



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL



Photo by Sam Kittner

# University Relations Update

Board of Trustees Advancement Committee

September 24, 2008

# University Relations goals

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- Promote Carolina's commitment to and service to North Carolina
- Promote role/value of a great research university and education it offers
- Articulate distinctive character and role as higher education leader
- Enhance national and international reputation



# Audiences

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- Faculty, staff, students
- Alumni
- Legislators
- General public
- National higher education opinion leaders



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# University Relations organization

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- Media relations
- Web content
- Publications
- Design Services
- Internal communications
- Board of Visitors
- Tar Heel Bus Tour
- Visitors' Center
- University Events
- Marketing (new)
- WUNC



# Opportunities/Challenges

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- Extraordinarily positive public perception
- US News – 21st in peer assessment
- Viewed as excellent undergraduate education
- Value proposition – less well understood



# Recent accomplishments

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- Quarterly media audit
- Carolina News Studio
- Alert Carolina
- Good Morning America



# Quarterly media audit

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## National Broadcast stories compared with peers

<b>The University of North Carolina at Chapel Hill</b>	135 <sup>1</sup>
Duke University	306 <sup>2</sup>
University of Michigan	248 <sup>3</sup>
University of California-Los Angeles	149
University of California-Berkeley	118
University of Virginia	73

<sup>1</sup>This includes 41 hits about the **Eve Carson tragedy** and 13 hits about the **one-year anniversary of the Virginia Tech shootings**. (By comparison, UNC's first quarter totals showed 554 broadcast stories. Of those, 486 were about Eve Carson.)

<sup>2</sup>This includes 185 hits about **Sen. Ted Kennedy's brain surgery at the medical center**, and 24 hits about the **lacrosse scandal**.

<sup>3</sup>This includes 133 hits about the **Reuters/University of Michigan consumer confidence survey**.



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# Quarterly media audit

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## National Print stories compared with peers

<b>The University of North Carolina at Chapel Hill</b>	232 <sup>1</sup>
University of Michigan	496 <sup>2</sup>
University of California Los Angeles	389
University of California Berkeley	310
Duke University	221
University of Virginia	185 <sup>3</sup>

<sup>1</sup>This total includes 4 stories related to the **Eve Carson tragedy**.

<sup>2</sup>276 of these hits are about the **University of Michigan/Reuters economic survey**.

<sup>3</sup>This total includes 32 stories related to the **Democratic presidential primary**.



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# Carolina News Studio

- Partnership with J-School
- Uplink provides 24/7 ability to place faculty experts on network news
- 40 hits in first 5 months  
*Vanderbilt - 50 hits in its first year*



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# Good Morning America

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- 4 million viewers
- *The* N.C. stop on 50-states-in-50-days tour
- Equivalent of \$1,092,000 in advertising



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# Alert Carolina

- Go-to source for information in a life-threatening situation



**UNC WILL LAUNCH THE ALERT CAROLINA CAMPAIGN MARCH 19 NOON AND 1 P.M.**

**Alert CAROLINA**

## Sign up for emergency text messages

Text messages are one way the University will communicate with you during an emergency — if we have your cell number.

So, be sure to provide your cell number in the campus directory. It's easy. Go to [alertcarolina.unc.edu](http://alertcarolina.unc.edu) and click on Register Your Cell Phone. Unless you mark your entry as public, no one will be able to see it.

**DO YOU KNOW WHAT TO DO IN A CAMPUS EMERGENCY?**

If you hear the emergency sirens, the situation is life-threatening. The sirens will sound if:

- A person with a gun is on or near campus.
- A tornado is approaching.
- A major chemical spill has been reported.

If you're outside, the sirens will alert you to seek shelter indoors, close windows and doors, and stay until further notice.

Once you're inside, text messages will help provide updates. Both sirens and text messages will indicate when the danger has passed.

Updated information will be available at [alertcarolina.unc.edu](http://alertcarolina.unc.edu) and through campus e-mail and telephone voice mail messages.

**Alert CAROLINA**

Home News and Info Ask Questions Register Your Cell Phone Links

Welcome to [alertcarolina.unc.edu](http://alertcarolina.unc.edu)

The University is currently operating under normal conditions.

Alert Carolina, a safety awareness campaign, launched with a test of the emergency sirens on March 26, 2008. The campaign aims to educate the campus community what to do in an emergency and where to go for safety-related information and resources.

Although the University would use a variety of ways to share information in a real emergency, this test focused exclusively on emergency siren capabilities.

[alertcarolina.unc.edu](http://alertcarolina.unc.edu)  
your source for safety announcements and updates

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# Ramping up in marketing

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- Benchmarking
- Creation of an in-house marketing function
- Marketing campaign
- Web redesign



# Marketing positions approved

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- Marketing Director
- Creative Services Director
- Marketing Communications Specialist
- Designer for Web
- Programmer for Web

*Additional requests for two communicators*



# Status of statewide marketing campaign

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- Creative development now
- “Soft” rollout in late fall (*campus and alumni*)
- Full rollout in January



# Web redesign

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- Driven by overall marketing plan
- Content-rich homepage and second, third tier pages
- Dynamic
- Easy to navigate
- Showcase Carolina as a great university
- Use the latest Web and multimedia technologies



## www.unc.edu stats

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- 35 million **unique** visitors since January 2008
- 3.67 million **unique** visitors per month
- 12.81 million page views
- 3.48 pages viewed each session





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