AHC Communications Plan

EXECUTIVE SUMMARY

The Academic Health Center (AHC) Communications Strategic Plan will help advance the goals and priorities of the schools, colleges, and centers we serve, as well as the broader goals of the University of Minnesota’s strategic plan.

The plan works to raise awareness of our land grant mission to train the next generation of health professionals, conduct research, support the state’s economic and workforce needs, and provide high quality care. Furthermore, we will show how our health sciences schools touch the lives of all Minnesotans.

This plan will help us prioritize and focus our efforts through collaboration with University Relations and by supporting all health sciences colleges, schools, and centers.

Communications Goals

- Educate through storytelling
- Demonstrate our commitment to education, research, and care
- Show the benefits of an interprofessional approach
- Highlight our reach and connection across the state
- Help colleges, schools, and centers effectively and efficiently tell their stories
- Build trust and pride in our health mission and in the U as a whole
- Engage the U community around Grand Challenges, rural initiatives, and other priorities

Key Audiences

- Media—statewide, national and international
- State policymakers and statewide opinion leaders
- Students and prospective students and families
- Potential patients and families (University of Minnesota Health)
- Alumni, donors, and other advocates
- Professional/Trade associations or publications
- Minnesotans/General public
- U leaders, faculty, and staff

Desired Outcomes

- High quality and quantity of stories that illustrate the connection, impact, and importance of our health sciences schools in helping Minnesotans live longer, healthier lives
- Understanding about the passion that all of our health sciences colleges, schools, and centers have for research, education, and clinical care
- Awareness and appreciation of our knowledge and impact on health issues among stakeholders and the general public

Measures of Success

- Positive media coverage that reinforces key messages, areas of strength, and the ROI in health sciences
- Stories that tie our health sciences together and enhance the reputation of the University as a whole
- Effective use of all communications platforms to raise awareness
- Connection with suburban and rural audiences including legislative support and more engaged advocacy networks
- Receptiveness of key legislators on discussion of future investments
### Priorities

#### 01. Promote the University of Minnesota health sciences as stewards of Minnesota’s health

**Objectives**
- Outreach to greater Minnesota and suburban communities
- Educate about the benefits of academic health care
- Engagement through video, web, and social media strategies
- Community outreach and connection

**Details**
- Support University Relations efforts
- Leverage expertise and partnerships statewide
- Tell patient stories in rural and suburban areas
- Implement effective video and web strategies that demonstrate our passion, expertise, and health stewardship
- Connect across campuses with unifying messages
- Evolve and maximize impact of community events/programs

### 02. Support the strategic plan and priorities of the University, Academic Health Center, and each of our schools, colleges, and centers

**Objectives**
- Promote Grand Challenges
- Showcase and emphasize the connection between each school, college, and center
- Demonstrate importance of health sciences to workforce and health access issues in Minnesota

**Details**
- Tie into the idea of Grand Challenges on a broader scale
- Clearly show how the University is uniquely equipped to make a difference in these larger, complex areas
- Partner with school communicators to understand and develop strategic priorities
- Use all available vehicles to tell strategically important stories
- Highlight underserved communities and how the U can help
- Help legislators understand the U's unique health workforce role

### 03. Promote the benefits of academic health care

**Objectives**
- Clearly explain the benefits to patients and communities related to health, research, and education
- Show how partnership leads to innovation that benefits patients; e.g. the Clinics and Surgery Center
- Highlight examples where the combination of research, training, and clinical care have changed the way health care is delivered

### 04. Support the legislative request and demonstrate the ROI that comes from investing in health sciences

**Objectives**
- Highlight progress of Medical Discovery Teams
- Demonstrate the impact of the Biomedical Discovery District
- Outline the need and benefits of a new education building and other facilities

### 05. Recruit, retain, and promote field-shaping faculty

**Objectives**
- Engage in national conversations in areas of excellence
- Identify key areas of focus for Dean/Vice President Brooks Jackson where we can work to promote him as a leader
- Tell stories about thought leadership and how University researchers are making a difference across the spectrum of discovery through CTSI and Study Finder
- Identify and position top researchers and educators as experts and innovators on topics of state, national, and global interest