WELCOME
Communicators’ Forum — 5/29/14
REVIEW

Taking the “Shiny” out of Social | Spring 2014
REVIEW: Taking the “Shiny” out of Social

• The method is new, not the concept: tweets are the new press release.
• We can’t all be red skittles: not everyone needs social media.
• Don’t underestimate the power of strategy: measuring and goal setting.
• Embrace opportunities for collaboration: we are stronger together.
• Don’t get caught thinking poop is ice cream: know your content and audience.
• Running with a bed sheet sells nothing: seize the opportunity to engage.
• socialmedia.umich.edu: resources, inventory, content and strategy.
UPDATES
UPDATES: Refreshed brand at one year

- Successfully adopted by academic, administrative, and auxiliary units across three campuses, including Institutes and Centers.
- Longstanding logos migrating into affinity graphics.
- Signature Generator created more than 1600 unique signatures.
- Time to migrate your unit to the refreshed identity system.
- Updates to Brand website and Comm Forum sub-group pages.
- Video bumper animation nearing completion.
- Media wall installed at Student Activities Building.
- **Questions?** Contact: idstandards@umich.edu
UPDATES: Media wall at SAB
UPDATES: Video bumper animation (beta)
UPDATES: Video bumper animation (beta)
UPDATES: Congratulations to…

Gregory Lucas-Myers
Communications Assistant
Alumni Association

Brandon Monzon
Communications Generalist
School of Music, Theatre & Dance
UPDATES: Notable News

• Mary Sue Coleman talks Entrepreneurship at Mackinac Policy Conference.
• U-M celebrates the legacy of filmmaker John Sayles – June 4th
• Arbor Bikes sponsored by Planet Blue coming to campus.
• LSA Dean: Andrew D. Martin
• Pharmacy Dean: James Dalton
• U-M Flint Chancellor: Susan Borrego
• President Elect: Mark S. Schlissel
FEATURED EVENT
SHORTENING THE DIGITAL CYCLE
HOW TO GO TO MARKET QUICKER

Christopher Billick, U-M Director of Digital Media
Communicators’ Forum

SHORTENING THE DIGITAL CYCLE:
HOW TO GO TO MARKET QUICKER
Christopher Billick
Director of Digital Media
Office of the Vice President for Global Communications

billickc@umich.edu

@billickc
I had a layout “all set.” Met with my developer and we changed everything. #creativeprocess #web
Process
A Web Site Designed
MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE

DESIGNER
- Research
  - Initial Meeting
  - Needs Assessment
- Wireframes
  - Site Map
  - Site Outline Review
- Landing Page Artwork
  - Content Outline
  - Inner Page(s) Artwork
- Coding
  - Content Population
  - Refinement
- Validation
  - Search Engine Submission
  - Launch

CLIENT
- Needs Assessment Feedback
  - Initial Meeting
  - Site Map Review
- Wireframes Review
  - Site Outline Review
- Landing Page Artwork Review
- Final Review

MILESTONES
- Milestone Occurrence
  - Less
  - Greater
  - More

INvolvement
- Average

IMPORTANTNESS
- PHASE
  - Initial Contact
  - Planning
  - Content
  - Design
  - Development
  - Launch
Where Do I Start?
Planning
Ask the Right Questions
“If I had asked people what they wanted, they would have said faster horses.”

— Henry Ford
Talk to People
(your audience)
Start Measuring Today
(Google Analytics is FREE)
Pages on this site were viewed a total of 41,099,553 times.

Pageviews: 41,099,553
Unique Pageviews: 28,525,260
Avg. Time on Page: 00:03:55
Bounce Rate: 61.72%
% Exit: 52.99%

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<td>Literature, Science, and the Arts</td>
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READY TO LAUNCH

From screenings at the Michigan Theater to offsite exhibits, the work of Stamps School of Art & Design graduating seniors was recently showcased on campus and around town. The film, installation, traditional and new media projects were created during their year-long Integrative Project course.

View photos from the student art shows ☝️
INTRODUCING U-M'S PRESIDENT-ELECT

MARK S. SCHLISSEL NAMED 14TH PRESIDENT OF THE UNIVERSITY OF MICHIGAN

ANN ARBOR, Mich. — With a unanimous vote of the Board of Regents, Mark S. Schlissel, M.D., Ph.D., today was appointed the 14th president of the University of Michigan. The vote took place during a special meeting of the board at the Michigan Union.

Schlissel, currently serving as provost of Brown University, will succeed Mary Sue Coleman July 1, 2014. Coleman is retiring after 12 years leading U-M.

"This is an exciting time for the University of Michigan," said Andree Fischer Newman, chair of the University of Michigan Board of Regents. "Mark Schlissel brings an exceptional portfolio of scholarship and leadership, and just as importantly a tremendous commitment to Michigan's public ethos. I am confident Mark will lead the university into its next century focused on our deepest ideals of world-class academic excellence and public impact."

Schlissel, age 56, is a nationally recognized biomedical researcher who has risen through the ranks of academic and administrative positions in higher education. Before being named provost at Brown in 2011, Schlissel was University of California at Los Angeles' vice provost for academic affairs and dean of the school of medicine.

"Today is a great day for the University of Michigan. Right now, every part of our University faces transformative opportunities and challenges. Mark Schlissel is uniquely qualified to successfully lead us during this unique moment in our long history. His proven leadership in education, research and medicine touch the core functional missions of our University. He shares our passion for the essential role of public universities in solving the world’s most important and complex problems.

I look forward to working with Mark to address the challenges of affordability, access and diversity. In addition to his impressive background and extraordinary intellect, Mark is a kind and modest man, a gifted administrator, and a leader with a heart for others. I am thrilled that Mark is the 14th president of the University of Michigan."
Introducing UM’s president-elect.

Mark S. Schlissel named 14th president of the University of Michigan.

UM ANNOUNCES Mario, the Board of Regents, and the University of Michigan faculty and staff today announced the appointment of Mario C. A. Marzulari as the next president of the University of Michigan.

Mario Marzulari, a long-time member of the University of Michigan faculty, has served as the University’s provost since 2016.

The selection process for the University’s 14th president was led by the Board of Regents and the University of Michigan faculty and staff. The search began in December 2019, following the retirement of Mark Schlissel, who has served as president since 2013.

Mario Marzulari was appointed by the Board of Regents as the University’s 14th president.

Marzulari will begin his term as president on January 1, 2022.
MARK S. SCHLISSEL NAMED 14TH PRESIDENT OF THE UNIVERSITY OF MICHIGAN

ANN ARBOR, Mich. – With a unanimous vote of the Board of Regents, Mark S. Schlissel, M.D., Ph.D., today was appointed the 14th president of the University of Michigan. The vote took place during a special meeting of the board at the Michigan Union.

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“Today is an exciting time for the University of Michigan,” said Andrea Fischer Newman, chair of the University of Michigan Board of Regents. “Mark Schlissel brings an exceptional portfolio of scholarship and leadership, and just as importantly a tremendous commitment to Michigan’s public ethos. I am confident Mark will lead the university into its next century focused on our deepest ideals of world-class academic excellence and public impact.”

Schlissel, age 56, is a nationally recognized biomedical researcher who has risen through the ranks of academic and administrative positions in higher education. Before being named provost at Brown in 2010, Schlissel was University of Michigan provost for eight years and vice president for academic affairs.

“I look forward to working with Mark to continue to pursue the University’s goals of affordability, access and diversity, inclusive excellence and extraordinary accomplishment,” Coleman said. “Mark is the right partner in this new era of the University’s history.”

Mark S. Schlissel, M.D., Ph.D., 14th President of U-M

This is a great day for the University of Michigan, and every part of our University faces tremendous opportunities and challenges. Mark Schlissel is uniquely qualified to lead us during this unique moment in Michigan’s history. His proven leadership in academic and medical education touches the core functional and intellectual core of this University. He shares our passion for the excellence of our universities in solving the world’s most pressing problems.

United States: 30883
China: 508
Unknown: 335
Korea, Republic of: 199
Japan: 100
United Kingdom: 92
Germany: 80
Taiwan: 76
Canada: 70
Hong Kong: 63
India: 50
Thailand: 39
Spain: 27
Focus on the Majority

(Don’t get trapped by limit cases or narrow content)
Pro Tips

Create a content outline (new site) or inventory (old site) to analyze content needs.

Develop a sitemap with 7-9 items in each level and short, intuitive labels.

Decide what information your audience needs.
The Mobile User Landscape

Nearly half of all 18-29 year olds who use the internet on their phones do most of their online browsing on their mobile device. *Pew Internet & American Life Project: March 15-April 3, 2012 Tracking Survey*

52% of all adult cell phone owners now incorporate their mobile devices into their television watching experiences. *Pew Internet & American Life Project: March 15 to April 3, 2012 Interviews*

The rate of iOS (Apple) and Android device adoption has surpassed that of any consumer technology in history.
Majority of our daily media interactions are screen based

90% of all media interactions are screen based

On average we spend 4.4 hours of our leisure time in front of screens each day

10% of all media interactions are non-screen based
Sequential screening is common & mostly completed within a day

90% of users use multiple screens sequentially to accomplish a task over time.

98% of users move between devices that same day.
What Should I Put on the Website?
(less than you think)
Make Your Content Interesting, Useful, Modular, and Sharable
Pro Tips

Decide content types & owners.

Develop an editorial calendar to **keep the site updated**.

Determine supporting images, video, social media feeds, etc.

Make your content meaningful and useful to your audience.
Pro Tips

Content, content, content.

Nobody cares (or understands) your org structure. Present content in your audience’s terms.

Start with one social platform and support it. (Or roll up to your parent unit if necessary.)
Get on Brand

(Signature generator is FREE)
USE THE BRAND SITE

umich.edu/brand
Style Guide: Colors

One maize. One blue. One brand.

Two colors are at the very core of our existence. Maize and blue play a vital role in establishing a clear and powerful image and in defining the University of Michigan brand.

PANTONE®
7406 C

PANTONE®
282 C

Primary palette — signature colors
Global Communications has developed a WordPress theme.

It is responsive, on brand, and flexible.
What CMS should we use???
SRSLY?  Yoko  Wings  #win
Everyone Should Use...
Don’t Get Caught up in Platform Wars
Srsly
You Guys, Srsly
Use What Works for Content Stewards.
Use a Modern CMS.
What is the Gateway?
Global Communications has developed a WordPress hosting platform.

It is easy to use, and can be extended by Michigan Creative.
Is it better?

Launch today!
Pro Tips

Have a communications plan to tell people about your new site!

Monitor your analytics and adjust as needed. The web is never finished.

Don’t make rash adjustments.
Measure (for) Success
Pages on this site were viewed a total of 41,099,553 times

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Campus Map & Parking

WCC has seven surface parking lots as well as a parking structure, and all parking is free.

Beginning January 2012, the new four-level, 473-space enclosed facility opens east of the Crane Liberal Arts and Science building. Drivers entering campus from Clark Road should continue along the east side of Lot 7 until they reach the structure’s access drive.

You also can avoid parking problems by riding Ann Arbor Transportation Authority buses to WCC. WCC offers free AATA bus rides from campus to students and employees who have WCC picture ID cards that were introduced in the Spring/Summer 2010 Semester. Students and employees must pay for bus rides to campus.
Make Changes that are Based on Evidence

(analytics and research are your friends)
NEW CLASSES
FOR FALL 2014
50+ ENTREPRENEURAL ORGANIZATIONS

15+

Thriving Ecosystem
There are more than 15 entrepreneurial student organizations at U-M.
Are you an innovator? If you would like to be featured on our site, submit your information.

Grace Hsia
Dan Morse
Erik Torenberg
Andy Boucher
Cathy Huang
Sean Simpson
Enjoy these thoughts and progress reports on innovation and Innovate Blue. Would you like to be a guest blogger? Contact us to indicate interest or suggest a post.

Thomas Zurbuchen
Senior Counselor for Entrepreneurial Education

ARE WE HUMAN OR ARE WE STUDENT? ~ GUEST BLOGGER KELSEY RHODES

Apr 15, 2014 2 Comments

When students arrive at The University of Michigan campus, we immediately undergo a personal crisis. While we are under the instruction of phenomenal faculty and staff, which thereby makes us students, we are simultaneously blossoming ...

Keep Reading
Twitter Emergency Alerts

This Twitter App will automatically posts U-M DPSS Emergency Alerts to your twitter account.

Example Tweet

UniversityofMichigan @umich
U-M DPSS: Semester test of UM Emergency Alert scheduled for Friday noon:
bit.ly/1r0X4k8

Authorize the "U-M Emergency Alerts" Twitter App
TORNADO WARNING ISSUED FOR WASHTENAW CO UNTIL 7PM

The National Weather Service has issued a tornado WARNING for northern Washtenaw Co and Livingston Co until 7pm. Take shelter now. A severe thunderstorm capable of producing a tornado was located at 5:55pm six miles northwest of Leslie, MI and moving east at 35 mph. Visit UMPD for updates.
Tips You Can Use Today
Stop using ‘www’
Our award-winning U-M Health System treats millions of patients, conducts hundreds of research projects and educates thousands of tomorrow’s medical professionals every year. For our students, faculty and staff, there are a wide range of health and wellness services and programs on campus.

**HEALTH SYSTEM**
- UofMHealth.org Patient Portal
- U-M Health System

**HEALTH SERVICES FOR STUDENTS, FACULTY & STAFF**
- University Health Service
- Mental Health Resources
- Employee Benefits
- MHealthy Health and Well-being Programs

**MEDICAL & HEALTH EDUCATION**
- College of Pharmacy

**CLINICAL RESEARCH**
- Clinical Studies

The Clinical Simulation Center allows future doctors to train on realistic patients at the U-M Medical School.
OUR RESEARCH

Our lab studies the genetic basis of human traits and diseases and develops tools that facilitate such studies. We are interested in basic genetic mechanisms and those that are related to human health and diseases. We use molecular and computational methods to study cellular processes such as regulation of gene expression and stress response in normal and diseased cells.

ABOUT VIVIAN CHEUNG

Specialties:
- Genetics of human gene expression
- Ataxia telangiectasia
- Genetics of radiosensitivity
- Human meiotic recombination

Vivian Cheung investigates human genetic disease and normal cellular function.
WHY ARE YOU STILL USING WWW?
For additional U-M statistics and information visit Michigan Almanac or the 2013 Financial Report.

For additional U-M statistics and information click here for the Michigan Almanac or here for the 2013 Financial Report.
Use Good Page Titles
PROSPECTIVE STUDENTS

U-M’s focus on interdisciplinary studies allows students to tailor their academic experiences to their career and life goals. As one of the largest public research institutions in the country, Michigan has thousands of exciting projects underway that encourage strong partnerships between students and faculty.

UNDERGRADUATE STUDENTS
- Admissions
- Apply Now
- Majors
- Costs & Financial Aid
- Visiting Information
- Housing & Dining

INTERNATIONAL STUDENTS
- International Center
- Undergraduate Programs
- Graduate Programs
- Schools & Colleges
- Costs & Financial Aid

Faculty and students collaborate at an electrochemical workstation in the Phoenix Memorial Lab
Make Your Site Accessible

hr.umich.edu/webaccess/
Questions?
Thank you
SHOW & TELL

Dustin Gilbert – Construction Services
Providing the U-M Campus with signage, carpentry, and upholstery services
Sign & Graphics Department

- **Capabilities:** Vehicle and Floor Wraps, Dimensional signage and lettering, Banners, Media Backdrops and Table Throws, Wall Coverings, ADA Compliant Signage, Window Film, Exterior Signage, Plaques and Trophies

- **Services:** Consultation and Estimating, Design and Layout, Production, Installation

- **Recent Projects:** Football Lockers, Schembechler Signage, CPP Banners
Cabinet Shop

- **Capabilities:** Mill Work, Cabinetry, Lab Fixtures and Counters, Office Furniture, Book Shelves
- **Services:** Consultation and Estimating, Design and Layout, Production, Installation, Resurfacing, Refinishing
- **Recent Projects:** Athletic Lockers, Conference Room Table in ISR, SXSW Display, Numerous Health System Projects
Upholstery, Spray, and Glass Shops

- **Capabilities:** Furniture Refinishing, Painting and Staining, Window Replacement, Custom Glass and Displays, Tack Boards
- **Services:** Restoration of Furniture, Emergency Glass Replacement, Consultation, Installation
- **Recent Projects:** Athletic Lockers, ISR Conference Room Table, Windows around Campus, Banners for CPP
THANK YOU!

Please see us at the table outside with any questions you have.
COMMUNICATORS’ FORUM: Up next

TOPIC TBD

July 24  |  Hutchins Hall, Law School
THANK YOU

You can go back to work now :)