UPDATES
UPDATE: Congratulations to...

Rene Dupont  
Marketing Coordinator  
Human Resources, Professional and Organizational Development

K’Kio Hardin  
Senior Graphic Design Lead  
College of Engineering

Jillian Hayes  
Marketing Communications Specialist  
College of Pharmacy

Stephanie King  
Multimedia Designer  
Life Sciences Institute

John Leftwich  
Digital and User Experience Designer  
College of Engineering

Nick Mitchell  
Front End Web Developer  
College of Engineering
UPDATE: Announcement

- Health communicators make up a very large community at U-M who want to be better connected
- **Goals:**
  - Share best practices, training goals, successes, challenges
  - Cross-promote work & leverage resources (video, images, etc)
  - Build skills, knowledge, and networking community
  - Ignite creative thinking & inspire new ideas
- **First Meeting = Fall 2015**
- **Look for a survey over the summer to collect speaker and content suggestions**
- **Sign up now:**
  vpcomm.umich.edu/communicators-forum/specialty-sub-groups/health
UPDATE: Notable News

• **U-M + Detroit website:** detroit.umich.edu
• **The Conversation US:** theconversation.com/us
• **Recent Ranking:** Ann Arbor #1 for Millennials
• **Community Relations website:** communityrelations.umich.edu
• **Social Video:** 2200% increase in content consumption
SHOW & TELL
U-M Detroit Center
Addell Anderson – Director
Mike Morland – Communications Director
About U-M in Detroit

- The University of Michigania was modeled after the University of France
- Established into territorial law on August 26, 1817 at modern day intersection of Bates St. and Congress St. in downtown Detroit
- Opened on September 21, 2005
- Occupies 19,789 sq.ft. on the ground floor of Orchestra Place, next to the home of the Detroit Symphony Orchestra
- Renovated space designed by U-M graduate, Bill Grindatti (BS’81, M.Arch’83), under guidance of former Taubman College Dean, Douglas Kelbaugh
- Develops original programming that utilizes U-M and community resources to provide array of opportunities for intellectual discourse & cultural enlightenment
- Currently home to 17 academic units from the Ann Arbor & Detroit campuses with projects related to Detroit
The Detroit Center is a...

- Valuable university/community asset
- Community outreach center with art gallery
- Home base for U-M Ann Arbor, Dearborn, and Flint
- Faculty, staff, and students with projects based in the city of Detroit
- Meeting and event facility
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<td>Concert of Colors Outdoor Stage</td>
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<td>Semester in Detroit Speaker Series</td>
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<td>Thanksgiving Day Watch Party</td>
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More than a Center

- First education center to open in Detroit
- Provides a visible symbol of the nearly 200-year relationship with the City of Detroit
- Serves as a gateway for U-M and urban communities to utilize learnings, research, and cultural activities
- Breaks down silos to increase & encourage collaborative efforts
- Located side-by-side to the Detroit Undergraduate Admissions Office & Michigan Engineering Zone (MEZ)

- Other universities with presence in Detroit include:
  - Michigan State University
  - Grand Valley State University
  - Central Michigan University
  - Lawrence Technological University
FEATURED EVENT
MICHIGAN MIXER
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

September 24
THANK YOU

You can go back to work now :)

[Image]