Today’s Agenda

- Welcome
- **Featured Event:** Bicentennial Update
- New Hires
- Notable News
- **Featured Event:** Academic Innovation
- **Featured Event:** Giving Blueday
WELCOME
Communicators’ Forum — November 10, 2016
FEATURED EVENT
THERE IS NO TURNING BACK
### The Big Picture

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<tbody>
<tr>
<td></td>
<td>Calendar Year</td>
<td>Theme Semesters</td>
<td>Presidential Colloquia</td>
<td>Festivals</td>
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Intellectual Leadership and Leveraging Our History

Bicentennial Theme Semesters

Courses, symposia, exhibits, lectures — unique opportunities for students to explore the past and ponder the future

*The Making of the University of Michigan*

Winter 2017

*Michigan Horizons: Possible Futures of U-M*

Fall 2017
Intellectual Leadership and Leveraging Our History

President’s Bicentennial Colloquia

The Future University Community
Winter 2017 — keynote event Jan. 30

The Evolving Bargain Between Universities and Society
UMich200 Summer Festival — keynote event June 26

The Campus of the Future
UMich200 Fall Festival — keynote sessions Oct. 26
Festivals

UMich200 Spring Festival: April 6-8

• Amaizing Building Tours
• Feast of Ideas
• Community of Cultures Festival
• Spring Football Game (maybe?)
• True Blue! A Tribute to Michigan

UMich200 Summer Festival: June 26-27

• Colloquium: The Evolving Bargain
• M-Staff 200 Event — staff recognition
• U-M/A2 Summer Festival Bicentennial Celebration
Festivals

**U-M/Detroit Bicentennial Festival: Sept. 15**
- U-M/Detroit Seminar
- U-M Founding Commemoration Ceremony
- U-M Birthday Party

**UMich200 Fall Festival: Oct. 26-28**
- Colloquium: The Campus of the Future
- More Amazing Building Tours
- Feast of Ideas
- Third Century Expo
- HAILstorm! finale
- Homecoming Game
Other Major Events and Activities

Class of 2017 Commencements

• April and December
• U-M Bicentennial Alumni Awards

An Uncommon Education

• U-M/Detroit Public TV Bicentennial Vignettes
• January through December

Commemorative Book

• Always Leading, Forever Valiant
• University of Michigan Press, April
Merchandise

• Available at M Den
• Portion of proceeds benefit need-based financial aid
Launch

- PSA (Big Ten Network)
- Michigan Radio campaign
- President Schlissel announcement to alumni, students, faculty and staff welcoming the Bicentennial
- Digital signs
- Bus signs
Banners
Launch

- Email announcement template for schools and colleges
- Michigan Stadium marquee ad
- Kiosk toppers (Central and North Campus)
- Promotion of toolkit with new templates (Brand website)
Launch

Social media:

• #umich200

• Facebook, Instagram, Pinterest, Twitter, YouTube/Google+, LinkedIn profile photos changed to Bicentennial logo

• PSA promotion
Promoting and Sharing

• Each festival = Three-week rollout of print, online and social features: stories, tweets, video, events, etc.

• Each presidential colloquium = Special attention to promotion and sharing: streaming, live tweeting, storytelling, video, etc.

• Happening at Michigan = bicentennial tagging
Promoting and Sharing

Sidewalk Decals

Alumnus Edward H. White becomes the first American to walk in space. Commanding the Gemini 4 flight is fellow aerospace alum James McDivitt.

bicentennial.umich.edu
#umich200

James Earl Jones graduates with a bachelor’s degree in English literature, and goes on to be an award-winning stage and film actor.

bicentennial.umich.edu
#umich200
Promoting and Sharing

Daily @umich Tweets

• #UMich students picked “azure blue and maize” as school colors in 1867. #GoBlue #umich200

• Elmer Samuel Imes was first #UMich black man to earn physics PhD, second in the nation. @umichLSA #1918 #umich200

• You can thank @michiganalumni Valentine Davies for “Miracle on 34th Street.” #1947 #Santa #umich200
Communication Amplified

Promotion, Staging, Sharing, Storytelling

• Launch
• True Blue! A Tribute to Michigan (April 8)
• U-M’s 200th Birthday (Aug. 26)
• Detroit Festival (Sept. 15)
• Third Century Expo & HAILstorm! light show (Oct. 27)
“It is no small task to mark a once-in-200-years milestone, and I am confident that Michigan’s celebration will be an extraordinary one.”

President Mark Schlissel
Questions?

#umich200
UPDATES
UPDATES: Congratulations to...

Michael Brinich
Communications and Marketing Director
School of Nursing

Safiya Merchant
Staff Writer
The University Record

Lydia Pavach
Brand Account Manager
Office of the Vice President of Communications

Lisa Powers
Development Generalist
Office of Student Publications
UPDATES: Notable News

• Virtual Reality Update: Discovery footage
• DE&I Update
• Michigan Photography: 40 Free Images
• Marketing Communications and Impact Dashboard
• Expect Respect Campaign
• Case Award Winners
• Marquee Policy
UPDATES: Virtual Reality Update

https://youtu.be/Ueczo2qhILI
UPDATES: Diversity, Equity & Inclusion

• U-M has officially launched Implementation Phase of 5 year plan
• 2,100+ people attended opening day festivities on Oct 6th
• Poster session for all 50+ plans can be viewed at diversity.umich.edu
• Watch Steve Robbin’s powerful closing keynote at vimeo.com/186425502 PASSWORD: dei
• 325 tweets with the hashtag #UMichDEI, stemming from the launch
• Tweets were seen by more than 635,000 unique users = more than 1.7 million total impressions
UPDATES: 40 Free Images

• A series of complimentary images through Michigan Photography
• Provided by the Office of the Vice President of Communications
• The images capture the spirit of the University of Michigan
• Browse the images at: photography.umich.edu
UPDATES: OVPC Marketing Impact Dashboard

**Social: July - September 2016**
- 754,599 followers
- 0.83% growth rate
- 17.7M page impressions

**Digital: July - September 2016**
- 7,071,314 OVPC total pageviews
- 6,345,648 total clickthroughs
UPDATES: Expect Respect Campaign

• Joint effort between Dean of Students Office & Office of Communications
• Campaign launched at the beginning of October leading up to election
• Utilization and refresh of existing Expect Respect campaign
• Campaign pulled forward to address racially charged posters on campus
• Elements included: posters, giveaways (buttons, t-shirts, stickers), President’s letter, support for faculty Diag event, social media features
• Revisions for an evergreen campaign to come
UPDATES: Expect Respect Campaign
UPDATES: CASE District V Awards

BEST ILLUSTRATION/GRAPHIC
HONORABLE MENTION: Engineering
Michigan and the 2015 World Solar Challenge

BEST VIDEO FEATURE
GOLD: Engineering
An Unlikely Partnership

BEST PRACTICES IN ALUMNI RELATIONS
SILVER: Engineering
Xplore Engineering

BEST SPECIALIZED OR UNIT-LEVEL MAGAZINE
SILVER: Engineering
The Michigan Engineer magazine

BEST VIEWBOOK
GOLD: Engineering
Are You Ready to Make a Difference

ONLINE INNOVATION: COMMUNICATIONS/MARKETING
GOLD: Engineering
Realtime Storytelling from Around the Globe
UPDATES: CASE District V Awards

**BEST ANNUAL REPORT**
**GOLD:** Michigan Creative

**BEST DIVERSITY PROGRAM**
**SILVER:** Michigan Creative
First-Generation College Students at Michigan campaign

**BEST PRACTICES IN COMMUNICATIONS AND MARKETING**
**SILVER:** Michigan Creative
Sexual Assault Awareness and Prevention campaign

**BEST PRACTICES IN COMMUNICATIONS AND MARKETING**
**BRONZE:** Michigan Creative
First-Generation College Students at Michigan campaign
UPDATES: CASE District V Awards

BEST ARTICLES OF THE YEAR
HONORABLE MENTION: LSA
Mad Man

BEST ILLUSTRATION/GRAPHIC
GOLD: LSI
Sea Change digital illustration

BRONZE: LSI
Custom scientific journal covers

EXCELLENCE IN FEATURE WRITING, INDIVIDUAL
SILVER: Bentley Historical Library
Pride and Prejudice

BEST PROGRAM IN DONOR RECOGNITION/STEWARDSHIP
GOLD: UMHS Development, Major Gifts
Charles Woodson Clinical Research Initiative Impact Report
UPDATES: Marquee Overview

What Is It?

- Welcomes guests to the U-M Athletic campus
- Announces upcoming athletic events and programs
- Highlights student-athlete accomplishments
- Promotes department initiatives
- Game-Day:
  - Provide helpful information
  - PSAs
  - Concurrent event information
UPDATES: **Marquee Usage**

Marquee location provides visibility to commuter and AAPS traffic, as well as a point of reference for Football Game Days.

**Hours of Operation:**
Approximately 6:30am-10:30pm

**Average Daily Traffic Count:**
Approximately 25,000 cars per day
UPDATES: Marquee Audience

Intended Audience:

- Ann Arbor community
- Michigan fans
- Families
- Visitors to the area
- University of Michigan community (students, staff, etc.)
UPDATES: Marquee Examples

UMAD Events and Information
UPDATES: Marquee Examples

Michigan Community

Congratulations CLASS OF 2016

WELCOME TO THE ALUMNI ASSOCIATION AND A FAMILY OF 575,000 STRONG!

Congratulations UM-Dearborn Class of 2016!
UPDATES: Marquee Policy

Communications’ Audience

The university-allocated spots within the Marquee rotation are intended to inform the greater community outside the university of messages that align with institutional priorities that fall into the following categories:

- Public ethos, spirit, academic excellence, DEI, affordability, entrepreneurship, poverty, community engagement, sustainability, a society impact supporting the greater good, innovation, the arts
UPDATES: Marquee Policy

#1 DENTAL SCHOOL IN THE COUNTRY!

#1 PUBLIC COLLEGE ART MUSEUM IN AMERICA!
UPDATES: Marquee Policy

Creative Guidelines

- All messaging should be 7 words or less (whenever possible).
- All messaging/verbiage needs to be clear and provide context.
- Images must be static with no video, sound or movement.
- All creative needs to be branded with the university logo, logo of the center/initiative, or the department/unit signature.
- Creative should avoid bright color palettes as a primary background color for legibility purposes.
UPDATES: Marquee Policy

Messaging Guidelines

• Alignment with U-M’s Public Ethos — for the greater good
• Drive awareness of U-M’s academic excellence
• Drive awareness of U-M’s local/global influence
• Public Service Announcement
• Celebratory
• Commemorative
• Humanitarian
UPDATES: Marquee Policy

Contact:

If your department has a message that falls within these guidelines that you would like to share with the greater Southeast Michigan community through the marquee, please contact:

umidstandards@umich.edu

Please expect about a two week approval process.
FEATURED EVENT
Academic Innovation Initiative

ERIN McCANN, Associate Director of Marketing for the Office of Academic Innovation
Creating a Culture of Innovation

68 Initiatives

5,162,883 Learners

Learning Experiences should be Personalized, Engaged and Lifelong

Academic Innovation partnerships are Individualized, Creative and Collaborative
The Three Academic Innovation Labs

Digital Education & Innovation Lab
DEIL

Gameful Learning Lab
GLL

Digital Innovation Greenhouse
DIG
Impact Across Campus

18 of U-M’s 19 Schools and Colleges partnering

146* Courses transformed

115 Faculty actively leading initiatives

* Progress to date as part of the commitment to transform at least 200 courses by 2017 for precollege, residential and lifelong learners, includes MOOCs in development.
The Academic Innovation Initiative

Fostering deep connections among all members of the U-M Community
Encourage Faculty to Apply: Academic Innovation Fund

Propose  Partner  Innovate
Connect with the Design Groups

- Fostering broad and enduring participation at U-M
- Exploring innovation in the residential experience
- Creating catalysts for academic innovation
Co-create and Participate in Events

- Salons
- Design Jams
- Seminar Series
- Debates
- Pitch Contests
Contribute to the Ideas2017 Challenge

ai.umich.edu/ideas2017
Questions and Next Steps

academicinnovation@umich.edu
FEATURED EVENT
Giving Blueday 2016
Maximizing Your Impact

LINDA DOUGLAS, Senior Director for Marketing and Annual Giving
GIVING BLUE DAY
11.29.16

Your day to be a victor.
(#GIVINGBLUEDAY)

VICTORS FOR MICHIGAN
GIVING BLUEDAY

How can we...
LEVERAGE EMERGING ONLINE CHANNELS

How can we...
ENGAGE STUDENTS IN PHILANTHROPY

How can we...
AMPLIFY CAMPAIGN MOMENTUM

How can we...
GROW DONOR PIPELINE
Two Years of Results…
and Goals for Year 3

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<tr>
<th></th>
<th>2014 Results</th>
<th>2015 Results</th>
<th>2016 Goals</th>
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<tr>
<td>Revenue</td>
<td>$3.2 million</td>
<td>$4.3 million</td>
<td>$5 million</td>
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<tr>
<td>Total Donors</td>
<td>5,437</td>
<td>6,927</td>
<td>7,500</td>
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<tr>
<td>First-time Donors</td>
<td>2,541</td>
<td>2,115</td>
<td>2,000</td>
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<tr>
<td>Media Impressions</td>
<td>21.5 million</td>
<td>36 million</td>
<td>25 million</td>
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<tr>
<td>Student Organizations</td>
<td>80+</td>
<td>117</td>
<td>100</td>
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MARKETING PLAN
Marketing Plan

- Print ads
- Environmental Signage
- Social Campaign
- Athletics Partnership
- WJR Radio
Marketing Plan

Email Series

• Timeline
  – Three pre-Giving Blueday emails (starting a week prior)
  – Day-of emails will start at midnight on Giving Blueday with a “Give Now” button
  – A Thank You email will go out the day after with a thank you video

• Emails will go to the entire donor database, including major donors
  – Separate messaging for international donors and previous Giving Blueday donors
SOCIAL PLAN
SOCIAL PLAN: Leaders & Best Accounts

- **Twitter:** @LeadersandBest
- **Facebook:** Leaders and Best: Giving to Michigan
- **Instagram:** @leadersnbest
- **YouTube:** leadersandbest
SOCIAL PLAN: Marketing & Social Media Toolkit

- Access from Spread the Word page: givingblueday.org
- Customizable graphics and copy
- Sample social posts for before, during, and after Giving Blueday
- Profile and cover images
- Posters, ads, flyers, email banner, and logos
- Thank you graphics, copy, and GIFs
SOCIAL PLAN: Content Calendar

- **October Recap:** teaser posts, profile and cover images, Facebook event, promote givingblueday.org, start using #GivingBlueday

- **November:** countdowns, video sharing challenge, impact stories, Twibbon, online campaign, increased posting (4-5 times per week)

- **Day of:** challenges and winners, milestones, stewardship, major gifts, 24 hour monitoring – war room, excitement of the day, share what other areas are doing

- **Post Giving Blueday:** stewardship

- **2015 Results:** 22,350,440 total impressions on social
SOCIAL PLAN: Challenges

- 21 social challenges throughout Giving Blueday (full list in toolkit)
- #IGaveBlueDidYou challenge throughout the day on Giving Blueday
  - People can choose to use the social sharing feature after making a gift online to let people know they gave (2 winners)
- Video sharing challenge: Nov. 1 – Nov. 28
  - Anyone who shares the Giving Blueday video using #GivingBlueday will be entered to win (2 winners – 1 will be M-bassador)
- Prizes: $1,000 to the U-M area the winner chooses
SOCIAL PLAN: **M-bassadors**

- U-M alums, faculty, staff, students, parents, donors, friends willing to spread the word on their social accounts and donate online influence.

- **Sign up:** ldrsnb.st/mbassador

- **Re-skin for Giving Blueday**

- **November:** impact stories, recruitment drive, video sharing challenge, stewardship.

- **Contests and prizes:** top 5 point earners and top recruiter will win a Giving Blueday hat and $100 M Den gift card.
SOCIAL PLAN: Central Social Partnership

• Facebook Live: November 18
• @umichstudents Twitter Takeover: Nov. 20 - 27 and Nov. 27 - Dec. 4
• @uofmichigan Instagram Takeover: Nov. 20 – Nov. 27
• Snapchat Contest: November 29
UNIT INTEGRATION
SOCIAL PLAN: November

- **Week 1: Nov. 14 – 21**
  - Start consistent posting (3 posts per week)
  - Utilize the marketing toolkit (sample social copy, customizable graphics, GIFs, logos, etc.)
  - Update profile and cover images (in toolkit)
  - Follow Leaders & Best social accounts and share our posts
    - Encourage use of Twibbon
    - 10 day countdown
  - Sign up to become an M-bassador and recruit new users
  - Use #GivingBlueday
SOCIAL PLAN: November

- **Week 2: Nov. 22 – 28**
  - Take part in the video sharing challenge
  - Share an impact story – make the case for Giving Blueday
  - Encourage people to visit givingblueday.org and use calendar feature
  - Choose 1-2 social media challenges to get behind
  - Share Leaders & Best social posts
    - Impact stories
    - 5, 3, 1 day countdowns
  - Prepare for day of
    - Pre-schedule posts for the day of if unable to monitor for 24 hours
    - Utilize thank you graphics and copy from the toolkit
SOCIAL PLAN: November 29

- **Day of: #GivingBlueday**
  - Post every hour to keep momentum going
  - Share Leaders & Best social posts
    - Milestones and final numbers
    - Stewardship
    - Thank you video (day after)
  - Say thank you
  - Monitor social and leverage celebrity posts
  - Use #GivingBlueday
  - Continue to utilize the toolkit as needed for day of and day after content
ADDITIONAL TOOLS: Environmental

- Posters
- Flyers
- Buttons
- Hats
CONTACT

Linda Douglas: lawdoug@umich.edu
Paul Morin: prmorin@umich.edu
Alison Golm: golma@umich.edu
Next Communicators’ Forum

Tuesday, February 2
North Campus Research Center
THANK YOU

You can go back to work now :)