Today’s Agenda

• Welcome
• New Hires
• 2015 Pride of Case V Winners
• Notable News
• Featured Event: U-M Bicentennial
• Show and Tell: Bentley Historical Library
UPDATES
UPDATES: Congratulations to...

Scott Hyde
Multimedia Designer
College of Engineering

Carol Im
Brand Manager
Ross School of Business

Ryan Osberger
Senior Digital Marketing Coordinator
Alumni Association

Gabe Peterson
Brand Manager
Ross School of Business

Maria Karpiel
Brand Manager
Ross School of Business

Jackie Wolf
Web Designer and User Experience Strategist
Michigan MultiMedia

Sean Yuille
Digital Marketing Coordinator
Alumni Association
UPDATES: 2015 Pride of Case V Winners

- 18 winning entries from units across U-M campus
- Earned gold, silver, bronze awards
Best Video Feature
Four Years in Four Minutes

BRONZE AWARD
WHY WE MAKE ROBOTS WALK LIKE US

CAN MICHIGAN BECOME A TECH HOT SPOT?

IF A PLANE IS IN TROUBLE, A COMPUTER WON'T PANIC.

IS IT TIME FOR HUMANS TO LEAVE THE COCKPIT?
Excellence in Feature Writing, Individual
*Life, Engineered: How Lynn Conway reinvented her world and ours*

**GOLD AWARD**
Engineering

Best Video/DVD—Fundraising, Alumni Relations, or Commercial Spot

True Believer

GOLD AWARD

Click to play video
Best Mobile Application
One Cool Thing app
GOLD AWARD
Best Event on a Shoestring
Be a #Peecycler:
A Urine Collection Drive

GOLD AWARD

The Community: Get involved

#Peecycler Urine Collection Event

April 1, 2015
7 a.m. - 1:30 p.m.
Sidewalk outside east side of Chemistry Building, near the CC Little bus stop.
Central Campus
Best Illustration/Graphic
LSA Magazine, Fall 2014: The Next Big Thing Illustration Series
BRONZE AWARD
**Ars Brevis Illustration**

One LSA alumna’s Latin language skills led him to an official position serving the Pope. He translates big messages of joy and thanksgiving into CXL — sorry, 140 — characters or fewer as Il Papa’s official Latin tweeter.

Many of us fondly remember our instructors, crafting messages, and the connections to their words, and the things that they meant for us.

"A favorite part of the course was learning how to write in Latin," our speaker said. "It was a confidence builder, and I think that it’s important for students today to learn languages other than English."

"The Latin language is a way of thinking and a way of expressing ideas," she continued. "It’s a way of seeing the world in a different way."

"In the Romanesque era, Latin was the language in which the Church was written," she added. "It was the language of the educated classes in Europe."

"Latin is a language that is still spoken in the Vatican today," she said. "It’s a language that is still used in official documents and in the liturgy."
LSA

Best Articles of the Year
Word Smiths

SILVER AWARD
Excellence in Design, Series
LSA Campus Day Presentation

SILVER AWARD
Best Viewbook
University of Michigan Admissions Viewbook: Come to Michigan
BRONZE AWARD

Photography by Michigan Photography, Admissions, and the 19 schools and colleges
Michigan Creative

Best Viewbook
School of Social Work
Viewbook

SILVER AWARD

Photography by the School of Social Work and Michigan Photography
Michigan Creative

Excellence in Design, Series
School of Social Work Recruitment Package

SILVER AWARD

Photography by the School of Social Work and Michigan Photography
Michigan Creative

Best Case Statements/
Cultivation Publications
UM-Dearborn – Transforming
Students: Powering Our Region

SILVER AWARD

Photography by UM-Dearborn and Michigan Photography
Michigan Creative

Excellence in Design, Posters, Individual Poster
University of Michigan
2014 Admissions Poster: Come to Michigan

GOLD AWARD

Photography by Michigan Photography and the 19 schools and colleges
Michigan Creative

Best Website, Individual Page or Section
University of Michigan Undergrad Admissions: Come to Michigan

GOLD AWARD

Photography by Michigan Photography, Admissions, and the 19 schools and colleges
School of Public Health

Best Specialized or Unit-Level Magazine
Findings

GOLD AWARD
UMHS

Best Program in Donor Recognition/Stewardship
Little Victors, Big Victories

GOLD AWARD
UPDATES: Notable News

- Athletics Marquee
- Wooly Mammoth Video
- President Schlissel’s Trip to London
- President Schlissel’s New Website: president.umich.edu
- Giving Blue Day: December 1, 2015 – givingblueday.org
- Diversity, Equity & Inclusion: diversity.umich.edu & beheard.umich.edu
President’s Diversity, Equity & Inclusion Planning Initiative

OVERVIEW OF PLANNING STRUCTURE

HOW UNIT COMMUNICATORS CAN HELP
Overall U-M Organizing Structure

Diversity Executive Leadership Team
DELT

Diversity Working Group (DWG)

Academic Affairs (Robert Sellers)

Student Life (Jackie Simpson)

Other VP/EO Units (Laurita Thomas)

Health System (David Brown)

= ~ 60 school, college and unit plans
Unit Communications Professionals

- Meet with your unit planning lead(s) and learn about the local planning efforts
- Help unit planning lead(s) raise awareness about the local planning process, progress and milestones
- Incorporate key messaging about the planning efforts in leadership communications and/or speeches
- Help unit planning lead(s) promote engagement opportunities and get students, faculty, staff, etc., involved
- Consider covering the planning process in unit publications, creating a website page, etc.
Available Resources

Diversity, Equity & Inclusion website: http://diversity.umich.edu/
• Planning and engagement timelines
• President’s Charge to the Community

Available on request:
• Branded templates, key messaging, list of unit planning leads, FAQ about the planning process

Send requests for information, feedback and ideas for what might be helpful “from the center” to: amybunch@umich.edu
FEATURED EVENT
Alumnus
Strother Martin
Bicentennial Overview: Why Celebrate?
A Rare Opportunity to…

- Galvanize our community
- Enhance prestige and pride by understanding our history
- Demonstrate our leadership today
- Anticipate our future

kdclarke@umich.edu
Who Does What?
Who Does What?
The Catholic College of Michigan, the University of Michigan, resided in a building near this site from 1816 to 1837. Conceived of by the Reverend John Montieth, Father Gabriel Richard, and Judge Augustus Woodward, the university was established by territorial law on August 26, 1817. Modeled on the University of France, created by Napoleon Bonaparte in 1807, the institution was the center of a statewide system of primary, secondary, and college education. Reverend Montieth, the first president, and Father Richard held the first professorships. In 1837, the university was relocated to Ann Arbor. The original building was razed in 1858.
Serving the People
Pursuing Ideas
Creating and Inventing
Teaching Powerfully
Challenging Society
Forever Hailing

BICENTENNIAL THEMES
SPRING FESTIVAL — APRIL 6–8, 2017

- Flag raising ceremony (centennial of US entry into WWI)
- Symposium: Inventing the University
- Feast of Ideas
- Tree Planting Ceremony
- President’s Bicentennial Colloquium I: “The Future University Community”
- Distinguished Alumni Talks
- Community of Cultures Festival
- 2017: A Michigan Odyssey
Programming: Scholarly and Celebratory

SUMMER FESTIVAL — JUNE 26–27, 2017

• President’s Bicentennial Colloquium II: “The Future Social Compact for the University”
• Staff Appreciation Festival
• Bicentennial Day, Ann Arbor Summer Festival
Programming: Scholarly and Celebratory

DETOUR FESTIVAL — SEPTEMBER 22–23, 2017

• Ceremony celebrating U-M founding in 1817
• Symposium
• Celebratory Festival
Programming: Scholarly and Celebratory

FALL FESTIVAL — OCTOBER 26–28, 2017

• Feast of Ideas
• President’s Bicentennial Colloquium III: “The Future Place(s) of the University”
• Time Capsules Ceremony
• Tree Planting Ceremony
• Distinguished Alumni Talks
• Third Century Expo
• U-M v. Rutgers: Halftime Show
Ongoing Events

Just a few examples:

• LSA theme semesters
• Lecture series
• University museums exhibits
• Encyclopedic Survey
• School of Information bicentennial app
• HRD Wonder of Learning
• Campus of the Future project
Initiatives

GRANT PROGRAMS FOR BICENTENNIAL PROGRAMMING

Students
Faculty
Staff
Alumni

Learn more at: bicentennial.umich.edu/resources
Initiatives
Bicentennial Toolkit: Materials for Communicators
Bicentennial Mark

UNIVERSITY OF MICHIGAN
BICENTENNIAL

1817 2017

ALWAYS LEADING. FOREVER VALIANT.

DOWNLOAD AT: vpcomm.umich.edu/brand
Bicentennial Tagline

Always Leading. Forever Valiant.
Teaching
Creating
Exploring
Discovering
Seeking
Healing
Innovating
Pursuing
Searching

Always Michigan. Forever Valiant.

DOWNLOAD AT: vpcomm.umich.edu/brand
Marketing Templates

AVAILABLE ON THE BRAND WEBSITE
vpcomm.umich.edu/brand

• Poster
• Postcard
• Flyer
• PowerPoint

COMING SOON:
• Video Bumpers
• HTML email
• Web banner

DOWNLOAD AT: vpcomm.umich.edu/brand
Two formats, each with one or two image areas.

Blue or white content areas.

Posters

DOWNLOAD AT: vpcomm.umich.edu/brand
Social Media

University of Michigan Facebook Page

170,541 people have been here
Joshua Steele and 16 other friends

Open Always
Get additional info

Invite friends to like this Page

4.4 of 5 stars · 3,036 reviews
View Reviews

Post
Write something...

University of Michigan
5 hrs · Edited

“Maybe all one can do is hope to end up with the right regrets.” Arthur Miller would have been 100 years old this year. Born on October 15, 1915, he graduated from U-M in 1938 after winning two Hopwood awards. Miller is best known for his plays, Death of a Salesman and The Crucible. The Arthur Miller Theatre was named after him in 2007 and is the only theater in
MICHIGAN MOMENTS

1817 1857 1890 1909 1938

1950 1954 1968 2001 2010

kdclarke@umich.edu
Social Media

#UMICH200

Facebook
Twitter
Instagram
Events Calendar

- Add your bicentennial-themed events to the calendar
- Tag them as bicentennial events using a new category that will be added

events.umich.edu
Alumnus Valentine Davies
Bicentennial Merchandise

AND MORE TO COME
Get Involved

- Coordinate with your bicentennial liaison
- Know your history – U-M Encyclopedic Survey (quod.lib.umich.edu/u/umsurvey)
- Find your fit in the bicentennial themes
- Re-brand existing events for 2017
- Connect with the Bicentennial Office for help and ideas
Resources

Bicentennial
bicentennial.umich.edu

Bentley Historical Library
bentley.umich.edu

Heritage Project
heritage.umich.edu

Stories of the Staff
staffstories.umich.edu
Alumnus James Earl Jones
SHOW & TELL
Communicators’ Forum
Bicentennial Readiness Quiz

Brought to you by the Bentley Historical Library
“An Uncommon Education for the Common Man”

Who said this about the U-M?

a. Thomas Jefferson
b. U-M President Henry Tappan
c. U-M President James B. Angell
d. None of the above
What is that saying at the top of Angell Hall?
What It Says:

“Religion, morality, and knowledge being necessary for good government and the happiness of mankind, schools and the means of education shall forever be encouraged.”

Ordinance of 1787 (Northwest Ordinance)
Organizing States of Ohio, Indiana, Illinois, Michigan, Wisconsin
The university was established in:

a. 1817
b. 1821
c. 1837
d. 1841
e. All of the above?
The correct founding date of the university was legally established in:

a. 1856
b. 1887
c. 1929
d. 1987
1856

Regents of U-M vs. Board of Education of Detroit

- Michigan Supreme Court found for the Regents
- University is a corporate entity beginning in 1817
- Regents are heirs of the Board of Trustees of 1821
- Trustees are heirs of 1817 administration of Monteith & Richard
I check the Bicentennial, Heritage, and Bentley Library websites and social media regularly.

True or False?

(answer silently!)
U-M has been a top-ranked university since rankings have been done.

True or False?
Leaders and Best by Rank

#4 IN AMERICA
in 1908 by Carnegie Foundation for the Advancement of Teaching

#22 IN THE WORLD
of top 500 as of August 17, 2015
At the University of Michigan, academics have **always, always** been more important than athletics.

**True or False?**

(Answer silently!)
Our Group Knows:

The founding date of our School or College?
The most important faculty members in its history?
Its leadership role in its field?

True or False?

(answer silently!)
NEED HELP to avoid making an embarrassing historical error? Of course you do!

Contact:
Kim Clarke at the Bicentennial Office
Brian Williams at the Bentley Historical Library
Next Communicators’ Forum

An Interview with President Mark Schlissel

Jan. 28, 2016
Robertson Auditorium, Ross School of Business
THANK YOU

You can go back to work now :)