



UNIVERSITY COMMUNICATIONS AND MARKETING

UNIVERSITY COUNCIL

OCTOBER 29, 2024

Emily Gerkin Guerrant
Heather C. Swain





OUR MISSION

University Communications and Marketing increases awareness of and appreciation for Michigan State University, its people and its impact as a leading global public research university, builds trust, and inspires connection to cultivate support and make MSU a preferred choice.

KEVIN M. GUSKIEWICZ, PH.D.
 President
 Michigan State University

HEATHER SWAIN
 Vice President and Chief Marketing Officer

EMILY GERKIN GUERRANT
 Vice President and
 Chief Communications Officer

Marketing Operations
 & Innovation

Integrated Marketing

Budget & Administration

Media &
 Public Relations

Carmen Crist
 Assistant Vice President

Todd Carter
 Assistant Vice President

DIGITAL
 EXPERIENCE

ENTERPRISE
 MARKETING
 TECHNOLOGY

ANALYTICS/
 INSIGHTS

MARKETING
 OPERATIONS

MARKETING &
 BRAND STRATEGY

RECRUITMENT
 MARKETING

CONTENT
 STRATEGY &
 CREATIVE

STRATEGIC PARTNER
 RELATIONSHIPS

SOCIAL MEDIA
 STRATEGY &
 MANAGEMENT

BUDGET

HUMAN
 RESOURCES


EXECUTIVE
 COMMUNICATIONS

ISSUES & CRISIS
 COMMUNICATIONS

INTERNAL
 COMMUNICATIONS

MEDIA
 RELATIONS

PUBLIC RELATIONS
 & EARNED

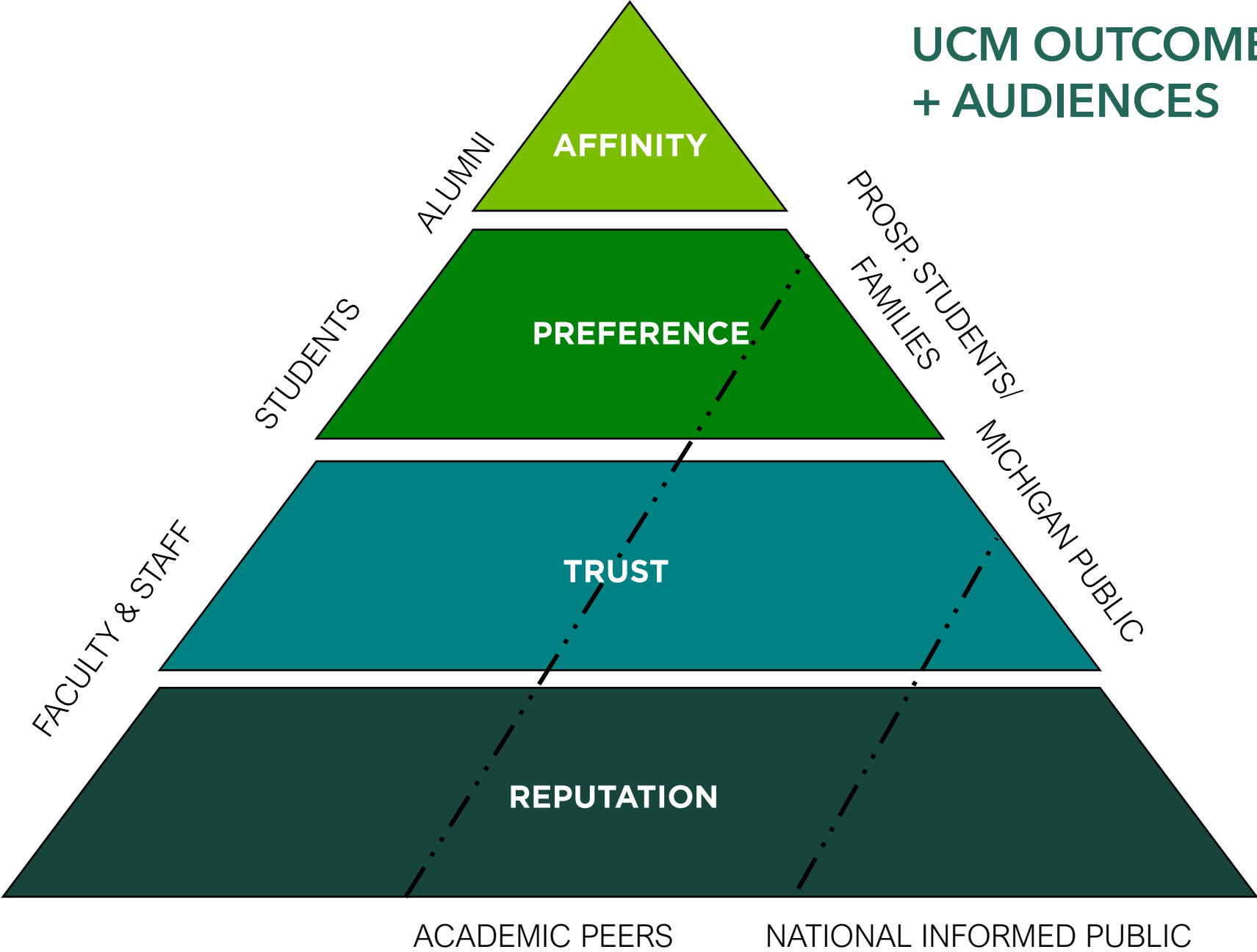


UCAM STRATEGIC FRAMEWORK



MICHIGAN STATE
UNIVERSITY

UCM OUTCOMES + AUDIENCES



UCAM STRATEGIES/GOAL AREAS/AUDIENCES		PS	PSF	CS	A	F/S/L	MP	NIP	AP
REPUTATION	1. Strengthen awareness of and appreciation for MSU’s academic excellence and research impact Drive recognition of MSU as a leading global public research university making important contributions to MI and the world			●	●	●	●	●	●
TRUST	2. Build trust and confidence in MSU Communicate/support communications about <ul style="list-style-type: none"> • Key information, administrative news, issues • Build confidence MSU is being well-managed • President and other MSU leaders are making MSU better 			●	●	●	●		
	3. Strengthen MSU as a place that values and fosters a safe, diverse, equitable and inclusive community for all Communicate/support communications to <ul style="list-style-type: none"> • Build awareness of MSU addressing RVSM • Build awareness of MSU’s efforts to enhance safety and security • Strengthen perception MSU is a place where people are respected, safe and welcome • Strengthen recognition that advances in DEI are important to MSU’s future 		●	●	●	●	●		
AFFINITY	4. Deepen connection to and support for MSU Strengthen affinity for the university and connection to and support for its purpose, people and programs through a best-in- class brand program			●	●	●	●		
PREFERENCE	5. Attract, enroll and support persistence of undergraduate students Strengthen MSU as a preferred choice for students	●	●	●					
OPERATIONAL EFFECTIVENESS	6. Increase communications and marketing effectiveness within UComms and across MSU								

● Primary ● Secondary

STRATEGY 1

STRATEGY 2

STRATEGY 3

Strengthen awareness of MSU's academic excellence and research impact by driving recognition of MSU as a leading research university making important contributions to Michigan and the world

Build trust and confidence in MSU by communicating/supporting communications about:

- Key information, administrative news and issues
- Build confidence MSU is being well managed
- President and other MSU leaders making university better

Strengthen MSU as a place that values and fosters a safe, diverse, equitable and inclusive community for all by communicating/supporting communications to:

- Build awareness of MSU addressing RVSM
- Build awareness of MSU efforts to enhance safety and security on campus
- Strengthen perception MSU is a place where people are respected, safe and welcome
- Strengthen recognition that advances in DEI are important to MSU's future

CORE TACTICS

CORE TACTICS

CORE TACTICS

- Paid media: regular content promotion via paid social, native (policymakers, peers)
- Earned media: placements in key national, state and higher education outlets
- Research and Innovation News newsletter
- Media training for faculty

- Responsiveness to media inquiries, complete and accurate information
- Timely statements on issues
- Effective internal communications products
- Engaging presidential community letters with relevant topics, both good and challenging
- Engaging presidential social accounts
- Monitoring audience perceptions via research (tracking studies, social listening)

- Joint staff with IDI and OCR
- Promote progress on RVSM, DEI strategic plans
- Strategic, high-quality content highlighting diverse communities and individuals
- Training and tools to increase visibility of diverse faculty in media

INITIATIVES

INITIATIVES

INITIATIVES

- Extend brand campaign with new creative
- MI impact content series and mini-campaign - fall 24 (connected with Bus Tour)
- Excellence differentiator mini-campaign (climate solutions) - spring 25
- Improved "For Media" page/news release listing
- Expand use of editorial calendar
- Reputation research with National Informed Public (limited) - partner with AAU

- **Sustain communications driving visibility and engagement for new president, including investiture, Bus Tour and other signature initiatives**
- **Effective cross-unit partnership focused on civil discourse and campus safety**
- Effectively communicate MSU2030 strategic plan refresh and enhance promotion of progress on all plans
- Enhance issues responsiveness (prepare for emerging issues)
- Provide media training and advance visibility for MSU leaders

- **Enhance effectiveness of communication about MSU's commitment to student and community safety**
- Effective cross-unit partnership focused on civil discourse and campus safety
- Support communications for Title IX changes
- Update content strategy supporting MSU as an inclusive place
- DEI topic curation within MSUToday
- Support adoption of new digital accessibility standards

STRATEGY 4

Deepen connection to and support for MSU, driving affinity with a best-in-class brand program

CORE TACTICS

- High engagement institutional social media - young alums, current students are key audiences
- Student-generated content - Content Creator Program
- High-impact strategic content - features, award-winning visual and video content and multicomponent projects (e.g., fall welcome, commencement, feature packages)

INITIATIVES

- **Coordinate with Advancement to align MSU brand strategy/execution and university comprehensive campaign communications**
- Continue "Part of" brand campaign, including strategic content, partner integration
- Increase subscribers for MSUToday and social
- Visual refresh - MSUToday web and email
- Develop integrated excellence content strategy
 - Focus on driving engagement with academic and research excellence in social and owned channels
- Pilot customer data platform (CDP)-based personalization (alumni)

STRATEGY 5

Attract, enroll and support persistence of undergraduate students

CORE TACTICS

- Partnership with Admissions, joint planning and implementation
- Recruitment focused advertising and personalization by darts
- Performance marketing using specialized targeting, personalization and landing pages - driving leads, applications, deposits, enrollment
- International: Marketing in China
- Prospect/family version of MSUToday
- Recruitment: strategy and content support for social media in IG and TickTok

INITIATIVES


- Continue integration of "Part of" campaign into different stages of the journey to create distinction
- Develop analytics, KPIs and ROI dashboard to understand contributions of key marketing efforts
- Pilot advertising efforts: areas of interest and recruitment moments
- Migrate Admissions website to XM Cloud
- International: Identify marketing partner in India
- Develop and implement joint recruitment plan with pilot colleges to support seamless handoff with college recruiters, SLE and NSO

STRATEGY 6

Increase communications and marketing effectiveness within UCM and across MSU

INITIATIVES

- **Drive and support adoption of enterprise marketing technology tools to increase efficiency, effectiveness and collaboration**
 - Implement and adopt Sitecore XM Cloud and Digital Asset Management (DAM) - upgrade from Sitecore XP by Jan. 2025
 - RFP for Salesforce Marketing Cloud implementation partner/CDP implementation partner
 - Pilot use of Customer Data Platform (CDP) with alumni audience
- Implement content taxonomy, including governance and quality assurance
- Document, improve, standardize and adopt common processes and workflows
- Develop a communications and marketing maturity framework; develop plan to use framework to advance functions and key workstreams
- **Lead adoption of GenAI in marketing communications through education, inspiration and systematic application to workflows**
- Advance systematic use of data/analytics/insights to inform strategy, set goals and report progress
- Complete and launch cross-channel story performance reporting tool
- Strengthen UCM culture
- Continue communications partner engagement - University Communicators Network, administrative communicators, strategic partners

- 
- 1 MSU Brand & Excellence Storytelling
 - 2 Leveraging Rankings
 - 3 Social Media
 - 4 Executive, Internal and DEI/RVSM Communications
 - 5 Civil Discourse and Freedom of Speech



#1

**WE'RE CONTINUING
TO BUILD A STRONG
BRAND ON A
FOUNDATION OF
EXCELLENCE.**

Focus Area

Academic & Research

Excellence

MSU Differentiator

Will

**Making
a
Difference**

Passionate & Driven
Individuals

Driven

Welcoming Community
& Sense of Belonging

Belonging

Focus Area

SPARTANS WILL. - BREAKTHROUGH, BEST-IN-CLASS BRAND WITH STAYING POWER

14 YEARS AND GOING STRONG – ONE OF MOST ENDURING IN HIGHER ED


Tagline

Michigan State University's tagline is a distinctive unifying theme that speaks to who we are and what drives us. It's a call to action that differentiates MSU from other universities.

SPARTANS WILL.

THEY'RE BORN CALLED


LEADERS. LIFESAVERS. WORLD CHANGERS.



THEY'RE BORN CALLED

SPARTANS.

DISCOVER HOW WE'RE CHANGING THE WORLD AT SPARTANSWILL.MSU.EDU



GO GREEN. GO WHITE. GO FORTH.

DISCOVER HOW WE'RE CHANGING THE WORLD AT SPARTANSWILL.MSU.EDU



WHAT DREW GE HEALTHCARE TO SPARTANS? SAVE LIVES IN MALAWI. SOMETHING POSITIVE. MAGNETIC.

MICHIGAN STATE UNIVERSITY SPARTANS WILL.



SPARTANS WILL. EXTRA MILE. CONSIDER THE EXTRA 7,053 MILES.

MICHIGAN STATE UNIVERSITY SPARTANS WILL.



WHO WILL? SPARTANS WILL.

WHO WILL CHAMPION GLOBAL UNDERSTANDING? SPARTANS WILL.



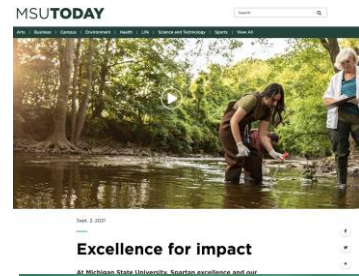
WHO WILL? SPARTANS WILL.

WHO WILL ENVISION NEW POSSIBILITIES FOR A BRIGHTER FUTURE? SPARTANS WILL.



WHO WILL MAKE THE WORLD A BETTER PLACE? WHO WILL BELIEVE IN SOLUTIONS THAT SEEM IMPOSSIBLE? WHO WILL BE OPEN TO NEW IDEAS AND LASTING PARTNERSHIPS? WHO WILL ADVANCE THE COMMON GOOD WITH UNCOMMON WILL? SPARTANS WILL.

WHO WILL CULTIVATE A HEALTHIER WORLD? SPARTANS WILL.



MSUTODAY

Excellence for impact



GREAT MINDS THINK ALIKE. EXCEPTIONAL MINDS THINK DIFFERENTLY.

Together, Spartans drive discoveries that help make a difference in the world in the areas of global health. MSU is focused on research solutions to challenges such as COVID-19, cancer and Parkinson's disease. United by our curiosity and commitment to improving the lives of others, we're partnering for a healthier, more sustainable future. Spartans Will.



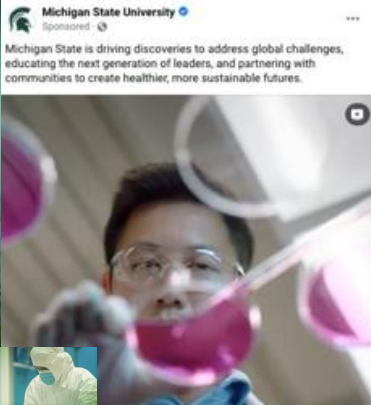
GREAT MINDS THINK ALIKE. EXCEPTIONAL MINDS THINK DIFFERENT.



RESEARCH.



OUR PASSION DRIVES US. OUR WILL UNITES US.



Michigan State University

Sponsored

Michigan State is driving discoveries to address global challenges, educating the next generation of leaders, and partnering with communities to create healthier, more sustainable futures.



EMPOWERING SPARTANS WITH AN ENTREPRENEURIAL MINDSET



OUR THINKING CAPS LOOK MORE LIKE PLUMES.



OUR THINKING CAPS LOOK MORE LIKE PLUMES.



OUR THINKING CAPS LOOK MORE LIKE PLUMES.

I AM A SPARTAN OF A BETTER TOMORROW.

Explore More

I AM A SPARTAN OF POSITIVE CHANGE.

As Spartans, we are part of a community that inspires us, pushes us and broadens our thinking. Part of a group of ambitious individuals who tackle global challenges to make a better tomorrow. Because as Spartans, we are part of something bigger than ourselves — part of something more. Spartans Will.

I AM A SPARTAN OF INNOVATION.

LEARN MORE >

Advertisement
Michigan State University

I AM A SPARTAN OF INNOVATION.

LEARN MORE >

0:11 0:30

I AM A SPARTAN OF CHANGE.

We are creating the next generation of critics and team players in supply chain management, colleagues and I are grounded in the real world with industry leaders and policymakers. Our undergraduate programs are top ranked nation our students to develop creative solutions for product, global challenges.

We're committed to helping process tomorrow's leaders who will bring creative solutions to the big challenges facing society. I get excited every time I walk into my lab because we're implementing new ways to make electric motors more efficient. Through this research and my work with students, I'm part of a community that's empowering the next generation of thinkers and doers.

SPARTANS WILL
MSU.EDU/SPARTAN

I AM A SPARTAN.

OUR IMPACT

Being part of a community of Spartans empowers us to push boundaries, think bigger and do more, together.

BECOME A SPARTAN.

WE ARE SPARTANS OF ELEVATING THE GAME.

WE ARE SPARTANS OF IMPACT.

SPARTANS WILL

0:24 / 0:30

SPARTANS WILL

SPARTANS WILL

EXCELLENCE DIFFERENTIATOR CAMPAIGNS:

FRIB Global Opening - spring
2022

Mobility - fall 2022

Ag Innovation - spring 2023

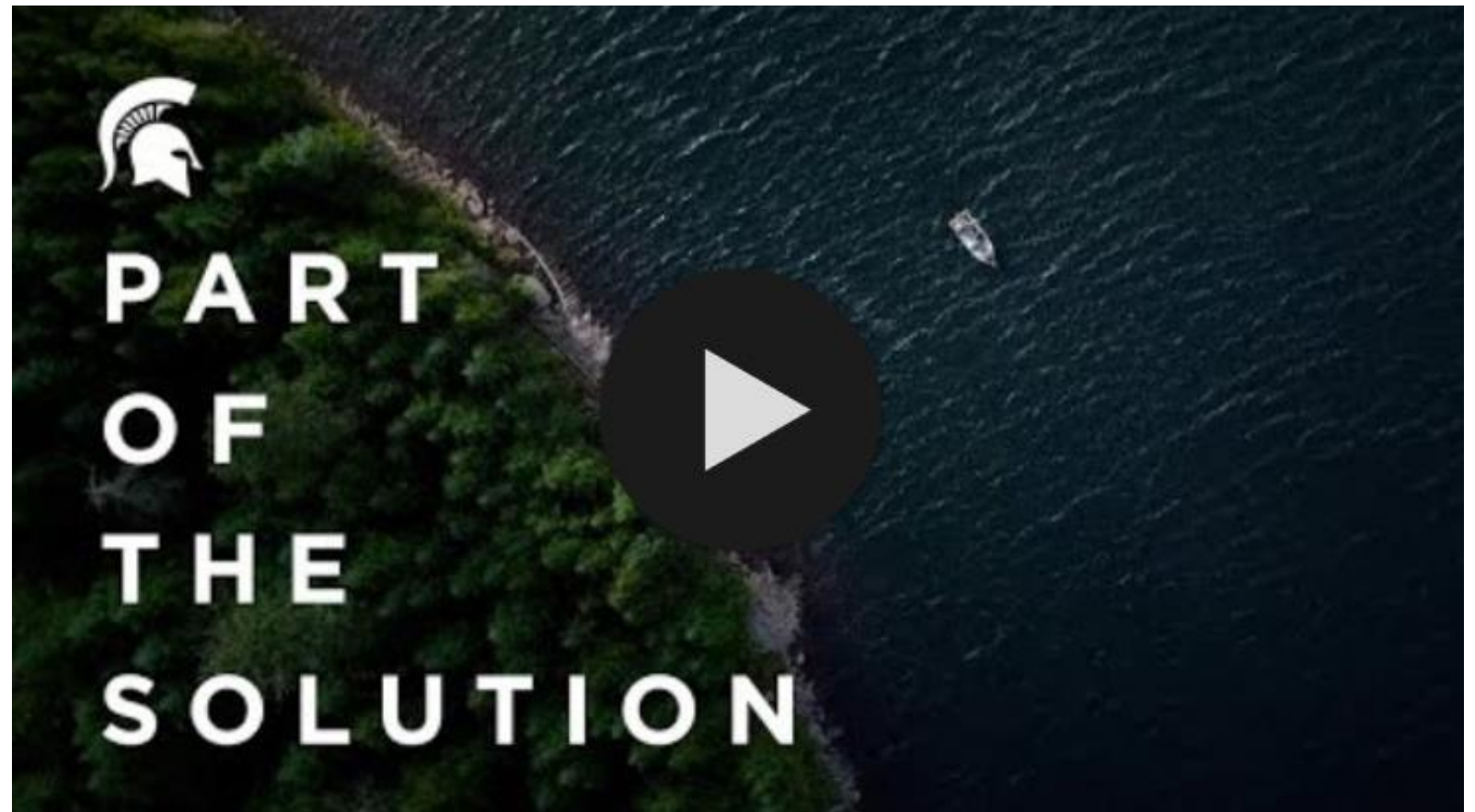
Climate Solutions (water) -
spring 2024

MI Impact - fall 2024 (*launching
Nov. 11*)

*Campaigns have included sponsored
articles, connected TV, streaming radio,
and digital and social placements*

ADVANCING CLIMATE SOLUTIONS

TURNING THE TIDE FOR HEALTHIER, SAFTER WATER



Click [here](#) to play video

4,624 EARNED PLACEMENTS IN KEY NATIONAL AND STATE MEDIA OUTLETS IN FY24




Potential Reach: **8.8M** (web) **3.3M** (print)

Honey bees can sniff out lung cancer, MSU scientists suggest



Potential Reach: **44.2M** (posted on national wire)

FIFA, MSU aim for perfect pitch at the 2026 World Cup



Potential Reach: **78.1M** (web) **7.1M** (broadcast)

Dockworkers hit picket lines in historic strike



Potential Reach: **4.2M**

Destroying antibiotic resistance DNA in wastewater



Potential Reach: **123M** (web) **600K** (print subscribers)

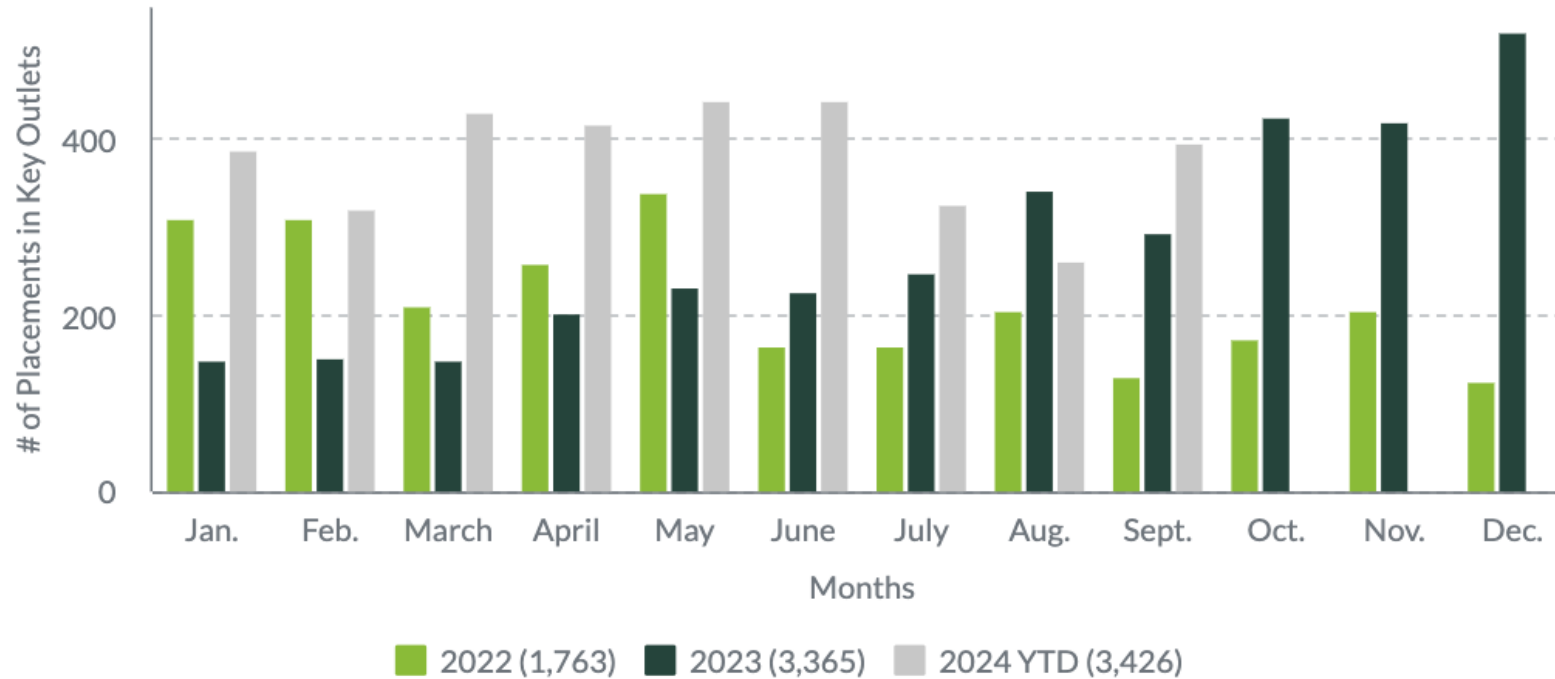
Which battleground state voters could sway the election?



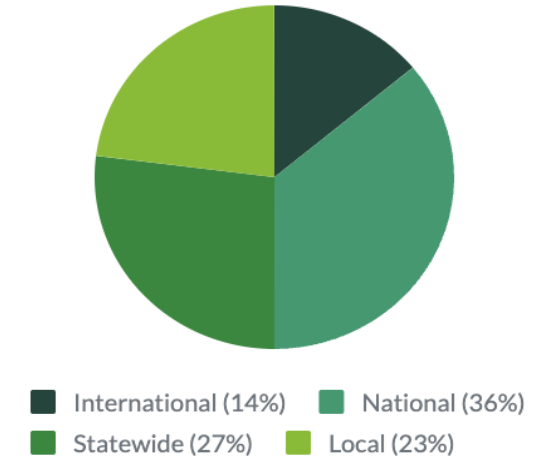
Potential Reach: **80M**

Opinion: Moms and babies were struggling in Flint, MI. Cash offers a lifeline of hope

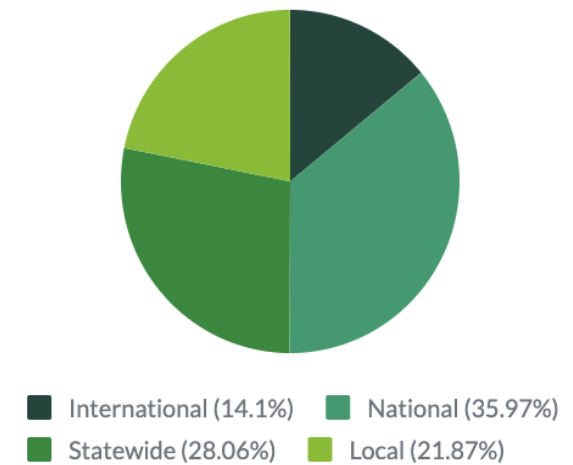
Total Media Placements



2023



2024 (YTD)



KEY INSIGHTS

- Research and expert placements in-state mirror increasing trust scores with Michigan residents (Edelman, 2021-24 data)
- Top experts + topics over the last six months: 2024 presidential election, labor relations, supply chain, economy and inflation (particularly food), environment and climate, Middle East conflicts, Russo-Ukraine War, Avian flu, artificial intelligence, astronomical events, mental health, PFAS
- MSU is a top producer for *The Conversation*: 51 articles in 2023 garnered 2.6M views, 38 articles have been published 2024 so far
- We receive an average of 75 media requests per month (682 so far in 2024)
- The PR team has trained more than 430+ faculty members over the last 1.5 years on how to work with media and UCM to tell their stories and share their expertise and research findings

A large, semi-transparent graphic of a Spartan helmet is positioned on the left side of the image. The helmet is rendered in a dark teal color with a fine, dotted texture. It features a prominent crest on top and a plume on the right side. The background is a solid, slightly darker teal color.

#2

**WE LEVERAGE
RANKINGS TO BUILD
RECOGNITION OF
MSU EXCELLENCE.**

OWNED MEDIA/ PRESS RELEASE

- April - Grad Rankings
- September - Undergrad Rankings
- Stand alone features on long-running Number 1 Programs

Education

Supply Chain

MSUTODAY STORIES



April 10, 2024

No. 1 for 30 years

MSU's College of Education tops U.S. News rankings for elementary, secondary education

Michigan State University's [College of Education](#) has ranked No. 1 in the nation for elementary and secondary teacher education for 30 straight years, according to U.S. News & World Report. This achievement marks the longest-running No. 1 designation in any field at MSU.

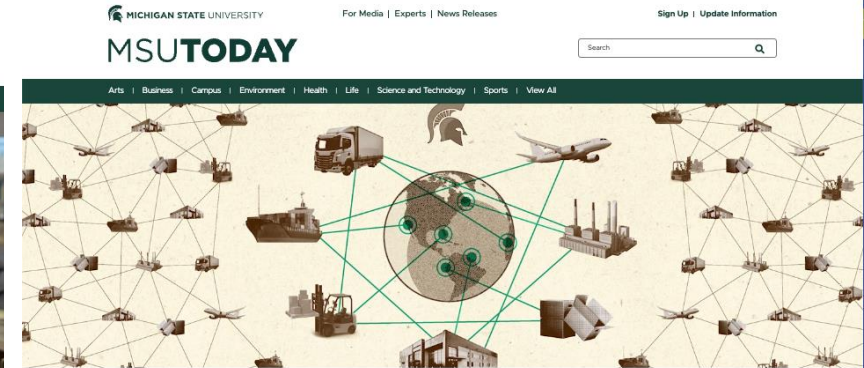


So how does a college achieve — and maintain — that standing?

"We always innovate and engage in high-quality research, teaching and outreach that makes an impact and promotes the public good," says Dean and MSU Research Foundation Professor of Education [Jerlando F. L. Jackson](#). "We work with and for our local, national and global communities to create meaningful change for learners of today and tomorrow."

While a No. 1 ranking indicates excellence, it is just one accolade for a college of education with a long-standing record of focusing on practical classroom experience, strong partnerships with the state, nationally recognized faculty, influential research and an emphasis on preparing educators

who can meet the needs of today's classrooms. Excellence, and success, are also measured in the stories of Spartans.



Nov. 1, 2023

Spartans drive the global supply chain

Michigan State University's top-ranked supply chain program takes on real-world challenges to make a difference worldwide

Reading time: 6 minutes

Ever walked around the grocery store and wondered how everything got there? Or, more likely, why an item wasn't there?

From toilet paper to PlayStation, the height of the COVID-19 pandemic shined a spotlight on the impact of disruptions in receiving consumer goods and services. It's something faculty and researchers at Michigan State University's supply chain management program have known and studied for more than half a century.

"Supply chain isn't really a chain; it isn't linear. It is a web of connected processes and decisions," says Jason Miller, interim chair of the [Department of Supply Chain Management](#) — home to the leading undergraduate and graduate programs in the nation — in the MSU [Broad College of Business](#).

"Supply chain managers need to be creative systems thinkers to understand how one decision impacts the rest of the web."

For an overview of what supply chain is and how it works, who better to explain it than Spartan faculty from the country's top program.

EARNED MEDIA: MLIVE, CBS NEWS, LANSING STATE JOURNAL (EXAMPLES)



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ANN ARBOR

These 9 Michigan universities are in the top-300 in the country, U.S. News ranking says

Updated: Sep. 25, 2024, 2:07 a.m. | Published: Sep. 24, 2024, 7:00 a.m.



The Hatcher Graduate Library and University of Michigan Diag in Ann Arbor on Thursday, July 25, 2024. Jacob Hamilton | MLive.com

 We'll deliver breaking news directly to your inbox. [Sign up today.](#)

By Samuel Dodge | sdodge@mlive.com

Nine Michigan universities ranked in the top-300 in the country in the [U.S. News and World Report rankings](#) released Tuesday, Sept. 24.

The rankings, with the methodology used [here](#), most heavily weighed peer assessment, graduation rates and graduate performance and financial resources per student.

(CBS DETROIT) - U.S. News & World Report released its list of best colleges and universities in the U.S. for 2025, and two Michigan universities made the top 100.

The list ranked nearly 1,500 four-year, bachelor's degree-granting institutions in the U.S. using 17 ranking factors. The ranking criteria include factors like graduation rates, first-year retention rates, standardized tests, student-faculty ratio and more.

One of the main categories for the rankings is the national universities category, but 13 key factors were also used to rank the schools in terms of best liberal arts colleges, best regional universities and best regional colleges.


Princeton, MIT, Harvard, Stanford and Yale topped the list, but here are the Michigan universities that ranked among the top 100.

Michigan State University

Michigan State University, located in East Lansing, ranked at No. 63. It was founded in 1855, and in-state tuition and fees are \$18,826, out-of-state tuition and fees are \$45,178 and undergraduate enrollment is at 40,483. The university has an acceptance rate of 84%.

It also ranked No. 30 in the top public schools category and No. 165 in the best value schools category.

U.S. News & World Report ranked the nation's best colleges. Here's where MSU placed

 **Sarah Atwood**
Lansing State Journal

Published 7:00 p.m. ET Sept. 25, 2024 | Updated 7:01 p.m. ET Sept. 25, 2024



EAST LANSING — Michigan State University dropped three spots from the previous year in a [national college rankings list](#), according to a national magazine that grades higher education institutions.

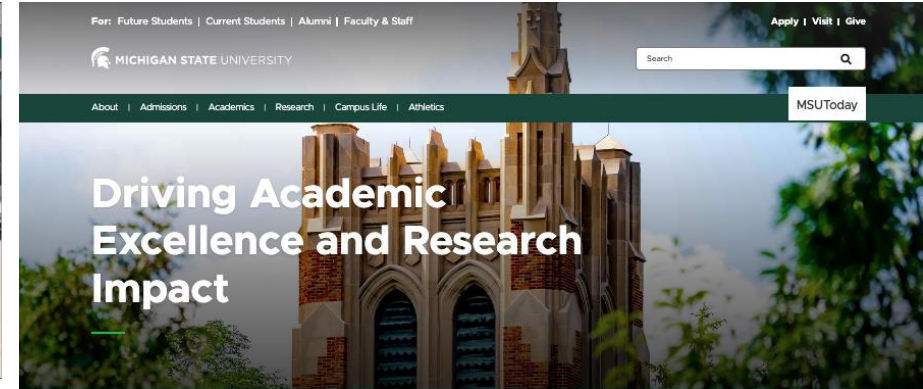
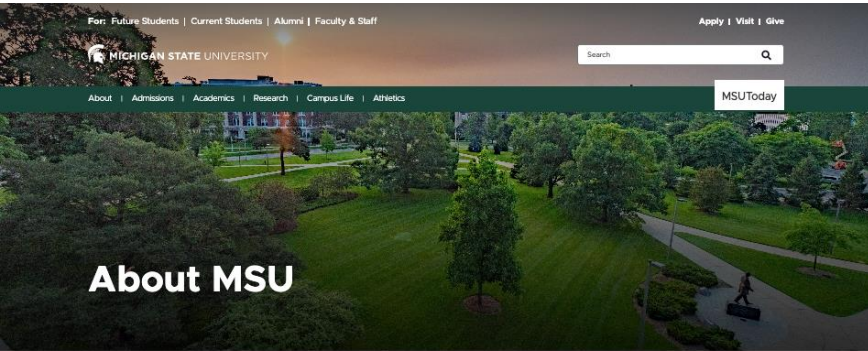
U.S. News & World Report issued its [2025 Best Colleges rankings this week](#) for schools that offer a full range of undergraduate majors, graduate degrees and doctoral programs.

The report's top three schools for 2025 are Ivy League institutions Princeton (1) and Harvard (3), as well as the Massachusetts Institute of Technology (2). Stanford and Yale, also from the Ivy League, rounded out the top five.

MSU placed No. 63, and tied with seven other schools: Brandeis University in Massachusetts, George Washington University in Washington, D.C., The Pennsylvania State University - University Park, Santa Clara University in California, Tulane University in Louisiana and University of Miami (Florida).



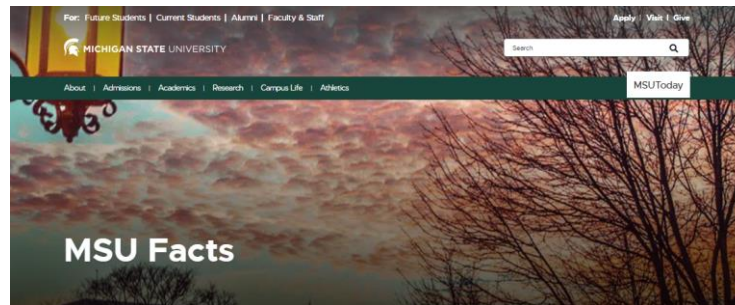
MSU.EDU WEBSITE PRESENCE



MSU.edu > About

Michigan State University has been advancing the common good with uncommon will for more than 165 years.

A top global university, MSU pushes the boundaries of discovery to make a better world while providing students with life-changing opportunities.



Campus Profile

Located in East Lansing, three miles east of Michigan's capitol in Lansing, MSU's campus is one of the biggest and greenest in the nation.

Top 30

Public university

51,316

Students

5,200

Acres

Academics

Top-ranked programs, high-quality opportunities and a diverse, inclusive and collaborative community enable Spartan students to create personalized paths that prepare them to succeed and lead.

400+

Academic programs

300+

Education abroad programs

32

Programs and concentrations in the top 25 nationally

16:1

Student-faculty ratio

Innovative research that improves lives

MSU's rising research funding, nationally recognized faculty and programs, and innovative research facilities push the boundaries of discovery and yield solutions that adapt to a changing world.

Academic Excellence and Student Success

A leading public research university, MSU offers more than 400 areas of study across 17 degree-granting colleges. Top-ranked undergraduate and graduate programs, world-class faculty and dynamic learning facilities empower students to create personalized paths that prepare them to succeed and lead.

32

Programs & concentrations in the top 25 nationally

10

Years as top Fulbright Scholars producer

No. 1

Public university for education abroad

93%

Undergraduate placement rate

TOP RANKINGS

No. 28

Top public U.S. universities

Gold


Sustainability rating

32

Programs and concentrations in the top 25 nationally

No. 2

Nuclear physics graduate program



PAID MEDIA


INVEST IN REACHING ALUMNI, MICHIGAN PUBLIC AND PEERS

Media: Social and Digital Ads

- 4.2M Impressions
- 41K Clicks to content

Michigan State University
850,067 followers
Promoted

U.S. News & World Report recognized six Michigan State University graduate programs as first in the nation.



No. 1 MSU grad programs
msutoday.msu.edu [Learn more](#)

Michigan State University
532,956 followers
Promoted

Michigan State University received its highest ranking yet, tied for No. 60 overall and No. 28 among public universities.



US NEWS & WORLD REPORT RANKING


#28 PUBLIC UNIVERSITY

#60 OVERALL RANK

MSU's best-ever ranking by U.S. News
msutoday.msu.edu [Learn more](#)

Michigan State University
850,067 followers
Promoted

U.S. News & World Report recognized six Michigan State University graduate programs as first in the nation.




NO. 1

6 GRADUATE PROGRAMS NAMED BEST IN THE NATION

No. 1 MSU grad programs
msutoday.msu.edu [Learn more](#)

Michigan State University
535,374 followers
Promoted


Spartan experts are transforming the supply chain industry and preparing tomorrow's leaders in the nation's No. 1 program.



MSU's supply chain innovators
msutoday.msu.edu [Learn more](#)

Michigan State University
555,547 followers
Promoted

Among MSU's 6 top-ranked graduate programs are elementary and secondary education ranked No. 1 for 30 years straight.



BEST IN THE NATION

Best in the nation
msutoday.msu.edu [Learn more](#)

Michigan State University
535,374 followers
Promoted

Spartan experts are transforming the supply chain industry and preparing tomorrow's leaders in the nation's No. 1 program.



13 CONSECUTIVE YEARS

#1 SUPPLY CHAIN MANAGEMENT

UNDERGRADUATE PROGRAM

MSU's supply chain innovators
msutoday.msu.edu [Learn more](#)



3 MSU disciplines among global top 10

Michigan State University ranks No. 4 in education, No. 5 in communication and No. 10 in environmental sciences among 1,900 global universities.

Sponsored By Michigan State University



MSU disciplines among best in the world

Michigan State University programs in education, communication, environmental sciences and law are among the top 25 globally.

Sponsored By Michigan State University



SPONSORED by Michigan State University

MSU earns highest-ever ranking from U.S. News & World Report


In the 2024 edition of Best Colleges, Michigan State University jumped to No. 60 in the nation overall and No. 28 among public universities.

SOCIAL MEDIA

LINKEDIN, X, FACEBOOK
AND INSTAGRAM



Pride Posts

 **Douglas Geiger** · 3rd+ Executive leadership, student success agent, and chan... 6mo ...

Proud to be an alumnus of the nation's #1 program in higher education administration!



Like · 4 | Reply

facebook

RANKING AMONG PUBLIC INSTITUTIONS IN THE NATION


# 14 WALL STREET JOURNAL	# 21 WASHINGTON MONTHLY
# 24 FORBES	# 28 U.S. NEWS & WORLD REPORT



 **Michigan State University**
564,692 followers
6mo · 

Six MSU graduate programs rank #1 in the nation, according to U.S. News and World Report. <https://go.msu.edu/zmC5>

#1

 **IN THE NATION**

- CURRICULUM AND INSTRUCTION
- ELEMENTARY TEACHER EDUCATION
- SECONDARY TEACHER EDUCATION
- EDUCATIONAL ADMINISTRATION
- HIGHER EDUCATION ADMINISTRATION
- SUPPLY CHAIN/LOGISTICS

MSUTODAY EMAIL PROMOTION

Listed as primary message when rankings come out.

MSU ranked among top public universities



MSUToday <msutoday@msu.edu>

Wednesday, September 11, 2024 at 4:27 PM

To: Carter, Todd



Today, learn more about MSU's [top-20 ranking](#), save the date for President Kevin M. Guskiewicz's [investiture ceremony on Sept. 29](#) and check out the [the week in photos](#), which includes a touching memorial to Sept. 11, 2001. That and more in this edition of the MSUToday Weekly Update.



Four MSU undergraduate programs are among best in nation



MSUToday <msutoday@msu.edu>

Wednesday, September 25, 2024 at 4:46 PM

To: Carter, Todd

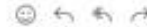


In today's MSUToday Weekly Update, there's a lot to celebrate! From four undergraduate programs [ranking among the best](#) in the nation (including 14 straight years at No. 1 for the undergraduate supply chain management program!) to the success of the [women's soccer team](#) to President Guskiewicz's upcoming [investiture](#) – and so much more! Plus, hear from one subscriber on what it means to be a Spartan, and listen to the [inaugural episode](#) of Kevin's Conversations, featuring an interview with Tom Izzo.



INSIDEMSU EMAIL AND COMMUNITY LETTER PROMOTION

Watch the Presidential Investiture Sunday



InsideMSU <insidemsu@msu.edu>

Thursday, September 26, 2024 at 4:54 PM

To: Carter, Todd



Sept. 26, 2024

Presidential Investiture Sunday at 2 p.m.



President Guskiewicz will be formally installed in office during his investiture ceremony at the Wharton Center on Sunday | MSU photo

President will share vision for MSU

Following processional music by the MSU Wind Symphony and dignitary remarks, President **Kevin M. Guskiewicz**, Ph.D., will be formally vested with the authority of his office. He'll then address the audience to lay out his vision and plans for the university. [Read](#) | [View livestream](#)

Top Stories

President shares September community letter

President **Guskiewicz** discusses MSU's future, athletics and safety in his latest letter to the Spartan community. [Read](#)

MSU boasts 4 top undergraduate programs

With the release of U.S. News & World Report's 2025 edition of Best Colleges, MSU has four undergraduate programs ranked in the top 25 in the nation. [Read](#)



Dear Spartan community,

One theme you will hear me speak a lot about is working together as one team. I experienced that growing up playing football and other sports, even if I spent more time injured than healthy. The camaraderie and encouragement that come with working as one team helped shape my university leadership, and I believe strongly in forging partnerships to power our forward momentum.

Celebrating graduations and accomplishments

Graduation day is one of the best examples of what Spartans accomplish working as a team. Our graduates deserve enormous credit for all their hard work to get to this milestone. Consider the remarkable 272 undergraduates of the class of 2024 who earned the [Board of Trustees' 4.0 GPA Award](#). It was a pleasure to join the trustees last week in congratulating these outstanding scholars.

Commencement is the culmination of a great community effort, including faculty who teach and mentor students, staff who provide guidance and support, and alums who offer their experience and encouragement.

I look forward to joining our university family to congratulate more than 9,500 graduates at our [free commencement ceremonies](#) Friday. Former Spartan Head Football Coach Mark Dantonio will accept an honorary doctor of education degree and speak at the undergraduate convocation. Alumna April Clobes, president and CEO of the MSU Federal Credit Union, will address master's and educational specialist degree recipients and receive an honorary doctor of business. And Bolaji Balogun, CEO of Nigeria's Chapel Hill Denham investment banking firm, will receive an honorary doctor of business and speak to our doctoral candidates.

I hope all our graduates gather with us for these meaningful ceremonies. For those students and family members who can't attend, our [commencement ceremonies will be livestreamed](#).

Just as launching the class of 2024 is a team effort, so too was welcoming so many prospective Spartans of the class of 2028 at our annual Admitted Student Day earlier this month. It was a thrill to host some 9,000 students and family members for the day's kickoff at Breslin Center, facility tours and open houses across campus. We welcomed folks from 38 states and five other countries. Attendees' responses were overwhelmingly positive, and I want to thank our Office of Admissions, our colleges and all those MSU students, faculty and staff members who pitched in to help welcome and orient our guests.

I've met many current and prospective students by now and I've been struck by how many tell me they come from multigenerational Spartan families, whether from Michigan or beyond. That is a testament to the enduring passion Spartans have

Our next class of Spartans can choose from hundreds of world-class academic programs, and the new [U.S. News & World Report graduate program rankings](#) should be a great source of pride for all of us. Not only have our College of Education's elementary and secondary education programs topped its national rankings for 30 straight years, but the college also now has five programs ranked No. 1. In fact, all nine of the college's graduate programs are ranked in the top 10!

And in the Broad College of Business, the graduate supply chain management program continues its No. 1 ranking for the eighth straight year. Congratulations to our faculty and staff who are driving the excellence of those programs!



#3

**OUR SOCIAL
CHANNELS HAVE
ENORMOUS REACH
AND CREATE
CONNECTION.**



1.6M

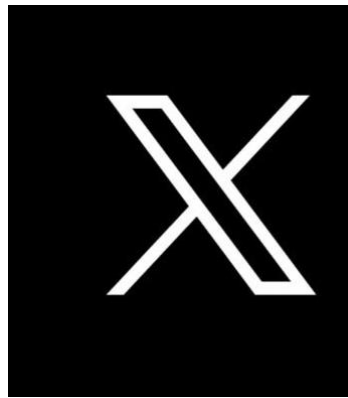
FOLLOWERS

49.1M

REACH

3M

ENGAGEMENTS



ALUMNI

STUDENTS

PROSPECTS

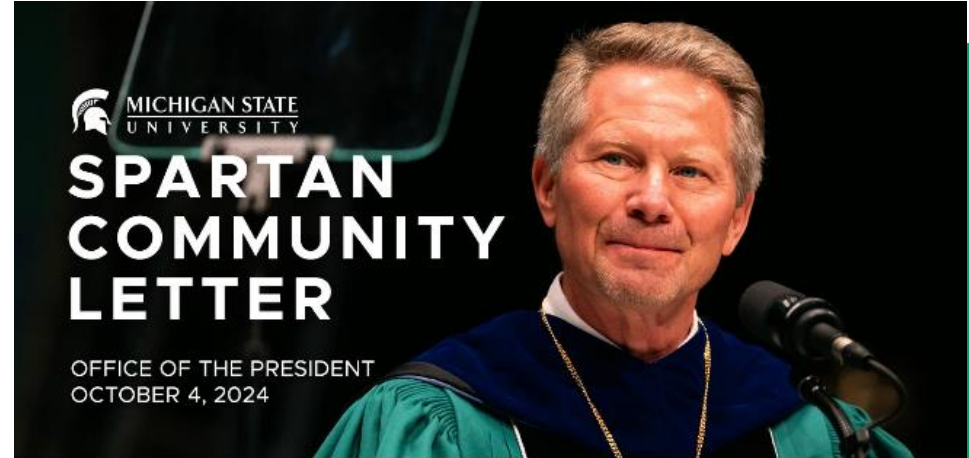
We're Ranked #4 in Higher Ed for Engagement!



#4

**WE COMMUNICATE
OUR VALUES AND
BUILD TRUST THROUGH
EXECUTIVE, INTERNAL
AND DEI/RVSM
COMMUNICATIONS.**

- Social Media
- Speeches and Op-eds
- Community letters
- News and Multimedia
- MSU Strategic Plans
 - MSU 2030
 - DEI Strategic Plan
 - RVSM Strategic Plan



Dear Spartans and friends,

My Wharton Center presidential investiture on Sept. 29 was both an honor for me and an eagerly anticipated opportunity to outline my vision for our university's future. I'm grateful for those who participated in the program and shared the moment with my family and me.

Milestones on our journey

On Sunday, I [announced several initiatives](#) for the coming year that will help MSU continue to strive to be as accessible, affordable and as excellent as possible.

We will be a talent magnet and talent activator to solve the world's greatest challenges. The newly created Green and White Council of civic and business leaders, funders and government officials will inform our work through members' deep knowledge and experience as they advise us on how to best prepare our students to meet current and future workforce needs.

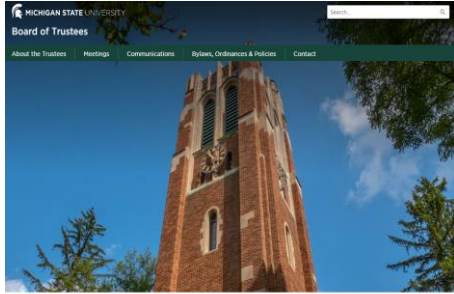
And a new merit-based, full-ride scholarship named for the university's first president and his wife, Joseph R. and Sarah L. Williams, will help us recruit the most talented and accomplished students to Michigan State.

We are further opening access to prospective students by building a [more robust transfer program](#) with Lansing Community College and others around the state.

Additionally, a new [Native American Tuition Advantage Program](#) will offer in-state tuition to any student from the United States or Canada meeting tribal affiliation criteria. Potential access to our Spartan Tuition Advantage financial aid program will be open to them as well.

MSU BOARD OF TRUSTEES

trustees.msu.edu

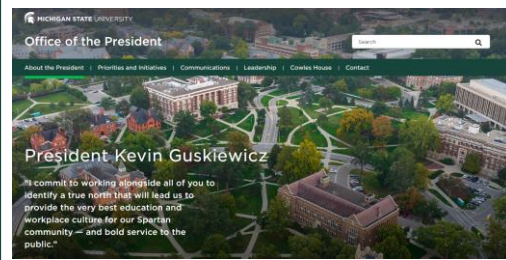


The trustees of Michigan State University are publicly elected by Michigan voters and have general supervision over the university and its funds. The board consists of eight members elected for staggered eight-year terms. Members serve without compensation.

[Learn More](#)

MSU PRESIDENT

president.msu.edu



Meet the President

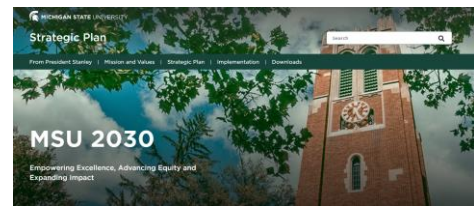
Kevin M. Guskiewicz, a neuroscientist, academic leader and concussion researcher, began his tenure as MSU's 22nd President on March 4, 2024. Guskiewicz joins MSU from the University of North Carolina at Chapel Hill, where he served on the faculty since 1995 and as chancellor since 2019.

[Learn more](#)



MSU 2030

[strategicplan.msu.edu/
strategic-plan](https://strategicplan.msu.edu/strategic-plan)



Strategic Plan > MSU 2030 Strategic Plan

Explore the Strategic Plan

The strategic plan articulates a shared vision for Michigan State University, shaped with the input of many voices through an inclusive process. It focuses on six major thematic areas that will guide our collective efforts moving forward.

Use this site to easily navigate the plan and learn more.

[Navigate](#)

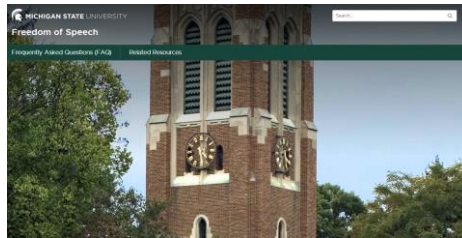
Download the Strategic Plan and Related Documents

Important reports and summaries from the planning process are available here.

[Downloads](#)

FREEDOM OF SPEECH

msu.edu/freespeech/



Michigan State University is firmly committed to freedom of speech, not just as a public institution, but as an institution of higher education. Here, ideas—not people—are meant to clash and to be evaluated based on their merits.



Frequently Asked Questions

The First Amendment to the United States Constitution prohibits the government—including governmental entities such as state universities like Michigan State—from interfering with freedom of speech. [LEARN MORE](#)

SPARTANS TOGETHER

spartanstogether.msu.edu



Spartans Together

The MSU community experienced violence at Berkey Hall and the MSU Union the evening of Feb. 13, 2023. Students Arielle Anderson, Brian Fraser and Alexandria Verner were killed, and five other students were critically injured.

The strength of the MSU community and its intrinsic motivation to support and uplift one another demonstrated Spartan resiliency. The act of violence does not define MSU. Rather, that time will be remembered for the response and commitment to caring for each other and MSU's collective safety and well-being.

MSU is in discussions with the families of the students lost regarding how they want their loved ones memorialized on Spartans Together. More information will be added when ready.

ISSUES & STATEMENTS

msu.edu/issues-statements



Issues and Statements

[Campus novel coronavirus information](#)

[President Messages and Statements](#)

[Nassar-related information](#)

Jan. 27, 2022

[Off campus bacterial meningitis exposure](#)

SOCIAL MEDIA PRESENCE




msu_pres Follow Message

463 posts 10K followers 139 following

Kevin M. Guskiewicz, Ph.D.
msu_pres

Personal blog
President of @michiganstateu
Hannah Administration Building, East Lansing, Michigan 48824
visitstore.bio/msupresident

Around camp... KG Statements Koda

Together, as one team, we are pleased to welcome
MICHIGAN STATE
an elite talent
TALENT MAGNET
and activator
for the state of Michigan and beyond.

@msu_pres



Michigan State University Office of the President
439 likes • 637 followers

Michigan State University Office of the President
19h

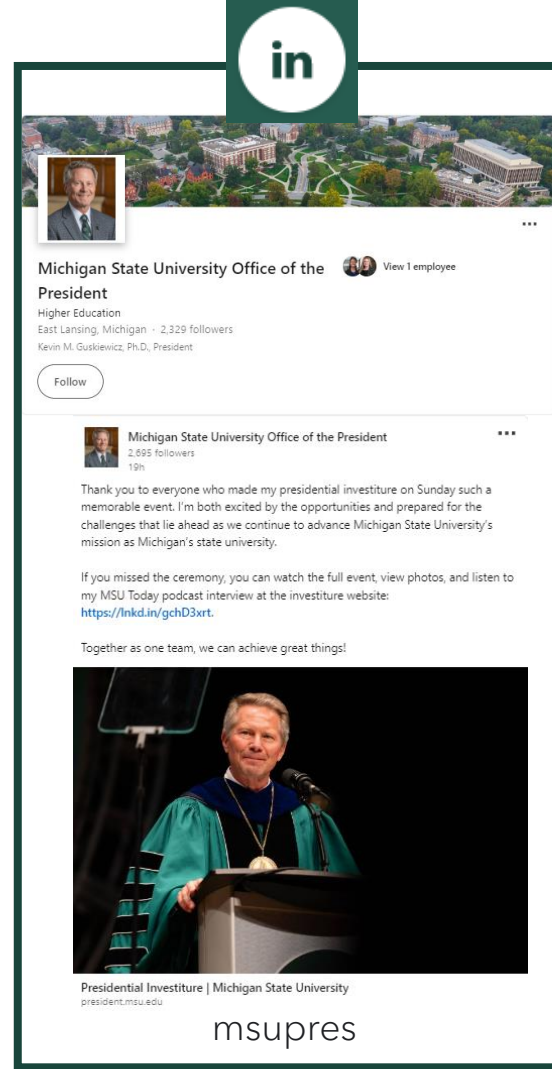
Thank you to everyone who was part of my presidential investiture program yesterday! I'm excited about the opportunities ahead and look forward to working with the Spartan community to continue advancing MSU's mission as Michigan's state university. Here's to a bright future, Spartans!

If you missed the ceremony, you can watch the full event, view photos, and listen to my MSU Today podcast interview at the investiture website: <https://president.msu.edu/investiture>

Page · College & university
426 Auditorium Road, East Lansing, MI, United States
president.msu.edu
Not yet rated (0 Reviews)

Photos See all photos

msupres



Michigan State University Office of the President
Higher Education
East Lansing, Michigan · 2,329 followers
Kevin M. Guskiewicz, Ph.D., President

Follow

Michigan State University Office of the President
2,695 followers
19h

Thank you to everyone who made my presidential investiture on Sunday such a memorable event. I'm both excited by the opportunities and prepared for the challenges that lie ahead as we continue to advance Michigan State University's mission as Michigan's state university.

If you missed the ceremony, you can watch the full event, view photos, and listen to my MSU Today podcast interview at the investiture website: <https://lnkd.in/gchD3xrt>

Together as one team, we can achieve great things!

Presidential Investiture | Michigan State University
president.msu.edu

msupres



Kevin Guskiewicz
1,544 posts

Kevin Guskiewicz
@KevinGuskiewicz

President of MSU, Chancellor emeritus of UNC. Concussion researcher, husband, father and 20+ year faculty member in @UNCXSS. Go Steelers, Pirates.

East Lansing, MI · president.msu.edu · Joined August 2016

335 Following 10.5K Followers
Not followed by anyone you're following

Kevin Guskiewicz @KevinGuskiewicz · 19h

Thank you to everyone who joined my presidential investiture! I'm excited for the opportunities ahead and to work with the Spartan community to advance MSU's mission. Missed it? Watch, view photos, and listen to my podcast here: president.msu.edu/investiture

@KevinGuskiewicz



INSIDE MSU

NEWS FOR FACULTY AND STAFF

Oct. 10, 2024

INSIDE this issue

- Endowment yields strong return
- FRIB receives DOE award
- New assistant VP joins IDI
- Happy World Mental Health Day!

MSU News

Top Stories

MSU endowment yields strong returns

MSU's endowment reports strong performance, posting investment returns of 15.1% year-over-year and a value of \$4.4 billion. [Read](#)

FRIB receives Secretary of Energy award

The Department of Energy Office of Science has presented its highest recognition for team achievements to the Facility for Rare Isotope Beams Project team. [Read](#)

IDI brings on inaugural assistant VP

BJ Abrams will join the Office for Institutional Diversity and Inclusion and will oversee daily operations, support strategic priorities and bolster constituent engagement.

With stories like ...

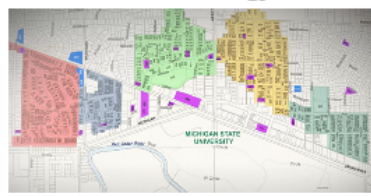
News and Notices

West Circle Series



The College of Music's beloved **Janne and Bill Church West Circle Series** kicks off its 15th season with "Baroque Fest" Oct. 23. [Read](#)

Accessible archaeology



The MSU Campus Archaeology Program is one of the first programs that enables students to excavate their own campus. [Read](#)

Support your mental wellness today!

Oct. 10 is World Mental Health Day. While mental health is one of the foundations of health and well-being, it can often fall low on the list of priorities in the work setting. [Read](#)

MSU expert: Can schools stop students from praying?

This is part of MSU's "Ask the Experts: 2024 Election Issues" series where experts answer questions on specific and relevant issues. [Read](#)

The Izzone campout: An MSU bucket list experience

Izzone section leader **Reese Carlson** shares a behind-the-scenes perspective on this popular MSU tradition, which recently took place on Oct. 4-5. [Read](#)

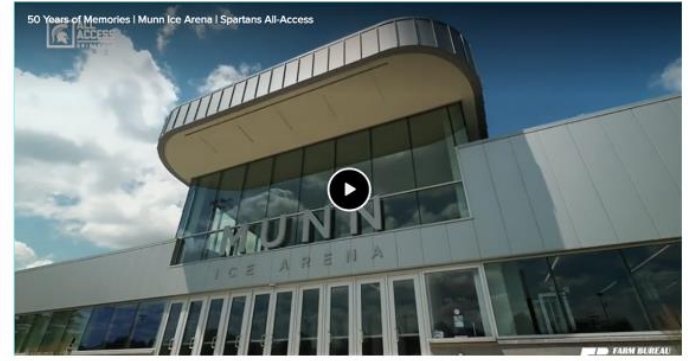
Library to preserve early WKAR film footage

MSU Libraries recently received a \$1 million federal grant to digitize early Michigan public television footage. [Read](#)

Latest IDI newsletter out

Check out the latest newsletter from the Office for Institutional Diversity and Inclusion, which features a welcome letter from Vice President and Chief Diversity Officer **Jabbar R. Bennett, Ph.D.** [Read](#)

Celebrating Munn Ice Arena



Built in 1974, the 6,470-seat Munn Ice Arena is one of the finest collegiate hockey facilities in the country. | Video screen capture

"50 Years of Memories"

The latest Spartan All-Access video celebrates the rich history of the Munn Ice Arena. [View](#)

Related:

- [Ron Mason Rink at Munn Ice Arena](#)
- [MSU Hockey No. 4 in national polls](#)

Buildings and Roads



The new building will provide capacity, modern building infrastructure and support top-ranked researchers. | Architect's rendering (not final)

Plant and Environmental Sciences Building groundbreaking

The ceremony, planned for Oct. 25 at 2 p.m., will be held at the corner of Farm Lane and Wilson Road and livestreamed [here](#). Construction of the 200,000-square-foot facility was approved by the MSU Board of Trustees in September.

...touts improvements, expanded resources for responding to sexual misconduct complaints

...Office for Civil Rights and Title IX Education is responding to sexual misconduct complaints as it are among the most unique in the country,

...to complete a sexual misconduct complaint 1 year from the 2021-22 school year, to 51 days

...2021-22 and 929 reports in 2022-23, the 15 days increased 40%, from 202 to 282 at took more than 90 days to complete

Know More. Do More. Support More.

Know Do Support MORE

Know More. Do More. Support More. @SupportMoreMSU

Formerly @KnowMoreMSU

Highlighting MSU's on-and off-campus resources for relationship violence and sexual misconduct support and reporting.

East Lansing, Michigan supportmore.msu.edu Joined October 2018

195 Following 236 Followers

Posts Replies Highlights Articles Media Likes

Pinned Know More. Do More. Support More. @SupportMoreMSU · Apr 9 Join us for #ItsOnUs Week at @michiganstateu! Together, let's raise awareness, empower survivors, and build a safer campus community. #BEElieveSurvivors #SAAM

RELATIONSHIP VIOLENCE, SEXUAL MISCONDUCT AND TITLE IX

A COMMITMENT TO A SAFER CAMPUS COMMUNITY

- Supporting the Office for Civil Rights and Title IX, RVSM Workgroup, and RVSM Presidential Advisors
- Growing awareness of MSU's RVSM & Title IX resources, policies and processes
- Increasing reporting and help-seeking rates
- Building credibility of MSU leaders in this space
- Telling the positive stories that illustrate MSU's improvements in this area



A New Era of Civil Rights & Title IX Leadership at MSU

Michigan State welcomes Laura Rugless, a dynamic new leader to the forefront of its civil rights and Title IX efforts.

November 15, 2023

Michigan State University has welcomed a dynamic new leader to the forefront of its civil rights and Title IX efforts.



Driven by a passion for creating a safe and equitable environment for all, Laura Rugless brings a wealth of experience, fresh perspectives and a steadfast commitment to upholding civil rights and gender equality.

Stepping into this pivotal role, Rugless doesn't just see it as a job, but as a calling. "MSU's determination and continuous improvement to deliver on its civil rights and Title IX commitments drew me to this exceptional opportunity," Rugless said. "I am humbled and excited to lead this dedicated team and work alongside campus partners as we do this important work together."



Know More. Do More. Support More. @SupportMoreMSU

At @michiganstateu, our community proudly wore denim yesterday, standing in solidarity for #DenimDay-- an opportunity to unite, show support to survivors of sexual assault, and raise awareness of sexual violence. #SupportMoreMSU

Find campus resources: supportmore.msu.edu



5 YEARS OF POE

5 & 15

15 YEARS OF PREVENTION

Championing Change, Empowering the Future

UComms created the MSUToday **Diversity and belonging collection** to centralize narratives.

Through campaigns, we addressed gaps and identified opportunities, centering community voices and elevating strategic initiatives.

We amplified through photos, graphics, podcasts, video and more, to expand recognition.



July 24, 2023

Growing success: Spartans support first-generation farmers

MSU's bilingual agriculture program trains Latino/a farmers and farmworkers who play a vital role in Michigan's economy



Nov 16, 2023

MSU doubles down on student success

Reducing historic opportunity gaps through community building

How the legal system continues to treat once-enslaved people as property

MSU Institutional Diversity and Inclusion (@MSUInclusion)

Today is Día de los Muertos! This is a Latin American holiday dedicated to honoring loved ones who have departed and reunites them with the living. All over campus offerings have been set up! For the map with altar locations, events and more visit



April 10, 2024

The 20th anniversary of APA Studies is a milestone of persistence

Retracing history in the making



MSU @michiganstateu

Through yesterday's rain, members of the MSU and @UMich ROTC ran the game ball from Ann Arbor to East Lansing as part of @Run4Alex, which raises awareness and support for students with disabilities.

8:30 AM · Oct 21, 2023 · 26.1K Views



Dec 12, 2023

MSU welcomes, honors inaugural 1855 Professorship recipients



MSUTODAY

Oct 30, 2023

MSU tennis coach serves up recreational value for the Down syndrome community

50 years of soul

MSU gives hip-hop its props

Enduring MSU lecture series celebrates Black History Month

February 6, 2024 / 50:39 / 53-E145

Download MP3





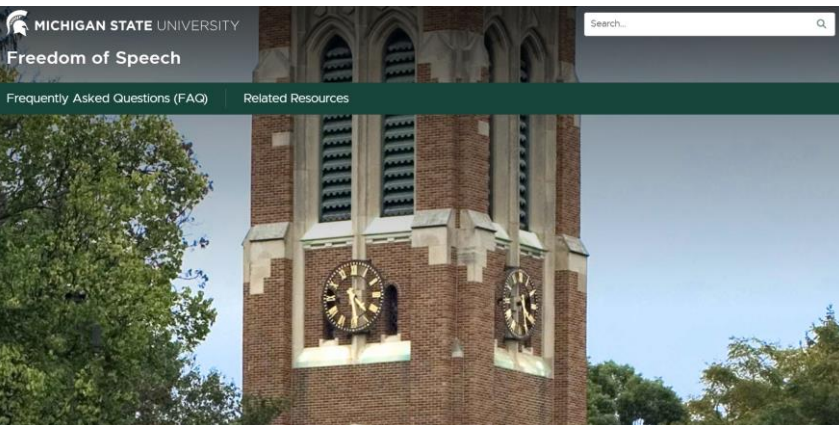
#5

**SUPPORTING AN
ENVIRONMENT FOR
CIVIL DISCOURSE AND
PRINCIPLES OF FREE
SPEECH.**

• INSTITUTIONAL RESTRAINT

• DIVESTMENT MESSAGING

• CAMPUS EVENTS



Michigan State University is firmly committed to freedom of speech, not just as a public institution, but as an institution of higher education. Here, ideas—not people—are meant to clash and to be evaluated based on their merits.



Frequently Asked Questions

The First Amendment to the United States Constitution prohibits the government –including governmental entities such as state universities like Michigan State – from interfering with freedom of speech. [Learn more.](#)

<https://msu.edu/freespeech/>



Civil Discourse FAQs for Faculty

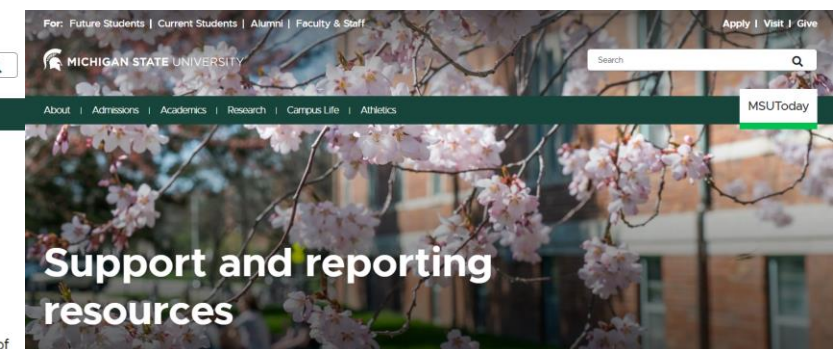
This resource is intended to provide general guidance to faculty about Academic Freedom, emphasize the importance of campus safety and disseminate the content of important policies, expectations and supportive resources related to civil discourse. In alignment with our shared priorities and institutional values, a core set of operating principles has helped guide our decision-making in response to protest activity. For more information about the First Amendment and free speech, please visit [MSU's First Amendment/Free Speech FAQs](#).

Guiding Principles

- Preserve the ability to execute the mission of the university and maintain operations effectively and safely
- Prioritize the physical and emotional safety of all members of the campus community
- Support civil discourse around a diversity of perspectives while maintaining a respectful environment focused on education
- Recognizing the uniqueness and complexity of each situation, respond to events with similar fact patterns as consistently as possible in alignment with campus policies



<https://provost.msu.edu/academic-resources/civil-discourse-faq>



Support and reporting resources



Overview of support resources

Knowing your student rights is vital for ensuring a safe campus experience for everyone.

Support resources

- Campus conduct
- Discrimination
- Safety and crime
- Relationship Violence and Sexual Misconduct
- FAQ

Campus Conduct

The conduct system and regulations uphold community standards through student rights and responsibilities.

<https://msu.edu/students/support-resources>



Thank You!

Emily Gerkin Guerrant

Vice President and Chief Communications Officer
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Heather C. Swain

Vice President and Chief Marketing Officer
swainh@msu.edu | 517-355-2262

