A more connected Yale

Nate Nickerson, VP for Communications
Yale Digital Conference, 6.13.19
My journey
The mobile phone, the Net, and the spread of information—a deadly combination for dictators.

BIG DATA WILL SAVE POLITICS

BONO: DATA CAN FIGHT POVERTY AND CORRUPTION

SASHA ISSENBERG: DATA MAKES ELECTIONS SMARTER

JOE TRIPPI: DATA CUTS THE SOUL BACK INTO POLITICS

PLUS: OUR LETTER TO PRESIDENT OBAMA

The Smartest Company in the World—and It’s Not Google.*

WE CAN NOW ENGINEER THE HUMAN RACE

*Googleonitor web tool from
360° Webcasting
for Google
Cambridge, Massachusetts
www.google.com/360

Yale OFFICE OF PUBLIC AFFAIRS & COMMUNICATIONS
My goal
Inform and inspire the Yale community
Attract the finest talent in the world to join it
Burnish our reputation across the country and around the world
My notes
People crave community
We should obsess over our audiences
Utility is the base
Customers want their experiences to be:

- **Enjoyable**: The experience is emotionally engaging.
- **Easy**: It’s easy to access that value.
- **Useful**: The experience offers value.
Humans crave story
Networks matter
My hope
OPAC + ITS = ❤️ 😊 👍