



UNC
GREENSBORO
Board of Trustees

Meeting of the Full Board
September 29, 2022
8:30 a.m.

Presentation

BOT-9 University Communications Update

Background Information

University Communications has enjoyed a busy and productive fall. Richard Campbell, Vice Chancellor for Strategic Communications, will provide updates on our recently launched content marketing strategy, college and school level marketing plans, news, events, and communications impacts.

Attachment:

9.1 University Communications Update Presentation (see below)



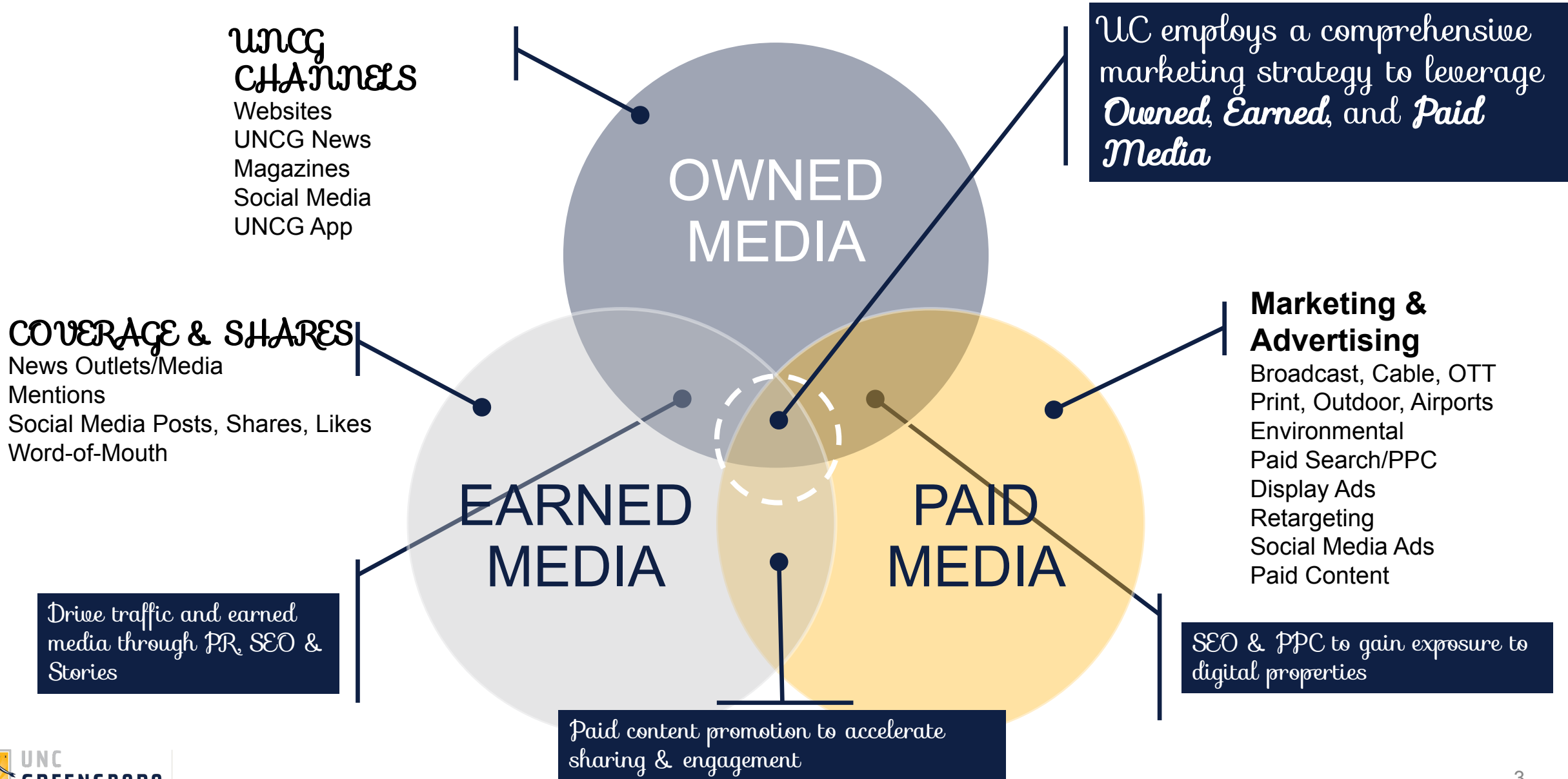
UNC
GREENSBORO

University Communications Update
September 2022

UC Priorities

- ***Drive Student Enrollment and Retention***
- Support “Light the Way Campaign” - Culture of Philanthropy
- Elevate Brand Awareness and Value
- Promote Shared Place and Fate - Nurture Community

UC Approach



Marketing Funnel

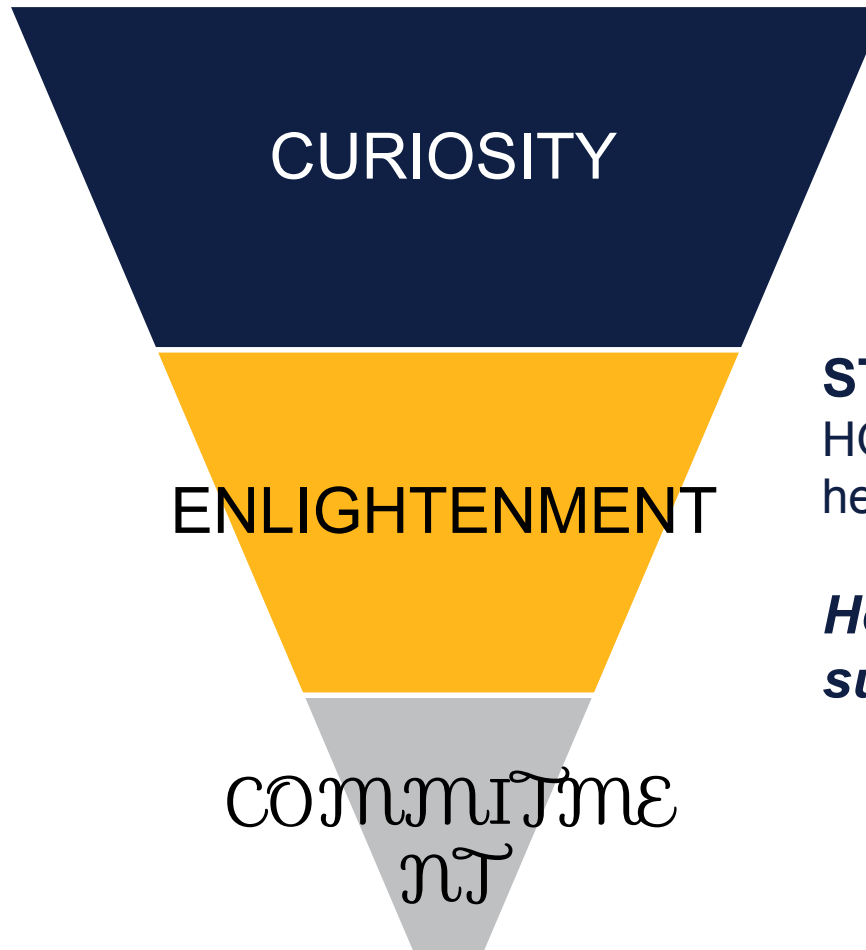
Effective marketing starts when we help customers recognize they have a problem.

STEP 1: Pique customer CURIOSITY about how we can make their own story better. It's not about us!

What problem do we help them solve?

STEP 3: Ask for COMMITMENT once curious customers understand how we make their lives better, not before.

What are the steps they take to purchase?

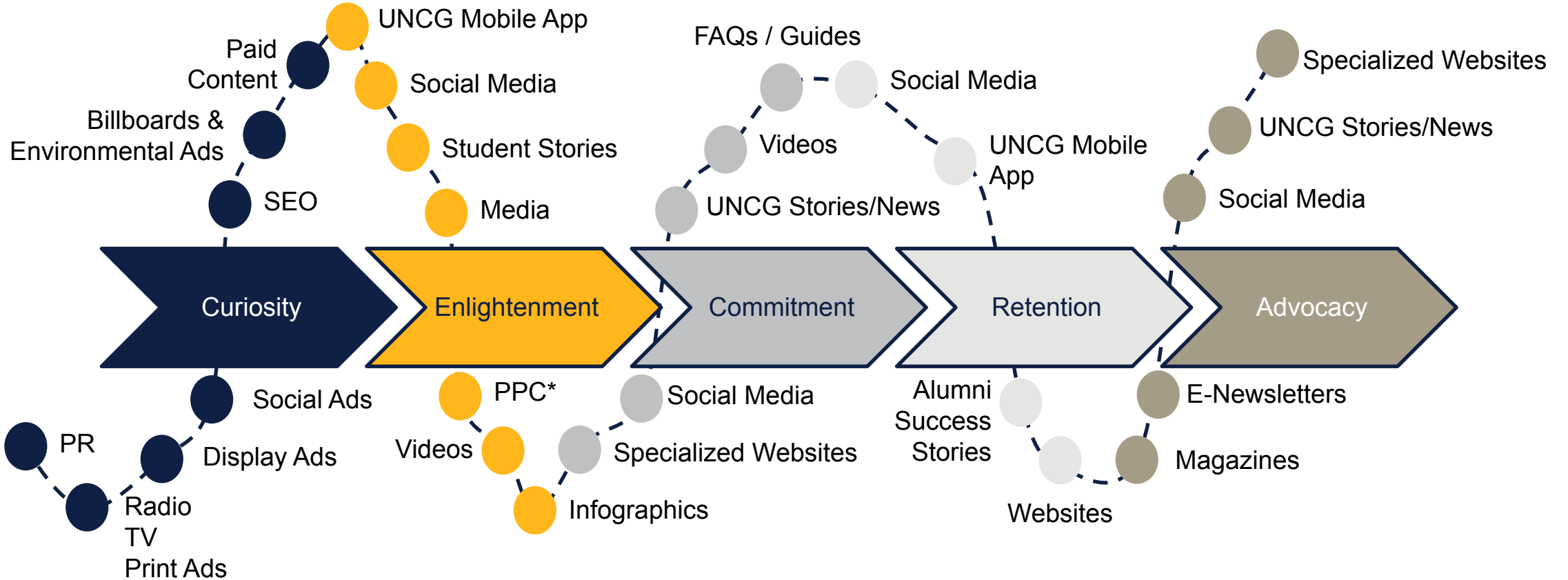


STEP 2: Enlighten customers on HOW we solve their problem and help them improve their lives.

How do we help them survive and thrive?

UC Journey Maps

UNCG CUSTOMER JOURNEY

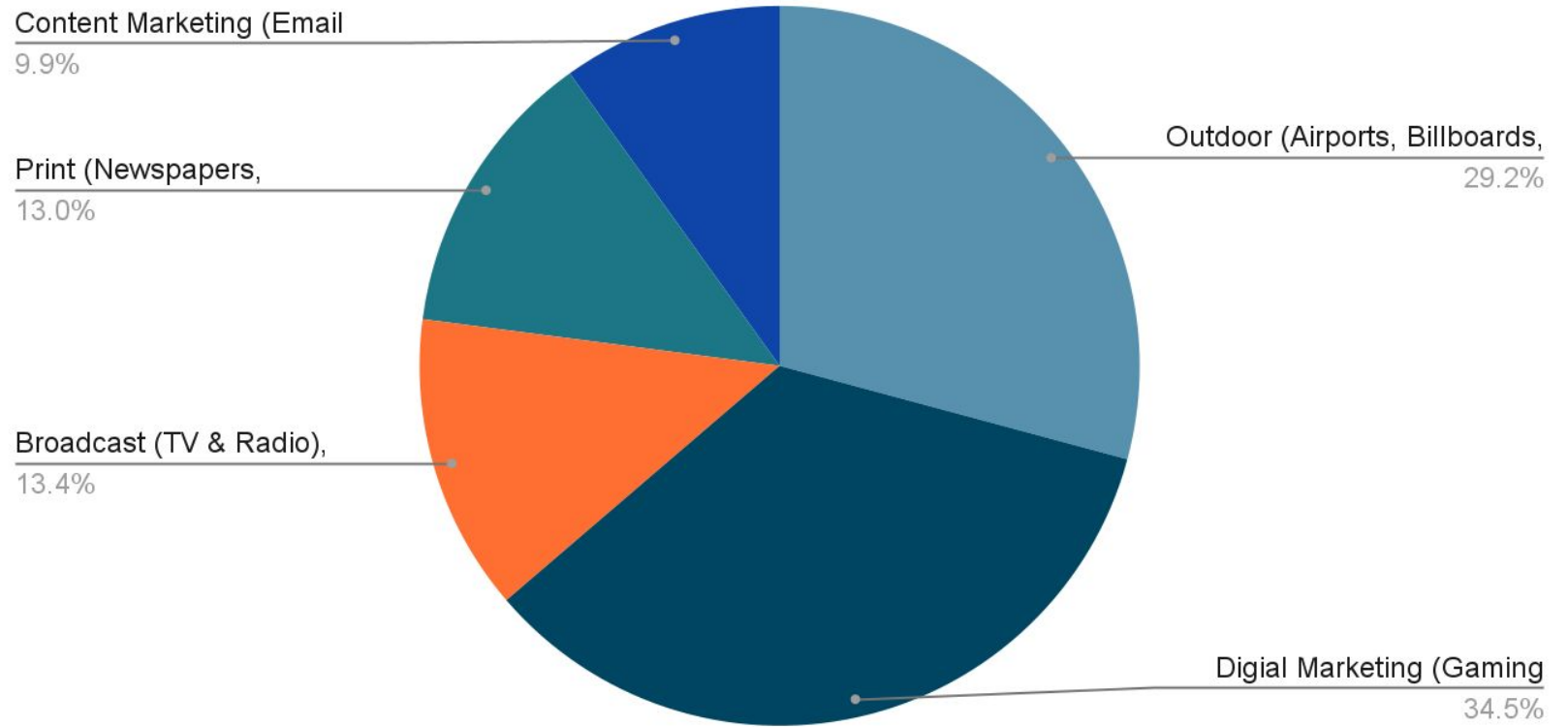


UNCG SALES JOURNEY

Current UC Marketing Efforts

- Annual Budget: \$250,000
 - Airports
 - Gate City Blvd. Billboard
 - On & Off Campus Environmental
 - Print (Newspaper & Magazine)
 - Digital Marketing (Display PPC)
 - TV (Cable & OTT)
 - Social Media
 - University Priority Promotions
- Focus: Brand Marketing

UC Advertising Buckets



TRANSITION TO STRATEGIC STORYTELLING

Stories vs. News: Stories inspire. News informs.

- Evoke emotional connections that drive action
- Stories should take between ~6-8 hours to complete
- Each UC writer to produce ~8 stories a month

Categories:

Donor Impact

Student Experience

Research, Innovation, Thought Leadership Academic Excellence

Pride & Place

Alumni Success

Story Types:

Student Spotlights – Faculty Focus – UNCG Alumni Profiles

Research & Impact – Community Engagement – Campus Life

Tools & Resources

With so many great stories to tell, we all need to be storytellers.

Simple Monthly Communications Plan

Faculty Focus Q&A

Student Spotlight Q&A

Alumni Profile Q&A

Featured Event

Monthly Impact Story

Downloadable Tools

Audience Content Map

Event Forecast Calendar

Story Planner

Q&A Templates

go.uncg.edu/comms-tools



Plan to create five new stories every month for your college or unit.

Four of those should take less than an hour apiece:

Featured Event

20-30 minutes

Use your monthly calendar (*attached*) to choose an event held during the month. Or, promote a larger event that's coming up later in the year.

Faculty or Staff Q&A

20-30 minutes

Send Q&A template (*attached*) to outstanding faculty member, or use in your interview with them. Proof, add a headshot and post.

Student Q&A

20-30 minutes

Send Q&A template (*attached*) to a student who's doing great things, or use in interview with them. Proof, add a headshot and post.

Alumni Q&A

20-30 minutes

Use your worksheet (*attached*) to create a profile of an alumni who benefited from your college or department's education. Proof, add a headshot and post.

Get ideas and input at college or unit meetings, or send emails asking for information.

The fifth is [The Impact Story](#). This is the big news from your college or unit for the month. 2-4 hours

Use the Story Planner (*attached*) to outline and write your story.

Remember to think about how your story aligns with your college/unit goals, and UNCG's brand promise.

Try to make the language simple.

Remember that you are entertaining your audience with your information.

Make sure your story has a Call to Action. "Come to the event." "Support our work." "Be UNCG Proud – share this story to your friends." etc.

Planning Your Monthly Communications

Monthly Activity Forecast

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MONTHLY CALENDAR						
Audience Content throughout or upcoming		Research Content for month or upcoming		Content Calendar the month or upcoming		

Q&A TEMPLATES

Faculty Focus Q&A

Student Spotlight Q&A

Alumni Profile Q&A

Featured Event

Monthly Impact Story

STORY PLANNER

Who is the audience?

What do you want them to know?

Describe it in one sentence

Headline

Write your story here

Call to Action (What do you want them to do?)

Support your story with a quote from an expert or stakeholder

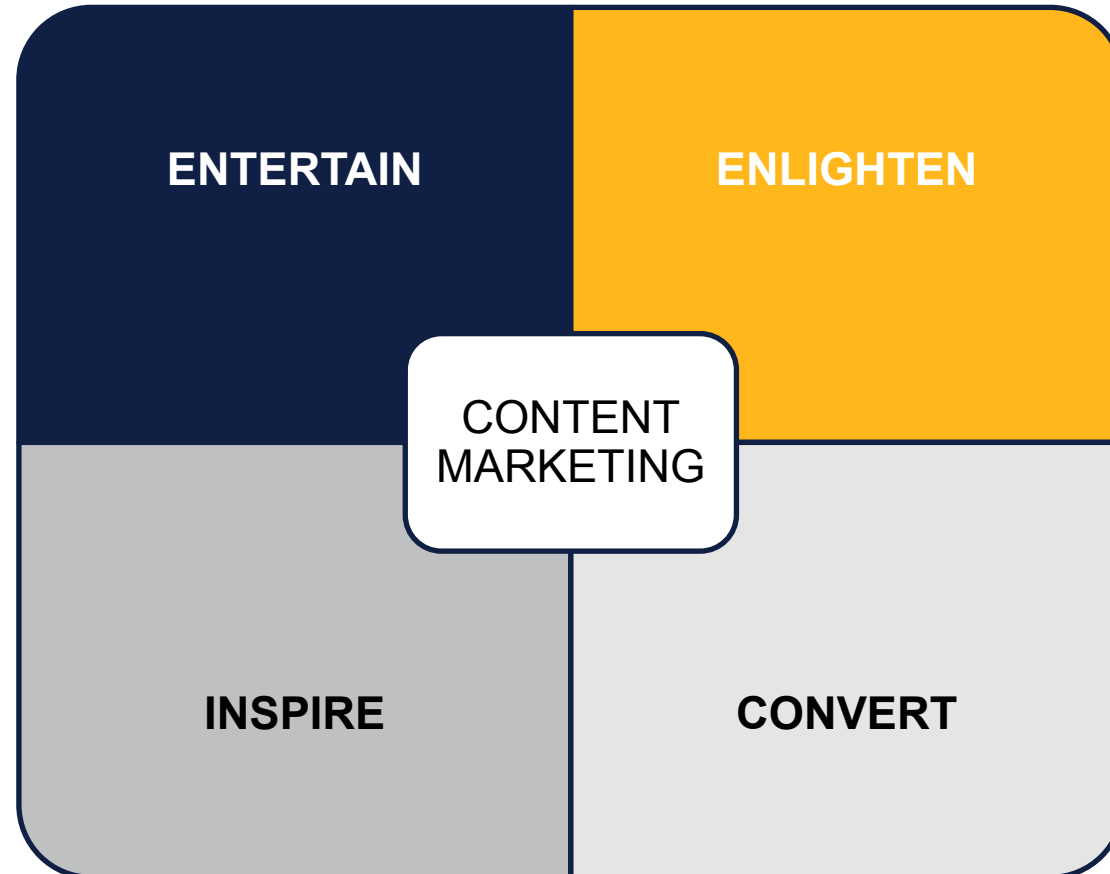
Quote the quote

Sign up for... "Support our work." "Be UNCG Proud - share this story to your friends." etc.

Social Media Content

Funny, viral/sharable content —UNCG “feels like me”

Story-driven content — highlights a journey from “challenge to success”



Reason-based content — answers “how”

Drives engagement — makes the case to “take next step”

Paths to Prosperity

NC Press Association Paid Social Wrap-up

- Facebook (July - Sept.)
169,873 Impressions
1,697 Clicks
- LinkedIn* (ended)
84,169 Impressions
805 Clicks

North Carolina Broadcasting Association Radio & TV

- June 2022 (released in August)
2,598 spots - \$132,456 ad value
- July 2022
2,772 spots - \$149,042 ad value
- August 2022 (released in October)



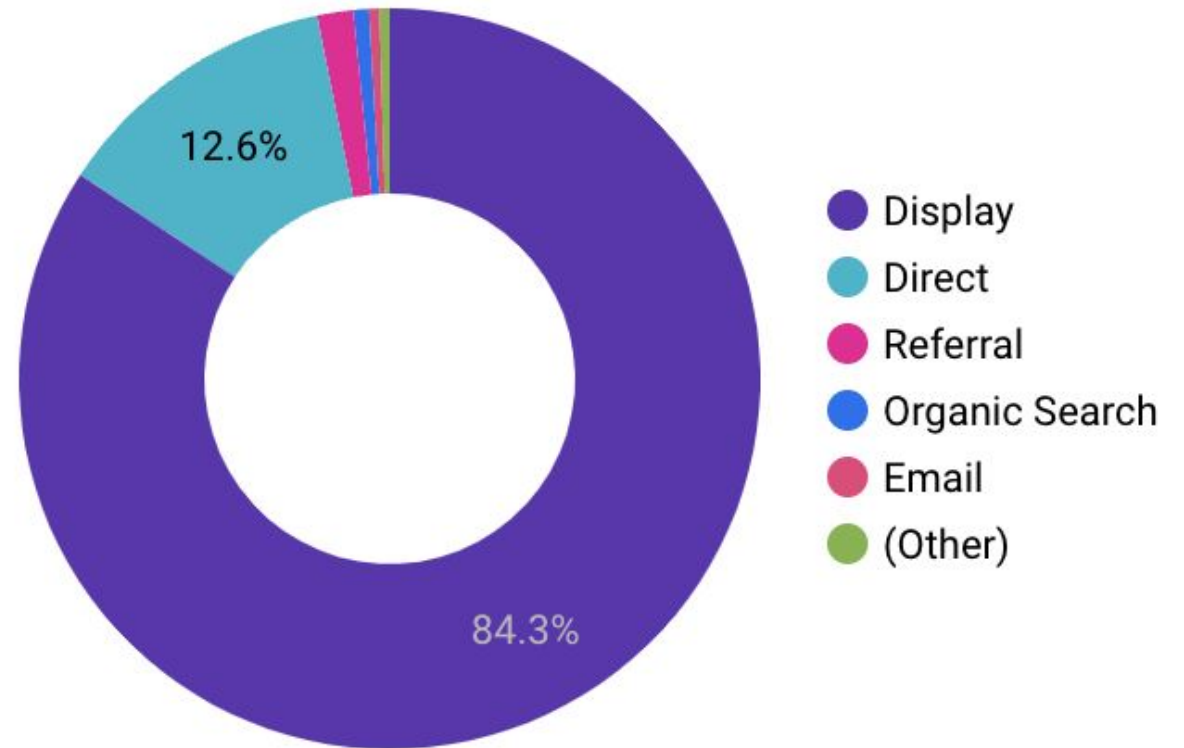
Paths to Prosperity

Website Analytics

July 1 – September 23

- 444 Users
- 430 Unique Users
- 509 Sessions
- 3:01 Avg. Time on Page

Top Acquisition Channels



Summer Sprint 2022

FINAL PUSH FOR FALL '22 APPLICANTS

Focus:

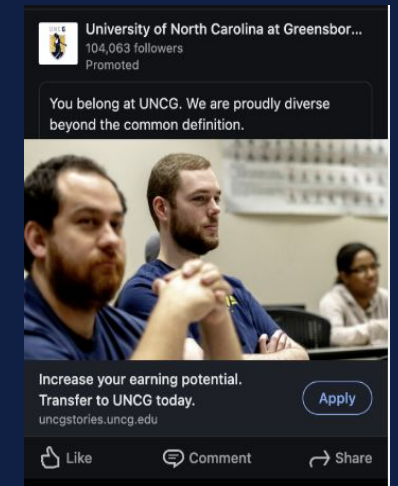
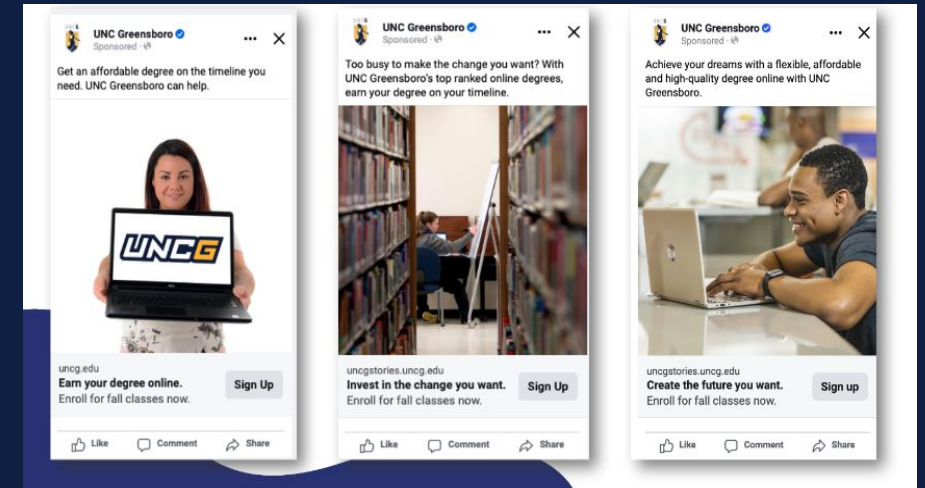
Transfer (GSO, CLT, RAL)

Online (CLT, RAL)

Time: June 15- August 1

Platforms:

- YouTube
- LinkedIn
- Facebook & Instagram
- Display Ads



Summer Sprint

Social Media

Impressions

CLT = 413,301

RAL= 374,325

GSO= 384,640

Display Ads

Impressions

CLT, RAL, GSO = 34,230

Facebook + Instagram

Location/Message	Impressions	Conversion (Click Through)
Charlotte/Online	156,965	487 (.31%)
Raleigh/Online	123,752	375 (.30%)
Greensboro/Transfer	134,699	467 (.35%)

LinkedIn

Location/Message	Impressions	Conversion (Click Through)
Charlotte/Online	138,100	389 (.28%)
Raleigh/Online	136,139	454 (.33%)
Greensboro/Transfer	139,841	381 (.27%)

YouTube

Location/Message	Impressions	Completion Rate
Charlotte/Online	118,236	62%
Raleigh/Online	114,434	59%
Greensboro/Transfer	110,100	59%

Summer Sprint

Website Analytics

Online Landing Page:

- 439 Pageviews
- 408 Unique Pageviews
- 3:07 Avg. Time on Page

Transfer Landing Page:

- 310 Pageviews
- 286 Unique Pageviews
- 3:59 Avg. Time on Page



WHY ENROLL IN UNCG ONLINE?

We know you have workplace and family commitments, and concerns about the affordability and academic quality of an online degree. At UNCG, we understand. Our flexible, affordable online degree programs are taught by the same distinguished faculty who teach on campus. UNCG's online classes are catered to your schedule – enabling you to earn a quality degree on your timeline.



"If somebody is considering going back to school or enrolling at UNCG, I would say 'just go for it.' A lot of people will be able to take from you a lot of things, but your education is one thing they'll never be able to take from you."

– Michely Rivera, '19

WHAT ONLINE DEGREES ARE AVAILABLE?

UNCG offers both bachelors, masters and doctoral degrees online. Whether you're looking to advance your career by earning a higher degree in your current career field, or you seek to switch careers completely, UNCG Online has you covered. Recognized nationally by U.S. News and World Report, UNCG is a best college. Our awards include best online bachelor's programs, and number one in North Carolina for creating paths to prosperity for students, and more. Earn the degree that will open new opportunities for you and your family.

[Explore Bachelor's Degrees](#)

[Explore Master's Degrees](#)

[Explore Doctoral Degrees](#)

INVEST IN YOURSELF

Following the nation's economic challenges, Justin Cuevas enrolled in UNCG Online to invest in himself and earn a new degree. Hear his experience and his advice to you.



FAST FACTS FOR UNCG ONLINE STUDENTS

- Nearly 200,000 credit hours earned in Fall '21 were delivered through online courses.
- UNCG's top online programs are business administration, public health education, liberal arts/interdisciplinary, and nursing (incoming fall '21 undergraduate students)
- The average age of a UNCG Online student is 31 years old.
- 84% of UNCG Online students are over the age of 21 years old.
- In Fall 2021, more than 3,355 students (11%) were enrolled in an online program.
- 43% of part-time students are enrolled in online programs.

[Apply Now](#)

[Financial Support](#)



Media Coverage Highlights

TRIAD BUSINESS JOURNAL

Education

UNCG to use \$3.4M NSF grant to lead initiative to increase diversity in STEM across NC universities

NEWS & RECORD

With \$3.4 million grant, UNCG to lead alliance to recruit, support more STEM-focused students

Annette Ayres Aug 26, 2022 0


Media Coverage Highlights

Spotlight | Money Desk | Podcasts | Obituaries | Classifieds | Real Estate Sign In Q

WRAL.com News Weather Experts Sports Business Opinion Consumer Health/Life Out & About Video **67°** ☀️

Local State @NCCapitol Politifact Education Traffic Investigations WRAL Data Trackers Nation World Documentaries

NC CAPITOL



TRAVIS FAIN, STATE GOVERNMENT REPORTER

NC university pitches high school video game league as esports offerings grow in the state

UNC-Greensboro sees video games as a way to reach, and train, children in cutting edge technology and wants to start a competitive high school league for gaming.

Updated 7:44 p.m. yesterday



UNC-GREENSBORO WANTS TO CREATE A HIGH SCHOOL VIDEO GAMING LEAGUE **WRAL NEWS** 6:17 63°

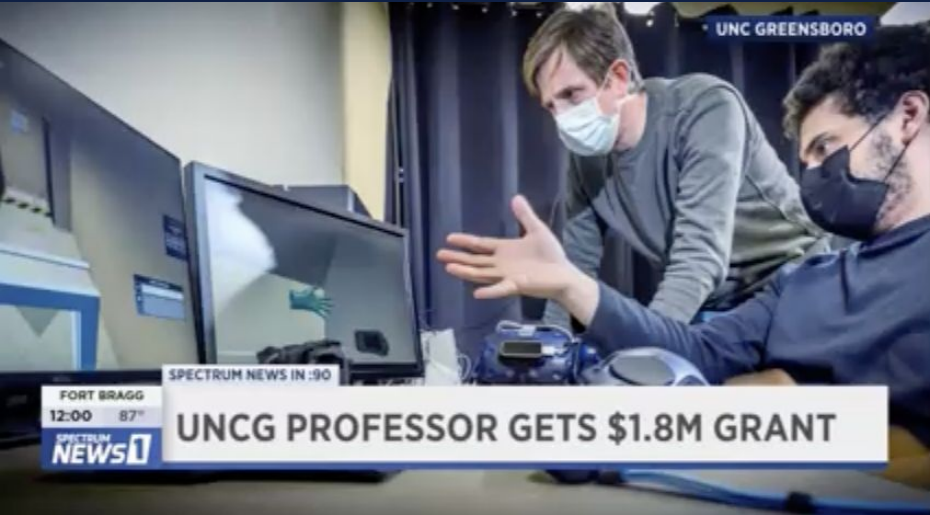
WRAL NEWS BUCKINGHAM PALACE AS BRITAIN MOURNS QUEEN ELIZABETH II 5 RA

Media Coverage Highlights

NEWS & RECORD

A UNCG professor wants to help first responders. A \$1.8M grant will help him do that.

STAFF REPORT Sep 23, 2022 0



WFMY NEWS 2 News Weather Near Me VERIFY

TECH

UNCG receives \$1.8 million federal grant, creating AR interfaces for first responders

The augmented reality interface will help first responders gather information during traffic stops and medical details while in the field.



Media Coverage Highlights

PIEDMONT TRIAD NEWS

UNCG students get real-world experience by helping a small town in Walnut Cove

by: Dolan Reynolds, Madison Forsey
Posted: Sep 5, 2022 / 08:51 PM EDT
Updated: Sep 5, 2022 / 08:51 PM EDT



Makalah Cobb is a senior at UNC-Greensboro. Since second grade, she's dreamt of becoming a teacher. Today, she's finishing up a dual degree in special education and elementary education. Cobb plans to continue by earning her master's at UNC-Greensboro, and later hopes to land a teaching position in Wake County.

"I also had a passion for special ed after working in some of the special ed classrooms in high school and then being able to work with students that had autism, and I just felt like I could make a difference in the classroom being a special education teacher," she said.



Student teacher Makalah Cobb leads students in counting exercise.

EDUCATION

Student teachers return to classroom as education majors decline



BY COURTNEY WALLEN | GUILFORD COUNTY
UPDATED 3:45 PM ET SEP. 12, 2022 | PUBLISHED 2:44 PM ET SEP. 12, 2022

GUILFORD COUNTY, N.C. — First lady Jill Biden and Education Secretary Miguel Cardona visited Greensboro Monday to talk about the recruitment and retention of teachers. Many of the next-generation teachers are already in the classroom alongside students.

Top UNCG News Stories – July-September

Content Drilldown: UNCG News

Pageviews	Pages / Session	Sessions	Sessions with Event	Total Events	Unique Events
20,171	1.3	15,472	12,658	48,701	45,447

Page Title	Pageviews
The place, the game, the story: Machete restaurant owner's ec...	1,526
UNCG named a top college and best in-state employer - UNCG...	1,280
A whisper changes everything: one-on-one direction from acto...	563
Spartan artists ready to take the stage at NC Folk Festival 202...	515
State of the University address on October 3 - UNCGNews	438
School of Music Director Dr. Young Looks to Listen - UNCGNe...	372
Students saving birds, one window at a time - UNCGNews	358
Making Her Presence Known: behind the scenes of student c...	356
Ushering in a new digital era at the Smithsonian - UNCGNews	343
COLLAGE: Students and faculty take the audience on a music...	309
School of Nursing department chair pursues nature-based res...	269
Faculty & Staff - UNCGNews	269
Downtown rhythm: Music and dance from around the world at...	246
Dating during COVID-19: a sociologist's perspective - UNCGNe...	226
Faculty and staff well-being chats - UNCGNews	209

UNCG NEWS

THE PLACE, THE GAME, THE STORY: MACHETE RESTAURANT OWNER'S ECLECTIC CAREER

Posted on August 29, 2022



Hill restaurant visionary, video game consultant, world traveler, and Greensboro enthusiast – that's Tal Blevins '95

UNCG NEWS

A WHISPER CHANGES EVERYTHING: ONE-ON-ONE DIRECTION FROM ACTOR WINSTON DUKE

Posted on September 12, 2022



It's hard to believe that someone as engaging, dynamic, and funny as Winston Duke could sneak up on an audience. But somehow, he did just that when he walked down the aisle of the UNCG Auditorium in a yellow blazer.

UNCG NEWS

UNCG NAMED A TOP COLLEGE AND BEST IN-STATE EMPLOYER

Posted on September 12, 2022



Forbes America's Top Colleges 2022 named UNC Greensboro a top college. The national recognition is bestowed on institutions that "offer excellent education at a great price, graduate high-earners, and propel students to become successful entrepreneurs and influential leaders in their fields."

UNCG NEWS

SPARTAN ARTISTS READY TO TAKE THE STAGE AT NC FOLK FESTIVAL 2022

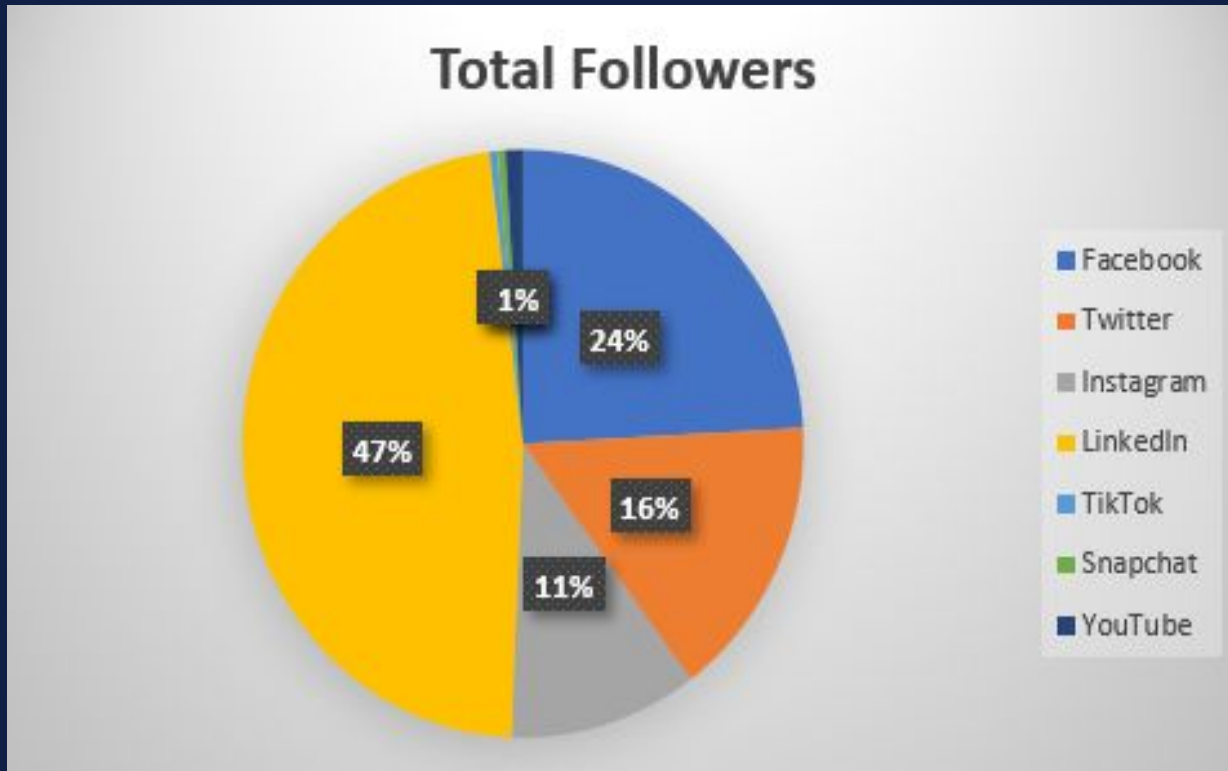
Posted on September 6, 2022



2021 NC Folk Festival
Story updated on September 7.

UNC Greensboro will be represented by alumni, current students, faculty, and staff with incredible musical talent at the 2022 NC Folk Festival.

Social Media Highlights, July -September



- 2% audience growth – reaching 224,076 fans/followers
- 4.6 million impressions
- 645,235 video views across channels – 88% increase from previous quarter
- 327% increase on Instagram – recently changed how it treats video content

#UNCGWay Performance

- #UNCGWay used 738 times on Twitter and Instagram – goal for the year is 3,250 uses
- 3 million impressions & 46,729 engagements
- 89% positive sentiment rate



Top posts, by engagements

Our top posts from July through Sept. were related to ...

 **UNC Greensboro**
Thu 8/18/2022 1:13 pm EDT

Ms. Brenda Joyce will retire Friday, after years of bringing smiles and positivity to the Spartan community. Thank you for...



Total Engagements	15,573
Reactions	4,658
Comments	641
Shares	618

 **UNC Greensboro**
Sat 8/13/2022 9:25 pm EDT

Black Panther fans: Don't miss your opportunity to hear actor Winston Duke speak on campus Aug. 26 as part of our...



Total Engagements	2,960
Reactions	1,023
Comments	132
Shares	142

 **uncg**
Sun 8/14/2022 3:46 pm EDT

Hey #UNCG26! You all look picture perfect for the class photo. Tag us in your photos! #UNCGWay...



Total Engagements	1,985
Likes	1,948
Comments	10
Saves	27

 **uncg**
Tue 8/16/2022 4:55 pm EDT

Fall kickoff vibes. Don't forget to tag us on your #Back2UNCG reels and TikToks! @uncgcap @uncg_yf #UNCGRWW...



Total Engagements	1,789
Likes	1,745
Comments	13
Saves	31

 **UNC Greensboro**
Tue 9/13/2022 9:47 am EDT

We're proud to be included in Forbes America's Top Colleges 2022 list, as well as being recognized as a Best-In-State...



Total Engagements	1,006
Reactions	467
Comments	27
Shares	65

UNCG Website Users July - Sept. 2022

Compared to same time period previous year.

Jul 1, 2021 - Sep 24, 2021

Users

701,360

Sessions

1,896,337

Jul 1, 2022 - Sep 24, 2022

Users

829,285

Sessions

2,221,362

17% Increase in Pageviews

18% Increase in Users

Event Activations July - Sept. 2022

Faculty Staff Kickoff
Grasshoppers Night
NC Folk Festival
Chamber of Commerce

UNCG @UNCG · Aug 24

We're proud that our new #esports programs were recognized as a leading edge initiative at @gsochamber's State of Our Community luncheon today.

Learn more about:
Our initiatives esports.uncg.edu
Our arena: news.uncg.edu/uncg-opens-new...

#UNCGWay #SOOC2022 @UNCG_Esports



0:29 412 views

4 13

Chancellor Gilliam @UNCGChancellor · Aug 30

Shout-out to the Spartans and @UNCG supporters who waited out the rain and joined us tonight for our final \$2 Tuesday at the @GSOHoppers. We had a good time sharing Spartan spirit and supporting our hometown team.

#UNCGWay #UNCGAlumni #letsGoG #DGSO



3 40

Find your
way *here*



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