Today’s Agenda

- Welcome
- New Hires
- Notable News
- Show and Tell: Innovate Blue
- Featured Event: Diversity, Equity & Inclusion
WELCOME
Communicators’ Forum — May 26, 2016
UPDATES
UPDATES: Congratulations to...

Bailey Ayers
Digital Marketing Analytics Specialist
U-M Dearborn

Jessica Bixby
Social Media Specialist
U-M Dearborn

Onawa Gardiner
Marketing Specialist
Office of the Provost

Justin Mambro
Marketing Production Assistant
OUD Marketing & Annual Giving

Greg Sallabank
Communications Specialist
School of Public Health

Amanda Vogelsang
Marketing Research Analyst
Ross School of Business

Dave Lawrence
Communications Manager
University of Michigan Museum of Art (UMMA)

Kory Zhao
Communications Manager
Institute for Social Research (ISR)
UPDATES: Congratulations to…

Lynn Monson
Writer
School of Dentistry

Jenna Polito
Donor Relations Writer
Ross School of Business

James Wilson
Content Specialist
Social Media

Charlie Kelly
UX Content Strategist
Michigan Creative

Elizabeth Parkinson
Executive Director for Marketing
OVPGC

Craig McCool
Communications Manager
Global Reach

Precious Earley
Communications & Marketing Coordinator
Stamps School
UPDATES: Notable News

- Michigan Photography Free Photos
- John Lofy
- M-Prize
- Mcity
- Commencement Communications
- Metrics
- “Seven Last Words of the Unarmed” Men’s Glee Club Performance & Video
Free Photos

40 FREE IMAGES
BECAUSE WORDS ALONE CAN'T DESCRIBE MICHIGAN
UPDATES: Metrics

Commencement Communications
Branded Snapchat Filters: over 108,000 views
#MGoGrad: over 1,500 uses

Gateway April 2016
1,188,293 visits for 2,240,701 pageviews

Social April 2016
Facebook: 743,155 fans
Twitter: 148,369 followers
Instagram: 101,366 followers
Pinterest: 20,119 followers
SHOW & TELL
80+

student ventures making an impact with for-profits, nonprofits, and innovative products with market potential.

innovateblue.umich.edu/highlights
Custom Content

- Start/grow/launch
- School, college or unit
- Industry
Entrepreneurship at U-M is strong & continues to grow

- 120 entrepreneurship & innovation related courses
- Past 4 years, enrollment exceeded 10,000
- 30+ student organizations with entrepreneurial focus
This is Melissa.

She graduated this year from the School of Music, Theatre & Dance.

She decided to help young girls in Detroit get access to music, and co-founded the non-profit Girls Rock Detroit.
Meet Laura & Sidney.

This STAMPS School of Art & Design and College of Engineering duo teamed up to build products that promote independence for people with health challenges with their startup, ADAPT.
Meet Walker & Caroline.

Walker and Caroline teamed up with an associate professor at the Medical School to create PreDxion Bio, based on a biochip that can give doctors vital information with a single drop of blood.
Innovateblue.umich.edu/highlights

#MadeAtMichigan

For print copies: innovateblue@umich.edu
FEATURED EVENT
The U-M Diversity, Equity & Inclusion Strategic Plan: Fall 2016
Planning Initiative Kicks Off Sept 9, 2015

U-M launches broad effort to develop diversity improvement plan

By James Iseler
The University Record

Topic: Campus News
DE&I Plan Goals

- **Diversity:** We commit to increasing diversity, which is expressed in myriad forms.
- **Equity:** We commit to working actively to challenge and respond to bias, harassment, and discrimination. We are committed to a policy of equal opportunity for all persons.
- **Inclusion:** We commit to pursuing deliberate efforts to ensure that our campus is a place where differences are welcomed, different perspectives are respectfully heard and where every individual feels a sense of belonging and inclusion.
Overall Organizing Structure

- Diversity
  - Executive Leadership Team
  - DELT

- Diversity Working Group
  - DWG

- Academic Affairs
- Student Life
- Other VP and EO Units
- Health System
FY16 Planning Calendar

**PHASE I**
Data Collection and Analysis
Sept-Dec 2015

**PHASE II**
Action Planning in the Schools, Colleges and Units
Jan-Mar 2016

**PHASE III**
Review and Refine Plans
Mar-April 2016

**PHASE IV**
Final Plans Submitted and Reviewed
May-June 2016

**PHASE V**
Plans Roll Up into U-M Plan
July-Aug 2016

**PHASE VI**
U-M DE&I Strategic Plan Announced and Year-One Implementation Begins
September 2016

- Sept 9, 2015: DE&I Planning Initiative Launch
- Nov 4-13, 2015: Diversity Summit
- Nov 10: Diversity Summit event with the President
Central Engagement Activities

- **Students:**
  - 6 campuswide student town halls, with 150 students participating
  - 80 student leaders participated in a town hall with President Schlissel
  - 300 students participated in 17 Student Life engagement activities

- **Staff:**
  - 4 campuswide staff town halls, with approximately 325 participants
  - Nearly 425 staff participated in two staff-focused events at the Diversity Summit

- **Campus:**
  - More than 2,500 attended 5 public events at the Diversity Summit
  - More than 1000 ideas contributed at events, on comment cards, and via BeHeard and diversityplan@umich.edu
Emerging Themes for Plans

🌟 **Students:**
- Diversity skills training to address classroom climate
- Promotion of existing campus resources for students
- Facilities – e.g., Gender Neutral Restrooms

🌟 **Faculty:**
- Faculty training around inclusive teaching & classroom dynamics
- Faculty hiring initiatives
- Faculty promotion & tenure processes
- Value ascribed to scholarship addressing diversity, equity & inclusion

🌟 **Staff:**
- Staff/supervisor training around diversity, equity & inclusion issues
- Staff hiring processes
- Pay equity
- Americans with Disability Act (ADA) compliance issues
49 Plans Are In!
Fall Promotion: Key Dates

- **Sept** – U-M Plan preview for unit leads
- **Oct 4** – U-M Plan announced at President’s Leadership Breakfast
- **Oct 4** – President’s message to U-M community
- **Oct 4-7** – Implement comprehensive communications plan
- **Oct 4-14** – Unit events and celebrations
- **Oct 4-28** – Campuswide events
What could we do to insure that the university’s commitment to DE&I, and the fall launch of the UM and unit DE&I plans:

- Go unnoticed
- Communicates “nothing is changing” or “all talk and no action”
- Signals that the university is only weakly committed to these issues
- Is disconnected from the 2015 Fall Diversity Summit, the Be Heard activities, the planning process
- Are perceived as being the creation of the President or only a small group of people with no input from others (or worse, that the input was ignored)
- Appears to be limited to conversations about race

Or worse:

- Leaves individuals and identity communities feeling despairing, angry, stimulates wide resentment, protests and bad press nationally and locally
INSTRUCTIONS

– Make a list (humor is allowed)
– Share your list with one other person
– Your pair should share your list with another pair.
– Prepare to report out the one or two ideas that are most CERTAIN to create the results that we do not want.
Based on the awareness just raised by the previous conversation and your past experience with what works, write down a BOLD IDEA and next step we could take on the index card provided.

Ask yourself: What can communicators do to promote, celebrate and demonstrate the university’s commitment to creating a more diverse, equitable and inclusive campus for all, particularly through the launch of the UM and unit DE&I plans and ongoing activities?
Communications tips for units

- Develop **key messaging**
- Help planning lead craft **highlights**, for an executive summary and other uses
- Create a **website** section
- Support **leadership** positioning
- Promote the **plan and its impact**
Develop key messaging

- Creating a more diverse, equitable and inclusive campus is among our highest priorities
- We now have a plan
- It was created through a collective, ground-up process
- The planning process is iterative and will continue throughout the five-year timeline
To advance the ideals of academic excellence and its symbiotic relationship with diversity, equity and inclusion, President Schlissel has called upon the university’s vast energies and intellectual and planning resources to develop U-M’s first five-year strategic plan on diversity, equity and inclusion. The President’s Diversity, Equity & Inclusion Strategic Planning Initiative was officially launched in September 2015 after more than a year of pre-launch activities.

The planning process has been designed to engage all sectors and constituents of the university and the planning structure comprises more than 90 planning leads in every school, college and unit. In November 2015, the university held the first-ever campuswide Diversity Summit. Thousands of students, faculty and staff participated in a variety of events, forums and activities to lend their voices to the
Craft plan highlights

- What are the plan’s five-year objectives?
- How will we measure success, and by when?
- What specific actions will we take in year one?
  - What are the “bright and shiny” innovative initiatives?
  - What are the strategic programs that require longer-term investments?
  - In what ways will diversity, equity and inclusion be integrated into routine processes (admissions, hiring, etc.)?
Rackham Diversity, Equity, and Inclusion Strategic Plan

Question 2a: What are your short term (12 months) ideas for change?

Thematic Arrangement of Consolidated Responses

Inclusion
- Include students in everything (e.g., faculty hiring, recruitment, admissions, curriculum)
- Include faculty in creating the diversity plans
- Continue dialogue and open spaces to share solutions and seek regular anonymous feedback from graduate students
- Increase the diversity of people in positions of power

Clarity
- Transparency of the diversity strategic planning process, timelines, making the work public – share data, and define students’ in the plan
- Define diversity, equity and inclusion, how DEI is one conversation and how the separate parts fit together for Rackham
- Identify who students can talk with about issues of diversity

Planning
- Be a leader – Rackham needs to take the lead
- Rackham diversity plan should have SMART (specific, measurable, achievable, results-focused, and time-bound) goals
- Get a baseline through climate surveys
- Continue to integrate students and student reviews into the practices of the graduate school
- Incorporate faculty into the planning process

Practices
- Develop a diversity training and re/integrate diversity into current trainings/orientations for faculty and students
- Hold departments accountable with incentives and penalties
- Continue the diversity conversation – take programming to departments
- Connect students to each other – more events for students with URM (underrepresented minority) identities
- Develop an online toolkit for faculty on issues and resources to address diversity
- Identify a set of communication strategies for sharing key diversity-related information and resources

Question 2b: What are your long term (5+ years) ideas for change?

Thematic Arrangement of Consolidated Responses

Diversity, Equity, Inclusion & Accessibility

Has our the Library now evaluated diversity, and more importantly, we actively seek it out. We strive to develop and nurture the skills that will allow us to maintain diversity as engagement, innovation, and above all, respect for all individuals. These skills are vital to the library, which offers vital support for diverse contexts and opportunities to the entire campus community and beyond.

The Library’s overarching goal for diversity is to become the place on campus that develops deep and broad skills, both individually and collectively, in manifesting diversity.

Strategic Plan

The Library is deeply engaged in the university-wide diversity, equity, and inclusion (DEI) strategic planning initiative launched by President Schlissel in September 2015, and has adopted long-term vision goals for each of the four planning domains set forth in the plan for a strategic planning process.

- Recruitment, retention, and development: We will be a leader in the realm of research libraries as a place that attracts and retains a diverse workforce. This will be done through the programs we create to attract, develop, and support this diverse workforce. In addition, we will foster the campus diversity-focused recruitment and retention of students by serving as a support and resource.
- Education and scholarship: We will be the go-to resource for trusted, culturally inclusive information expertise and content, as well as research and technology support for the U-M community and beyond. We will grow and leverage a deep understanding of the creative power of the intersection of culture, ideas of thought, and academic disciplines.
- Equity, inclusion and accessibility: We will offer physical and virtual spaces that are welcoming to all of our constituents will serve as a second academic home on campus for all students. We will also grow and leverage our capacity to advance inclusive and collaborative academic work to enhance the student experience.
- Service and leadership: We will provide services that meet each individual at the place from which they arrive—culturally, socially, and academically. Our leadership in diversity, equity, inclusion, and accessibility will be recognized by the campus and by our peer institutions, just as now they recognize our leadership and excellence in the realm of research libraries.

To learn more about the library’s planning process, contact diversity@UMichigan.edu, Diversity and Inclusive Specialist.
Create a website section

- Promote the unit’s (and the unit leader’s) commitment to diversity, equity and inclusion
- Share plan highlights and the findings from the engaged planning process
- Share the five-year timeline and iterative planning process
- Publish an executive summary of the plan (downloadable PDF)
Diversity, Equity & Inclusion

Dear SSW Community,

President Schlissel has made enhancing diversity and creating an inclusive climate at the University of Michigan a cornerstone of his presidency - initiating new programs for recruiting more minority students, providing professional development opportunities for faculty to learn new ways of creating inclusive classrooms, and a new multicultural center, among several other initiatives.

At SSW we have undertaken a year-long planning activity to improve diversity, equity and inclusion at the School in the context of our social work heritage, as expressed in our vision.
We define diversity according to a wide set of criteria — race, gender, financial need, geography, disability, commitment to service to diverse and disadvantaged communities, first-generation college graduate status, and more. We work not only to increase the diversity of our community, but also to build a more welcoming and supportive environment for students once they arrive at Taubman College.

Current initiatives designed to develop potential:
Support Leadership Positioning

- Encourage unit leader to regularly communicate about the plan and the unit’s commitment to diversity, equity and inclusion.
- Create a cadence for updating the unit community about progress, results and continued opportunities to get involved.
- Reiterate that the plan has been created through community input, and that the unit leadership is listening.
Join the dean for an open discussion of the College's initiatives centering on diversity, equity, and inclusion. The dean will answer questions, address concerns, and share his thoughts on how to safeguard and enhance diversity throughout LSA.

Please join us for the next #withDeanMartin Thursday, January 28
8:00 p.m.
Hussey Room, Michigan League

Be Heard. Be Informed. Be Involved.

SUBMIT YOUR IDEA BY
Feb. 8

Send ideas to:
LSA-DEI-plan@umich.edu

Your idea can be a principle, serving to avoid and not just an actual program or policy. It is not part of an initiative, etc. There can be submitted in written form (not more than three pages or via video (not more than five minutes). You can tweet them on not using #LSA-Dei!

LSA DEI STUDENT WORKSHOPS

Feb. 1
5:30 p.m.-6:45 p.m.
Hussey Room, Michigan League

Feb. 4
6:00 p.m.-8:00 p.m.

Start thinking and planning contributions for this open call for ideas with other students, faculty, and staff members who have been involved in various ways, both direct and indirect, with shaping the draft of the LSA DEI Plan.
Join the conversation
Share your thoughts in a brief survey.

We're excited to be part of the University-wide diversity planning process. Together with our Michigan Engineering community we'll also be developing specific goals and a strategic plan for the college.

"We flourish as an institution when we enable the best from every individual."

Read the Dean's Message on Diversity
Promote the plan and its impact

- Provide guidance about fall announcement to planning lead
- Connect the unit plan to the community input
  - Specific ideas suggested
  - Key themes identified
- Showcase successes through great storytelling
- Share unit stories with central communications
At Michigan Ross, you’ll find a community that celebrates inclusion, diversity, and empowerment.
Future communications tools

- Branded design templates
  - Executive summary
  - Event flyers, posters, email
- Suggested website content
- Suggested leadership messages
- Marketing campaign templates
- Central key messages and FAQ
CONVERSATIONS WON’T END HERE

Join the U-M BeHeard community by creating a login with your umich email address.

Engage on topics, ask questions, and participate by using the “Submit Ideas” button.

Add comments to existing ideas, and help develop, modify, or expand dialogues by adding your insights and providing valuable feedback.

Play a part in setting and indentifying priorities by voting on items and opinions that matter to you most.

Join the conversation at beheard.umich.edu
Supporting the plan’s objectives

• Keep diversity, equity & inclusion top of mind
• Showcase innovation and how it impacts students, faculty, staff and beyond
• Integrate DE&I in marketing materials and communications
• Share stories and story ideas with central communications
• Promote DE&I events and use “diversity” tag on university calendar
Keep DE&I top of mind

• Remember Dr. Schlissel’s message: “The more robustly diverse we can be, the stronger an academic university we’re going to be.”
• Make diversity, equity and inclusion an ingredient instead of a topping
• Broaden the scope of ideas by recruiting new members to committees and boards
• Ask for feedback from constituents about how to stay proactive
Showcase innovation

• Rackham Student Blog -- a collection of ideas, perspectives & stories curated in partnership with graduate students to illuminate the experiences of graduate life.
• CAPS after hours phone number will be on Mcards in the fall
• Unique programming like the HAIL Scholarship and Wolverine Pathways
• National Society of Black Engineers U-M local chapter and its partnership with national groups and local K-12 outreach
Incorporate DE&I into marketing, communications materials

• Ask yourself: What does this material convey?
Share stories, story ideas with central communications

• You’re already doing stories on DE&I. Keep it up and let us know about them!
• Bottom-up approach for storytelling
• Use central communications as a way to brainstorm/storyboard
• Don’t limit DE&I storytelling to race, sex, gender issues
• If it’s interesting to you, it’s probably interesting to others
“Diversity” tag for calendar

- Central calendar pulls events onto diversity.umich.edu with “diversity” tag
- Tagging helps central identify opportunities for stories, alternative messaging
- Calendar provides students, faculty, staff opportunities to get involved
- Gives other units a chance to see your innovation in programming
Next Communicators’ Forum

Thursday, July 28, 2016

Colloquium, 6th Floor, Ross School of Business
THANK YOU

You can go back to work now :)