INFORMATION ITEM: UNCG Word-of-Mouth Marketing

BACKGROUND INFORMATION:

Patrick O’Neil, Consultant, will present UNCG Key Messages and Proof Points

MESSAGE 1: UNCG IS A PRESTIGIOUS, TOP-TIER UNIVERSITY.
  • Recently classified as a research university with high research activity. This classification puts us in the same class as Auburn, Clemson, William and Mary, Georgetown, Rutgers, Wake Forest and Boston College.
  
  • UNCG’s endowment has grown to more than $183 million, placing the university third in the system for largest endowment.
  
  • The General Assembly has approved $60 million to fund the Joint School of Nanoscience and Nanoengineering with NCA&T.
  
  • The Students First Campaign has raised more than $91 million and created 161 new scholarships.
  
  • UNCG has 22 major research centers emphasizing research and community engagement. Research encompasses a wide variety of work including professional development, drug design, creative writing, education, information technology, health care management, genomics, youth outreach and immigrant outreach.
  
  • UNCG was named 2006 Best Public University Chapter of Phi Beta Kappa in the country. Phi Beta Kappa is an award given to the highest academic performing undergraduates.

MESSAGE 2: UNCG MAKES LIFE BETTER FOR PEOPLE THROUGH ITS FIVE LEADERSHIP AREAS.
  • Business – driving economic development.
    ○ MBA Consultancy – serves organizations including the NC Zoological Society, Tyco Electronics, Red Hat Inc. and Valspar.
    ○ Office of Technology Transfer – enhances innovation by commercializing discoveries.
    ○ Project Greenleaf – promotes local farming through co-ops.
  
  • Cultural Leadership - inspiring cultural leadership.
    ○ Music Research Institute – examines the impact of music in our daily lives.
Carolina Film and Video Festival – diverse showcase of independent films and the oldest continuously operating film festival in the Carolinas since 1978.

NC Theatre for Young People – creates performances, outreach programs and touring productions specifically for children.

- Education – inspiring quality education.
  - SERVE – conducts research to assist educators and policy makers.
  - Educational Leadership Program – unique master’s program preparing teachers and administrators to pioneer new approaches for public education.
  - AD/HD Clinic – conducts clinical research and provides health care services for those with Attention-Deficit/Hyperactivity Disorder.

- Public Policy & Social Change – shaping public policy and inspiring social change.
  - Center for New North Carolinians – provides training, education and interpretation to assist immigrants and refugees.
  - Geriatric Workforce Enhancement – improves care for older adults in long-term care facilities.
  - College Bound Sisters – encourages girls who older sisters become pregnant as teenagers to graduate from high school and attend college.

- Science – enriching the quality of life and advancing social well-being.
  - Guilford Genomic Medicine Project – integrates genomic knowledge and technology into the practice of medicine.
  - Tinnitus Clinic – treats patients who suffer from ringing in the ears. Is the first clinic of its kind in the state.
  - Exoneration Research – studies the lives of exonerees after they’ve been freed from death row.

MESSAGE 3: UNCG IS A GREAT PLACE WHERE GREAT PEOPLE MAKE GREAT THINGS HAPPEN AND EVERYONE CAN SUCCEED.

- With ethnic minority students making up 31 percent of freshman enrollment, UNCG is the most diverse of the UNC system’s historically white universities.

- A $6.6 million NIH grant was recently awarded to the university to assist minority, rural and poor populations with health care management. This cross-disciplinary work will involve 29 faculty members across five academic units.

- UNCG students logged almost 19,000 hours in service-learning (service within the curriculum) and just under 39,000 hours in volunteering.

- UNCG alumni are nationally recognized and contribute across all aspects of society. Distinguished alumni include a Tony Award winner, a Pulitzer Prize winner, a former Saturday Night Live writer, a CNN executive producer and a senior policy advisor for Sen. Chuck Hagel.

- Alumni continue to value UNCG and its mission through major donations and contributions to campus:
• Top donor: Rebecca Lloyd, ’50, retired Navy Officer, $4 million to establish the Lloyd International Honors College.
• Top donor: Jaylee Mead, ’51, retired associate chief at NASA, $1 million for the Science Building Equipment Fund.
• Active alumni: Diane Neal, ’81, ’88, former CFO at Reynold’s and Ched Neal, ’79, President of Parkway Ford, $100,000 unrestricted for the Bryan School.

• Eleven out of 16 athletic programs have won a conference regular season or a conference tournament championship over the last 12 years.