Promoting the Biomedical Discovery District  

We continued sharing the promise and capabilities of the state-of-the-art Biomedical Discovery District with internal and external stakeholders: Developed engaging multimedia content for the atrium of the Cancer and Cardiovascular Research Building | Hosted the groundbreaking for the Microbiology Research Facility | Gained comprehensive coverage highlighting the arrival of the world’s largest human imaging magnet to the Center for Magnetic Resonance Research.

Creating a Health Quest app  

We developed and launched a new iPhone app, Health Quest, aimed at engaging visitors to the Minnesota State Fair and educating them about the many ways our health sciences schools impact their lives day to day. The effort received positive news media coverage that reinforced our key messages and reached audiences through 567 downloads; 450 submissions (including paper); 3,112 views for the commercial; and 1,353 visits by 1,165 unique visitors for the web landing page.

Leading a Board of Regents tour  

We hosted a day of activities for the Board of Regents designed to highlight our education mission and provide a glimpse into the AHC research enterprise. Medical students (years 1–4) walked the Regents through the Medical School’s education continuum, nursing and pharmacy students demonstrated how they use a learning simulation environment to prepare for the future of health care delivery, researchers from across the AHC showcased the diversity of health sciences research, and dentistry students taught Regents how to use advanced simulation equipment.

Advancing University of Minnesota Health  

Over the last year the University has partnered with Fairview and University of Minnesota Physicians to reimagine the possibilities of academic medicine. We worked to explain how a new “integrated structure” and the launch of University of Minnesota Health will benefit patients and communities. Through media coverage, internal announcements, and events we demonstrated how academic research, workforce training, and innovative care can all come together to benefit the patients we serve.
Public Relations

This was a year of growth for public relations. In addition to successful pushes around clinical care, such as the media surrounding the breathing lung procedure, we developed stronger partnerships with many AHC schools and centers, resulting in a greater breadth and representation of the fantastic scholarship happening across the health sciences.

We have also made great strides in new mediums. Health Talk readership rose significantly for its second year and we debuted a compelling new video series, Everyday, profiling the exceptional work of our faculty members both on and off campus. We also refreshed and updated our internal faculty and staff newsletter, News Capsules.

The upcoming year will be full of exciting transitions as the University of Minnesota Health brand grows and we expand our ability to tell how research, education, and care all play a critical role in the health of Minnesota.

Creative Agency

The Creative Agency provided 1,286 staff hours to assist AHC departments and University partners with graphic design, writing, web, and video services. The agency coordinated another 800+ vendor hours to assist with these marketing projects. Clients enlisted the Creative Agency to work on more than 200 projects over the fiscal year, including brochures, newsletters, magazines, displays, event promotion, recruitment materials, social media content, and more.

By the numbers

| Media | — Total news media stories featuring AHC faculty: **1,159**
| Video | — Total views: **171,525** | Views from MN: **25,325**
| Website | — Upgraded for AHC units: **47** | Streamlined to **275** to **164** standalone sites | AHC Google group members: **241**
| Web Town Halls | — Hosted: **3**, engaging **112** participants | AHC Resource Hub website pageviews: **175,555**
| Health Sciences | — Website pageviews: **360,937**
| Health Talk blog | — Stories developed: **383** | Total visitors: **163,358** from **185** countries | Unique visitors: **133,211**

Awards—9 received in FY2014

5 awards for excellence in communications from the University of Minnesota Communicators Forum: Health Talk received a Gold Award and the people’s choice “Mike” Award. The Web Resource Hub received an award for “most effective solution with the means available.” The holiday video series and a press release on cesarean delivery rates each received Maroon Awards.

The Health Talk blog also received awards from 4 organizations:

- Minnesota Public Relations Society of America (PRSA) Classics Awards
- MarCom Awards
- Association of American Medical Colleges (AAMC) Group on Institutional Advancement (GIA) Awards
- WebHealth Awards

We made progress on our plan to transform the AHC’s web presence to provide clarity, improve quality, build a strong foundation, and move to a model of continuous improvement. We launched two improved, flagship websites for the AHC: Health Sciences website, the U’s public gateway to health sciences research, education, and training; and the AHC Resource Hub for employees.

We partnered with central University units to select and implement an open source content management system, Drupal; designed a new Drupal web theme that works on mobile devices; created a directory of all AHC units; and improved communications with our web community, starting a Google group, regular messaging, and expanded web resources. We have begun major upgrades of several sites including a reimagined and improved Medical School website and a system for updating and creating faculty/staff bios.

We showcased the AHC’s mission through programs and events that engaged internal and external stakeholders. Internal events included Board of Regents tours and presentations, annual recognition celebrations for faculty and students, and groundbreaking and opening celebrations for new facilities.

Mini Medical School celebrated its 15th year and the Health Zone at the Minnesota State Fair engaged external stakeholders through speakers, exhibitors, and activities from across the AHC.