



# Special Committee on University Relations

September 2023

September 8, 2023

8:00 a.m.

West Committee Room, McNamara Alumni Center

## CUR - SEP 2023

### 1. Review of Special Committee Charge and Priorities for the Year

Docket Item Summary - 3

### 2. New Systemwide Marketing Campaign

Docket Item Summary - 4

Presentation Materials - 5

### 3. Introduction of Executive Director for Government Relations

Docket Item Summary - 36



# BOARD OF REGENTS DOCKET ITEM SUMMARY

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**Special Committee on University Relations**

**September 8, 2023**

**AGENDA ITEM:** Review of Special Committee Charge and Priorities for the Year

**Review**                       **Review + Action**                       **Action**                       **Discussion**

*This is a report required by Board policy.*

**PRESENTERS:** Regent Bo Thao-Urabe  
Chuck Tombarge, Chief Public Relations Officer

**PURPOSE & KEY POINTS**

The purpose of this item is for committee members to review the committee’s charge and to discuss potential priorities and areas for consideration for future agenda items this academic year.

The charge established by Board Chair Mayeron is as follows:

*The Special Committee on University Relations will advance the critical work of building strong relationships within communities vital to the University’s success. The special committee has oversight of the University’s government relations function at the local, state, and federal levels, as well as efforts to build stronger neighborhood relations in communities where the University is located. The special committee will provide the administration with input on the University’s public relations efforts including areas like marketing and brand development.*

The special committee is anticipated to meet 4-5 times in the coming year.

Based on this discussion, committee leadership and the senior leader liaison will develop a work plan to guide the special committee’s work and will be shared at the October meeting.



# BOARD OF REGENTS DOCKET ITEM SUMMARY

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**Special Committee on University Relations**

**September 8, 2023**

**AGENDA ITEM:** New Systemwide Marketing Campaign

**Review**                       **Review + Action**                       **Action**                       **Discussion**

*This is a report required by Board policy.*

**PRESENTERS:** Ann Aronson, Chief Marketing Officer  
Chuck Tombarge, Chief Public Relations Officer

## **PURPOSE & KEY POINTS**

The purpose of this item is to outline the strategy and approach to the 2023-24 systemwide reputation marketing campaign. The item will also touch on opportunities for Regents to amplify themes and storytelling in their own engagement on behalf of the University. The campaign is designed to:

- Remind Minnesotans that University research benefits them in ways that are meaningful to them.
- Increase positive perceptions of the University among state opinion leaders and the public.
- Reverse the trend of declining perceptions of the University’s research prowess.

Reputation marketing is critical to effective fundraising, student recruitment, and public goodwill. As a result, the campaign will ask all units, colleges, and campuses to utilize it to connect Minnesotans to the University and its work.

## **BACKGROUND INFORMATION**

The University began reputation marketing in 2005 with the launch of the *Driven to Discover* brand. Campaigns have run almost every year, except the last three, and have consistently improved public understanding, perceptions, and favorability among the Minnesota public. *Driven to Discover* has been embraced by campuses, colleges, and units as the University’s brand.

This systemwide reputation marketing campaign is distinct from the systemwide recruitment campaign. The recruitment campaign is designed to increase awareness of our campuses and drive prospective students to application sites. Each campaign serves a different purpose but both are essential for achieving the University’s goals.

University Relations provided initial information to the Board about public opinion and this year's reputation marketing campaign in July 2023.



# 2023 Reputation Marketing Campaign

Special Committee on University Relations  
September 8, 2023



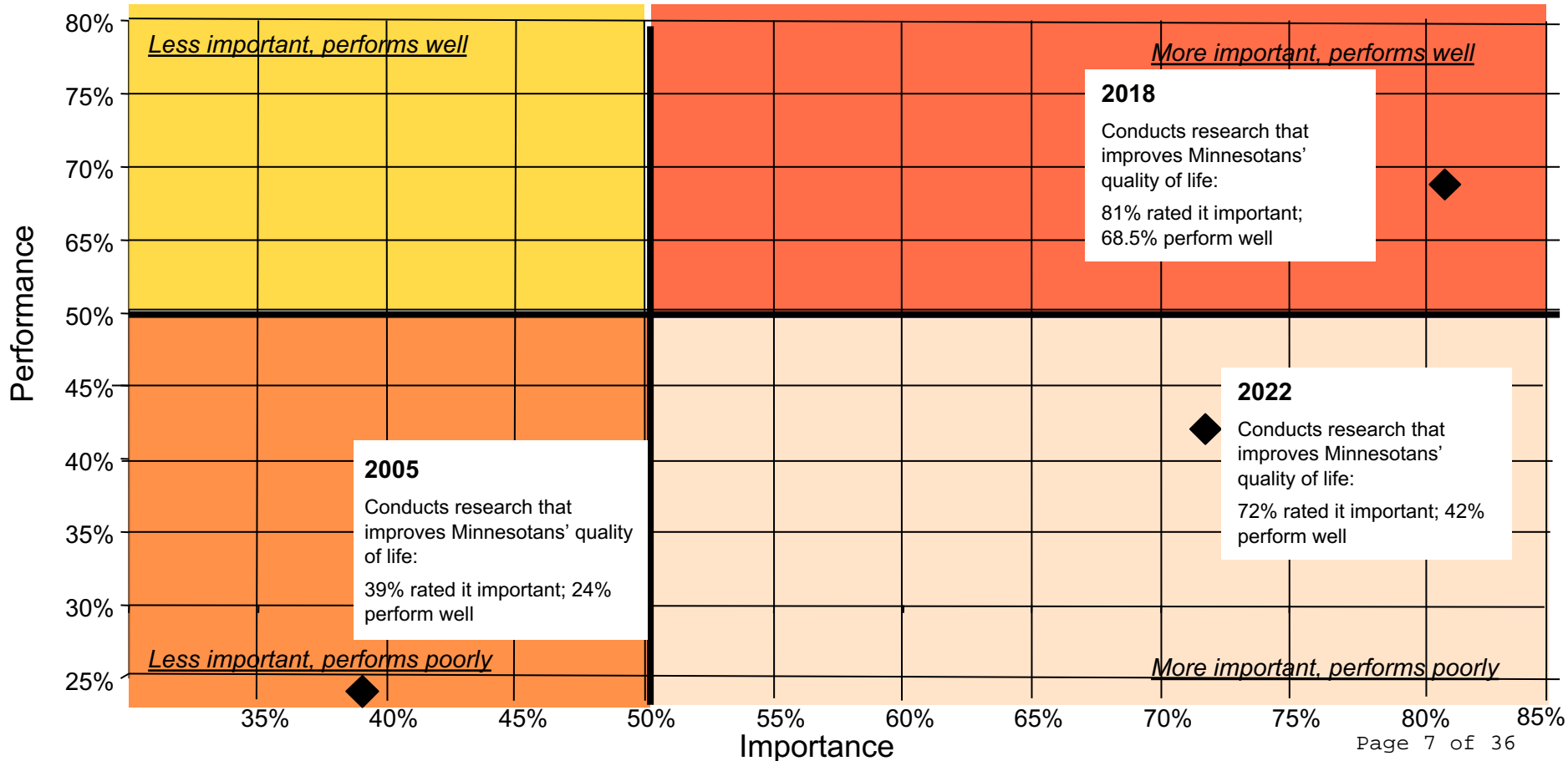


# DEAR MINNESOTA,

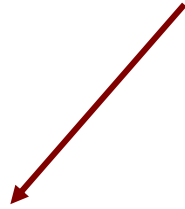


# Stakeholder Research 2005-2022

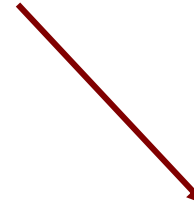
General Minnesota Public Opinion



# Driven to Discover<sup>®</sup>



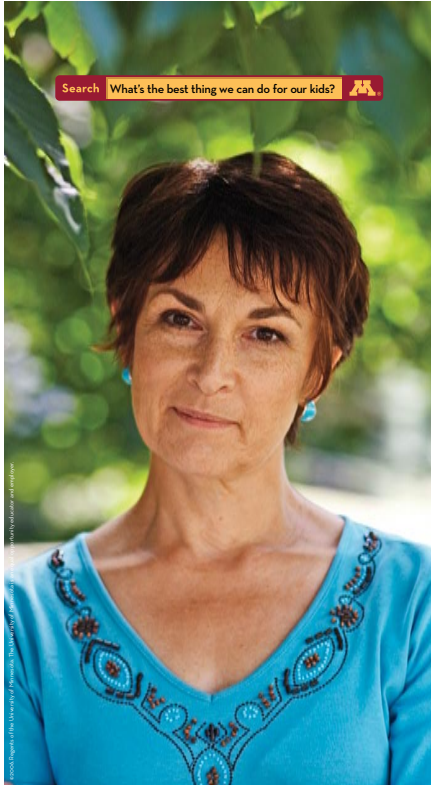
Aspirational  
Forward Moving  
Passionate  
Motivated to Make Change




Innate Desire to Learn  
Distinctive Education  
Research Innovation  
Community Engagement  
Outcomes Benefiting the World









Search What's the best thing we can do for our kids? 

**Search Results** Dinner table development.   
U of M epidemiology professor Dianne Neumark-Sztainer researches the eating habits and body image of teenagers. She's found that teens who regularly partake in family meals engage less in substance abuse, have lower levels of depression, have higher levels of self-esteem, do better in school and have fewer eating disorders. Seems that supper with the family might be the most balanced meal of all. So the search continues. [Learn more](#) and [submit your single greatest question at umn.edu](#).

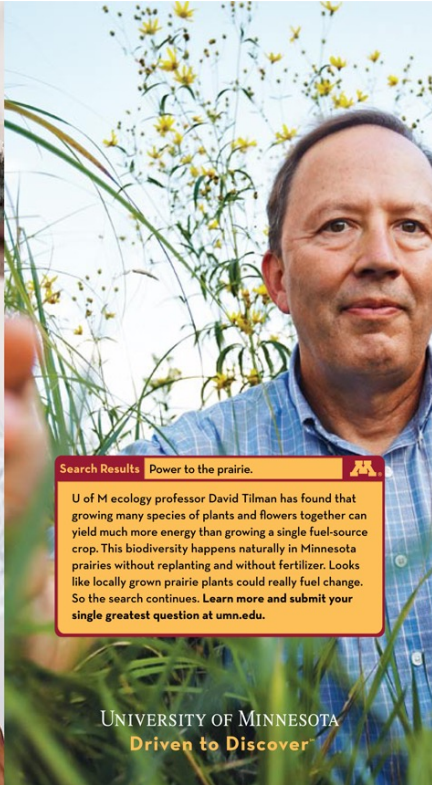
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Driven to Discover™



Search Can we end our dependence on foreign oil? 

**Search Results** Power to the prairie.   
U of M ecology professor David Tilman has found that growing many species of plants and flowers together can yield much more energy than growing a single fuel-source crop. This biodiversity happens naturally in Minnesota prairies without replanting and without fertilizer. Looks like locally grown prairie plants could really fuel change. So the search continues. [Learn more](#) and [submit your single greatest question at umn.edu](#).

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Search

Is a happy cow the key to a strong economy?



U of M extension animal scientist and associate professor Marcia Endres and her students are researching cow comfort. They work with local farmers to improve bedding and housing, which add to a cow's well-being. More comfort means more milk production for the state's \$2 billion dairy industry. Turns out, a comfortable cow is a cash cow. So the search continues.

[More at um.edu](#)

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Search

Can a heart have a second life?



U of M center for cardiovascular repair director Doris Taylor and her students are researching a way to build new organs. They've successfully washed dead cells from a nonliving heart, injected it with living cells and it started beating. They hope to build donor organs from a recipient's own cells. You could be your own donor. So the search continues.

[Learn more at um.edu](#)

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# Because

our BAs, MBAs and PhDs can boost GDP.

These days, everyone is obsessed with the bottom line. The ROI. The net-net. The University of Minnesota is no exception. Our graduates contribute greatly to the economy of our state. Every year, we fuel the workforce with over 13,000 highly skilled, degree-holding, fresh-faced economic engines. More than just statistics, we're churning out tomorrow's leaders, innovators and creators of what's next. Learn more at [umn.edu](http://umn.edu).



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KEEPING OUR  
LIGHTS ON  
ILLUMINATES  
ALL HEMISPHERES.

Conditions like Alzheimer's, Parkinson's and epilepsy are top of mind at the University of Minnesota. Our neuroscientists are developing promising new treatments to bring the light of discovery to people around the world.

See more highlights at [umn.edu](http://umn.edu).

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KEEPING OUR  
LIGHTS ON  
ILLUMINATES  
EVERYONE. 

Education is the illuminating force that drives breakthrough cures, fuels sustainable solutions, enriches our souls and powers the brightest stars of tomorrow. Radiating from every student, on every campus, the warming glow of discovery benefits the entire state of Minnesota and beyond.

See more highlights at [umn.edu](http://umn.edu).

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by 2030,  
**ONE BILLION**  
extra tons of grain will be needed  
to feed a growing population

**842 MILLION**  
people are currently undernourished worldwide

**FROM A SINGLE ANCIENT GRAIN,  
WE'RE HARVESTING NEW WAYS  
TO FEED THE WORLD.**



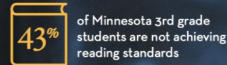
**98%**  
of the world's hungry  
live in developing  
countries

For thousands of years, wild cereal grains helped feed the Middle East in the face of drought and disease. Today, the University of Minnesota is collecting the last remaining samples of those ancient grains to help feed the world. By analyzing their genetic traits, we're breeding stronger, more productive wheat. Ultimately, we're growing hope of having a safe, sustainable food supply for the world's growing population. It's one more way the future is being Made in Minnesota.



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**85%** of white students in Minnesota graduated, compared to  
**57%** of black students and  
**49%** of American Indian students in 2013

**TO HELP CLOSE THE ACHIEVEMENT  
GAP IN SCHOOLS, WE'RE BROADENING  
OUR APPROACHES TO LEARNING.**

**2 in 5**  
kindergartners in Minnesota did  
not reach the **75%** achievement  
level for overall school readiness



of 8th grade students in  
Minnesota are not achieving  
math standards

We believe nothing should ever limit a child's opportunity to succeed in school. That's why the University of Minnesota is imagining innovative new ways to design classrooms and learning experiences. With local teachers and leaders, we applied our research expertise to create initiatives that blend science, technology, engineering, math and literacy skills to get kids more engaged in learning. Together, we've created new models that make academic achievement even more attainable. It's one more way the future is being Made in Minnesota.



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NEARLY 40% OF CROPS  
WORLDWIDE ARE  
LOST TO DISEASE.



I AM DRIVEN TO  
HELP PLANTS  
FIGHT BACK.

James Brodeur,  
Professor

How will we be able to feed 9.7 billion people in 50 years? Teams of researchers at the University of Minnesota are tackling this challenge from every angle. From finding innovative ways to make crops disease resistant, to developing new methods of sustainable farming, to helping plants adapt to climate change, we're solving the world's biggest challenges. Learn more at [discover.umn.edu](https://discover.umn.edu)



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OPIOID OVERDOSES  
KILL MORE THAN 39,000  
AMERICANS EACH YEAR.



I AM DRIVEN TO END  
DRUG ADDICTION.

George Wilcox,  
Professor

Too often a routine prescription can lead to a life-threatening addiction. What can be done? Teams of researchers at the University of Minnesota are tackling this challenge from every angle. From creating non-addictive painkillers, to helping people avoid relapse, to finding the switch in the brain that turns off addiction, we're solving the world's biggest challenges. Learn more at [discover.umn.edu](https://discover.umn.edu)



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What does the **M** do for you?







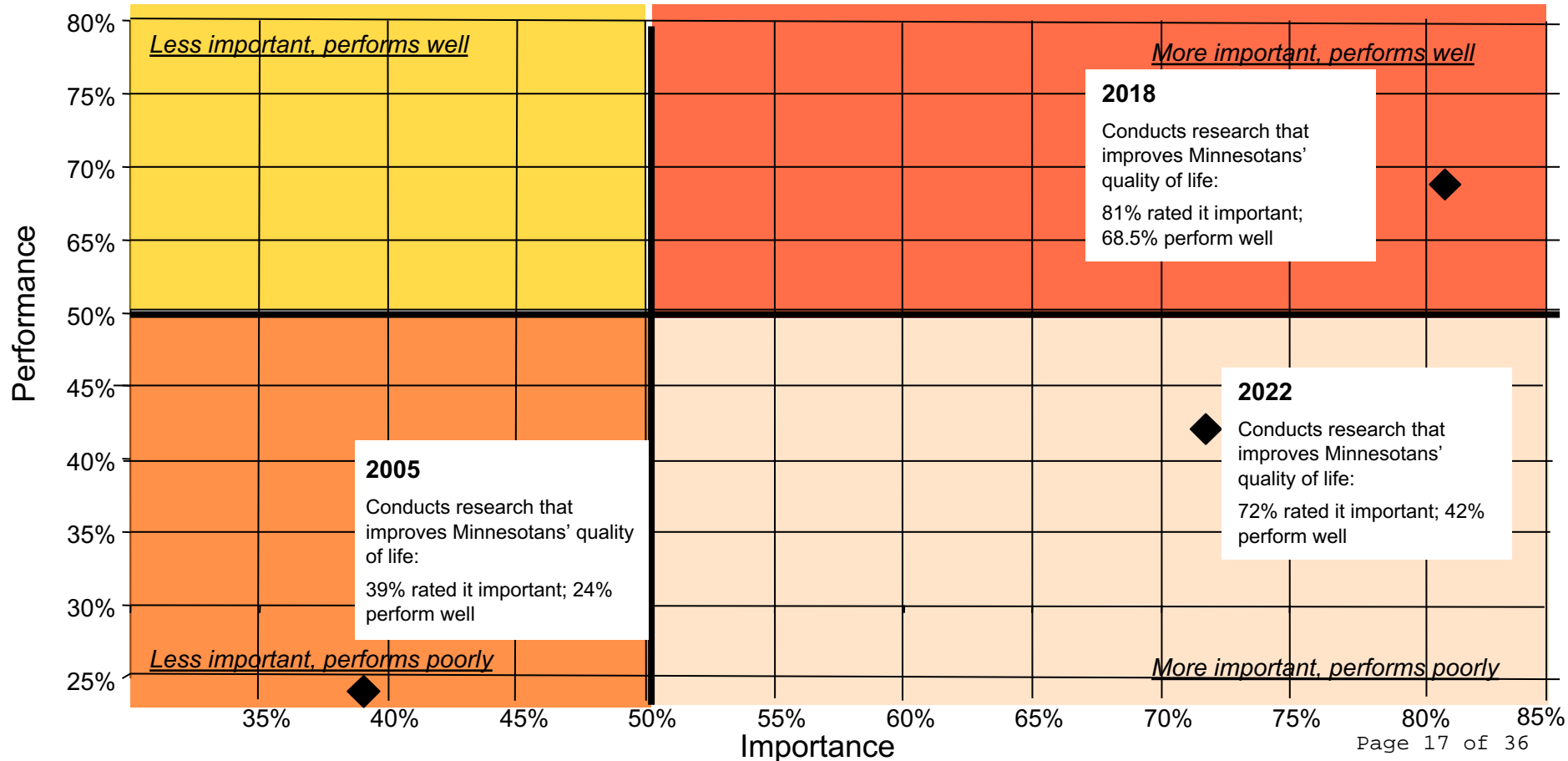
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# Stakeholder Research 2005-2022

General Minnesota Public Opinion

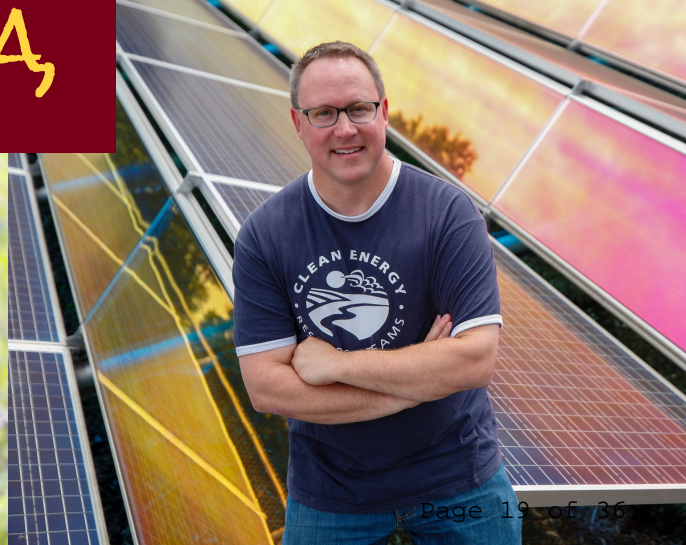


# Campaign Purpose

- Remind Minnesotans that U of M research benefits them.
- Increase positive perceptions of the University among state opinion leaders and the public.
- Reverse the trend of declining perceptions of our research prowess.



# DEAR MINNESOTA,



# Campaign videos

These videos will be available on September 18 at  
[system.umn.edu/DearMN](http://system.umn.edu/DearMN)



# Topics

- Issues Minnesotans care about:
  - Climate change
  - Healthy aging
  - Water quality
  - K-12 education
  - Renewable energy
- University is a leader
- Compelling story





## DEAR MINNESOTA,

I didn't grow up here in Minnesota. But I love our lakes! I also love working where there's a spirit of discovery tackling real problems—like how to keep our lakes free of invasive species. So how do we do it? With a swimming robot! And a spirit of never-ending curiosity that straps on the fins and goggles and gets to work.

**So, swim proud, Minnesota.  
The Minnebot swims for you.**

Dr. Junaed Sattar, Asst. Professor of Robotics  
College of Science and Engineering

Read Dear Minnesota stories and  
tell us yours at [system.umn.edu/DearMN](http://system.umn.edu/DearMN)



## DEAR MINNESOTA,

My family has deep U of M roots, but what I've learned is that we all do. Every Minnesotan benefits from our spirit of discovery. From slowing the effects of aging and shaping the future of renewable energy to preserving our lakes and accelerating the education of health sciences students.

**What we do, we do for you.**

So when we say "Hail! Minnesota."  
It truly is "hail to thee."

  
Jeff Ettinger, Interim President

Read Dear Minnesota stories and  
tell us yours at [system.umn.edu/DearMN](http://system.umn.edu/DearMN)



This website will be live  
on September 18 at  
[system.umn.edu/DearMN](http://system.umn.edu/DearMN)

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## DEAR MINNESOTA,

### What we do, we do for you.


Every Minnesotan benefits from our spirit of discovery. From slowing the effects of aging and shaping the future of renewable energy to preserving our lakes and accelerating the education of health sciences students. [Hear Interim President Jeff Ettinger's Dear Minnesota story.](#)




**Engaging rural youth in science benefits Minnesota agriculture**




**An aquatic robot could fend off threats to our lakes and waters**




**Geroscience research may hold the key to healthy aging**



**Climate-smart trees can help Minnesota's forests thrive**

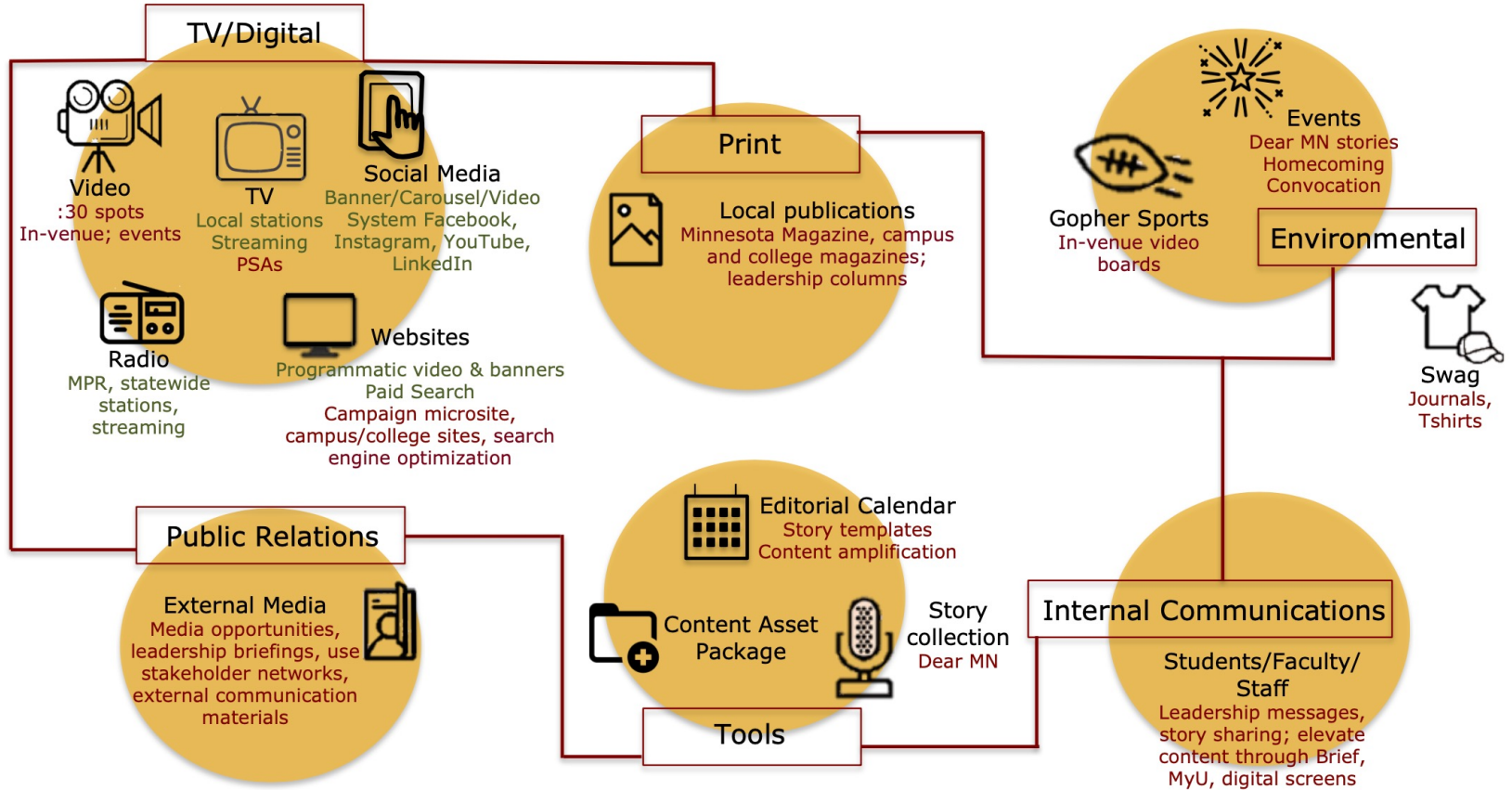


**Health sciences program puts students on career success fast track**



**One of the most sustainable campuses in America shines a light**

# Channels



# Media Plan

|                                      |                           |                      |                  |
|--------------------------------------|---------------------------|----------------------|------------------|
| <b>Programmatic</b>                  | September 18 - May 31     |                      |                  |
| <b>Paid Social</b>                   | September 18 - May 31     |                      |                  |
| <b>Paid Search</b>                   | September 18 - May 31     |                      |                  |
| <b>TV - Local and Streaming</b>      | September 18 - December 3 | January 29 - March 3 | April 7 - May 31 |
| <b>Radio - Local &amp; Streaming</b> | September 18 - December 3 | January 29 - March 3 | April 7 - May 31 |

# Asset Package

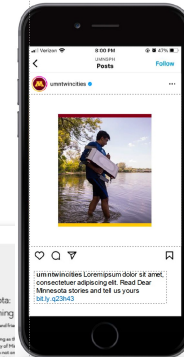
## Templates

- Leadership message
- Search engine optimization
- “Tell us your story” postcard
- Print
- Digital screens

## Ad Files

- Print ads
- Social media graphics and guidelines
- Video links
- Web graphics

## Campaign Styleguide





# Public & Media Relations Plans



**Our goal:** Introduce and reiterate Dear MN campaign themes across a collection of external communications channels to help them stick with Minnesotans

## **Strategies:**

- Reinforce themes through research, teaching and outreach stories
- Identify and advance in-the-moment opportunities with media, opinion leaders and key stakeholders
- Incorporate themes into a variety of external communications materials in collaboration with units, colleges and campuses
- Include campaign themes/messages in briefings for Regents, President, other leaders
- Amplify successes through alumni, donor and other stakeholder networks



# Internal Communications Plans



**Our goal:** Provide opportunities for faculty, staff and students to engage with and see themselves reflected in the Dear MN campaign so they may ultimately become U of M advocates

## Strategies:

- Incorporate campaign themes into leadership messages
- Partner with campus, college and unit communicators to source faculty and staff stories for local channels
- Partner with Student Affairs to gather and promote student stories through student-facing channels
- Elevate Dear MN content throughout the year across broad channels such as digital screens, *Brief* and MyU





How do we know this campaign  
will resonate?



# External Results

- U of M favorability increased by 13%
- 9 out of 10 respondents said the ads resonate
- Over 50% of respondents said their perception of U of M research was now “more favorable”

# Internal leaders

"I really like the Dear MN campaign. It is a relatable and humble approach—by asking Minnesotans to take a few moments and consider the impact the University has on their lives. And it is easy to extend to other areas and programs throughout the University." - Chancellor Mary Holz-Clause, Crookston

"U of M is a priceless resource to this state and this campaign highlights how we bring benefit across the state. I like everything I see and how this can be personalized and used by the campuses." – Interim Chancellor David McMillan, Duluth

"This is great and much needed. There is a strong current of distrust of higher education. This campaign will help demonstrate our value to citizens." - Chancellor Janet Schrunk Ericksen, Morris

"What an engaging way to showcase the strong research taking place across all campuses -- research with results that benefit Minnesotans." - Chancellor Lori Carrell, Rochester

"I love the tone of this campaign. It's simple and very strong with a personal touch. The Alumni Association definitely wants to be a part of the campaign. With new leadership across all levels of the U of M System, it's the right time to start a campaign like this to jumpstart efforts that will strengthen the University's relationships." -Lisa Lewis, President and CEO, UMAA

"A strong brand deepens and expands engagement with alumni and friends who want to make an impact on our world through the University. We draft off the powerful Driven to Discover brand to demonstrate the power of philanthropy."  
- Kathy Schmidlkofer, President and CEO, UMF

# Why is reputation marketing important?

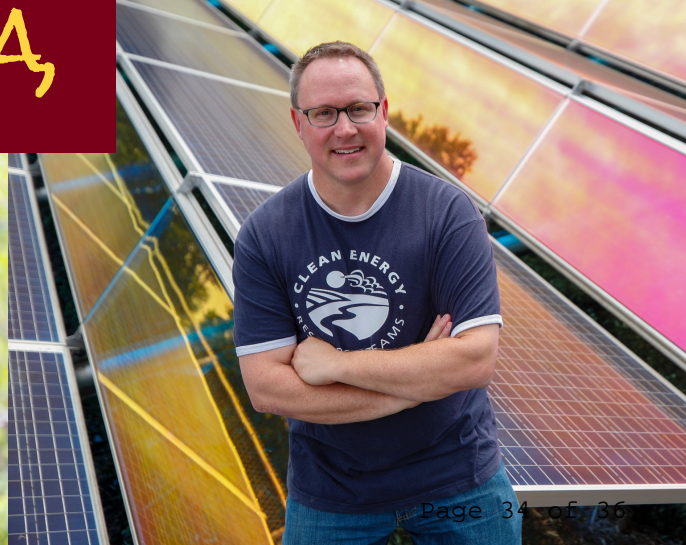
- Increases pride and connection
- Essential for effective fundraising
- Strengthens student recruitment
- More likely to feel positive and lend support

# Where do we go from here?

- Conduct market research to test effectiveness
- Sustain reputation marketing campaign funding



# DEAR MINNESOTA,





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# BOARD OF REGENTS DOCKET ITEM SUMMARY

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**Special Committee on University Relations**

**September 8, 2023**

**AGENDA ITEM:** Introduction of Executive Director of Government and Community Relations

**Review**                       **Review + Action**                       **Action**                       **Discussion**

*This is a report required by Board policy.*

**PRESENTERS:** Interim President Jeff Ettinger

### **PURPOSE & KEY POINTS**

The purpose of this item is to introduce the new systemwide executive director of Government and Community Relations Melisa López Franzen. The item will also outline the next steps toward rebuilding the Government and Community Relations team and developing the University's approach for engaging with state, federal, and local elected officials, among others.

### **BACKGROUND INFORMATION**

Melisa López Franzen has deep and varied experience in non-profit, corporate, government, and community engagement, including a decade of experience in the Minnesota Senate. She most recently was the president of NewPublica, a multicultural communications consulting firm she co-founded. She is also an adjunct professor at the U of M's Humphrey School of Public Affairs. During her time as a state legislator, she served as the Minnesota Senate Minority Leader and held a number of committee appointments, including with the Health and Human Services, Commerce and Consumer Protection, Transportation and Public Safety, and Higher Education and Workforce Development committees. She also worked in government and employee affairs for Target Corporation, developing advocacy strategies for key policy issues. López Franzen earned a juris doctorate from the Mitchell Hamline School of Law, a master's from the Humphrey School of Public Affairs, and a bachelor's in Political Science from the Inter American University of Puerto Rico. Additional information can be found in [the University's press release](#) announcing her appointment.

Interim President Ettinger has kept the Board updated throughout the summer on the hiring process for the executive director and next steps for systemwide Government and Community Relations.