



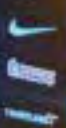
# Storytellers

HOW UNIVERSITY COMMUNICATIONS  
DRIVES A NARRATIVE OF EXCELLENCE

**UConn**

UNIVERSITY OF CONNECTICUT

WELCOME CLASS OF 2026



1995

2000

2002

2003



UConn





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# Our Charge

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

University Communications is trusted to share the story of how UConn has propelled itself on an upward trajectory as one of the nation's top public research universities, a Division I athletics powerhouse, and the premier provider of health care in the heart of Connecticut, and we do it with expert craft and true passion.

Handle all communications needs for a presidential visit? We can do that. Develop a first-of-its-kind streaming service for Husky fans?

We can do that, too. Earn coverage for distinguished faculty in national media?

Design admissions materials that stand out from the pack? Connect with 225,000 alumni through storytelling?

Break new ground in social media? Provide up-to-the-minute updates to all faculty, staff, and students during an unprecedented national health crisis? You've got it. Our team of strategists, writers, designers, videographers, web developers, photographers, editors, project managers, and public relations specialists is driven by a passion for making 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 communications professionals. What follows is the briefest outline of how University Communications shapes the UConn story now and as we look toward the future.

# University Communications Vision and Values

Adhering to a clearly outlined strategy for deploying our informational, technological, and creative assets allows University Communications to flex our limited resources to the fullest. Our evolving strategic efforts include working with key institutional units and stakeholders to identify innovative and compelling ways we can help advance their causes. Other tactics seek to redefine the broad UConn brand and make it better understood within Connecticut and around the world. These collective activities seek to honor and include many representative voices and perspectives that will help articulate all that UConn is — but also help us all, regardless of role, to sing in unison.



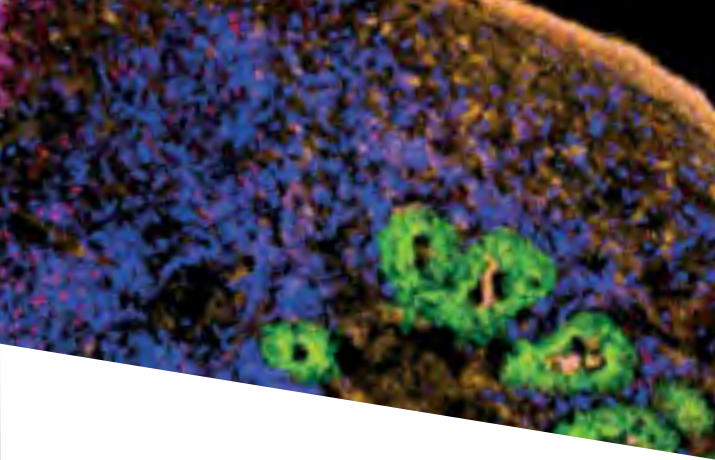
## Vision

We are a model for innovation in proactive, transparent communication that builds relationships and broadly depicts a great American public research university on the rise through content that informs, intrigues, and inspires.

## Values

- Integrity
- Innovation
- Inclusiveness
- Intrigue
- Inspiration





## Strategic Communications Imperatives

Our operational units develop and achieve content production and programmatic goals designed to advance awareness and understanding of UConn's excellence in each of these strategic areas:

- Student Success and Inclusion
- Faculty Excellence and Achievement
- Community Impact
- Entrepreneurship and Life-Transformative Education
- Research Power and Innovation
- Economic and Business Development





# UConn by the Numbers

**Founded**

1881

**Main Campus**

Storrs

**4** Regional Campuses

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

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**

**Storrs & Regionals**

**4,075** acres

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

**UConn Health**

**210** acres





32,000<sup>+</sup>

**Total Student Enrollment**

281,000<sup>+</sup>

**Alumni**

16:1 **Student-Faculty  
Ratio**

80<sup>+</sup> **Research Centers  
and Institutes**

14 **Schools and  
Colleges**

17 **Graduate  
Degrees**

123 **Majors**

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

6 **Professional  
Degree Programs**


21 **Division I  
Athletic Teams**

23 **National  
Championships  
and Counting**



# News and Media Relations

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 global academic news outlet *The Conversation* has garnered **14.3 million** views on expert analysis pieces written by UConn faculty. Furthermore, to date the UConn faculty page in the journalism industry database ExpertFile has generated more than **58,000** profile views, more than **5,000** Spotlight content views, and more than **500** queries of our faculty experts, all by journalists.

A man in a dark blazer, white shirt, and jeans stands on a red carpeted stage, gesturing with his hands. The background is a large screen displaying a dark, abstract pattern. The overall scene is dimly lit, with a spotlight on the speaker.

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

**235+**

**pieces** published by faculty  
on *The Conversation*

**1.4M**

**views** annually of UConn  
faculty-related stories  
through *The Conversation*

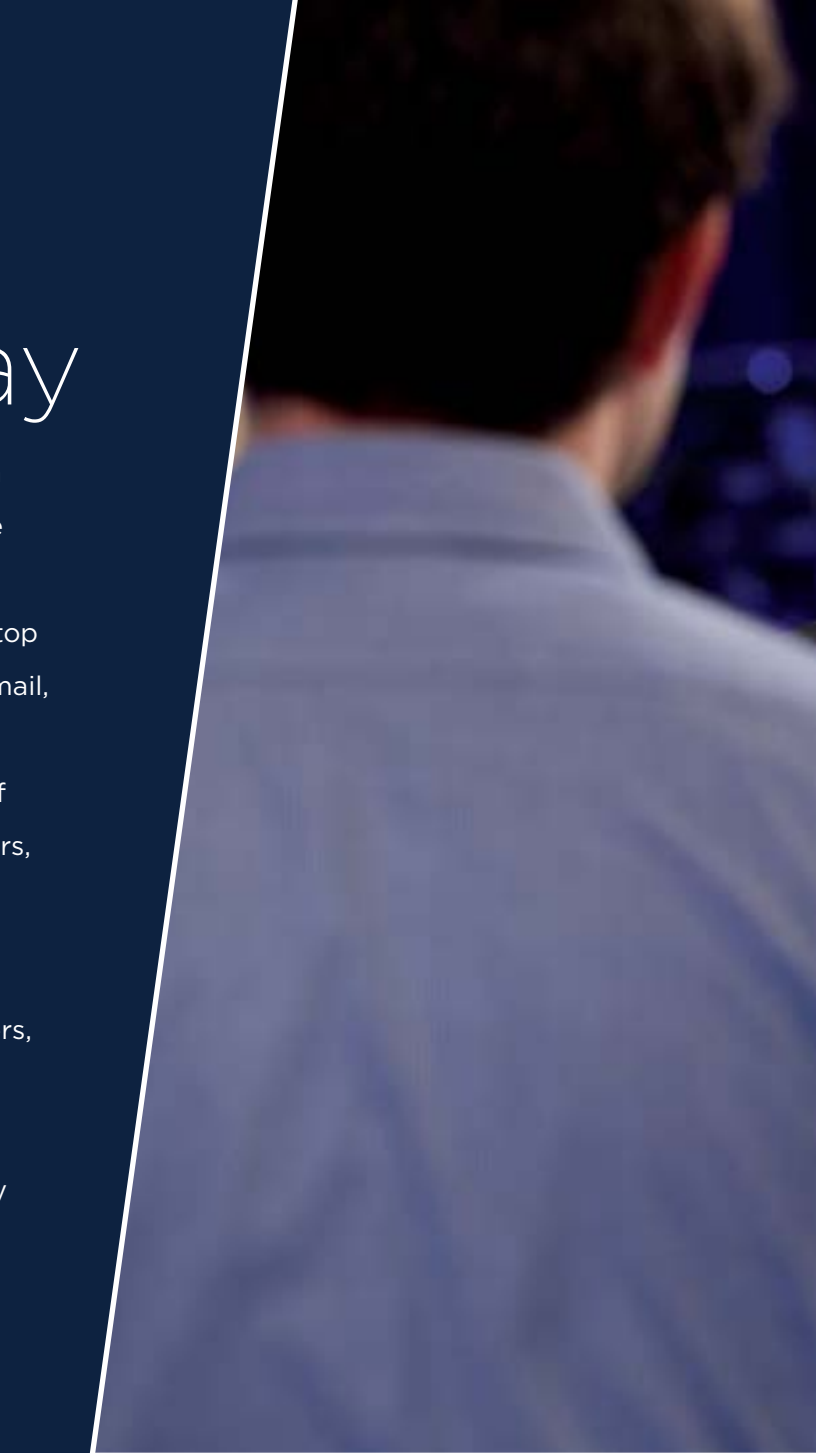
**1,000+**

**media hits** each year, with  
regular faculty representation  
in *The New York Times*, *The  
Washington Post*, CNN, NPR,  
and other national outlets

# 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.



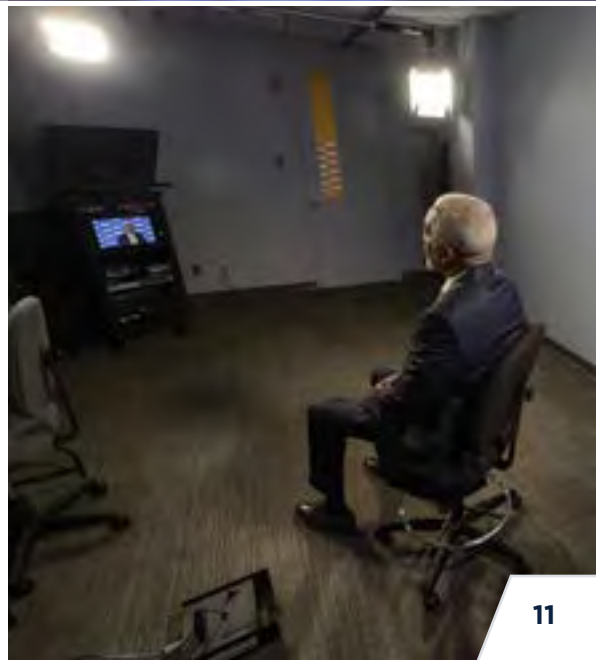
**CLiCK:**  
A Kitchen for the Community



**90,000+**  
email subscribers

**600+**  
posts annually

**900,000+**  
unique views annually



# Community Relations

A university can't be great without opening its doors to currents of thought in the wider world. This is a regular feature of life at UConn, with world-renowned guests visiting our campuses to discuss vital issues facing our society and government officials meeting with our administration to talk about the impact UConn is making on the world. University Communications plays an integral role in all aspects of these special events, providing multimedia, web development, and design support; documenting through photo, video, and editorial; generating publicity; and managing media interest.

Our commitment to public service extends from the international and national stage down to our town-gown relationships, as University Communications is the most consistent source of news and information about UConn for our host communities on everything from construction work to major events.





## Public Records

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.



## Public Records Requests

**2022: 447**

**2021: 433**

**2020: 406**

**2019: 429**

**2018: 323**





## Welcoming the President

In October 2021, UConn for only the second time in its history welcomed a sitting president to campus when President Joe Biden spoke at the dedication of The Dodd Center for Human Rights, which had for 25 years been known as the Thomas J. Dodd Research Center. University Communications staff from all units contributed to the success of the event in a myriad of ways, from overhauling the Human Rights Institute and Dodd Impact websites in advance of the visit through creating slideshows and videos to be shown before the President's speech; managing more than 50 press photographers and reporters including the White House press pool; pushing content out through social media and monitoring online discourse; and documenting and disseminating the photos, videos, and stories of the day.



# 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.

Communicating directly to faculty, staff, and students is a key pillar of our emergency communications efforts. University Communications developed and maintains a comprehensive Emergency Communications Protocol and Training Manual, and working collaboratively with University Safety and the Office of Emergency Management we are prepared to address virtually any urgent situation 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**. Guided by the University's Emergency Preparedness Protocol, we track the situation via social media and a time-stamped blog on the Alert website until it's time to send the "All Clear" message.

For day-to-day internal communications, we use tools we've developed and honed over the years to provide practical information to our faculty and staff, updating our community on everything from policy updates to construction schedules through the monthly **UConn at Work** e-newsletter and the weekly **UConn Health Pulse**. Every morning, all faculty and staff receive a streamlined **Daily Digest** or **UConn Health Lifeline** email, packed with the latest UConn Today headlines, University-wide announcements, events, fundraisers, and more.





# UCONN AT WORK

News for UConn faculty and staff | December 14, 2017



**CELEBRATE THE SEASON**  
Bright Lights and Warm Wishes  
As we say goodbye to 2017, the most great lights open and bright.

[Read More](#)



**WINTER GDI GUIDE**  
Winter GDI Guide

**Winter GDI Guide For The Season**  
Oliver Cooksey, a senior staff at UConn-Citrus Extension, has recently released a Winter GDI Guide.

[Read More](#)

# Social Media

Every day, UConn pushes news, photos, videos, and pure UConn spirit to more than a half million followers across social media platforms TikTok, Facebook, Twitter, Instagram, YouTube, and LinkedIn. With a unique voice and the dexterity to engage diverse audiences on distinct platforms, UConn's social media has never been in a better position. Since dedicating full-time staff and prioritizing digital content strategy, UConn's social following has grown exponentially. University Communications has become a trusted source of knowledge for best practices throughout the University, launching standard Twitter and Instagram accounts for the University president and maintaining guidelines and providing resources and trainings to those who maintain accounts specific to individual schools, colleges, or divisions.

**18%**

**annual increase**  
in followers across all  
platforms since 2017

## Since 2017, UConn has reached...



**543,300** followers

↑ Increase of **88%**



**110,500** followers

↑ Increase of **21%**



**107,800** followers

↑ Increase of **19%**



**97,600** followers

↑ Increase of **155%**



**3,792** followers

Launched 2022



**213,800** connections

↑ Increase of **39%**



**11,800** subscriptions

↑ Increase of **69%**



# Brand Marketing

Protecting and strengthening the UConn brand is at the core of our mission, and every piece of work we carry out serves that goal. Whether it will be seen by millions — such as the University’s main website, **uconn.edu**, and prominent banners at Bradley International Airport — or viewed by a small group at an event, our designers, writers, and developers put the same careful thought into concept, message, wording, photography, and design, defining what UConn means to our audiences. We develop branding toolkits that give programs the building blocks they need to boast their individuality while leveraging the strength of UConn. Behind the scenes, our marketing professionals create the strategies that guide major ad campaigns and promotional efforts, as well as the policies and standards that ensure the University’s innumerable entities communicate the core values of the institution in one cohesive voice.



**200+**  
marketing projects  
completed in FY 2022

**3.8M**  
views annually  
across uconn.edu

## Toolkits





Bradley Banners



brand.uconn.edu



Bus Wraps



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

"There was suddenly a fatwa on my head"

For reporting on repression, intolerance, and oppression against women in her country, Mariam Sirriani found herself under the most serious of death threats and trapped in a nonstop loop of fear. The Pakistani journalist found the freedom to live—and to work and teach—at UConn.

**By Mariam Sirriani**  
Illustration by Sara Rybin

...the world's most powerful nations...  
...the world's most powerful nations...  
...the world's most powerful nations...







# 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 225,000 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.



**225,000+**

print circulation to alumni nationwide

**6,000+**

net increase in circulation to alumni each summer with new graduates

**50+**

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

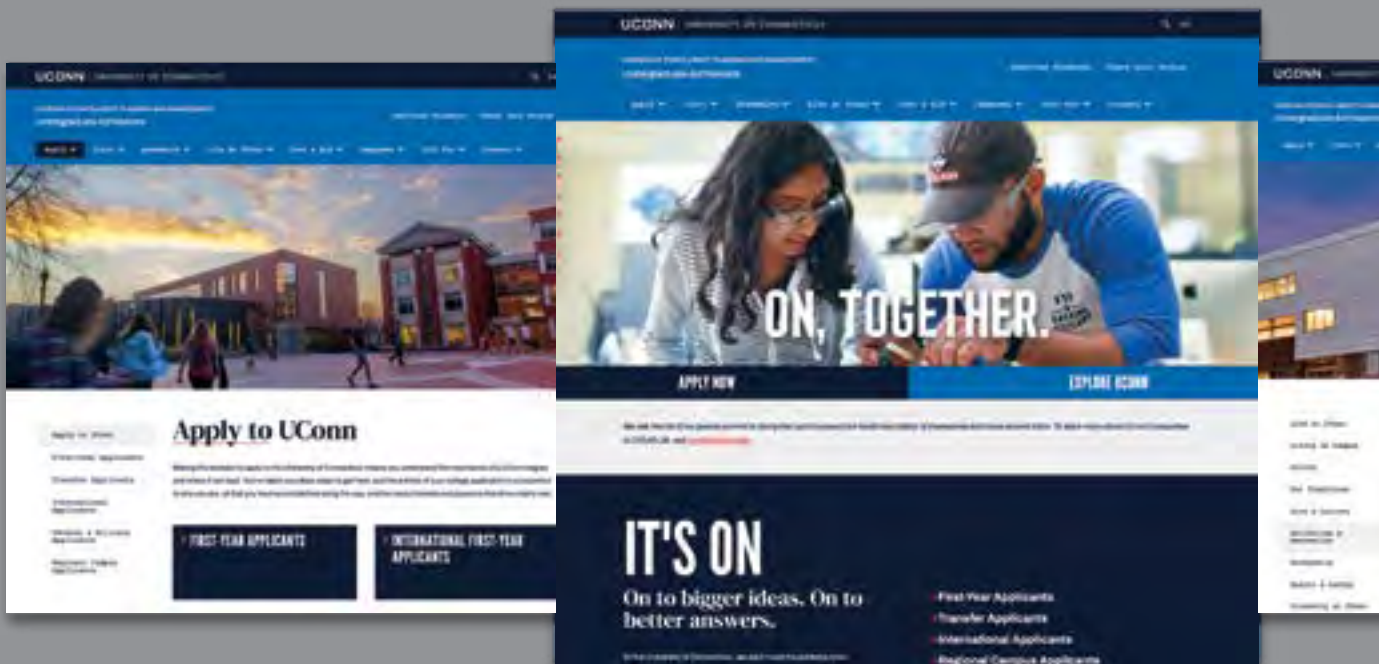
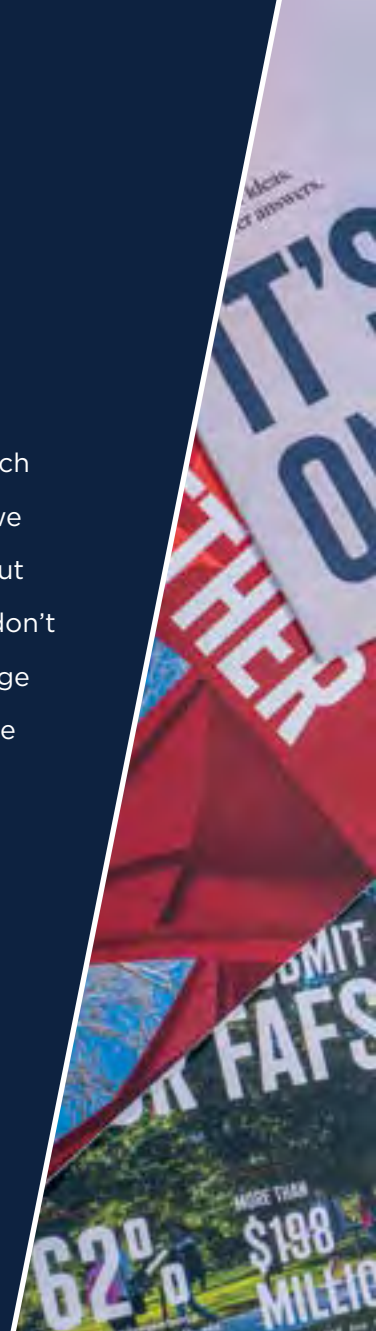
# Enrollment Management

First-rate students demand first-rate recruitment communications, and University Communications produces tools that inform and attract top applicants through 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, visit, apply for a coveted spot here, and accept an offer of admission. We don't stop there: incoming and new students are carried through their transition to college with the same care, as we work hand-in-hand with orientation, financial aid, and the visitors center to keep messaging and tactics on target.

**43,101**  
freshman applications  
in 2022, up from about  
**13,600** in 2001

**175+**  
valedictorians  
and salutatorians  
in the fall 2022  
incoming class

**47%** of  
incoming first-years  
in 2022 were  
students of color



**UConn**  
UNIVERSITY OF CONNECTICUT

**HERE,  
WE'RE  
HUSKIES**

**ON,  
TOGETHER**




**ON,  
TOGETHER**

**TOGETHER,  
REMARKABLE**

As a Husky, you'll have access to an education that you make entirely your own, for an experience built around what interests you. You can select from more than 115 majors your first 54 credits (typically two years at Stamford) and then seamlessly transfer to finish your bachelor's degree. Choose who you want to complete their degree with at Stamford through select four-year programs.



[admissions.uconn.edu](https://admissions.uconn.edu)



**Activities & Recreation**

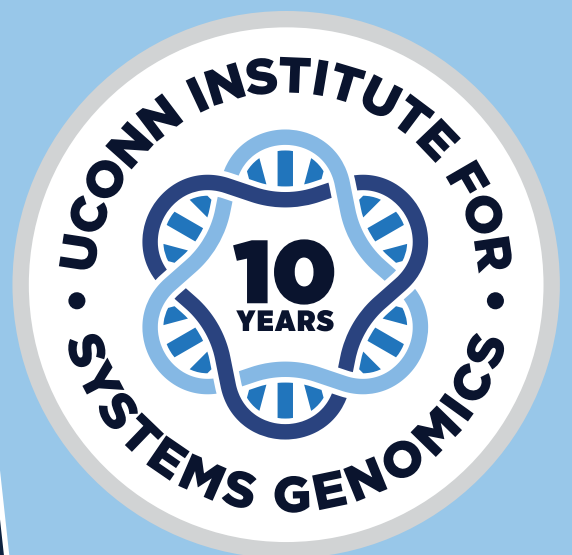
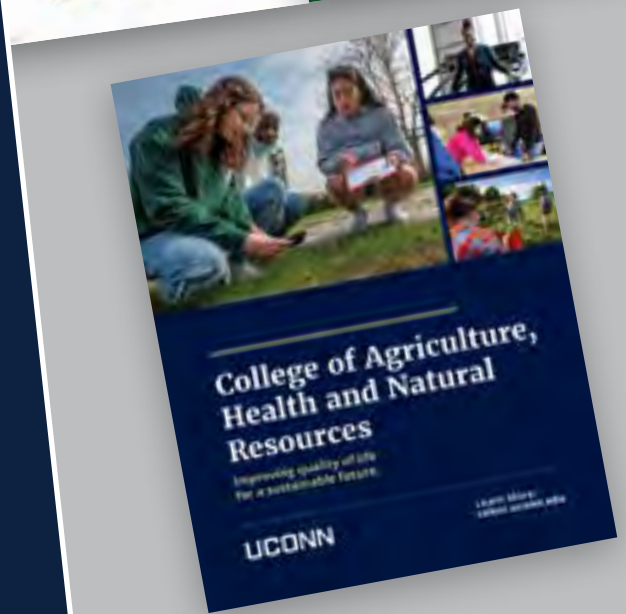
**WHAT'S GOING ON? EVERYTHING.**

More than 100 student organizations and clubs offer a wide range of activities and interests. Whether you're looking for a sport, a hobby, or a way to get involved in your community, we have something for you. Visit [uconn.edu/activities](https://uconn.edu/activities) for more information.



# 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 ensures those stories reach important audiences. Staff embedded in many of UConn's schools and colleges enable us to work collaboratively with the deans to identify their highest-priority communications and marketing imperatives. We leverage our resources to help them achieve goals they otherwise couldn't with a small, decentralized staffing model. Collaborating with our partners across UConn's schools, colleges, research centers, and academic divisions, our work allows a unified message of ambitious intellectual striving to emerge from the array of activity happening every day at a major research university. Whether providing strategic marketing guidance, web development, social media best practices, design services, or just help finding the right words, we tell the world about the research, teaching, public service, and community that sets UConn apart.





Experiential Global Learning



Global Learning



改变你的世界  
Experiential Global Learning



# Multimedia

## Video

For years UConn's multimedia experts have pushed boundaries in video as the art form has taken over as the king of digital content. Whether bringing viewers to the Student Union mall for the annual convocation torch-lighting ceremony, taking prospective students inside their future residence halls, or deftly explaining groundbreaking research into oyster restoration in under two minutes, our videos strike a balance between informative and captivating. Dozens of clips each year run the gamut from 15-second TikTok shorts to long-form interviews, all highlighting the relentless drive for excellence at the heart of the University.

Annual  
Video Views:

**1.8M+**

across all platforms

**974,800**

on TikTok

**364,600**

on YouTube

**198,600**

on Instagram\*

**128,000**

on Facebook

**87,800**

on Twitter

\*Not including Instagram Reels views







Worth Repeating



“UConn+ gives us another vehicle for shining a light on the academic and research champions here that positively impact Connecticut and the human condition. The ideas are limitless, and we believe this endeavor has great potential to grow over time.”

*Tysen Kendig, UConn Vice President for Communications*



UConn Women's Basketball  
Player Breakdowns with Siri Mahin

LOU LOPEZ  
SENECHAL

Grad Student, Guard/Forward, 6'1"







## UConn+

In 2022 UConn Athletics announced UConn+, a first-of-its-kind streaming service offering exclusive live and original content to fans. The University's own multimedia professionals have worked tirelessly to develop unique, high-value content for the platform, including "The Breakdown," a five-part series on the 2022 UConn football training camp; "The Standard," offering an inside look at UConn women's basketball; and "Worth Repeating," a long-form interview series where UConn President Radenka Maric hosts distinguished student, faculty, staff, and alumni guests. Developed with Learfield and Sidarm Sports, UConn+ leverages these partners' considerable assets and expertise to give UConn Nation unprecedented access to Husky athletics and the University at large. Not only will the endeavor benefit fans but also future students: UConn Athletics and the School of Fine Arts' Digital Media and Design program have partnered to create an athletics creative agency where students can earn academic credit and in-demand experience developing content for UConn+.





## Worth Repeating

University Communications orchestrated the complex machinations of a visit from a White House cabinet member when alumnus **Miguel Cardona, U.S. Secretary of Education**, sat down for an interview on President Radenka Maric's "**Worth Repeating**" video interview series.

Cardona '01 MA, '04 6th Year, '11 Ed.D., '12 ELP is only the second UConn alum to hold a cabinet-level position, and the mutual pride between the Secretary and the University runs deep. After Cardona addressed graduates during UConn's second virtual commencement ceremony in 2021, he made the short list for the President's new series and to our pleasure, eagerly accepted an invitation from President Maric. University Communications professionals ensured the day ran smoothly, from liaising with the Secretary's communications team in advance of the event to coordinating a classroom meeting with Neag School of Education students to writing scripts and preparing the president, photographing the visit for social media and producing the "Worth Repeating" video, and even handling set design and other day-of details.



## 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 tens of thousands of 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 scenes.

We maintain a robust selection of high-resolution images online for University offices and departments to use for their websites, brochures, informational materials, and everything in between.



Our photo database includes:

**231,000+**  
total assets

**69,000+**  
images captured  
by University  
Communications

**28,000+**  
images available  
to the entire  
UConn community



# Wayfinding and Signage

After decades of growth, outdoor signage throughout the University lacked overall coherence, simplicity, and consistency between the main campus, four regional campuses, UConn School of Law, and UConn Health. University Communications led the charge on instituting new exterior wayfinding guidelines and standards and since 2018 has worked with UConn Health; Facilities Operations; and University Planning, Design, and Construction to implement a multi-phase signage and wayfinding program across all campuses and Extension centers throughout the state. In addition to the wayfinding system, we develop and maintain custom campus maps and respond to a variety of signage and display needs to ensure all University locations are welcoming and easy to navigate.

**600+**

**signs designed and installed  
across all locations since 2018**











University Communications was the driving force behind the conceptualization and creation of this instantly iconic gateway sign featuring eight-foot tall, two-foot deep, structural aluminum letters composing the familiar UConn wordmark.

# Trademarks and Licensing

The Office of Brand Partnerships and Trademark Management, a part of University Communications, generates maximum value for the University and its students while strengthening and protecting the UConn brand. Working with stakeholders including Athletics, UConn Health, and the UConn Foundation, the Office stewards relationships with partners such as Barnes & Noble College Booksellers and The Coca-Cola Company to generate revenue, reduce spending, and enhance operations. We also oversee UConn's trademark portfolio and ensure proper use of all associated trademarks.

Further, the University is dedicated to making a positive impact on society and, as such, takes seriously its commitment to ethical supply chain management and corporate social responsibility. The Office serves as the University liaison to the Worker Rights Consortium, Fair Labor Association, and other human rights advocacy groups on behalf of the President's Office to broaden these efforts. In this role, we manage the operation of the President's Committee on Corporate Social Responsibility and host student interns within the areas of corporate social responsibility, human rights, sport management, and corporate partnerships.

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**\$40M**

in total revenue generated for the University since 2012, including:

**\$9M+**

through Coca-Cola partnership

**\$20M+**

since 2016 through Barnes & Noble UConn Bookstore partnership

**\$7.5M**

in royalties through the sale of \$100M+ in licensed merchandise



UCONN  
HUSKIES





**5,000+** requests reviewed annually for use of University names and trademarks by current licensees, sponsors, University departments, and student organizations

**2021 International Collegiate Licensing Association Service Award** recipient for UConn's commitment to ethical supply chain management, licensing, and branding



# Athletics Communications

A championship-caliber athletics program has helped define our University for decades, and UConn continually embraces seismic shifts in intercollegiate athletics to ensure our future success. The Athletic Communications, Creative Content and Digital Media, Marketing, and Video Services teams directly collaborate with University Communications staff, and additional oversight and responsibilities in UConn Athletics have been added to the Vice President for Communications' portfolio. All of this is designed to most effectively highlight the University's top-flight athletics assets and remain competitive for the best and brightest student-athletes.

Engaging fans with behind-the-scenes video. Promoting thrilling competition on highway billboards. Illuminating Name, Image, and Likeness (NIL) resources available to student-athletes who want to build their personal brand. Arranging a one-of-a-kind celebration weekend honoring all former women student-athletes for the 50th anniversary of Title IX. Launching a first-of-its-kind digital streaming network that produces live and feature content. All of this and so much more goes into continuing to advance UConn Athletics' renowned national brand.





# UConn Health Communications

University Communications works to champion the brand of our academic medical center, publicizing our scientists and practitioners as they innovate clinical care and blaze trails in research and our schools of Medicine and Dental Medicine as they train the next generation of health care providers. Our Farmington-based university relations team spotlights the discoveries that lead to real-world treatments through compelling stories, photography, and video on UConn Today and our websites; connects our experts with state and national journalists; and engages the community through social media.

When the public needed it most, we ensured that UConn Health doctors appeared on local and national broadcasts and in print at the height of the COVID-19 pandemic to share their expertise in infectious disease and public health. University Communications' web team developed COVID-specific websites for both patients and providers, communicating the most vital information to the most valuable people.





**Russian call-up 'criminal'** UConn injuries pile up Cool and breezy

# Hartford Courant

VOLUME CLXXXVI COURANT.COM MONDAY, SEPTEMBER 24, 2022

## Breaking mental health stigma

Police departments add resources, counseling

By Stephen Underwood  
Hartford Courant



Dasha Dixon, 32, of Manchester, gave birth last month to her daughter, Kinley Dillon, but it wasn't a typical pregnancy. Dixon's pregnancy was high risk because she has sickle cell disease, a blood disorder that can cause pain, blood transfusions and other measures. Her daughter does not have sickle cell. PHOTO BY GUYA ASHOK/HARTFORD COURANT

## 'I was automatically a high-risk pregnancy'

CT woman with sickle cell disease 'perseveres,' leans on her faith to have baby

By Ed Staszard | Hartford Courant

When she was younger, Dasha Dixon was told she couldn't have a baby. Or that it would be dangerous to get pregnant. That she could put her life or her baby at risk. Dixon has sickle cell disease. Despite the warnings, Dixon gave birth to Kinley Dillon on Aug. 15, a healthy girl who does not have sickle cell disease, although she does have one of the associated traits.

Dillon has the New England Sickle Cell Institute's (NESC) Health to Hope program, she says. It's a program that provides counseling and support to women with sickle cell disease who are pregnant or planning to get pregnant. "I was really worried about my baby," she said. "I was told I would have to have a C-section. It was hard, but I was told I would have a healthy baby. I was told I would have a healthy baby. I was told I would have a healthy baby."

**450+** earned media placements annually

**7.1M+** total impressions across social media annually

**25,000+** followers across Facebook, Twitter, Instagram, LinkedIn, and YouTube

## How a set of questions has helped save lives

10-year-old program has linked over 23,000 to support services

By Taylor Harte  
Hartford Courant

With domestic violence rates soaring higher and higher in Connecticut and across the nation since the start of the COVID-19 pandemic, practices that protect victims and provide them with resources to survive have never been more vital than ever.

According to the National Coalition Against Domestic Violence, nearly 20 people are physically abused by a domestic partner every minute in the United States. On average, one in four women and one in nine men experience domestic violence in their lifetimes.

In the past 10 years, about 75,000 people in Connecticut have used a set of questions known as the Lethality Assessment Program — an L.A.-based screening tool for determining whether a person is in immediate danger, and if they are, give them the resources to direct them to services, said Hartford Police Department Lt. Karen Bowers.

If a person screens as an high risk, they are immediately connected to a 24-hour domestic violence support through a phone call with an advocate who is ready to help them with whatever they need to survive, from danger assessments to a ride to an airport.

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## Wary Florida keeping close eye on Ian

Residents should get ready for major storm, officials warn

By Anthony Ingrarino  
Associated Press

TALLAHASSEE, Fla. — Authorities and residents in Florida were keeping a close eye on Tropical Storm Ian as it rumbled on Sunday, likely to become a major hurricane on the Gulf of Mexico coast.

Gov. Ron DeSantis has declared a state of emergency throughout Florida and urged residents to prepare for the storm to lash large portions of the state with heavy rain, high winds and rising seas.

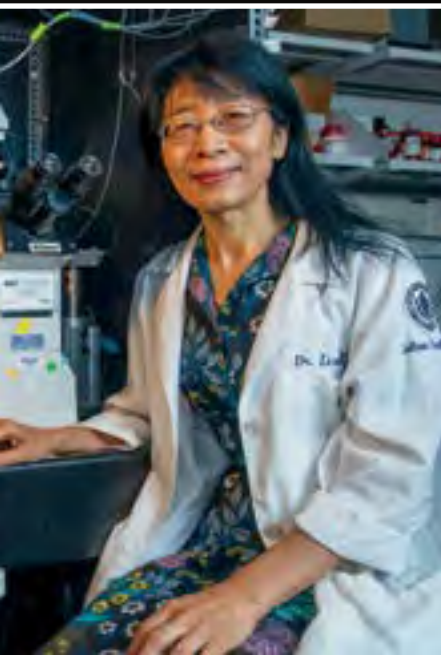
Florida's state of emergency activated the state National Guard, and would allow for the recall and potential emergency recall of prepositioned for up to 30 days. The call for 200,000 troops and 100,000 National Guard members can be called up as needed.

Forecasters say the storm, which is about 100 miles from the coast, could make landfall with current models pointing toward Florida's west coast.

## Therapy pig brings comfort

With more than 1,000 followers on Instagram, Porcupine the therapy pig is helping at all over Connecticut, bringing joy to schools and nursing homes. Connecticut, Page 1

Options:  Connecticut, 3  Living, 5-6  Living, 5-6  Living, 5-6  Living, 5-6



**EVERY  
DELIVERY  
IS A SPECIAL  
DELIVERY.**

**UCONN  
HEALTH**

Billboard



**\$2.24B+**

in overall economic  
impact generated  
for the state of  
Connecticut

**>9%** increase

in both inpatient  
admissions and  
surgical cases after 2016

**8** straight quarters  
of ER patient growth

**4** consecutive years of  
market share growth

[health.uconn.edu](http://health.uconn.edu)







## The Future of Health Care

In 2016, University Communications expanded its marketing scope to include promoting UConn Health. We spearheaded a large-scale website overhaul, including a full redesign of the primary health.uconn.edu website, as well as sites for strategically identified clinical services. Our web team custom-built applications to allow for patients and prospective patients to easily search for a provider and request an appointment. We implemented a brand awareness and perception campaign that continues to increase top-of-mind consumer awareness throughout the region. The campaign reinforces the commitment we have to our patients to transform medicine and provide top-quality health care in print publications, billboards, digital advertisements, websites, and more.

**Perceptions about UConn Health consistently and steadily increased between the most recent market surveys:**

**50%** increase in top-of-mind awareness and overall reputation

**22%** increase in those who preferred UConn Health for routine medical care

**45%** of respondents reported UConn Health had the best overall reputation for teaching hospitals in the area, a 25% increase

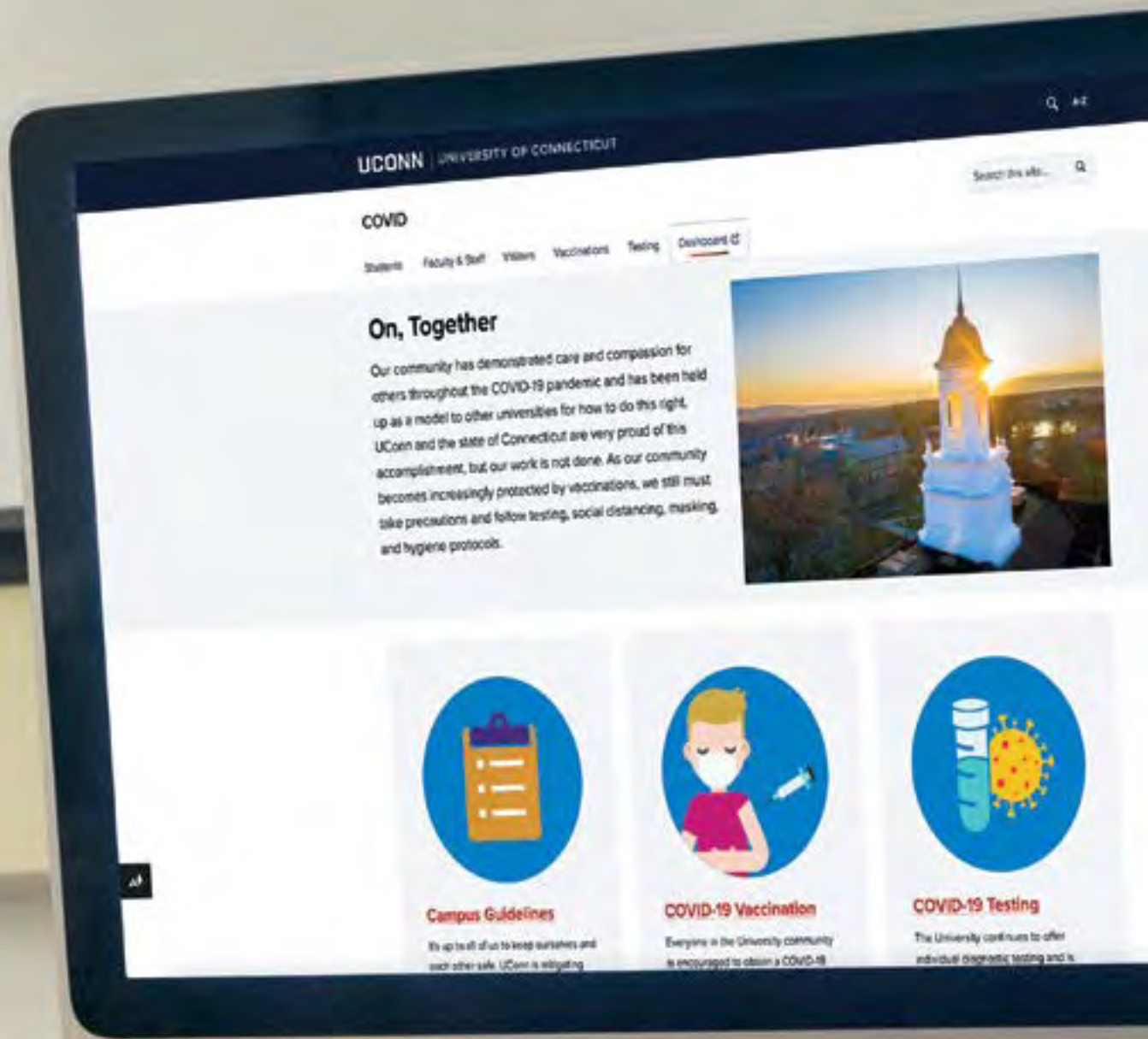


50th Anniversary Brochure

# COVID-19

The onset of the pandemic in March 2020 affected all sectors of the University in different ways, and University Communications immediately sprang into action to ensure every member of the UConn community was kept informed of a constantly shifting situation. In this all-hands-on-deck scenario, COVID-19 proved the agility of our staff, who stepped in wherever needed to craft and disperse messages; build websites and data dashboards; design signage and informational graphics; manage and host recurring virtual town halls for students, faculty, staff, and families; develop campaigns; and more to not only communicate basic information about campus operations and policies but also find new ways to carry out our core functions.





## A New Normal

Across the board, University Communications pivoted strategies to balance delivering vital information with continuing to promote and elevate the University in an ever-changing landscape. Since the pandemic hit just weeks before major open house events, our team partnered with Undergraduate Admissions to create an exciting virtual experience for admitted students and, later, with the Lodewick Visitors Center to research and script a virtual tour to bring visitors to campus in a new way. Our alumni magazine and UConn Health referring physician publication were both about to go to press when the world shut down, so we changed course and crafted bold new issues to spotlight the pandemic response of our students, researchers, alumni, and health care providers. Our social and multimedia teams not only disseminated vital information to constituents but crafted compelling content about coronavirus research and devised creative approaches to storytelling about our campus community for prospective students.

With University Events, we pulled off UConn's first-ever virtual commencement, viewed live by more than **27,000** people. The keynote speech by UConn Women's Basketball Coach Geno Auriemma was viewed **107,600** times across all platforms, and the main event was supplemented by celebratory video and social content shared throughout commencement week, reaching hundreds of thousands of members of UConn Nation.





# A Vision for 21st Century UConn

University Communications has the unprecedented opportunity to create a new definition of UConn for the rising generation. How we seize this moment will have a profound impact 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 the nation's elite comprehensive research universities serving Connecticut and the world.





Athletics  
Communications  
and Marketing

Brand  
Partnerships  
and Trademark  
Management

University  
Communications

VICE PRESIDENT FOR  
COMMUNICATIONS

Creative Strategy  
and Brand  
Management

Web  
Development

Enrollment  
Marketing

Wayfinding

Graphic  
Design

UConn  
Magazine

Academic  
Communications

University  
Relations

News and  
Editorial  
Communications

Digital  
Content and  
Strategy

Public  
Records

Internal and  
Emergency  
Communications

Media  
Relations

Health  
News and  
Information



**UConn**  
UNIVERSITY  
COMMUNICATIONS