A CONVERSATION WITH U-M CHIEF HEALTH OFFICER PREETI MALANI, MD, MSJ
AND KALLIE BILA MICHELS, VICE PRESIDENT FOR COMMUNICATIONS
Congratulations to

Betsy Erikson Brown

Assistant Vice President
for Marketing Communications
UPDATES: Congratulations to...

John Rodriguez, Jr.
Marketing and Communications Lead
OAMI

Judy Galens
Communications Manager
Office of Advancement, SMTD

Jess Brassard
Graphic Designer
OVPR

Brittni Delmaine
Editor Associate, Survey Research
ISR

Margaret Lee
Web Developer
Michigan Creative
Chris Kolb
Vice President for Government Relations
Advancing the mission and goals of the University of Michigan through the cultivation of local civic, community, state and federal government relationships.
We direct the University’s interactions at the local, state and federal levels.

- Planning the institution’s initiatives and response to public policy proposals
- Assessing legislative, administrative and regulatory activities as they pertain to the University and our partners
- Developing and maintaining relationships with government agencies and officials
- Facilitating faculty engagement with legislative bodies through direct contact or committee testimony
- Ensure the public mission is effectively communicated through campus visits from policymakers
Governments Relations and Communications has a deep partnership including (but not limited to) several initiatives:

**Michigan Impact**

Addressing Local and Global Challenges

The University of Michigan has never been away from its biggest challenges. From responding to crises, to serving as a breeding ground for intellectual diversity, the Michigan community is committed to improving our community, our state and our world.

**This is Michigan**

Every day, the University of Michigan is transforming lives. It’s not just on our campuses.

From helping a cherry farmer in Lake Leelanau find his voice again to developing the potential of high school students in Detroit and working with Niles library staff to creatively engage their community, we’re working to improve the quality of life — for all of us — across the state of Michigan.

Explore the stories below to learn more:

- **Black-owned bookstore blends culture and community in Flint**
- **Cass coasters: Reclaiming glass and wood and purpose**
- **Bringing art back: U-M’s Seven Mile offers free after-school music, art and coding to kids in Detroit**

**U-M Social**

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https://impact.govrel.umich.edu/

https://impact.govrel.umich.edu/category/this-is-michigan/

https://socialmedia.umich.edu/
Challenging political landscape
- Term limits requiring constant relationship building
- Lack of support of mission of research and higher education
- Divestment from higher education

Decrease in support from the public as it relates to higher education

Polls show a decrease in support
- Association of American Universities
- American Council on Education report from Winston
- Anecdotal
Identifying stories that communicate the positive impact of U-M to the broad and diverse state of Michigan

Being strategic in the distribution of stories to an external audience

Ensuring key audiences are made aware of the positive impact of the University across the state

What we think is great news in Ann Arbor does not resonate elsewhere
Identifying stories that communicate the positive impact of U-M to the broad and diverse state of Michigan

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Let us know what you are doing.
Consider a non-U-M audience.
Title to put the community first

Identify your non-U-M audience, and find ways to reach them.

Mention/tag on social media.
 legislator, counties, cities, municipalities, upper peninsula, etc.
Connect with local News outlets

Find stories that speak to communities that may feel under-served
Internal survey data and focus groups show that U-M is most effective when:

- The story is told with the recipient as the lead
- A connection to U-M is established

Identify Allies

Resonate Externally

Collect and track impactful stories

Engage with decision makers
Successes

- GovRel worked with faculty to secure state funding
- Distributed the video directly to legislators

Room for Improvement

- Tagging local governments to draw their attention to the student and/or U-M activities
- Making the local community a part of the headline
Questions?

Contact Us:

Learn more about us: www.govrel.umich.edu/

Call us: 734-763-5554

Reach out to our team: www.govrel.umich.edu/index.php/staff/

Share Impact Stories: impact.govrel.umich.edu/share-your-stories/
THANK YOU