

Chancellor's Message

"A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures"

- Michael Eisner, CEO Disney

Welcome to the University of Nebraska Medical Center branding website. In my ten years here as chancellor, our campus has changed dramatically, and we are well on our way to becoming a world class academic health science center.

We are conducting breakthrough research, medical procedures, serving our community and the state of Nebraska, and educating the finest health care professionals of tomorrow. Many of these things we've done quietly, and we are often referred to as Nebraska's best kept secret. We do not want to be kept as a secret, and as a result, have begun the important work of strategic branding.

This is an important step towards reaching world-class status. With a strong brand comes higher recognition, recruiting of distinguished faculty, staff and students, and greater advocacy from our constituents. The time has never been better or more critical to increase the visibility of this important work.

I encourage you to browse through the contents of this website for more information. To be successful, this project requires collaboration among all employees and students of UNMC. Please join me in supporting this initiative.

Harold M. Maurer, M.D.
Chancellor, UNMC

