WELCOME
Communicators’ Forum — 1/23/14
REVIEW

Fall 2013
**REVIEW: Behind the Campaign Curtain**

- Victors for Michigan campaign kicked off November 8, 2013
- Goal: Raise $4 billion (largest ever at U-M and largest goal for a public higher education institution)
- Three areas of focus: Student Support, Engaged Learning, Bold Ideas
- Familiarize yourself with Case Statement book (contact Carey Chesney)
- Develop communications from Campaign Style Guide Available at [umich.edu/brand](http://umich.edu/brand) under Downloads/Other Logos
- Units should be in market with campaign materials
- Questions? Contact **Carey Chesney**, OUD Director of Marketing cchesney@umich.edu  |  734-647-6000
REMINDER

Communicators’ Forum Subgroups
REVIEW: Communicators’ Forum Subgroups

- **SIGN UP:** vpcomm.umich.edu/brand/communicators-forum

- **WRITING** (storytelling / news / copywriting)
  - Lara Zielin, LSA Editorial Director

- **DESIGN** (layout / photography / infographics)
  - Kelly Fuligni, U-M Creative Director

- **VIDEO** (storytelling / social / documentary)
  - Dan Kim, Engineering Executive Director MarComm

- **DIGITAL** (web / mobile / social)
  - Chris Billick, U-M Digital Director

- **MARKETING** (planning / strategy / metrics)
  - John Trierweiler, Ross Chief Marketing Officer
UPDATES
UPDATES: Congratulations to...

ROSS SCHOOL OF BUSINESS
Alex van Assche, Market Research Analyst
James Cleaver, Brand Manager

COLLEGE OF PHARMACY
Kayla Cupples, Advancement and Communications Coordinator

UNIVERSITY DEVELOPMENT
Linda Douglas, Senior Director of Marketing and Annual Giving

CENTER FOR EDUCATIONAL OUTREACH
Lynn Halton, Program Manager

SCHOOL OF EDUCATION
Ted Montgomery, Associate Director of Communications

INTER-UNIVERSITY CONSORTIUM FOR POLITICAL AND SOCIAL RESEARCH (ISR)
Mark Thompson Kolar, Senior Editor

FRANKEL CENTER FOR JUDAIC STUDIES
Yaffa Klugerman, Program Associate

UMSI
John Simpkins, Web Applications Developer/Analyst

PROGRAM ON INTERGROUP RELATIONS
Deepali Stark, Marketing and Event Specialist
UPDATES: Congratulations to...

LSA SHARED SERVICES
Margo Lakin, Communications Editor
Raquel Ramos Buckley, Communications Editor
Hannah Yung, Events Coordinator
Shannon Szalay, Events Coordinator

COLLEGE OF ENGINEERING
Computer Science and Engineering
Tahani Zeid, Outreach Coordinator

Office of Communications & Marketing
Evan Dougherty, Multimedia Content Producer
Ben Logan, Writer/Content Producer
Joseph Xu, Multimedia Content Producer

LSA DEVELOPMENT, MARKETING, AND COMMUNICATIONS
Matthew Adams, Social Media Manager

SCHOOLS OF PUBLIC HEALTH AND KINESIOLOGY
Brian Lillie, Multimedia Specialist

UMHS DEVELOPMENT
Dan Thomas, Associate Director of Internal Communications

DEVELOPMENT/ALUMNI ASSOCIATION
Eun Ja Yu, Director of International Alumni Engagement and Communications
UPDATES: Notable News

• Google Hangout Jan. 28
  − Hosted by the Public Relations Society of America Counselors to Higher Education (CHE) Section
  − Role of public relations in responding to the evolving higher education landscape
  − Lisa Rudgers and communications VPs from Duke, Georgia Institute of Technology, Stanford, and University of Iowa

• Mary Sue Coleman Tribute

• Diversity: Being Black at U-M social experience
UPDATES: Notable News

• Bicentennial Initiative

• Gateway feature submission
  – Email gateway-feature@umich.edu with suggestions/requests for items to be featured on Gateway

• Penny W. Stamps Speaker Series
  – TODAY: Michael Graves, Michigan Theater, 5:10 PM

• Nikki Sunstrum, Director of Social Media
Welcome Nikki Sunstrum

@NikkiSunstrum  |  nikkisun@umich.edu

- B.S. in Political Science, Grand Valley State University
- M.A. in Education, Aquinas College
- Skilled in making dull things interesting
- Master manipulator of content and small children
- Elected official who throws parades for fun
SOCIAL MEDIA: Transforming Social Engagement

1. **Strategy**
   - Evaluating existing accounts
   - Developing goals
   - Streamlining communications

2. **Collaboration**
   - Seizing opportunities to leverage collective audience
   - Partnering on key events and initiatives
   - Unifying messaging and promotion
SOCIAL MEDIA: Transforming Social Engagement

3. Reinvention
   • #UMSocial Home
   • Implementation of best practices, tools and educational resources
   • Increased participation and recognition of the University as a leader in Social Communications

4. Transformation
   • New platform exploration
   • Interactive events, contests and content
   • Resource sharing opportunities
FEATURED EVENT:

THINK BIG, THINK GLOBAL

Bill Foreman, Global Communications Manager
Mandira Banerjee, Debing Su

wforeman@umich.edu  mandirab@umich.edu  debingsu@umich.edu
Think Big
Think Global
Trips can build your global reputation
Being globally social
Who are your global rock stars?

Who has potential?
Michael Sandel is huge in South Korea
A pitcher, too!
Hong Kong loves Larry Diamond
Ken Lieberthal
• Experts advisory
• Media pitch
• Video
• Q&A
• Op-ed
Impact:
4,000 students | 1,500 faculty & staff | 145 countries
Impact:
President Coleman’s Trip to India
Impact:
The University of Michigan is Keen on Research Tie-Ups in India

The University of Michigan, like several other top global institutes, has no plans to start a campus in India. However, establishing new tie-ups for research and collaboration is what the university looks for in India, says president Mary Sue Coleman, in an interview to Ritu Bhattacharya. Coleman, one of the 10 best college presidents voted by ‘Time’, says India is emerging as a favourite destination for faculty and students. Edited excerpts

What brings you to India?
The purpose of our new Delhi visit was to sign several MoUs for exchanges of student and faculty and establish some joint research agreements. The first was with Ashoka University. We are very interested in their new model for India – the small residential liberal arts university. We would like to have opportunities for our students to come to Ashoka. It will open in the fall of 2014 and then we would like for some Indian students to come and have experience at Michigan. Then we were at AIIMS, looking at the area of trauma surgery. We signed a memorandum with NCAER. We were at Delhi University to sign an MoU, particularly for our college of literature, science and the arts. I am the president at University of Michigan for the 12th year now. For each of our international presidential trips we look at faculty and student interest. India has been on our list for a long time. It just turned out that this was the right moment to come.

Do you plan to start a campus in India?
We have no intention of doing that. We have been very selective about the countries we have visited because we have gone to places where our faculty already have deep relationships. These reciprocal relations are much better for both partners.

Aashoka University is still coming up. Why did you zero in on it?
It is quite a novel model for India. We believe strongly in the value of liberal arts education and we like the fact that this is an experiment that it is going to be a residential campus. It is the kind of endeavour that we think will be very productive for us.
Impact:

[India Comparison chart showing data for various days with University of Chicago & Robert Zimmer and UofM & Mary Sue Coleman labels]
Impact:
University of Michigan's Weibo
http://weibo.com/umichigan
Weibo can help:

- Promote events
- Distribute content
- Do brand listening
你好
Stories in Hindi
Stories in Chinese
Take-aways: Key Notes

- A great university can change the world, but the world must know what we’re doing and thinking.
- U-M has been global from the start. It’s part of our DNA.
- All the great universities are expanding globally, becoming transnational institutions.
- The world’s problems are complex, demand global cooperation and solutions.
- English can’t be our only language if we want to tell our story worldwide.
- Leverage trips to boost your global profile.
- Social is a great way to start a global conversation.
Q & A
SHOW & TELL

Dan Shine, Manager of External Communications
William Davidson Institute

danshine@umich.edu
SHOW & TELL: WDI Summer Intern Blog

GOAL: Capture the stories of 20+ interns as they work and live abroad.
wdi2013.blogspot.com
SHOW & TELL: WDI Summer Intern Blog

ISSUE:
How to get students to blog

ISSUES, PART DEUX:
Connectivity lapses, non-disclosure agreements
SHOW & TELL: WDI Summer Intern Blog

THE CARROT:
Gift cards for best bloggers, best photos

THE STICK:
Blogging now part of required deliverable

THE STICK, PART DEUX:
Pointed emails to slackers
SHOW & TELL: WDI Summer Intern Blog

THE PAYOFFS:
• Great stories to show potential funders and future interns
• Interesting stories to feature on web and in newsletter
• Nice photos to use in WDI printed materials.
SHOW & TELL

Marcin Szczepanski, Senior Multimedia Producer
Michigan Engineering

marcins@umich.edu
Fighting for Clean Water video – first 50 seconds

http://michiganengineering.tumblr.com/post/57706782892/how-cool-is-that-wouldnt-you-want-to-spend-your
How I found myself on a small motorboat among hungry caimans (and in the largest wetlands in the world – Pantanal, Brazil)?

Marcin Szczepanski
Senior Multimedia Producer
Michigan Engineering
Principles of Great Visual (Global) Storytelling or Why We Decided to Focus on Pantanal Partnership?

- Potential for a great, *meaningful story* and visuals
- Importance of research and building relationships
- Charismatic, likeable characters
- Action-oriented narrative with “doing not just talking” footage
- Potential for strong visuals – usually in the field
- What exactly is your story? Your plot? Where is the drama?
SOCIAL MEDIA

March 13, 2014
THANK YOU

You can go back to work now :)