Today’s Agenda

• Welcome
• New Hires
• Forum Sub-Groups: October Lineup
• Notable News
• Victors for Michigan Campaign Update
• Show and Tell: School of Music, Theatre & Dance
• Featured Event: Go Blue! From the Inside Out
UPDATES
UPDATES: Congratulations to...

Stephen Alvey
Science & Tech 3D/2D Graphic Designer
College of Engineering

Dan Arment
Marketing Coordinator
Alumni Association

Ben Blevins
Director of Athletic Communications
Athletic Department

Jennifer Conlin
Deputy Content Editor
Alumni Association

Alison Golm
Online Marketing Specialist
Marketing & Annual Giving, OUD

Lisa Kiser
Marketing Copywriter
Ross School of Business

Carolyn Kwant
Marketing Communications Manager
Erb Institute

Haley Otman
Associate Multimedia Communicator
UMHS Department of Communication

Nicholas Pfoest
Marketing Communications Specialist
Ford School of Public Policy
UPDATES: Congratulations to...

Elizabeth Price
Web Content Coordinator
Auxiliary Marketing

Richard Retyi
Digital/Social Media Strategist
UMHS Department of Communication

Carly Sorscher
Account Manager
Michigan Creative

Kevin Woodard
Director of Marketing
Alumni Association

Heather Young
Strategic Communications Specialist
Division of Public Safety & Security

Michelle Strunge
Lab Assistant
School of Natural Resources & Environment

Rhett Register
Communications Program Leader
School of Natural Resources and Environment — Michigan SEA Grant

Julia Zaher
Development Events Specialist
UMHS Transplant Center
UPDATES: Academic Collection
UPDATES: Academic Collection

- Schools/colleges will receive royalty revenue based on sales of their affinity gear.
- Contract nearly finalized. Supported by schools, colleges, and central administration.
- M Den will honor a **20% discount on in-store (only) Academic Collection (only)** merchandise to U-M employees who show their U-M I.D. at time of purchase.
- Bulk purchase? Make directly through the marketing/communications director of each school/college (not in store).
- M Den to consider additional merchandise based on customer response and sales.
- **Visit the M Den on State St. to show your school pride!**
UPDATES: Forum Sub-groups in October

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- **WRITING**: Thursday, October 15 — 12:00-1:00 PM
- **DIGITAL**: Tuesday, October 20 — 9:00-10:30 AM
- **HEALTH**: Thursday, October 22 — 2:00-3:30 PM
- **DESIGN**: Thursday, October 29 — 10:00-11:30 AM
- **VIDEO**: Thursday, October 29 — 1:30-3:00 PM
UPDATES: Notable News

• Bio Sciences Report
• **Climate Survey:** Campus Sexual Misconduct
• **Diversity, Equity, and Inclusion**
• **Upcoming events for President Schlissel**
  – Detroit Economic Club: October 6
  – Leadership Breakfast: October 23
  – Diversity Summit: November 9
• **Victors for Michigan Campaign Update**
It's a great day to be a victor.
SHOW & TELL
Spring Music Classes for the Young Child at the 92nd St. Y
SPHINX HIGHLIGHTS

• The most prominent competition for emerging artists of color
• 2 orchEstras
• 2 Summer academies
• Year-round in-school programming
• 100,000 students reached in over 200 schools nationwide

• More than 2 million in scholarship awards
• The only international convening on inclusion in music, theatre, dance
• Most prestigious awards for artists of color celebrated at the supreme court of the United States
MICHIGAN INVITED ME TO JOIN THE TEAM AT THE SMTD
SMTD BY THE NUMBERS

176 RESIDENT FACULTY
93 TOTAL STAFF
6:1 STUDENT-TO-FACULTY RATIO
94% STUDENT RETENTION

ENROLLMENT

298 GRAD STUDENTS
796 UNDERGRAD STUDENTS
14.1% THEATRE
8.3% MUSICAL THEATRE
4.8% DANCE
72.8% MUSIC

2015 FRESHMAN CLASS

AVG GPA 3.64
AVG ACT 29
AVG SAT 1944

25% MICHIGAN RESIDENTS
5% INTERNATIONAL
70% NON-MICHIGAN RESIDENTS

45% MEN
55% WOMEN
SMTD HIGHLIGHTS

• Consistently ranked Top 10 Performing Arts School, Nationally (World Rankings Guide)

• Student ensemble recordings on major labels, such as Naxos, and “Best Choral Performance” and “Best Orchestral Performance” Grammy Awards won by the School

• Many major orchestra principal and section players including Los Angeles Philharmonic, San Francisco Symphony, Detroit Symphony, Chicago Lyric Opera, Cleveland Opera, Houston Grand Opera, Rochester Philharmonic, San Antonio Symphony, and others


• Beverly Sills Artist Award Winner

• London Symphony Orchestra Conducting Competition Winner

• Multiple winners of major chamber music competitions, including Fischoff

• First runner-up on NBC’s The Voice

• Multiple Tony and Emmy Award winners

• Multiple television series actors including Mad Men, Glee, Grimm, Zoo, Masters of Sex, The Flash, The Americans, Empire, NCIS-Los Angeles, and others

• Multiple Fulbright Scholars

• Multiple recipients of Sphinx Medal of Excellence

• Dancers with the Mark Morris, Paul Taylor, Garth Fagin, and Parsons Dance Companies, among many others

• Multiple winners of ASCAP and BMI Composer Awards

• Faculty recipients of National Medal of the Arts, MacArthur Fellowships, Grammy Awards, Pulitzer Prize, and Drama Desk Award

• We even graduated a Miss Michigan! (Miss America Pageant 2014)
“OUR WORK, OUR RELATIONSHIPS, AND OUR LIVES SUCCEED OR FAIL ONE CONVERSATION AT A TIME. WHILE NO SINGLE CONVERSATION IS GUARANTEED TO CHANGE THE TRAJECTORY OF YOUR LIFE, ANY SINGLE CONVERSATION CAN. SPEAK AND LISTEN AS IF THIS IS THE MOST IMPORTANT CONVERSATION YOU WILL EVER HAVE WITH THIS PERSON. IT COULD BE. PARTICIPATE AS IF IT MATTERS. IT DOES.”

-SUSAN SCOTT
VISION

SMTD WILL BECOME THE MOST RELEVANT SCHOOL OF PERFORMING ARTS IN THE WORLD.
“ART IS A NATION’S MOST PRECIOUS HERITAGE. FOR IT IS IN OUR WORKS OF ART THAT WE REVEAL TO OURSELVES AND TO OTHERS THE INNER VISION WHICH GUIDES US AS A NATION. AND WHERE THERE IS NO VISION, THE PEOPLE PERISH.”

—LYNDON JOHNSON, ON SIGNING INTO EXISTENCE THE NATIONAL ENDOWMENT ON THE ARTS
RELEVANT

SIGNIFICANT DEMONSTRABLE BEARING ON THE MATTER AT HAND
EDUCATE AND TRAIN OUR STUDENTS TO BE RELEVANT TO THEIR FIELD OF STUDY.
EMPOWER
FACULTY AND STUDENTS TO HAVE
THEIR FIELD OF STUDY BE
RELEVANT
TO SOCIETY.
INNER PILLARS TO ACHIEVE RELEVANCE

INNOVATION
INCLUSION
EXCELLENCE
RESOURCES
INNOVATION

• “DISRUPTIVE”
INNOVATION

• “DISRUPTIVE”
• MATTER OF TIMING
INNOVATION

• “DISRUPTIVE”
• MATTER OF TIMING
• ENTREPRENEURSHIP
INNOVATION

- “DISRUPTIVE”
- MATTER OF TIMING
- ENTREPRENEURSHIP
- EXCEL PROGRAM
INNOVATION

- “DISRUPTIVE”
- MATTER OF TIMING
- ENTREPRENEURSHIP
- EXCEL PROGRAM
- CHAMBER MUSIC
“THERE IS NO INNOVATION AND CREATIVITY WITHOUT FAILURE. PERIOD.”

-BRENÉ BROWN
INCLUSION

• INSTITUTIONAL
INCLUSION

- INSTITUTIONAL
- FACULTY/STUDENTS/STAFF
INCLUSION

• INSTITUTIONAL
• FACULTY/STUDENTS/STAFF
• CURRICULUM
INCLUSION

• INSTITUTIONAL
• FACULTY/STUDENTS/STAFF
• CURRICULUM
• PARTNERSHIPS
“WE ARE WHAT WE REPEATEDLY DO. EXCELLENCE, THEN, IS NOT AN ACT, BUT A HABIT.” - ARISTOTLE
EXCELLENCE

• TEACHING
EXCELLENCE

• TEACHING
• CURRICULUM
EXCELLENCE

- TEACHING
- CURRICULUM
- PERFORMANCE
EXCELLENCE

• TEACHING
• CURRICULUM
• PERFORMANCE
• RESEARCH
EXCELLENCE

- Teaching
- Curriculum
- Performance
- Research
- Operations
RESOURCES

• STUDENT SUPPORT
RESOURCES

• STUDENT SUPPORT
• ENGAGED LEARNING (MAC)
RESOURCES

- STUDENT SUPPORT
- ENGAGED LEARNING (MAC)
- BOLD IDEAS FOR PUBLIC GOOD (RELEVANT INNOVATION)
RESOURCES

- STUDENT SUPPORT
- ENGAGED LEARNING (MAC)
- BOLD IDEAS FOR PUBLIC GOOD (RELEVANT INNOVATION)
- FACULTY
RESOURCES

- STUDENT SUPPORT
- ENGAGED LEARNING (MAC)
- BOLD IDEAS FOR PUBLIC GOOD (RELEVANT INNOVATION)
- FACULTY
- TECHNOLOGY
RESOURCES

• STUDENT SUPPORT
• ENGAGED LEARNING (MAC)
• BOLD IDEAS FOR PUBLIC GOOD
  (RELEVANT INNOVATION)
• FACULTY
• TECHNOLOGY
• FACILITIES
NEA  BUDGET  =
NEA BUDGET = 146 MILLION
NEA BUDGET = 146 MILLION

MILITARY BANDS BUDGET =
NEA BUDGET = 146 MILLION

MILITARY BANDS BUDGET = OVER 350 MILLION
The responsibility is upon our field to educate and prepare our students to be relevant to their discipline and empower those disciplines to be relevant to our society.
OUR FIELD IS NOT UNIQUE

"WE’VE LONG BELIEVED THAT OVER TIME COMPANIES TEND TO GET COMFORTABLE DOING THE SAME THING, JUST MAKING INCREMENTAL CHANGES... BUT... YOU NEED TO BE A BIT UNCOMFORTABLE TO STAY RELEVANT.”

-U-M ALUMNUS LARRY PAGE;
CO-FOUNDER, GOOGLE & ALPHABET
SMTD will become the most relevant school of performing arts in the world.

Innovation • Inclusion • Excellence • Resources
GO BLUE!
FROM THE INSIDE OUT
Michigan Athletics
External Relations
Our Vision is to continuously seek excellence in our work, instill pride in our community and live by the values of this Michigan of ours.
We are believers in Michigan.
We are about defining collegiate experiences.
We live Michigan tradition.
We act as one.

We are unafraid.
Be innovative.
Be bold.
Be Michigan.

We are loyal.
Integrity above all.

We are relentless.

We are a collection of stories.

We are a part of the larger University community.

Brand Tenets
Our Mission is to connect, inspire and engage the Michigan Athletics community to support and enhance the University through a unified voice.
We live Michigan tradition.

When people say tradition is important, what they really mean is that their longstanding values are important. Michigan values and Michigan tradition are indistinguishable. These values are written in stone on peoples’ minds and spirit. This is what is meant by a “Michigan Man” or “Michigan Woman.” It is not a person. It is a set of values.
This logo invokes the architecture of the Ferry Field cast-iron gate that has long served as an introduction to the athletic campus. The gate has been abstracted and presented in a modern style to strike a visual balance between our history and the future.
We are a collection of stories.

Michigan is about results, but more importantly, it is a collection of stories. Triumph over adversity. Game changers. Building up others. Fulfilling potential. All of these individual stories throughout the Michigan Family are the fabric of what makes Michigan, Michigan.
1887: Michigan teaches Notre Dame Football

**FAVORITE FAN MEMORIES**

“My first experience with Michigan athletics was as a 10-year-old. I didn’t know anything about football until a friend (another 10-year-old) told me we’d be at the stadium all the way from North Main Street to see Michigan play Iowa Pre-Flight on Sept. 16, 1944. We didn’t have tickets or money so we went under the fence. No one stopped us. It was war time and the crowds were not large. With that experience, I became a lifelong Michigan football fan and I passed that on to my children and grandchildren.”

Peter Kustureides
LSA A, Class of ’59

**ATHLETICS NEWS**

Kornacki: Kahn Family Impact on Michigan Everlasting
Stories through Sponsorships
Stories through Experiences
We understand history. But we understand its context.

Michigan’s history is one of greatness. But this past greatness can be alluring. It must be treated as proof of a system that works, not as a reminder of what could be. History is part of the Michigan brand, but one must separate the spirit from those who carried it forth. Even with unrivalled history, we are still only as successful as what happens today.
Nike’s mission: To bring innovation and inspiration to every athlete* in the world.

*If you have a body, you’re an athlete
We are a part of the larger University of Michigan community.

We are not merely representing the Athletic Department. We are representing the University of Michigan. Therefore, the question must always be asked: does this reflect well on the University? Is this something of which the Michigan family would be proud?
Former University of Michigan football player shares battle with depression
Will Haininger hopes to help others ask for help
What other opportunities do you see to partner and collaborate with us?
Michigan Athletics Trivia!
Thank you and Go Blue!
Next Communicators’ Forum

U-M BICENTENNIAL

November 12 – Robertson Auditorium (Blau)
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THANK YOU
You can go back to work now :)