater Flint, and Diplomat Specialty Pharmacy.

Pettengill enjoys most the diversity of projects she's involved with, which may be a fourth-grade writing program with Flint school children, a student-run free clinic at the local soup kitchen, or sickle-cell anemia research with the city hospital. Recently, she's been working to raise funds for an interdisciplinary clinical simulation center.

Pettengill is a winner of the MiCC Faculty/Staff Community Service-Learning Award for 2014. The award is the highest honor given to university faculty or staff by the Michigan Campus Compact, a coalition of college and university presidents committed to fulfilling the public purpose of higher education.

The University RECORD

Briefs

HIGHER ED BRIEFS

News from other Michigan public universities and U-M peer institutions across the nation.

STATE UNIVERSITIES

WMU becomes tobacco-free campus

Western Michigan University on Monday became a tobacco-free campus. By policy adopted by the WMU Board of Trustees in December, the campus became tobacco-free in time for the official start of the fall semester today (Tuesday). The policy applies to all WMU-held property in Kalamazoo and around the state and extends to anyone working or studying on campus and all visitors.

PEER INSTITUTIONS

UC Berkeley pavilion to be renovated

With a goal to enhance both the fan and student-athlete experience on the University of California, Berkeley, campus, Walter A. Haas Jr. Pavilion will soon undergo a major renovation that will include a new center-hung scoreboard, upgraded sound and lighting systems, and modernized video production facilities. The project, estimated at $10 million, will be made possible through gift from the Evelyn & Walter Haas Jr. Fund. Construction is expected to begin in May 2015 and be completed by fall 2015.

UTexas helps form innovation hub

The University of Texas at Austin, Rice University and Texas A&M University have received a three-year, $3.75 million grant from the National Science Foundation to become a regional innovation hub that translates academic research into useful technologies with commercial applications. The hub offers potential partnerships with 33 institutions in the southwest region representing more than $600 million of NSF funding in fields such as bioscience, K-12 education, materials energy research, geosciences, engineering, psychology, oil and gas, water filtration and entrepreneurism.

UNC at Chapel Hill offers safety app

The University of North Carolina at Chapel Hill is providing an app that turns cell phones into personal safety devices. The Rave Guardian Campus Safety App, a joint initiative between Student Affairs and the Department of Public Safety, is available to students, faculty and staff for free. With the app, people can create an online safety network where they can check in with family, friends and public safety officers. The app can be downloaded on both Apple and Android devices. Once the app is downloaded and people have created their profiles, their cell phones will display "UNC Guardian."

ON CAMPUS BRIEFS

SCOTT C. SOMERLOT, MICHIGAN PHOTOGRAPHY

Chef Assistant Steve Crawford prepares food at East Quad Dining.

East Quad Dining wins national prize

The National Association of College and University Food Services has recognized East Quad Dining with its most prestigious award: Grand Prize for Residential Dining Concepts. East Quad features seven micro-restaurants, each dedicated to a single cooking style. They include the classic pizzeria Pizziti's, the chargrill of Wildfire, and vegetarian cuisine of 24 Carrots. East Quad Dining also takes advantage of new partnerships with suppliers, bringing local and sustainable produce and Michigan-raised meats.

UM-Flint alumnus Crim donates $500,000

University of Michigan-Flint alumnus Bobby Crim and his wife Marsha are donating $500,000 to the university for student scholarships. Crim earned his bachelor's degree from the University of Michigan-Flint in 1960 and earned his teaching certificate from the Ann Arbor campus that same year. He earned his master's degree in education from U-M Ann Arbor in 1968. In 2009, UM-Flint awarded him with an honorary degree. "Education is a door opener," Crim said.

Regents meeting set for Sept. 18

The Board of Regents will have its monthly meeting at 3 p.m. Sept. 18 in the Anderson Room, Michigan Union. To offer public comment at the meeting, sign up in advance at www.regents.umich.edu/meetings/publform.html. Public comments on agenda items will be taken prior to their consideration. Comments on nonagenda items will follow the regular business agenda. People with disabilities who need assistance should contact the Office of the Vice President and Secretary of the University in advance at 734-764-3883. For more about regents meetings, go to www.regents.umich.edu.

Water Center wins $20M contract for research

The U-M Water Center has been awarded a five-year, $20 million cooperative agreement contract to join the National Oceanic and Atmospheric Administration in overseeing research at a nationwide network of 28 coastal reserves. Less than two years after it was launched, the Water Center is extending its reach beyond the Upper Midwest to help coordinate, with NOAA, the National Estuarine Research Reserve System's collaborative science programs. It supports water-quality monitoring and long-term research on the impacts of land-use change, pollution and habitat degradation in the context of climate change trends.

UMS volunteer orientations set

The University Musical Society seeks volunteer ushers for its 2014-15 season. Currently, UMS uses 550 volunteers to assist patrons in UMS venues. During the season, UMS will present more than 60 performances in seven venues in Ann Arbor. New volunteers and those who have not ushered since May 2012 must attend one orientation session. They are from 6-8 p.m. both Thursday and Sept. 11 at the UMS offices at Liberty Center, 320 E. Liberty St., Suite 303. Registration is required at ums.org/volunteer. For more information, email ellenrm@umich.edu or call 734-615-9398.

UMS launches Artists in Residence Program

The University Musical Society has launched an Artists in Residence Program. Four artists (including visual, literary, and performing artists) will be selected to take "residence" at UMS performances, using these experiences as a resource to support the creation of new work or to fuel an artistic journey. Residents will receive complimentary tickets to select UMS performances, a $250 stipend, gatherings with fellow residents, and behind-the-scenes access to UMS staff and artists. In return, UMS asks that artists share their artistic journeys via residency entrance and exit interviews, participate in education and community engagement events, and share artistic work generated during the residency at the UMS 15-16 Season Announcement Party in late April 2015. For more information, go to ums.org or umslobby.org.

IRWG seeks graduate art submissions

To celebrate its 20th anniversary, the University of Michigan's Institute for Research on Women and Gender invites graduate students in all disciplines who are enrolled at colleges, universities, and art schools within the State of Michigan and at Committee on Institutional Cooperation universities to submit up to two works on paper and similar flat canvases for inclusion in "Re-imaging Gender," a juried exhibition. Selected works will be displayed at the Lane Hall Gallery, a space shared by IRWG and the U-M Department of Women's Studies. A $1,000 prize will be awarded to the winner. Three honorable mention prizes of $300 also will be awarded. The submission deadline is Oct. 1. For more information, go to tinyurl.com/o7pgo5y.

The University RECORD

Accolades

ACCOLADES

Coetzee

Queen

Inglehart

The Linguistic Society of America has announced that two University of Michigan faculty are among 10 of the field's leading linguists named to its newest class of fellows. They are: **Andries Coetzee**, associate professor of linguistics, Department of Linguistics, LSA; and **Robin Queen**, Arthur F. Thurnau professor, professor of Germanic languages and literatures, chair of the Department of Linguistics, professor of linguistics and professor of English language and literature, LSA. The society's fellows are recognized annually for their distinguished contributions to the discipline. They will be inducted at the society's annual meeting in January in Portland, Oregon.

Ronald F. Inglehart, Amy and Alan Lowenstein Professor of Democracy, Democratization and Human Rights, professor of political science, LSA, and research professor, Center for Political Studies, Institute for Social Research, has won the 2014 Helen Dinerman Award of the World Association for Public Opinion Research. It is an international professional association of researchers from more than 60 countries. This award is presented annually to individuals who have made significant contributions to survey research methodology. Inglehart also is scientific adviser to the Laboratory for Comparative Social Research at the Higher School of Economics in Moscow and St. Petersburg, and founding president of the World Values Survey.

The University RECORD

Police Beat

POLICE BEAT

By Diane Brown
U-M Police

Robbery reported near Observatory

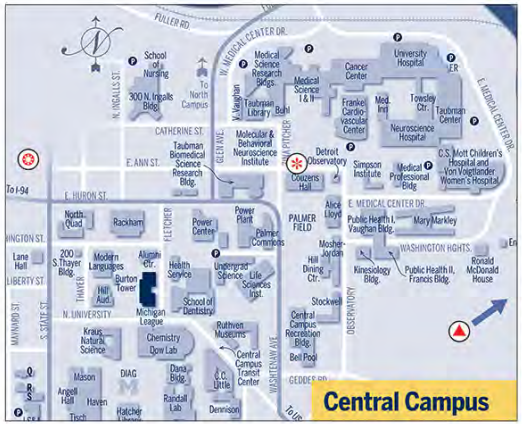
A pedestrian reportedly was robbed at gunpoint of his backpack and cash June 14 while walking near the Detroit Observatory on Ann Street. The subject told police that as he was walking around 10:30 p.m. he was approached by an unknown man who brandished a black handgun and demanded the victim's property. The suspect grabbed the victim's property before fleeing on foot on Ann Street toward Zina Pitcher Street. For details on the DPSS website go to bit.ly/UMDPSS4. The investigation remains open.

Visitor arrested for striking police car

A 58-year-old Ann Arbor man was arrested June 8 after he refused to stop his vehicle at police direction, led police on a slow vehicle pursuit and then intentionally backed his vehicle into a police vehicle. No one was injured during the incident that began on Observatory Street and ended in the 600 block of East Ann Street. The man was arraigned the following day on charges of fleeing and eluding police, assaulting a police officer, driving with a suspended license and possessing open intoxicants in a motor vehicle. He has been bound over for trial.

Break-ins at Botanical Gardens

Padlocks on two storage trailers at the Matthaei Botanical Gardens were found cut June 16. Additionally, doors to one of the trailers as well as a nearby storage building were found open from the weekend incident. However no property was reported missing. The investigation has been closed for lack of leads.



ANN ARBOR CASES REPORTED TO SAPAC IN JUNE

CRIME	CASES	CRIME	CASES
Sexual Assault	0	Stalking	1
Intimate Partner Violence	0	Sexual Harassment	0

The Sexual Assault Prevention and Awareness Center (SAPAC) supplies reports to inform the University community about incidents of sexual assault, domestic violence and stalking that are reported to SAPAC. SAPAC is a resource for survivors, their families and friends, U-M personnel (faculty, staff and U-M Police officials), and non-U-M personnel (e.g., high school counselors). The table reflects only the number of cases reported to SAPAC, and includes reporting by faculty, staff and students. The numbers do not necessarily reflect the number of incidents on campus, nor do they reflect the number of cases that occurred in a specific time frame. They also do not reflect the number of cases that may have been reported to police.

ANN ARBOR CAMPUS CRIMES REPORTED TO UMPD IN JUNE

FEDERAL UNIFORM CRIME REPORTING CATEGORIES	OCCURRED DURING JUNE 2014	YEAR-TO-DATE TOTALS
▼ Attempted Burglary	0	0
▲ Burglary	1	6
❖ Sexual Offenses Forcible[1]	0	7
✘ Sexual Offenses Nonforcible[2]	0	0
✪ Aggravated Assault	1	9
✣ Attempted Robbery	0	0
✻ Robbery	1	2
✷ Motor Vehicle Theft	0	6
● Attempted Homicide	0	0
■ Murder	0	0
◆ Arson	0	2

[1] Sexual Offenses Forcible: Any sexual act against another person, forcibly and/or against that person's will, or not forcibly or against the person's will where the victim is incapable of giving consent. Includes forcible rape, forcible sodomy, sexual assault with an object, forcible fondling.

[2] Sexual Offenses Nonforcible: Unlawful, nonforcible sexual intercourse. Includes incest and statutory rape.

Crime map incidents are an accurate indicator of criminal activity on the U-M campus; however, some incidents may be under investigation to substantiate their occurrence. Statistics for the crime map are provided by U-M Police. The markers on the crime map represent only reports of on-campus incidents in the areas featured on the maps. For questions about crimes on campus, call 734-763-3434. To report a crime, call police, 734-763-1131.

The University RECORD

Events

EVENTS

Current

DON'T MISS

Pussy Riot and Zona Prava activists Nadya Tolokonnikova and Masha Alekhina will appear at 5:30 p.m. Sept. 18 at the Michigan Theater as part of the Penny W. Stamps Speaker Series.

Pussy Riot, Zona Prava founders to appear in Stamps Series

Founding members of the art collective ... will appear as part of the Penny W. Stamps Speaker Series presented by the Schools of Art & Design.

The event is set for 5:30 p.m. Sept. 18 at the Michigan Theater, 603 E. Liberty St.

Pussy Riot is a feminist punk guerrilla performance collective of approximately 11 women. Their unauthorized public performances address feminism, LGBT rights and opposition to Russian President Putin. Tolokonnikova and Alekhina are Lennon Ono Grand for Peace recipients.

In August 2012, following an anti-Putin performance in Moscow Cathedral of Christ the Saviour, the Russian conceptual artists and political activists were sentenced to two years' imprisonment. Upon their December 2013 release from prison, Tolokonnikova and Alekhina formed Zona Prava (Zone of Rights). The organization provides information, legal representation, safety monitoring, advocacy and oversight to help prisoners fight for their rights.

Their appearance is co-presented with the Weiser Center for Emerging Democracies and with support from the Institute for Research on Women and Gender. Established with the support of alumna Penny W. Stamps, the speaker series brings respected emerging and established artists/thinkers from a broad spectrum of media to the school to conduct a public lecture and engage with students, faculty, and the larger university and Ann Arbor communities.

Additional support is provided by series sponsors Michigan Radio, WUOM 91.7 FM and Arts @ Michigan.

The University RECORD

REGENTS ROUNDUP

Regents Roundup

The University RECORD

Pitching stories

- Give yourself time to pitch it
- Generally 400-600 words long
- Word document preferred

The University RECORD

Deadlines

- 5:00 PM Tuesday prior to target publication date
- Photos are encouraged; please submit at 300 dpi, 4” x 6”

The University RECORD

The University Record …

The University RECORD

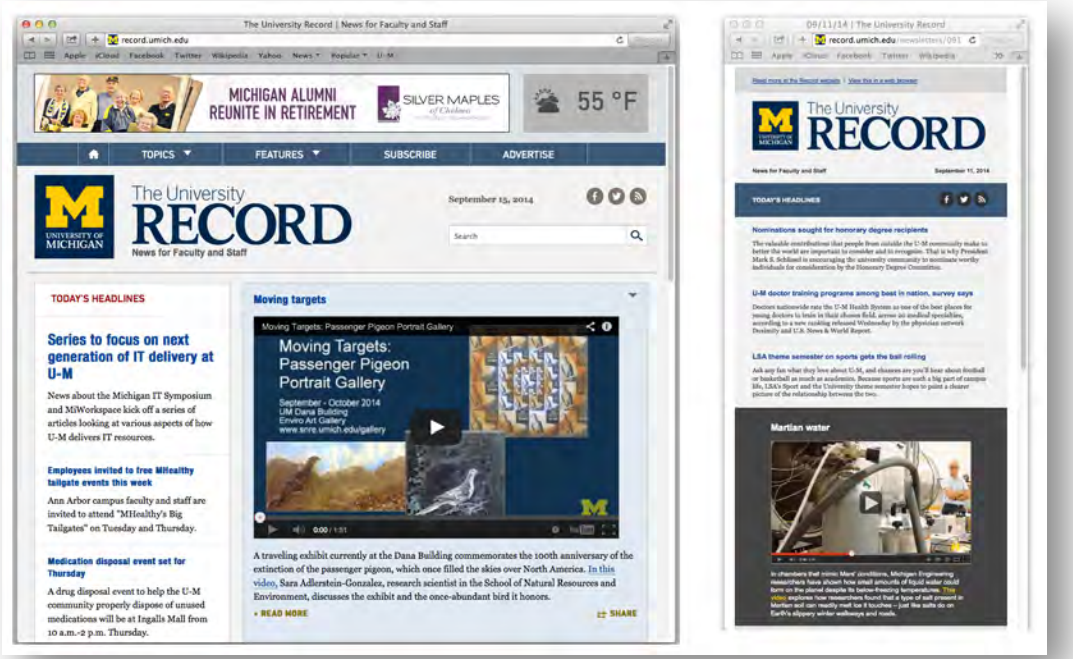
On the Web

The University RECORD

The University RECORD

Digital First

- Website contains all content
- Your items need not coincide with our print schedule
- It can be seen on the website or in the email earlier than it appears in print



The University RECORD

Talk to Us.

- CC: editors for print and online
- recordeditors@umich.edu goes to both

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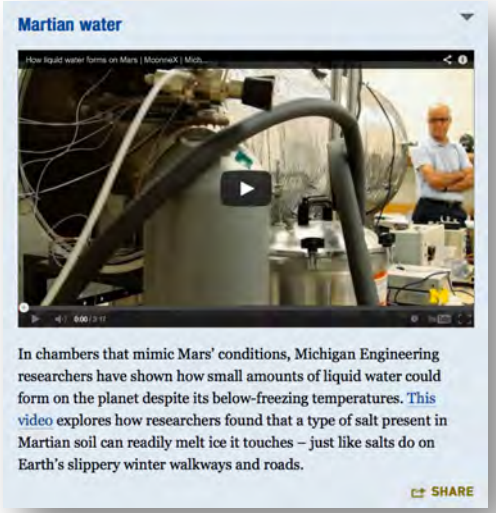
Main Art

- Videos — YouTube or Vimeo, 2-4 minutes
- Photos — action, proximity, IDs; can link to slideshows



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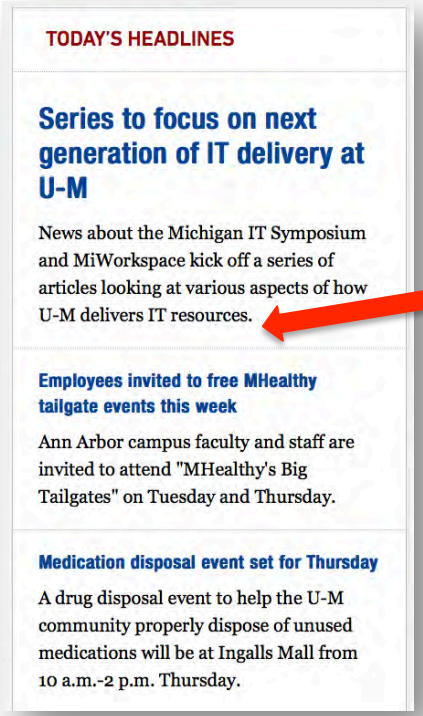
News Headlines

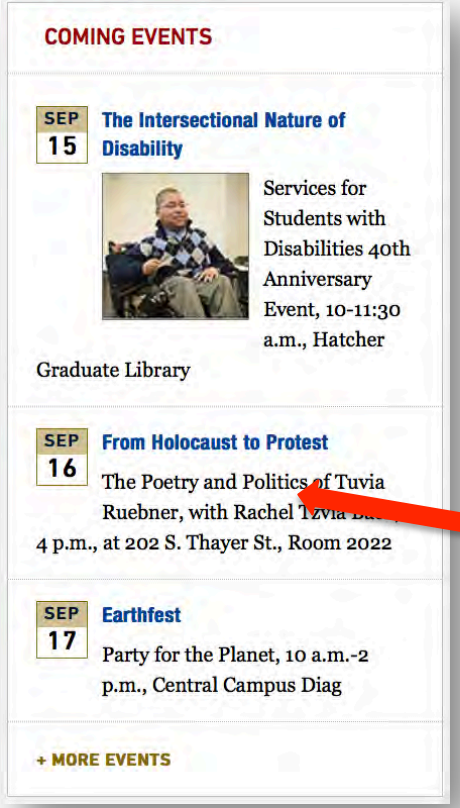
- Generally appear chronologically
- May link to other U-M sites



The University RECORD

Coming Events

- Must be on CIC calendar
- events.umich.edu
- Needs art that works small



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In the News

- General or major media outlet
- "Spread the wealth"
- Compiled by Michigan News
- Must be able to link to it

MICHIGAN IN THE NEWS

Dr. Kelvin Chou, associate professor of neurology and neurosurgery, was quoted in a story about Google's purchase of Lift Labs, which makes a high-tech spoon designed to make it easier for people with neurodegenerative tremors to eat.

The New York Times

"If we look at the greenhouse gas emissions associated with that food waste, it is equivalent to adding an additional 33 million average passenger vehicles to our roads every year," said **Martin Heller**, research specialist at the Center for Sustainable Systems.

Michigan Radio

A new report by policy analyst **Rachel Hampton** and **Barry Rabe**, professor of public policy and director of the Center for Local, State, and Urban Policy, found that state taxes on thousands of new oil and gas wells have remained the same or even fallen during the past decade.

U.S. News & World Report

The University RECORD

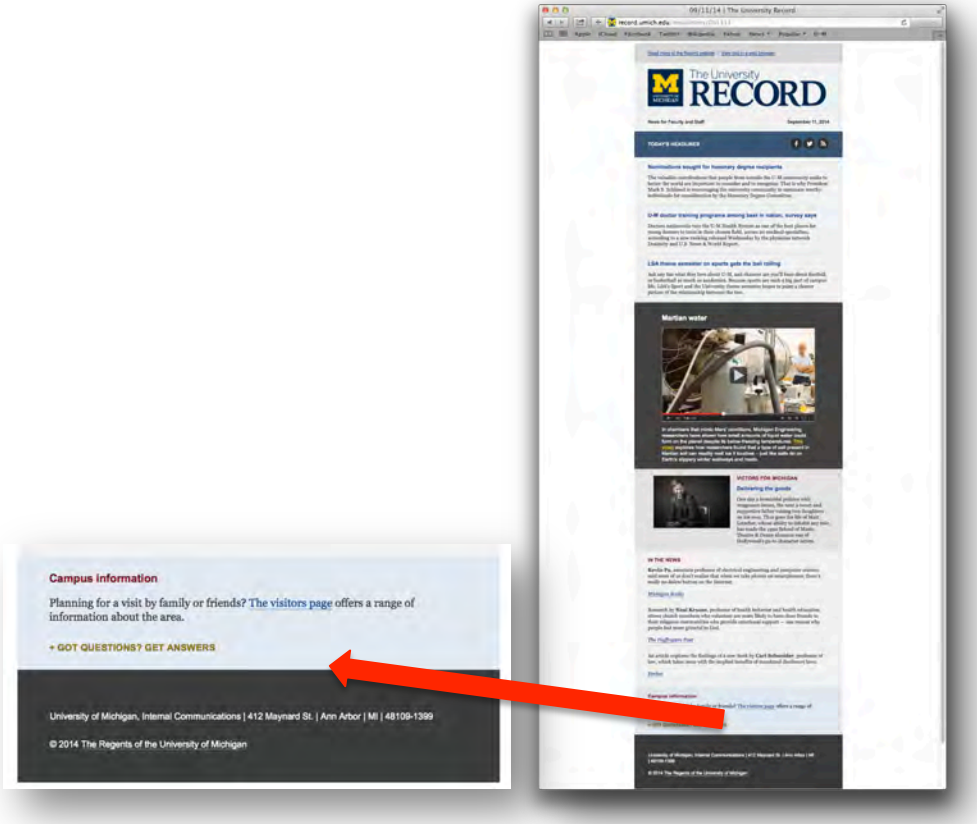
Victors for Michigan

- Direct link to a U-M site
- Faculty, staff, students or alumni
- Shines a positive light on U-M

The University RECORD

Promo Box

- Brief, repeatable info for campus
- One-a-day, topics rotate weekly
- Links to page with more info



The University RECORD

What *else* is in the Record?

The University RECORD

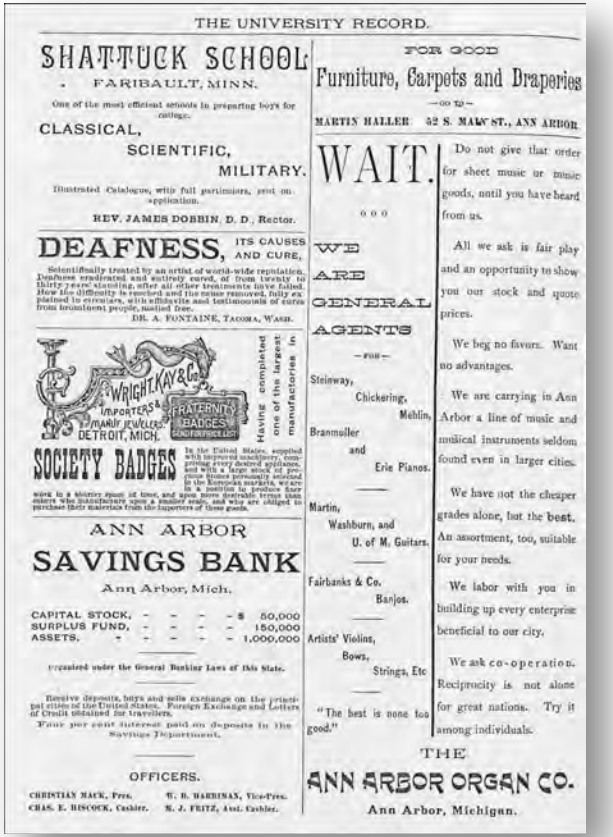
Results …

The University RECORD

through advertising.

The University RECORD

We've been helping businesses and university units promote products, services and events since the 19th century.



THE UNIVERSITY RECORD.

SHATTUCK SCHOOL
FARIBAULT, MINN.

One of the most efficient schools in preparing boys for college.

CLASSICAL,
SCIENTIFIC,
MILITARY.

Illustrated Catalogue, with full particulars, sent on application.

REV. JAMES DOBBIN, D. D., Rector.

DEAFNESS, ITS CAUSES AND CURE,

Scientifically treated by an artist of world-wide reputation. Deafness eradicated and entirely cured, of from twenty to thirty years' standing, after all other treatments have failed. How the difficulty is reached and the cause removed, fully explained in circulars, with affidavits and testimonials of cures from prominent people, mailed free.

DR. A. FONTAINE, TACOMA, WASH.

WRIGHT, KAY & Co.
IMPORTERS & MANUF. JEWELERS
DETROIT, MICH.
FRATERNITY BADGES
SEND FOR PRICE LIST

SOCIETY BADGES

Having completed one of the largest manufactories in

In the United States, supplied with improved machinery, comprising every desired appliance, and with a large stock of precious stones personally selected in the European markets, we are in a position to produce finer work in a shorter space of time, and upon more desirable terms than others who manufacture upon a smaller scale, and who are obliged to purchase their materials from the importers of these goods.

ANN ARBOR
SAVINGS BANK
Ann Arbor, Mich.

CAPITAL STOCK,	$ 50,000
SURPLUS FUND,	150,000
ASSETS,	1,000,000

Organized under the General Banking Laws of this State.

Receive deposits, buys and sells exchange on the principal cities of the United States. Foreign Exchange and Letters of Credit obtained for travellers.

Four per cent interest paid on deposits in the Savings Department.

OFFICERS.

CHRISTIAN MACK, Pres. W. D. HARRIMAN, Vice-Pres.
CHAS. E. HISCOCK, Cashier. M. J. FRITZ, Asst. Cashier.

FOR GOOD
Furniture, Carpets and Draperies
—GO TO—
MARTIN HALLER 52 S. MAIN ST., ANN ARBOR.

WAIT.

WE ARE GENERAL AGENTS
—FOR—
Steinway, Chickering, Mehlin, Brannmuller and Erie Pianos.
Martin, Washburn, and U. of M. Guitars.
Fairbanks & Co. Banjos.
Artists' Violins, Bows, Strings, Etc
"The best is none too good."

Do not give that order for sheet music or music goods, until you have heard from us.

All we ask is fair play and an opportunity to show you our stock and quote prices.

We beg no favors. Want no advantages.

We are carrying in Ann Arbor a line of music and musical instruments seldom found even in larger cities.

We have not the cheaper grades alone, but the best. An assortment, too, suitable for your needs.

We labor with you in building up every enterprise beneficial to our city.

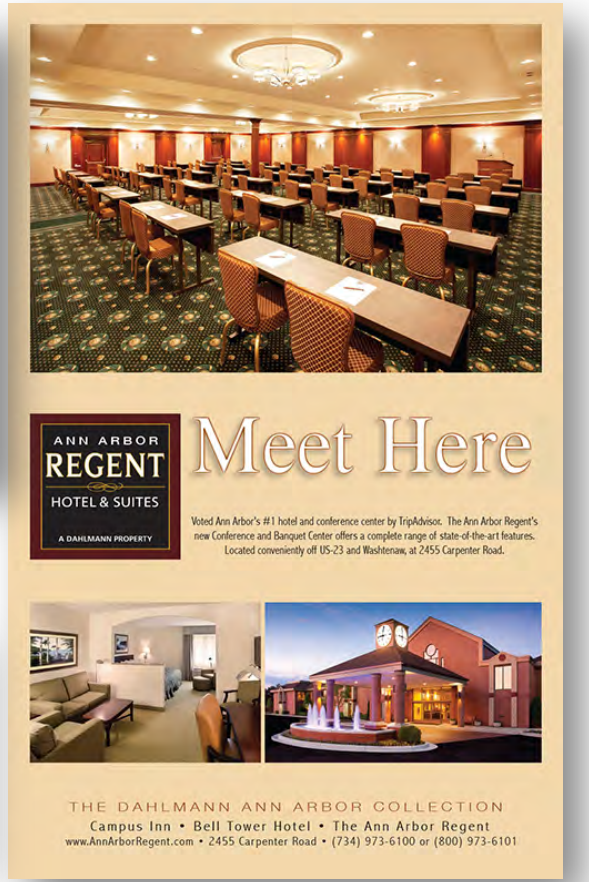
We ask co-operation. Reciprocity is not alone for great nations. Try it among individuals.

THE
ANN ARBOR ORGAN CO.
Ann Arbor, Michigan.

The University RECORD

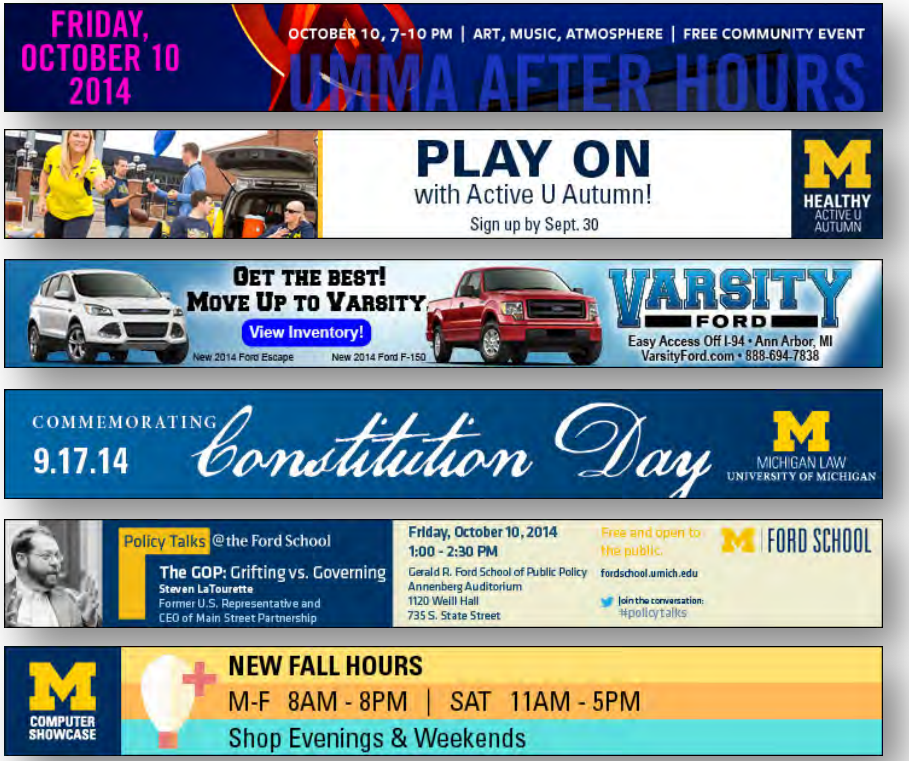
Last year, dozens of businesses, schools and units achieved their marketing goals with ads in the Record.

The University RECORD



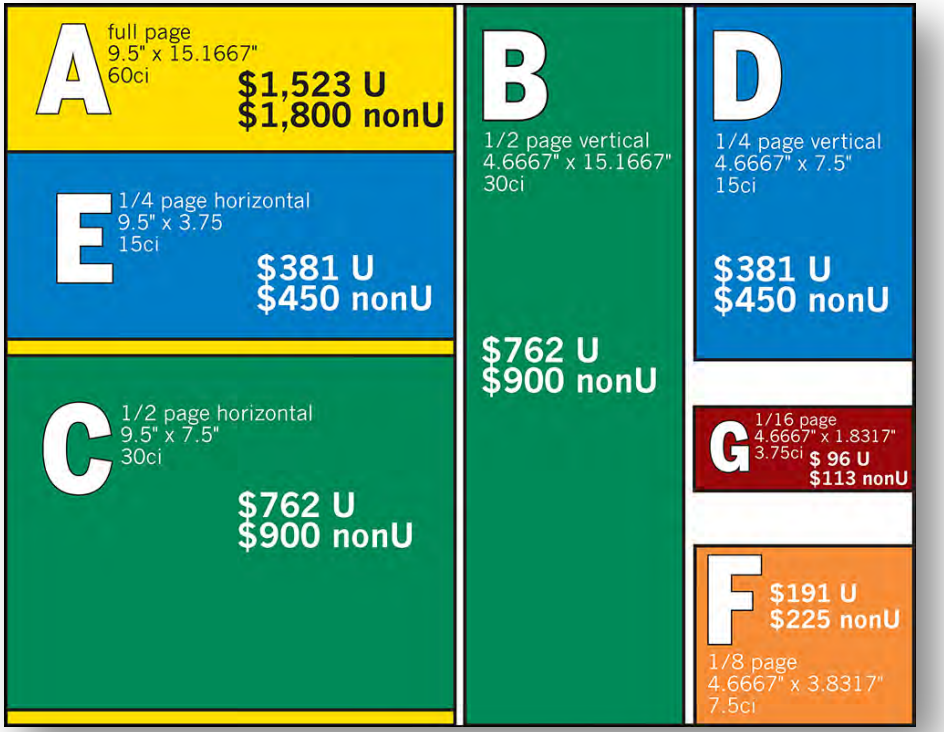
The University RECORD

Buyers of quarter-page-or-larger print ads are eligible for free Web banners. These impressions and clicks enhance ad results.



The University RECORD

Seven ad sizes, all in color.



The University RECORD

Frequency discounts up to 25%.

U rates	NUMBER OF ANNUAL INSERTIONS					
AD SIZE	x 1-3	x 4-10	x 11-17	x 18-24	x 25-31	x 32-37
A	$1,523	$1,447	$1,371	$1,295	$1,218	$1,142
B	$762	$724	$686	$648	$610	$572
C	$762	$724	$686	$648	$610	$572
D	$381	$362	$343	$324	$305	$286
E	$381	$362	$343	$324	$305	$286
F	$191	$181	$172	$162	$153	$143
G	$96	$91	$86	$82	$77	$72

non-U rates	NUMBER OF ANNUAL INSERTIONS					
AD SIZE	x 1-3	x 4-10	x 11-17	x 18-24	x 25-31	x 32-37
A	$1,800	$1,710	$1,620	$1,530	$1,440	$1,350
B	$900	$855	$810	$765	$720	$675
C	$900	$855	$810	$765	$720	$675
D	$450	$428	$405	$383	$360	$338
E	$450	$428	$405	$383	$360	$338
F	$225	$214	$203	$191	$180	$169
G	$113	$107	$102	$96	$90	$85

The University RECORD

Schools, colleges and units that haven't advertised in the Record in the past 13 months are eligible for 50% additional media funding.

The University RECORD

MICHIGAN RADIO
Your NPR News Station npr

University of Michigan Media Co-op Advertising program

The U-M Media Co-op Advertising Program (the Program) provides University of Michigan Schools/Colleges/Units (SCUs) the opportunity to promote and co-brand their event or message on U-M media entities and maximize results with cooperative funding support from the Office of the Vice President of Global Communications (OVPGC).

OVERVIEW
The Program will provide 50% matching funds to supplement the budget of U-M SCUs wishing to promote their U-M message or event on selected U-M media entities. (Michigan Radio, michiganradio.org, and/or The University Record) To be eligible, the SCU must meet three (3) criteria: 1) Have a U-M program, offering, event or activity to promote; 2) At least 13 months must have passed since the completion of a media campaign from the desired media entities; and, 3) The SCU must have a budget of at least $2,000 to contribute towards the media campaign. Note that only media placement is considered for this match. Agency fees and design or production costs are excluded when the match amount is determined.

When an SCU wishes to air a promotional announcement or run a print display advertisement and all 3 criteria are met, the Program will help to stretch the SCU's buying power and maximize exposure by providing a 50% supplement to the budget.

EXAMPLE
Suppose your media campaign is funded by your SCU for $2,000, the program minimum. With approved copy and your media campaign schedule, the Program will add 50%, or $1,000, to your campaign for a media spend total of $3,000. If you have a $5,000 budget for a media plan from your SCU, the Program would add $2,500 to your media campaign, for a total of $7,500.

Note that the 50% supplement will not exceed $10,000 for a single SCU in the program period.

PROCEDURE
1) U-M SCU has a U-M program, offering, event, or activity to promote;
2) At least 13 months have passed since the completion of a campaign on the desired media entities;
3) The SCU has a budget for the media promotion of at least $2000;
Criteria met and verified – SCU is eligible to apply for Co-op funds.
4) Submit the OVPGC Co-op Advertising Application to the Program Manager, Betsy Noren; (fax: 734 647-3488 or e-mail to bnoren@umich.edu)
5) SCU notified of preliminary approval for Program participation;

The University RECORD

Getting results for your units' events, services and branding campaigns is simple.

The University RECORD

record.umich.edu/advertise

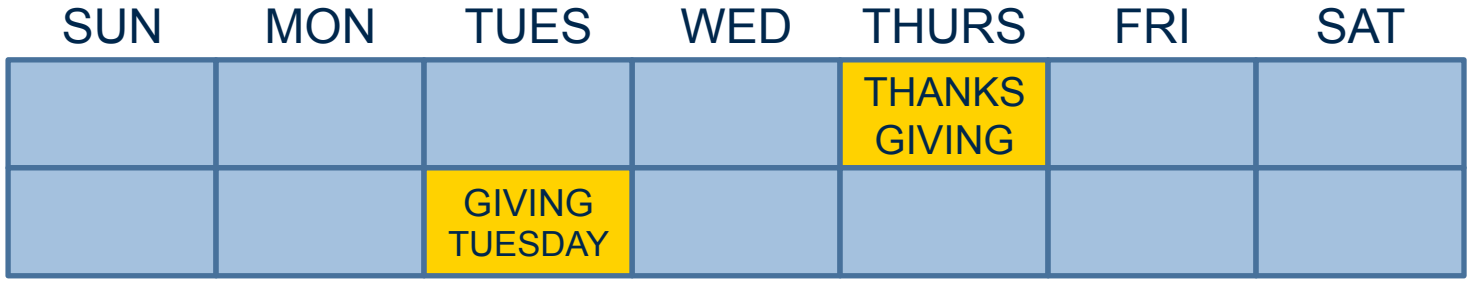
UNIVERSITY OF
MICHIGAN
The University
RECORD

SHOW & TELL

Shannon Riffe – Office of University Development

sriffe@umich.edu

What is Giving Blueday?



- **2013 -** OUD created a social media toolkit and distributed to units.
- **2014 -** A multi-channel approach to engage the U-M community around giving back for 24 hours.
  - December 2, 2014
  - Proposal created with input from 15-unit taskforce

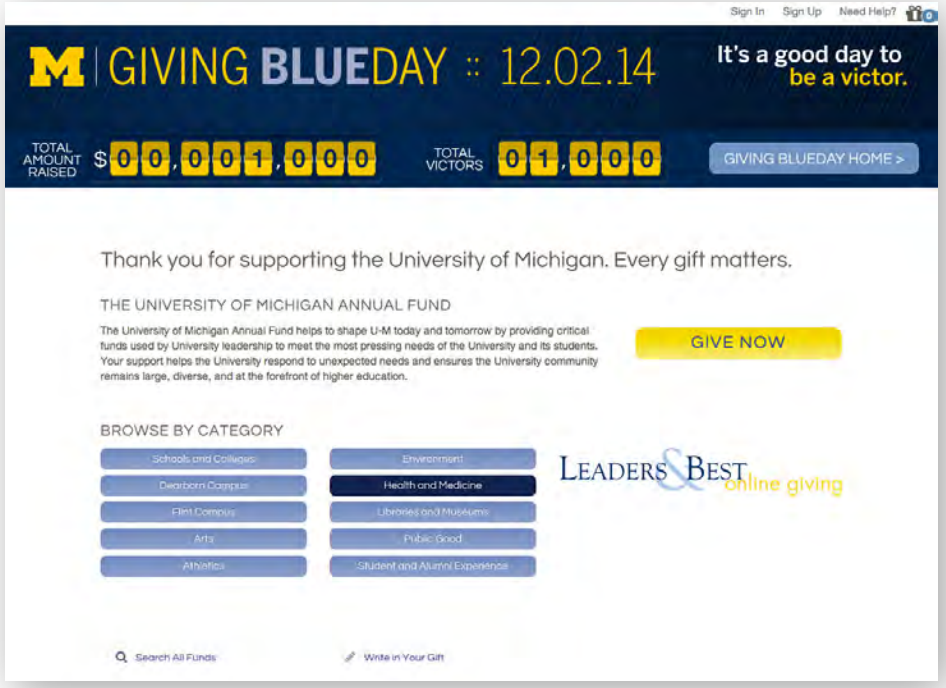
Giving Blueday

- Website showing real-time updates about the amount of money and amount of donors.
- Any gift made on 12/2, 12:00am – 11:59pm via online giving or Telefund will count towards our tally.
- Special Telefund calling project for this day.
- Real-time events around campus.

Giving Blueday

- Fundraising challenges drive urgency and engagement.
- 1:1 match of any student gift until funds reach $50,000
- Recent grad challenges - $5,000, $3,000 and $2,000 challenge funds: The designation fund that receives the most unique donors 0-5 years out of undergrad will receive $5,000 in unrestricted dollars.
- Seek to engage major donors to make gifts throughout the day.

Online Giving



Why are we doing this?

1. **REVENUE**
   More than $1 million raised in 24 hours

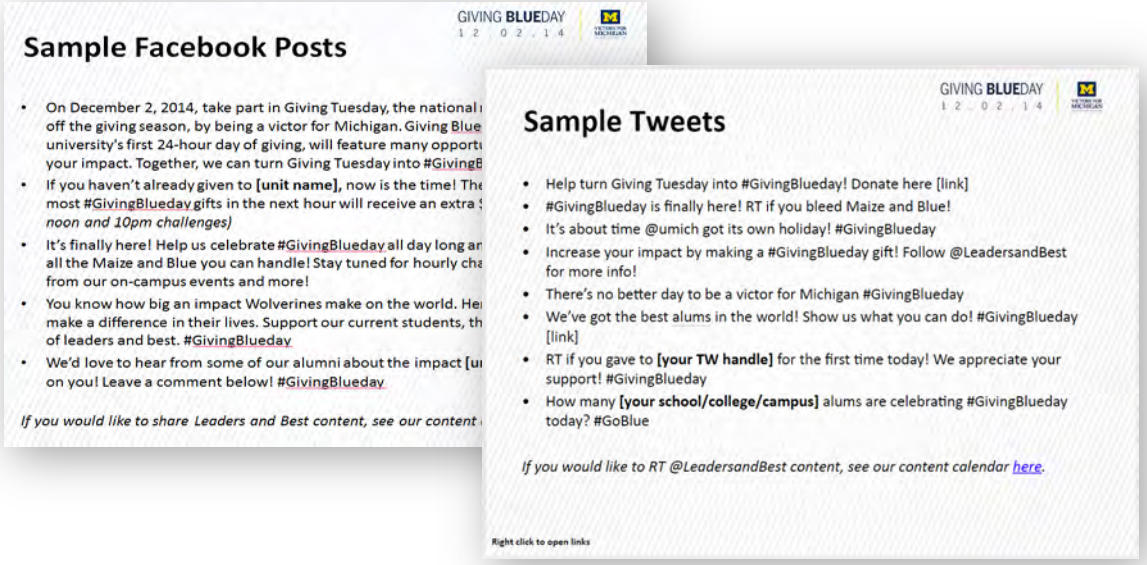
2. **PIPELINE REACH**
   More than 1,000 donors – many making gifts for the first time

3. **ENERGY, EXCITEMENT, ENGAGEMENT**
   More than 1,000,000 campaign impressions via traditional and social media

4. **TEAM IQ**
   Countless new insights in pipeline growth, online gifting, social media, crowdsourcing, non-traditional stewardship, matches/challenges, and more…

What You Can Do — Marketing & Social Media Toolkit

Review the toolkit. Create a marketing plan for your unit



GIVING BLUEDAY 12.02.14

Sample Facebook Posts

- On December 2, 2014, take part in Giving Tuesday, the national
  off the giving season, by being a victor for Michigan. Giving Blue
  university's first 24-hour day of giving, will feature many opportu
  your impact. Together, we can turn Giving Tuesday into #GivingB
- If you haven't already given to **[unit name],** now is the time! The
  most #GivingBlueday gifts in the next hour will receive an extra
  noon and 10pm challenges)
- It's finally here! Help us celebrate #GivingBlueday all day long ar
  all the Maize and Blue you can handle! Stay tuned for hourly cha
  from our on-campus events and more!
- You know how big an impact Wolverines make on the world. He
  make a difference in their lives. Support our current students, th
  of leaders and best. #GivingBlueday
- We'd love to hear from some of our alumni about the impact [u
  on you! Leave a comment below! #GivingBlueday

If you would like to share Leaders and Best content, see our content

GIVING BLUEDAY 12.02.14

Sample Tweets

- Help turn Giving Tuesday into #GivingBlueday! Donate here [link]
- #GivingBlueday is finally here! RT if you bleed Maize and Blue!
- It's about time @umich got its own holiday! #GivingBlueday
- Increase your impact by making a #GivingBlueday gift! Follow @LeadersandBest for more info!
- There's no better day to be a victor for Michigan #GivingBlueday
- We've got the best alums in the world! Show us what you can do! #GivingBlueday [link]
- RT if you gave to **[your TW handle]** for the first time today! We appreciate your support! #GivingBlueday
- How many **[your school/college/campus]** alums are celebrating #GivingBlueday today? #GoBlue

If you would like to RT @LeadersandBest content, see our content calendar here.

Right click to open links

What You Can Do – Customize Graphic Elements

Customize graphic elements for your unit

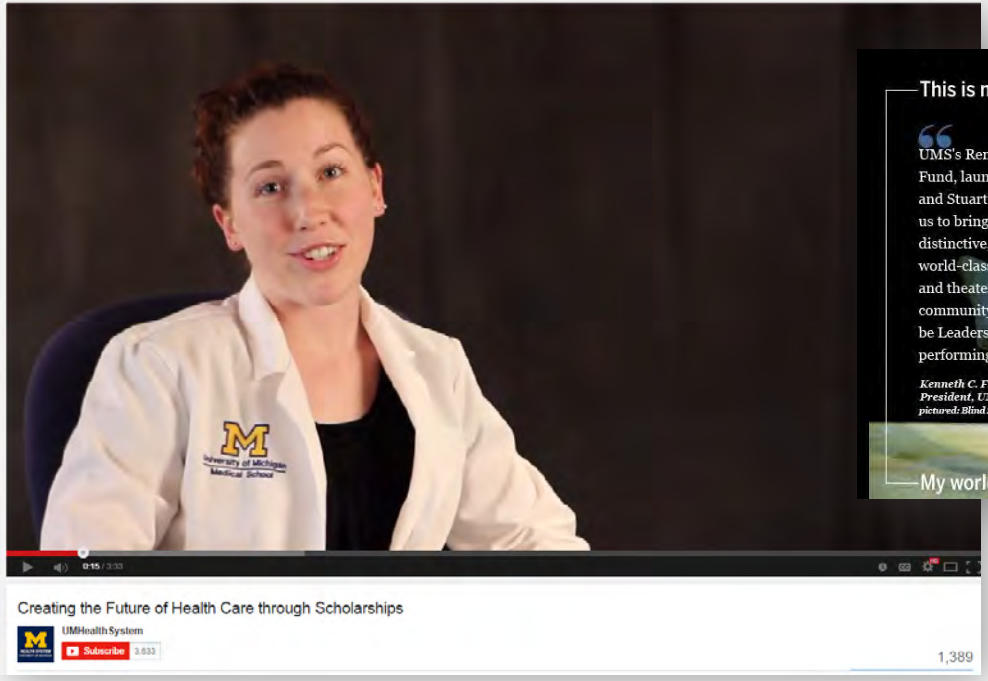
Generic version

Customized text

Can customize logo with your VFM version

What You Can Do – Online Ambassadors

What You Can Do – Tell Great Stories



COMMUNICATORS' FORUM: Up next

Interview with President Schlissel

with Lisa Rudgers, Vice President of Global Communications

October 30th | Blau Auditorium

COMMUNICATORS' FORUM: Up next

Have a Question for Our New President?

If you have any suggestions for topics or questions to be covered, please end an email to: **comm-forum@umich.edu**

THANK YOU

You can go back to work now :)