



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
SEPTEMBER 21, 2016, 2:30PM
ALUMNI HALL I,
GEORGE WATTS HILL ALUMNI CENTER

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. Campus Introductions
Vivienne Benesch, Producing Artistic Director, Playmakers Repertory Company
Katie Ziglar, Director, Ackland Art Museum
Emil Kang, Executive Director for the Arts and Special Assistant to the Chancellor for the Arts
2. [Development Update](#)
David Routh, Vice Chancellor for University Development
3. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications and Public Affairs

*Some of the business to be conducted is authorized by the N.C. Open Meetings Law to be conducted in closed session.

Important Dates for the Committee:

University Day – Tuesday, October 11, 2016
Winter Commencement – Sunday, December 18, 2016
Spring Commencement – Sunday, May 14, 2017

COMMITTEE MEMBERS

Kelly Matthews Hopkins, Chair
William (Ed) McMahan, Vice Chair
Charles (Chuck) G. Duckett
William (Bill) Keyes IV
Allie Ray McCullen
Bradley C. Opere

Administrative Liaisons:

David Routh, Vice Chancellor for University Development
Joel Curran, Vice Chancellor for Communications and Public Affairs



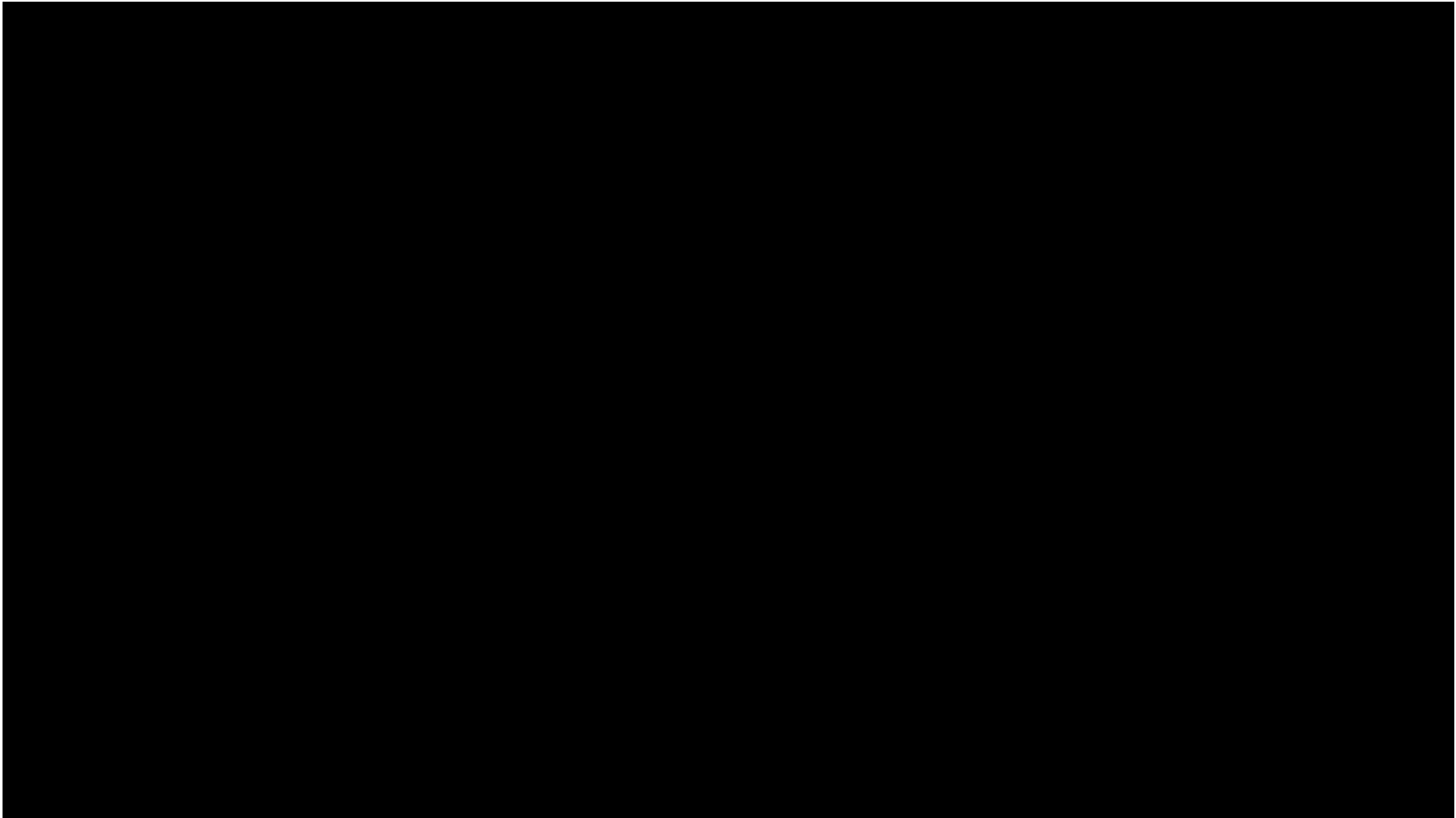
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External Relations Committee

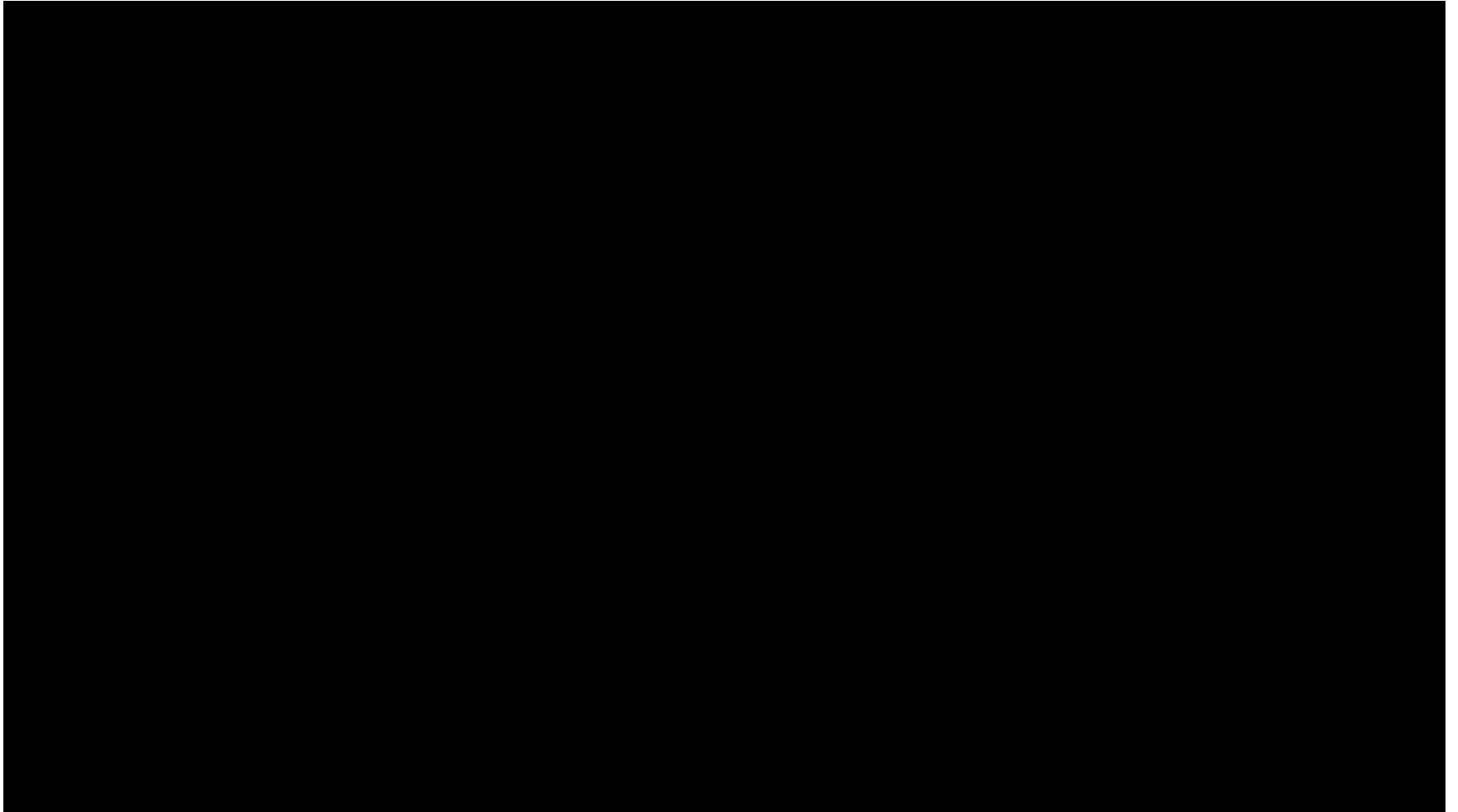
UNC Board of Trustees Meeting
September 21, 2016

David S. Routh
Vice Chancellor for
University Development

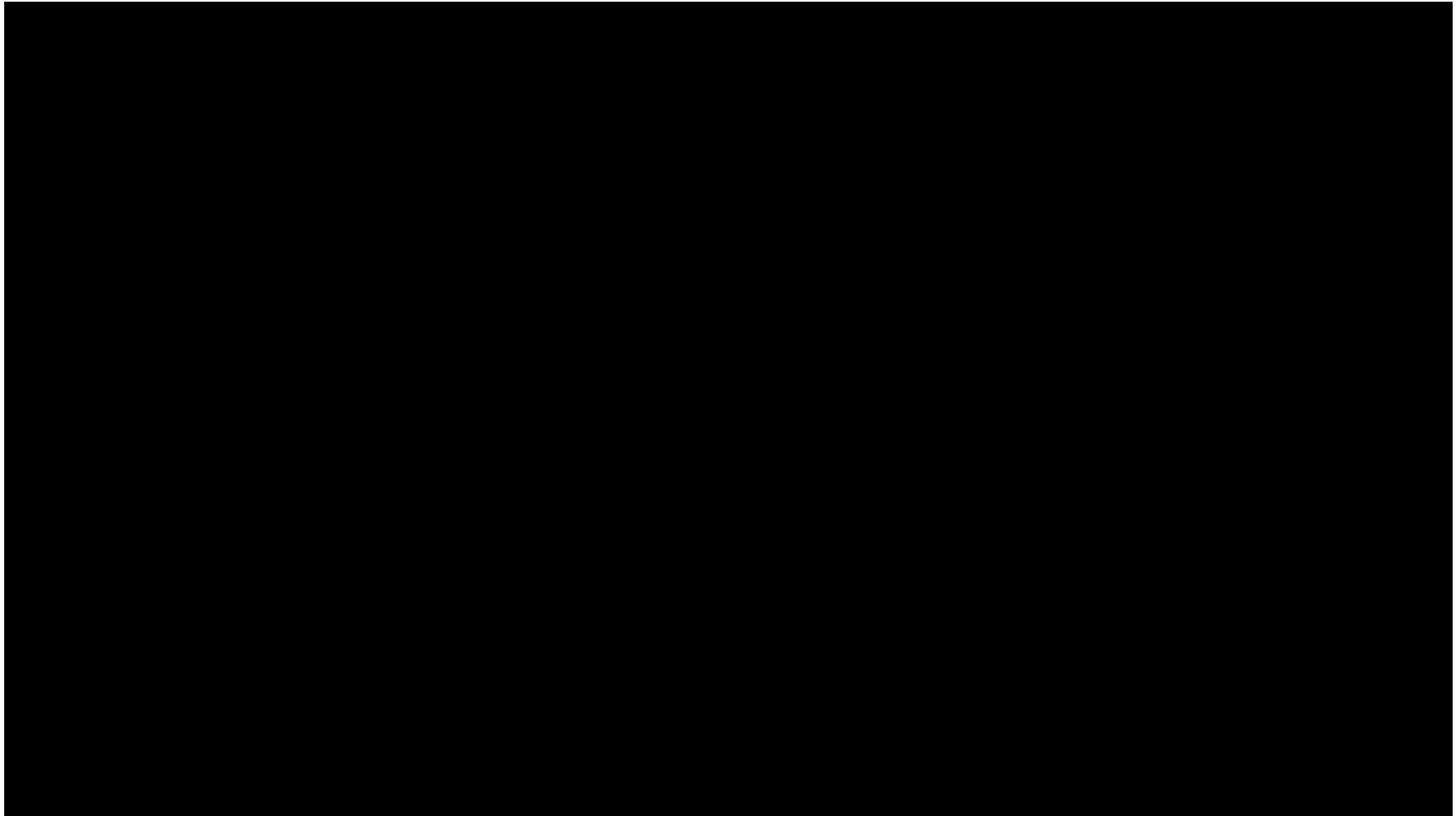
BEST YEAR EVER



WE DO IT FOR....MARTIN HOTTELL



WE DO IT FOR....RENGATE ALSTON



UNIVERSITY COMMUNICATIONS JULY-AUGUST DASHBOARD



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

firstwelcome.unc.edu

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL


UNC Calendar Libraries Maps Departments ConnectCarolina Search UNC

FIRST
WELCOME

WELCOME, CAROLINA FIRSTS!

Members of Carolina's faculty, staff and Board of Trustees
who were the first in their families to graduate from
college—hundreds of us—welcome our fellow firsts to the
University of North Carolina at Chapel Hill.

THESE ARE SOME OF OUR STORIES





#UNCWITHME



Carolina isn't just a place you go.
It's a place you take with you to protect the
world for future generations. For students and faculty at the
Center for Galapagos Studies, that means helping safeguard one of
the world's most diverse ecosystems in the face of rapid change.



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Where has UNC taken you? UNCWithMe.com | [#UNCWithMe](https://twitter.com/UNCWithMe)



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Carolina isn't just a place you go.
It's a place you take with you to help

turn challenges into solutions. For students and faculty at the
UNC Water Institute, that means supporting sustainable
water systems that promote health and human development
in places like Kenya and around the globe.



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Where has UNC taken you? UNCWithMe.com | [#UNCWithMe](https://twitter.com/UNCWithMe)



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Carolina isn't just a place you go.
It's a place you take with you to pursue
your creative passions. For students in the UNC Hollywood
Internship Program, that means learning how to inspire
the world through writing, acting, directing and producing.



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Where has UNC taken you? UNCWithMe.com | [#UNCWithMe](https://twitter.com/UNCWithMe)



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Campaign Launch

September 3

Commercial on Social Media

- 47,066 views
- 1,552 likes
- 357 shares

Snapchat Engagement

- 1,406 filters used
- 64,033 views

Microsite Visitors

- 237 unique visitors
- 80 #UNCWithMe entries





Thanks to @UNC I followed my dream at best J-School in country @UNCMJschool & interviewed a president! #UNCWithMe



#UNCWithMe got me my @AJGAGolf dream job to help junior golfers get scholarships & meet idols like Stacy Lewis.



Carolina has taken me to the next step to space #UNCWithMe @UNC & @2ExploreSpace where inspiration takes flight 🚀🌟



TWEETS 7,559 FOLLOWING 516 FOLLOWERS 448 LIKES 1,849

Tweets Tweets & replies Media



Can we talk about that new #UNC commercial though?!? #UNCWithMe #🔥🔥

LIKES 2

6:27 PM - 3 Sep 2016

🔄 2 ...

Who to follow · Refresh · View all



Find friends

Trends · Change

#avltrump

Communications Dashboard



CONTENT

32 new videos, **101** YTD



MEDIA RELATIONS

61 releases and pitches

148 interview requests



PUBLIC RECORDS

59 regular requests closed

15,587 pages processed

Wainstein Batch 6 release

191,323 pages



EVENTS

**NCAA Amended NOA Response
Back-to-School
Week of Welcome
Convocation**



UNC VISITORS CENTER

422 total campus tours during
July and August



SOCIAL MEDIA

8,960 new followers

375,095 total followers

Top Videos

Tar Heels On the Move 65,663 views



Top Videos

First Day of Class 33,492 views



Top Social Media Posts

 **The University of North Carolina at Chapel Hill**
July 12 · 🌐

So about tonight's sunset... 🏡 #UNC



Like Comment Share

You, Kimi McCraw, Robbi Pickeral Evans and 6.6K others

663 shares 77 Comments

 **UNC-Chapel Hill** @UNC [Follow](#)

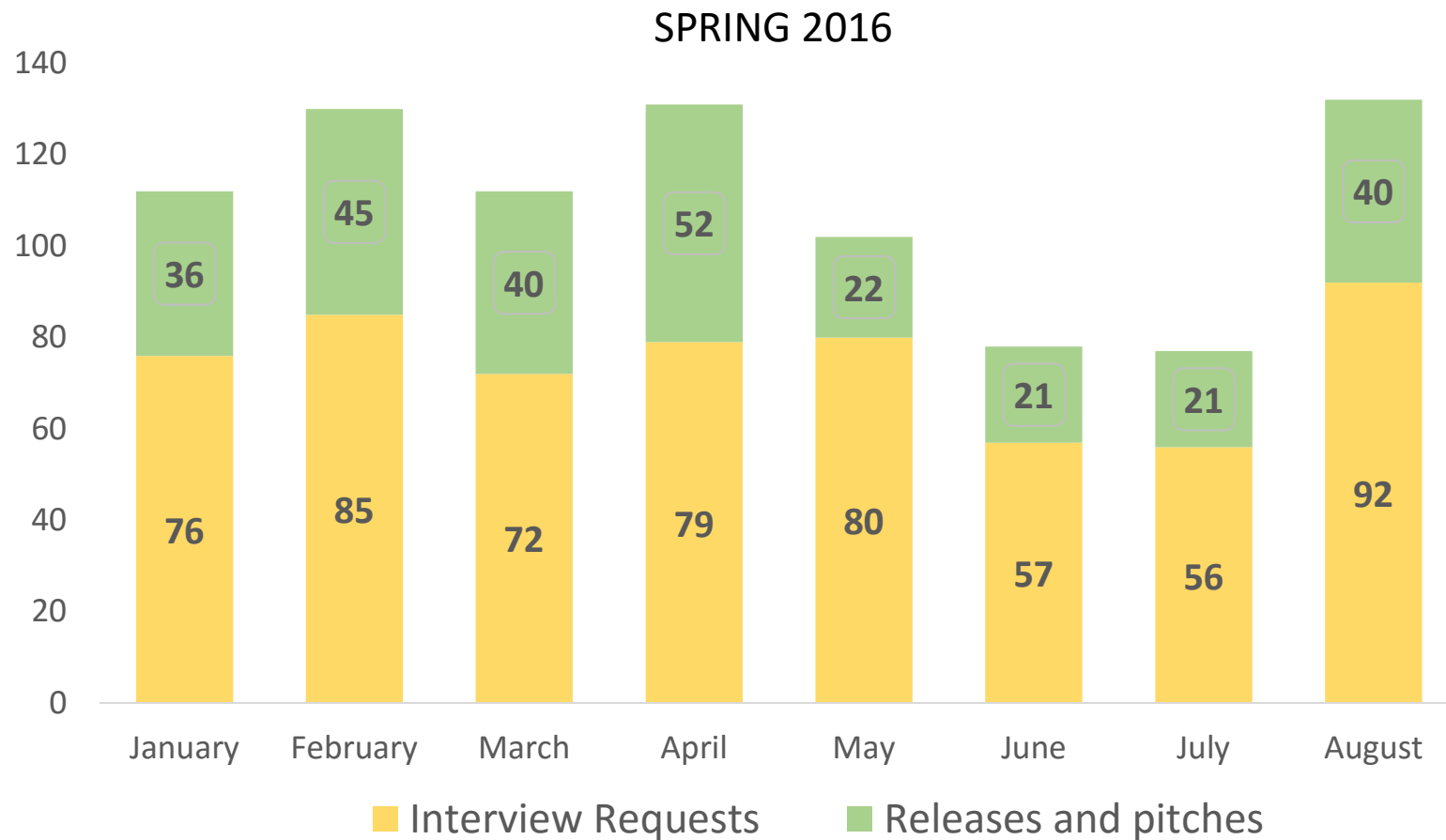
#UNCMoveIn is officially underway! Welcome to campus, Tar Heels!



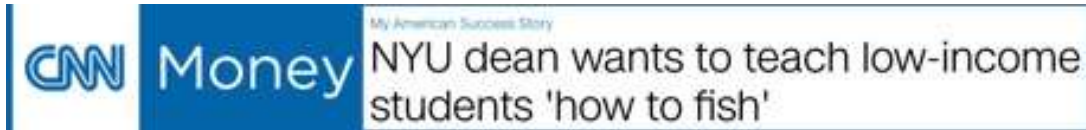
RETWEETS 7 LIKES 74

7:11 AM - 19 Aug 2016

Media Relations



Media Relations



HACKERS TRICK FACIAL-
RECOGNITION LOGINS WITH
PHOTOS FROM FACEBOOK



Smithsonian.com
Could This Painless Brain Stimulation
Help Treat Depression and
Alzheimer's?



UNC researchers have shown that transcranial alternating current stimulation can help improve memory

Public Records



REGULAR REQUESTS —

59 requests

15,587 pages processed



WAINSTEIN INVESTIGATION BATCH RELEASE —

Batch six emails and documents,
totaling **191,323** pages

**1.2 million total
pages** since October 2015



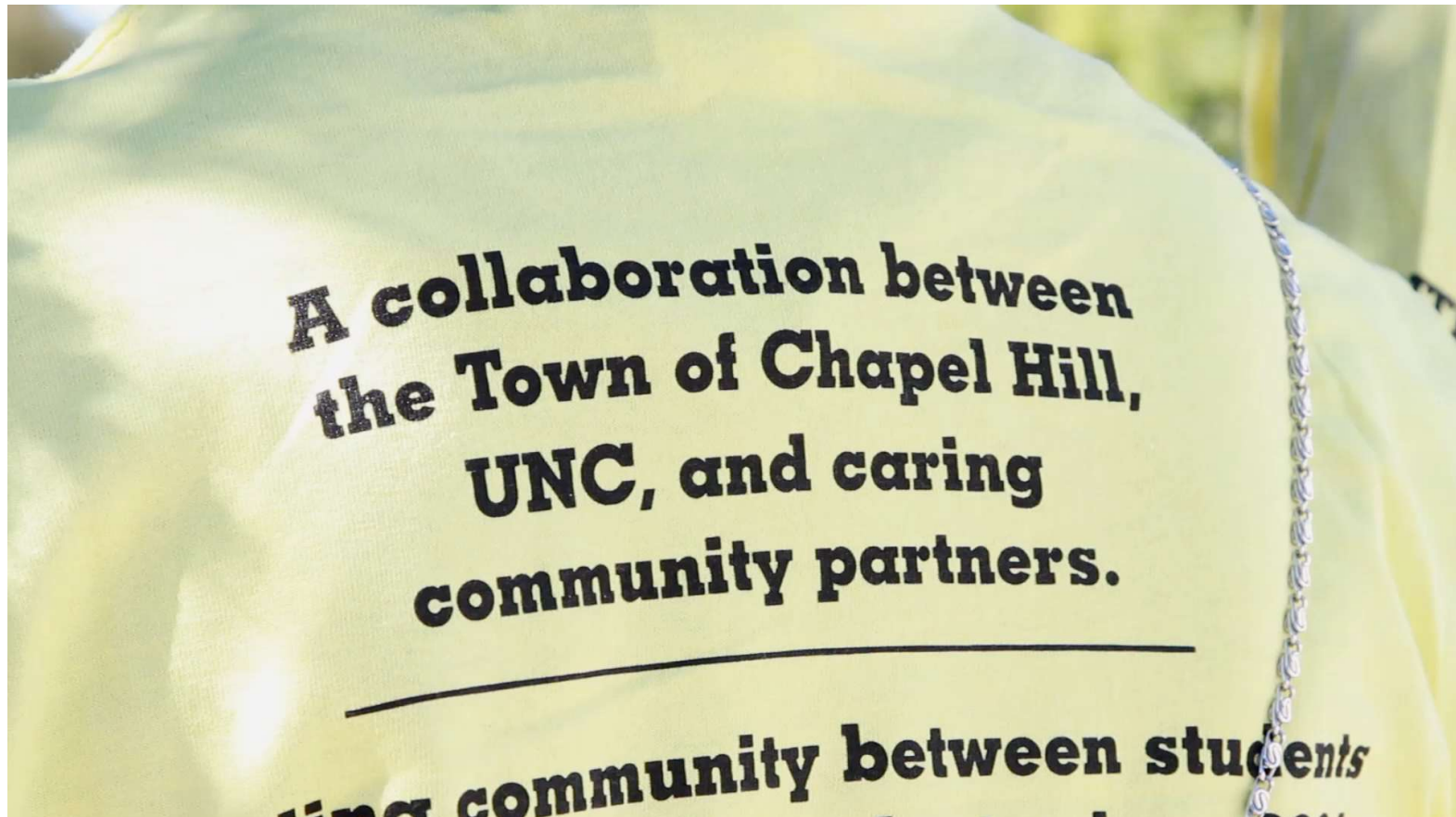
CAROLINA COMMITMENT —

397,793 total page views
since launch

162,833 unique visitors,
75 percent were new visitors.

Including response to the
amended NOA with 8,151 views
by 7,658 users

Good Neighbor Initiative



Visitors' Center

422 campus tours given

33 departments served with
campus packets

4,580 in-person, phone
and email requests

