

# A more connected Yale

Nate Nickerson, VP for Communications  
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Yale OFFICE OF PUBLIC AFFAIRS  
& COMMUNICATIONS

# My journey











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

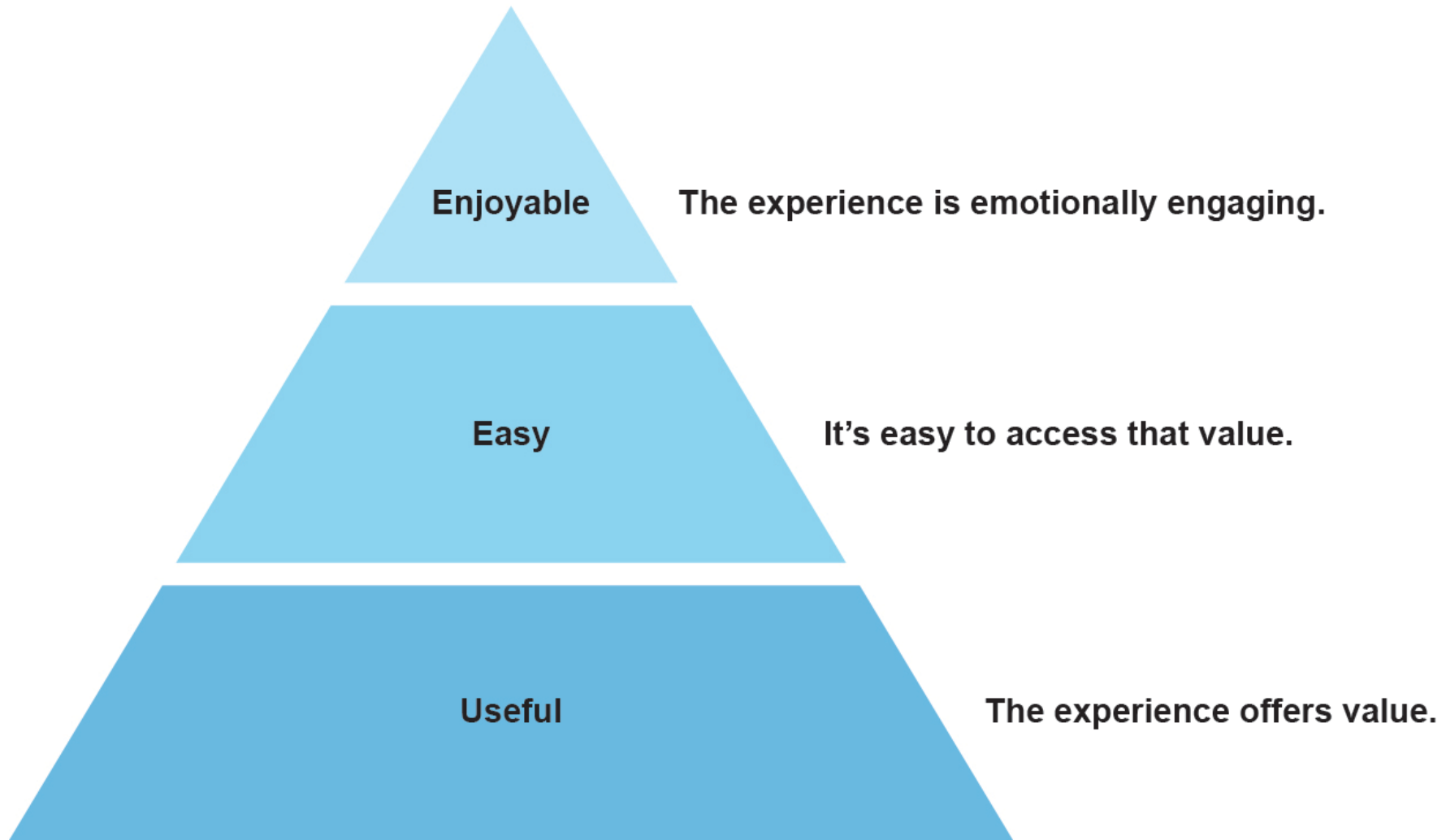






Utility is the base

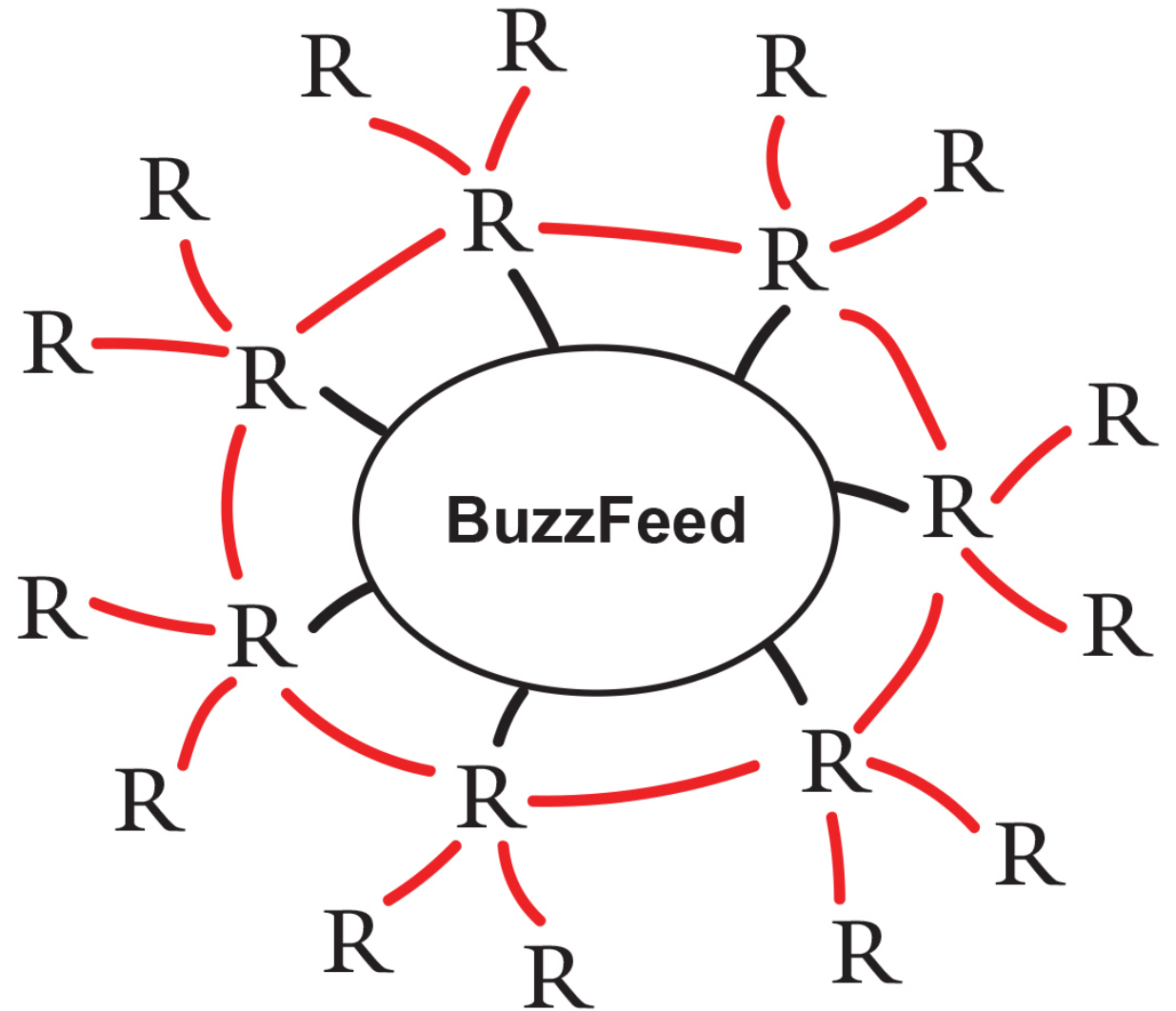
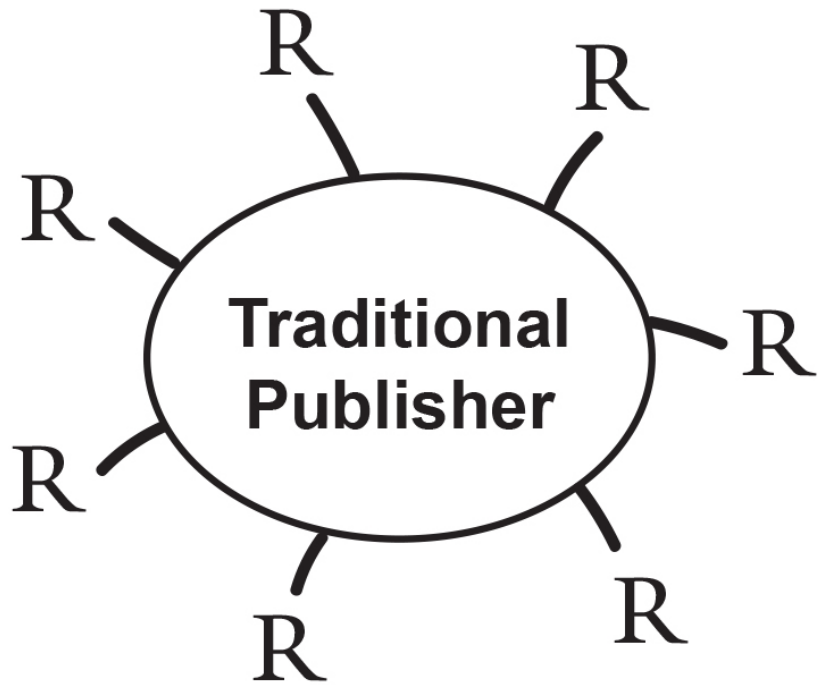
**Customers want their experiences to be:**



# Humans crave story



# Networks matter



My hope



OPAC + ITS = ❤️ 😊 👍