UPDATES
UPDATES: New employees

Natalie Boe  
Account Manager, Michigan Creative

Steve Busch  
Brand Manager, OVPGC

John Trierweiler  
CMO, Ross School of Business
UPDATES: Penny W. Stamps

PUBLIC EVENTS & LECTURES
Jennifer Karady & Paul Rieckhoff
On September 27 at 5:00 pm, the Penny Stamps Speaker Series presents Jennifer Karady & Paul Rieckhoff.

EXHIBITIONS
Embodiment: Undergraduate
This juried exhibition of undergraduate work, coinciding with an exhibition featuring professional work made internationally, will be on display in Slauson Lounge Sept. 21 - Oct. 19.

Stamina

NEWS
Gift to Transform U-M’s School of Art and Design
The University of Michigan Board of Regents approved Thursday the renaming of the School of Art & Design to the Penny W. Stamps School of Art and Design. Read the press release here.
UPDATES: Notable news

- Hill Auditorium is 100
- Wallenberg Centennial
- President Coleman’s Leadership Breakfast/Speech
- Record/Record Update revamp
- New Director of Digital Services
  - Planning for digital/mobile direction
- Planning for President’s trip to India 2013/1014
FEATURED EVENT
MICHIGAN:
Looking Back. Moving Forward.
U.S. & INTERNATIONAL MEDIA STORIES:
Looking Back. Moving Forward.
U-M MEDIA PRESENCE: International

(also excludes athletic stories)

Canada, 9,342
Chile, 629
China, 3,865
Colombia, 682
Cyprus, 280
Denmark, 430
Dominican Republic, 213
Ecuador, 145
France, 984
Germany, 3,629
Guatemala, 268
Hong Kong, 446
India, 3,578
Italy, 995
Japan, 376
Mexico, 3,404
Netherlands, 378
New Zealand, 270
Norway, 268
Peru, 536
Singapore, 736
Slovakia, 65

Cameroon, 54
Bulgaria, 291
Brazil, 91
Bolivia, 101
Belgium, 290
Austria, 504
Australia, 1,676
Armenia, 79
Argentina, 951
Venezuela, 571
United Kingdom, 5,078
United Arab Emirates, 195
Thailand, 79
Taiwan, 380
Switzerland, 284
Sweden, 409
Spain, 4,728
South Africa, 393
U-M MEDIA PRESENCE: International

(also excludes athletic stories)

40 COUNTRIES
47,661 STORIES
U-M MEDIA PRESENCE: U.S. based

U-M - U.S. - July 2011 - June 2012

US, The East, 60,170
US, The Midwest, 44,785
US, The Northeast, 7,105
US, The South, 38,372
US, The Southwest, 3,634
US, The West, 17,057
US, The Middle Atlantic, 10,402

181,725 STORIES
U-M MEDIA PRESENCE: **U.S. based**

**U-M - U.S. - July 2011 - June 2012**

- US, The East, 60,170
- US, The Midwest, 44,785
- US, The Northeast, 7,105
- US, The South, 38,372
- US, The West, 17,057
- US, The Southwest, 3,634

181,725 STORIES

Laura Lessnau
llessnau@umich.edu
U-M MEDIA PRESENCE: Peer comparison

**January–June 2012**

<table>
<thead>
<tr>
<th>Month</th>
<th>University of Michigan</th>
<th>Duke</th>
<th>Northwestern</th>
<th>University of Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan '12</td>
<td>18,644</td>
<td>11,425</td>
<td>9,126</td>
<td>9,555</td>
</tr>
<tr>
<td>Feb '12</td>
<td>18,196</td>
<td>12,688</td>
<td>8,153</td>
<td>8,640</td>
</tr>
<tr>
<td>Mar '12</td>
<td>19,212</td>
<td>10,295</td>
<td>9,768</td>
<td>8,645</td>
</tr>
<tr>
<td>Apr '12</td>
<td>20,219</td>
<td>10,182</td>
<td>8,226</td>
<td>6,987</td>
</tr>
<tr>
<td>May '12</td>
<td>19,392</td>
<td>11,846</td>
<td>11,631</td>
<td>7,756</td>
</tr>
<tr>
<td>June '12</td>
<td>17,487</td>
<td>11,858</td>
<td>11,399</td>
<td>9,851</td>
</tr>
</tbody>
</table>
U-M MEDIA PRESENCE: Peer comparison

**JANUARY–JUNE 2012**

<table>
<thead>
<tr>
<th></th>
<th>Jan ’12</th>
<th>Feb ’12</th>
<th>March ’12</th>
<th>April ’12</th>
<th>May ’12</th>
<th>June ’12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hits</td>
<td>18,717</td>
<td>18,196</td>
<td>19,212</td>
<td>20,219</td>
<td>19,392</td>
<td>18,905</td>
</tr>
<tr>
<td></td>
<td>18,644</td>
<td>16,733</td>
<td>18,238</td>
<td>17,638</td>
<td>18,303</td>
<td>17,487</td>
</tr>
<tr>
<td></td>
<td>7,098</td>
<td>6,709</td>
<td>5,539</td>
<td>7,361</td>
<td>8,314</td>
<td>7,720</td>
</tr>
<tr>
<td></td>
<td>6,248</td>
<td>4,484</td>
<td>5,189</td>
<td>5,691</td>
<td>8,064</td>
<td>7,642</td>
</tr>
</tbody>
</table>

**Total Stories Jan–June ’12**

- University of Michigan: 113,150
- Stanford: 113,242
- UC-Berkeley: 37,318
- UT Austin: 42,741
GLOBAL:
Looking Back. Moving Forward.
GLOBAL: Achievements

• Simon Award
GLOBAL: Achievements

- Simon Award
- Portal en Español web update
GLOBAL: Achievements

- Simon Award
- Portal en Español web update
- Weibo Account (China’s Twitter)
  – Contact: Bill Foreman

Bill Foreman
wforeman@umich.edu
GLOBAL: Achievements

- Simon Award
- Portal en Español web update
- Weibo Account (China’s Twitter)
  – Contact: Bill Foreman
- #12 Times Higher Education
  – World Reputation Rankings March 2012
GLOBAL: Achievements

- Simon Award
- Portal en Español web update
- Weibo Account (China’s Twitter)
  - Contact: Bill Foreman
- #12 Times Higher Education
  - World Reputation Rankings March 2012
- Bi-lingual communications support for President’s trip to Brazil
  - Follow #MGoBrazil

Bill Foreman
wforeman@umich.edu

Kallie Michels
kallie@umich.edu
GLOBAL: Achievements

- Simon Award
- Portal en Español web update
- Weibo Account (China’s Twitter)
  - Contact: Bill Foreman
- #12 Times Higher Education
  - World Reputation Rankings March 2012
- Bi-lingual communications support for President’s trip to Brazil
  - Follow #MGoBrazil
- Global communications team
  - Contact: Kallie Michels

Bill Foreman
wforeman@umich.edu

Kallie Michels
kallie@umich.edu
GLOBAL: Global portal
GLOBAL: Global portal

Bill Foreman
wforeman@umich.edu
BRANDING:
Looking Back. Moving Forward.
BRANDING: **Highlights**

- Executive Marketing Council
  - Cross-campus marketing steering committee

Matt Schlientz  
mattsc@umich.edu

Steve Busch  
sfbusch@umich.edu
BRANDING: **Highlights**

- Executive Marketing Council
  – Cross-campus marketing steering committee
- Brand Manager

Matt Schlientz  
mattsc@umich.edu

Steve Busch  
sfbusch@umich.edu
BRANDING: **Highlights**

- Executive Marketing Council  
  – Cross-campus marketing steering committee
- Brand Manager
- Comprehensive brand study

**Matt Schlientz**  
mattsc@umich.edu

**Steve Busch**  
sfbusch@umich.edu
BRANDING: Highlights

- Executive Marketing Council
  – Cross-campus marketing steering committee
- Brand Manager
- Comprehensive brand study
- Agency of Record (AOR) for U-M
BRANDING: **Highlights**

- Executive Marketing Council
  - Cross-campus marketing steering committee
- Brand Manager
- Comprehensive brand study
- Agency of Record (AOR) for U-M
- Contacts: **Matt Schlientz**, Director of Marketing
  **Steve Busch**, Brand Manager

---

Matt Schlientz  
mattsc@umich.edu

Steve Busch  
sfbusch@umich.edu
BRANDING: **Key differentiators**

“PUBLIC POWERHOUSE”
“PUBLIC POWERHOUSE”

• Academic excellence –
  95 graduate programs in the top ten
BRANDING: **Key differentiators**

“PUBLIC POWERHOUSE”

- Academic excellence – 95 graduate programs in the top ten
- Global reach
BRANDING: **Key differentiators**

“PUBLIC POWERHOUSE”

- Academic excellence – 
  95 graduate programs in the top ten
- Global reach
- School spirit and tradition that permeates
BRANDING: **Key differentiators**

“PUBLIC POWERHOUSE”

- Academic excellence – 
  95 graduate programs in the top ten
- Global reach
- School spirit and tradition that permeates
- Worldwide alumni network
BRANDING: Key differentiators

“PUBLIC POWERHOUSE”

• Academic excellence –
  95 graduate programs in the top ten
• Global reach
• School spirit and tradition that permeates
• Worldwide alumni network
• Diversity and social equity focus
BRANDING: **Key differentiators**

“PUBLIC POWERHOUSE”

- Academic excellence –
  - 95 graduate programs in the top ten
- Global reach
- School spirit and tradition that permeates
- Worldwide alumni network
- Diversity and social equity focus
- Public Ethos:
  - We expect to make a positive impact in the world
SOCIAL MEDIA:
Looking Back. Moving Forward.
SOCIAL MEDIA: **Highlights**

• Social Media Director

Jordan Miller
jordanml@umich.edu
SOCIAL MEDIA: **Highlights**

- Social Media Director

- Facebook growth (Sept. 2011–Sept. 2012)
  - 104,000 more LIKES
  - Up nearly 30%

**Jordan Miller**
jordanml@umich.edu
SOCIAL MEDIA: **Highlights**

- Social Media Director

- Facebook growth (Sept. 2011–Sept. 2012)
  - 104,000 more LIKES
  - Up nearly 30%

- Twitter growth
  - 1,500 to 23,000
  - Over 1,500% increase
  - Engaged users: @umich
  - @umichstudents

Jordan Miller
jordanml@umich.edu
SOCIAL MEDIA: Highlights

- UM social media blog: socialmedia.umich.edu

Jordan Miller
jordanml@umich.edu
SOCIAL MEDIA: **Highlights**

- UM social media blog: [socialmedia.umich.edu](http://socialmedia.umich.edu)
- Hashtags:
  - #umich
  - #goblue
  - #Umsocial
  - #umicharts
  - #UMinstagram

Jordan Miller
jordanml@umich.edu
SOCIAL MEDIA: Highlights

• UM social media blog:
  socialmedia.umich.edu

• Hashtags:
  #umich   #goblue
  #Umsocial #umicharts
  #UMinstagram

• Voice to the student population:
  @Umichstudents

Jordan Miller
jordanml@umich.edu
THE YEAR AHEAD:
Looking Back. Moving Forward.
YEAR AHEAD: **Entrepreneurship & Innovation**

Kallie Michels
kallie@umich.edu
YEAR AHEAD: The Arts

Lee Doyle
leedoyle@umich.edu

Frank Provenzano
fproven@umich.edu
YEAR AHEAD: History & Tradition

NEW HERITAGE SITE

Ruth Bacon Buchanan corresponded with thousands of Michigan students who went off to war. Her archive is extraordinary documentation of lives anchored at U-M in the midst of the world crisis.

Kim Clarke
kdclarke@umich.edu
YEAR AHEAD: **Sustainability**

**PLANET BLUE**

**how to be a green wolverine**

2012-2013 student sustainability guide

- **climateaction:** tips for reducing greenhouse gas emissions, with a focus on sustainable transportation options.
- **waste prevention:** a wide range of helpful hints for recycling and reducing waste.
- **healthy environments:** facts and suggestions for conserving water, protecting water quality, and eating sustainable foods.
- **community awareness:** how to get involved as a “Green Wolverine” with a focus on undergraduate student opportunities.
- **green market:** a handy reference section to sustainability-minded shops, businesses, and organizations.

Dave Reid
dtreid@umich.edu
YEAR AHEAD: Branding

• Brand “M” forum
YEAR AHEAD: Branding

- Brand “M” forum
- Graphic identity upgrades under development

Steve Busch  sfbusch@umich.edu
Kelly Fuligni  kfuligni@umich.edu
YEAR AHEAD: **Branding**

- Brand “M” forum
- Graphic identity upgrades under development
- Brand tool kit: Winter 2013
YEAR AHEAD: **Branding**

- Brand “M” forum
- Graphic identity upgrades under development
- Brand tool kit: Winter 2013
- New marketing campaign: Winter 2013
  - New PSA
  - Development campaign theme
  - Undergrad admit materials
  - Web and social presentation

**Steve Busch**  
sfbusch@umich.edu

**Kelly Fuligni**  
kfuligni@umich.edu
YEAR AHEAD: Social Media

• Social Media managers forum

Jordan Miller
jordanml@umich.edu
YEAR AHEAD: Social Media

- Social Media managers forum
- YouTube skin and channels
YEAR AHEAD: **Social Media**

- Social Media managers forum
- YouTube skin and channels
- U-M Social website for all resources

*Jordan Miller*

[Email] jordanml@umich.edu
YEAR AHEAD: **Social Media**

- Social Media managers forum
- YouTube skin and channels
- U-M Social website for all resources
- Best practices/guidelines

**Jordan Miller**
jordanml@umich.edu
YEAR AHEAD: Social Media

- Social Media managers forum
- YouTube skin and channels
- U-M Social website for all resources
- Best practices/guidelines
- New social media specialist – searching now

Jordan Miller
jordanml@umich.edu
YEAR AHEAD: **Social Media**

- Social Media managers forum
- YouTube skin and channels
- U-M Social website for all resources
- Best practices/guidelines
- New social media specialist – searching now
- “Hub and spoke” strategy for campus

*Jordan Miller*

jordanml@umich.edu
YEARS AHEAD: Global

- Ambassador tool kit
YEAR AHEAD: **Global**

- Ambassador tool kit
- Worldwide news service: selected University news translated into several languages

Bill Foreman  
wforeman@umich.edu

Vivianne Schnitzer  
vsh@umich.edu
YEAR AHEAD: Global

• Ambassador tool kit

• Worldwide news service: selected University news translated into several languages

• Considering development of regional e-news for global distribution

Bill Foreman
wforeman@umich.edu

Vivianne Schnitzer
vsh@umich.edu
YEAR AHEAD: Global

• Ambassador tool kit

• Worldwide news service: selected University news translated into several languages

• Considering development of regional e-news for global distribution

• Follow @GlobalMichigan

Bill Foreman
wforeman@umich.edu

Vivianne Schnitzer
vsh@umich.edu
YEAR AHEAD: **Global**

- Ambassador tool kit
- Worldwide news service: selected University news translated into several languages
- Considering development of regional e-news for global distribution
- Follow [@GlobalMichigan](https://twitter.com/GlobalMichigan)
- Begin prep for President Coleman’s trip to India—2013/2014
YEAR AHEAD: Public Affairs

- Issues management

Kelly Cunningham
kecunham@umich.edu
YEAR AHEAD: Public Affairs

- Issues management
- Crisis communications

Kelly Cunningham
kecunham@umich.edu
YEAR AHEAD: Public Affairs

• Issues management
• Crisis communications
• Planning ahead when possible is critical

Kelly Cunningham
kecunham@umich.edu
YEAR AHEAD: Public Affairs

- Issues management
- Crisis communications
- Planning ahead when possible is critical
- Responsiveness in a crisis is key

Kelly Cunningham
kecunham@umich.edu
YEAR AHEAD: **Public Affairs**

- Issues management
- Crisis communications
- Planning ahead when possible is critical
- Responsiveness in a crisis is key
- Contact: **Kelly Cunningham**, Director of Public Affairs

Kelly Cunningham
kecunham@umich.edu
TAKE-AWAYS
TAKE-AWAYS: **Key notes**

- Identifying stories of mutual benefit in university themes
TAKE-AWAYS: Key notes

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
TAKE-AWAYS: Key notes

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
- Ensure audience focus and appeal
TAKE-AWAYS: **Key notes**

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
- Ensure audience focus and appeal
- Focus on visual, interactive, multi-media
TAKE-AWAYS: **Key notes**

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
- Ensure audience focus and appeal
- Focus on visual, interactive, multi-media
- Properly brand with the Block M and key messages
TAKE-AWAYS: **Key notes**

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
- Ensure audience focus and appeal
- Focus on visual, interactive, multi-media
- Properly brand with the Block M and key messages
- Integrated communication strategy
TAKE-AWAYS: **Key notes**

- Identifying stories of mutual benefit in university themes
- Highlight U-M differentiators
- Ensure audience focus and appeal
- Focus on visual, interactive, multi-media
- Properly brand with the Block M and key messages
- Integrated communication strategy
- Call EARLY – re: issues management or crisis
TAKE-AWAYS: **Show and tell**

- Filmic 2012 welcome back: [This is Michigan](#)
- College of Engineering: [Gaming for the greater good](#)
- Ross School of Business: [Socializing graduation](#)
- Alumni Association: [Rebranding](#)
- Michigan Creative: [2012 undergrad view book](#)
- Start of the Michigan day: [Mary Sue Coleman](#)
Q & A
COMMUNICATORS’ FORUM: Future topics

- Issues management: good news, bad news
- Research at U-M featuring Steve Forrest
- Q&A President Mary Sue Coleman and Provost Phil Hanlon
- U-M brand deep dive
- History & Tradition featuring Kim Clarke
- Storytelling – day-long conference
- Development campaign updates