Find Your Way Here:
UNCG Brand Update and Outlook

Jeff Shafer
Vice Chancellor for Strategic Communications
Transforming a Brand

- **Transform the story**
  - Alignment to strategic plan and growth strategies
  - Redefine narrative/message
  - Drive consistency, cohesiveness and coordination

- **Transform content**
  - Reimagine look and feel (digital, traditional, environmental)
  - Shareable moments
  - Digital extension of traditional content
  - Unique, distinctive experiences

- **Transform engagement**
  - Channels: Media, Web, Social
  - Audiences: Students, Alumni, Faculty, Community, Influencers

- **Transform culture**
  - Strengthen communications community
  - Build University-wide momentum, collaboration

“When people talk about the top public institutions in the region, we want to be included in the conversation. Not because we aim to imitate other institutions, but rather because we want to remain true to our core and be the best at what WE do.”
UNC Greensboro's 125th Birthday Cause for Celebration

Students, employees pour into the Quad for free food, music and a gigantic birthday cake.

By John Newsom
john.newsom@uncgreensboro.com
GREENSBORO — The UNCG community celebrated the university's 125th birthday this Thursday.

The event was held on the Quad, where students and faculty gathered to enjoy food, music and a giant birthday cake. The cake was 125 feet long and had chocolate and vanilla layers.

A new look for the G

UNC Greensboro revamps its main athletics logo and tweaks the school colors.

By John Newsom
john.newsom@uncgreensboro.com
GREENSBORO — UNCG has introduced a new logo for its athletics department, featuring a Spartan helmet and the school colors of blue and gold.

The new logo, designed by local graphic designer Tom Pendergast, replaces the old logo that included a Spartan head and the school mascot, "Mak." The new logo is more modern and incorporates the university's branding.

By Jake Vinson
jake.vinson@uncgreensboro.com
GREENSBORO — The UNCG bookstore has introduced a new look for its main athletics logo, replacing the old design with a more modern and dynamic version.

The new logo, designed by local graphic designer Tom Pendergast, features a Spartan helmet and the school colors of blue and gold. The logo was unveiled during a ceremony on Thursday.

The new logo is part of a larger branding initiative for UNCG's athletics department, which includes new uniforms, banners and signage.

UNC Greensboro has also updated its website and social media profiles with the new logo.

In addition, the university has introduced a new slogan, "Fuel Your Team," to promote its athletics programs.

The new logo and slogan were unveiled during a ceremony on Thursday, where UNCG officials andathletes were on hand to celebrate the launch.

The new logo and slogan will be used across all UNCG athletics departments, including basketball, baseball, soccer and football.

By Jake Vinson
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GREENSBORO — UNCG has introduced a new slogan for its athletics programs, "Fuel Your Team," to promote the university's sports teams.

The new slogan, unveiled during Thursday's ceremony, is part of a larger branding initiative for UNCG's athletics department.

The new slogan is intended to encourage fans and students to support the university's athletes and to promote a sense of community and pride.

The new slogan will be used in marketing materials and on social media platforms to reach a wider audience.

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Transform Story
A Welcoming Environment for a Vast Array of Students

Creates opportunity for all students to thrive, belong, learn, create, transform, succeed.

Collective and Tenacious Focus on Student Success

Proactive, intentional commitment with students; Passion for teaching

Everyday, Real-World Impact

Balance academics, research, and service to make a real-world difference every day with students, through alumni and in our communities.
Transform Content
Transform Engagement
• #UNCGWay campaign:
  • Twitter: 1,300 original #UNCGWay tweets; 4,200 retweets
  • Instagram: #UNCGWay used about 800 times, 18,000 likes, 200+ comments.
  • Tagged content from @UNCG and Chancellor Gilliam generated ~1.7m impressions and 34,505 engagements on Facebook, LinkedIn and Twitter
Transform Culture
**GIANT STEPS’ FOR UNCG**

Chancellor's State of the Campus address takes cue from jazz legend Coltrane

By Joan Newman

GREENSBORO

UNCG-Greensboro is building on its foundation.

The university celebrated its 130th anniversary last fall, and the celebration continues.

The university has made significant progress in recent years, but there is still room for improvement.

Chancellor Frank Gilliam on Tuesday told UNCG employees that he sometimes meets people who think the university has nowhere to go.

"This fall, UNCG expects enrollment to grow by more than 3.5 percent, which would push the university over 35,000. UNCG needs to do a better job of telling its own story," Gilliam said, and must continue to take giant steps in academics, research and community outreach.

"When people talk about the top public institutions in this region, we need to be in that conversation," Gilliam said. "When we talk about the university, we need to be in that conversation." Gilliam said. "We have been here. We deserve to be front and center." Gilliam's remarks came at the annual State of the Campus address, held a week before the start of the fall semester.

The university-wide event, held in mid-August, concluded in mid-August, when a fire destroyed a large portion of the university's computer labs and other equipment.

In a 30-minute speech, Gilliam ticked off some of the giant steps UNCG has made over the last year. These included national recognition, improvements in graduation rates for low-income and minority students, a new university rigor, and a new university rigorous curriculum.

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**CAMPUS & COMMUNITY**

**UNCG ON FORBES’ BEST EMPLOYERS LIST**

May 31, 2018

**Something BIG is happening at UNCG!**

- Record graduating class – Over 2,700
- Record freshman class – Nearly 3,000
- Record total enrollment – Over 20,000
- Record total credit hours – Over 250,000

** Musical Theater Students Carpool Karaoke**
What’s Next?
Ask Deloitte About
Closing the achievement gap at the University of North Carolina Greensboro: Uniting innovation and equity for student success

As part of a broader effort to document transformational approaches to student success, Deloitte had the opportunity to study the University of North Carolina Greensboro (UNC Greensboro) experience in closing the achievement gap for African American and Latino students.

UNC Greensboro was founded as a women’s college in 1891. In 1910, it became one of the first universities in the South to graduate 40 African American students. In 2013, the Board of Trustees declared, "Our commitment, the UNC Greensboro transitioned from a women’s school to a residential campus. Among its goals, Chancellor Franklin D. Gilliam, Jr., extended UNC Greensboro’s long-standing commitment to student success when he challenged the institution to do "grand things" to further its vision and improve student outcomes.

The data show the results. Overall completion rates have gradually increased with the largest gaps among black and Hispanic students. Overall, bachelor’s degree graduation rates for black students increased from 30 percent to 41 percent, and for Hispanic students, increased from 31 percent to 52 percent (see Figure 1). Additionally, UNC Greensboro has closed the gap between the highest and lowest graduation rates by 5 percent, compared to a gap nationally of 11 percent (see Figure 2).
Transform Content: Execute and Enhance

- Consistent **messaging** across UNCG
- Refine the **creative**
- Further leverage **faculty/staff** stories in branding
- Update **video** and **photography**
- **Environmental/facilities initiatives**
- Maintain **energy**, advocacy, and action: Execute everywhere and get the everyday “small stuff” right
Collaborate on Web/mobile

Innovate: content AND technology

More visuals, fewer words

Broaden social and digital platforms for leadership
THANK YOU