Products with a clear sense of WHY give people a way to tell the outside world who they are and what they believe (Sinek, 2009)
The UNCG Brand

- Bringing Learning to Life
- Challenging Academic Programs
- Supportive Environment
- Engaged Community
- “Do Something Bigger Altogether”
- UNCG stands apart from other universities by defining excellence not only by the people we attract, but by the difference they make.
<table>
<thead>
<tr>
<th>Suspects</th>
<th>Prospects</th>
<th>Applicants</th>
<th>Admitted</th>
</tr>
</thead>
</table>
| Why: UNCG will help me do something bigger altogether                     | • How UNCG is different than other schools & in the UNC system we help you do something bigger  
• Sense of pride in doing something bigger, not just going to college    | • Starting to see myself as on the cusp of doing something bigger;  
• Hearing positive stories from students about the bigger things they are doing | Pride in my decision to attend a university focused on helping students do something bigger altogether |
| How: UNCG brings learning to life                                          | Hearing positive stories from students how UNCG brings learning to life to teach lifelong lessons  
• Current students: stories about the “how” difference  
• Alumni: stories about how they’ve gone on to do something bigger altogether | How UNCG brings learning to life: Living and Learning Communities; Diverse and inclusive campus;  
Translational research; Knowledge producer | Deeper details on how to get involved at UNCG: Living and Learning Communities;  
Diverse and inclusive campus; Translational research; Knowledge producer |
| What: Challenging programs                                                | Rankings (third-party validation); Accredited (real school)                | Challenging academics across many majors                                  | Program quality;  
Great faculty; Study abroad (this moves to confirmed)                       |
| Supportive environment                                                    |                                                                           |                                                                           | Can see myself there  
(approachable; welcoming; inclusive);                                        |
| Engaged community                                                         |                                                                           |                                                                           | Affordability                                                           |
| Fact sheet of other “whats”                                               | Campus size; Campus beauty; Location Can afford it; Things to do in the area, well received | Social opportunities                                                      | Application logistics;  
What to do next: tours; paperwork; financial aid                               |
I WANT TO DO MORE THAN GET AHEAD. I WANT AN INCREDIBLE JOURNEY.
## School of Education

<table>
<thead>
<tr>
<th>Prospective students who have decided on an education major</th>
<th>Current students who are deciding on their major</th>
<th>Alumni</th>
<th>Community Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why: UNCG will help me do something bigger altogether</strong></td>
<td><strong>Do “something bigger” by enabling everyone to have access to life’s opportunities through teaching, learning and caring.</strong></td>
<td><strong>You can help (can continue to help) SOE enabling everyone to have access to life’s opportunities through teaching, learning and caring.</strong></td>
<td><strong>We help instill in our grads the desire to enable everyone to have access to life’s opportunities through teaching, learning and caring.</strong></td>
</tr>
<tr>
<td>The School of Education enables everyone to have access to life’s opportunities through teaching, learning and caring.</td>
<td>Our teaching combines theory, research and practice with a culture of caring. This prepares our graduates to do something bigger altogether: play an active role in other people’s learning.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**How: UNCG brings learning to life**
How (long-term): UNCG emphasizes how the lessons learned are carried forward throughout one’s life.
How (short-term): At UNCG, the lessons are learned by connecting theory and practice through supportive, engaging learning experiences.

| TEACHING: SOE connects theory learned in our classrooms and practice outside the classroom with research on teaching to prepare students to do something bigger altogether. |
| LEARNING: Learning is the key to opening up opportunities for everyone. |
| CARING: A culture of caring both inside and outside of the classroom provides our students with lessons learned that can be carried forward into their careers. |

## Challenging/High Quality Programs
- Rankings (third-party validation)
- Accredited
- Faculty projects that help the community/world
- Employer satisfaction
- Exceptional placements
- Classes that teach and instill “caring”
- Research that improves “teaching”

## Supportive Environment
- A culture of caring that ensures every student learns the skills necessary to affect the learning of others
- Advising and mentoring programs
- Help students find jobs/placement
- Diverse student body provides diverse perspectives

## Engaged Community
- Internships
- Service learning
- Research addresses community needs and enriches the academy
- International exchange

## Other (necessary but not differentiating WHATs)
- How much it costs
- How much I will earn

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**do something bigger altogether**
do something bigger altogether

In the real world you can't make things perfect but you're learning how to make them a lot better.

He's already making a meaningful contribution. Just wait until he finishes his degree.

I'm not studying for my finals. I'm studying for their futures.

Do something bigger altogether
### Student Affairs

<table>
<thead>
<tr>
<th>Prospective students</th>
<th>Current students</th>
<th>Alumni</th>
<th>Community Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why: UNCG will help me do something bigger altogether</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students can go on to be active members of society who contribute at a higher level because of the skills learned through Student Affairs’ programs and services.</td>
<td>You can help (can continue to help) students go on to be active members of society who contribute at a higher level because of the skills learned through Student Affairs’ programs and services.</td>
<td>Student Affairs helps instill in our graduates the skills that allow them to be active members of society who contribute at a higher level.</td>
<td></td>
</tr>
</tbody>
</table>

### How: UNCG brings learning to life

**How (long-term):** The lessons learned here that are carried forward include leadership, teamwork, problem solving, decision making, humanitarianism, innovation, wellbeing, civic engagement and academic success.

**How (short-term):** In Student Affairs, the lessons are learned by integrating classroom learning with real-life experiences.

<table>
<thead>
<tr>
<th>What: Proof that UNCG delivers on the HOW and the WHY</th>
<th>Programs that Challenge</th>
<th>Supportive Environment</th>
<th>Engaged Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Leadership Development initiatives like Spartans Leading Spartans, Leadership Academy, Campus Activities Board • Service Learning • Team Quest • Conflict resolution workshops • Housing program that matches student with each other</td>
<td>• SOAR • YFY • Advocacy for students in trouble like classes on positive decision making • Disability services work with on campus accommodations • Caring and respect • Training for faculty and staff • Career Services • Services that support physical and mental wellbeing • Workshops on topics like time management • Safe Zone program and other workshops</td>
<td>• Community service programs like service trips over spring break • Service learning Office • Living Learning Communities • Career Services • Internships • Disability services work with mayor’s office • Parent Family Association • Community based research • Empty Bowls project</td>
<td></td>
</tr>
</tbody>
</table>
I found a place where I can reflect deeper, play harder, grow stronger, explore farther, accomplish more, & enjoy life.

Do something bigger altogether
IMSC NEXT STEPS – 2012-13
Defining and Communicating the Message

• Elements of the Vision – Redefining the public university for the 21st century

• UNCG Strategic Plan, 2009-14

• The UNCG Brand

• Integrating these elements in a way that defines why it matters, who we are, and what we do.

• Translating the message into marketing strategy and approach to strategic communication.
Strategic Messages

• Position UNCG to be a destination university for well-qualified students
• A faculty culture which values interdisciplinary research, creative activity and teaching
• A source of human talent, innovation, entrepreneurship and creativity for K – 12, government, business and industry, nonprofits
• A global university
• Campaign transformational theme
Status of Task Force
Recommendations

• Strategically market faculty and student accomplishments in research, creative activity, entrepreneurship and innovation
Tactics

- Using the work of Academic Program Review to highlight “Programs of Distinction” in our communications
- Related to above, choose interesting faculty from Programs of Distinction with the goal of raising individual profiles and the reputation of the University
- Leveraging faculty as experts utilizing Social Media with the ultimate goal of raising individual profiles and reputation of the University.
Tactics

- Use of VOCUS, PRNewswire, AP Wire, Twitter program
- Chancellor Brady’s column in UNCG Magazine and op-ed pieces in News & Record, visits to Chronicle of Higher Education and Inside Higher Education

- Advertising campaign ($250k) targeting prospective students in Charlotte, Raleigh-Durham, Triad markets
- Replacements Ltd billboard campaign
Tactics

- Bryan School and Division of Continual Learning advertising campaigns reflect integrated marketing work
- Placement of UNCG Magazine in hotels where Admissions office recommend prospective students and their families stay
- Expand use of social media: Facebook, Twitter, and Pinterest
- Increase DSBA videos for YouTube channel
Home page and top tier pages redesign to reflect strategic communication and marketing
CONFIDENCE ISN’T HAVING ALL THE ANSWERS. IT’S BEING READY TO TAKE ON THE BIG QUESTIONS.

Do something bigger altogether

WE’RE DREAMERS AND DOERS

admissions.uncg.edu

Do something bigger altogether

I WANT TO DO MORE THAN GET AHEAD. I WANT AN INCREDIBLE JOURNEY.

admissions.uncg.edu

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