

OFFICE OF **UNIVERSITY**
COMMUNICATIONS

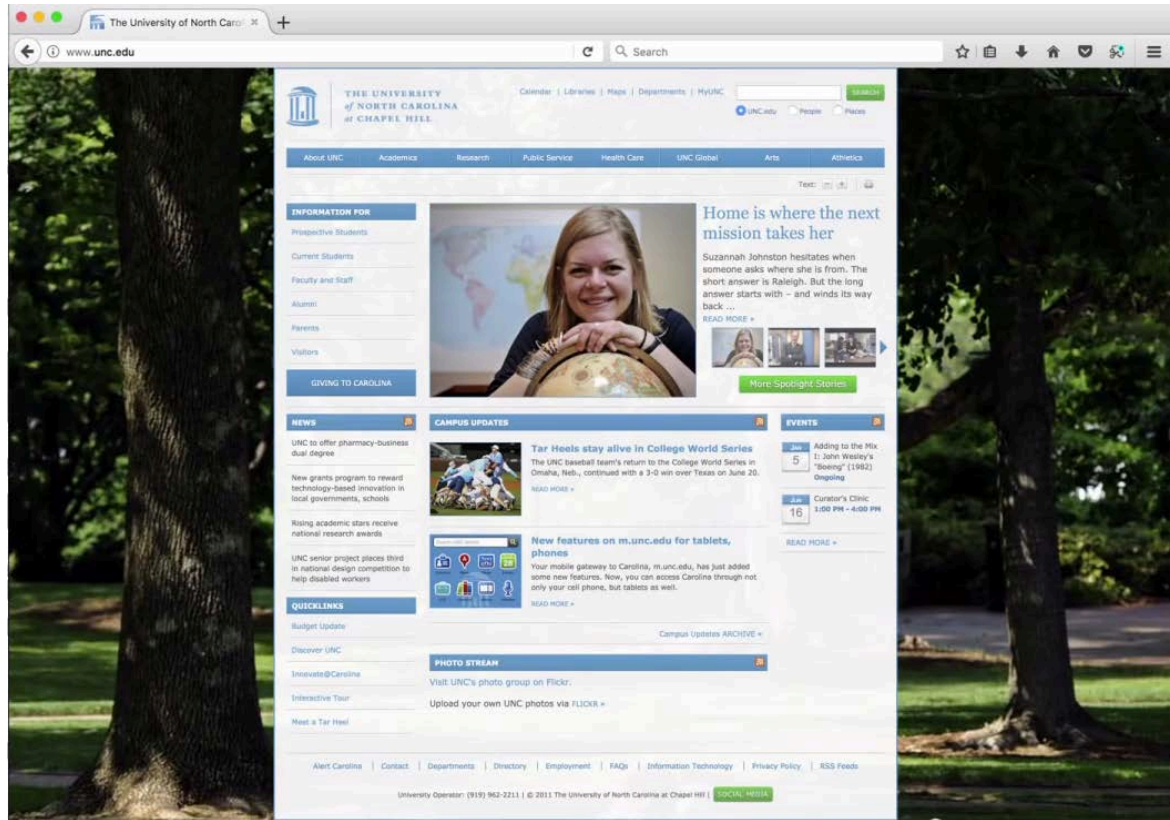
UNC.edu strategy



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UNC.edu background

- Previous version of UNC.edu was seven years old
 - Homepage was outdated.
 - Competing elements made it difficult for viewer to discern important information.
 - Target audience was everybody.
 - Tried to build a storytelling platform out of a utility site.



Storytelling

The team behind UNC.edu is a group of storytellers. We find the stories that spotlight the best of Carolina and then find the best way to tell that story.

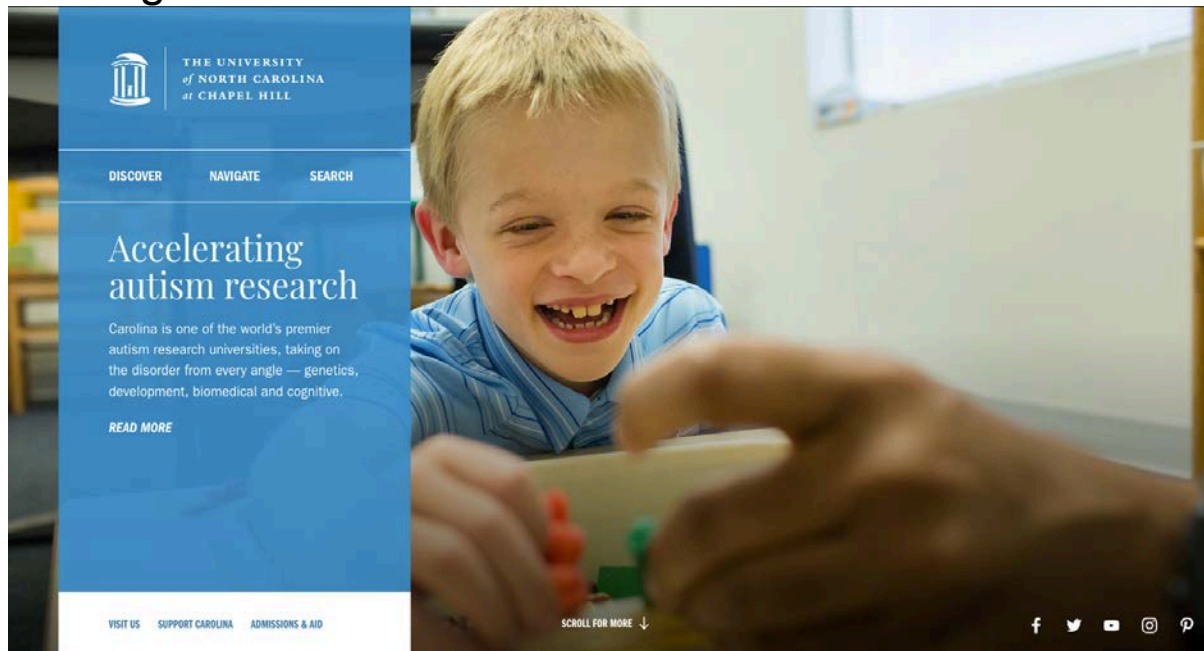
No two stories are the same and neither are the ways to tell them.

UNC.edu left us with only one way to deliver a story, limiting the depth of stories we could tell.

Redesign

The redesigned UNC.edu needed to:

- Be a storytelling platform to better tell Carolina's story and showcase what makes this place unique.
- Play to our strengths of video, photo and feature stories.
- Reach a target audience of prospective students.
- Have our digital front door more accurately reflect where the University is heading.



Challenges of the ask

- Content strategy
 - How much content do we need?
 - How do we maintain the quality while creating more?
 - What processes do we need to keep this running?
- Delivery of storytelling
 - What would this actually look like for users?
 - What would this look like for us on the backend?

Content strategy

- Stick to our strengths: engaging video, colorful photos, sharp and compelling writing, and informative podcasts.
- Shorter is key.
 - 60-90 second videos
 - 600 word stories
- Create more than one piece of content for each story.
 - Feature story + facts and figures
 - Podcast + pull quote + clip video
- More content is required. Better curating of external stories
- Better organization and planning

Content



STORY EXPERIENCE	MON	TUES	WED	THURS	FRI	SAT	SUN	NOTES	PILLAR
Meet the Class of 2018: Graduating class by the numbers, top 10 majors motion graphic and nine student profiles.	unc.edu, FB, Twitter, LinkedIn							Rimer, Holliday, Moger, Andrews	
Spring Commencement and Doctoral Hooding: Recap of hooding and commencement, photo gallery, coverage of organization graduations and "Thank you, Carolina" video.							unc.edu, FB, Twitter, LinkedIn	Holliday, Moger, Andrews, Gardiner, Poplett, Rimer, Bieltz	

DISCOVER STORIES	MON	TUES	WED	THURS	FRI	SAT	SUN	NOTES	PILLAR
Global Engagement: SENIOR PROFILE — Prior to arriving at UNC-Chapel Hill, Jacob Stocks had never traveled abroad. Through the Passport2Go scholarship he traveled to Spain and Mexico to study medicine and chemistry.	unc.edu, FB, Twitter, LinkedIn							Rimer	
Dynamic Minds: SENIOR PROFILE — Jada Harkin Andrews is a member of the McNair Scholars program, Andrews has spent her time at Carolina researching the intersection of media and political science.		unc.edu, FB, Twitter, LinkedIn						Holliday	
Campus Life: Meet commencement speaker Rye Barcott			unc.edu, FB, Twitter, LinkedIn					Poplett	
Podcast: SENIOR PROFILE — Damien Walker a first-gen, covenant scholar who has used his time at Carolina to explore entrepreneurship.			unc.edu, FB, Twitter, LinkedIn					Rimer	
Dynamic Minds: SENIOR PROFILE — Kenny Selmon is an elite hurdler who holds UNC Track and Field records, but has kept a strong focus on his academics, preparing for life after track.				unc.edu, FB, Twitter, LinkedIn				Andrews	
Campus Life: Dear Carolina love letter					unc.edu, FB, Twitter, LinkedIn			Holliday, Moger, Barksdale, Jones	
Campus Life: Kathryn Lofton will provide the keynote address at the annual Doctoral Hooding ceremony in the Smith Center at 9:30 a.m. More than 200 students will receive their degrees at the ceremony.						unc.edu, FB, Twitter, LinkedIn		Poplett, Gardiner	
Campus Life: Rye Barcott will deliver the commencement address at Spring Commencement at Kenan Stadium at 9 a.m. The degrees of more than 6,100 students will be conferred.							unc.edu, FB, Twitter, LinkedIn	Moger, Holliday, Andrews, Gardiner, Bieltz	
Other social: Senior Snapchat takeovers, Hooding and Commencement coverage, Week in Review-Sunday	social	social	social	social	social	social	social	Jones, Barksdale, Jones, Rimer, Vizuete	

NEWS AND UPDATES	MON	TUES	WED	THURS	FRI	SAT	SUN	NOTES	PILLAR
Press release to share John Bruno's study results	unc.edu, FB, Twitter, LinkedIn							Media Relations	

Delivery: Story experiences

The best storytelling feature we have is the story experience.

- Instead of one-off stories, we can dive deep into topics
- Shows off great imagery
- Incorporates multiple mediums into one package
- Engaged in bite, snack and meal content approach
 - Bite: a headline
 - Snack: a summary
 - Meal: full content

Carolina outside the classroom



HEEL LIFE

HEEL Life sparks and supports growth in student government and civility programs. Carolina is home to more than 800 student organizations designed to enhance the student experience.

Students also participate in programs, activities and organizations focusing on social and environmental issues, culture, wellness, and interests.



THE HISTORY OF DANCE EDUCATION

Carolina is first dance location. 25 years ago, founded in 1997, 10 students, 100 hours, 100 hours, 100 hours. A student club in the heart of the city. It is now making the campus and beyond. 100 hours, 100 hours, 100 hours.



Empowering the community

Student Government and all Carolina student organizations serve 120,000+ students in the Chapel Hill community who may not otherwise have access to these resources.

The program provides the leadership, model, ideas, student initiatives and training to participate, as well as any other resources that help improve the quality of life of the community.

[LEARN MORE ABOUT COMMUNITY ENGAGEMENT](#)



SOMETHING FOR EVERYONE



A HELPING HAND

The Helping Hand Project aims to provide to make people, living in poverty and experiencing pain without trigger.

MOVING TO RUN

The Green Club is one of the most successful in the world. It is a club that has been successful in encouraging environmentalism on campus, regional and national levels. It is a club that has been successful in encouraging environmentalism on campus, regional and national levels.

A LEGACY OF DANCE

In addition to the Green Club movement, the movement is a legacy of the Green Club movement. It is a club that has been successful in encouraging environmentalism on campus, regional and national levels.



MEET THE CLASS OF 2018

3,886

Undergraduate students

GRADUATES BY THE NUMBERS

637

Professional students

1,596

Adult students

6,119

Total graduates

790

First generation students

TOP 10 MAJORS

TOP 10 MAJORS

Based on the number of graduates in each major, the top 10 majors are listed below.



Leaders, thinkers and innovators

The Class of 2018 has excelled in the classroom, built companies, published papers, created new technologies and more national championships. These accomplished alumni officers for future business leaders, those Ten Weeks are poised to take on the biggest issues in the state, country and world.

Click on a photo below to learn more about a graduate.



MAJOR: BUSINESS ADMINISTRATION



MAJOR: BUSINESS ADMINISTRATION



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CEREMONY INFORMATION

ENTRANCE

10:00 AM - 11:00 AM

WEST ENTRANCE, BUILDING 1000, 1000 LUTHER LUTHER

COMMENCEMENT

11:00 AM - 12:00 PM

WEST COMMENCEMENT, BUILDING 1000, 1000 LUTHER LUTHER



Accelerating autism research

One in 88 children in the United States is diagnosed with autism spectrum disorder, which is characterized by a wide range of challenges related to communication, social skills and repetitive behaviors. Until recently, autism rates in the United States were estimated at about 85,000 people diagnosed with the condition.

The University of North Carolina at Charlotte has long been one of the world's premier autism research institutions, taking on the challenge from every angle — genetic, environmental, developmental and cognitive. Currently, nearly 100 faculty members, students and postdoctoral researchers from 32 departments within four schools work on autism research.



To accelerate the creation of more effective treatments and interventions for the millions of people with autism spectrum disorder, the University is launching the UNC Autism Research Center and

LAUNCH RESEARCH ABOUT THE UNC AUTISM RESEARCH CENTER

"Now we have the opportunity to collaborate like never before, to bring and build research expertise with an unprecedented breadth of expertise to further the autism field and help people here in North Carolina."

JOHN PETER, AUTISM RESEARCHER



BY THE NUMBERS

3,500,000

Americans live with autism

65,000

people in North Carolina are diagnosed with autism

MAKING PROGRESS AND IMPROVING LIVES



FIRST OF ITS KIND STUDY ACCURATELY PREDICTS AUTISM IN SUBJECTS

The study is the first to show it is possible to identify autism before, without direct input from caregivers and parents, and the first to demonstrate autism diagnosis at 18 months.



FRANK PORTER CARROLL'S AUTISM TEAM TAKES EFFECTIVE PRACTICES AROUND THE WORLD

The study shows that Carroll's team's intervention package, known as Natural Communication for Autism (NCA) and NCA-Plus, a more rigorous system for NCA, is effective in improving outcomes for children ages 18 months to 3 years.



ANOTHER PRIZE OF THE PUZZLE

Autism is a complex condition, and understanding it is a long and difficult process. It is a puzzle of many pieces, and we are working to put them together.

IMPACTFUL RESEARCH



3.5 MILLION+
100+ countries
65,000+

PREDICTING AUTISM

Researchers have shown that it is possible to predict autism before, without direct input from caregivers and parents, and the first to demonstrate autism diagnosis at 18 months.

RESEARCHING LIFE, NO MATTER WHAT

Autism is a complex condition, and understanding it is a long and difficult process. It is a puzzle of many pieces, and we are working to put them together.

ACCELERATING AUTISM RESEARCH

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CONGRATULATIONS GRADUATES!

More than 6,100 Carolina students became Carolina alumni over the weekend.

"You aren't leaving this place, you are actually carrying the best of it with you," Chancellor Carol L. Folt told the graduates. "Your families, your friends, your coaches, your professors believe in you. We can't wait to see what you will achieve."

Click on a story below to read more about the Commencement and Doctoral Hooding ceremonies.



2024 COMMENCEMENT

DOCTORAL HOODING

Our beloved University helped open your eyes to the world. Keep this perspective. Nurture it. It can help you better take the pain and create something useful – possibly even something transcendent – out of it."

Pete Barcott, Commencement speaker

[Read More](#)



We go to universities not to decide which is definitively good and what is definitively bad, but to learn how to think through our discoveries with reason, and how to reason toward fairness, gives the infinite complexities of human life."

Kathryn Loftis, Doctoral Hooding speaker

[Read More](#)

WEEK OF CELEBRATION



MEET THE CLASS OF 2024

With commencement just off to a hot start, students leaders, those far from home are proud to see on the biggest stage of their lives, victory and more.

CHANCELLOR FOLT CELEBRATES STUDENT ACHIEVEMENT DURING COMMENCEMENT WEEK

In the days leading up to Commencement, Chancellor Folt and her executive team gathered with the university's graduates at various graduations hosted by various groups.

WUNC24A

Watch Spring Commencement through personal videos and stories with Carolina's social media channels.



2024 COMMENCEMENT

DOCTORAL HOODING

2024 COMMENCEMENT WEEK

Modules

- UNC.edu features nearly 50 modules
 - Range from a standard hero image and video players to social media feeds and carousels.
 - Modules allow customization.
 - Easy to understand formatting.
- Challenges
 - Sizing
 - Stacking issues
 - Clutter
 - Still limitations

1 M9 Page Title

Published
Defines whether this Content Module is displayed on the front end web site.

Published ☐

Theme *

Light

Title *

Bark the sound

Sub Title

Italicise
If checked, the title and sub title will be output in italics

☒

Medium Font
If checked, the title will be output in a medium font style

☒

Display Sub Title First
If checked, the sub title will be output before the title


☐

Ambient Video
Optional: The ambient video to display as a background. If video is not supported in the visitor's browser, the below image will be displayed instead.

No file selected

Ambient Video URL
Specify a third party hosted video, such as a Vimeo video. If defined, the Video File above is ignored. URL must be direct MP4 link.

Image
The image to display as a background. Replaced by the ambient video above, if specified and supported by the visitor's browser.



FEATURED CONTENT



UNIVERSITY LEADERS CELEBRATE A BLUE CROSS NC INVESTMENT IN PHYSICIAN ASSISTANT PROGRAM

The \$1.2 million gift will be used to accommodate more students, recruit top faculty and develop rural sites for students to participate in clinical rotations.



CAROLINA TO ENTER A PHASE OF STRATEGIC 'RENOVATION AND RENEWAL'

Associate Vice Chancellor for Facilities Services Anna Wu shared a draft Campus Master Plan during the May Board of Trustees meeting.



CINDY PARLOW CHOSEN FOR NATIONAL SOCCER HALL OF FAME

Parlow was a three-time National Player of the Year selection, two-time NCAA champion and two-time College Sports Information Directors of America Academic All-America during her career at Carolina.

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UNC.EDU SINCE LAUNCH



TOTAL VIEWS:

1,351,071



UNIQUE VISITORS:

673,404



NEW VISITORS:

596,565

WHERE DO PEOPLE GO FROM UNC.EDU?



1

Discover UNC-Chapel Hill:

78,305 (20%)

2

Admissions & Aid:

46,388 (11%)

3

UNC A to Z:

22,104 (6%)

FROM NORTH CAROLINA:

349,366



Chapel Hill (52%)

Charlotte (8%)

Durham (7%)

Raleigh (6%)

Other

CITIES REPRESENTED:

10,083



Atlanta, GA

NYC, NY

Washington, D.C.

Chicago, IL

Nashville, TN

Los Angeles, CA

AGES:

18-24 (55,003)

25-34 (50,137)

45-54 (37,705)

Other





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL