2015 Driven to Discover Campaign

Key messages

This year’s D2D campaign includes both an internal and external focus.

**The internal campaign** is focused on engaging Twin Cities faculty, staff, and students in how their work at the U connects to the University’s mission.

The current University community mindset:
“I know that the U is doing great things for our community, state and the world. But, at times, I don’t know exactly how I contribute. How can my work be recognized?”

The goal is to help them see themselves as heroes in the U’s efforts to change the world.

Why should they believe this? Because all of us at the U are part of a community that is changing the world:

- A drive to understand and change our world connects every U student, faculty and staff member.
- We provide a thriving community for those who are driven to teach, learn, research and serve.
- Our comprehensive areas of research and learning enable us to solve problems from every angle.

The mindset we’re aiming for is:
“I’m amazed and inspired by the people I work with and the work we do here. My work is important and I’m proud to be a part of the U. The work I’m doing, when combined with the efforts of others here at the U, fuels my passion and drive. Driven to Discover captures what I do and who I am.”

**The external campaign** is focused on conveying to the general public and opinion leaders that the University is driven to transform our lives, our state and our world, for the better.

Why should they believe us? Because discovery changes lives:

- Curiosity connects every citizen to the U’s pioneering work.
- The U prepares students to tackle grand challenges as global citizens.
• The U engages our state’s communities to address pressing issues.
• Few research universities can match the U’s capacity to tackle grand challenges from so many angles.

The goal for this work is to increase positive perceptions, reputation, and favorability for the University, especially among opinion leaders.

The Driven to Discover brand serves to lift all boats; aids in student and faculty recruitment, increases alumni pride and support, provides reputational context for grant applications and research proposals, increases effectiveness of advocacy efforts, and much more.

Both campaigns use the same creative approach: What Drives _____?

The external campaign is told through tv, print, digital and social media.

The internal campaign is told through on campus communication vehicles, social media, the university’s home page.

Both campaigns drive audiences to a microsite where all featured stories live.

Why should units help to create engagement?
When employees feel connected to the mission of the University, they are more engaged in and satisfied with their work.

A focus on what individuals value most helps them make a more personal connection to the U.