

Division of Strategic Communications

August 2024

Alessandro Bertoni, Deputy Chief Communications & Marketing Officer

Basil Waugh, Media Relations Director

Team Builds First Living Robots That Can Reproduce

AI-designed Xenobots reveal entirely new form of biological self-replication—promising for regenerative medicine



Greenland Melted Recently, Shows Higher Risk of Sea Level Rise

Long-lost ice core reveals that most of Greenland was green 416,000 years ago



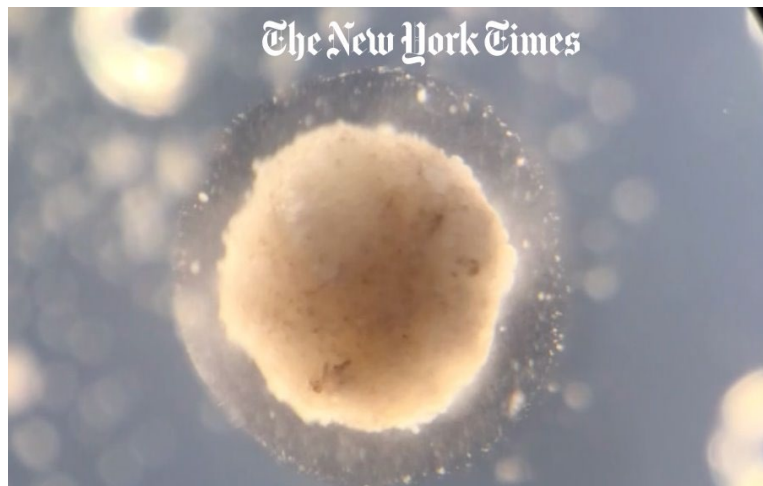
UVM Experts on Vermont's 2023 Historic Flood



Birding to Change the World

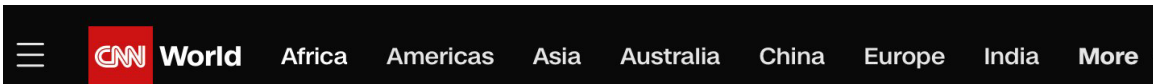
UVM's Trish O'Kane on her new book and how birds saved her soul





The New York Times

Meet the Xenobots, Virtual Creatures Brought to Life



World's first living robots can now reproduce, scientists say



An AI created robots out of living tissue. Then they started to reproduce.... Meet the xenobots



Greenland was once actually green, study says. That's an ominous climate change scenario.



Fossil discovery in Greenland ice sheet reveals increased risk of sea level rise



Ancient soil shows part of Greenland was ice-free — and could soon melt again, scientists say



University of Vermont researchers study impact of flooding on Lake Champlain water quality



How the Shock of Catastrophic Floods Is Changing Farming in Vermont



Looking for new ways to appreciate nature? 2 new birding books may help

BOOKS

Los Angeles Times

4 must-read books on birding (and 2 bonus picks)

How We Amplify Your Work

Storytelling:

- Newsworthy research, discoveries or innovations
- Books or creative works of general interest
- Projects and partnerships with real-world impact
- Faculty as expert sources for journalists

Communications leadership & capacity-building:

- Media training and prep for interviews
- Communications advice and support
- Social media trainings

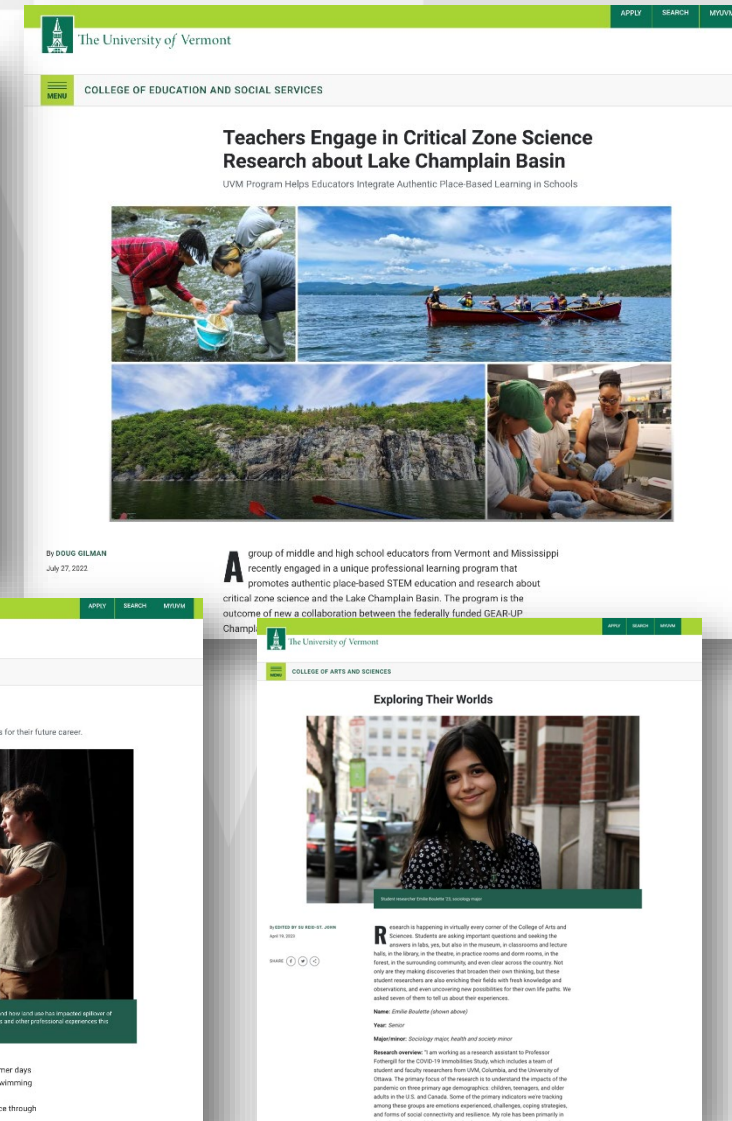
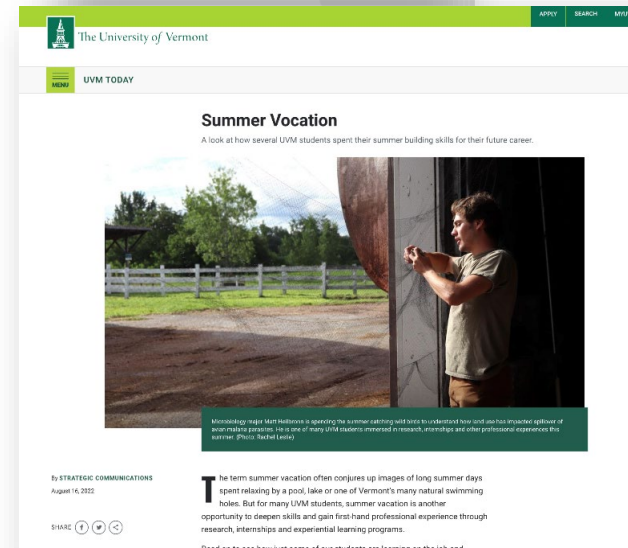
Academic and Administrative Communications

Colleges, Schools, Admin Units

OneUVM
Unit Comms Plans
Onboarding
Professional Development
Strat Comm Academy
Shared Tools and Processes

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40 | EVM MAGAZI



University Marketing

University Marketing

Art and Design

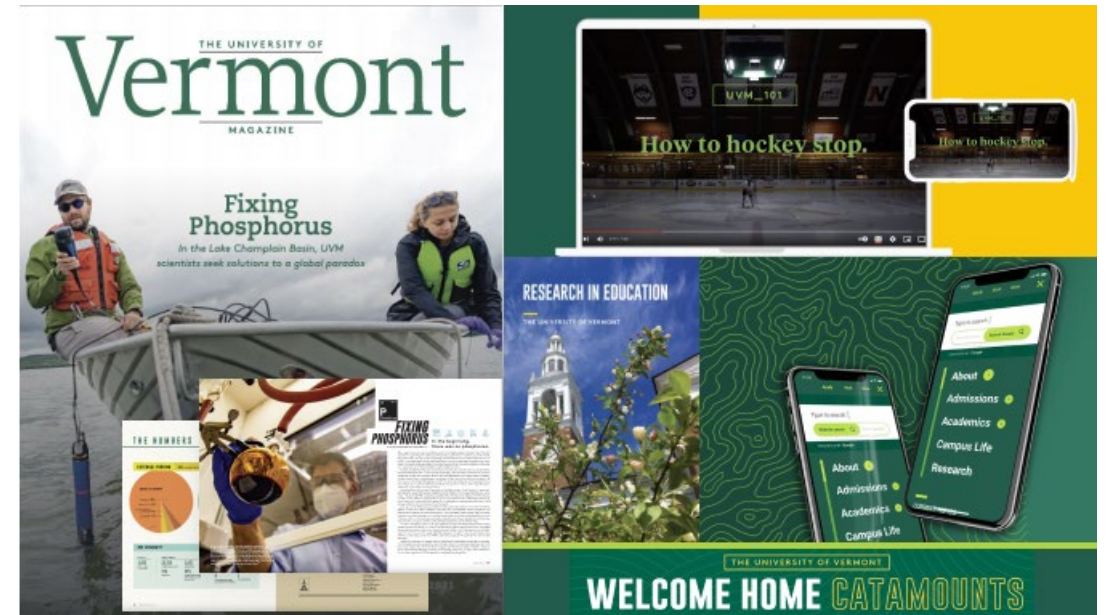
Art Direction
Design
Print Production
Videography
Photography

Content

Content Planning
UVM Magazine
Digital Newsletters
Writing, Editing
Video, Broadcasting

Digital

uvm.edu
Web Development
Tech Support
Analytics
Campus Map



University Marketing

University Marketing

Enrollment Marketing

Campaign Strategy
Execution
Measurement:
Undergrad
Graduate

PACE Marketing

Campaign Strategy
Execution
Management
Measurement

Brand Management

Market Research
Advertising
Sponsorships
Contract Mngmt.
CRM



University Communications

University Communications

Media Relations

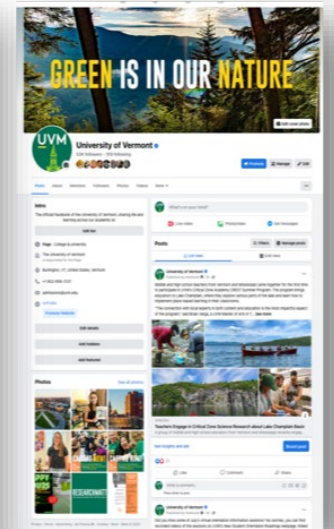
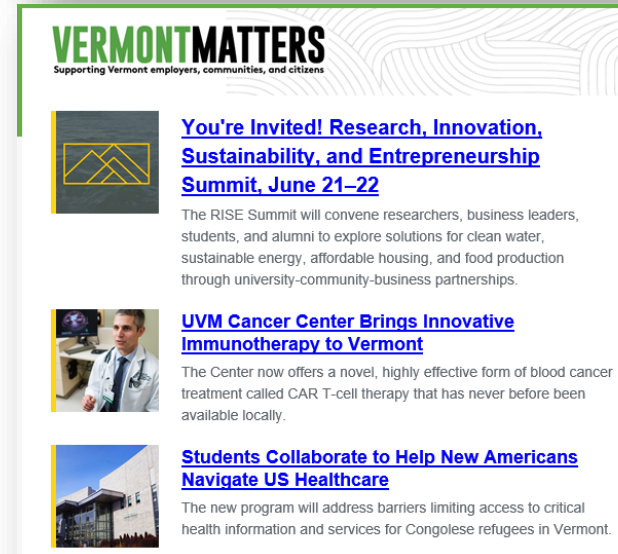
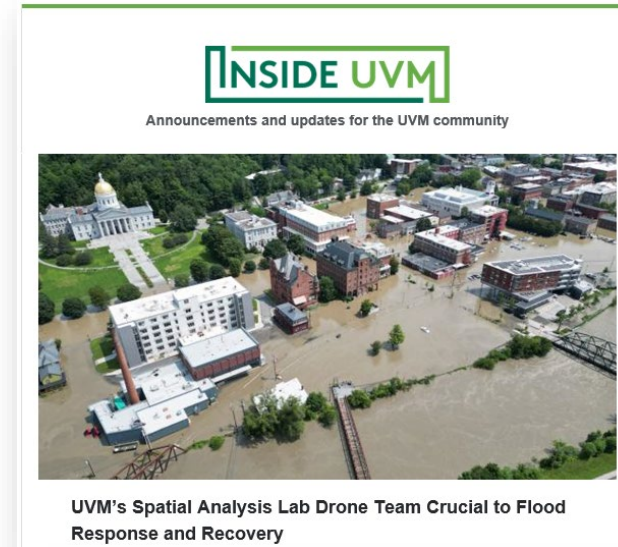
Strategy
National Media
Monitoring
Analytics
Spokesperson
Leadership Comms
Crisis Comms

Social Media

Flagship Accounts:
Instagram
Facebook
Twitter(X)
LinkedIn
“Listening”/Analytics
Training

Internal Comms

InsideUVM
Emails: Student,
Faculty, Staff
Campus Digital
Displays
University Calendar



When to Engage with Strategic Communications

- If you have a study (or other scholarship) accepted by a publication
- If you've received a media request—and would like media training
- If you've received a major funding (over \$1M)
- If you have community project or partnership that's having a real-world impact
- If you have an outstanding story re. student success or UVM's land grant mission

Engaging with Strategic Communications

All Roads Lead to Your Communications Leader

- College of Agriculture and Life Sciences (CALS)
Ren Dillon
- College of Arts & Sciences (CAS)
Su Reid-St. John
- College of Engineering and Mathematical Sciences (CEMS)
Chris Dissinger
- College of Education and Social Services (CESS)
Doug Gilman

- College of Nursing and Health Sciences (CNHS)
Sara White
- Grossman School of Business (GSB)
Sharon Harper
- Larner College of Medicine (LCOM)
Stephanie Knific
- Rubenstein School of Environment and Natural Resources (RSENR)
Alayna Howard

UVM

Form



Questions?

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Strategic Communications: www.uvm.edu/stratcomm

Thank You