REVIEW
REVIEW: Looking back. Moving forward.

THEMES FOR THE UPCOMING YEAR

- Entrepreneurship & Innovation
- The Arts
- History & Tradition
- Sustainability
- Branding
- Social Media
- Global
- Public Affairs
FEATURED EVENT
REBRANDING RESEARCH

Making our research relevant to our audiences
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Rebranding Research

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Executive Director
Strategic Communications

University of Michigan
Office of the Vice President for Research
U-M’s Core Functions

- **Research**: $1.3 B
- **Health Care**: $2.4 B
- **Education**: $1.3 B
How and why does everything work?

How can we use that knowledge to make the world a better place?
The product of university research is people who know how to work together to address and solve complicated problems.
These people become

• Physical Scientists
• Engineers
• Physicians
• Social Scientists
• Educators
• Managers
• Entrepreneurs
• Artists
These people develop

- New insights
- New products
- New processes
- New services
- New cures and therapies
- New companies
- New industries
- New creative works
Like what?

- Foundations of matter and life
- Biotechnology
- Computers
- The Internet
- Transportation
- Space Probes
- Google
- The Options Market
- Polio vaccine
- Flu Mist
- Robotics
- Consumer Confidence Index
Technology Transfer
What makes U-M different?

- Size
- Breadth
- Excellence
- Interdisciplinarity
- Focus on whole systems
The Origin of Everything
Connected Transportation
Connected Transportation

- 80% reduction in crashes
- 80% reduction in emissions
- 100% increase in startups
What Does OVPR Do?

- Anticipate new research trends and support interdisciplinary opportunities.
- Engage the diverse communities in the university research enterprise.
- Expedite the diffusion of new knowledge into the classroom and the community.
- Lower barriers to getting research done.
- Promote integrity in research and ensure compliance with government regulations.
The Big Picture

- Creative
- World changing
- Quintessentially human
Nurture excellence in research, scholarship, and creative activity across the entire campus.
Nurture excellence in research, scholarship, and creative activity across the entire campus.
Pity the poor Allegheny woodrat

*Neotoma magister*
Brand

The set of perceptions and associations surrounding a product, service, organization, individual, concept, or activity.
Dry
Complicated
Nerdy
Dull

Theoretical
Costly
Dangerous
Inhumane

“Mad” Scientist

Scatterbrained
Unethical
Cold
Contradictory
Defensive

Detail-oriented

Silly
“So much has been done—more, far more, will I achieve: treading in the steps already marked, I will pioneer a new way, explore unknown powers, and unfold to the world the deepest mysteries of creation . . .”

Victor Frankenstein
from *Frankenstein*, by Mary Shelley
Your tax $$$ at work
Challenge to Communicators

• There’s a lot of it here
• There’s a lot of it elsewhere
• Who covers research?
• Who reads about it?
• Who even cares about it?
• Big results are slow to come
• Tell me again why it matters?
What we can do

• Keep it short and simple
• Go the extra inch for context
• Ask stupid questions
• So what? Who cares?
• Make it visual
• Leverage the good ones
• Write the big story
• Go for the gut
Research Communicators Group

- Assess the challenges
- Rethink what we say and how we say it
- How can we tell better stories?
- How can we make it relevant?
- What big solutions are we working on?
- How can we convey the excitement and creativity as well as the impact?
- How can we capture the humanity?
Making a difference

- Win over legislators
- Engage donors
- Garner societal support
- Inspire new generations
- Strengthen our ability to find solutions to the world’s problems
Rebranding Research
Rebranding Research: MI-ty Mouse?
TAKE-AWAYS
TAKE-AWAYS: Key notes

- Research is a core attribute of the University of Michigan
- We are #1 public university in the country for research ($) (#2 overall)
- Our research is interdisciplinary (19 colleges)
- Research on our campus has and will continue to change the world
- Research is quintessentially human, it’s relevant, and valuable
- Perception of research by average person is murky at best
- Remember: so what, and who cares?
- Write the big story, show the big story, make research the hero
TAKE-AWAYS: **Show and tell**

NICOLE CASAL MOORE  
Public Relations Representative Lead  
U-M News Service
TAKE-AWAYS: Show and tell

NEWS SERVICE, working with CoE and AOSS

- **Objective:** Generate media coverage highlighting U-M connections to NASA’s most sophisticated Mars mission
- **Audience:** Internal and external, including higher ed and space reporters and their readers
- **Message:** Our researchers are on the science team of the Curiosity rover’s weather instrument and cornerstone lab, SAM (Sample Analysis at Mars). Engineers at our Space Physics Research Lab built SAM circuit boards.
- **Approach:** Worked with CoE and AOSS dept. to put together a multimedia web story. Pitched reporters with a link to that and an invitation to cover the AOSS landing party.
Before landing on Mars, before taking off from Cape Canaveral last fall, the Curiosity Rover was born right here. Parts of it built right here at this bench at the University of Michigan.
TAKE-AWAYS: **Show and tell**

**NEWS SERVICE**, working with CoE and AOSS

- **ROI: On-message national & local press coverage**
  - Prof. Nilton Renno quoted in a Bloomberg/Wash Post story
  - Ann Arbor.com embedded video, which has 11,000+ hits
  - Free Press reporter came to landing party
  - Channel 4 live shot & 2-min. segment from Space Physics Research Lab

- **ROI: Generated enthusiasm on social media outlets**
  - @umich tweet “Curiosity has landed on Mars” RT 50 times.
    @Freephighered RT other tweets.

- **Team:** Writers from NS/CoE & AOSS, video editor & photog from CoE, PR rep from NS

- **Cost:** no additional cost; lots of time

- **Format/Channel:** internal web stories + email pitch = external stories in print, web, radio, TV & social media

- **Challenges/Lessons learned:** A strong pitch can lead others to tell your research story
Q & A
TAKE-AWAYS: Show and tell

DAN KIM
Executive Director of Communications and Marketing
College of Engineering

Dan Kim
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TAKE-AWAYS: Show and tell

COLLEGE OF ENGINEERING

- **Objective:** Create a video about the Energy Frontiers Research Center
- **Audiences:** DoE, prospective students, peer institutions
- **Message:** Michigan is a leader in energy research
- **ROI:** 1st place in DoE judged contest and 1st place in popularity contest, invited to Washington, D.C. for recognition
“Heart of the Solution”

Energy Frontier Research Center at Michigan
TAKE-AWAYS: **Show and tell**

COLLEGE OF ENGINEERING

- **Team required:** Faculty, videographer, writer/new media content creator
- **Cost:** $0 additional cost
- **Format/Channel:** YouTube and Facebook
- **Challenges/Lessons learned:**
  - How to tell a compelling research-based story in 3 minutes
  - Showing multidisciplinary nature of work without losing focus
Q & A
TAKE-AWAYS: Show and tell

EVAN HANSEN
Director of Marketing & Communications
College of Literature Science & Arts

LARA ZIELIN
LSA Magazine Editor / Chief Story Teller
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TAKE-AWAYS: Show and tell

COLLEGE OF LITERATURE SCIENCE & ARTS

LSA Magazine

Two professors—one math, one English—collaborated on a 14-year project to record and study American science fiction short stories, from 1926 to 1999. Each text comes to life—not through literary prose, but through computer analysis, which gives every tale a unique DNA code of sorts. Big brother is number-crunching?

Harry Q. Wells, the English professor, is a Math Fortress, and Barry Weingarten, the math guy, has an idea or two. Wells came on the scene out of a study that led them to form a bond with each other. Weingarten, a mathematician with a master's degree in computer science, started his studies by writing code to predict the outcomes of the American Literature Prize. Wells, who is also a computer science major, is interested in the idea of using artificial intelligence to help people understand the complexity of stories. He is using a technique called natural language processing to analyze the stories and create a unique DNA code for each one. This code includes information about the plot, characters, themes, and other elements that make up the story. The code is then used to create a unique DNA profile for each story, which can be used to compare stories and identify similarities and differences. This is a powerful tool for understanding the complexity of stories and identifying patterns that might not be immediately apparent to the human eye.

While the computer code is not the only tool in the analysis, it is a key component. The computer code is used to create a unique DNA profile for each story, which can be used to compare stories and identify similarities and differences. The code is then used to create a unique DNA profile for each story, which can be used to compare stories and identify similarities and differences. This is a powerful tool for understanding the complexity of stories and identifying patterns that might not be immediately apparent to the human eye.
TAKE-AWAYS: **Show and tell**

COLLEGE OF LITERATURE SCIENCE & ARTS

*LSA Magazine*: “Hitchhiker’s Guide” Article

- **Objective**: Show the wide-reaching value of interdisciplinary research
- **Primary Audience**: Alumni
- **Message**: Quantitative and systematic research methods can be applied to traditionally qualitative fields
- **Calls-to-action**:
  - Learn about this research for yourself online
  - Talk to us about your favorite science fiction
TELL US WHAT WOULD MAKE YOUR LIST
www.lsa.umich.edu

LEARN MORE ABOUT THE GENRE EVOLUTION PROJECT
www.umich.edu/~genrevo

SCI-FI BEST-SELLERS

THE TOP FIVE BEST-SELLING SCIENCE FICTION BOOKS of all time are, by their very nature, widely popular. But the list may not reflect some of the classics that helped define the genre. What sci-fi novel would you get into the hands of more readers if you could? What's missing from below?

TELL US WHAT WOULD MAKE YOUR LIST
www.lsa.umich.edu

1984 by George Orwell: 25 MILLION COPIES
Some of the terms from this novel about people being tyrannized by a totalitarian government — Big Brother, thoughtcrime, Thought Police — have remained part of the popular lexicon. Even the term Orwellian is still used today to describe a policy of surveillance, propaganda, and deception.

The Hitchhiker's Guide to the Galaxy
by Douglas Adams: 14 MILLION COPIES
This comedy chronicles the adventures of an hapless Englishman, Arthur Dent, who escapes the destruction of Earth and rides aboard a stolen spaceship to find the question to the ultimate answer.

Dune by Frank Herbert: 12 MILLION COPIES
Dune addresses politics, religion, ecology, technology, and human emotion through the story of young Paul Atreides who is exiled to a planet that is the only source of a valuable substance known as melange.

Red Alert: 10 MILLION COPIES
In this science fiction story, when books are banned and burns are outlawed, one man's quest is to endure and not be annihilated. The main character, Guy Montag, is a fireman and book burner, but he is conflicted about his role in this dystopian society. The title refers to the temperature at which book paper catches fire.

Ender's Game
by Orson Scott Card: 7 MILLION COPIES
Tales from home at age seven and surrounded by enemies. Andrew "Ender" Wiggin is Earth's last hope. Luckily, Ender excels at combat and leads an attack against aliens. The book is a long-standing title on the Marine Corps Professional Reading List.
The Hitchhiker’s Guide to the Genre

October 10, 2012 | by Robert Harvey

In 1997, LSA Professor of English Eric Rabkin was invited to a Michigan seminar to discuss the emerging field of complex systems, a method of study that allows researchers from a variety of disciplines to use advanced mathematics and computer modeling to solve difficult, dynamic problems. The work covers everything from the growth of terrorist networks to the spread of disease. Complex system modeling was being applied to biology, epidemiology, computer network design, and economic decision modeling, but not yet, as far as Rabkin could tell, to any areas of cultural research. Art Anthropology. And, yes, English.

Could the same models that follow and predict the spread of the influenza virus also track the evolution of literature, he wondered?

At that seminar, Rabkin met LSA Professor of Economics and Mathematics Carl Simon, one of the experts on complex adaptive systems at U-M. “After the meeting, he came up to me and said he had some idea of how this might work in studying literature,” Simon recalls.

Tentative though the ideas may have been, it was enough to launch what would eventually become the Genre Evolution Project (GEP), a collaboration to use advanced mathematics...
TAKE-AWAYS: **Show and tell**

COLLEGE OF LITERATURE SCIENCE & ARTS

- **ROI**: 180,000 recipients of the magazine
- **Team required**: Freelance writer, editor, designer
- **Cost**:
  - Magazine: $0.41/issue
  - This particular article: ~$500 for the freelancer, $0 for images
- **Additional Channels**:
  - This story is going on LSA Today
  - We’ll subsequently share it on social media, elsewhere
- **Challenges/Lessons learned**:
  - Stories like this are a great chance to collaborate w/ faculty
  - Tracking compulsory print pubs is hard!
Q & A
TAKE-AWAYS: Show and tell

SHANTELL KIRKENDOUL
Senior Public Relations Representative
U-M Health System
TAKE-AWAYS: **Show and tell**

UNIVERSITY OF MICHIGAN HEALTH SYSTEM

- **Objective:** Announce creation of the U-M Cardiovascular Research Center
- **Audience:** Donors, lay community
- **Message:** University of Michigan is finding answers for treating heart and vascular diseases
- **Take away:** Discoveries in lab can make a difference for patient care (translational research) Collaboration inspires innovation
- **Call-to-action:** Support research programs at the U-M Promote Health System’s expertise in treating heart disease Inspire researchers whose discoveries will improve health
- **ROI:** Generate interest from donors, new faculty
- **Team required:** Cardiovascular research administrator, Russell Video, public relations/marketing support
- **Cost:** $8,000
- **Format:** Video
“Tomorrow’s Answers Start Here”
TAKE-AWAYS: Show and tell

UNIVERSITY OF MICHIGAN HEALTH SYSTEM

• Challenges/Lessons learned:
  – Have to connect research to diseases or conditions that audience understands
  – Asked a lot of researchers to frame their life’s work of research into one soundbite – but we must.
  – Open-ended questions asked in multiple ways resulted in best explanations
  – Important to plan ahead/edit number of speakers, best speakers
  – Essential to have client’s trust in the communication experts to tell their story
Q & A
ISSUES MANAGEMENT

Good news, bad news
THANK YOU

You can go back to work now :)