



Meeting of the Full Board
March 24, 2022
8:30 a.m.

Discussion Item

BOT-2 *Paths to Prosperity* N.C. Leader Messaging Campaign Overview

Background Information

Many North Carolina leaders and influencers are unaware of UNC Greensboro's vital role in providing paths to prosperity to more first-generation and lower-income students than any other public university in the state.

As a result, we are not top of mind among legislators and business and community leaders when it comes to supporting and investing new funds in UNCG academics, initiatives, and student success programs.

To address this challenge, University Communications has launched *Paths to Prosperity*, a North Carolina leader and influencer messaging campaign to inform and reinforce UNCG's role in building the people that make North Carolina better for all.

The campaign underscores our work to help exemplary students soar while improving first-generation and lower-income students' social and economic outcomes through world-class academic offerings, real-world research, and community outreach.

Richard Campbell, Vice Chancellor for Strategic Communications, will provide an overview of the campaign purpose, goals, key audience, and key messaging.



UNC
GREENSBORO

PATHS TO PROSPERITY CAMPAIGN

Spring-Summer 2022

N.C. LEADER MESSAGING CAMPAIGN

The Challenge: Many North Carolina leaders and influencers are unaware of UNC Greensboro's vital role in creating paths to prosperity for underrepresented and lower-income populations.

As a result, we are not always top of mind among legislators and business and community leaders when it comes to supporting and investing new funds in UNCG academics, initiatives, and student success programs.

The Opportunity: Paths to Prosperity is a North Carolina leader and influencer messaging campaign to inform and reinforce UNCG's role in building the people that make North Carolina better for all.

Helping exemplary students soar while improving first-generation and lower-income students' social and economic outcomes through world-class academic offerings, real-world research, and community outreach.

KEY AUDIENCES

Elected Officials – NCGA, County Commissioners, Municipal, Congressional

Economic Development Leaders – EDPNC, NC Dept. of Commerce, NC Chamber, local chambers, business associations, community colleges

Community Leaders – Educators, clergy, non-profits

Partners – Healthcare providers, school systems, the business community, associations/agencies

Funders – Alumni, donors, prospects, granting agencies

Influencers – Media, thought leaders

Internal – BOT, faculty, staff, students, UNC System Office, Board of Governors

CAMPAIGN COMPONENTS

Digital Media: 6-month digital ad placement, social media ads, paid search ads

Chancellor Op-ed Placement: Raleigh, Charlotte, Triad

Print Ads: 6-month newspaper print ads across state



WE BUILD THE PEOPLE THAT MAKE NORTH CAROLINA BETTER FOR ALL.

At UNC Greensboro, we believe excellence in education changes lives. That's why we provide paths to prosperity for more first-generation and lower-income students than any other public university in the state. Find your way to prosperity.



73% OF OUR GRADUATES LIVE, WORK, AND MAKE A DIFFERENCE IN NC'S MOST ECONOMICALLY CHALLENGED COMMUNITIES

Where our graduates live and work.*

1-10	21-30	120-140	320-590	3,000+
11-20	40-70	210-240	650-730	

PURPOSEFUL PROFESSIONALS

HEALTH CARE AND WELLNESS	EDUCATORS, COUNSELORS AND SOCIAL WORKERS
ACCOUNTING, BUSINESS AND MANAGEMENT, MARKETING	VISUAL AND PERFORMING ARTISTS
SCIENCE AND BIOMEDICAL	COMPUTER SCIENCE AND IT



UNC GREENSBORO
Find your way here

Visit prosperity.uncg.edu

*survey data from 2017-2021 UNCg graduates

SAMPLE DIGITAL ADS

Motion
Transition #1



Motion
Transition #1



Motion
Transition #2



LEARN HOW.
prosperity.uncg.edu

Motion
Transition #2



USA Today Network

NEWSPAPER PRINT ADS STATEWIDE

Asheville Citizen Times
 Blowing Rock Blowing Rocket
 Boone Watauga Democrat
 Hendersonville Times-News
 Lenoir News-Topic
 Marion McDowell News
 Marshall News-Record & Sentinel
 Morganton News Herald
 Shelby Star
 Waynesville Mountaineer
 Weaverville Tribune

Charlotte Observer
 Charlotte Post
 Cherryville Eagle
 Concord Independent Tribune
 Gaston Gazette
 Hickory Daily Record
 Mooresville Tribune
 Statesville Record & Landmark

Asheboro Courier Tribune
 Clemmons Courier
 Greensboro News & Record
 High Point Enterprise
 Lexington Dispatch
 Mocksville Davie County Enterprise
 Mount Airy News
 Winston-Salem Chronicle
 Winston-Salem Journal

Albemarle Stanly News & Press
 Burlington Times-News
 Chatham News
 Clinton Sampson Independent
 Dunn Daily Record
 Durham Herald-Sun
 Elizabethtown Bladen Journal
 Fayetteville Observer
 Fayetteville Up & Coming
 Graham Alamance News
 Laurinburg Exchange
 Lumberton Robesonian
 Raleigh News & Observer
 Richmond County Daily Journal
 Sanford Herald
 Southern Pines Pilot
 Warrenton Warren Record
 Whiteville News Reporter
 Zebulon News

Ahoskie Roanoke-Chowan News Herald
 Columbia Scuppernong
 Reminder
 Elizabeth City Daily Advance
 Goldsboro News-Argus
 Greenville Daily Reflector
 Havelock News
 Jacksonville Daily News
 Kenansville Duplin Times
 Kinston Free Press
 Manteo Coastland Times
 Morehead City Carteret County News-Times
 Nags Head Outer Banks Sentinel
 New Bern Sun Journal
 Roanoke Rapids Daily Herald
 Rocky Mount Telegram
 Shallotte Brunswick beacon
 Southport State Port Pilot
 Spring Hope Enterprise
 Washington Star News
 Wilmington Star News
 Wilson Times

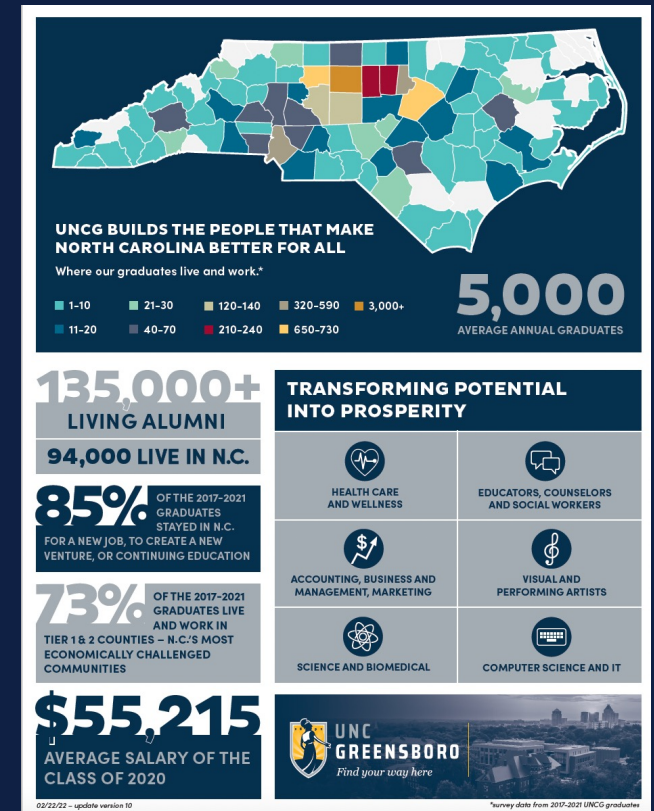
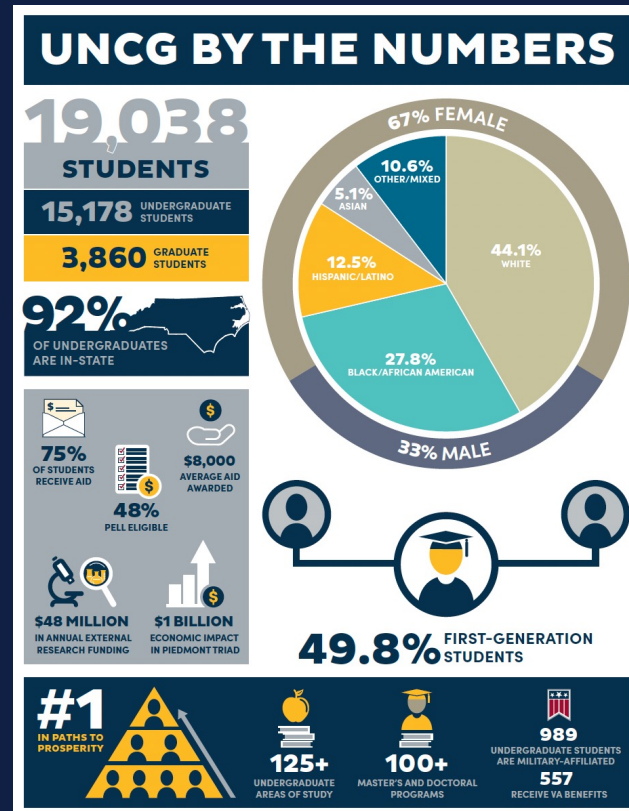


70 NEWSPAPERS
 1.1+ MILLION CIRCULATION

CAMPAIGN COMPONENTS

PR: One-pagers, events and activities

Targeted Email Blast: 25,000 public officials, community and education leaders, with focus on key messaging and Chancellor Op-ed



3 MONTH BILLBOARD CAMPAIGN



12+ Billboards April–June
50+ Mile radius around Raleigh
~4 Million Impressions

3 MONTH BILLBOARD CAMPAIGN

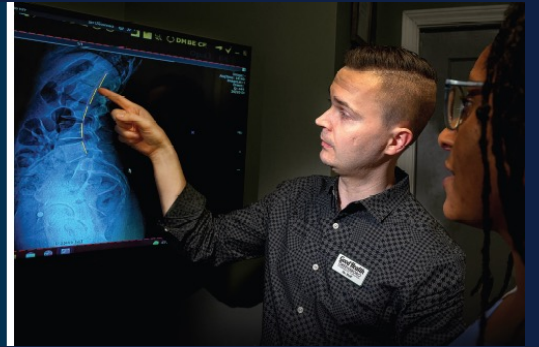


**SPARTANS BUILD A
BETTER N.C. FOR ALL**

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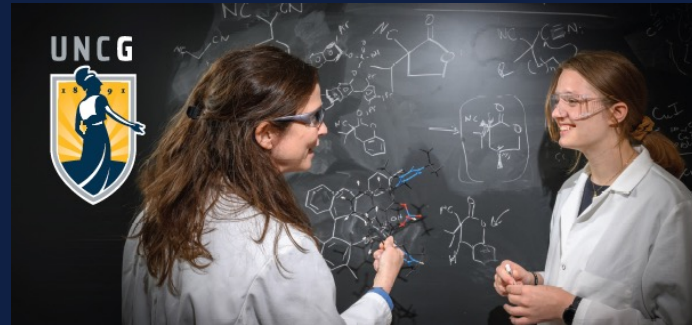
**SPARTANS BUILD A
BETTER N.C. FOR ALL**

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**A BETTER N.C.
BEGINS AT UNCG**

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BETTER N.C. FOR ALL**

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BETTER N.C. FOR ALL**

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6 MONTH TV & RADIO PSA MESSAGING

At UNC Greensboro, we believe excellence in education changes lives. That's why we provide paths to prosperity for more first-generation and lower-income students than any other public university in the state.

We build the Nurses and health care professionals, teachers, and social workers, business owners, and artists that make North Carolina better for all.

Find your prosperity here. Visit prosperity.uncg.edu

Get Your Word Out!
NCSA/PEP Program
The program provides nonprofit and government organizations with a unique opportunity to deliver important educational messages and community awareness across the entire state.

MULTIPLY YOUR MEDIA BUDGET

WIN-WIN INVESTMENT
Every NCSA/PEP program multiplies your budget and guarantees as much as a 3:1 media value return on your investment.

DOCUMENTABLE RESULTS
Airtime reports are generated Monthly, showing the value Of the detailed summary. This report shows you when spots aired.

OUR REACH IS POWERFUL

CLOUT WITH STATIONS
Radio and TV stations are deluged With requests for PSAs. NCSA/PEP Programs have unique, personal Relationships with member station and make sure that your message gets airtime.

STATE-WIDE DISTRIBUTION
Partnering with NCAB ensures complete statewide coverage, reaching every market and demographic represented in the state while costing well below traditional broadcast advertising.

NCAB
NORTH CAROLINA ASSOCIATION OF BROADCASTERS

JoAnna Reynolds
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845.820.1286

Melissa Di Carlo
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571.274.5159

40+ television stations
250+ radio stations

