What’s Happening at Vet Med?

Communication efforts promote the school’s activities and contributions across multiple venues. Highlights include:

**Impact Sheets** – In an effort to capture the accomplishments of clinical and research teams across the school, more than 30 impact sheets have been developed on a broad range of topics including: horse racing safety; science in service to wildlife; autism research; cancer in animals and people; one health; and halting the next pandemic.

**VMTH Heartbeat** – This electronic publication features current clinical activities at the teaching hospital, upcoming continuing education seminars and active clinical trials. Now distributed six times a year to referring veterinarians, clients and constituents, VMTH Heartbeat provides a broad view of the 34 specialties dedicated to treating patients and training residents and DVM students.

**Web Site** – The school’s website is a major source of information for updated news, teaching programs, research initiatives, community outreach projects, clinical services and continuing education. With more than 70,000 visitors each month, the communication team is dedicated to updating and adding to the site to provide the most current information.

**The Seven Strategic Goals**
- Educate world leaders in academic veterinary medicine
- Perform high-impact transdisciplinary research
- Develop cutting-edge clinical programs
- Promote animal and human well-being
- Maintain school infrastructure and sustainable resources
- Retain excellent faculty and staff
- Promote academic, government, industry collaboration

**Social Media** – With more than 17,300 Facebook and 8,400 Twitter followers, (more than any other U.S. veterinary school) the school’s social media presence is alive and well. Daily posts keep the public tuned in on the lighter side of things.