About Academic Health Center Communications

The Academic Health Center (AHC) Office of Communications provides strategic communications, partnering with units to promote and enhance the reputation of the University of Minnesota’s medical and health sciences.

We uncover and tell great stories to help audiences understand why the Academic Health Center is vital to Minnesota. We collaborate with University Relations and communicators throughout the AHC to support and advance the AHC’s mission. The Office of Communications provides leadership and expertise in the following areas.

Executive communications

Provide guidance on strategic communications, issues management, and content development including key messages and speechwriting. Keeps leadership informed about initiatives and emerging issues impacting the AHC.

Web

The web team supports units across the AHC by:

- steering the AHC’s overall web strategy
- offering training, tips, and consultation on web best practices and standards; guiding effective web projects
- providing a web theme, design, content management system, technical infrastructure, tools, and user support.

Public Relations

The public relations team partners with AHC units to promote their research and is the AHC’s primary point of contact with the news media. We highlight research, education, and patient care accomplishments through:

- strategic planning
- media relations and reputation management
- video, social media, and digital content

Creative Agency

The Creative Agency is a cost-effective resource for AHC units and their partners to develop marketing materials consistent with University brand standards. Services include graphic design, writing, and video production.

Public and Community Affairs

Public and community affairs plans, coordinates, and implements programs, events, and activities to engage both internal and external stakeholders. We coordinate and collaborate with University government relations to advance the AHC’s interests at the state and federal level.

Medical School communications

The Medical School communicator plans and executes internal communications, leads Medical School communication vehicles including website and social media accounts, and coordinates communication efforts with departments and other Medical School groups.
Key communications

In addition to strategy and support for units across the health sciences, the Office of Communications regularly produces these communication vehicles for the Academic Health Center and the Medical School.

**External audiences**

- **Health Sciences website**, health.umn.edu—public gateway to health sciences at the University of Minnesota and the foundation for our online presence
- **Health Talk blog**, healthtalk.umn.edu—original content on the latest health news that matters to our readers
- **UMN Health social media accounts**—Facebook, Twitter, YouTube, Instagram, Pinterest, Vine
- **Video production**—highlight news, research, and expertise
- **News releases and expert alerts**, health.umn.edu/newsroom—drive awareness of timely subjects across the health sciences
- **Medical School website**, med.umn.edu—flagship web presence for the Medical School
- **Medical School news blog**, news.med.umn.edu—features awards, grants, and messages significant to Medical School audiences
- **Medical School social media accounts**—Facebook, Twitter

**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
- **AHC News Capsules**—monthly email newsletter sent to all AHC employees
- **Health Sciences in the News**—weekly AHC-wide email with news media highlights
- **Med School Matters**—monthly email newsletter for Medical School faculty, staff, students, and other stakeholders
- **Moving Forward**—monthly email newsletter highlighting best practices, internal success stories, and top-level initiatives with the purpose of improving staff, faculty, and student performance within the Medical School
- **Email communications**—as needed to targeted audiences

**Signature activities**

- **Host Mini Medical School**, a community engagement and education program held twice per year
- **Coordinate AHC presence at the Minnesota State Fair**
- **Facilitate legislative and VIP tours**
- **Manage events for groundbreakings and other milestones**
- **Provide communications perspective at leadership and executive meetings**

**DISCOVER MORE**

about the health sciences communications team and the support we provide at

z.umn.edu/communications