UPDATES
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Aileen Kim
Communications Manager
Rackham Graduate School

Laura Sanchez-Parkinson
Project Coordinator
National Center for Institutional Diversity

Charles Amyx
Front End Developer and Designer
College of Engineering Communications and Marketing

Anne Feighan
Vice President for Marketing and Communications
Alumni Association
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Kayla Cupples
Account Manager
Michigan Creative

NEW TO THE U-M BRAND TEAM
UPDATES: Notable News

• U-M remains strong in *U.S. News* graduate school rankings

• Depression on College Campuses event: March 11-12, Rackham Graduate School

• The Dance for Mother Earth Powwow, hosted by the U-M Native American Student Association: April 4, Skyline High School

• UM-Flint Chancellor, Susan Borrego, Inauguration: April 17, Flint Cultural Center

• @umich strategy for Reading Month and Women's History Month
President Schlissel is traveling to visit alumni:
- recently in Chicago and Boston
- annual alumni congressional breakfast March 24-25, Washington D.C.
- alumni reception with legislators: April 28, Lansing
- other upcoming: Kalamazoo and Seattle
- will appear in video message to alumni and potential students in April: New York City, Washington D.C., Chicago, San Francisco, Los Angeles
ANNOUNCEMENT

Providing Brand-Focused Photography for Campus Communicators

Roger Hart – Director of Michigan Photography

hartro@umich.edu
What We Are Doing

• OVPGC will provide free access to photo collections that feature U-M

• Images reflect U-M’s brand pillars/focus areas

• Images representing regional assets are also available

• A new collection of 40 photos will be available every quarter
How to Get Them

photography.umich.edu
How to Get Them

1. From the home page, click Campus Collection. Then sign in.

2. Check the box for Download Ready Only mode.

3. Use the Category Tree to browse to Featured Photos. Expand category and click on 2015 Complimentary Collection. Or search "2015 Complimentary Collection."
How to Get Them

4. **Add images to basket**—select size and format.
5. **Click View Basket**
6. **Click Checkout:** Fill in account info
   For delivery select Express Download
7. **Once you click submit, the order will process.**
   A pop-up window with image names will appear. Click image name and the image will display or right click file name to save to computer.
8. **Right click or ctrl+click to save to computer.**
SHOW & TELL
Department of Communication

Denise Gray-Felder– Chief Communication Officer, University of Michigan Health System
Department of Communication

VISION:

People across the world know our stories of extraordinary medical care, research and education and use them to help improve the human condition.
PEOPLE

- 24,000 faculty and staff

(~50% of total U-M faculty and staff in metro Ann Arbor)
PATIENT CARE

- Nearly 3,000 physicians
- **3 hospitals:** University Hospital, C.S. Mott Children’s Hospital, Von Voigtlander Women’s Hospital
- 160 specialty and outpatient clinics
- ~2M outpatient appointments/year
- ~46,000 inpatient stays/year
- Partnerships and relationships across MI
RESEARCH

• Majority of the university’s total research expenditures

FY14
EDUCATION

- 700+ medical students
- ~1,200 residents and fellows
- 4th largest GME program in the U.S.
- 25 residency programs and 78 fellowship programs
- 20 clinical departments and 9 basic science departments
- 46 interdisciplinary centers, institutes and programs
- 1,200 nursing students train in our clinics each year, as well as students in dentistry, pharmacy, social work, kinesiology, occupational therapy, physical therapy and more
FEATURED EVENT
HOW TO MANAGE A CRISIS
A PRESENTATION ON CRISIS COMMUNICATION

Bob Berg – Berg Muirhead and Associates
START EARLY

• Good crisis management starts before you have a crisis to deal with.

• If there is a problem, you should know about it at the beginning so you can help craft the response.
NEVER DO THIS...

• Don’t turn a small story into a bigger one.

• Never say, “no comment”

• “Maybe they won’t find out,” is never a good strategy.
ALWAYS DO THIS…

If you have made a mistake, apologize.
YOU AND THE MEDIA

• If it feels good, don’t do it.

• Don’t get pressured into responding before you are ready.

• Understand the media’s legitimate needs
YOU AND THE MEDIA

- Don’t wing it.
- Never try to kill a story
- Never lie or misrepresent facts to a reporter
MOVING ON

• Identify your constituents and reach out to them.

• Remember, “This too shall pass.”
Next Communicators’ Forum

May 28 — Blau Auditorium
THANK YOU

You can go back to work now :)