Please fill in all seats from front to back
WELCOME
Communicators’ Forum — July 26, 2017
UPDATES
UPDATES: Digital Summit Detroit

Digital marketing conference
• 9/12 – 9/13 at Cobo Center, Detroit
• Sessions on UX, SEO, social media, digital campaigns, analytics, content marketing, and marketing innovation
• Speakers include Buzzfeed’s Jonah Peretti and filmmaker Morgan Spurlock

Group Pricing
• 25% off with code UMICHGROUP10
• Early bird pricing ends Friday, 7/28
UPDATES: Congratulations to...

Loren Branch  
Marketing and Communications Coordinator  
School of Public Health

Ed Chinevere  
Brand Account Manager  
Office of the Vice President for Communications

Sheryl James  
Public Relations Specialist  
School of Information

Emily Kagey  
Science Writer  
Life Sciences Institute
NOTABLE NEWS

Kallie Michels
Vice President for Communications
UPDATES: Go Blue Guarantee

• Full cost of tuition covered for up to four years
• Family incomes of $65,000 or less
• Announced and approved at June Regents meeting
• Integrated marketing communications campaign launched 6/15
  – VP Comm in partnership with the offices of the President, Provost and Enrollment Management
UPDATES: Go Blue Guarantee – Campaign Stats

• 180 stories in news outlets nationwide
• #GoBlueGuarantee reached 6.93M impressions
• Nearly 30K visits to goblueguarantee.umich.edu
• Coordinated outreach across campus
UPDATES: Go Blue Guarantee and General Affordability Paid Media

PAID MEDIA STATS:

- Target audience saw 3.4M ads
- Reached 81%+ of the 142,000 target student/parent audience
- Reached 30%+ of the 1,500,000 statewide audience
- Reached 600K+ unique people
- Target audiences viewed ads an average of nearly six times
- 1M+ actions (likes, views, clicks, shares, etc.) taken
- Directed more than 5,000 visitors to goblueguarantee.umich.edu
- 400K+ video views (views of 10+ seconds)
- Overall cost-per-view $0.02
- Campaign captured 300K+ audience members for remarketing
UPDATES: Go Blue Guarantee – Next Steps

AUGUST 2017 FALL ROLLOUT
• Go Blue Guarantee and general affordability messaging
  – Integration with Enrollment Management activities and materials
  – Additional student profile videos
  – Paid digital and traditional media campaign targeting prospective students
  – Efforts will evolve as we learn, adapt and pivot

WHAT WE NEED FROM YOU
• Applicable to all units offering undergraduate enrollment services:
  – Go Blue Guarantee toolkit available on brand website
  – Additional assets added to toolkit as campaign evolves
UPDATES: Bicentennial Update

AUGUST 26: U-M TURNS 200
• Spirit of Detroit dressed in Bicentennial Shirt (8/24-8/31)
• Social media campaign and birthday video
• Gateway feature
• Burton Tower lighting

SEPTEMBER 15: DETROIT FESTIVAL
• Seminar at the Book Cadillac
• Celebration in Grand Circus Park

OCTOBER 26–28: UMICHL200 FALL FESTIVAL
• October 26: “Campus of the Future” Bicentennial Colloquium
• October 27: Third Century Expo
  – HAILstorm! light show projected on Rackham building

More Info at bicentennial.umich.edu
SHOW & TELL

Michigan Photography

Roger Hart | Director
Topics for Discussion Today

• Model Releases
• Photo Rights – Buyer Beware
• Safety Equipment in Photos
• DAM Solutions vs. DAMN Solutions
• Global Learning Adventures
Standard Model Release

• Should I have a model release for every person in every photo?

• Ideally, YES.
Every person?
Okay. Maybe not every person. But when?
• Releases are typically not necessary for editorial photography

• If you use someone’s recognizable image for commerce, then a release should be in place to protect from liability.

• Be careful when repurposing an image that the original context has not changed
Photo Rights and Wrongs
Buyer Beware – or maybe, Buyer Be Aware

When purchasing images or hiring a photographer, be specific about what rights you are buying.
If in doubt, check file info to find the origin of the image.
Be Safe Out There

Before we get started I'd like to take a moment to talk about shop safety. Be sure to read, understand and follow all the safety rules that come with your power tools. Knowing how to use your power tools PROPERLY will greatly reduce the risk of personal injury. And remember this. There is no other more important safety rule than to wear THESE... safety glasses.
Safety Concerns

• Ask all people in the photo to wear all appropriate safety gear

• Even if you can’t see their faces

• Make the policy known to your department and then follow through with it.
Let us help tell your Global Michigan story

- Cost-sharing plan
- Full digital rights to all images
- Adds to MP’s archive to help spread the global message across campus
Digital Asset Management

- DAM vs. DAMN
- We can help
CUMULUS portal allows seamless handling of all digital assets.
Thank You

photography.umich.edu
MICHIGAN MIXER
Mixer Instructions

If you’re in a numbered seat, turn your chair around to face the row behind you

Have a chat!
(We’ll put some conversation starters on screen)

When it’s time to switch conversation partners:
• If you’re in a numbered seat, move up one seat (from seat #1 to seat #2, etc.)
• If you’re in the highest numbered seat, move to seat #1
Suggested Conversation Starters

• Who are you, and what is your role?
• What are your objectives, and who is your audience?
• What are the goals of your unit?
• How is your unit structured?
• What are your biggest challenges or obstacles?
• What are some areas in which you’d like to improve?
• What is one of your biggest accomplishments?
Next Communicators’ Forum

Thursday, September 28
THANK YOU

You can go back to work now :)