Today’s Agenda

• **Presentation:** Research Safety in Media
• **Updates:** Congratulations to…
• **Summer Subgroup Sessions:** Design, Marketing, Multimedia, Web Development, and Writing
WELCOME
Communicators’ Forum — July 25, 2019
RESEARCH SAFETY IN MEDIA
KARL JEPSEN AND DANIELLE SHEEN
In Spring 2015, President Mark Schlissel introduced a plan to enhance the culture of safety in research at U-M. This was in response to several tragic accidents that had occurred across the country in academic institutions. Some of the efforts of this plan involve following best practices in regard to the use of personal protective equipment such as safety glasses, gloves and lab coats while in the laboratory.
Challenge

• What are the rules?
• Photographers are not experts, nor are they responsible for the enforcement of safety rules
• Some articles/images have had to be removed after publication
Expectations

• Have a conversation about the expectations for safety during planning stages
  — Leaders and best in promoting safe work behavior
  — Perception vs. reality to unknowing public eye
  — Reality that images may be taken down if not perceived as safety-focused
  — Look for consistency throughout in addition to proper use
• Ask what is required for those behind the scenes as well
Important Rules

• General guidance: If there are chemicals or other obvious hazards shown, safety glasses at a minimum should be worn.
• If they are actively handling chemicals, safety glasses, lab coat and gloves should be worn.
• No food and drink in labs.
Example of a Best Practice

Hey guys.
>> [Unison] Hi!
Example of a Best Practice

Outreach efforts aid underrepresented students

By Selby Merchant
The University Record

Stephanie Camarena says she didn’t know anything about college before participating in a University of Michigan summer research program. Before her senior year at Detroit’s Cass Technical High School, she joined D-BISE, an initiative that provides on-campus housing and research laboratory internships to Michigan high school students.

The program’s goal is to expose students to the research enterprise and inspire students from underrepresented backgrounds to pursue a career in the sciences.

For Camarena, the program affirmed her passion for science and gave her an inside look into the world of higher education — a precious opportunity given that she would be a first-generation college student.

Along with gaining research experience at the School of Public Health, the program linked Camarena to various resources. She learned about financing her education from the Office of Financial Aid, and received feedback on her admissions essays from

The D-BISE program is one of many ways U-M faculty and staff engage in educational outreach to serve Michigan communities.

Aligning with the university’s initiatives to enhance public engagement and diversity, equity and inclusion, educational outreach programs can help create a pipeline for underrepresented students to gain access to the university.

But for many outreach programs, the goal is not just to introduce students to U-M — it’s to expose students to higher education and careers, build relationships with local communities, and ultimately help students see college as an option for their futures.

“We’re a public institution, we have some of the most amazing faculty in the world, and we’re in a state that is declining in terms of educational outcomes for students,” said Kim Ligons, the director of U-M’s Center for Educational Outreach. “So we see this as really taking the great expertise and resources we harness on our campus and contributing to the state in a meaningful way that will also really make a
Example of Non-Compliance
Example of Non-Compliance
Example of a Best Practice
Example of Non-Compliance
Consistency is Important
Consistency is Important
Example of Non-Compliance
Example of Non-Compliance
Example of Non-Compliance
(Life vests needed)
Example of Non-Compliance
(Fall hazard)
QUESTIONS?

Please reach out to Danielle Sheen by emailing her at drsheen@umich.edu or calling her at 734-647-1143.
UPDATES: Congratulations to…

Beth Ann Hamilton
Program Manager
OB/GYN (Division of Reproductive Endocrinology and Infertility)

Maddy Van Remmen
Graphic Designer and Web Administrator
School for Environment and Sustainability (SEAS)

Mohi Shakibafar
Communications Specialist
Department of Cell & Development Biology

Lauren Slagter
Communications Specialist
Poverty Solutions

Briana Weiss
Digital Media Specialist
Michigan Creative
SUMMER SUBGROUP SESSIONS
DESIGN, MARKETING, MULTIMEDIA, WEB DEVELOPMENT, AND WRITING
What are specialty subgroups?

Subgroups, led by marketing and creative professionals from across campus, allow you to connect with U-M employees who have similar roles and interests.

Design • Marketing • Multimedia
Web Development • Writing

Additional networks include:
Enrollment Management • Health
Social • Research
Subgroup Leaders

- **Design:** Kelly Fuligni
- **Marketing:** Elizabeth Parkinson + Corynn Myers
- **Multimedia:** Roger Hart + Marcin Szczepanski
- **Web Development:** Ben Schaaf
- **Writing:** Laura Lessnau + Deborah Holdship
Workplace Groups

General: Communicators’ Forum

Specialty Subgroups:
- Design: U-M Designers
- Marketing: Marketing Strategy
- Multimedia: Multimedia at U-M
- Web Development: Web Development
- Writing: U-M Writers’ Subgroup

Sector Subgroups:
- Health: Health Communicators’ Forum
- Social Leadership: Social@Michigan
- Enrollment: Office of Enrollment Management (OEM)
SAVE THE DATE

October 24