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)
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

**UNCG CHANNELS**
- Websites
- UNCG News
- Magazines
- Social Media
- UNCG App

**COVERAGE & SHARES**
- News Outlets/Media
- Mentions
- Social Media Posts, Shares, Likes
- Word-of-Mouth

**OWNED MEDIA**

**EARNED MEDIA**

**PAID MEDIA**

UC employs a comprehensive marketing strategy to leverage *Owned, Earned, and Paid Media*

**Marketing & Advertising**
- Broadcast, Cable, OTT
- Print, Outdoor, Airports
- Environmental
- Paid Search/PPC
- Display Ads
- Retargeting
- Social Media Ads
- Paid Content

**SEO & PPC to gain exposure to digital properties**

**Drive traffic and earned media through PR, SEO & Stories**

**Paid content promotion to accelerate sharing & engagement**
Marking Funnel

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

How do we help them survive and thrive?

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?

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

UNCG CUSTOMER JOURNEY

UNCG SALES JOURNEY

*New area of UC focus
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
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
- Research, Innovation, Thought Leadership
- Pride & Place
- Student Experience
- Academic Excellence
- 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

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 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.
Social Media Content

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

Reason-based content — answers “how”

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

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)

*LinkedIn ended in early July with a report issued in August
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

- Display: 84.3%
- Direct: 12.6%
- Referral: 1.9%
- Organic Search: 1.9%
- Email: 0.7%
- (Other): 0.5%
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

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<tr>
<th>Location/Message</th>
<th>Impressions</th>
<th>Conversion (Click Through)</th>
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<tr>
<td>Charlotte/Online</td>
<td>156,965</td>
<td>487 (.31%)</td>
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<td>Raleigh/Online</td>
<td>123,752</td>
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<td>Greensboro/Transfer</td>
<td>134,699</td>
<td>467 (.35%)</td>
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### LinkedIn

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<td>136,139</td>
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<td>139,841</td>
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### Display Ads

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<td>Greensboro/Transfer</td>
<td>110,100</td>
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Facebook + Instagram

LinkedIn

YouTube
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
UNCG to use $3.4M NSF grant to lead initiative to increase diversity in STEM across NC universities
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
Media Coverage Highlights

**News & Record**

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

**WFMY News 2**

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

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.
Top UNCG News Stories – July-September

Content Drilldown: UNCG News

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**Page Title**

- 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
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...
UNCG Website Users July - Sept. 2022
Compared to same time period previous year.

17% Increase in Pageviews
18% Increase in Users
Event Activations July - Sept. 2022

Faculty Staff Kickoff
Grasshoppers Night
NC Folk Festival
Chamber of Commerce