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.
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
SAMPLE DIGITAL ADS

Motion Transition #1

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
prosperity.uncg.edu

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prosperity.uncg.edu
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

40+ television stations
250+ radio stations