• MCubed awarded its first round of funding for innovative projects

• Gov. Snyder’s proposed 2 percent overall increase for state universities

• Beyond stem cells: Yamashita receives Keck award ($500,000 research grant)

• Race Card Project
REVIEW: Mary Sue Coleman and Phil Hanlon

University of Michigan

• U-M’s major themes include global, entrepreneurship & innovation, arts & creativity, sustainability, and history & heritage

• U-M is ranked in the top 20 universities globally and will continue to expand its global presence and opportunities

• Third Century Initiative takes learning to the next level

• Philanthropy is critical to U-M’s revenue stream

• U-M is a global university and must present a strong and consistent brand.

• Each unit benefits from the equity of the University of Michigan’s brand strength.
FEATURED EVENT
FEATURED EVENT: History and Heritage

Kim Clarke
Director of Executive Communications and U-M Heritage Project Manager

History and Heritage: How U-M’s Past Shapes Its Future

Kim Clarke
kdclarke@umich.edu
History and Heritage: How U-M’s Past Shapes Its Future
History and Heritage: Agenda

- Why U-M History Matters
- How to Tell Compelling Stories
- Bentley Historical Library
WHY U-M HISTORY MATTERS

"A university embraces all possible means for making new investigations, and thus advancing knowledge."

– Henry Philip Tappan
PEOPLE ENJOY HISTORY... REALLY

Movies
PEOPLE ENJOY HISTORY… REALLY

Television
PEOPLE ENJOY HISTORY… REALLY

Television
PEOPLE ENJOY HISTORY... REALLY

Books

Web
U-M HISTORY

• Provides the foundation for the U-M brand of excellence, leadership and diversity

• Provides a common thread through the generations

• Offers a roadmap for future challenges and struggles
Majority of students and alumni agree U-M is part of their self-identity.

U-M school spirit means tradition, people, pride, teams, experience, community.

Students and alumni are most proud of U-M academics.

Among the areas where U-M outshines peer institutions: strong school spirit.

— Maguire Associates, March 2012
Our stakeholders believe deeply in the University’s most distinctive characteristics: social equity, a special culture and spirit, diversity of people and ideas, a powerful alumni network and, above all, academic excellence.

Our mission is to tell that story.
SHARING OUR HISTORY

- History Communications Team
- Gateway
- Publications – print and web
- Twitter - #umheritage
- Facebook
- Events
THINK PEOPLE
FIVE PEOPLE IN U-M HISTORY YOU SHOULD KNOW

Henry Tappan
Andrew Dickson White
Alice Hamilton
Raoul Wallenberg
FIVE PEOPLE IN U-M HISTORY
YOU SHOULD KNOW

The Michigan Student
U-M HERITAGE PROJECT

Explore Our Heritage.

Here are the stories of a great public university. The people who built it, the place where they grew, the minds it set in motion. The University of Michigan Heritage Project.
U-M HERITAGE PROJECT

• Not just another website  
  *Instead: An immersive digital experience.*

• Not a comprehensive history  
  *Instead: A treasury of multimedia stories.*

• Not static and fixed  
  *Instead: Evolving, elastic, open-ended.*
U-M HERITAGE PROJECT

Goals and Principles:

• To strengthen bonds with key constituencies leading up to the 2017 bicentennial.

• To show U-M as the exemplar of the American public university.

• To set the national standard for institutional history online.
Goals and Principles:

- To explore the whole story of U-M…regretted episodes as well as proud ones…tales of triumph and lessons learned, but also of missteps and struggle.

- To reinforce the University’s brand – leadership in the creation and dissemination of knowledge – by creating and disseminating knowledge. The Project is itself a medium of education.
U-M HERITAGE PROJECT

heritage.umich.edu
FEATURED EVENT: History and Heritage

James Tobin
Consultant, Author, and Historian

How to Tell Compelling Stories
FINDING OLD STORIES
FINDING OLD STORIES

Anniversaries aren’t necessarily interesting.

“Firsts” aren’t necessarily interesting.
FINDING OLD STORIES

1. Stroll and stumble.
FINDING OLD STORIES

Advice to Freshmen
BY
FRESHMEN
FINDING OLD STORIES

A WORD ABOUT THE CO-EDS

Fellows, when one of your friends returns from college and fills your eager ears with uncomplimentary stories of Michigan Co-eds, make up your mind that it is because he belongs to a so-called anti-co-ed fraternity or else because he holds an individual grudge against some one of them.
'Remember your mother!'

"You are no longer a high school boy or girl," U-M President Marion LeRoy Burton warned members of the entering class in 1921. "You are a college man or woman. This University is a place of freedom…. But do not forget, I beg of you, that independence and freedom do not mean anarchy and license."

With those stern words, the popular President Burton introduced the campus to a little book called "Advice to Freshmen by Freshmen." Just 109 pages long, it gives a revealing glimpse of student life at the start of the "Roaring Twenties."

"I should like to advise every Freshman," Burton wrote, "to read this little book very carefully."

* * *
Click for comments >>

Cass Casucci - 1967

I would like to give a copy of this to each of my grandchildren when they start. I'm sure life will be much different when they start to show up in 2020 than it was when my mother arrived in the 30's.
2. Think small.
FINDING OLD STORIES

Hand-carved history

1:04 / 2:10

[Video player]
“...My husband really enjoyed this article. Wish you were my history teacher when I was a student at the U of M. But my teacher was wonderful too, and for the first time made history interesting and enjoyable...”

– Frances Walts, 1963
3. Notice stuff.
FINDING OLD STORIES

A tree grows on the Diag
BY JAMES TOBIN
July 13, 2011

What are your memories of trees on campus? About the Diag...or the Arboretum, or other wooded spaces? Tell your story in the comments section.

Click for comments >>
Gail Janensch - 1964

Some 44 years after I'd graduated, I came back to the Diag following the dedication of the renovated Student Publications building. It was a beautiful October day and the trees "spoke to me." In their autumn colors, they reminded me of the worthiness of the education I'd received and all others like me who are shaped by U of M. Thanks for the video and the history of how the Diag came to be.
4. Pull on a string.
Higher math at Dominick's

The first problem on the mind of Zevi Miller in the late 1970s ran along the following lines:

If $K$ were a pure $n$-dimensional simplicial complex, and if $\Gamma_\infty(K)$ were the automorphism group of $K$ [and so on], then what is the minimum number of points $M_2^{(n)}$ in $K$ such that $\Gamma_\infty(K) \cong A$, and the minimum number of $n$-cells $M_2^{(n)}(A)$ in $K$ such that $\Gamma_\infty \cong A$?

The second problem was where to find a good place to concentrate on this question for several hours at a time, day after day, month after month, while nursing a single caffeinated beverage without getting hassled to buy refills. Earning his Ph.D. in mathematics might not depend on finding a solution to this second problem. But it would help.

So Miller would go over to 812 Monroe Street—the eccentric, rambling restaurant and bar called Casa Dominick's—pay for a single café mocha, and sidle inconspicuously down to a booth in the basement, where he figured no one would notice him.

"I spent incredible amounts of time there," Miller remembered not long ago. "It was such a lively, cheerful place, and yet you could get work done there, too."

***

Early in the twentieth century, the address had been a neighborhood grocery. After World War I it became a coffee and sandwich shop. By 1959 the business was failing, and Dominick DeVarti spotted an opportunity. ........
5. Ask a question.
...Over his 38 years as president Angell argued repeatedly that "broader, heartier, better work" was done by those who studied simply "for the sake of learning" than by those who were merely scrapping for grades. "A collegiate course cannot be wisely shaped with primary reference to driving drones to work," he declared. "It should provide every manly and noble incentive to worthy achievement."

Of course there were students for whom no incentive worked. For them Angell had a simple solution. He sent them home. ...
FINDING OLD STORIES


353 people like this. Be the first of your friends.
“This is a fascinating topic at all levels of education and accomplishment. I'm concerned that we rely too much on reward systems (like grades, but even processes like tenure) with the consequence that learning no longer happens for its own sake....”

– Claire Cameron, 2002
FINDING OLD STORIES

1. Stroll and stumble.
2. Think small.
3. Notice stuff.
4. Pull on a string.
5. Ask a question.

And remember…
FINDING OLD STORIES

(Nobody cares about anniversaries and “firsts.”)
FEATURED EVENT: **History and Heritage**

Nancy Bartlett
Aprille McKay
Nancy Deromedi

Bentley Historical Library

U-M’s Archives and Your Partner in Communicating Campus History
When was the University of Michigan founded?
An Act to incorporate a university within the Territory of Michigan.

Sec. 1. Be it enacted by the Governor and Judges of the Territory of Michigan, that a university be, and hereby is, established within the Territory, to be called and known by the name of the Regents of the University of Michigan, and the number of Regents shall be thirteen.
When did Michigan first play Ohio State in football?
Ohio State and Michigan 1897
Has a president of Michigan State University ever given a University of Michigan Commencement Address?
BENTLEY HISTORICAL LIBRARY

a source for study, inspiration and evidence
How you can help create the archive of the future:

• Use the collections.

• Cite the collections.

• Add to the collections.
WHAT DO WE WANT?

• From communicators?
  – Newsletters, posters, promotional videos, identified photographs, podcasts, annual reports, speeches, press releases.
  – We already archive many websites.
  – Social media? Stay tuned.

• From leadership?
  – Reports, agendas, minutes, policy documents, significant communications and correspondence.

• From local experts?
  – Identified photographs, retirement speeches, subject files, oral histories and memoirs, articles
WHAT DO WE WANT?
HOW DO WE WANT IT?

• Frequency
  – Annual transfer rather than piecemeal
  – But for print, put the Bentley Library on your mailing list

• Paper materials
  – Single copies of printed materials
  – We send boxes to you

• Digital transfers
  – Digital dropbox
  – Websites
 DIGITAL CURATION

You are curators of your content

- Organization, description and attention to sustainable file formats will lead to greater usability of digital materials in the future

- Systems used by each office is different.

- Best Practices
  - Standardize file and directory naming conventions within your office
  - Utilize sustainable file formats
  - Describe your content
BEST PRACTICES

Naming Conventions for Digital Content

Directory naming
• Folders (labels in Google) should be named for major functions/activities
  – Simple and self-explanatory
  – Consistent
  – No personal names
• Structure subfolders by year
• Avoid duplication

File naming
• Identify content/purpose of files with descriptive names
• Avoid:
  – Illegal characters <>?/\*
  – Spaces in file names
• Instead:
  – Include date of creation or revision—20130501SpringCommFNL.ppt
  – Use underscores—spring_commencement
  – Capitalize the first letter of each word—SpringCommencement.docx
  – Employ consistent conventions for version control—FNL, DFT, 1.0 or vers1
BEST PRACTICES

Sustainable File Formats

Examples of sustainable file formats for audio, video and images:

• WAV: Waveform Audio File Format
• AIFF: Audio Interchange File Format
• MPEG-1/2: Moving Picture Experts Group
• AVI: Audio Video Interleave File (uncompressed)
• MOV: QuickTime Movie (uncompressed)
• TIFF: Tagged Image Format File
• JPEG/JFIF: Joint Photographic Experts Group JPEG Interchange Format File (lossy compression)

Complete list at:
bentley.umich.edu/dchome/index.php
BEST PRACTICES

Digital Content Descriptions

• Be sure to enable metadata creation in software used for record creation (e.g. author information in MS office)

• Metadata may be compiled in a spreadsheet, database or text file that resides along with content. Important metadata fields include:
  – Creator or Office of Origin
  – Contributor(s) (e.g. photographer, interviewer, interviewee)
  – Title
  – Event or Activity
  – Date of creation
  – Description
  – Location (if applicable)
UNIVERSITY WEBSITES

• Curating the web together
• Tools used crawl umich.edu domain
• Content needs to be embedded in site to be captured (e.g. external links are not included)
• Technical limitations:
  – Dynamic Scripts or applications such as JavaScript and Adobe Flash
  – Streaming media with video or audio content
  – Content that requires interaction with the site (forms, dropdown menus, radio dials, password entry, etc.)
  – Exclusions in robots.txt files
• Portal to archived websites:
  http://webarchives.cdlib.org/a/universityofmichigan
• Please alert us to new sites digitalcuration@umich.edu
  – Activity
  – Date of creation
  – Description
  – Location (if applicable)
Q & A
TAKE-AWAYS: Key notes

- U-M history matters to our audiences. Our job is to tell the stories.
- Expect the unexpected when conducting historical research.
- History is best told through the voices of people, objects of the past, and small but significant details.
- Bentley Historical Library is a resource for ideas, documentation and exploration.
- Communicators have an obligation to help curate U-M's history.
SHOW AND TELL
SHOW AND TELL: **Website Launch Analytics**

CHRISTOPHER BILLICK

Director of Digital Media, OVPGC

Christopher Billick
billickc@umich.edu
2012 Sustainability Progress Report:

- **Objective**: To provide an update on U-M’s annual sustainability activities and progress for 2012 while raising awareness among the campus community, key influencers, and the world about U-M’s commitment to sustainability in research, education, and operations.

- **Audience**: Faculty, staff, students, alumni, donors, leadership, legislators, the media, peer institutions, and audiences involved in sustainability activities.

- **Key message**: U-M is committed to solving sustainability challenges on a global scale by creating, teaching, and practicing innovative approaches that improve the health of the planet, inspire future generations, and advance the national sustainability conversation.
SHOW AND TELL: **Website Launch Analytics**  
2012 Sustainability Progress Report

The Team:

- **Michigan Creative**: Suzanne Copsey, Kathy Moody, John Pariseau, Kelly Fuligni
- **OVPGC**: Kallie Michels, Dave Reid, Dana Elger
- **News Service**: Jim Erickson, Laura Lessnau
- **Michigan Media**: Karl Cole, Ed Hamlin, Jason Simpson, Chris McElroy
SHOW AND TELL: Challenge of an Annual Report
SHOW AND TELL: Challenge of an Annual Report
SHOW AND TELL: Challenge of an Annual Report

Forming Valuable Research Partnerships
The Great Lakes Integrated Sciences Assessment Center, a partnership between U-M, Michigan State University and The Ohio State University, is contributing to long-term sustainability through its research and outreach focused on agriculture, watershed management, urban management, and natural resource-based tourism.

Sharing Expertise at the White House
Don Scavia, professor and special counsel on sustainability to the president of U-M, and Knute Nodehoffer, professor of ecology and evolutionary biology and director of the U-M Biological Station, were invited to join 80 environmental, sustainability and academic leaders to talk about future plans for the world’s largest grouping of freshwater lakes at the White House Great Lakes Summit in February 2012.

dig deeper
share
1,448 people visited this site

- Visits: 1,661
- Unique Visitors: 1,448
- Pageviews: 17,018
- Pages / Visit: 10.25
- Avg. Visit Duration: 00:09:55
- Bounce Rate: 21.73%
- % New Visits: 60.39%

- 60.39% New Visitor
- 39.61% Returning Visitor
### Referral Traffic

**Website Launch Analytics**

**Jan 28, 2013 - Feb 1, 2013**

#### 2012 Report

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#### 2012 Report

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SHOW AND TELL: Website Launch Analytics

Comparing Jan 22 to Jan 29:

- 112% increase in unique visitors.
- 167% increase in referral traffic.

Standout figures, Jan 28–Feb 1:

- Average visit duration: 9:55. Nearly ten minutes!
- Average of 10.25 pages per visit.
- New visitors: 60.39%.
- 55% of referral traffic were new visits.
SHOW AND TELL: Website Launch Analytics

Lessons:

ONE DOES NOT SIMPLY PUT STUFF ON THE WEB
SHOW AND TELL: Website Launch Analytics

Lessons:

• A concentrated promotional effort can deliver dramatic results.
• Compelling content makes promotion easier.
• A rich graphic experience coupled with surprise and delight can extend time on site dramatically.
• Social media platforms can help spread U-M news in addition to traditional media outlets. This is especially true with highly sharable content, that connects with the audience’s passion.
• Reports *can* be engaging.
Q & A
COMMUNICATORS’ FORUM: Up next

Brand
THANK YOU

You can go back to work now :)

[Image]