

Division of Strategic Communications

August 21, 2023



The University of Vermont

Hello!

- Rebecca Stazi - Executive Director, Academic and Administrative Communications
- Greg Farnham – Executive Director, University Marketing

UVM Strategic Communications Mission

As the center of gravity for professional communications and marketing, the Division of Strategic Communications **informs** and **engages** key stakeholders, **positions** UVM competitively among leading public research universities, **illuminates** UVM people and their success, and **aligns** messaging with the university's strategic imperatives.

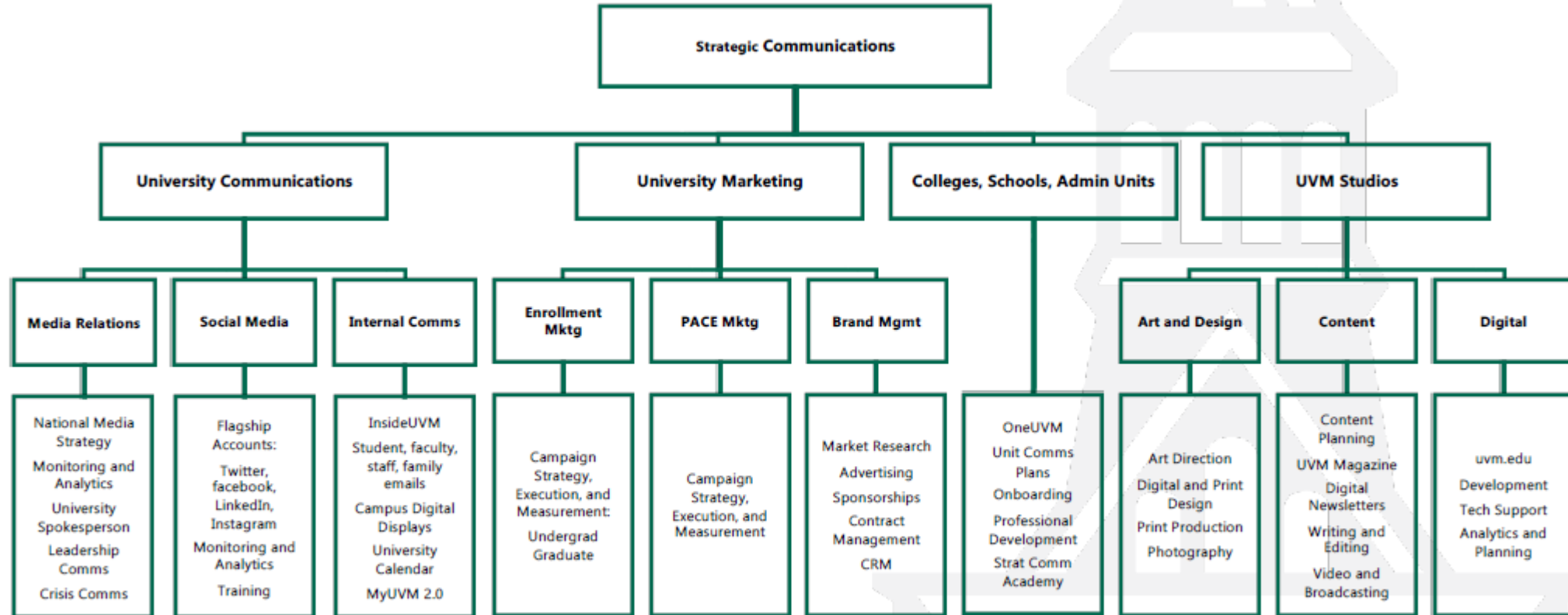
UVM Strategic Communications

Department Structure & Leadership Team



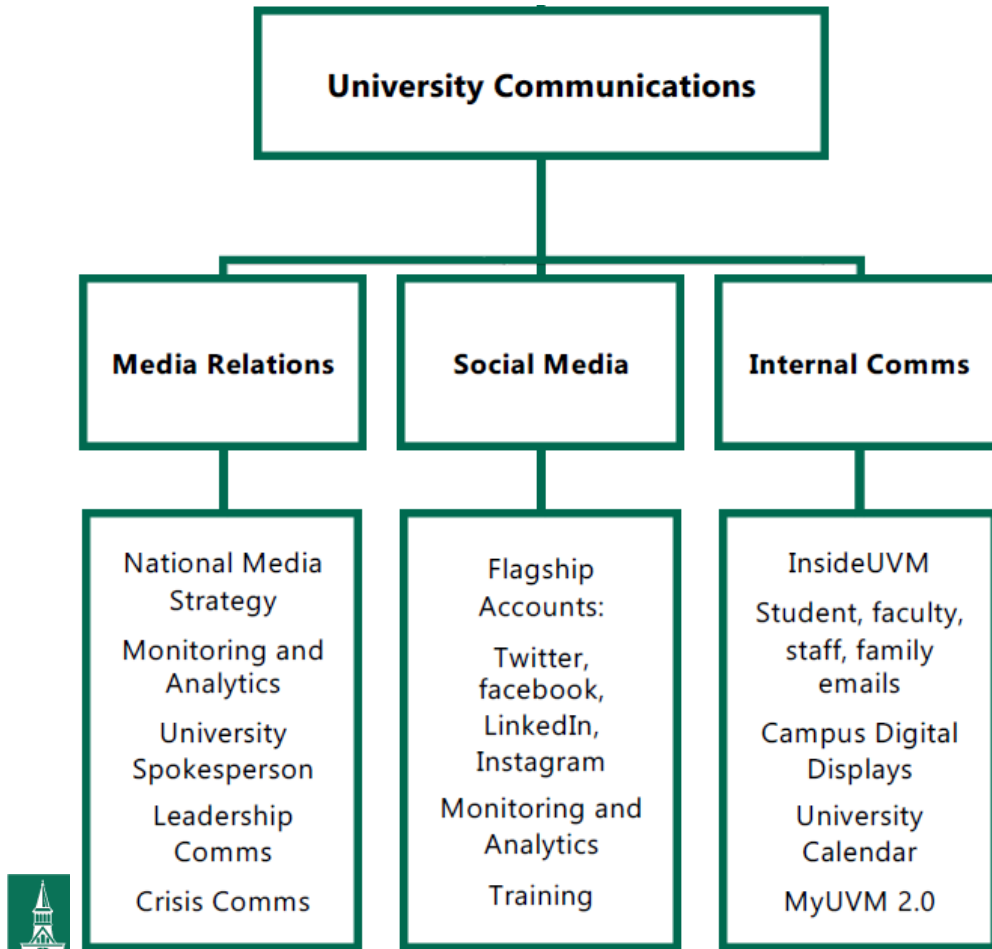
UVM Strategic Communications

Functional Responsibilities



University Communications

Primary Functions



INSIDE UVM
Announcements and updates for the UVM community

UVM's Spatial Analysis Lab Drone Team Crucial to Flood Response and Recovery

GREEN IS IN OUR NATURE

UVM University of Vermont

VERMONTMATTERS
Supporting Vermont employers, communities, and citizens

You're Invited! Research, Innovation, Sustainability, and Entrepreneurship Summit, June 21-22

The RISE Summit will convene researchers, business leaders, students, and alumni to explore solutions for clean water, sustainable energy, affordable housing, and food production through university-community-business partnerships.

UVM Cancer Center Brings Innovative Immunotherapy to Vermont

The Center now offers a novel, highly effective form of blood cancer treatment called CAR T-cell therapy that has never before been available locally.

Students Collaborate to Help New Americans Navigate US Healthcare

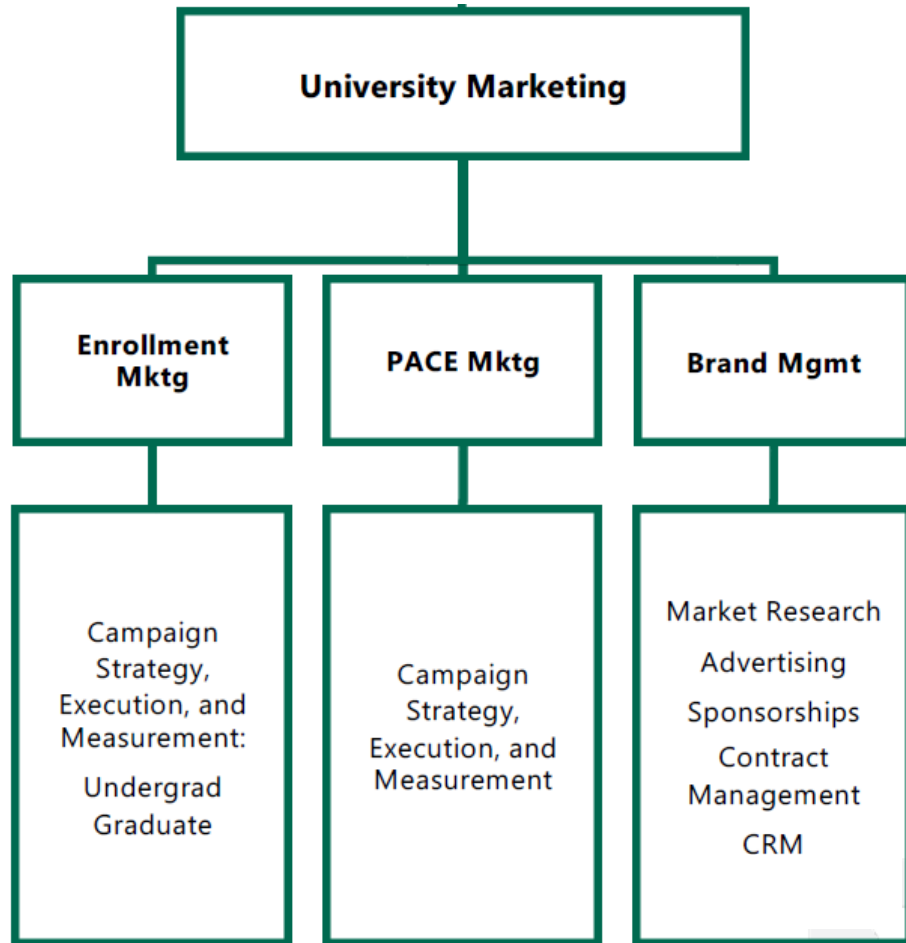
The new program will address barriers limiting access to critical health information and services for Congolese refugees in Vermont.

UVM University of Vermont

Home Page | Academics | Admissions | Athletics | Career Center | Research | Student Life

University Marketing

Primary Functions



Everywhere you look, this is what you see.

INNOVATION

- ▶ The National Science Foundation ranks UVM a top 100 public U.S. research university.
- ▶ UVM's "DeepGreen" supercomputer—one of the nation's fastest—supports innovations focused on mental health, food systems, drug delivery, misinformation spread, and more.
- ▶ "SEED" (Senior Experience in Engineering Design) connects students with industry experience focused on new methods, materials, and machines that address human needs.

ENTREPRENEURSHIP

- ▶ Students intern with start-ups like Beta Technologies and CIVR Technology, recent additions to a long list of nearby entrepreneurial names like Burton, Kaurig, and Seventh Generation.
- ▶ UVM's Invention2Venture (I2V) Conference gathers researchers, students, and regional business leaders to explore development, financing, and protection of new ideas.
- ▶ AKC (Academic, Research Commercialization), a branch of our Entrepreneurship Club.

GLOBAL MINDSET

- ▶ Every student does coursework in cultural fluency; study abroad is an option in any major.
- ▶ Undergrads represent 40+ countries, bringing a world of experience with them.
- ▶ UVM's Cultural Crossroads Residential Learning Community is an instant home for global thinkers.
- ▶ Student clubs travel internationally to conferences, competitions, and service sites with UVM grants.

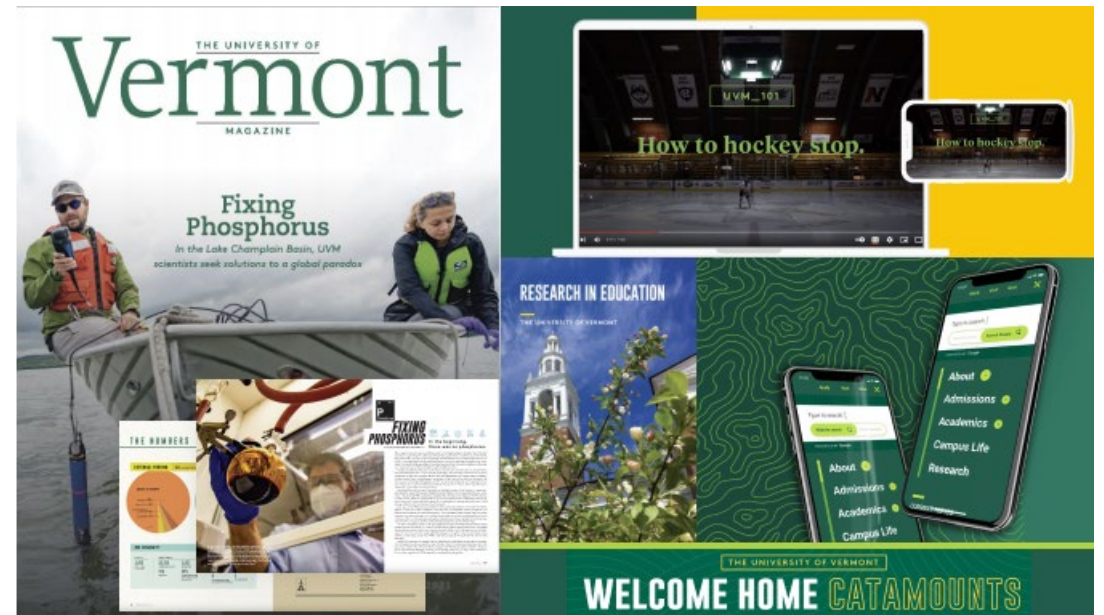
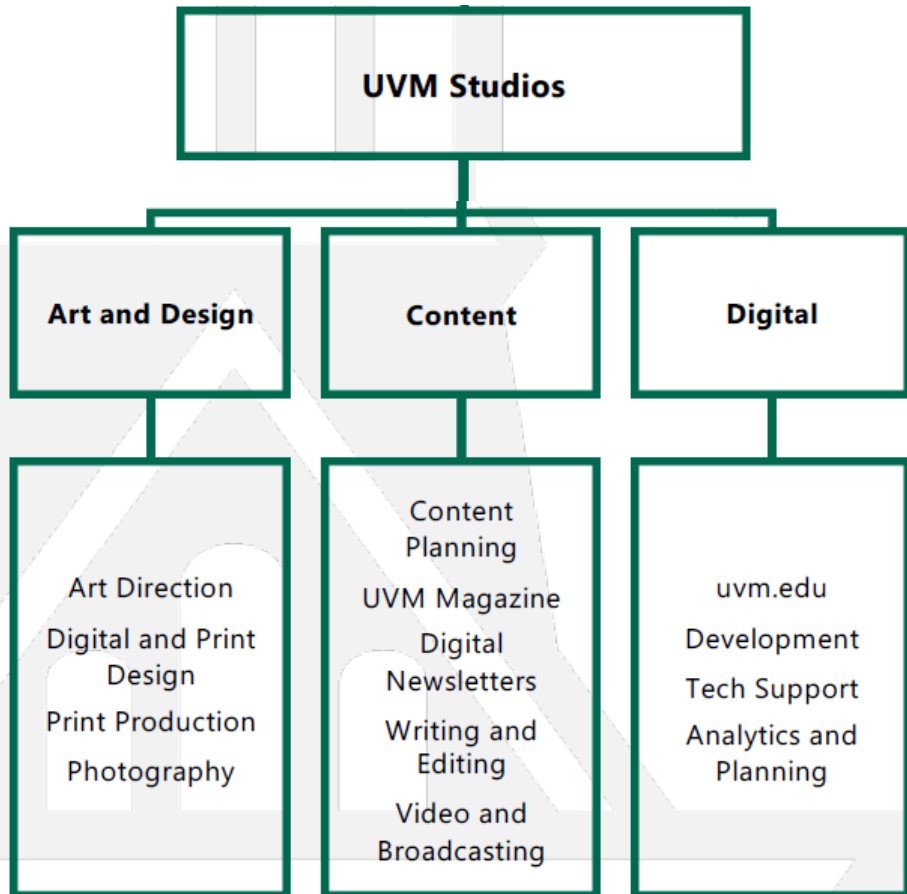
Your place for
CUTTING-EDGE RESEARCH

The University of Vermont

LIVING CLASSROOM 360°
VIRTUAL CAMPUS EXPERIENCE

UVM Studios

Primary Functions



Academic and Administrative Communications

Primary Functions

Colleges, Schools, Admin Units

OneUVM
Unit Comms
Plans
Onboarding
Professional
Development
Strat Comm
Academy



WITH a specialized drill called an increment borer, UVM geographer and expert leader of tree-ring study Kathryn captures the heart of a tree's secret on the job at Cannon's Runge. It's hard work, but necessary to the job.

A s first, the noise coming out of the tree sounds like a distant wood pecker. "It's a little louder," says Kathryn. "You can hear the drill another way, but here you can actually feel the vibrations in the wood." She's using the tool to drill a hole into the trunk of a tree to collect a core sample. The process is delicate and requires precision. Kathryn is looking for a specific layer in the tree's growth rings that corresponds to a particular year. "You have to be very careful not to damage the tree," she says. "You have to be very careful not to damage the tree." Kathryn is looking for a specific layer in the tree's growth rings that corresponds to a particular year. "You have to be very careful not to damage the tree," she says. "You have to be very careful not to damage the tree."

Summer Vacation
A look at how several UVM students spent their summer building skills for their future career.

Monterey major Matt Haskins is spending the summer catching wild birds to understand how and why his structural geology of economic practices. He is one of many UVM students measured in research, internships, and other professional experiences this summer. (Photo: Rachel Lewis)

The term summer vacation often conjures up images of long summer days spent relaxing by a pool, lake or one of Vermont's many natural swimming holes. But for many UVM students, summer vacation is another opportunity to deepen skills and gain first-hand professional experience through research, internships and experiential learning programs.

Read on to see how just some of our students are learning on the job and

Teachers Engage in Critical Zone Science Research about Lake Champlain Basin
UVM Program Helps Educators Integrate Authentic Place-Based Learning in Schools

By DOUG GILMAN
July 27, 2022

A group of middle and high school educators from Vermont and Mississippi recently engaged in a unique professional learning program that promotes authentic place-based STEM education and research about critical zone science and the Lake Champlain Basin. The program is the outcome of new a collaboration between the federally funded GEAR-UP Champlain.

Exploring Their Worlds

Research is happening in virtually every corner of the College of Arts and Sciences. Students are asking important questions and seeking the answers in labs, jets, but also in the museum, in classrooms and lecture halls, in the library, in the theater, in practice rooms and dorm rooms. In the forest, at the surrounding community, and even their corner of the country. Not only are they making discoveries that broaden their own thinking, but they are also contributing to the knowledge of the world around them. We asked some of them to tell us about their experiences.

Name: Emilee Bauliste (shown above)
Year: Senior
Major/minor: Sociology major, health and society minor

Research overview: I'm working as a research assistant to Professor Fortgang for the COVID-19 epidemiology study, which includes a team of student and faculty researchers from UVM, Columbia, and the University of Ottawa. The primary focus of the research is to understand the impacts of the pandemic on three primary age demographics: children, teenagers, and older adults in the U.S. and Canada. Some of the primary researchers were studying among these groups are emotions, coping strategies, challenges, coping strategies, and forms of social connectivity and resilience. My role has been primarily in data collection, which consists of... (text continues)

Engaging with Strategic Communications

We're Here to Help Amplify YOUR Impact!

- Do you have content that has been accepted into a top tier journal?
- Did you receive an inquiry from a member of the media?
- Do you have an innovative programmatic effort or research in partnership with another UVM college or school/department/faculty?
- Do you have an amazing story idea?

Engaging with Strategic Communications

We're Here to Help Amplify YOUR Impact!

- All Roads Lead to Your Communications Leader!
 - **College of Agriculture and Life Sciences (CALS)**
In recruitment
 - **College of Arts & Sciences (CAS)**
Su Reid-St. John
 - **College of Engineering and Mathematical Sciences (CEMS)**
Chris Dissinger (9/11)
 - **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)**
John Turner
 - **Rubenstein School of Environment and Natural Resources (RSENR)**
Alayna Howard

Stay Connected!

Website: www.uvm.edu

Facebook: www.facebook.com/UniversityofVermont

Twitter: www.twitter.com/uvmvermont

LinkedIn: www.linkedin.com/school/university-of-vermont/

Instagram: www.instagram.com/universityofvermont/

YouTube: www.youtube.com/user/universityofvermont

RESEARCHMATTERS: www.uvm.edu/uvmnews/researchmatters

SUCCESSMATTERS: <https://www.uvm.edu/uvmnews/successmatters>

VERMONTMATTERS: <https://www.uvm.edu/uvmnews/vermontmatters>

UVM Magazine: www.uvm.edu/uvmnews/magazine

Strategic Communications: www.uvm.edu/stratcomm



Questions?



The University of Vermont



Thank You



The University of Vermont

