Today’s Agenda

- Meet and Greet
- Welcome
- Communicators’ Forum Survey Results
- New Hires
- Notable News
- Show and Tell: #umichchat
- Feature Presentation: Strategy and Structure
- Q&A
WELCOME
Communicators’ Forum — 1/29/15
UPDATES
UPDATES: Communicators’ Forum Survey

234 participants

Here’s what you said…
Q1 The frequency of Communicators’ Forum meetings should be:

- Every other month
- Once a quarter
Q2 The Communicators’ Forum meeting space should be:

- Always the same venue
- Always Blau Auditorium
- Varying venues on central
- Varying venues including north
Q8 Communicators' Forum presentations should be given by:

- People in U-M Community
- People outside of and within
Q5 How important is food in your Communicators’ Forum experience?
UPDATES: Communicators’ Forum Survey

Open-ended responses:

• Time and format
• Participation and campus representation
• Hosting locations and time of day
UPDATES: Congratulations to...

Amy Whitesall
Web Content Specialist and Writer
College of Engineering
- Former newspaper journalist (MSU alumna)
- Has worked in and around Ann Arbor for 20 years
- Lives in Chelsea with her husband and two teenage sons

Cara Gonzalez
Web Content Specialist and Writer
College of Engineering
- Past employer: World Bank Group
- Educated by MSU and the Internet

Gabriel Cherry
News/Feature Writer and Content Specialist
College of Engineering
- Background: software, health care, and government
- Past clients: Thomson Reuters, Brogan & Partners, Convergence Marketing
UPDATES: Congratulations to...

Jessica Knedgen
Web Specialist
College of Engineering
- MSU alumna
- B.F.A. in graphic design and photography; minor in Art History and Visual Culture
- Maintains a slight obsession with peppermint Altoids

Zachary Young
Web Designer/Administrator
College of Engineering
- Background: commercial graphic and web design
- Interested in people and all the ways we communicate
- Feels most at home building useful things

Emily Mathews
Director of Marketing and Communications
School of Kinesiology
- U-M alumna (BA '01)
- Past employers: Borders Group, Motawi Tileworks, the Michigan Theater
UPDATES: Congratulations to...

Yasin Id-Deen
Social Media Manager
Office of the Vice President for Global Communications
- U-M alumnus
- Avid marketer focusing on putting the social back into social media
- Previous employer: a NASCAR team

Kenneth Caldwell
Marketing Communications Specialist
ITS
- Education: B.A. from Grand Valley University
- Past employer: McLaren Health Care in Flint, MI
- Enjoys music, both as a performer and listener

Nardy Baeza Bickel
Spanish Communications Associate
Michigan News
- Native of Chile
- Education: B.A. from Universidad Gabriela Mistral in Santiago, Chile, M.A. from Northwestern University
- Past employers: City of Holland, Michigan; Amway, The Grand Rapids Press/Mlive
UPDATES: Congratulations to...

Susanne Kocsis  
Communications Marketing Manager 
University of Michigan Museum of Art (UMMA)
- U-M Residential College alumna
- Past Employers: U-M International Institute Center for International and Comparative Studies, Hearst magazines (Car and Driver magazine), UNESCO in France

Adam Zehel  
Marketing and Data Assistant 
Business Engagement Center
- Education: Grand Valley State University
- Previous position: Virtual Marketing Director/Account Manager
- Expertise: social media strategy and internet marketing

Dan Henne  
Director of Marketing and Communications 
Student Life Auxiliary
- Background: branding and advertising
- Past positions: Creative Director, Brand Strategist
- Focused on creating engaging and compelling brands that produce optimized results
UPDATES: Notable News

• President Schlissel — Agenda:
  – Leadership breakfast on diversity
  – Upcoming trip to China
  – *Times Higher Education* essay

• Leadership changes

• Sexual assault survey

• Severe weather updates
UPDATES: Notable News

- **Giving Tuesday campaign results:**
  - 5,437 donors
  - $3,252,309

- **Detroit Center:** Celebrating 10 year anniversary in 2015

- **Michigan News satellite uplink broadcast studio:** Opened in mid December with first live interview
SHOW & TELL

#umichchat

Nikki Sunstrum – Director of Social Media
#UMichChat

- Elevating the Conversation
- Showcasing our Expertise
- Being a part of the moment
- Creating open Dialogue
- Providing Unprecedented Access
- Reshaping Expectations
- Elevating Perceptions
- Driving a new type of engagement

401 Uses of #UMichChat
Two MLive Articles
149 Recap Reads
• Gathering Thought-Leaders
• Living in the Moment
• Sparking Debate

Total Reach Surpassing 224,000 Michigan Daily Article
Looking Forward…

• January Chat garnered 912,000 Impression & reached over 325,000 Twitter users

• Next #UMichChat: Friday, February 6th 1–2:30pm

• President @DrMarkSchlissel on the docket for coming months

• Contact me @nikkisunstrum
FEATURED EVENT
STRATEGY & STRUCTURE: DOING IT RIGHT AND HOW YOU'D KNOW

DAN KLYN
Information Architect and Co-Founder of The Understanding Group
Strategy & Structure

Doing It Right, And How You’d Know
design
architecture
BUSINESS TOWN!

What Value-Creating Winners Do All Day

An ongoing project attempting to explain our highly intangible, deeply disruptive, data-driven, venture-backed, gluten-free economic meritocracy to the uninitiated. With apologies to Richard Scarry.
THE EPICENTER OF PROGRESSIVE CULTURE.
Design is the rendering of intent.”

- Jared Spool
"The Steelcase Design Partnership represents a very innovative kind of expansion - an expansion of thought. We aren’t interested in just buying companies. We want to do something much more challenging – to invest in a vision of the future. This is a partnership made up of creative minds, free to dream and explore. Actually, it’s not a new idea for Steelcase. The founders of this company were visionaries, too. And we just happen to think that’s a quality – and a tradition – worth preserving."
2014

$7,500,000
ARCHAEOLOGISTS MAKE A STARTLING DISCOVERY IN GAINES TOWNSHIP....

I BELIEVE IT TO BE SOME SORT OF MONUMENT BY AN ANCIENT CULTURE TO STABLE EMPLOYMENT.

©2009 Auchtoon
GRAND RAPIDS BUSINESS JOURNAL
auchtoon.com
“I wanted the shape of it to sing an unencumbered song”
1962

“Always design a thing by considering it in its next larger context”
What Is Good Structure?
PLACES MADE OF INFORMATION
“There is no right way.”
nasc·cent

/ˈnæsənt, ˈnasənt/

dictionary

adjective

(evenly of a process or organization) just coming into existence and beginning to display signs of future potential.
"the nascent space industry"

synonyms: just beginning, budding, developing, growing, embryonic, incipient, young, fledgling, evolving, emergent, dawning, burgeoning
"the nascent economic recovery"

- CHEMISTRY

(chiefly of hydrogen) freshly generated in a reactive form.

Translations, word origin, and more definitions
Toward Good Structure
1. Mapped Intentions
Phase 1: Collect underpants
Phase 2: ?
Phase 3: Profit
<table>
<thead>
<tr>
<th>Category</th>
<th>ID</th>
<th>Quality Factor</th>
<th>Non-Functional Requirement</th>
<th>Requirement Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resiliency</td>
<td>R-1</td>
<td>Availability Objective (AO): The % of time that a system is available for use during a given time period, excluding planned downtimes and scheduled maintenance downtimes, over the course of 1 year.</td>
<td>The solution must meet with an Availability Objective of (&lt;\text{AO Class}). The AO Classes have the following meanings: \text{Current or Existing} – No changes to existing system requirements \text{Significantly High} – Minimum availability of (XX%), (&lt;XX\text{ minutes of unscheduled downtime per year}) \text{High} – Minimum availability of (XX%), (&lt;XX\text{ minutes of unscheduled downtime per year}) \text{Medium} – Minimum availability of (XX%), (&lt;XX\text{ minutes of unscheduled downtime per year}) \text{Low} – No requirement.</td>
<td>Required</td>
</tr>
<tr>
<td>Resiliency</td>
<td>R-3</td>
<td>Planned Outage Duration (POD): The duration for which the system can be planned to be made unavailable for scheduled maintenance tasks without affecting the business in an adverse manner.</td>
<td>The solution must meet with a Planned Outage Duration of (&lt;\text{POD Class}). The POD Classes have the following meanings: (0) – No scheduled unavailability possible (&lt;X\text{ hours Weekly} &gt;) Most available with weekly downtime window (&lt;X\text{ hours Daily} &gt;) Most available with a daily downtime window \text{Business Hours Of Operation} – The system shall be available for normal business usage during the following: Monday through Friday – (&lt;\text{includes/excludes} &gt;) holidays: (&lt;HH:MM \text{ to } HH:MM}) Saturday – (&lt;\text{includes/excludes} &gt;) holidays: (&lt;HH:MM \text{ to } HH:MM}) Sunday – (&lt;\text{includes/excludes} &gt;) holidays: (&lt;HH:MM \text{ to } HH:MM}) The system must be configured to support a maintenance window as follows: Monday through Friday – (&lt;HH:MM \text{ to } HH:MM}) Saturday – (&lt;HH:MM \text{ to } HH:MM})</td>
<td>Required</td>
</tr>
<tr>
<td>Performance</td>
<td>P-1</td>
<td>System Load Characteristics: The system load in terms of concurrent users, transaction volumes, and distribution of transactions over a time period.</td>
<td>The solution must be able to meet the following performance targets: \text{Current or Existing} – No changes to existing system requirements: \text{Normal Concurrent Users} (for each type of user) – Type of User: (&lt;\text{Specify type of user}) Current: (&lt;\text{Specify current (if existing)} &gt;) Required: (&lt;\text{Specify new required value}) \text{Peak Concurrent Users} (for each type of user) – Report: (&lt;\text{Specify type of user}) Current: (&lt;\text{Specify current report timings (if existing)} &gt;) Required: (&lt;\text{Specify new required value}) \text{Transaction Size} (for each type of transaction) – Queries: (&lt;\text{Specify name of transaction}) Current: (&lt;\text{Specify current (if existing)} &gt;) Required: (&lt;\text{Specify new required value})</td>
<td>Required</td>
</tr>
</tbody>
</table>

240A

240B

240C
A map is not the territory it represents, but, if correct, it has a similar structure to the territory, which accounts for its usefulness.

Korzybski
Service

Acquire
Intention Map
Intention Map
Intention Map
Intention Map
Intention Map
Intention Map
Intention Map
INTENT

↓

STRUCTURE
THE CLASSIC, PERVASIVE SEDUCTION TO DESIGNERS HAS BEEN TO FIND A SOLUTION INSTEAD OF THE TRUTH
http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/
Carlton Oaks Lutheran Church, San Diego USA.

Robert Des Lauriers (1960)

Chapelle Notre Dame du Haut, Ronchamp, France.
Le Corbusier (1950 - 1955)
1920

2. Arrange for Meaning
When a hat is alone, it may tell us little about itself or the wearer, but in comparison with other hats it may indicate authority, membership, occupation, or interest.

**The creative organization of information creates new information.**

The hats never change, but hanging them in different patterns or with different rules or on different hat racks can affect what we learn about them.
Every time the dogs are arranged in a diagram, you can see that the information presented is not in a single form, but in certain aspects the information creates new information. The creative process of organizing information creates new information. The dogs not only represent the dogs, but the information about different dogs. And it takes more knowledge or understanding to comprehend.

I could organize these dogs alphabetically.

or by category (country of origin, for example).

or by time (for instance, according to the year in which the breed was recognized by the American Kennel Club).

Real learning about the dogs comes from comparing organizations. For example, you can see that the Afghan Hound is larger than the Labrador Retriever and the Komondor. But it is different in both. And the Komondor is stockier, which makes sense when you see that they are both in the working dog category while the Afghan is a hound.

You can do this with many things: it makes work differently because it creates work differently because it creates relaxation and thinking about the arrangement before you make a complex. Relaxation not complication. Analyzing, by taking one point of view, make something terribly clear. This dog is the most popular, medium height, and...
Changed Arrangement = Changed Meaning
Amazon Changes 'Abortion' Queries

SEATTLE -- Amazon.com said Monday it had modified the way its search engine handles queries for the term "abortion" after receiving an e-mail complaint that the results appeared biased.

Until the recent change, a user who visited the Seattle internet retailer and typed in the word "abortion" received a prompt asking, "Did you mean adoption?" followed by search results for "abortion."

Spokeswoman Patty Smith said the automated prompt was purely based on technology, and that no human had made the decision to show the question.

"Adoption and abortion are the same except for two keystrokes," Smith said. "They also, in this case, happen to be somewhat related terms."

Still, Smith said she and other company officials decided to remove the question after receiving an e-mail complaint and deciding that it raised a valid concern.

People who type in the term "adoption" do not see a prompt asking "Do you mean abortion?"

Smith said that's because more people did adoption-related searches after typing in abortion, and said there are other words where the prompt works the same way. For example, if you type in the word "plaque" you get a prompt asking, "Did you mean plaque?" but not the other way around.

Smith said people who search for the word "abortion" would continue to see "adoption" and "pro-life" under the heading "related searches," which gives people other, similar terms to search. People who type in "adoption" do not see the word "abortion" under "related searches."
For example, if we ask two people why there is an empty spot on a grocery store shelf, one person might interpret the spot to mean that a product is sold-out, and the other might interpret it as being popular.

The jars, the jam, the price tags, and the shelf are the content. The detailed observations each person makes about these things are data. What each person believes to be true about the
“The Structural Integrity of Meaning Across Contexts”

- Jorge Arango
INTENT

MEANING

STRUCTURE
3. Dumb Models
Rhetorical > Pictorial
4. Structural Vocabulary
Plan a journey

Flight Search

- Select your departure location
- Select your arrival location
- Select your travel dates

Coach | Business | First

1 Person

Search

@lukew

Current location
LAX - Los Angeles
Today
Feb 4, 2014
1 Traveler
Economy

Find Flights
1972

DECORATED SHED
Implicit Connotation
Integral Ornament
Innovative
Revolutionary
Extraordinary
Original
New Words
Pretty All Around
Consistent
Advanced Tech
Looks Expensive
“Interesting”
Heroic
DECORATED SHED

Explicit Denotation
Applied Ornament
Evocative
Evolutionary
Ordinary
Conventional
Pretty In Front
Inconsistent
Looks Cheap
“Boring”
Expedient
Select 1 seat for JFK - SFO (skip)

DEPARTING SEATS | JFK - SFO

FIRST CLASS
- 1A, 1C
- Upgrade: +$1,020
- 1D, 1F
- 2A, 2C
- 2D, 2F

MAIN CABIN SELECT
- 3A, 3B, 3C
- Upgrade: +$366
- 4A, 4B, 4C
- 5A, 5B, 5C
- 6A, 6B, 6C
- 7A, 7B

MAIN CABIN
- 4D, 4E, 4F
- 5D, 5E, 5F
- 6D, 6E, 6F
- 7D, 7E, 7F

MAIN CABIN
- 8A, 8B

MAIN CABIN
- 9A, 9B, 9C
- 9D, 9E, 9F
START SELLING TODAY

Accept credit cards from an iPhone, iPad, or Android with Square. We’ll mail you a free card reader to get started.

GET STARTED

SET UP IN MINUTES - NO COMMITMENTS

Signing up for Square is fast and free, and there are no commitments or long-term contracts.
Explicit Denotation
Implicit Connotation
Applied Ornament
Integral Ornament
Evocative
Innovative
Evolutionary
Revolutionary
Ordinary
Extraordinary
Conventional
Original
Old Words
New Words
Pretty In Front
Pretty All Around
Inconsistent
Consistent
Conventional Tech
Advanced Tech
Looks Cheap
Looks Expensive
“Boring”
“Interesting”
Expedient
Heroic
Explicit Denotation
Applied Ornament
Evocative
Evolutionary
Ordinary
Conventional
Old Words
Pretty In Front
Inconsistent
Conventional Tech
Looks Cheap
“Boring”
Expedient
2007 Holiday Rambler Endeavor 38PDQ - $145,850 (El Cajon)

- Condition: like new
- Size / Dimensions: 38'
- Odometer: 22,900
- VIN: 1RF43454272043569
- Fuel: diesel
- Transmission: automatic
- Cylinders: 6 cylinders
Fitness Consultant - Training Included (Nationwide) (San Diego)

compensation: no pay

Do you want to get in the best shape of your life and make money while doing it? Sounds too good to be true, I know, and it takes some hard work. The good thing is I am here to help you.

This opportunity is open to anyone who is compassionate, fitness minded, extroverted, and loves personal development. Training is included. In the training we will teach you how to attract the people you want in your life. You will learn how to master market yourself on Social Media and you will...
Michigan Department of Corrections
Pugsley Correctional Facility - 3rd

You are logged in as Daniel Klyn [My Account | Logout]
Ordering for Inmate #484908

1 products were found matching '810502'

Sort by: Name ▼
Number of Products to Display: 10 ▼

Adding multiple items?
Select the options and enter the quantity for any items listed below and then click 'Add all to Cart'.

10502 - Snickers 1.86 oz. (2.1oz)
Price: $0.95
Quantity: ▼

Chat now
Quantity: ▼

Copyright © 2013 Centric Group, LLC. All rights reserved.
<table>
<thead>
<tr>
<th>Item ID</th>
<th>Description</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>20244</td>
<td>Halls Cherry Flavored Cough Drops</td>
<td>$1.37</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(9 drop pk)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9 per roll</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20234</td>
<td>Halls Regular Flavor Cough Drops</td>
<td>$1.37</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1.3oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20497</td>
<td>Tums Original Peppermints 3 Rolls</td>
<td>$3.30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(12.0oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2077</td>
<td>Contact Lens Case</td>
<td>$0.56</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.3oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22895</td>
<td>Tylenol 2 ct.</td>
<td>$1.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.5oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24416</td>
<td>Generic Ibuprofen 2 Tablets 200mg</td>
<td>$0.55</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(0.8oz)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Limit 15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Complexity and Contradiction
Space < Place
Product < Experience
Minimally viable
MAXIMALLY VALUABLE
1. Mapped Intentions
2. Meaningful Arrangement
3. Dumb Models
4. Structural Vocabulary
Q & A
Next Communicators’ Forum

March 12
THANK YOU

You can go back to work now :)