About Academic Health Center Communications

The Academic Health Center (AHC) Office of Communications helps audiences understand the importance of having strong health sciences colleges, schools, and centers in Minnesota. We highlight research, education, and outreach efforts and show how the University of Minnesota’s health sciences are working together to help people live longer, healthier lives. The AHC Office of Communications supports the AHC’s mission as stewards of Minnesota’s health through the following services:

**Public Relations**

Uncovering and telling great stories to highlight the impact of the AHC

The public relations team partners with AHC schools and centers to tell stories demonstrating leadership in research, education, and patient care. We are the primary point of contact for news media inquiries. We work to engage audiences through:

- Strategic and supportive communications consulting
- Media relations and reputation management planning and execution
- Owned content creation, including social media, video, feature stories, and more

**Web**

Providing a compelling platform to help AHC units connect with key audiences

The web team supports units across the AHC by:

- Planning and executing the AHC’s overall web strategy
- Serving as resident web experts and specialists—consulting on web best practices and helping clients develop effective web strategies
- Maintaining a unifying and compelling web theme, design, content management system, bios system, and other tools and functionality
- Supporting our customers through training, troubleshooting, how-to resources, clear communications, hands-on help, and project support

**Public and Community Affairs**

Connecting the work of the AHC to the community at large through events and other activities that highlight the way the health sciences impact people’s lives

Public and Community Affairs engages internal and external stakeholders through programs and events that connect audiences to the research, education, and outreach mission of the AHC. This includes collaborating and coordinating with University government relations to support the AHC’s interests at the state and federal level.

**Creative Agency**

Providing cost-effective support for creative needs across the AHC

The Creative Agency is a cost-effective solution for AHC units who need assistance with design and production of marketing materials. The Creative Agency can assure proper use of brand guidelines and quality control of work across multiple platforms including presentations, print materials, displays, and video production.

**Executive Communications**

Helping AHC leaders promote strategic priorities and spotlight the many ways the health sciences support the health and wellbeing of the state

AHC Communications provides guidance on strategic communications, issues management, and influencer outreach. We keep leadership informed about initiatives and emerging issues that could impact the AHC. We also help connect with internal and external audiences through written communication, videos, speechwriting, and event support.

**Health Sciences Initiatives**

Mobilizing interprofessional collaboration around major issues facing Minnesota

AHC Communications brings communicators together from across the various colleges, schools, and centers to develop comprehensive communications plans focused on major health challenges. Interprofessional teams are working to promote the University’s leadership around healthy aging and efforts to reduce opioid addiction and abuse.
### Key communications vehicles

The AHC Office of Communications manages a number of communications channels aimed at supporting the AHC mission and engaging key audiences.

#### External audiences

- **Health Sciences website, health.umn.edu**—public gateway to health sciences at the University of Minnesota and the foundation for the AHC's online presence
- **Health Talk, healthtalk.umn.edu**—original content on the latest health news that matters to our readers
- **UMN Health Social media accounts**—Facebook, Twitter, YouTube, Instagram
- **Video production**—highlight news, research, and expertise
- **News releases and news content**—drive awareness of timely subjects and expertise across the health sciences

#### Internal audiences

- **Academic Health Center Resource Hub, hub.ahc.umn.edu**—provides a go-to source for employees to find key information and tools to do their jobs and promotes best practices and efficiencies
- **AHC News Capsules**—monthly email newsletter for all AHC employees, highlighting achievements and initiatives
- **Health Sciences in the News**—weekly AHC-wide email with news media highlights
- **Email communications**—as needed to targeted audiences
- **Daily headlines**
- **Contribute to UR marketing and communications quarterly report**

#### Signature activities

- **Mini Medical School**: Attracts hundreds of people to the University to learn from some of the top researchers from throughout the Academic Health Center. Sessions take place twice a year, with students coming to campus Monday evenings for five weeks. Each session includes interactive activities as well as discussions with renowned researchers.
- **Minnesota State Fair**: The health sciences booth at the Fair showcases a wide variety of health sciences researchers and departments aimed at helping visitors understand how research, education, and clinical care touch their lives
- **Legislative and VIP tours**: Bring community members and lawmakers to campus to help understand the importance of our mission
- **Groundbreaking events and other milestones**: Celebrate successes and the importance of investing in the health sciences

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