AGENDA

1. University Communications - K. Himle (p. 2)
Board of Regents Work Session                      July 9, 2008

**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.