

# 2020

UNIVERSITY COMMUNICATIONS





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**Cover | Night Sky over Jacobson Barn**  
photographed by Angelina Reyes

UConn has been ranked a

**Top 25 National Public University**

according to *U.S. News & World*

*Report* every year since 2011.

# Our Mission

**No matter the quality of  
its raw material, a story  
is only as good as its teller.**

At University Communications, we tell the story of how UConn has propelled itself on an upward trajectory as one of the nation's top public research universities and the premier provider of health care in the heart of Connecticut, and we do it with expert craft and true passion. Need an eye-catching and informative website designed on the spot to highlight the University's role in driving the state economy? We can do that. Want a holiday video that's going to be shared by tens of thousands of students and alumni and featured in media stories? We can do that, too. Build relationships with national media? Design admissions materials that

stand out from the pack? Connect with 200,000+ alumni through storytelling? Break new ground in social media? Let 60,000 people know how their schedules will be affected by an oncoming blizzard? Our team of writers, designers, videographers, developers, photographers, editors, project managers, and communications specialists is driven by the desire to make UConn a national and global standard-bearer of excellence in higher education. If a story is only as good as its teller, then an institution is only as good as its story. What follows is the briefest outline of how University Communications tells the UConn story now and **as we look toward 2020 and beyond.**

# UConn by the Numbers\*

**Founded**  
1881

**Main Campus**  
Storrs

Farmington

**UConn Health**  
(Schools of Medicine & Dental Medicine, graduate programs, medical & dental clinics, and UConn John Dempsey Hospital)

Hartford

**School of Law,  
School of  
Social Work**

**Land Grant & Sea Grant College,  
Space Grant Consortium Institution**

**4** Regional  
Campuses

**Avery Point, Hartford,  
Stamford, Waterbury**

**Storrs & Regionals**

**4,109** acres

**UConn Health**

**209** acres

**32,000+**  
Total Student Enrollment

**255,000+**  
Alumni

**16:1** Student-Faculty  
Ratio

**80+** Research Centers  
and Institutes

**14** Schools and  
Colleges

**17** Graduate  
Degrees

**110+** Majors

**90** Research and Professional  
Practice Fields of Study

**6** Professional  
Degree Programs

**24** Division I  
Athletic Teams

**23** NCAA  
Championships  
and counting



# UConn in the National Media

Whether reading *The New York Times* over coffee, checking *Washington Post* headlines on the phone, or listening to *National Public Radio* interviews on the morning commute, news consumers around the country are learning about the institutional and academic excellence of UConn. Our news and editorial teams work every day with journalists from Hartford to New York to Washington, D.C., and beyond, answering questions about breaking news or connecting reporters with faculty members doing cutting-edge work. In addition, a partnership with the Associated Press-affiliated academic news outlet *The Conversation* has already garnered **6.9 million views** on expert commentary pieces written by UConn faculty. Furthermore, to date the UConn faculty ExpertFile has generated **nearly 5,000 views and queries** of our 100 faculty experts indexed with the AP.

Michael P. Lynch — Director, UConn Humanities Institute; John Templeton Foundation grant recipient; *New York Times* contributor; Professor of Philosophy



## Achieving Faculty Visibility on the Issues

**104 Conversation** op-eds published by faculty annually

**1,300,000** views annually of UConn faculty-related stories through *The Conversation*

**2,000+** national media hits each year

**99,000** views of UConn research news each year through EurekAlert, the media access platform of the American Association for the Advancement of Science (AAAS)

# UConn Today

In a crowded media marketplace, universities can no longer rely solely on external media to get the word out about breakthroughs in research or compelling campus stories. Whether it's on a laptop or tablet, in a social media feed, or arriving via email, **UConn Today** — the University's official media source — brings daily news about every aspect of the University to hundreds of thousands of readers, ranging from faculty and students to alumni, journalists, and state lawmakers.

Our team of writers, photographers, videographers, and podcasters produces unparalleled content that tells the story of a great University the way no one else can. But this content doesn't live only on the website: as a jumping-off point for social media, printed material, and, especially, pitches to major news organizations, the rich variety of content found on **UConn Today** brings our story to the world.



**300,000+**  
subscribers

**2,200+**  
posts annually

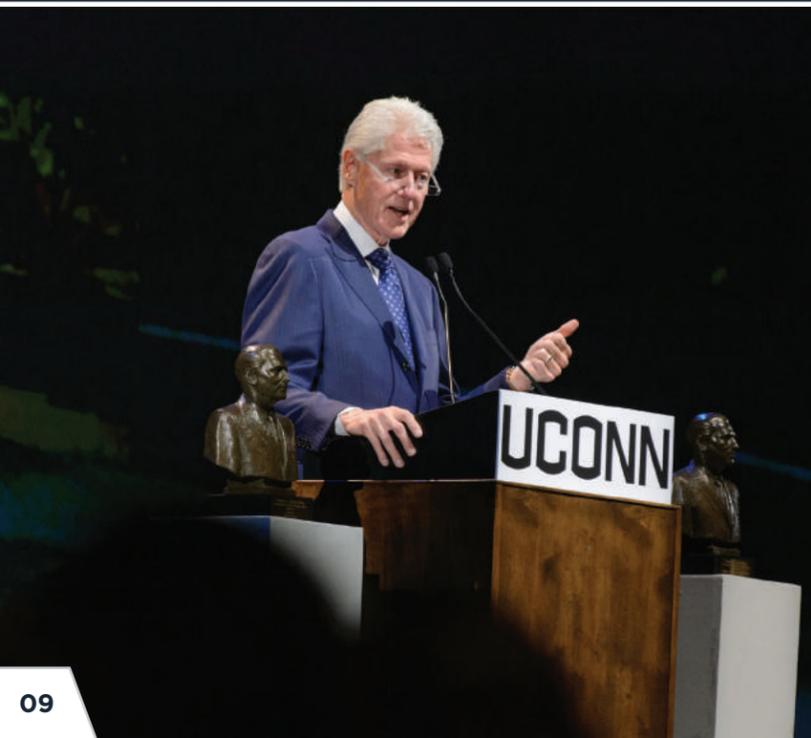
**900,000**  
unique views annually,  
of which **100,000**  
come from journalists



# UConn and Our Community

A University can't be great without opening its doors to currents of thought and debate in the wider world. This is a regular feature of life at UConn, with events including world-renowned speakers brought to campus in the **Edmund Fusco Contemporary Issues Forum**, major political debates, and the biennial awarding of the Thomas J. Dodd Prize in International Justice and Human Rights. University Communications plays an integral role in all of these events and more, not only providing publicity, web development, and design support, but generating and managing media interest.

Our commitment to public service extends further, as we are the most consistent source of news and information about the University for our host communities on everything from construction work to major events.



## Community Relations

As part of our commitment to engaging with our community, UConn is serious about its responsibility to be open and transparent. A key component of that is the public records management function within University Communications, which receives and responds to public records requests regarding all aspects of the University. Taking the extra step of maintaining an online log of all public records requests, our office works with the University's general counsel to ensure we conduct the public's business in a way that is open and accessible to all. In addition, our office provides guidance and clarity for UConn faculty and staff with questions about their responsibilities under the Freedom of Information Act.



Home to more than 2,300 students, UConn's Hartford campus was welcomed into the capital city with a daylong celebration at the beautifully restored Hartford Times building.

## Public Records Requests

2018: **323**

2017: **259**

2016: **361**

2015: **405**



# UConn Health

We like to say the future of medicine starts here, and we mean it. Combining exceptional patient care with state-of-the-art research, UConn Health is vital to the University's mission of academic excellence and public service.

Clinical Care

**10,000+**  
inpatients annually

**1,000,000+**  
outpatients annually

**90,000**  
dental clinic visits annually

## Communications and UConn Health

The Farmington-based division of University Communications supports the **School of Medicine** and **School of Dental Medicine** along with the UConn Health clinical enterprise through communications, business development, and patient-focused marketing designed to spread awareness of the quality and breadth of our services. Our work raising the awareness of the UConn Health brand can be seen on billboards throughout Hartford, as well as on TV, radio, and the web. From wayfinding for **over 1 million annual patient visits** to 1:1 marketing support for **over 50 new providers in the past two years**, our work makes it easy for patients to get the information they need.

**8** straight quarters of ER patient growth

**7,800,000** views annually to UConn Health websites

**4** consecutive years of market share growth

Support for **250+** providers in **60 specialties** across **9 locations**



## Academic Medical Center

**408** Medical Students

**189** Dental Students

**675** Medical Residents

**114** Dental Residents





Advertising



Wayfinding and Signage



Websites



UConn Health Journal

## Promoting Health in the Heart of Connecticut

University Communications aids the success of UConn Health by spotlighting research breakthroughs through **UConn Today**; connecting our researchers with state and national journalists; creating and maintaining the **UConn Health and clinical websites**; developing strategic digital marketing plans to promote clinical service lines; and by producing publications including **UConn Health Journal**. We produce stories, websites, photography, and videos to publicize the discoveries that lead to real-world treatments and solutions for millions of people.

Since assuming marketing responsibilities in 2014...

**40%**  
increase in top-of-mind consumer awareness

**9.5%**  
growth in inpatient admissions

**30%**  
increase as "Hospital of Choice"

**9%**  
increase in surgical cases

**19%**  
increase in "Best Overall Reputation"

**80,000+**  
provider searches and 8,000 appointment requests annually

# UConn Brand

Whether we're creating signature work, such as the University's website, [uconn.edu](http://uconn.edu), or posters and postcards to promote special events, our writers, designers, and developers put careful thought into the concept, message, wording, photography, and design, helping define what it means to be UConn. Behind the scenes, our marketing professionals create the strategies that guide communications for the entire University. Ad campaigns, websites, print materials, photography, signage, and social media: Whatever the job, we make sure every piece tells the UConn story.

**600+**  
marketing  
projects annually

**1,400,000**  
views annually  
at [uconn.edu](http://uconn.edu)

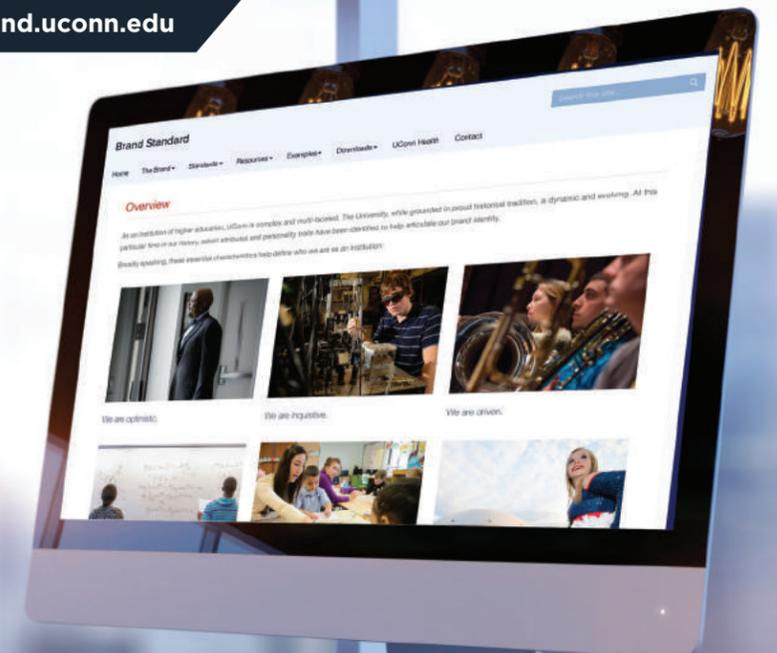


## Athletics



Science Salon

## brand.uconn.edu



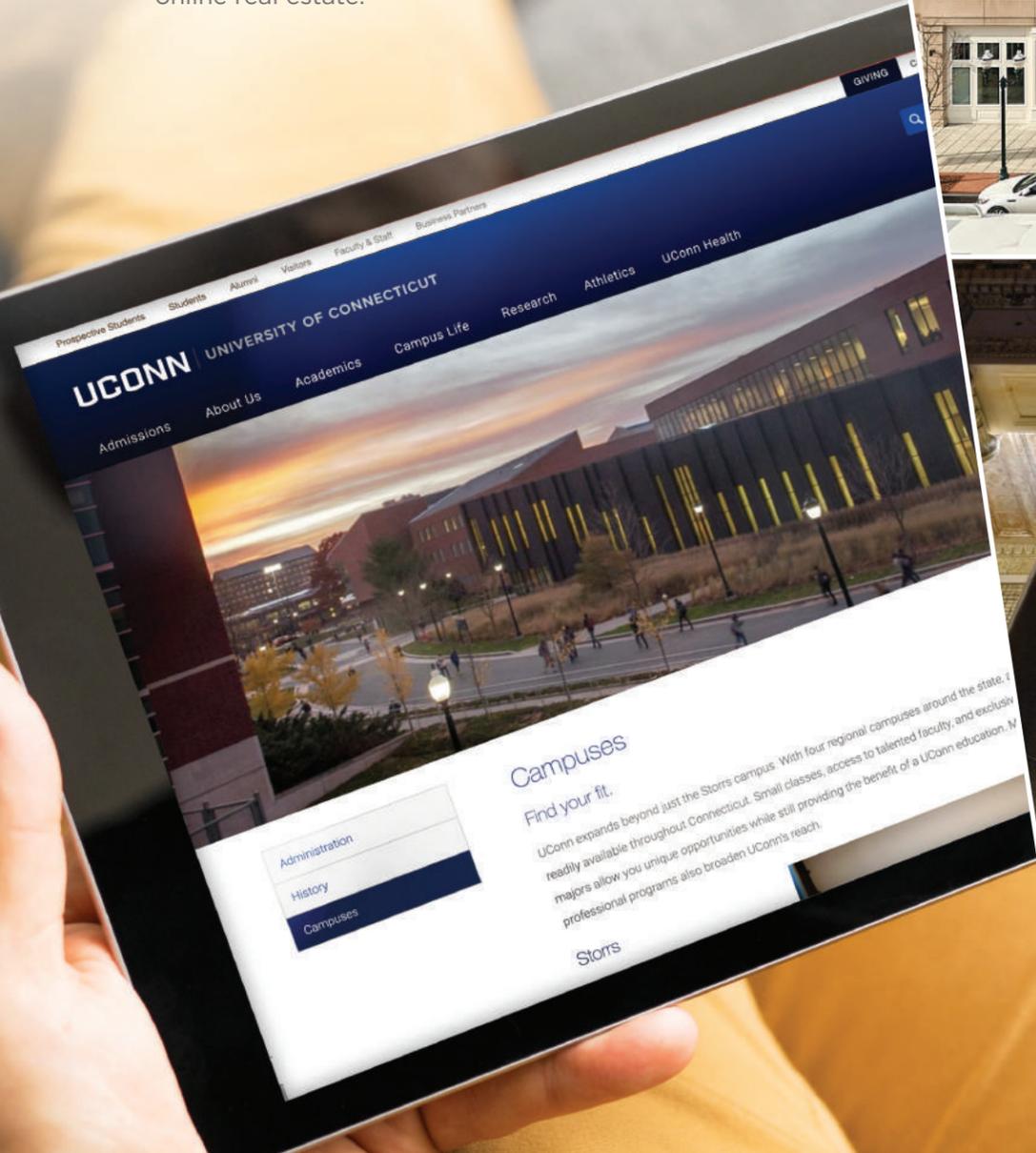
## Building Our Brand

From external signage to airport displays, we create some of the most visible, popular, and crucial branding for the University. And our homepage — **uconn.edu** — is the “front door” of the University, the first stop for everyone from high school students interested in applying to faculty members looking to see their work featured on the University’s most popular online real estate.

Exterior Signage



Admissions Displays



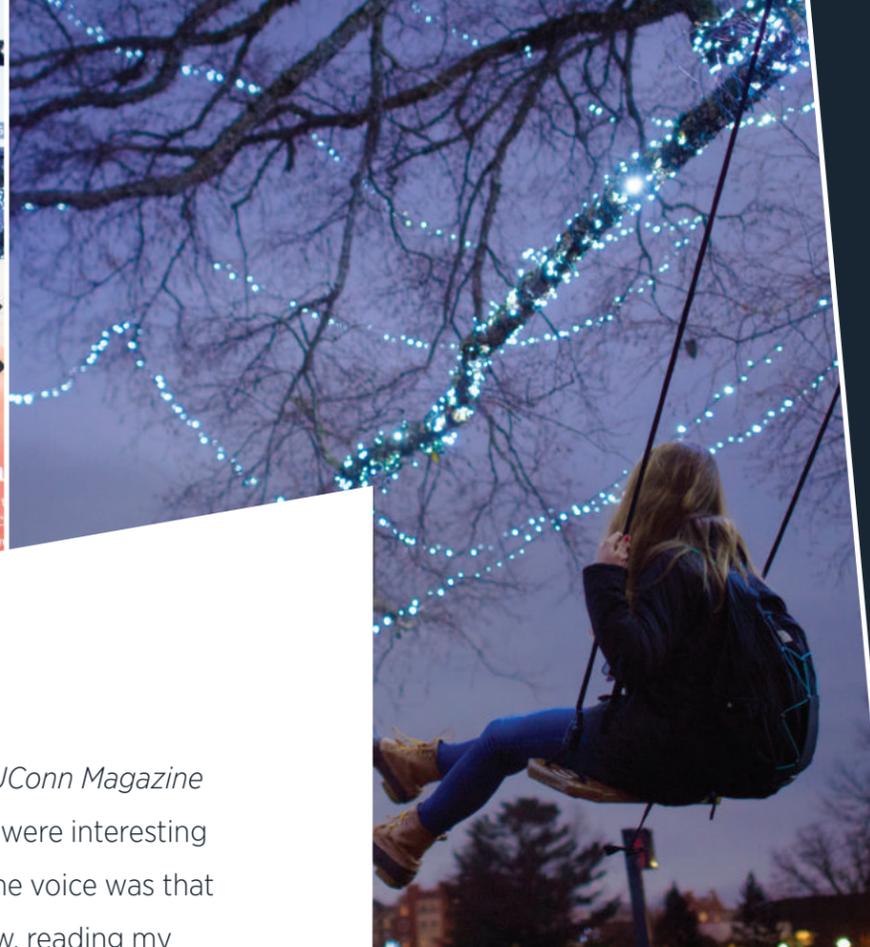
Institutional Banners

Bus Wraps



Bradley Airport



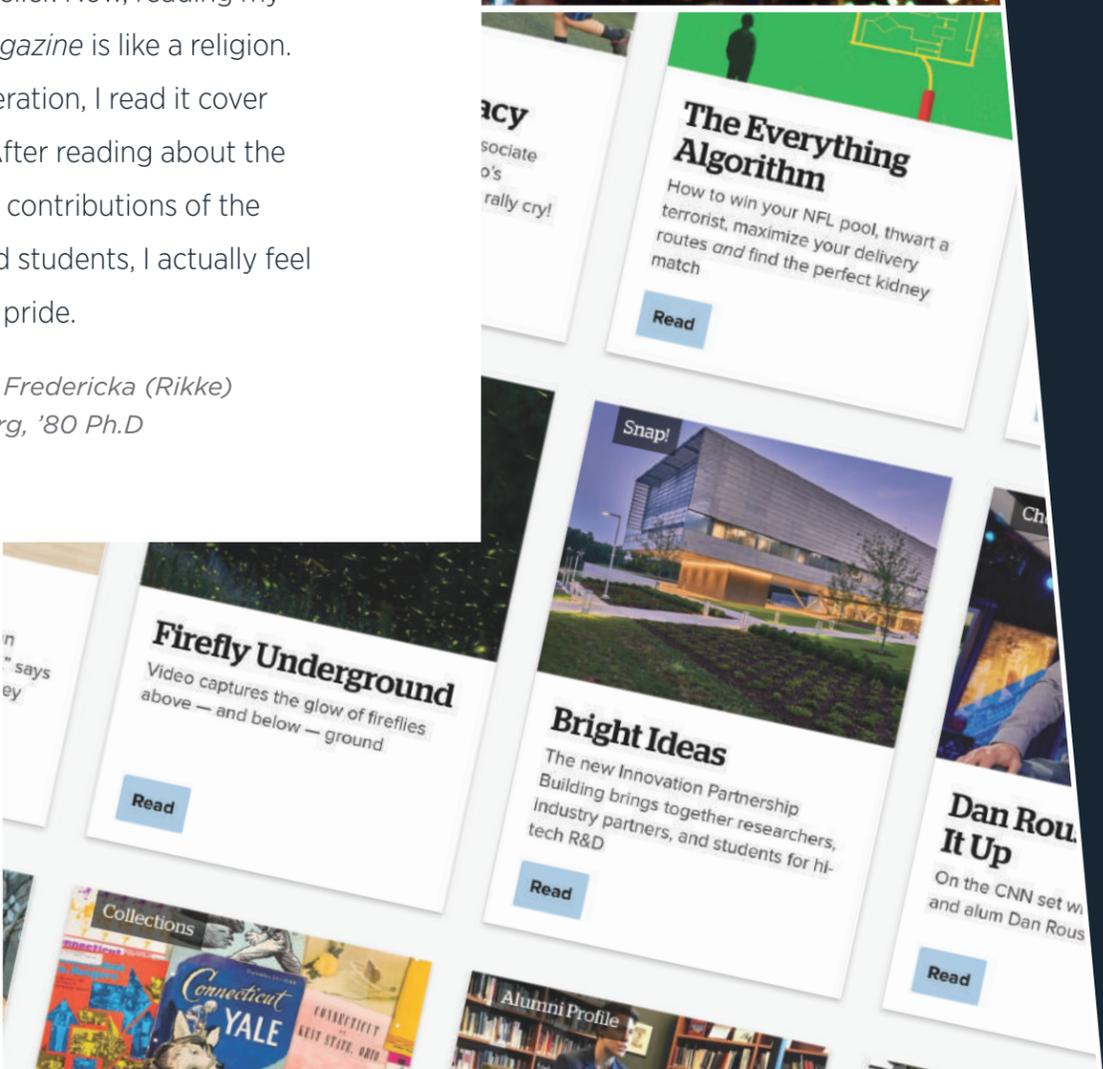


# UConn Magazine

Alumni communications is one of the most important things a university does to build strong links to generations of graduates. *UConn Magazine* maintains that vital connection with innovative and insightful stories, photos, and web content that both conjure up fond memories and highlight the University's restless drive for excellence. Published in print and online three times a year, our magazine is mailed to more than 200,000 alumni and friends of UConn and reaches far more through its website. Our award-winning magazine not only keeps readers informed of all the things that make this a top research institution, with stories highlighting our alumni, faculty, and students, but also presents diverse viewpoints and stimulates dialogue on critical issues of the day.

“I opened my new *UConn Magazine* to find stories that were interesting and substantive. The voice was that of a storyteller. Now, reading my *UConn Magazine* is like a religion. No exaggeration, I read it cover to cover. After reading about the significant contributions of the faculty and students, I actually feel a sense of pride.

— Theresa Fredericka (Rikke) Wassenberg, '80 Ph.D



**200,000+**  
print circulation to  
alumni nationwide

**50+**  
pages each issue  
covering academic  
success, campus life,  
alumni news, and  
historic UConn

**6,000+**  
net increase in  
circulation to  
alumni each summer  
with new graduates

# Social Media

Every day, news, photos, videos, and pure UConn spirit go out to more than **418,000 followers** across social media platforms Facebook, Twitter, Instagram, and LinkedIn. Recently, we have seen a wholesale transformation of the University's social and emerging media presence, with the first full-time professional coordinating efforts across UConn. With a distinctive voice and the ability to engage diverse audiences on multiple platforms, UConn has never been in a better position in terms of social media. In addition, our office spreads this wealth of knowledge across the entire University in the form of social media training sessions, the creation and stewardship of social media guidelines, and resources for University employees who maintain social media accounts specific to individual schools, colleges, or divisions.

**36,000,000** impressions from followers on social media since 2017

**77,000** link clicks annually driving followers back to our website

**886,000** engagements with social posts since 2017

## Since 2017, UConn achieved...

 **101,000** followers  
↑ Increase of **12%**

 **98,000** followers  
↑ Increase of **7%**

 **53,000** followers  
↑ Increase of **39.5%**

 **2,200** followers  
Launched **2017**

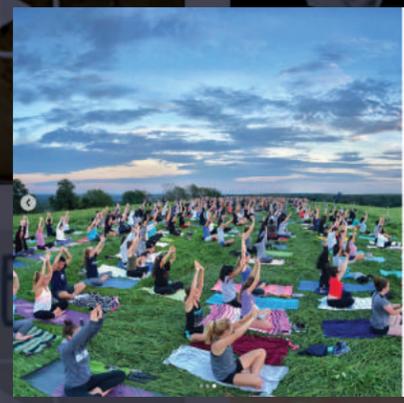
 **166,000** followers  
↑ Increase of **7.8%**

 **UConn** @UConn [Follow](#)

'I appreciate the public service history of the scholarship. The scholarship's foundations in gratitude and service resonate with the kind of leader I'd like to be,' says Akshayaa Chittibabu '19 (@UConnCLAS) who has been named a @MarshallScholar.



**Senior Wins Prestigious Marshall Scholarship - UConn Today**  
Akshayaa Chittibabu '19 (CLAS) is one of 48 Marshall recipients nationwide this year, and the fifth UConn student to be so honored.  
today.uconn.edu



uconn If it's not already, sunset yoga on Horsebarn Hill should be on your #UConnBucketList. 🌅 @emilonevini

View all 27 comments

brookespiro @kswaz imagine if they had this when we lived at the DO house??  
kswaz @brookespiro driving by in the cabrio with blaring music????  
uconnrec A 🇺🇸 🇺🇸 🇺🇸  
brookespiro @kswaz was there anything else to do this time of year?? No scrub!!  
citeseon\_ @bibibolchi @theyismenem @aubreyy\_hague @spencersenior 2nd pic we MADE IT  
stephanieambarrett @rmckay2 @liz\_nuzzo @imshy2 @clair29 @sax730 where was this after 106 & Park?  
meghan\_partesano @LULIA\_venezia @hsh\_chadha @courtschemer we're  
3,180 likes

 **UConn** @UConn [Follow](#)

The natural light, the long tables, the chandeliers... it's a study room dream 🥰 Be sure to stop by Wilbur Cross to check out the renovations to the South Reading Room!

[today.uconn.edu/2018/10/wilbur](http://today.uconn.edu/2018/10/wilbur) ...



 **UConn** @UConn [Follow](#)

Winter is coming and it's time to change your phone's wallpaper! Check out and download your favorite UConn winter options [📲](#)  
[brand.uconn.edu/downloads/wall...](http://brand.uconn.edu/downloads/wall...)



 **UConn** @UConn [Follow](#)

Tradition and innovation come together every day at UConn, so it's only fitting that our holiday spirit is marked by a distinctively Husky take on a familiar classic.



0:56 9,539 views

**Sing We Joyous, All Together**

 **UConn** @UConn [Follow](#)

either...  
meganlauren1211 @katekruz you weren't there!  
whira tall @smassiah AMA 2020  
yaboi.dannyv What about when the picture spelling out UCONN was taken...  
johannaviel @tassio  
mosmith14 @laur1089 did we miss this lol  
xinyue\_wang @bang622 那你们真的很嗨  
allilucas  
bang622 @xinyue\_wang 🍀🍀🍀  
xinyue\_wang @bang622 大概上还不睡要明  
bang622 @xinyue\_wang 我今天快11点才写完作业 刷过视频  
xinyue\_wang @bang622 天啊 好辛苦啊 我们明天也要上课了  
bang622 @xinyue\_wang 加油!  
xinyue\_wang @bang622 一路加油🍀  
5,341 likes





Retweeted by the Co-founder of Android

One of the first universities to speak out on this issue publicly

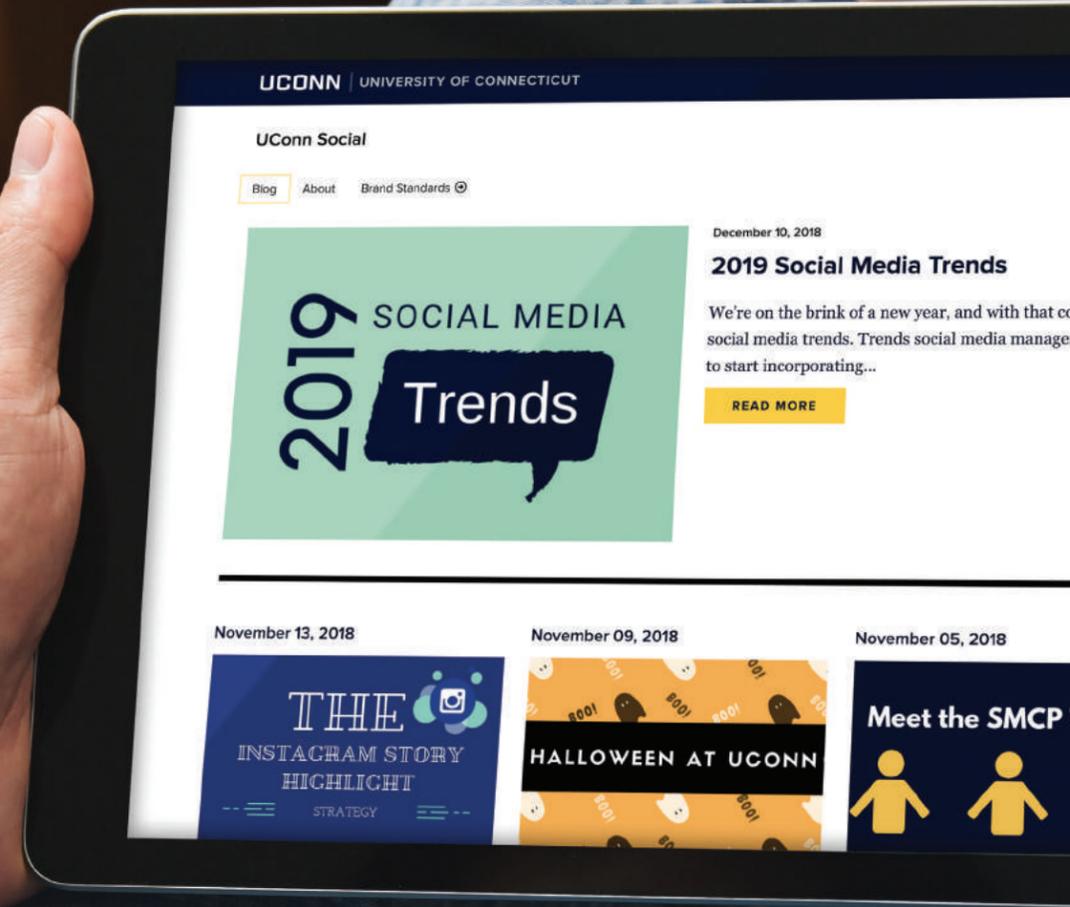
Featured in BuzzFeed News in Trending

“Meet Me Under the Mistletoe” Holiday Video

Shared over 38,000 times with over 19,000 comments and 143,000 reactions

To date, our most engaged Facebook post in UConn history

1,900,000 views



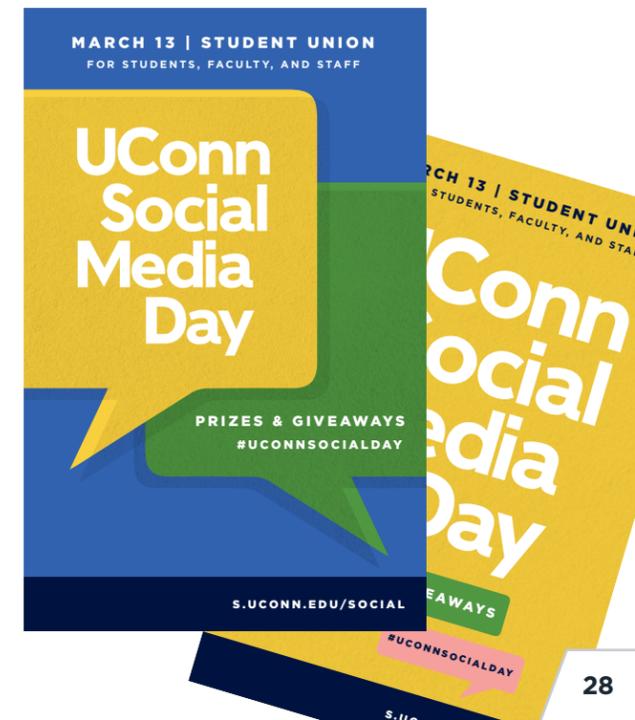
And that's not all ...

The new **UConn Social Blog** establishes UConn as a leader in the field. Our reflections on trending topics, social campaigns, and engagement serve as a resource for other higher ed professionals.

**Social media pilot programs** launched at Hartford and Stamford are laying the groundwork for our regional campuses to have distinctive voices and

are drawing attention to their unique offerings.

**#UConnSocialDay** is a free, all-day, professional social media development event for all UConn students, faculty, and staff. The event features dedicated speakers and topics tailored for students and faculty/staff, while shedding light on social media best practices, how-to's, and building a professional online brand.



# Multimedia

## Video

The nervous excitement and bustle of freshman move-in day. Groundbreaking research into tick-borne diseases. The austere beauty of a winter storm covering Horsebarn Hill in snow. You live it, we capture it. Our video team finds the stunning visuals and unmissable moments in UConn stories, ranging from complex science to student singing groups, and brings them to the wider world. Striking a balance between informative and fun, we create dozens of videos each year that run the gamut from 15-second Instagram shorts to minutes-long narratives that highlight the relentless drive for academic excellence at the heart of the University.

Annual  
Video Views:

**1,294,000**  
across all platforms

**464,000**  
on YouTube

**326,000**  
on Facebook

**339,000**  
on Twitter

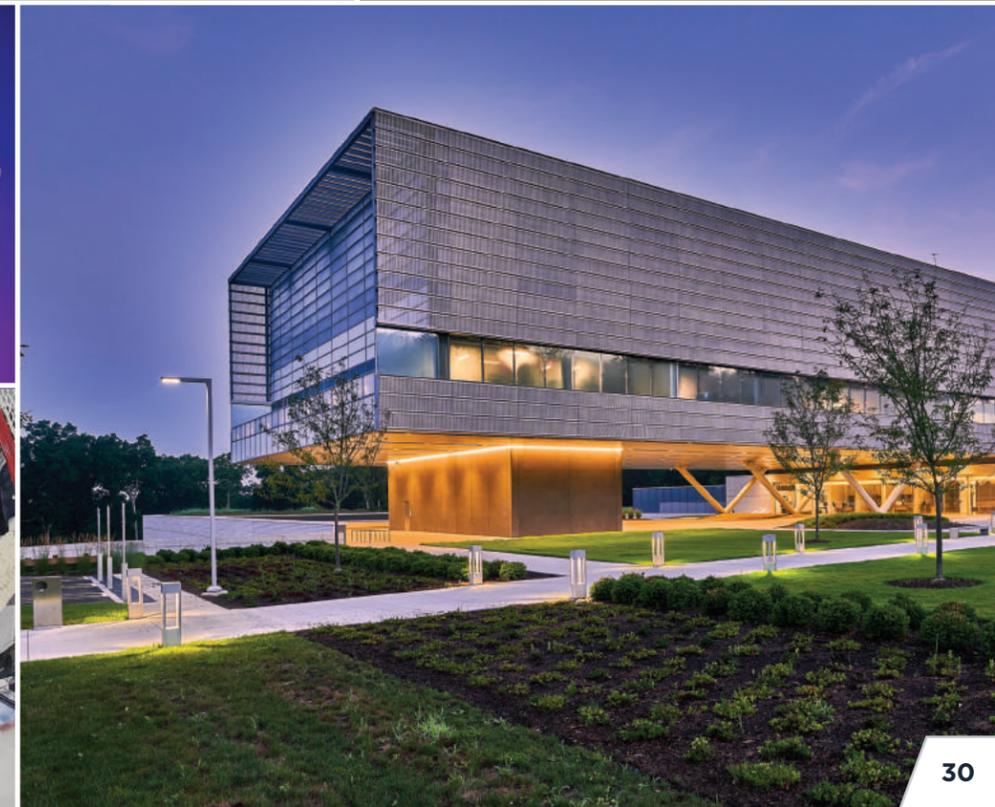
**165,000**  
on Instagram

## Photography

Our photographers make art out of the everyday moments and extraordinary successes of UConn's students and faculty, capturing the essence of the University in **76,000 frames a year**. The unique vibrancy of UConn comes through in every single shot, whether that means world-famous speakers and path-breaking research, or hallowed traditions and day-to-day moments.

We maintain a robust selection of high-resolution images online for use by University offices and departments ranging from brochures for prospective students to informational material provided to lawmakers and everything in between.

**3,600**  
photos processed annually

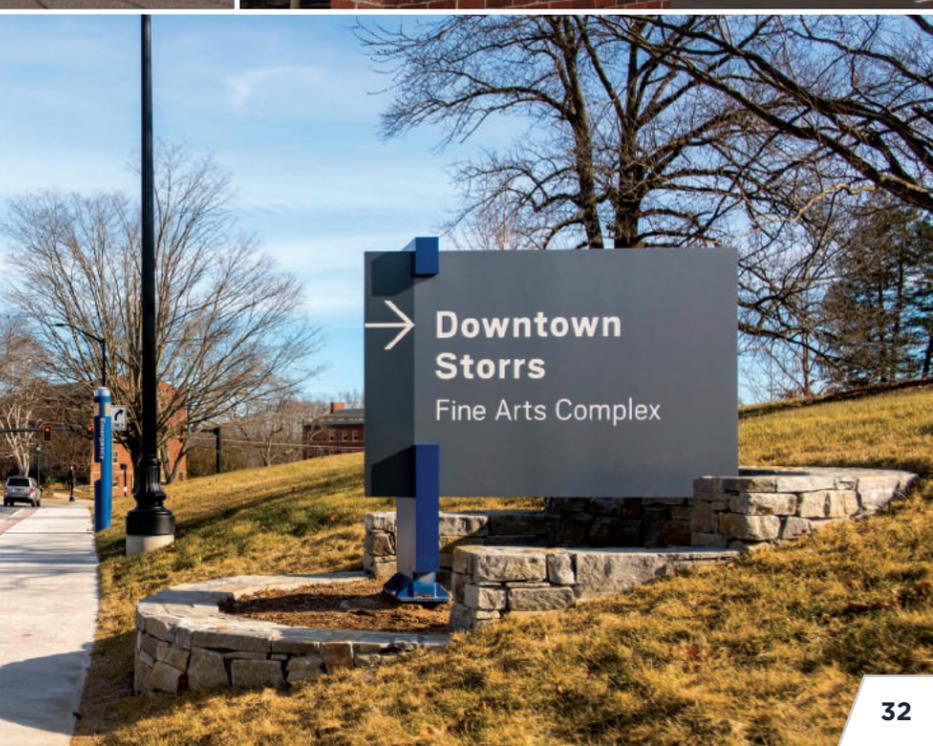
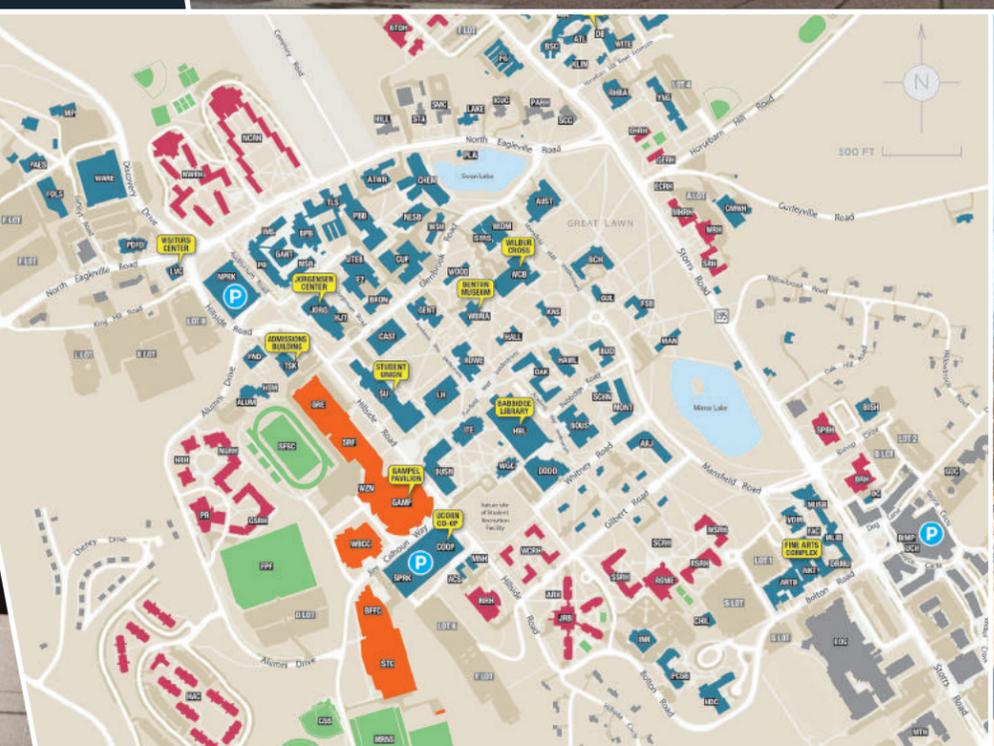


# Wayfinding

“You can’t get there from here” may be a proverbial New England expression, but it’s not likely one you’ll hear at any of our campuses or clinical locations across the state, thanks to University Communications’ work on making clear, easily understood signs and directional elements standard throughout UConn. From ensuring patients at UConn Health find their specialists to enabling visitors to get choice parking spots at the Dairy Bar, the guidelines, maps, and standards we’ve developed have made our University an easier and friendlier place to navigate.

**250**  
 exterior wayfinding  
 signs installed  
 at Storrs and  
 Farmington in 2018

**900+**  
 interior wayfinding  
 signs installed  
 at UConn Health  
 in 2018



# Internal and Emergency Communications

Our ability to tailor messaging to specific audiences is on full display when it comes to internal communications intended for faculty and staff members, or to emergency communications, whose audience could be as wide as the world.

To keep UConn faculty and staff in the loop, we use tools like the monthly **UConn at Work** e-newsletter and the weekly **UConn Health Pulse**, packed with practical information on everything from policy updates to construction schedules. That work is supplemented by the **Daily Digest** and **UConn Health Lifeline** emails, which hit inboxes every morning, packing in UConn Today headlines, University-wide messages, award nominations, events, fundraisers, and more.

Communicating directly to faculty, staff, and students is also a key pillar of our **emergency communications** efforts. When an urgent situation arises that affects normal business, we use a software tool to immediately send information to our entire community via text, email, social media, and the UConn Alert website, [alert.uconn.edu](http://alert.uconn.edu). A linked tool allows us to send text messages to anyone who signs up to receive them, including parents, lawmakers, and area businesses. Guided by the University's **Emergency Preparedness Protocol**, we stay on top of the situation via social media and a time-stamped blog on the **Alert website** until it's time to send the "All Clear" message.



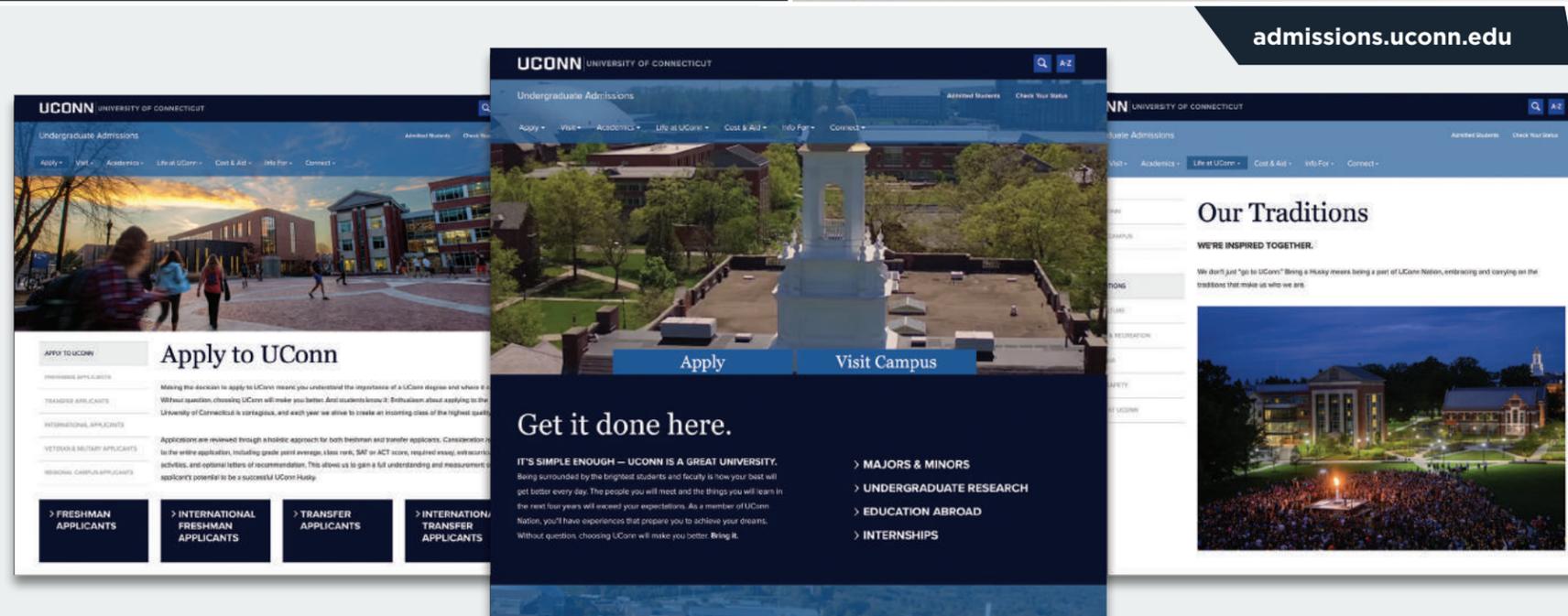
# Enrollment Management

Every year, high school students receive an avalanche of recruitment materials from countless universities. In order to stand out from the pack, our marketing team makes sure UConn's materials are current with fresh images, design, and information. First-rate students demand first-rate recruitment material, and University Communications produces tools that inform and attract top applicants during each step of the admissions process. With attention-grabbing detail and presentation, we make it easy for high-achieving students from around the world to learn more about UConn, apply for a coveted spot here, and accept an offer of admission.

**38,000**  
freshman applications  
annually, up from about  
**13,600** in 2001

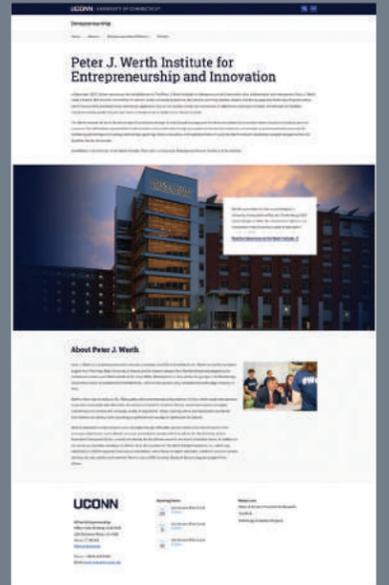
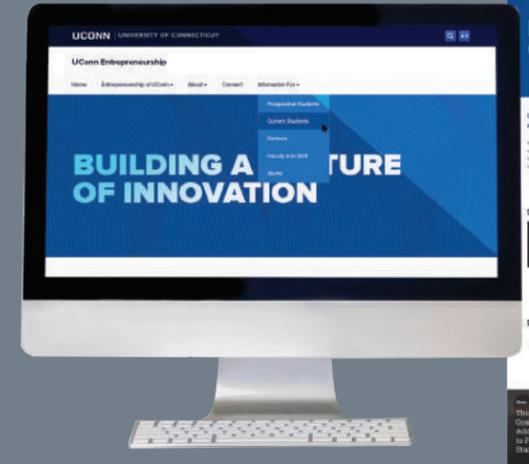
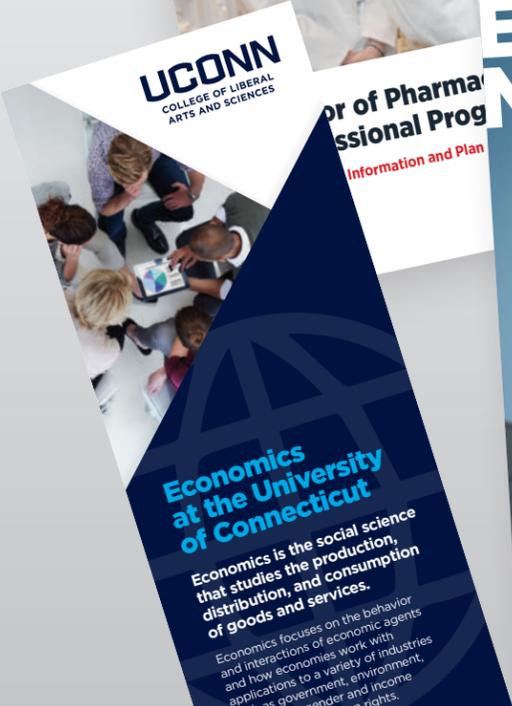
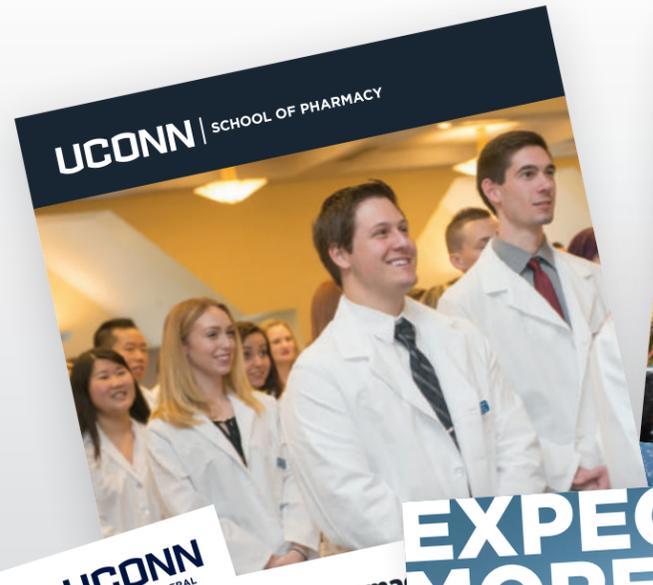
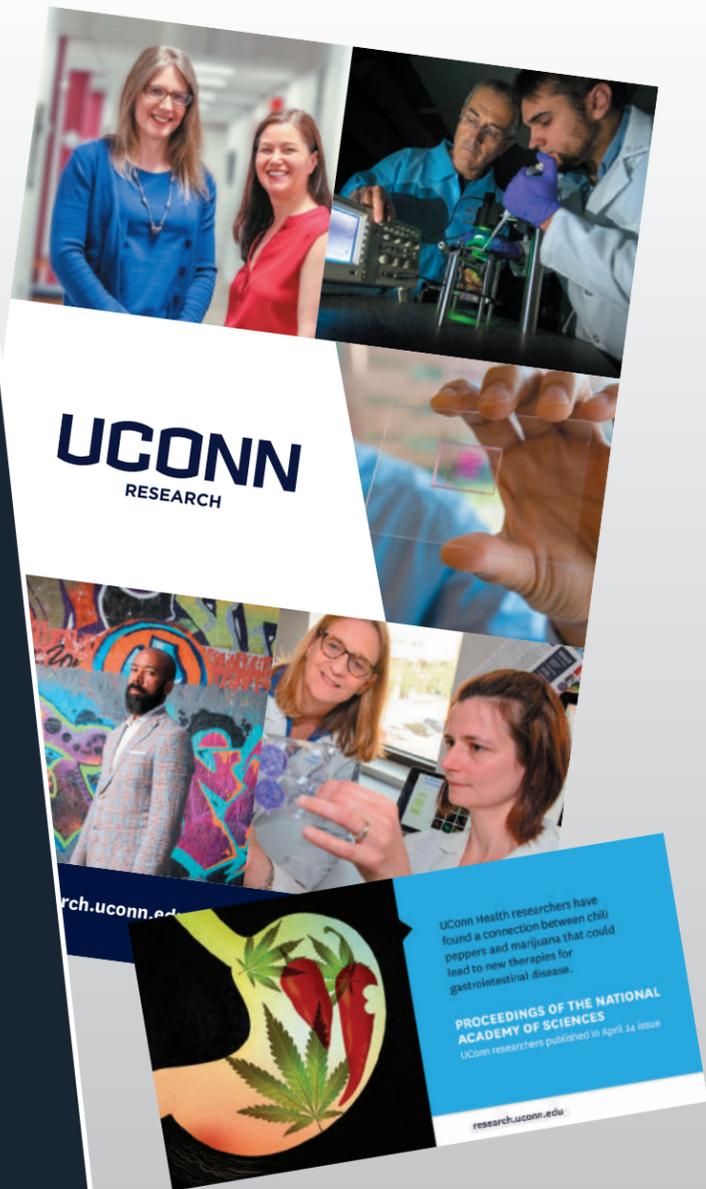
**1300+**  
average SAT score  
at Storrs

**35%** of  
undergraduates are  
minority students



# Academic Support

The heart of any university is the quality of its teaching and research efforts. Our schools, colleges, and specialized programs have tremendous success stories to communicate, and University Communications is here to help. Collaborating with our partners across UConn's schools, colleges, research centers, and academic divisions, we enable a unified picture of ambitious intellectual striving to emerge from the array of activity happening every day at a major research university. Whether providing strategic marketing guidance, help with web development, social media strategy, or just finding the right words, we help tell the world about the research, teaching, and public service that sets us apart.



entrepreneurship.uconn.edu

# Special Projects

In the fast-changing world of communications, it's critical to try new approaches and innovative strategies for sharing our stories with the world. To that end, University Communications takes a lead role in furthering alumni advancement efforts, presidential outreach and executive communications, and serving as the liaison to the State of Connecticut's Office of Film, Television, and Digital Media.

In addition, University Communications has launched successful initiatives that break new ground in our field and better position us to show off everything that makes UConn great.

Those initiatives include **UConn Science Salon**, a traveling roadshow of café events designed to encourage public discourse at the intersection of science and culture. Alumni, business leaders, friends, and guests join top UConn scientists and researchers to advance discussions on current issues in a fun atmosphere.

Another new project, **UConn 360**, launched in 2018, is an award-winning podcast that presents all aspects of University life, from research to student clubs to obscure historical tidbits in an engaging, "non-institutional" voice.



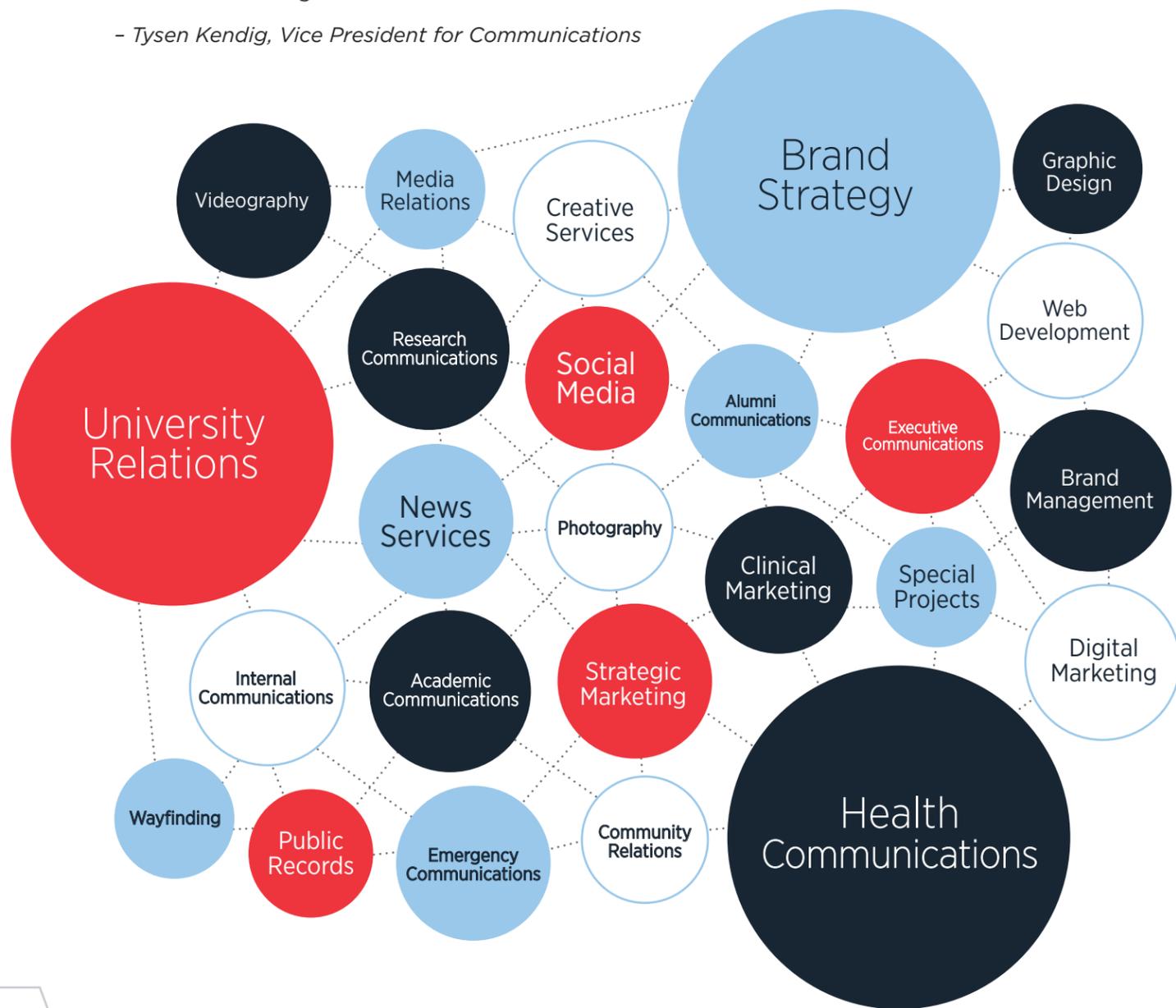
Every year, University Communications ensures thousands of first-year students start their UConn experience on the right foot by organizing a class photo on the Great Lawn. With the newest Huskies standing together to form the letters “UConn,” the photo is both a spectacular media visual and a bonding experience our students will long treasure.



# A Vision for 21st Century UConn

University Communications has the unprecedented opportunity to create a new definition of UConn for Connecticut's rising generation. How we seize this moment will have profound impact on the state for decades to come. We must find bold and imaginative solutions to stand out and remain a leader in innovative, proactive communication. We must shape and deliver compelling content that always seeks to inform, intrigue, and inspire people, and in doing so, consistently position UConn as one of America's elite comprehensive research universities serving Connecticut and the world.

- Tysen Kendig, Vice President for Communications



## Staff Awards and Accolades

The people who keep University Communications running are not content to rest on their laurels or limit themselves to a narrow set of skills and tasks. Aspiring to be trendsetters and leaders in the field of higher ed communications, they waste no opportunity to find new avenues to pursue, new projects to undertake, new tools to master. Even with a smaller staff than many of our peer institutions, we produce work that is the envy of our industry — **and we have the awards and appointments to prove it.**

### Recent Awards, Honors, and Certifications

- Connecticut Art Directors Club 2018 Annual Awards — 2 Silver and 5 Excellence awards
- MarCom Gold Award, UConn 360 Podcast
- 2018 CASE Excellence in Photography Gold medal
- UConn Student Affairs Gerald N. Weller Award winner
- UConn Outstanding Adjunct Faculty Award, School of Fine Arts
- Presentation at the WPCampus Conference
- Published feature in College Web Editor, 2018
- FAA Part 107-certified drone operators

### Staff Committees and Councils

- APLU Executive Council member
- Mansfield Downtown Partnership Board of Directors
- Farmington Chamber of Commerce Board member
- Chair, Greater Hartford Lithotripsy
- Farmington-UCH Combined Committee member
- American Marketing Association Higher Ed Symposium CMO Salon member
- National Press Photographers Association member
- National Association of Science Writers (NASW) member
- President, Connecticut Art Directors Club
- AFT-Connecticut Legislative and Political Action Committee member
- University Research Magazine Association members





**UConn**

UNIVERSITY  
COMMUNICATIONS