

Medical School Communications Strategic Plan

OFFICE OF COMMUNICATIONS

z.umn.edu/medcomm

smorean@umn.edu, 612-624-9912
D136 Mayo Memorial Building
420 Delaware Street S.E.
Minneapolis, MN 55455

OVERVIEW

The University of Minnesota Medical School is a large institution made up of 27 departments and over 3000 faculty members. It is the faculty's role to achieve the overall goals of the Medical School through research, patient care, education, and leadership. Our internal communications are designed to support and inspire their efforts, promote the dean's vision for the school, and appeal to future students, staff, and faculty who would enhance the school's reputation as a world-class medical school.

CORE STRATEGY

Medical School communications advance change, promote conversation, and inspire action. Key strategies focus on sharing stories that celebrate excellence in our community and reinforce a common sense of community, dedication, and pride in the important role that the Medical School plays in the state.

COMMUNICATIONS MANAGER

The Medical School communications manager translates top-level initiatives into communications strategies and projects, manages internal communications properties, and promotes our school as a destination for both students and researchers.

Medical School Communications Strategic Plan

CHALLENGES

While the Medical School is vast, spanning two campuses, its dedicated communications staff is quite small. Whereas most other schools in the University have a team of workers supporting content creation, story gathering, website maintenance, social media, newsletters, mass email support, direction and strategy, marketing, event planning, etc., the Medical School has a single communications manager to rely on. This person is housed in the Academic Health Center Office of Communications and receives limited assistance from colleagues in this area.

OPPORTUNITIES

The Medical School makes up a large part of the University's identity and employs more researchers than any other school on the Twin Cities campus. Leadership is invested in our school, and directs attention and resources to this area.

PARTNERS

Stories featuring the Medical School are often developed by the departments, University of Minnesota Physicians, UMN Health, Health Talk, University Relations, the Office of the Vice President for Research, University of Minnesota Foundation, Minnesota Medicine, and local media and national media. Whenever possible, we recommend stories ideas to these sources. Media stories are pitched by the AHC Office of Communications PR team.

Medical School Communications **Strategic Plan**

Goals

1. Support the strategic plan
2. Excite potential students, staff, and faculty about our great culture
3. Reflect the voice and diversity of the Medical School community
4. Provide a structure that allows all communications in the Medical School to be excellent
5. Work within our means

Medical School Communications Strategic Plan

1. Support the Strategic Plan

OVERVIEW

- Make it impossible for faculty to NOT understand the goals of the strategic plan
- Maintain voice and vision of the plan in all communications with the dean's signature

TACTICS

- Cultivate a culture of excellence through our homepage content curation, and develop stories for the sole purpose of being on the front page
- Develop poster series highlighting faculty who are excellent in education, research, clinical care, and leadership
- Reinvigorate Moving Forward email series and work to maintain consistent release of this feature email

Medical School Communications Strategic Plan

2. Excite potential students, staff, and faculty about our great culture

OVERVIEW

- Be present in the spaces where our 'prospective community' is having conversations
- As much as possible, reflect both our campuses -- Twin Cities and Duluth -- in our communications

TACTICS

- Get approval for a small budget that could be used to enhance our message or accessibility (ads, etc.)
- Establish student blogger role with defined tasks, tools, and opportunities for the student
- Create a strong narrative for #UMNmedstudent hashtag through planned microblogging tasks by student blogger
- Create opportunities to promote life in Minnesota using the #discoverUMNmed hashtag
- Create a planning document to explore LinkedIn opportunities for connecting with faculty
- Maintain a relationship with the Duluth campus through regular calls and occasional emails
- Showcase Minnesota, the campuses, and our people, with an eye toward diversity

Medical School Communications Strategic Plan

3. Reflect the voice and diversity of the Medical School community

OVERVIEW

- Reflect the core values of the Medical School which our community sees itself a part of (excellence in research, clinical care, education, and leadership)
- Give people a good experience
- Be the Medical School, and use our voice, don't be swept into a partner's voice or agenda despite pressure
- Create an open door for diverse viewpoints

TACTICS

- Showcase our community by @ mentioning where appropriate, to highlight and take pride in our connection
- Be willing to work with every type of person who feels like their story fits for the Medical School, and guide them to the right opportunities
- Retweet or share partner content at least once a week
- Maintain a point of view of being the Medical School, always answering the question of 'why is this important to us?'
- Develop a video series to recruit for diversity
- Develop an internal campaign to increase guest posts on the blog

Medical School Communications Strategic Plan

4. Provide a structure that allows all communications in the Medical School to be excellent

OVERVIEW

- Be a resource for department communications leads (maintainers of website, newsletter, social media)

TACTICS

- Send a monthly email to dept comm leads detailing best practices, recent successes from the group, top-down asks, and opportunities
- Meet regularly with dept comm leads and retain relationships so they are comfortable reaching out when they need it
- Develop a dotted line structure from dept comm leads to me
- Maintain list of social media accounts for all departments on the med.umn.edu site, to encourage cross-following and inspiration for departments who are curious about telling their own story through blogs, newsletters, or social media

Medical School Communications Strategic Plan

5. Work within our means

OVERVIEW

- Unless supported by the University or AHC, assess new tools thoroughly before adopting (social media, campaign, content production tools, etc.)
- Do not overcommit
- Defer to AHC or University communications expertise as needed
- Work with office intern to develop content, where able

TACTICS

- Create a planning document when reviewing a new communications tool to ensure that each decision and new venture is well-planned
- Target PR efforts by tracking existing department 'in the news' mentions, and determine which areas need the most help or attention
- Create 'communications response checklist' for common needs in the Medical School, which can be referenced by department staff or comm leads and aid in managing expectations
- Leverage others' content on Facebook (share), Twitter (retweet), the blog (recommended post) to reduce the burden of content creation
- Create a planning document to explore the possibility of hiring an intern specifically for Med School communications

Medical School Communications **Strategic Plan**

Tools

1. Med School Matters
2. Medical School blog
3. Medical School website
4. Facebook
5. Twitter
6. Instagram

Medical School Communications Strategic Plan

1. Med School Matters

ABOUT

Med School Matters is the monthly e-newsletter for current Med School faculty, staff, students

HISTORY

Med School Matters was known as Dean's Desk from 2009 - 2010. In this form it was a monthly update from the dean's office, regarding mostly financial matters. It evolved into a Q&A format with a list of events, highlights and accomplishments from the school.

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

Current template/format launched December 2012

FREQUENCY

Monthly

AUDIENCE

Current faculty, current staff, current students, our fans or partners who opt-in

VOICE

A monthly archival snapshot of our school, inclusive, brief, easy to skim

SCOPE

Dean's message (promotes some initiative, idea, story, or program the whole school should know about), Med School News and Announcements (new leadership, major developments, upcoming lectures or symposiums, opportunities), Staff, Faculty, and Student Highlights (individual awards, praise, features), Medical School News (our researchers, their work, or opinions featured in the news), News Releases (Health Talk posts relating to the Med School for the previous month), News from the Health Sciences Libraries (Bio Med Librarians recommend tools, training opportunities, and resources to our audience)

Medical School Communications Strategic Plan

2. Medical School blog

ABOUT

The Medical School blog was developed as a way to expand and share news about our community relating to events, profiles, tributes, awards, and grants. It serves as a tool for our current staff, faculty, and students to showcase areas of importance and achievement, and also serves as a window to prospective students, staff, and faculty who would like to 'see what's happening and see yourself here.'

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

May 15, 2013

FREQUENCY

Weekly 1-2x per week

AUDIENCE

Current faculty, staff, and students of the Medical School, prospective students and faculty

VOICE

Information-based, relevant to building our history, establishing our individuality, welcoming readers, factual, informative, easy to skim and ingest, welcome equally on this page or a department's page as one of their own formal news releases

SCOPE

See what's happening, see yourself here, meet us

BLOG URL

news.med.umn.edu

Medical School Communications Strategic Plan

3. Medical School website

ABOUT

Reflect the excellence of the University of Minnesota Medical School by being a community-focused information source for medical education and research that motivates people to take action.

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

Current template/format launched ~2010. Expected to launch on the Drupal platform May 2015

FREQUENCY

Monthly homepage, bi-annual reviews, and other updates as needed

AUDIENCE

Prospective and current students, faculty, staff, legislators and decision makers, our partners

VOICE

How we are unique, why you want to be with us, opportunities that await you, people you can work with and learn from, create interest in engagement, entice through intelligence/diversity/partnerships/resources

SCOPE

Sharing basic information for current faculty (Office of Faculty Affairs), guide clearly and concisely the application and decision-making process post-application for our prospective students (Admissions), serve as a recruitment tool, answer basic questions about the school, direct easily to appropriate partner sites

WEBSITE URL

med.umn.edu

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4. Facebook

ABOUT

The Medical School uses the social media tool Facebook to showcase our news, relationships, and points of pride to the outside world. By sharing news and opportunities from our community members -- departments, centers, institutes, programs, alumni, faculty, staff, and students -- we strengthen our school's overall sense of community and tie the endeavors of these widespread institutions and individuals back to our Medical School.

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

November 8, 2012

FREQUENCY

Weekdays 1-2x per day

AUDIENCE

Med School departments, leadership, faculty, staff, current students, alumni, incoming students, potential students, the public, institutes, centers, medical interest groups, med student groups, international medical opportunity leaders/program managers, the followers of any of our followers (our content shared)

VOICE

Establishing our importance, associating Med School names and news with our departments and school, celebration, bragging rights, look and see, opportunities

SCOPE

See where our research and people are relevant, engage with us

URL

facebook.com/umnmedschool

Medical School Communications Strategic Plan

5. Twitter

ABOUT

The Medical School uses the social media tool Twitter to share news stories and up-to-the-minute information about our school -- live tweeting -- during special events and milestone occasions, i.e. quasiquicentennial, Match Day, etc.

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

December 4, 2012

FREQUENCY

Weekdays 1-2x unique tweets per day, live tweeting events bi-monthly, RTs 2-3x per week

AUDIENCE

Med School departments, faculty, staff, current students, alumni, incoming students, potential students, the public, institutes, centers, media outlets, the followers of any of our followers (our content RTed)

VOICE

Brief, factual, 'Did you know?'

SCOPE

Connect us to our partners

HANDLE

@umnmedschool

Medical School Communications Strategic Plan

6. Instagram

ABOUT

The Medical School instagram exposes campus life from the perspective of a current student for the benefit of prospective students (who want more insight) and current students, staff, and faculty (who want to stay connected).

PRIMARY CONTACT

Sarah Hansen

LAUNCHED

November 4, 2014

FREQUENCY

Weekly 1-2x per week

AUDIENCE

Prospective students, also current students, staff, and faculty

VOICE

Friendly, accessible, in the know, connected

SCOPE

Get an insider's view of our world-class medical institution #UMNmedstudent
#discoverUMNmed #UMNproud

HANDLE

@umnmedschool