University Communications Overview:
Helping UNCG Take Giant Steps Forward

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AVC and Chief Communications Officer
University Communications
Parking is harder. Food lines are longer... And it is awesome!! So glad to have our @UNCG students back on campus!
Problem
Process
1. People here LOVE this place.
2. Perspectives across groups have much more in COMMON than in conflict.
3. We have a MANDATE and a MOMENT of opportunity for a united effort
Priorities
“... I’d rather take giant steps and fall rather than say, ‘Wow, let’s be 1 percent better than we were last year.’

- Transform the story
  - Alignment to strategic plan and growth strategies
  - Redefine narrative/message
  - Reimagine look and feel (digital, traditional, environmental)
  - Drive consistency, cohesiveness and coordination

- Transform content
  - Shareable moments
  - Digital extension of traditional content
  - Unique, distinctive experiences

- Transform engagement
  - Channels: Media, Web, Social
  - Audiences: Students, Alumni, Faculty, Community, Influencers
Transform the Story

Redefine our narrative:
Must be authentic and true.

So much about UNCG is unexpected, surprising.
### What You Have Told Me

<table>
<thead>
<tr>
<th>Uncommon combinations</th>
<th>Surprising experiences</th>
<th>Unlimited opportunity</th>
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</thead>
<tbody>
<tr>
<td>• Access and excellence – VALUE!</td>
<td>• Beautiful campus</td>
<td>• Outcomes</td>
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<tr>
<td>• Big enough to matter, small enough to care</td>
<td>• Kaplan Center, Union Square, JSNN</td>
<td>• Alumni stories</td>
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<td>• Teaching + Research</td>
<td>• Honors college</td>
<td>• First generation successes</td>
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<td>• Minerva and Spartan</td>
<td>• UNCG Online</td>
<td>• Pell grant successes</td>
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<td></td>
<td>• Diverse, vibrant community; culture of acceptance</td>
<td>• “Big fish, smaller pond”</td>
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<td></td>
<td>• X-Culture</td>
<td>• Collaboratory</td>
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<td></td>
<td>• Wow factor</td>
<td>• Stories: UNCG on Broadway, UNCG in space, UNCG in history</td>
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<td>• Global programs</td>
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Transform the Story

Redefine our narrative: Must be authentic and true

Rethink our Icons: Create meaningful co-existence

Drive consistency, cohesiveness and coordination

G vs Greensboro
Big Opportunities in 2017

Kick-off “Public” Phase of Branding/Marketing with June 2 125th Launch
What IS the 125th?

1. A context for telling our story across the University, inside and out
2. A platform for transforming our brand
3. A unifying theme to connect our students with the University
4. An opportunity to reach influencers in community, state
5. A milestone to inspire our alumni and friends to participate, engage and give
Transform Content

Shareable Moments Mindset

Digital Extension of Traditional Comms

Unique, Distinctive Experiences
Transform Engagement

Media relations: Staff and go BIG

Web presence: Redesign, amplify social, drive leadership engagement

Connect with Alumni, Students and Community
Transforming Team and Culture: Aligning, Unifying and Empowering the Communications Community

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Transforming Team and Culture: Aligning, Unifying and Empowering the Communications Community

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Chancellor Video Plays Here
Thank You