Today’s Agenda

• **Featured Event:** A Conversation with President Schlissel
• **Show & Tell:** U-M Library — Getting the Word Out
• **Show & Tell:** Workplace for Campus Communicators
• **Updates:** Congratulations to…
WELCOME
Communicators’ Forum — February 8, 2018
A CONVERSATION WITH PRESIDENT MARK SCHLISSEL
AND KALLIE MICHELS, VICE PRESIDENT FOR COMMUNICATIONS
SHOW & TELL

GETTING THE WORD OUT

Alan Piñon  |  Director of Communication and Marketing, U-M Library
• Capturing the University’s past and present through the stories of its people
  — StoryCorps

• Promoting great Library resources with current and prospective students and faculty
  — Student & Faculty Guides

• Using Library resources in your own communication projects
  — New Year greeting
Julie Herrada and Ari Weinzweig
Anarchism isn’t what you think

Lemar Thomas and Laurita Thomas
Do good for others

Andy Nam and Moon-Sook Nam
South Korea to Michigan
Campus Partners:

Alumni Association
Michigan News
The University Record
U-M Social Media
Hear the stories:

magazine.lib.umich.edu/storycorps
MLibrary.Communications@umich.edu

(We’re friendly…)

[Image of a squirrel and a bat]
If you have one of these…

…you can borrow from the U-M Library collections.
Looking for visuals? Images available here.
SHOW & TELL

WORKPLACE FOR CAMPUS COMMUNICATORS

Nikki Sunstrum | Director of Social Media, OVPC
Ed Chinevere | Brand Account Manager, OVPC
I'm very excited to introduce you all to Ed Bottomley who has replaced Rich Retyi, following his move to the A2 Library. I met with Ed this morning and he is going to be an amazing addition to our social leadership team. Ed feel free to share a bit about yourself, and everyone please offer him a warm welcome!
Let’s Get to Work(place)

1. Complete your profile
2. Follow a friend
3. Join a group
4. Leave a comment
5. Share content that matters
6. Build a community

universityofmichigan.facebook.com
Join Communicators’ Forum on Workplace

- Connect with other campus communicators
- Share best practices
- Ask questions
- Highlight collaboration opportunities

universityofmichigan.facebook.com/groups/commforum
Wanted: Innovators who think outside The Cube.

$2,000 individual staff member and $3,000 team award available. Application deadline: February 28, 2018.

innovationaward.umich.edu
UPDATES: Congratulations to...

Alyssa Brandon
Communications Coordinator
TeachingWorks, School of Education

Suzanne Kowalchyk
Account Manager
Michigan Creative

Charlotte Lamontagne
Social Media Manager
U-M Social

Lauren Love
Public Affairs Representative
Public Affairs

Henry Mochida
Communications Specialist
Program on Intergroup Relations, Spectrum Center, Multi-Ethnic Student Affairs

Katherine Pearson
Communications Specialist
Detroit Urban Research Center, School of Public Health

Andrea Schuitman
Marketing & Communications Specialist
Integrative Systems + Design, College of Engineering
THANK YOU

You can go back to work now :)

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