University Communications Update

5/10/17

Jeff Shafer
AVC and Chief Communications Officer
University Communications
“… this wave of recognition signals the world-class company that UNCG does and, even more importantly, should consistently keep …. Because just as it raises our own profile, these achievements bring attention to the incredible talent, capability, and momentum of the greater Greensboro community …. Let’s not be content to be a “secret.” Instead, let’s let the world know we are here, and we are making our mark!”

– Chancellor Franklin D. Gilliam, Jr.
Priorities

- **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 culture**

"... I’d rather take giant steps and fall rather than say, ‘Wow, let’s be 1 percent better than we were last year.’"
Activating our Priorities

Phase 1: Energize the Community

Phase 2: Leverage the 125th

Phase 3: Design future state
Progress
Airport Banners
Campus Banners

[Images of various banners with years ranging from 1894 to 1963]
Print Advertising

"When I return to campus now, I’m amazed by the diversity that UNCG exemplifies. It’s heartwarming and humbling to think that we may have played a role in providing opportunity for students today."

― Jackie Hunt Davis, Vol. one of the first two African American students to attend and graduate from Women’s College, now UNCG.

Celebrating visionary women. Past, present and future.

From our roots as the Woman’s College of the University of North Carolina to our present-day status as a public research university, UNCG is proud to celebrate our legacy of opportunity and excellence, and the women who have transformed – and continue to transform – our region.

Congratulations to the 2017 Outstanding Women in Business award winners
Outdoor Advertising
Innovative Leadership Communications

GREENSBORO – One thing that makes a great university is strong state support.

In the accompanying video, UNCG Greensboro Chancellor Franklin D. Gilliam, Jr. says North Carolina has a history of doing just that.

“We’re at a watershed in American public higher education,” Gilliam says. “For so long, the states subsidized state universities at high levels – at 75, 85 percent. And the argument was that it was a public good –
The Chancellor is On....
The Chancellor is On....
Maximizing our Moments
Maximizing our Moments

2017 Men's NIT Selection Special
Syracuse Quadrant

SYRACUSE, NY TUESDAY, 7 ET - ESPN

1 SYRACUSE (18-14)
8 UNC GREENSBORO (25-9)

Syracuse Basketball vs. UNC Greensboro - 2017 Men's NIT Selection Special

UNCG
Maximizing our Moments

Explore Science, Hands-On Fun At UNCG This Weekend
Maximizing our Moments

Margot Lee Shetterly
@margotshetterly

So excited to speak at @uncg commencement in May!

UNCG @UNCG
We're excited to announce that #HiddenFigures author @margotshetterly is our May Commencement speaker! 🎓
newsandfeatures.uncg.edu/hidden-figures... uncggrad
Other Initiatives: Downtown Campaign
Other Initiatives: Downtown Campaign

UNCG 125

The 77th National FOLK FESTIVAL

Greensboro, North Carolina
September 8-10, 2017

Arts Greensboro
Engaging Community on Campus

Jeff Shafer @jshaferPR - Apr 3
Provost Dana Dunn welcomes guests to @uncg @UNCGELC for #MentoringMonday - Thanks @TriadBizJournal and all sponsors fun. pic.twitter.com/VMnilajyAT

UNC Greensboro congratulates Dr. Terri Shelton, Vice Chancellor for Research and Economic Development, for being honored among the Outstanding Women in Business for 2017. We thank her contributions to the economic, social, and academic development of our community.
Exploring Innovative Media Partnerships

Lenora Chambers
Student, UNC Greensboro

UNC TV
Collaborative Marketing

PUT OUR EXCEPTIONAL PROBLEM SOLVERS TO WORK FOR YOU.

RECRUITING
What makes a Bryan student different? Bryan School students learn to solve problems through the lenses of innovation, ethics, globalization, and sustainability—so they know how to develop solutions using this multidisciplinary approach.

Employees tell us that Bryan School students are different because they aren’t afraid to roll up their sleeves and get to work. We call them exceptional problem solvers. We’re confident you’ll call them the most valuable members of your team.

CONSULTING PROJECTS
Organizations can harness the problem-solving power of Bryan School students and faculty. Our applied research and consulting services will help you successfully reach your goals. Teams are available at both the undergraduate and graduate level.

EXECUTIVE EDUCATION & TRAINING
When it’s time to help your employees develop new skills or better realize their potential—turn to the Bryan School. We customize your workshops through custom management and professional development programs.

NC SALES INSTITUTE
The NC Sales Institute provides sales education and develops sales leaders through research, educational programs, and company partnerships. The institute was created to address the demand for well-trained sales talent who can work within the global marketplace. It has been recognized as one of the 2010 Top-Performing for Professional Sales Education by the Sales Education Foundation.

Contact us today to learn more!
动手学习
联系人：
Bryan UNCG.edu

Think global
Study local
New B.A. in Languages, Literatures, and Cultures

THINK GLOBAL
STUDY LOCAL
New B.A. in Languages, Literatures, and Cultures
Consistency is Efficiency
Transform our Channels
The UNCG 125th Anniversary Experience

June 2, 2017
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
Toolkit Launch

https://125guide.uncg.edu/

125TH - THE MARK

OVERVIEW
The 125th anniversary mark was designed to embody the spirit of the anniversary and its goal of celebrating the past while envisioning the future.
- The mark is to be used in conjunction with the university’s existing brand identity.
- It should always be secondary to the main UNCG logo (Silhouette).
- Its key elements should not be altered, separated or used individually.

PRIMARY MARK
The primary mark consists of the following elements:
- Prominent rectangle with numbers 1, 2 and 5 arranged asymmetrically.
- Abbreviated university name UNCG.
- “Celebrating 125 Years of Opportunity & Excellence” tagline.
- White Shape border encompassing the mark.

To review examples of how to use the mark, see page 24.
125th Communications Overview

Launch (June 2)

Amplify (August 8 Event)

Celebrate (Oct. 4 Founder’s Day)

Sustain (May 2018)
At Launch

- New web site
- New 125th “anthem” video
- New headers/footers across all web properties
- Campus enterprises activation
- Consistent implementation of brand assets across all units
- New environmental branding (banners, etc.)
- Rolling communications across all channels (advertising, outdoor, PR, social)
Next: The Narrative

What is our “Core Story”
## Building our Message Platform

| **Define consistent message and elements** | Redefine and reinvigorate conversation; diverse set of well-aligned assets (words, numbers, metaphors, visuals, etc.). |
| **Dislodge a harmful narrative** | Define who we are before our identity is defined for us: commuter school, convenience, satellite campus, apathy, etc. |
| **Create rules of engagement** | Do’s and Don’ts on language, tone; Elevate quality through consistency; build platforms with flexibility |
| **Look forward** | Build on our authentic history, and who we are today, to create a compelling, clear, energizing vision for the future of the University, the opportunities we will enable, and the impact we can have. |
| **Explain WHY** | Ultimately establish the connection to the University with our audiences so they know WHY UNCG matters and independently articulate that in a clear, positive and compelling way. |
Unique History

One of the “original 3” institutions in UNC system; founded 125 years ago as college for women -- and that DNA still defines us (diversity, spirit of service, high academic expectations)
Unique balance: From founding as a place for high achieving women to have both opportunity and outstanding education, to our role today in providing both access for 1st generation, underserved populations, minorities, veterans AND a path to excellence (student success; academic areas of distinction). UNCG provides experience that transforms students and their families for generations.
Core Story: What we have RIGHT NOW that defines us

Taking Giant Steps Forward

New strategic plan focused on health/wellness, vibrant communities, global connections; bold aspirations for millennial campus that will transform region
Unexpected Experiences

More than you expect: Campus is more beautiful; student body bigger (soon 20k) and more diverse; scope of research, quality of faculty more global, substantial; Kaplan Center, Union Square, JSNN; WOW factor
Deeply tied to 3rd largest city in NC ($1b economic impact); Groundbreaking work in community engaged scholarship and research. 33k alumni within 25 miles; almost 75k within 100 miles. We can be the most significant engine of social and economic growth in the Triad.
Core Story: Unifying Message Architecture

Opportunity and Excellence

History
Transformative experience
Academic areas of distinction
Surprising experiences
World class research
Millennial Campus
Deeply connected to GSO
Community engaged scholarship
$1b impact

Transform students, knowledge, region

Health and wellness, vibrant communities, global connections
<table>
<thead>
<tr>
<th>Month</th>
<th>Upcoming Major Opportunities: Team Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Commencement/Shetterly</td>
</tr>
<tr>
<td></td>
<td>BOT/BOG</td>
</tr>
<tr>
<td></td>
<td>Millennial Campus announcement</td>
</tr>
<tr>
<td></td>
<td>Brand RFP</td>
</tr>
<tr>
<td>June</td>
<td>125&lt;sup&gt;th&lt;/sup&gt; launch</td>
</tr>
<tr>
<td></td>
<td>SOAR activities</td>
</tr>
<tr>
<td></td>
<td>RFP decision</td>
</tr>
<tr>
<td>July</td>
<td>Movies in the Park</td>
</tr>
<tr>
<td>August</td>
<td>Nav1Gate</td>
</tr>
<tr>
<td></td>
<td>Students return to class</td>
</tr>
<tr>
<td></td>
<td>State of Campus address/125&lt;sup&gt;th&lt;/sup&gt; Anniversary Experience</td>
</tr>
<tr>
<td>September</td>
<td>Collage (Greensboro/Raleigh)</td>
</tr>
<tr>
<td></td>
<td>Folk Festival</td>
</tr>
<tr>
<td>October</td>
<td>Founder’s Day</td>
</tr>
<tr>
<td></td>
<td>Homecoming</td>
</tr>
</tbody>
</table>
Thank You
# Core Story: What we have RIGHT NOW that defines us

<table>
<thead>
<tr>
<th>Unique History</th>
<th>One of the “original 3” institutions in UNC system; founded 125 years ago as college for women -- and that DNA still defines us (diversity, spirit of service, high academic expectations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity and Excellence</td>
<td>Unique balance: From founding as a place for high achieving women to have both opportunity and outstanding education to our role today in providing both access for 1st generation, underserved populations, minorities, veterans AND a path to excellence (student success; academic areas of distinction). With most diverse student population, significant presence of 1st generation/underserved populations, UNCG provides experience that transforms students and their families for generations</td>
</tr>
<tr>
<td>Unexpected Experiences</td>
<td>More than you expect: Campus is more beautiful; student body bigger (soon 20k) and more diverse; scope of research, quality of faculty more global, substantial; Kaplan Center, Union Square, JSNN; WOW factor</td>
</tr>
<tr>
<td>Taking Giant Steps Forward</td>
<td>New strategic plan focused on health/wellness, vibrant communities, global connections; bold aspirations for millennial campus that will transform region</td>
</tr>
<tr>
<td>A Shared Place and Fate</td>
<td>Deeply tied to 3rd largest city in NC ($1b economic impact); Groundbreaking work in community engaged scholarship and research. 33k alumni within 25 miles; almost 75k within 100 miles. We can be the most significant engine of social and economic growth in the Triad.</td>
</tr>
</tbody>
</table>