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. It will help us focus our efforts around our core mission, while increasing collaboration and support with University Relations and the health sciences as a whole.

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 health sciences touch the lives of all Minnesotans.

**PRIORITIES**

- Promote the University of Minnesota health sciences as *stewards of Minnesota’s health*.
- Support the *strategic plan and priorities* of the University, the Academic Health Center, and each of our schools, colleges, and centers.
- Promote the *benefits* of academic health care.
- Support the *legislative request* and demonstrate the ROI of investing in health sciences.
- Recruit, retain, and promote *field-shaping faculty*.

**NEXT STEPS**

- **Special project teams.** Take our strategic goals to the next level with innovative new projects.
- **Current efforts 2.0.** What opportunities do we have with our current projects and everyday work to support the strategic plan?
- **Report.** How do these efforts get recognized?
OUR KEY AUDIENCES

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

SUCCESS LOOKS LIKE

- 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

Together we will...

- **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 schools, colleges, 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

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Discover more at health.umn.edu.