

(Note: Deleted language ~~striketrough~~.)

Sec. 2.13 The Vice President for ~~Global Communications and Strategic Initiatives~~
(~~revised February, 2012~~)

The vice president for ~~global communications and strategic initiatives~~ will be responsible for enhancing the University's reputation and visibility locally, nationally, and internationally, and will work to position and differentiate the University of Michigan among leading institutions of higher education. The vice president for ~~global communications and strategic initiatives~~ will oversee freedom of information inquiries, executive communications, marketing and design, media relations and public affairs, and the news and broadcasting services.

The vice president for ~~global communications and strategic initiatives~~ will serve as the University's chief communications officer and will work with the Board of Regents and executive officers to set University policy on matters of communications and marketing, develop and implement strategic communications plans, and provide leadership in expanding the University's digital communications and social media engagement.