Creating Voice

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Kim Jarboe LaPean, Communications Manager, University Health Services, Tang Center
Today’s Agenda

● Welcome + Introduction
  ○ Ellen Topp
  ○ Kim LaPean

● Case Studies
  ○ Career Center Messaging Session and Website Transformation: career.berkeley.edu
  ○ Be Well Branding: Be Well Cal + Be Well at Work

● Q+A
Case Studies
Case Study
Career Center Messaging Session & Website Transformation
career.berkeley.edu
ICE BREAKER

BC²

Berkeley
UNIVERSITY OF CALIFORNIA
Feel/Think/Do
VALUE PROP NARRATIVE

ONCE UPON A TIME

BC²

Berkeley
UNIVERSITY OF CALIFORNIA
UC Berkeley reimagines the world by challenging convention to shape the future.
Internships

An internship is a great way to connect your academic experience with the professional work arena.

FIND AN INTERNSHIP →
Case Study
Be Well Branding

Be Well Cal +
Be Well at Work
Wellness in your feed
Creative brief

[Form fields and diagrams for creative brief]
STRENGTHS (Check all that apply.)
One or more of our key strengths should come through in the content of every communication.

- CONVICTION
- SCALE
- EXCELLENCE
- DIVERSITY

TONES (Check all that apply.)
Choosing specific traits of the Berkeley brand to highlight will help you communicate with a consistent voice.

- CURIOUS
- OPTIMISTIC
- INTENSE
- REAL
- OPEN
- INFLUENTIAL
- INDEPENDENT
- SOCIALLY CONSCIOUS

VISUAL SPECTRUM
Our brand can flex in many directions depending on what’s appropriate for the audience. Choose the right balance for your communication here.
Love
Eat
Support
Water
Nature
UHS Tang Center
Study
Sleep
Resilience
Gratitude
Self-Compassion
Social Connection
Sleep
Exercise
Manage Time
Plan Career
Eating
Page Not Found 404 Error

Can’t find what you are looking for? Try the search feature!
#FIATHEALTH
Let there be health!

UNIVERSITY HEALTH SERVICES
Tang Center

TANG TIP

Be WELL @Cal

bewellcal
UC Berkeley

17 likes
bewellcal Fiat Health: 30 Wellness Tips in 30 Days (beginning today) 🌈
Build health into your world every day! We'll be with you every step of the way, delivering a tip a day all throughout September. Catch us daily on Twitter or at link in profile. We'll share one favorite here per week. #FiatHealth #TangTip #wellness #bewellcal
Be Well at Work
Faculty/Staff Health Programs
Disability Management • Elder Care • Employee Assistance
Ergonomics • Occupational Health • Wellness • Work/Life
UHS FACULTY AND STAFF HEALTH PROGRAMS

CARE Services and Elder Care Program 643-7754
CARE Services offers free, confidential short-term counseling, assessment and referrals for personal, family and work-related concerns, as well as for those caring for an older or dependent adult. CARE Services also provides consultation to managers and supervisors experiencing workplace challenges, transitions, or concerns about the welfare of an employee.

Disability Management Services 643-7921
Disability Management Services provides employees and departments with a full range of disability-related assistance and consultation, including workers' compensation, injury prevention, return-to-work, transitional work, reasonable accommodation, and departmental training.

Ergonomics@Work 643-2540
Ergonomics@Work promotes ergonomics in campus work environments through workshops, consultation, coordination of the campus network of departmental computer workstation evaluators, and the Computer Ergonomics Matching Funds Program.

Health Matters 643-4646
Health Matters Wellness Program, in partnership with several campus departments, strives to foster a healthy work environment and to provide tools and resources to enhance and support the health and well-being of faculty, staff and their families.

Occupational Health Clinic 642-6891
The Occupational Health Clinic is a full-service occupational medicine program providing treatment for work-related injuries and illnesses, medical screenings and well-wellness, immunization programs and consultations for employee health-related issues.

Work/Life 642-7883
Work/Life identifies and recommends policies and benefits, and develops services and programs that enable faculty and staff to be productive members of the campus community while meeting personal and family obligations.

Breastfeeding Support Program
- Lactation rooms on campus, breast pump products, breastfeeding classes.
- Accessible to all faculty, staff, and students.

Career Resources
- Several campus partners offer career resources for faculty/staff.
  uhs.berkeley.edu/facstaff/careercounseling.shtml
  hrweb.berkeley.edu/learning/career-development

Ergonomics@Work Program
- Worksite Evaluations in non-computer environments.
- CtrlWORK Stretch Break Software - free break reminder program.
- Computer Ergonomics Matching Funds Program.
- Ergonomics Showroom - Call (877) 722-9090 for an appointment to try chairs, adjustable tables and keyboard trays.
  uhs.berkeley.edu/facstaff/ergonomics

Nutrition Programs
- UC Berkeley Healthy Meeting & Event Guide.
- Healthier choices – Eat Well Berkeley caterers, restaurants and vending.
- Hungry for new recipes – Cook Well Berkeley!
  uhs.berkeley.edu/nutrition

Smoking Cessation Services
- FREE telephone counseling, available in six languages.
  California Smokers’ Helpline: 1.800.NO.BUTTS
  Links to free apps, text messaging programs, and resources.
  uhs.berkeley.edu/smokingcessation

Supervisors
- Tools and resources to create a healthy work environment.
- Management consultations from CARE Services.
- KEYS Training: Disability Management and Creating a Safe and Healthy Workplace: uhs.berkeley.edu/facstaff/supervisingtools.shtml
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Be Well at Work
Faculty/Staff Disability Management

Be Well at Work
Faculty/Staff Elder Care

Be Well at Work
Faculty/Staff Employee Assistance

Be Well at Work
Faculty/Staff Wellness

Be Well at Work
Faculty/Staff Work/Life

BC²
PARTNERSHIP AND LOGOS

When two logos are present, one must take the lead in the hierarchy. If it is a piece from the sub-brand, that logo should be more prominent. The Berkeley or UHS logo should be first with a “letter B” space between the primary and secondary logo.

WITH BERKELEY

Berkeley
UNIVERSITY OF CALIFORNIA

Be Well at Work
Faculty/Staff Health Programs

WITH UHS

UNIVERSITY HEALTH SERVICES
Tang Center

Be Well at Work
Faculty/Staff Health Programs
Take it home:
What ideas will you try?