

UNIVERSITY OF MINNESOTA

BOARD OF REGENTS

Board of Regents Work Session

Wednesday, July 9, 2008

9:15 - 10:30 a.m.

600 McNamara Alumni Center, Boardroom

Board Members

Patricia Simmons, Chair

Clyde Allen, Vice Chair

Anthony Baraga

Dallas Bohnsack

Maureen Cisneros

Linda Cohen

John Frobenius

Venora Hung

Steven Hunter

Dean Johnson

David Larson

David Metzen

AGENDA

1. University Communications - K. Himle (p. 2)



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Agenda Item: University Communications

review review/action action discussion

Presenters: President Robert H. Bruininks
Vice President Karen Himle

Purpose:

policy background/context oversight strategic positioning

To present the Board of Regents with a summary of the annual image and reputation survey.

Outline of Key Points/Policy Issues:

The presentation will update the Regents on the image and reputation survey as well as work tracking new media outlets.

Background Information:

The Office of University Relations has conducted an image and reputation survey to:

- explore perceptions and attitudes toward the University;
- understand similarities and differences in opinions among key audiences and over time;
- identify trends in attitudes about and support for the University;
- understand the University's performance in selected areas;
- determine the breakthrough and resonance of the University's communications campaign "Driven to Discover;" and
- understand which components of the campaign have the most traction.