



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

BOARD OF TRUSTEES
EXTERNAL RELATIONS COMMITTEE
JANUARY 25, 2017, 2:30PM
HILL BALLROOM SOUTH/CENTRAL,
CAROLINA INN

OPEN SESSION

FOR INFORMATION ONLY

(No formal action is requested at this time)

1. [Development Update](#)
David Routh, Vice Chancellor for University Development
2. [Communications Update](#)
Joel Curran, Vice Chancellor for Communications
3. [Office of Public Affairs Overview](#)
Clayton Somers, Vice Chancellor for Public Affairs and Secretary of the University

*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:

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



THE UNIVERSITY
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at CHAPEL HILL

Development Update

January 25, 2017

Meeting of the External Relations
Committee of the BOT

CAROLINA STORIES: CELEBRATING 200 STORIES

In December 2016, Carolina Stories (stories.unc.edu) posted its 200th story. The Development Marketing team promoted this milestone via targeted email, social media and various websites.

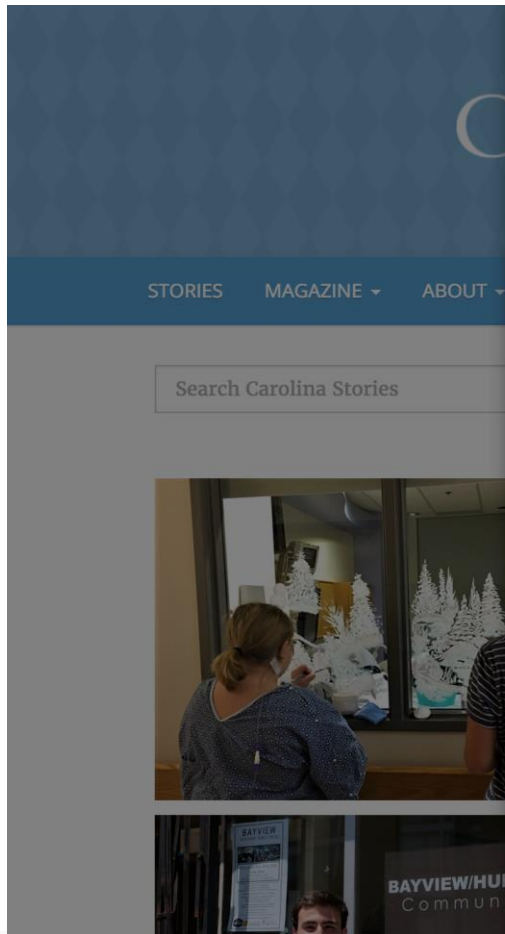
- 200+ stories
- Nearly 100,000 unique page views
- Typically viewers spend about one minute per visit
- 1,000,000 emails sent, via 12 email campaigns.



CAROLINA STORIES: CELEBRATING 200 STORIES

2016 #1 viewed story on main Carolina Stories site (stories.unc.edu)

- More than 5,000 page views
- Average time spent: 3:01



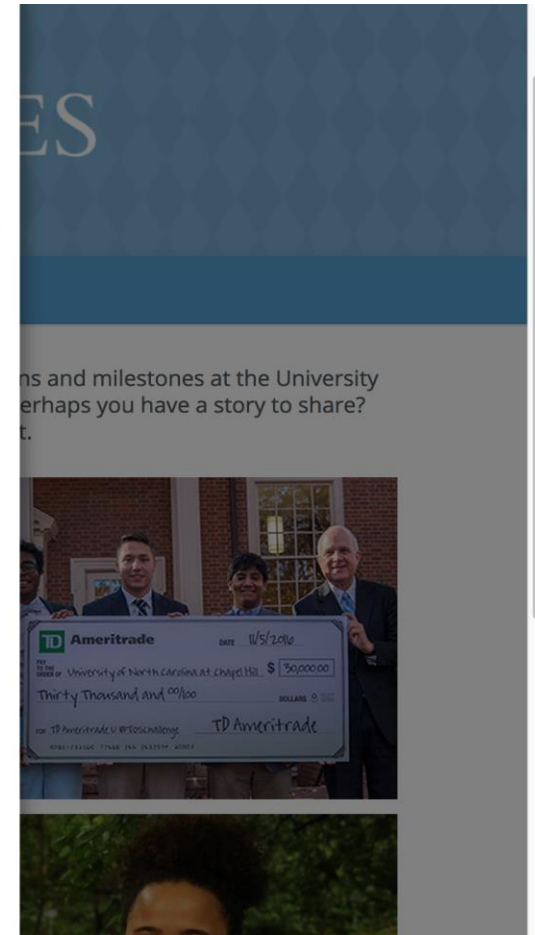
Silver tsunami and how America is changing

Share this story



“Every state in this great nation is in the midst of an unprecedented demographic transformation.”

James Johnson is leading the conversation on our nation’s demographic changes. Aging, color, regionalism and gender are a few of the trends he has identified that will have the potential to reshape our culture and much of our commerce.



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CAROLINA STORIES: CELEBRATING 200 STORIES

2016 #2 viewed story on main Carolina Stories site (stories.unc.edu).

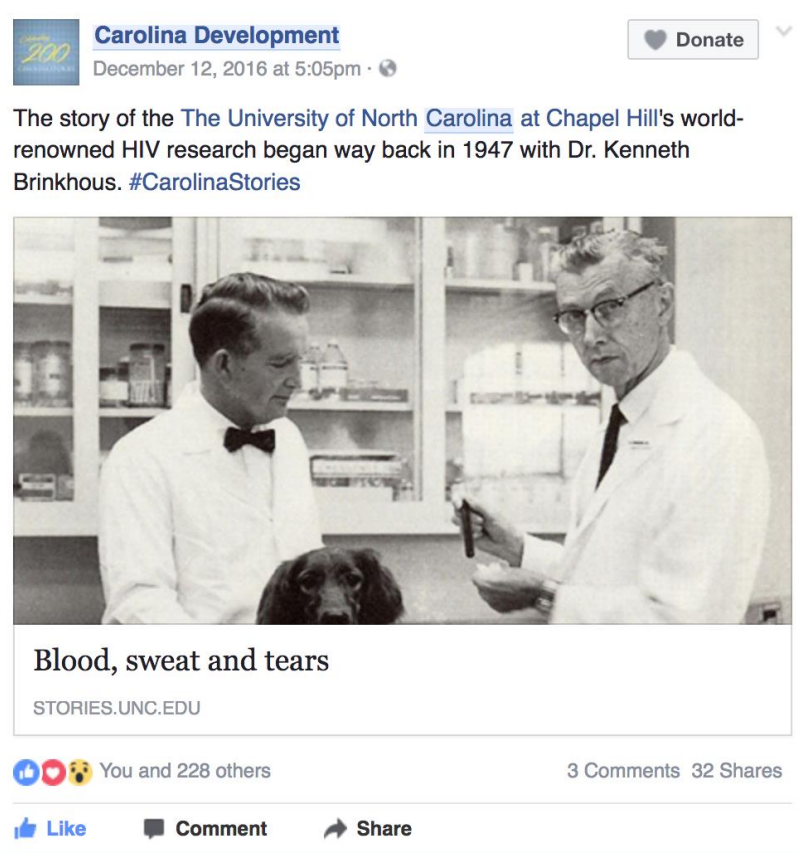
- More than 4,000 page views
- Average time spent: 1:30

The screenshot shows a web browser displaying the Carolina Stories website. The address bar shows the URL stories.unc.edu/going-to-the-core-to-cure-alzheimers. The page features a dark blue header with the site's logo and navigation links: STORIES, MAGAZINE, and ABOUT. A search bar is located below the header. The main content area displays the article title "Going to the core to cure Alzheimer's" in large blue text. Below the title is a "Share this story" section with social media icons for Facebook, Twitter, and Email. The article's main image shows Dr. Frank Longo, a man in a white lab coat, smiling next to a microscope. A red "TIME" logo is overlaid on the bottom left of the image. To the right of the image, the text reads: "My biggest frustration is that we've cured Alzheimer's in mice many times," Dr. Frank Longo told *Time* magazine. "Why can't we move that success to people?" Below this, it says: "Now, he thinks he may be on the verge of seeing that success, by looking at things differently." At the bottom of the article snippet, it says: "And his vision started at Carolina". To the right of the article, there is a partial view of another article featuring a photo of three men holding a large check from Ameritrade for \$30,000.00, dated 8/5/2016, payable to the University of North Carolina at Chapel Hill. Below that is a photo of a young woman smiling.



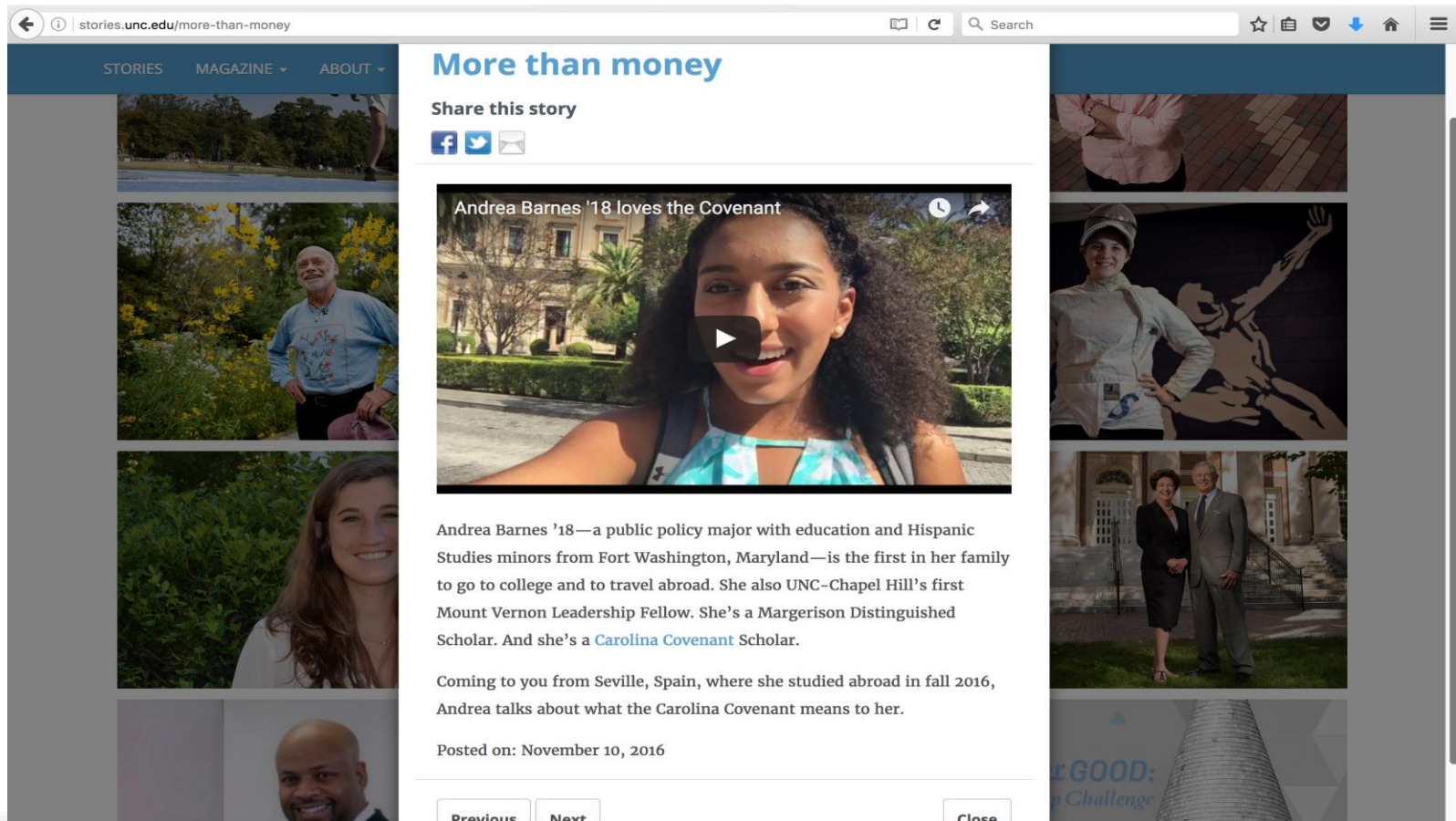
CAROLINA STORIES: CELEBRATING 200 STORIES

In Q2 of FY17, Development Communications implemented a new strategy to increase and promote Carolina Stories through social media, generating double and triple digit increases in engagement.



CAROLINA STORIES: CELEBRATING 200 STORIES

Example of video—the future of social engagement



stories.unc.edu/more-than-money

STORIES MAGAZINE ABOUT

More than money

Share this story

f t e

Andrea Barnes '18 loves the Covenant

Andrea Barnes '18—a public policy major with education and Hispanic Studies minors from Fort Washington, Maryland—is the first in her family to go to college and to travel abroad. She also UNC-Chapel Hill's first Mount Vernon Leadership Fellow. She's a Margerison Distinguished Scholar. And she's a [Carolina Covenant](#) Scholar.

Coming to you from Seville, Spain, where she studied abroad in fall 2016, Andrea talks about what the Carolina Covenant means to her.

Posted on: November 10, 2016

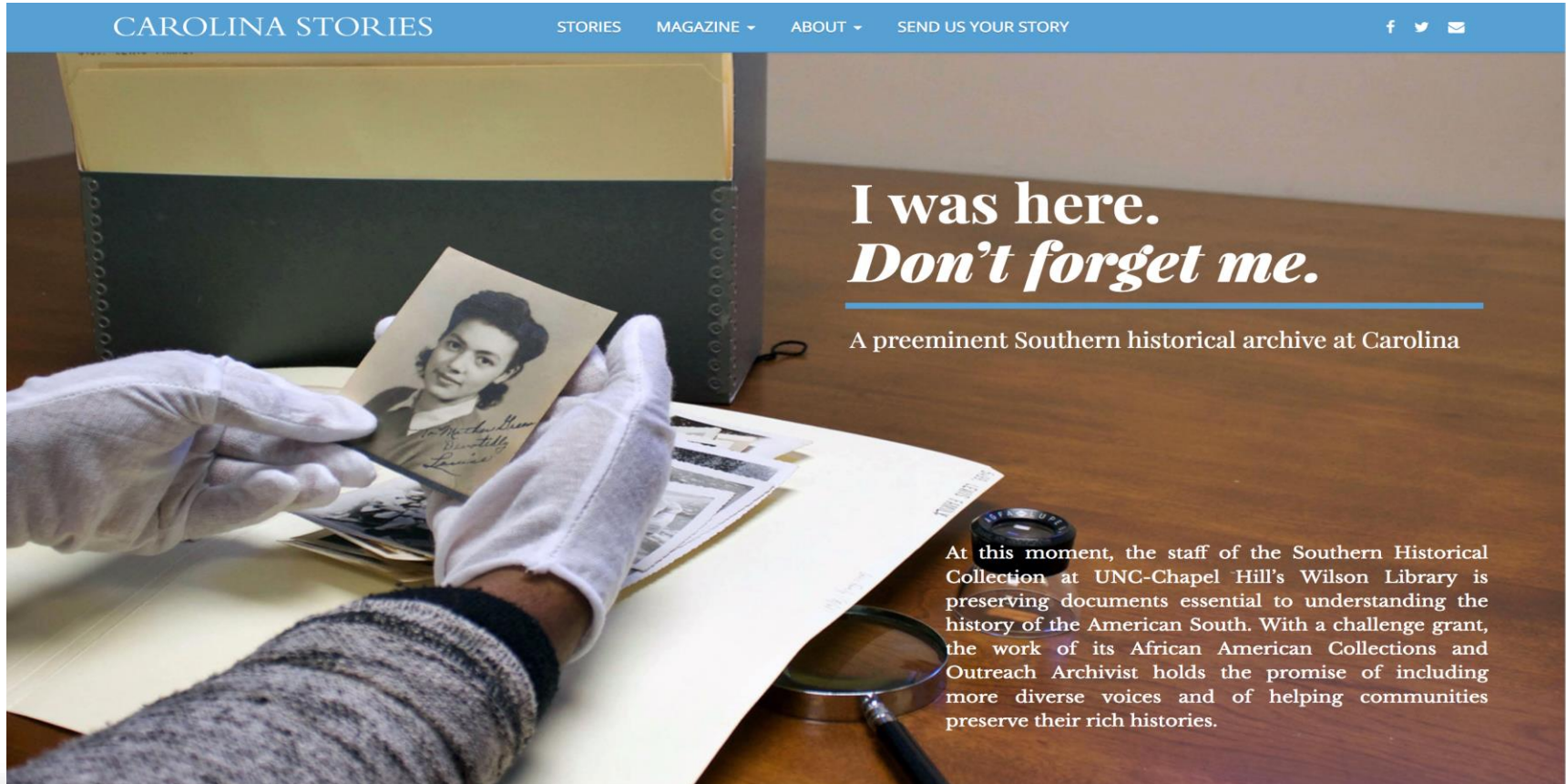
Previous Next Close



THE UNIVERSITY
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CAROLINA STORIES MAGAZINE

In December 2016, Development Marketing published the latest installment of *Carolina Stories Magazine*, sharing a powerful account of an important archival collection in the UNC Southern Historical Collection.



CAROLINA STORIES

STORIES MAGAZINE ▾ ABOUT ▾ SEND US YOUR STORY

f t e

I was here. *Don't forget me.*

A preeminent Southern historical archive at Carolina

At this moment, the staff of the Southern Historical Collection at UNC-Chapel Hill's Wilson Library is preserving documents essential to understanding the history of the American South. With a challenge grant, the work of its African American Collections and Outreach Archivist holds the promise of including more diverse voices and of helping communities preserve their rich histories.



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CAROLINA STORIES MAGAZINE

In December 2016, Development Marketing published the latest installment of *Carolina Stories Magazine*, sharing a powerful account of an important archival collection in the UNC Southern Historical Collection.

A few stats:

- 72,916 emails sent
- 24,108 opened (first week)
- 33.06 % open rate (first week)

In-bound/response emails:

- “I'm a UNC alum (2008) and I have to say this is one of the best things I've seen. I really enjoyed the website and am proud that UNC is preserving these stories. Great job!!”
- “Thank you for sending me this email. I did not know this site existed, and I was an English major at UNC. Doris Betts was one of my teachers when she was just starting.”



CAROLINA WEST UPDATE





THE UNIVERSITY
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Development Update

January 25, 2017

Meeting of the External Relations
Committee of the BOT

11/47

David S. Routh
Vice Chancellor for Development

University Communications

2016 Recap



CONTENT Top Videos

139,288 views



96,336 views



13/47

96,853 views



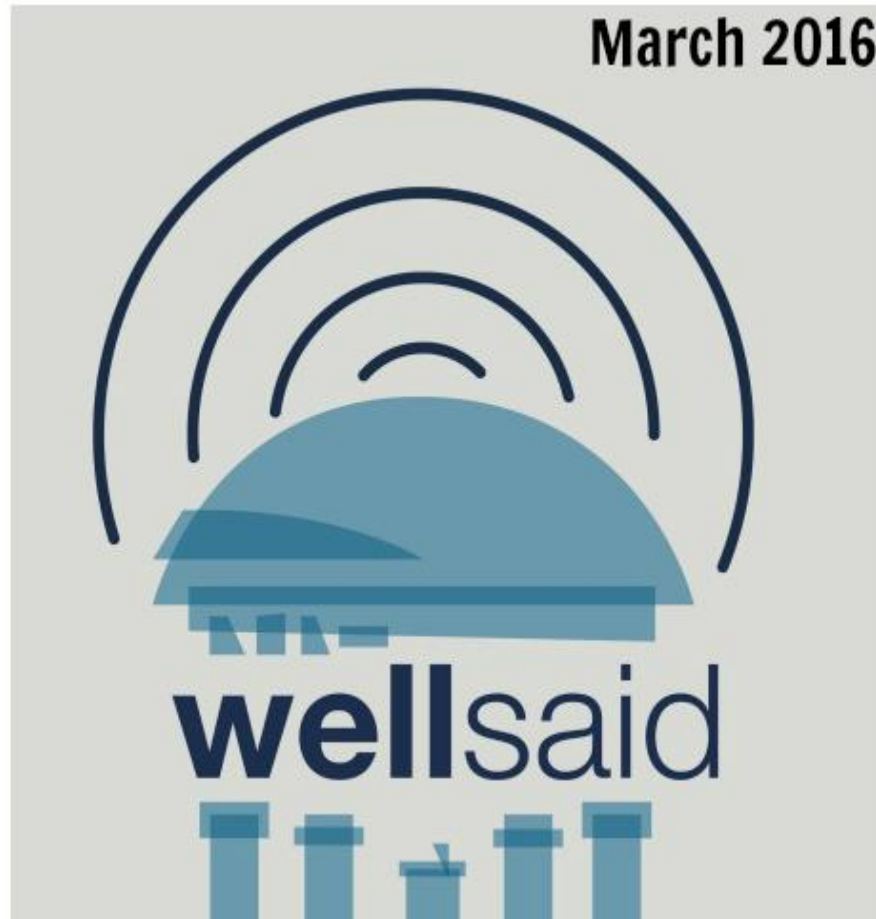
CONTENT Top Spotlights



572,421
total Spotlight views



CONTENT Well Said Podcast



“We’re going to do everything we can to make sure that they’re competing at the highest level because we know they’re already competing at the highest level academically. ... There’s only a few schools in the country that can do that and Carolina is one of them”

- Bubba Cunningham, Episode 1



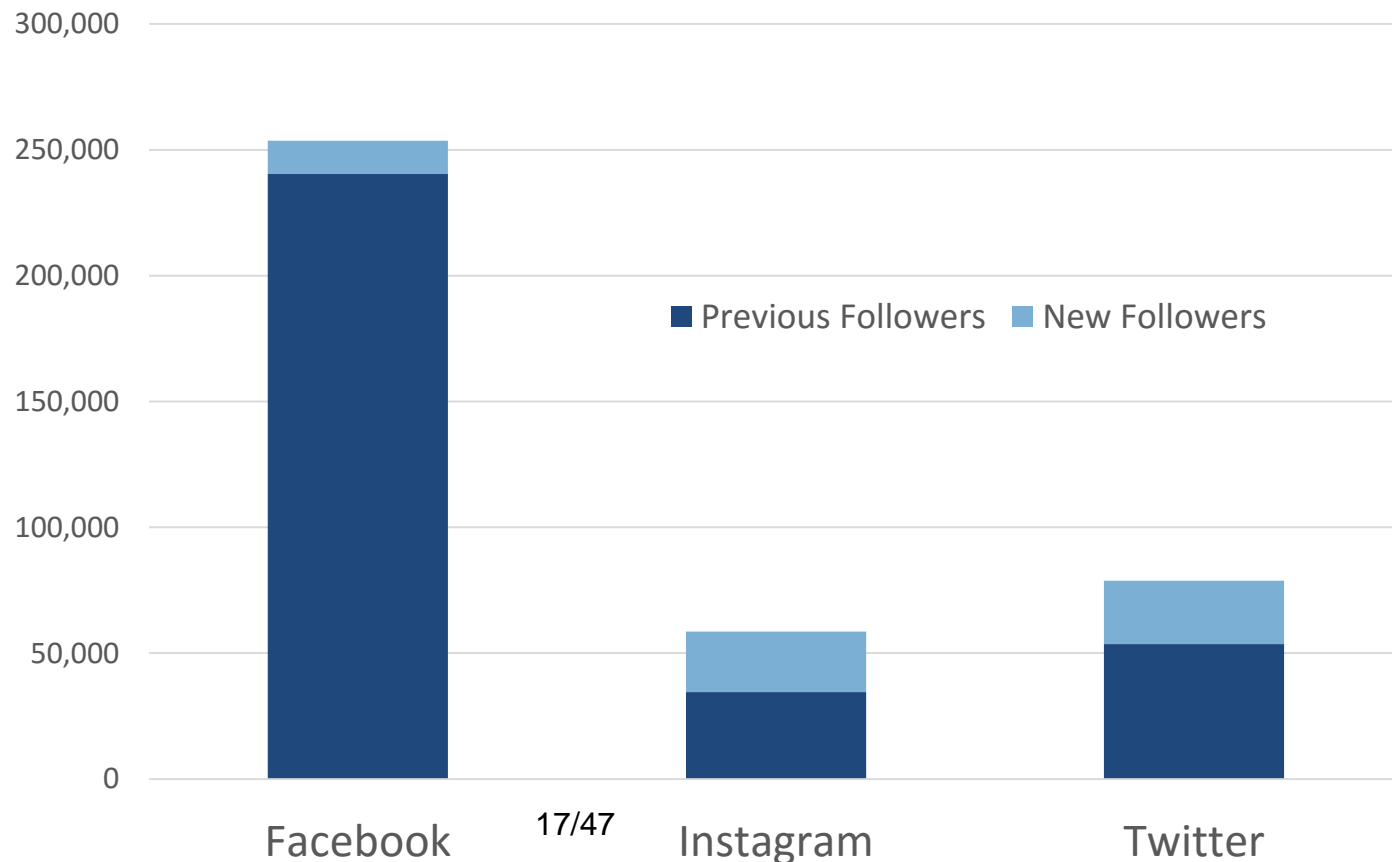
WELCOME, CAROLINA FIRSTS!

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.



SOCIAL MEDIA

62,510 new followers and
391,028 total followers across platforms



SOCIAL Top Posts



uncchapelhill
NRG Stadium

Following

6,121 likes

41w

uncchapelhill Is 2016 next? These #HeelsInHouston hope so! #TARgram #GoHeels

view all 87 comments

theartist360 🤔🤔🤔

tedjeppelln I love how 1924 is counted as a title. 🤔🤔🤔

k.ferggg Nope

6raf_ Maybe next year!!

6raf_ MJ couldn't save you guys from "The Shot" last night!!! @big_los_92

6raf_ WHO GOT EMBARRASSED LAST NIGHT IN FRONT OF ALL OF THAT "NBA TALENT"!!!!!!!!!!!! @big_los_92

6raf_ It's going to be ok bro, take it easy. @big_los_92

bharrisonl @odotsmitty you're a cheddar
motiv8dmike #stillDo

♡ Add a comment...

...



UNC-Chapel Hill
@UNC

Follow

Welcome to the family, #UNC20! A lot of folks are excited for you to join us at #UNC



RETWEETS

582

LIKES

833



2:03 PM - 28 Jan 2016


11


582

833

...


SOCIAL Alumni Ambassadors





 THE UNIVERSITY
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at CHAPEL HILL

JOIN THE
CAROLINA ONLINE
AMBASSADORS

SHARE MORE


 **Share & Earn**
Share these posts to earn even more Points now!
Check back daily for new posts and chances to share.





A SNOWY DAY AT THE OLD WELL

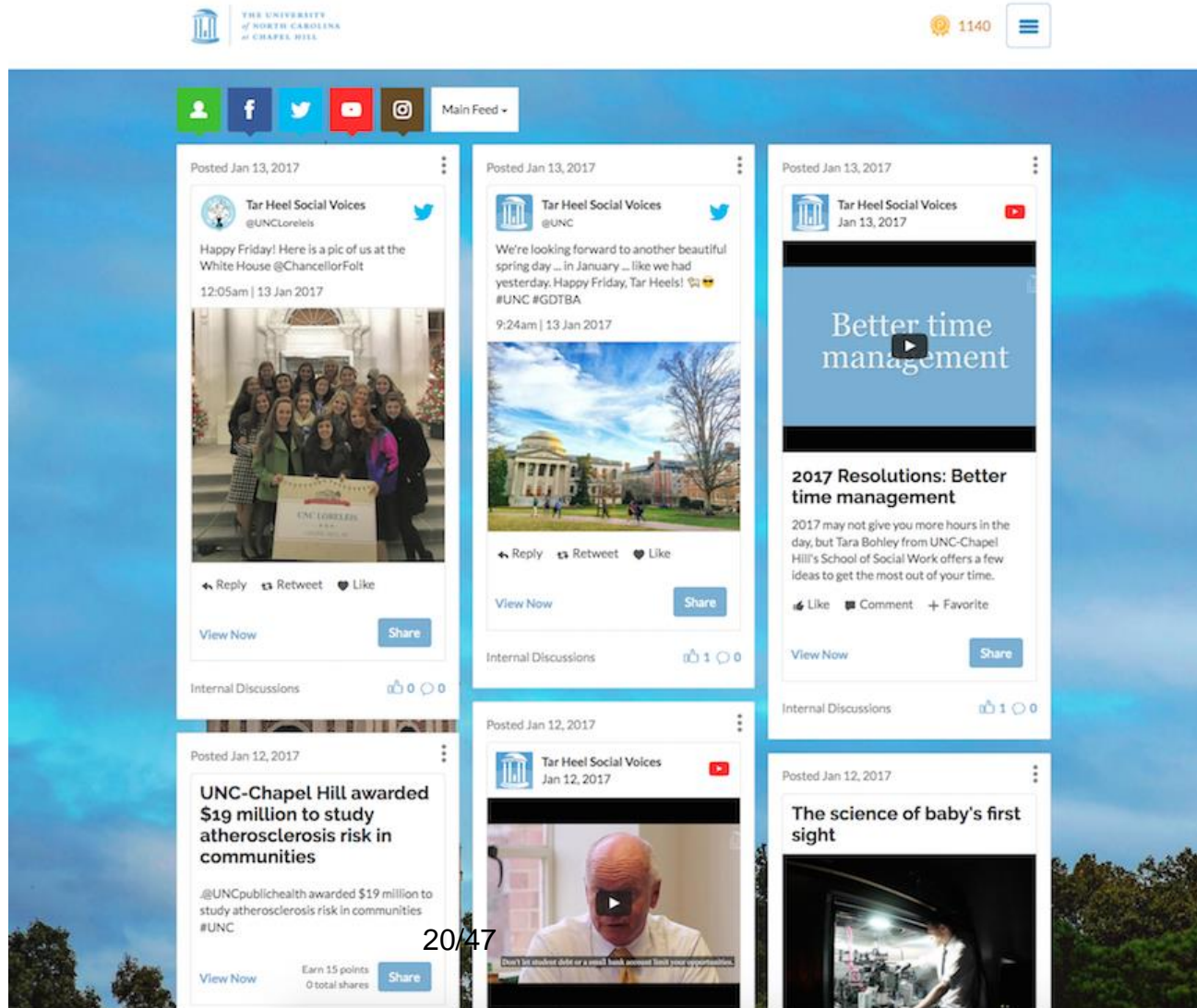
[View & Share](#)



HELPING SOLVE A HEALTHCARE SHORTAGE

[View & Share](#)

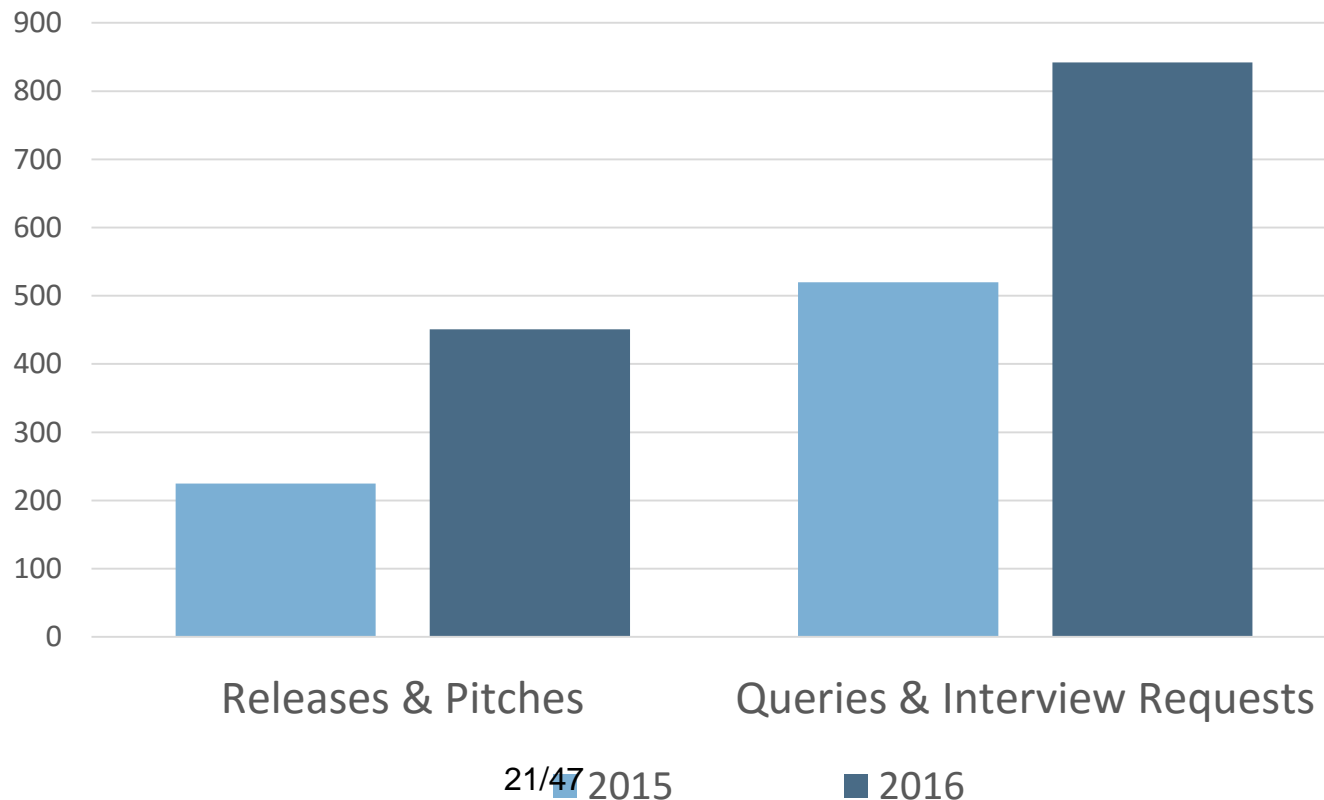
SOCIAL Student Ambassadors



MEDIA RELATIONS

451 releases & pitches
increase of 100% year over year

842 interview requests & query responses
increase of 62% year over year



MEDIA RELATIONS Top Stories

National Public Radio February 2016

Carolina epidemiologist Allison Aiello demystifies the language used to track and describe the Zika virus.

Do You Know What 'Vector' And 'Endemic' Mean? We Can Help — Sort Of

February 7, 2016 · 6:14 AM ET

MAANVI SINGH

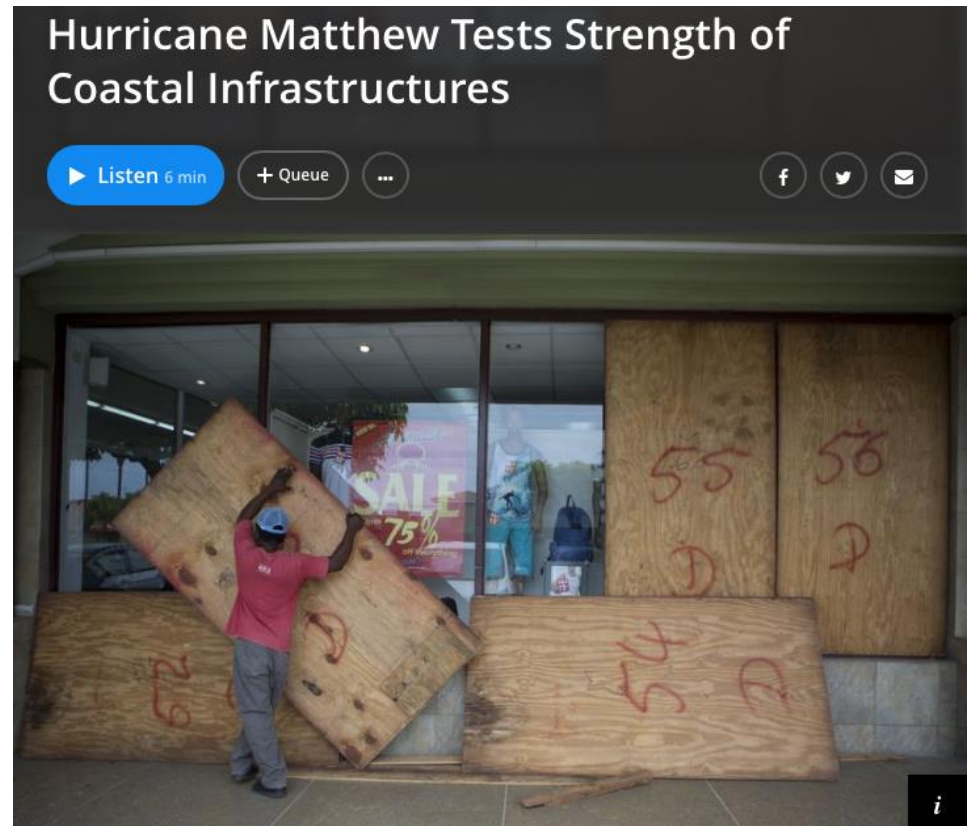


Katherine DuNPR

MEDIA RELATIONS Top Stories

WNYC October 2016

Richard Luettich, professor of Marine Science and director of the Institute of Marine Sciences, discusses rising sea levels and storm surges as Hurricane Matthew approaches the United States.



MEDIA RELATIONS Top Stories

ABC News November 2016

Barry Popkin, professor of nutrition and economics, shares his research on the efficacy of the soda tax, a so-called 'sin tax.'

4 US Cities to Vote on Soda Tax on Election Day

By PAUL BLAKE
Nov 7, 2016, 5:35 PM ET

[Share with Facebook](#)

[Share with Twitter](#)





No.1 Best
Value

among public universities

- Kiplinger's Personal Finance

VISITORS' CENTER

12,878 attendees on campus tours

- Priceless Gem tours
- Graduate student tours
- General tours
- School student tours

49 departments served

33,560 total interactions



VISITORS' CENTER New Guide

HISTORY

The University of North Carolina at Chapel Hill, the nation's first public university, opened its doors to students in 1795 and was the only public university to award degrees in the 18th century. The state of North Carolina chartered the University in 1789, the year George Washington became the nation's first president.

UNC-Chapel Hill is a global higher education leader known for innovative teaching, research and public service. A member of the prestigious Association of American Universities, Carolina regularly ranks as the best value for academic quality in U.S. public higher education.



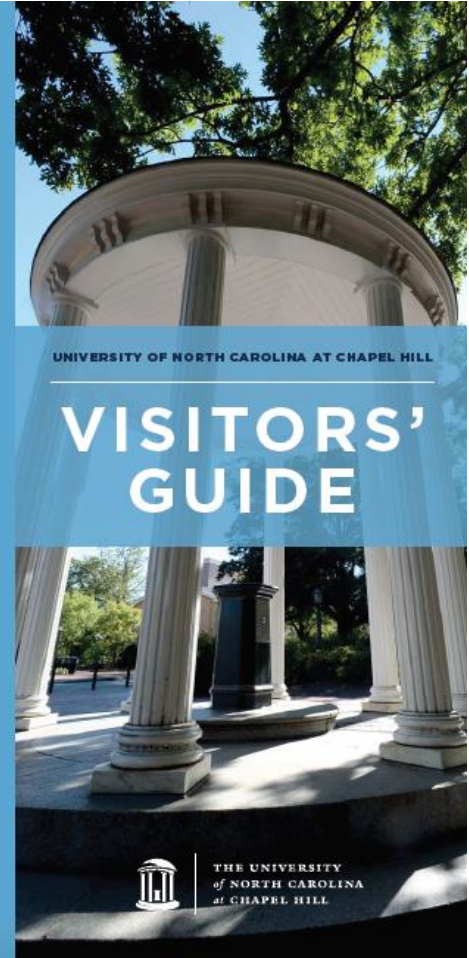
**WELCOME TO
THE UNIVERSITY
OF NORTH CAROLINA
AT CHAPEL HILL
VISITORS' CENTER**

YOUR EXPERIENCE STARTS HERE.



UNC
VISITORS' CENTER

(919) 962-1630
www.unc.edu/visitors



UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

VISITORS' GUIDE



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

PUBLIC RECORDS



2016 REQUESTS

338 received and **235**
outstanding from 2015

139,034 pages
processed (133,986 to
close requests, plus 5,048 partial)

435 requests closed



WAINSTEIN INVESTIGATION

January Batch Release #3

February #4

June #5

August #6

December #7

884,157 pages

1.3 million total
pages since October 2015

UNC CREATIVE Web

Dr. Oliver Smithies

RESEARCH ARCHIVE

[Home](#) [Notebooks](#) [Biography](#) [Bibliography](#) [Search](#)

VIEW NOTEBOOKS

1948-1960



1961-1970



1971-1980



1981-1990



1991-2005



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SERVICE ALERT NC LIVE VIDEO COLLECTIONS ARE TEMPORARILY UNAVAILABLE (more)

Search for articles, books, videos, etc.



YOU ARE CURRENTLY USING NC LIVE AS [UNC-CHAPEL HILL](#) (change)

[ADVANCED SEARCH](#) >

HAVE A QUESTION?
CONTACT A LIBRARIAN

BROWSE

Select the type of material you need, or by subject

[BROWSE ALL \(A-Z\)](#) >



ARTICLES



E-BOOKS



VIDEO



AUDIO



LANGUAGE
LEARNING



BY SUBJECT



YOUR LIBRARY

UNC-CHAPEL HILL

[CHANGE MY LIBRARY](#) >

MORE INFO
208 Raleigh Street, CB 3916
Chapel Hill, NC 27515-8890
PHONE: 919.962.1053
WEBSITE: [library.unc.edu](#)

HOURS
Open today: 8am-11pm
[See all library hours](#) >

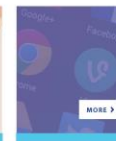
UPDATES



TOOLS

PRONUNCIATOR

Learn a new language. Us diptetur seditenis dolorro omnis sus volorporis simi, to et parum lam est quibus.



RESOURCES

FILMS ON DEMAND

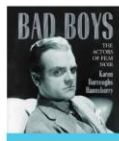
Digital education videos.
Over 21,000 streaming
videos available.



RESOURCES

NEW AUDIO BOOKS

Digital education videos. Over 21,000 streaming videos available. Et dolorum quae et aut exero inustot.



BOOKS

HOME GROWN EBOOKS

Fiction and nonfiction
titles from North Carolina
publishers.

UNC CREATIVE Print

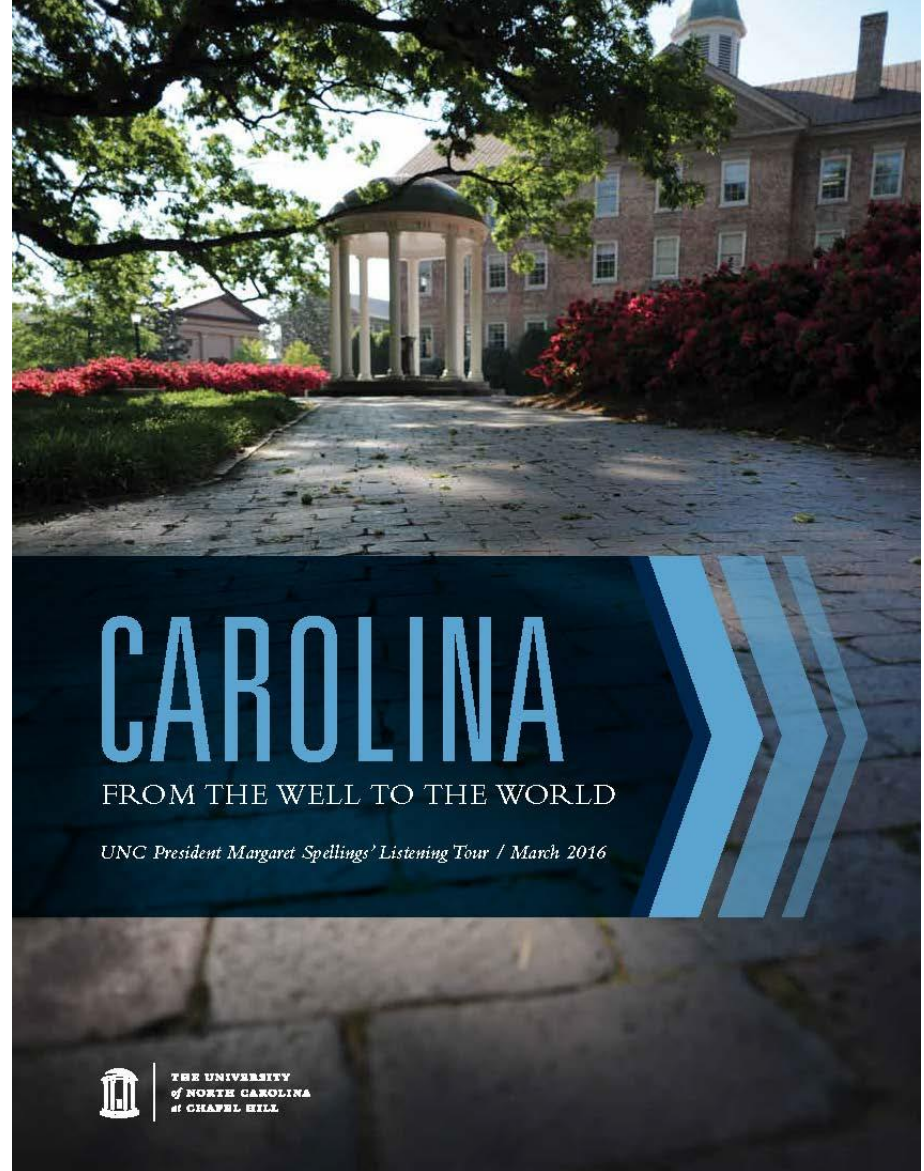


Do you want to share this video? [Click here.](#)



THE UNIVERSITY
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at CHAPEL HILL

30/47



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.



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



31/47

© 2016 The University of North Carolina at Chapel Hill

COMMUNITY RELATIONS

NOTABLE EVENTS

Early Voting Celebrations (March and November)

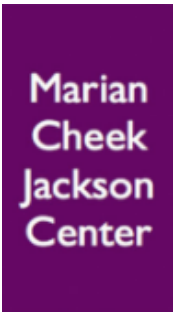
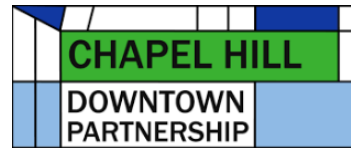
Inter-city Visit to Boulder

Good Neighbor Initiative

Town-Gown at home football game

Regular updates to **350** community leaders

PARTNERS



COMMUNITY RELATIONS

**September, 2016:
Northside Neighborhood
Initiative, Habitat House,
Chapel Hill Cemetery Marker**



INTERNAL COMMUNICATIONS

CAMPUS STRATEGY

CAROLINA SERVICE

Created campus-wide communications strategy including:

- Leadership messages
 - Emails to staff
 - Website development
 - Newsletter stories
-
- Official launch: **December 2016**

CAMPUS COMMUNICATION



Supported development of more than **40 emails** from the Chancellor and other campus leaders

UNIVERSITY GAZETTE

UPDATES

Full color print edition launched Fall 2016.

Partnered with UNC Creative to develop new look for the print edition to promote online edition and Twitter feed.

New print version includes more flexibility for larger photos and graphics, rotating photo display.


Updated home page launched Jan 11, includes rotating display of Gazette stories.

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL


University Gazette

Home Calendar Archives About the Gazette Search Gazette Search


Got News?




Oliver Smithies, Carolina's 1st Nobel laureate, passes away at 91
Oliver Smithies, Carolina's first full-time faculty member to win a Nobel Prize and a world-renowned giant in the field of gene targeting, passed away Tuesday, Jan. 10, at UNC Hospitals after a short illness. He was 91. [READ MORE →](#)



Young faculty thrive in supportive environment
Dedicated mentorship and cross-disciplinary collaboration combined with stellar academic facilities have created an environment at Carolina that has emerging faculty leaders thriving and receiving some of the nation's most prestigious awards for early and mid-level faculty. [READ MORE →](#)



Carolina Angel Network launched to help UNC startups
The newly launched Carolina Angel Network (CAN), will address early-stage funding gaps for startups and to ensure the most promising innovative ideas make it to the marketplace. [READ MORE →](#)



Topics

- Arts & Humanities
- Business & Innovation
- Campus & Community
- Education & Society
- Health & Medicine
- Law & Politics
- Science & Technology
- World & Environment

News in Brief

New year, new Gazette

The University Gazette

UNIVERSITY GAZETTE

1



2



3



4



5



6



EXECUTIVE COMMUNICATIONS



University
Day



Carolina Parents Council
Host
Family Weekend



Chancellor's Science
Scholars Welcome



Carolina Covenant and Achieve Scholars
Welcome

EXECUTIVE COMMUNICATIONS



[LIFE](#) | [IDEAS](#) | [THE FUTURE OF EVERYTHING](#)

How to Fix Higher Education

Carol Folt, chancellor at the University of North Carolina at Chapel Hill, makes the case for more nimble, student-focused and collaborative schools

By CAROL L. FOLT

June 7, 2016 10:18 a.m. ET

HIGHER EDUCATION WAS ONCE the backbone of American economic and scientific growth. Following World War II, the government doubled down on its investments in our nation's colleges and universities and helped drive corporate growth, intellectual property and technological innovations that became the envy of the world. And since the technology boom of the 1990s, we've been sitting on a golden opportunity—an imperative, really—to evolve the university model once more.



Chancellor Folt Advocates for Higher Education

Op-Ed, "How to Fix Higher Education," *The Wall Street Journal*, June 2016

Q-A on Carolina's focus and success, *Triangle Business Journal*.

Interview at High Point University—University leadership and commitment to NC; aired on PBS; similar subject interview carried on *Higher Education Works*

Media Tour NYC-DC, Aug. 2016
The Chronicle of Higher Education, The Washington Post, U.S. News & World Report, New York Times Magazine, The Huffington Post, Inc. Magazine, and CNN

EXECUTIVE COMMUNICATIONS



Carol Folt @ChancellorFolt · 17 Nov 2016

Congratulations @Jumpman23. @UNC and all Tar Heels are so proud you will be recognized with the Presidential Medal of Freedom



5 188 608 ...



Carol Folt
@ChancellorFolt

11th Chancellor of The University of North Carolina at Chapel Hill.



Carol Folt @ChancellorFolt · 29 May 2016

Nothing could be finer: National Champs! Congrats @uncwlox & @heelslaxcoach on your second title...#unc #GoHeels



1 106 369 ...



Carol Folt @ChancellorFolt · 11 Sep 2016

Six #UNC alumni died on 9/11. Today we remember them and all of those who lost their lives that day. #NeverForget



1 123 295 ...



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THE UNIVERSITY
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Office of Public Affairs Overview

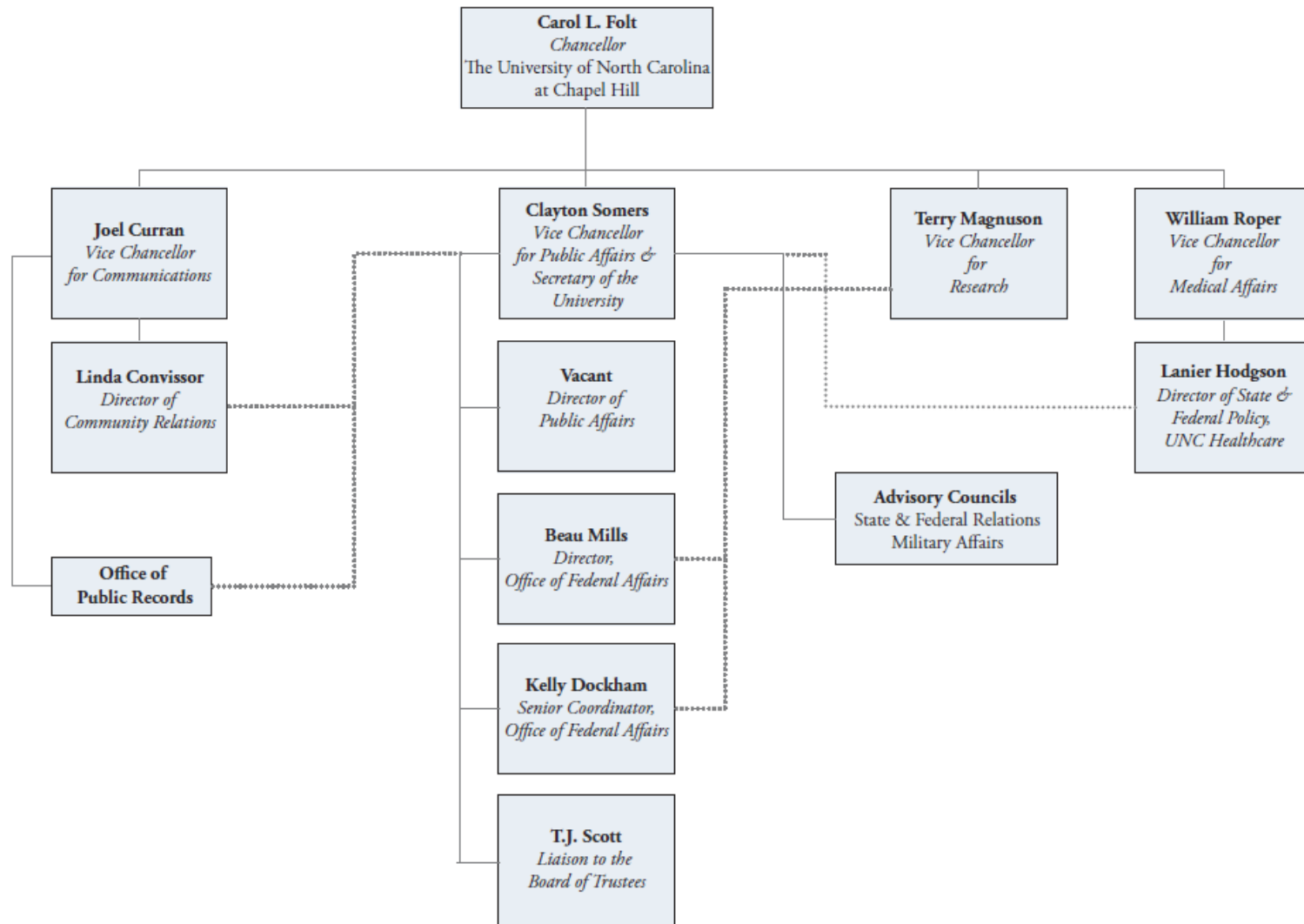
Clayton Somers, Vice Chancellor for Public Affairs
and Secretary of the University
Wednesday, January 25, 2017

Office of Public Affairs

What Do We Do?

- Serve UNC and Connect the University
 - Federal Relations
 - State Relations
 - 100 County Relations
- Serve the Board of Trustees
- Serve Our Military Internally and Externally





Federal Relations

- Anything of interest going on in Washington, D.C.?
- Why is the federal government important?
 - \$755 million in FY 2015



State Relations

- Anything of interest going on in Raleigh?
- Why is state government important?
 - \$481 million in FY 2015
 - Article IX, Section 8 of the NC Constitution



100 County Relations

- Anything of interest going on in the rest of North Carolina?
- How does and can UNC serve the entire state?

Board of Trustees

- Serve and support



Office of Public Affairs



Strengthen our roots with the people and help tell our story

