University Relations Update
Board of Trustees Advancement Committee
September 24, 2008
University Relations goals

- 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

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

- 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

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

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

National Broadcast stories compared with peers

The University of North Carolina at Chapel Hill 135¹
Duke University 306²
University of Michigan 248³
University of California-Los Angeles 149
University of California-Berkeley 118
University of Virginia 73

¹This 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.)
²This includes 185 hits about Sen. Ted Kennedy’s brain surgery at the medical center, and 24 hits about the lacrosse scandal.
³This includes 133 hits about the Reuters/University of Michigan consumer confidence survey.
# Quarterly media audit

## National Print stories compared with peers

<table>
<thead>
<tr>
<th>University</th>
<th>Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of North Carolina at Chapel Hill</td>
<td>232¹</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>496²</td>
</tr>
<tr>
<td>University of California Los Angeles</td>
<td>389</td>
</tr>
<tr>
<td>University of California Berkeley</td>
<td>310</td>
</tr>
<tr>
<td>Duke University</td>
<td>221</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>185³</td>
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</tbody>
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¹This total includes 4 stories related to the **Eve Carson tragedy**.

²276 of these hits are about the **University of Michigan/Reuters economic survey**.

³This total includes 32 stories related to the **Democratic presidential primary**.
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*
Good Morning America

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

- Go-to source for information in a life-threatening situation
Ramping up in marketing

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

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

*Additional requests for two communicators*
Status of statewide marketing campaign

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

- 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

- 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