Today’s Agenda

• Welcome
• New Hires
• Updates and Notable News
• Show & Tell: Giving Blueday, Linda Douglas & Michael Reed
• Show & Tell: ITS Information Assurance, Dennis Neil
• Featured Event: Trust in Higher Education—Strong but Slipping, Pedro Ribeiro, Association of American Universities
WELCOME
Communicators’ Forum — October 5, 2017
UPDATES
UPDATES: Congratulations to…

Luna Anna Archey
Social Media Specialist
LSA Advancement, Marketing & Communications

Angelique Baird
Communications Coordinator
Career Development Office, Stephen M. Ross School of Business

Jeremy Mitchell
Events & Communications Coordinator
English/Political Science

Emily Zarack
Multimedia Designer
Institute for Healthcare Policy and Innovation

Megha Krishnan
Marketing & Communications
Innovate Blue
UPDATES: Upcoming Events

• 10/18 - Celebrate Invention Event
• 10/26 - Climate Change Summit
• 10/26 – 10/28 - Bicentennial: Fall Festival & Campus of the Future
• 11/1 - MCubed Symposium
• 11/6 – 11/10 - Diversity Summit Week
• 11/15 - Spectrum of Advocacy & Activism Symposium
UPDATES: Announcements

- President Schlissel’s Leadership Breakfast Recording
  - https://youtu.be/I3D30vibkO8
- Big 10 Voter Challenge and toolkit
- Affordability Toolkit Update
- Zero Waste Event / Planet Blue
SHOW & TELL

Giving Blueday 2017

Linda Douglas  |  Senior Director, Marketing & Annual Giving, OUD
Michael Reed   |  Director, Digital Marketing & Fundraising, OUD
What has it done?

In three years:

- Over 19,000 Victors
- 6,000+ new donors to U-M
- 100+ millions of media impressions
Why do we do it?

- Leverage emerging online channels
- Grow donor pipeline and renew donors
- Amplify campaign momentum
- Engage students in philanthropy
What’s new for 2017?

• New look to celebrate bicentennial
• Animated video – help us spread the word about #GivingBlueday and tell impact stories
• Donor and social challenges
• Find Your Cause
What can you do?

• Create your plan with development colleagues

• Share impact stories

• Spread the word (Giving Blueday video, email, social, etc.)

• Say thanks!
SHOW & TELL

Dennis Neil | Information Security Architect and Interim Manager
Where We Live

Vice Presidential Area
Information Technology and
Chief Information Officer

Direct Report
Chief Information Security Officer

Main Connection
Information and Technology Services
What We Cover

The **Information Assurance** program is an integrated effort that includes UM-Ann Arbor, UM-Dearborn, UM-Flint and Michigan Medicine.

Every school, college and major unit has a Security Unit Liaison.

**Some of our capabilities:**
- IT Security Incident Response Coordination and Management
- Operational Security Services
- Privacy
- IT Policy and Compliance
Coming Soon

IT Security Policy: SPG 601.27

• One university-wide security program
• Focus is on the most sensitive information first
• Promotes university-wide security culture and capabilities

Multi-year, institution-wide cybersecurity awareness campaign

• Protecting information assets -- yours and the university’s -- is a shared responsibility

We need your help in getting these important messages to faculty and staff
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency</td>
<td>Notifications about emergent or <strong>urgent IT security issues</strong></td>
</tr>
<tr>
<td>Threat</td>
<td>Coordination with <em>ITS Communications</em> and <em>U-M Public Affairs</em> on <strong>IT security incidents</strong> and threats</td>
</tr>
<tr>
<td>Education</td>
<td>Awareness and education about <strong>safe computing</strong></td>
</tr>
</tbody>
</table>

You can help by spreading the word when you see or receive information from or about us.
Resources for Communicators

Materials on the Safe Computing website

- Alerts, advisories and notices about security vulnerabilities and scams
- IT security and privacy tips and videos to share
- Posters with IT security tips to print and post and for digital signs
- Safe Computing Newsletter
To contact us: info-assurance@umich.edu
FEATURED PRESENTATION
Trust in Higher Education: Strong but Slipping

Pedro Ribeiro
Vice President of Public Affairs

October 5, 2017
Synopsis

Recent polling shows a disturbing trend of distrust in higher education. Today we will discuss this downward relationship, and will investigate effective strategies AAU’s member institutions have used to combat this view.
Higher Education and the American Public: Perceptions—and Misperceptions—About the Value of a College Degree

The Winston Group
<table>
<thead>
<tr>
<th>It is harder to afford college today than it was in the past.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What is the primary reason to go to college? Is it...?</th>
</tr>
</thead>
<tbody>
<tr>
<td>To prepare for a specific job or career</td>
</tr>
<tr>
<td>To get a well-rounded education</td>
</tr>
<tr>
<td>To gain life skills, such as how to analyze complex issues and write well</td>
</tr>
<tr>
<td>To broaden horizons by engaging with different viewpoints or people</td>
</tr>
<tr>
<td>College Responsibilities</td>
</tr>
<tr>
<td>--------------------------------------------------------------</td>
</tr>
<tr>
<td>To train students for a specific job or career path</td>
</tr>
<tr>
<td>To prepare students to enter the workforce</td>
</tr>
<tr>
<td>To provide students a broad, general education</td>
</tr>
<tr>
<td>To teach students independence and life skills like leadership and communication</td>
</tr>
<tr>
<td>To teach students how to analyze complex issues and write well</td>
</tr>
<tr>
<td>To help students find jobs after graduation</td>
</tr>
<tr>
<td>To broaden students’ horizons</td>
</tr>
<tr>
<td>To conduct academic and scientific research</td>
</tr>
<tr>
<td>To play a positive leadership role in its local community</td>
</tr>
</tbody>
</table>
The student who goes to a private, four-year university or a large public university isn’t going to get a better education than a student going to his/her local community college, just a different education.

<table>
<thead>
<tr>
<th>Agree</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>26%</td>
</tr>
</tbody>
</table>

Do you agree or disagree with the following statement? (Agree=Disagree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a student graduates high school and does not know what career path he or she wants to pursue, that student would be better off enrolling at a local school or community college and then transferring to their school of choice once they know the career path they want to pursue.</td>
<td>80-8</td>
</tr>
<tr>
<td>Too many students are going to college who would be better off in trade or vocational school.</td>
<td>71-42</td>
</tr>
<tr>
<td>Differences between different colleges and universities</td>
<td>Rank</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Cost to attend</td>
<td>1</td>
</tr>
<tr>
<td>Quality of the facilities</td>
<td>2</td>
</tr>
<tr>
<td>Availability of scholarships, grants, and other financial aid</td>
<td>3</td>
</tr>
<tr>
<td>Opportunities for students to conduct original research</td>
<td>4</td>
</tr>
<tr>
<td>Quality and quantity of research conducted</td>
<td>5</td>
</tr>
<tr>
<td>Sports teams</td>
<td>6</td>
</tr>
<tr>
<td>Availability of internships, work co-ops, or professional development programs for students outside the classroom</td>
<td>7</td>
</tr>
<tr>
<td>Quality of the faculty</td>
<td>8</td>
</tr>
<tr>
<td>Quality of the graduate coursework</td>
<td>9</td>
</tr>
<tr>
<td>Networking opportunities</td>
<td>10</td>
</tr>
<tr>
<td>Quality of the undergraduate coursework</td>
<td>11</td>
</tr>
<tr>
<td>Campus life (clubs, student organizations, etc.)</td>
<td>12</td>
</tr>
<tr>
<td>Quality of the students</td>
<td>13</td>
</tr>
</tbody>
</table>
Case Study
Indiana University
Case Study
Michigan State University
Chatham

Spartans are committed to studying, preserving, and helping protect the Upper Peninsula’s extraordinary natural resources while growing economic opportunity.
Case Study
University of Michigan
Sources


State Strategy Spotlight
State Strategy Campaign

Integrated communications & marketing campaign currently in development

- We plan to feature Michigan residents from around the state that bring to life the impact of the University of Michigan.

- Personalized and compelling stories will be selected to engage a broad audience focusing on topics that highlight the relevance of the University to the lives of state constituents.

- Hyper-local and targeted; paid and earned media.
I NAMED THIS ONE, PAUL, AFTER MY SURGEON.

—GILBERT CORRISS • VANDALIA, MICHIGAN

A transcatheter aortic valve replacement (TAVR) procedure in 2013 improved his quality of life—and possibly saved it.

THIS IS MICHIGAN
stories of our state

my.umi.ch/thisismichigan
"I almost lost my life in Lake Michigan, now I'm working to save others."

—JAMIE RACKLEY YFT • ANN ARBOR, MICHIGAN

Ferry current survivor and executive director of the Great Lakes Water Safety Consortium, a partner of Michigan Sea Grant
“WE COMBINED OUR PASSIONS FOR CREATING BEER AND A BETTER FUTURE.”

CHRIS SNAULDING · GRAND RAPIDS
U-M School of Natural Resources and Environment alums now collaborate on sustainable business, Bevey Vivant, she co-founded with her husband, Elon.

THIS IS MICHIGAN
stories of our state

my.umi.ch/thisismichigan
Next Communicators’ Forum

Thursday, November 30

Robertson Auditorium
Ross School of Business
THANK YOU

You can go back to work now :}