# A more connected Yale

Nate Nickerson, VP for Communications Yale Digital Conference, 6.13.19

## My journey



JENNA LYONS

EXCLUSIVE: BILL GATES' \$600 BILLION SOLUTION

(IT'S A SECR

AA DELIS SS SOCAN

INNOVATION BY DESIGN ISSUE

TONY FADELL LEADS A DESIGN REVOLUTION

Creative Lessons From DISNEY SAMSUNG

CHIPOTLE QUIRKY

165 WAYS

IS CHANGING YOUR LIFE

DESIGN

NIKE

VS. R THE REAL

AT GROL

BEST PL FOR STAP BUZZFEED is No. 1 OMG?! NETFLIX beats AMATON

n you guess where APPLE ranks?

Yes, TACO ( (Sorry, Chij

THE \$3.2 BILLION MAN Google is betting big on Nest CEO Fadell, who helped Invent the IPod and IPhone.

4

Why FACEBOOK scares everyone

ioodbye GOOGLE, Hello ALPHABET What the heck is RIOT GAMES?

Badass obsessions: IRBNB, FARFETCH, HUDL Can SLACK make you love work?

The mobile phone, the Net, and the spread of informationa deadly combination for dictators Q+A, p22

MIT

Review

**Technolog** 

#### PLUS: OUR LETTER

ELECTIONS SMARTER

BONO: DATA CAN FIGHT POVERTY AND CORRUPTION

SASHA ISSENBERG: **JOE TRIPPI:** DATA PUTS DATA MAKES THE SOUL BACK INTO POLITICS

TO PRESIDEN Obama

#### MIT Feature p. 48 Artificial Hand. **Real Feeling** Technology Review **Data & Decision Making Off-the-Grid Power Smartest Company in the World** BIG DATA WILL SAVE POLITI And It's Not **Google.**\*

50 Smartest Compa

MIT Technology Review Feature p. 48 **HP** Tries to Reinvent the Computer

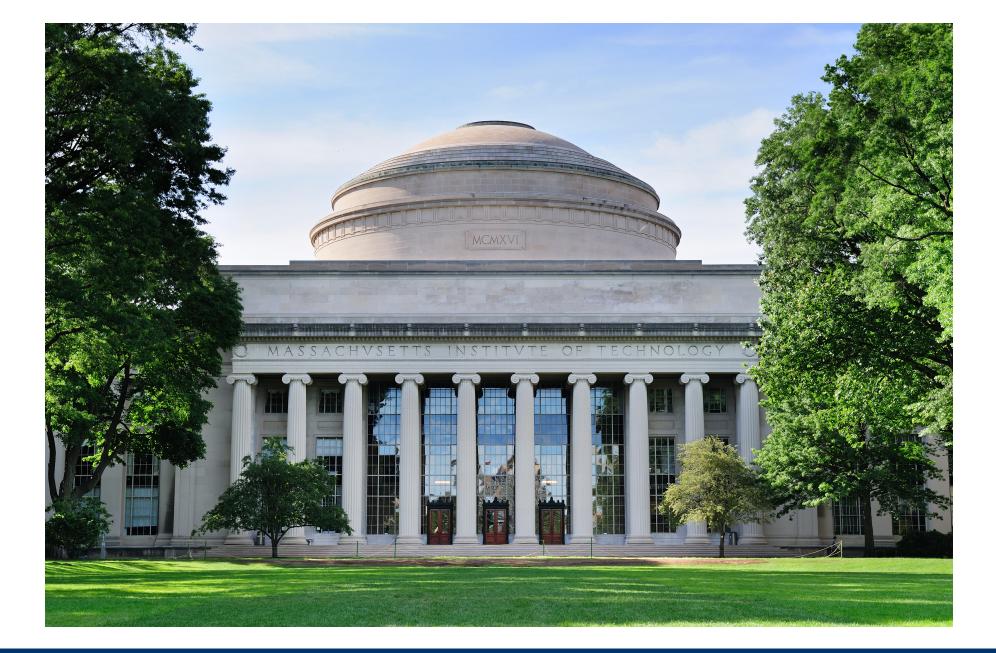
Business Report p. 63 Persuasion

Review p. 72 The Problem with **Fake Meat** 

**WE CAN** NOW ENGINEER RACE

p26

Yale office of public affairs & COMMUNICATIONS







#### 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





### People crave community



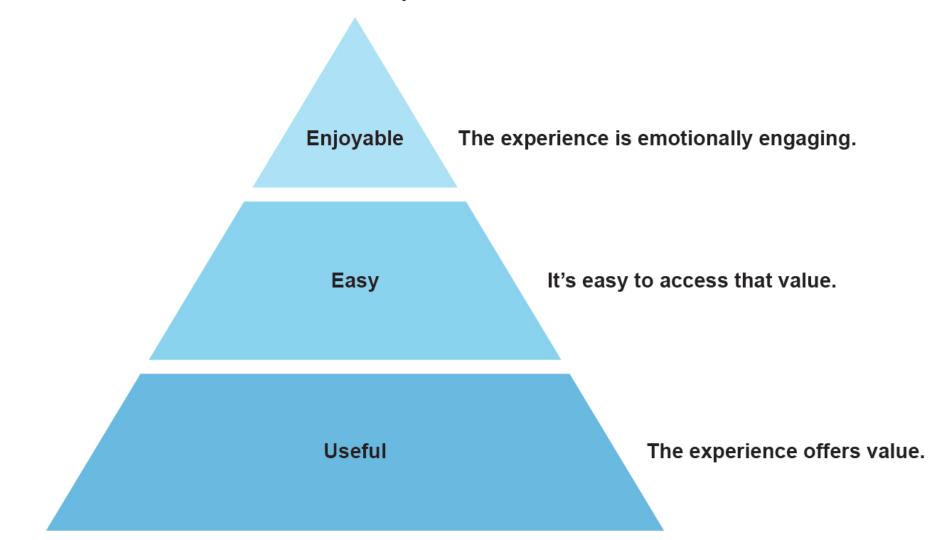
#### We should obsess over our audiences





### Utility is the base

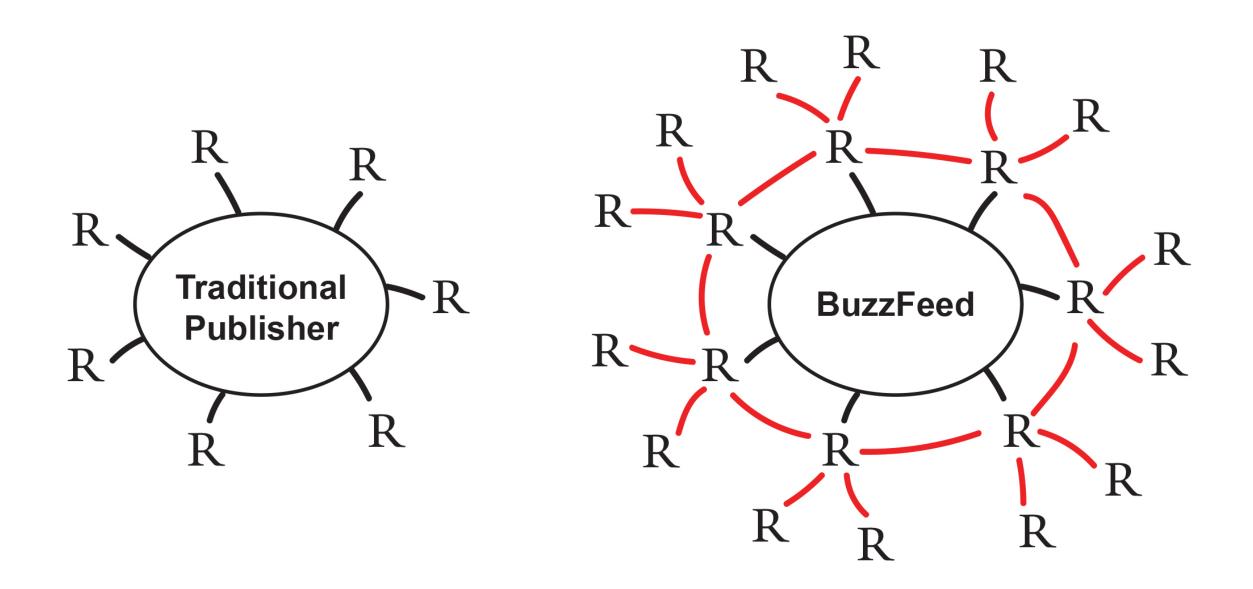
Customers want their experiences to be:



#### Humans crave story



#### Networks matter



# My hope

#### $OPAC + ITS = \heartsuit \oslash \checkmark$