Today’s Agenda

• New Hires
• Pride of CASE V Award Winners
• Announcements
• Featured Event: Got Issues? We’re Here to Help
• Show & Tell: *Michigan Engineer* News Center
UPDATES
UPDATES: Congratulations to...

Katrina Folsom  
Marketing Communications Specialist  
Facilities & Operations and the Office of Campus Sustainability

Michael Gawlik  
Events & Communications Coordinator  
LSA, History and Women’s Studies

Levi Hutmacher  
Multimedia Producer  
Michigan Engineering

Stacy Hart Lee  
Program Manager  
Michigan Creative

Ben Schaaf  
Web Development Manager  
Michigan Creative

Connor Titsworth  
Social Media Strategist  
#UMSOCIAL

Megan VanStratt  
Brand/Product Analyst  
HITS Communications

Jim Lynch  
News & Feature Writer  
Michigan Engineering

McKenna Whipple  
Social Media Strategist  
#UMSOCIAL
UPDATES: Pride of CASE V Award Winners

- 16 Awards and Honorable Mentions
- Six Gold Awards: Michigan Creative/OVPC, LSA, School of Nursing, Medical School
- Additional Award Winners Including: Life Sciences Institute, LSA, School of Information, C.S. Mott Children’s Hospital
Gold Award Winners

MICHIGAN CREATIVE FOR STUDENT AFFAIRS

Teresa Du Bois Exline Award for Best Practices in Communications & Marketing

Freedom of Speech

RESPECT, CIVILITY, DIGNITY
Our community depends on it.

SPREAD IDEAS NOT HATE
We’re here to learn from each other.

GENRAGE
You can disagree respectfully.

For nearly two centuries, U-M has drawn international students from around the world and integrated their diverse voices into the fabric of our community. Every day our campus is filled with new discoveries and insights made possible by the expansive discussions, collaborations, and many differing viewpoints.

Learn more about creating and maintaining a respectful environment on campus and expectrespect.umich.edu

Even when encountering conflicting ideas and opinions in an academic setting of an academic community, it can be difficult. At U-M, we see that our diversity and the richness of our experiences lead to differing viewpoints. It challenges our way of thinking and helps us grow.

Learn more about creating and maintaining a respectful environment on campus and expectrespect.umich.edu

Being able to openly and honestly engage with people of differing worldviews in one of the most essential skills you can develop at U-M. Creating a supportive campus where curiosity and disagreement go hand in hand makes uszelf and others learn, grow and discover together.

Learn more about creating and maintaining a respectful environment on campus and expectrespect.umich.edu
Gold Award Winners

OVPC Marketing

Best Video PSA or Commercial Spot
Always Leading, Forever Valiant
Gold Award Winners

LSA

Best Alumni/Institution Magazine
LSA Magazine

Excellence in Illustrations
LSA 200 Cover Illustration
Gold Award Winners

School of Nursing

Excellence in Feature Writing, Series

Faculty Impact

Faculty | Impact
---|---
"To see people go from almost dying and then to see them a few months later living a normal and full life, that's what is most satisfying to me."
- Jesus M. Casida, PhD, RN, APN-C
UMSN Assistant Professor

Faculty | Impact
---|---
"If we're going to improve health overall in this country, we have to help the people who need it the most. If we don't, we'll continue to have disparities."
- Megan Eagle, MSN, MPH, FNP-BC
UMSN Clinical Instructor

Faculty | Impact
---|---
"Trauma from sexual assault has huge implications on physical, reproductive and mental health. It's not just the immediate health care concerns, but also the implications for chronic health problems."
- Michelle Munro-Kramer, PhD, CNM, FNP-BC
UMSN Assistant Professor

Faculty | Impact
---|---
"An emphasis on developing shared understanding needs to happen because the single focus on receiver-sender communication doesn't work by itself. Having more than one view of communication is critical for developing effective strategies to reduce patient harm."
- Milisa Manojlovich, PhD, RN, CNRN
UMSN Associate Professor
Gold Award Winners

Medical School

Best Institutional Website

*Medical School Website*
FEATURED PRESENTATION
CRISIS COMMUNICATIONS

ISSUES MANAGEMENT

Kim Broekhuizen
Associate Director for Public Affairs
Office of the Vice President for Communications

Rick Fitzgerald
Assistant Vice President for Public Affairs
Office of the Vice President for Communications
Office of Public Affairs

- Forecasts and manages *emerging issues* in higher education.
- Develops *communication strategies* to advance major university priorities and initiatives.
- Provides *confidential communication* advice to individuals and units.
- Accurately informs the *university community* and *media* in a timely manner.
- Handles *crisis communications* for the university.
- Serves as the central *public voice* for the university.
How to reach Public Affairs?
Email: public.affairs@umich.edu
Phone: (734) 936-5190
Public Affairs provides background information on topics of current and continuing interest to members of the U-M community, alumni, the general public and the media through its **Key Issues** website. Information is also shared on our Twitter page.

Twitter: @UMPublicAffairs

Website: publicaffairs.vpcomm.umich.edu/key-issues
When facing a crisis …

• You are **not alone**. Public Affairs is here to lend **support**.
• Take **responsibility**; be the bearer of your own bad news.
• Respond **quickly** and **honestly**; be accountable.
• Describe how you are **fixing the problem** so it will not occur again.
• Speak with **one voice**.
• Aim for **transparency** and **consistency**.
• Work hard to bring **accuracy** and **balance** to all media.
Facing a potential issue …

Anticipate: Scan the horizon, look for trends across all media — including social media — ask questions.

Prepare: Establish response team, practice tough questions, speak in a unified voice.

Respond: With integrity and speed.

No surprises: If something seems wrong or an issue is brewing, contact Public Affairs at 734-936-5190 or public.affairs@umich.edu
To All Members of the University of Michigan Community:

I apologize for the short notice to our community, as many are already heading out of town for the holiday. We only today have finalized plans for how we will proceed, and we wanted to share this information as soon as possible, knowing that we will continue to have conversations in the coming weeks.

After consulting widely with many members of our community, I made the difficult decision to begin discussions with Richard Spencer’s group to determine whether he will be allowed to rent space to speak on the University of Michigan campus. If we cannot

Quick links
- Freedom Speech Statement (October 2017)
- Freedom of Speech and Artistic Expression policy
- Faculty Senate Statement on Academic Freedom
- Statement of Student Rights and Responsibilities
- General Guidelines for Facility & Space Use
- Central Campus Diag/North Campus Gerstacker Grove Policies & Procedures

Resources
- Expect Respect
- Report a bias-related incident
- U-M Police Department
- Center for Campus Involvement
- Counseling and Psychological Services
- Dean of Students Office
- Diversity, Equity & Inclusion
- Office for Institutional Equity

News Media
- U-M Free Speech Experts
- University Record: U-M will consider renting space to white supremacist speaker (11/21/17)
myumi.ch/twitter-alert
Questions?
SHOW & TELL

The Michigan Engineer News Center

Jennifer Judge Hensel | C&M Senior Director, Engineering
Home for engineering storytelling

Latest two-legged walking robot arrives at Michigan

How self-driving cars can be safer with connected technology

Thruster for Mars mission breaks records

FROM THE EDGE OF THE ARCTIC

BUILDING A STRONGER HAITI WITH CHOCOLATE
Home for engineering storytelling

NINE MONTHS
to finish a new News Center
Start with a Sprint
Start with a Sprint

LIGHTNING DEMOS

HEAT MAPPING
OUR MISSION!

To create a home for our storytelling that encourages our target audiences to explore and come back.

How might we:

• Be respectful of audience & time?
• Make it emotionally appealing?
• Make sharing easy and enticing?
Design Features

TWEETABLE QUOTES

CTA BOXES

TAGS
Design Features

MORE STORIES

HOMEPAGE ON EVERY STORY PAGE
Kevlar-based artificial cartilage mimics the magic of the real thing

by Torc McAlpine | Michigan Engineering | November 17, 2017

In spite of being 80 percent water, cartilage is tough stuff. Now, a synthetic material can pack even more H2O without compromising on strength.
Lessons Learned

LOAD TIME 😞
TECH VS. CONTENT
JOY VS. USERS 😞
UPKEEP IS TIRING
Successes

To create a home for our storytelling that encourages our target audiences to **explore** and **come back**.

- **480%** Return Users
- **130%** Site Sessions
- **700x** Sharing
- **2700x** Exploring
Successes

To create a home for our storytelling that encourages our target audiences to **explore** and **come back**.

- POLISHED
- CLEAN
- TRUSTWORTHY

MORE LIKELY TO COME BACK

“I’m obsessed with your new News Center!”
WITH HELP FROM.....

Ali Cabadas, Web Specialist
Alison Wells, Digital Marketing Manager
Amy Whitesall, Web & Usability Specialist
Ben Logan, Senior Digital Strategist
Brad Whitehouse, Alumni Editor
Charles Amyx, Digital Design Lead
Dan Kim, former Executive Director
David Duenn, Web Applications Developer
Esther Eppele, Senior Web Administrator
Huong Nguyen, Web Content Intern
Jennifer Judge Hensel, Senior Director
John Leftwich, former UX Expert
Josh Walker, Web Developer
Kate McAlpine, Asst News Editor
Marcin Szczepanski, Multimedia Editor
Max Darr, Web Content Intern
Nicole Casal Moore, News Director
Nicole Heffernan, Web Services Manager
Zihan Li, Web Design Intern
THANK YOU
jjhensel@umich.edu