



External Affairs Committee

August 1, 2024

AGENDA

- | | | |
|-----|---|---|
| (1) | Call to Order | Trustee Kevin Sills, Chair |
| (2) | Statement from State Government Ethics Act | Trustee Kevin Sills, Chair |
| (3) | Approval of Minutes from April 25, 2024 | Trustee Kevin Sills, Chair |
| (4) | Legislative Affairs Update | Marion Warren, J.D., Assistant to the Chancellor & Executive Director of Government and External Relations |
| (5) | Advancement/Campaign Update | Eddie Stuart, Vice Chancellor for University Advancement |
| (6) | University Marketing Plan | Liza Saunders – Director of Marketing |
| (7) | Old Business or New Business | Trustee Kevin Sills, Chair |
| (8) | Adjournment | Trustee Kevin Sills, Chair |

AGENDA ITEM

Approval of minutes from April 25, 2024

Situation:

Approval of the minutes from the April 25, 2024 committee meeting.

Background:

N/A

Assessment:

N/A

Action:

This item requires a vote by the committee.

Supporting Documentation:

Draft External Affairs Committee Minutes from the April 25, 2024 Meeting

Board of Trustees

External Affairs Committee – Draft Minutes

April 25, 2024, 3:35 p.m.

Burney Center, Ballroom C

The External Affairs committee met on Thursday, April 25 at 3:35 p.m. Committee members in attendance included: chairman Kevin Sills, Hugh Caison, Malcomb Coley, Aldona Woś, Skylar Stein, and Stephen Griffin (via Zoom). Committee staff present included Eddie Stuart, Mike Oblinger, Lindsay LeRoy, Bill Kawczynski, and Andrea Weaver.

The meeting was called to order, and the required statement of ethics was read. No conflicts were identified. Chairman Sills called for a motion to accept the minutes; a motion was made by Malcomb Coley and seconded by Hugh Caison, carrying. The minutes from the last committee meeting were approved.

With no questions regarding the unit reports brought forward, Chairman Sills called on Bradley Ballou, Chief of Staff, to provide the committee with a legislative update. Chief of Staff Ballou reviewed funding allocations granted during the most recent legislative session, including \$8 million recurring to develop programs and services in critical workforce and research areas, \$80 million in repair and renovation (R&R) funds over the next several years for Cameron Hall, DeLoach Hall and Kenan Auditorium; \$14 million this year and \$12 million next year for smaller R&R projects across campus, and \$8 million in planning funds for a new academic building. He also elaborated on UNCW's priorities for the short session that just began on April 24, which are an additional \$8 million recurring to support UNCW's R2 doctoral transition and full funding for the construction of a new academic building.

Chairman Sills called on Eddie Stuart, Vice Chancellor for University Advancement, to provide an Advancement update. The 2024 fiscal year to date total raised is \$19,445,240 with \$8,427,473 gifts received; \$10,789,767 in commitments; and \$228,000 in planned gifts. Additionally, Seahawks Give, the one-day giving challenge held from noon-noon on April 2-3, raised \$641,582 with 2,381 gifts from 1,977 donors. VCUA Stuart shared several of last quarter's campus happenings, including significant gifts made to Randall Library and the Center for Southeast North Carolina Archives' Special Collections, CHSSA's Department of International Studies, the Honors College, and Department of Biology and Marine Biology. VCUA Stuart called on Bill Kawczynski, Director of Military Affairs, to present a plaque to Kappa Sigma fraternity, in recognition of their Military Heroes Campaign and newly endowed support fund, the first endowed support fund from a student group at UNCW. The Military Heroes Campaign built upon the success of the fraternity's annual "Music for Military Heroes" fundraising event, which this year supported Team Red, White & Blue, the Cape Fear Veteran Resilience Project, and established the endowed support fund at UNCW. Finally, VCUA Stuart shared photos from the April 19 Campaign Celebration.

Chairman Sills called on Colleen O'Neil, Director of Alumni Engagement Programming, to provide an update on Alumni Engagement. Director O'Neil shared statistics on UNCW alumni by decade, college, and region. She shared the Alumni Engagement team's recent strategies for elevating alumni experiences, increasing communication, and implementing new avenues for alumni volunteerism and philanthropy. She reviewed results from UNCW's FY23 Alumni Engagement Metrics Survey, as well as RNL's 2024 National Alumni Survey. Finally, Director O'Neil shared the Alumni Engagement team's keys to the future, including database

utilization, alumni feedback, a strategic approach to alumni affinity engagement, an emphasis on volunteerism and professional development opportunities, and strong campus partnerships.

Chairman Sills called on Vice Chancellor Stuart to review an action item. Vice Chancellor Stuart recommended a one-time exception to the endowment minimum for endowed professorships. Chairman Sills called for a motion for the committee to take the recommended action; a motion was made by Malcomb Coley and seconded by Skyler Stein, carrying.

Chairman Sills entertained a motion to move into Closed Session to prevent the premature disclosure of a naming opportunity. A motion was made by Carlton Fisher and seconded by Malcomb Coley, carrying. The committee approved the item as presented to take to the full board.

After the closed session concluded, Chairman Sills opened the floor for old business or new business to report. With none brought forward, the meeting was adjourned at 4:13 p.m.

AGENDA ITEM

Legislative Affairs Update

Situation:

Update on recent activities and highlights from the short legislative session, including budget adjustment, engaging leadership, published reconvene dates.

Background:

N/A

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

There will not be a presentation, just a short verbal update from Judge Marion Warren

AGENDA ITEM

Advancement/Campaign Update

Situation:

Update on recent activities and highlights from the Division of University Advancement. Information to include: YTD financial activity; special accomplishments and highlights for the quarter (new hires, Seahawks Give, Campaign conclusion, major gifts received); and challenges and items of special focus (vacancies, space needs, post-campaign operations).

Background:

N/A

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

Advancement/Campaign Update Presentation



YTD ACTIVITY

7.1.23-6.30.24

GIFTS RECEIVED	\$10,990,340
COMMITMENTS	\$14,533,950
PLANNED GIFTS	\$228,000
TOTAL PRODUCTIVITY	\$25,662,290



220 Spring 2024 graduates made a gift;
85% of made gifts of \$50+.



Cohosted the CHHS scholarship luncheon,
bringing together scholarship donors and
recipients.

SPECIAL ACCOMPLISHMENTS AND HIGHLIGHTS



Athletics raised an all-time high \$4
Million in philanthropic support in FY24.



Participated in Soar into Summer with Staff
Senate event with special giveaways for
alumni employees and campaign donors.

June 21-23,
UNCW Alumni Association
hosted its inaugural

Weekend in



celebrating all that makes
our university unique.



Alumni connected
at a Seahawk
Summer Cookout,
celebrated the
2024



Distinguished
Alumni Award
honorees, enjoyed
coastal
adventures with
Alumni-Owned
Businesses, and
organized a beach
cleanup followed
by brunch.





THANK YOU

QUESTIONS?

AGENDA ITEM

Presentation: University Marketing Plan (OUR)

Situation:

Director of Marketing Liza Saunders will discuss initiatives being implemented since she was hired eight months ago. She will summarize past initiatives, results of discovery, and upcoming initiatives for FY25. She will provide examples of current digital advertising campaigns, data points that will drive decisions in future campaigns, and social media content that has engaged UNCW audiences. There will be time for a Q&A.

Background:

N/A

Assessment:

N/A

Action:

This item is for information only.

Supporting Documentation:

OUR University Marketing Plan Presentation



Marketing Update

Office of University Relations



UNIVERSITY of
NORTH CAROLINA
WILMINGTON

Introduction

Thank you
for having
me!

Liza Saunders
Director of Marketing
Office of University Relations



Agenda

1. Introduction
2. Discovery
3. UNCW's Strategic Placements
4. Key Takeaways
5. Goals and Implementation
6. Marketing Campaigns
7. Campus Collaboration
8. What's to Come?
9. Questions?



Discovery - The Three Ls (Look, Listen, Learn)

1. Introduction meetings with key campus stakeholders included but was not limited to:
 - Admissions
 - Advancement
 - Academics
 - Athletics
 - Business Affairs
 - Housing
2. Campus Tour
3. Introduction meeting with Cabinet for insight and historical context of UNCW
4. Introduction meeting with OUR Directors to better understand the functions of University Relations and how we support campus partners
5. Gathered and analyzed materials and started to critically look at them from a Marketing lens
6. Began defining my role as Director of Marketing



UNCW's Strategic Placements

- Grey Billboards
- Marquee on College Road
- North Carolina Business Magazine
- Admissions (ADM) Our State
- ILM Airport
- Environmental Marketing - Banners on Campus
- Business Affairs - Welcome to Seahawk Country Gateway Signage
- Wayfinding Signage on Campus
- Website Redesign



Key Takeaways

1. One overall brand that is university-focused and then implemented by campus partners to create brand cohesion
2. Position UNCW within the greater Cape Fear region and then expand into key markets and beyond
3. University-wide tagline (to replace "Like No Other," the successful campaign tagline)
4. Student-focused approach
5. Amplify the research happening at UNCW from both faculty and students
6. Develop a sense of place on and off campus
7. Partnership and collaboration between OUR and campus partners
8. Tracking success of campaigns
9. Create a social media strategy across UNCW's main channels
10. Utilize the rebranded and newly launched website as a marketing tool



Goals + Implementation

1. Azalea Fest Campaign
2. Spring Blooms Campaign
3. International Airport Campaign
4. House Ad Campaign
5. Learn Where You Live Campaign
6. Brand Spot Campaign - WRAL, WRAZ, WILM, ZT
7. Campus Beauty - Sense of Place
8. Wilmington Discovery Map
9. Chamber of Commerce Map
10. Wilmington River District Map



Spring Blooms - Billboard Ad Creative



Spring Blooms - Social Media Campaign



Azalea Fest - Billboard Ad/ Social Media Creative



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WILMINGTON

| Bloom at UNCW

→ [UNCW.EDU/BLOOM-HERE](https://uncw.edu/bloom-here)

UNCW is an EEO/AA institution.



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NORTH CAROLINA
WILMINGTON

| Spring forward at UNCW

→ [UNCW.EDU/SPRING-FORWARD](https://uncw.edu/spring-forward)

UNCW is an EEO/AA institution.



ILM Airport



ILM Airport



International Airport Campaign

1. Introduction of “Destination UNCW”
2. Connection w/ ADM
3. Connection w/ Community



CLT Airport Campaign



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NORTH CAROLINA
WILMINGTON

**Destination:
UNCW**

NC's Coastal University

→ [UNCW.EDU/DESTINATION-UNCW](https://uncw.edu/destination-uncw)



FAY Airport Campaign



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NORTH CAROLINA
WILMINGTON

**Destination:
UNCW**

NC's Coastal University

→ [UNCW.EDU/VISIT-TODAY](https://uncw.edu/visit-today)



GSO Airport Campaign




UNIVERSITY of
NORTH CAROLINA
WILMINGTON

**Destination:
UNCW**

NC's Coastal University

→ [UNCW.EDU/TRAVEL-HERE](https://uncw.edu/travel-here)



RDU Airport Campaign



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NORTH CAROLINA
WILMINGTON

**Destination:
UNCW**

NC's Coastal University

→ [UNCW.EDU/PLAN-YOUR-VISIT](https://uncw.edu/plan-your-visit)



The Power of a House Ad and Multiple Touch Points:



Learn Where You Live Campaign - 4/8/24- 6/28/24

Create a comprehensive, multi-platform brand visibility campaign that would drive awareness of UNCW and each of the colleges within Academic affairs while also coordinating with ADM objectives.

Implement tracking links to begin to understand the interactions of our intended audience

Collect data that we could provide as a basis for upcoming campaigns

- Lamar Billboards (Rotary - rotation of ten of the most-viewed billboards in the ILM inventory)
- Grey Billboards (Provided by UNCW Alumnus Grey Vick - featured in locations including Snead's Ferry, Leland, Castle Hayne, Southport, Raleigh and more!)
- Digital Paid Ad on Socials (Facebook and IG)
- UNCW Marquee



Learn Where You Live Campaign 4/8/24- 6/28/24 (12 Week Campaign)



UNCW
UNIVERSITY of
NORTH CAROLINA
WILMINGTON

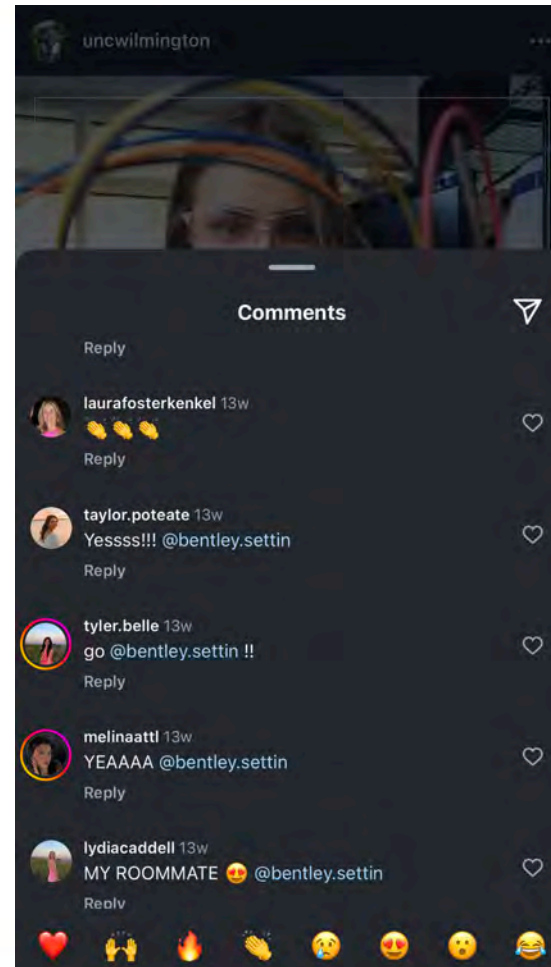
**UNCW: Learn
Where You Live!**

→ [UNCW.EDU/LEARN-MORE](https://uncw.edu/learn-more)



Learn Where You Live Campaign

4/8/24- 6/28/24 (12-Week Campaign)




Learn Where You Live Campaign 4/8/24- 6/28/24 (12-Week Campaign)



UNCW
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NORTH CAROLINA
WILMINGTON

**UNCW: Learn
Where You Live!**

→ [UNCW.EDU/LEARN-MORE](https://uncw.edu/learn-more)



UNCW
UNIVERSITY of
NORTH CAROLINA
WILMINGTON

**UNCW: Learn
Where You Live!**

→ [UNCW.EDU/LEARN-MORE](https://uncw.edu/learn-more)



Learn Where You Live Campaign

4/8/24- 6/28/24 (12-Week Campaign)



UNCW: Learn Where You Live!
Empowering, Innovative, Transformative, Community
→ [UNCW.EDU/SHAS](https://uncw.edu/shas)



UNCW: Learn Where You Live!
Create. Soar. Explore.
→ [UNCW.EDU/CSE](https://uncw.edu/cse)



UNCW: Learn Where You Live!
Excellence, Innovative, Global
→ [UNCW.EDU/CSB](https://uncw.edu/csb)



UNCW: Learn Where You Live!
Dynamic, Innovative, Inclusive, Transformative
→ [UNCW.EDU/CHSSA](https://uncw.edu/chssa)



UNCW: Learn Where You Live!
Learn, Lead, Create, Inspire
→ [UNCW.EDU/WCE](https://uncw.edu/wce)



Learn Where You Live Campaign

4/8/24- 6/28/24 (12-Week Campaign)

**UNCW: Learn
Where You Live!**

→ [UNCW.EDU/LEARN-MORE](https://uncw.edu/learn-more)



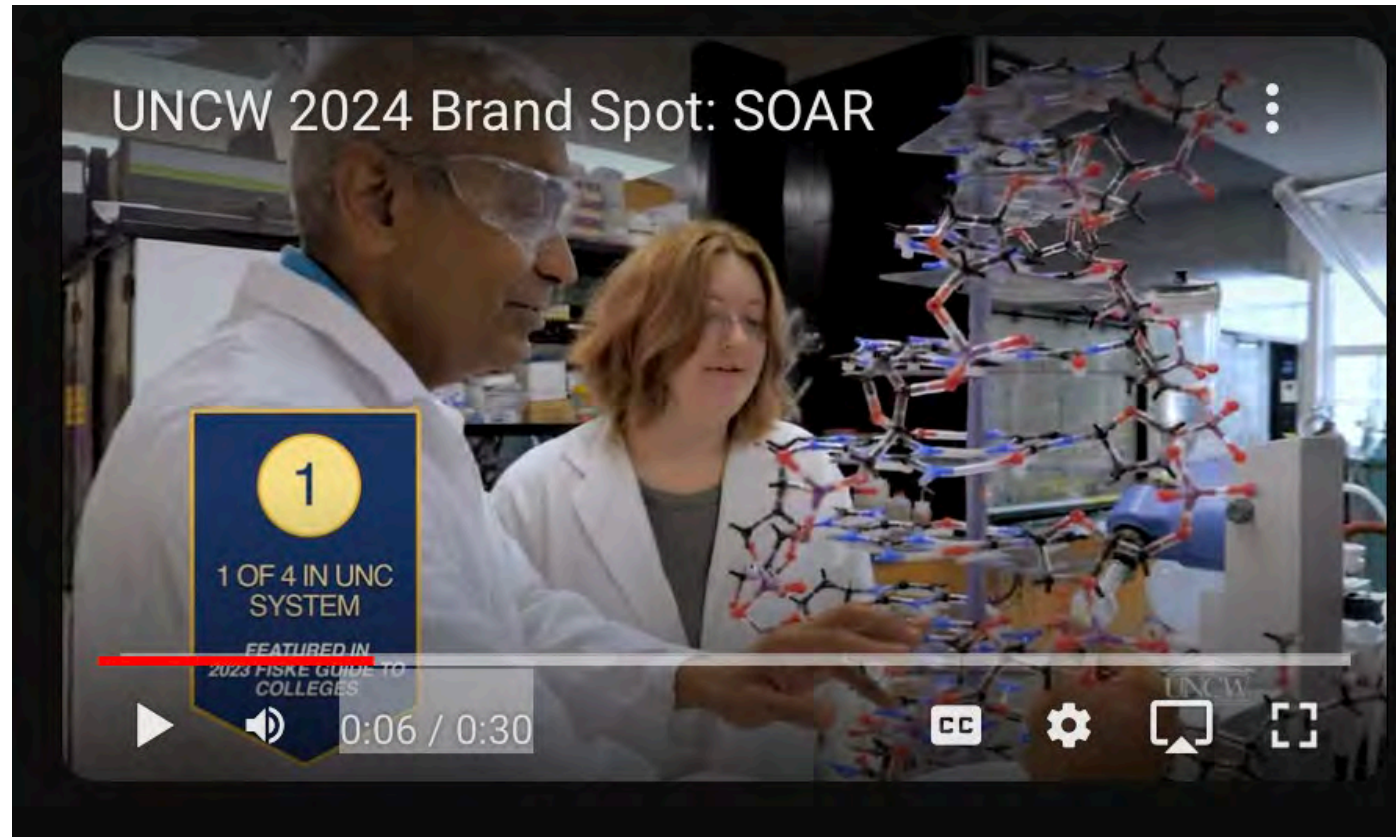
**UNCW: Learn
Where You Live!**

Community, Connection, Support

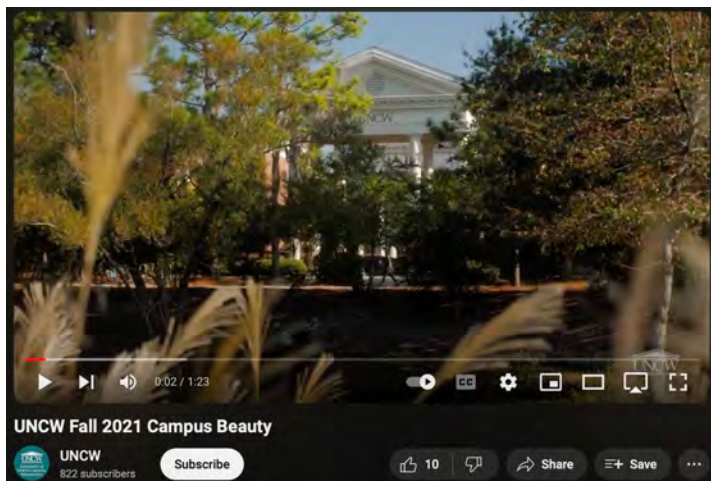
→ [UNCW.EDU/LEARN-MORE](https://uncw.edu/learn-more)



Brand Spot Campaign - WRAL, WRAZ, WILM, ZTV





Campus Beauty - Sense of Place



Wilmington Discovery Map




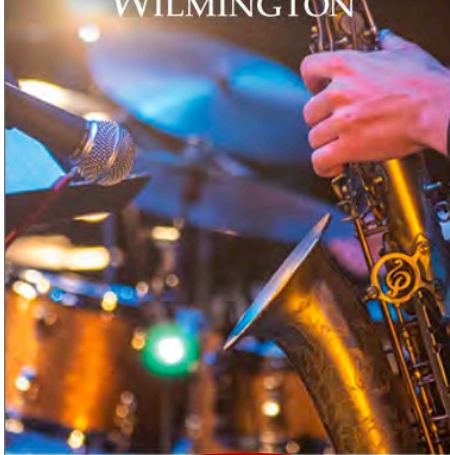

UNIVERSITY of
NORTH CAROLINA
WILMINGTON



→ **UNCW.EDU/
DISCOVER**

UNCW is an EEO/AA institution.


UNIVERSITY of
NORTH CAROLINA
WILMINGTON

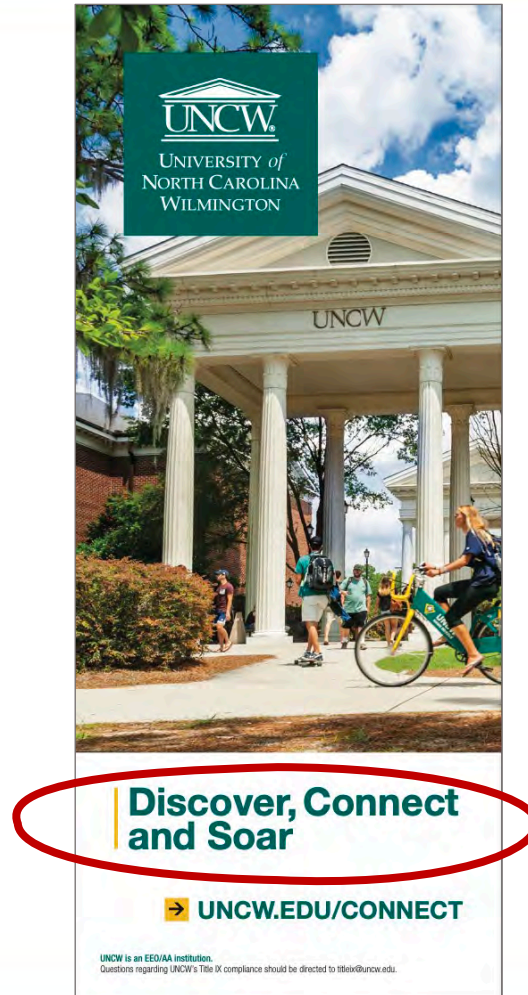


→ **UNCW.EDU/
ARTS-EVENTS**

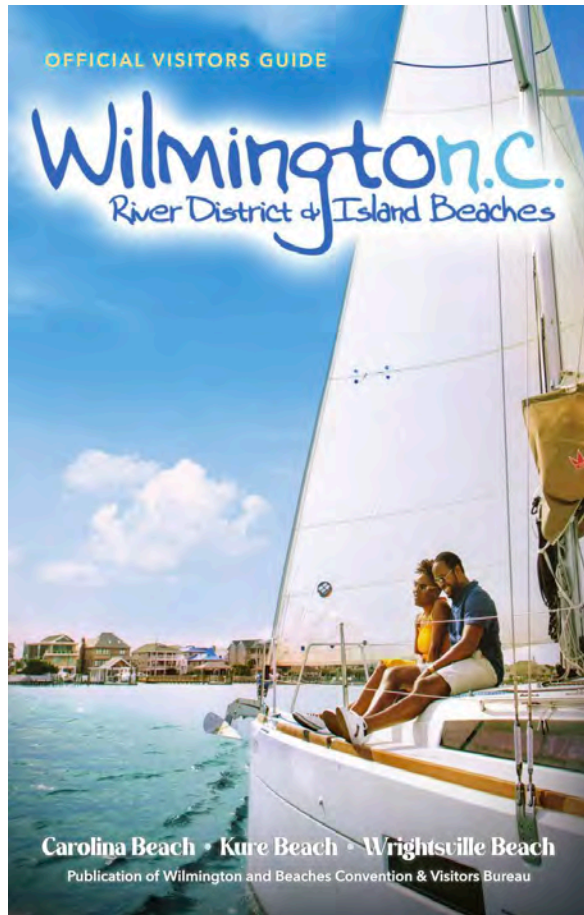
UNCW is an EEO/AA institution.



Chamber of Commerce Map



Wilmington River District + Island Beaches



UPDATED HALF-PAGE
SPREAD 2024**

ATHLETICS
LIBRARY
KENAN AUDITORIUM
CROSS-CITY TRAIL



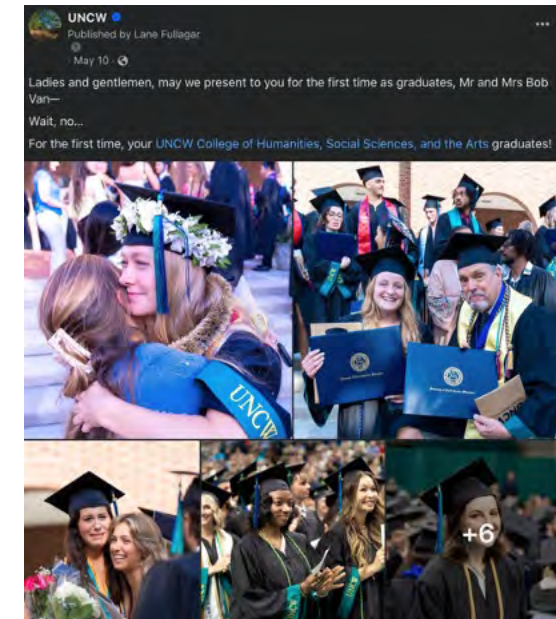
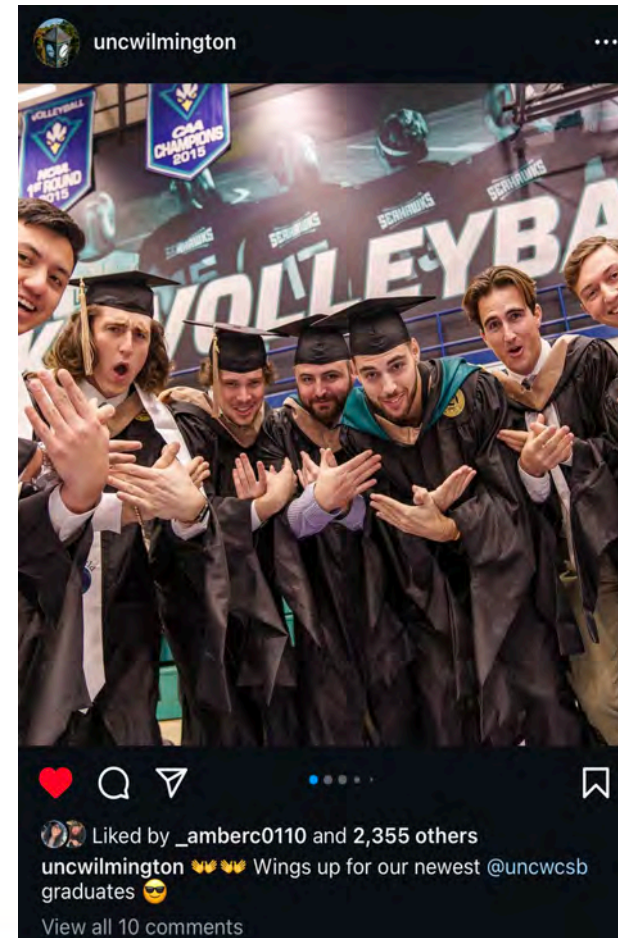
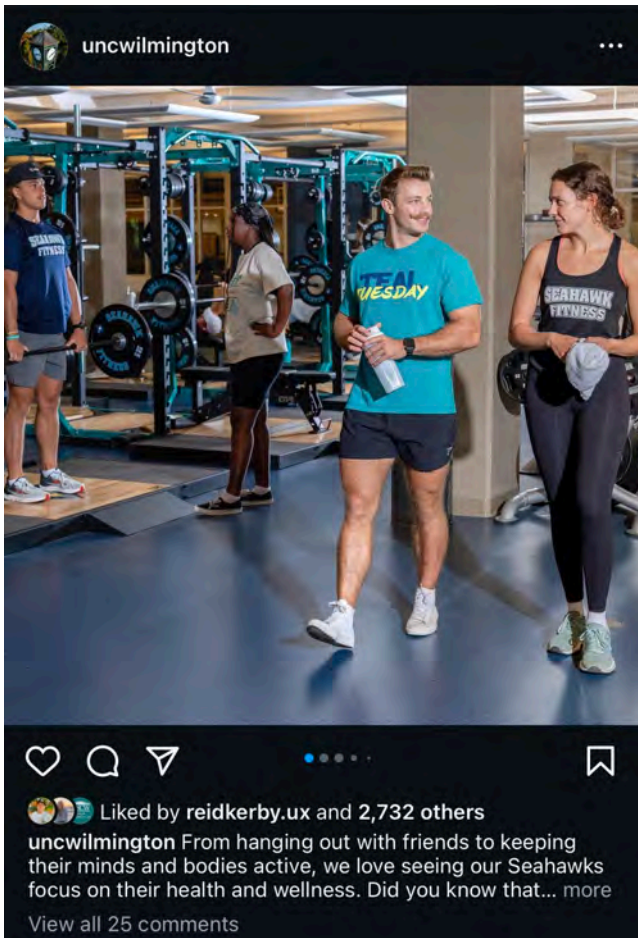
UNCW Social Media Update




1. Sense of Place
2. Student Success
3. Student Spaces
4. Student Stories
5. Student Resources



UNCW Social Media Update




Campus Collaborations - Admissions




UNIVERSITY of
NORTH CAROLINA
WILMINGTON

**"A Best Public
National University"**

- U.S. News & World Report



**EXPLORE
UNCW'S
CAMPUS!**



**NC'S COASTAL
UNIVERSITY**

YOUR FLIGHT IS YOUR OWN

EDUCATION. PREPARATION. CONNECTION.



61

Undergraduate Degrees

The university offers a range of undergraduate degrees and minors, including 61 undergraduate degrees and 12 minors.

LIFE OUTSIDE THE DUB

Wilmington | Wrightsville Beach | Carrsville Beach | Kure Beach

Another awesome part of being UNCW is the opportunity to enjoy our beautiful, beautiful beach. We have four beautiful beaches, each with its own unique character. From the historic Wrightsville Beach to the beautiful Carrsville Beach, there's something for everyone. And, of course, there's Kure Beach, a beautiful beach with a historic lighthouse. So, whether you're looking for a quiet beach or a lively one, we've got you covered.

Wilmington is the heart of the university, with its historic downtown and beautiful harbor. **Wrightsville Beach** is a beautiful beach with a historic lighthouse. **Carrsville Beach** is a beautiful beach with a historic lighthouse. **Kure Beach** is a beautiful beach with a historic lighthouse.

ACADEMIC PROGRAMS

Arts and Sciences

- B.A. in American Studies
- B.A. in English
- B.A. in History
- B.A. in Political Science
- B.A. in Sociology
- B.S. in Business Administration
- B.S. in Computer Science
- B.S. in Criminal Justice
- B.S. in Education
- B.S. in Health Services Administration
- B.S. in Information Systems
- B.S. in Management
- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Business

- B.A. in Economics
- B.A. in Finance
- B.A. in International Business
- B.A. in Management
- B.A. in Marketing
- B.A. in Public Administration
- B.A. in Social Work
- B.A. in Teaching
- B.A. in Transportation Management
- B.A. in Urban Planning
- B.A. in Visual Arts
- B.A. in Writing

Education

- B.S. in Education
- B.S. in Health Services Administration
- B.S. in Information Systems
- B.S. in Management
- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Health Services

- B.S. in Health Services Administration
- B.S. in Information Systems
- B.S. in Management
- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Information Systems

- B.S. in Information Systems
- B.S. in Management
- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Management

- B.S. in Management
- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Marketing

- B.S. in Marketing
- B.S. in Public Administration
- B.S. in Social Work
- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Public Administration

- B.S. in Public Administration
- B.S. in Social Work
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- B.S. in Writing

Social Work

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- B.S. in Writing

Teaching

- B.S. in Teaching
- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Transportation Management

- B.S. in Transportation Management
- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Urban Planning

- B.S. in Urban Planning
- B.S. in Visual Arts
- B.S. in Writing

Visual Arts

- B.S. in Visual Arts
- B.S. in Writing

Writing

- B.S. in Writing

UNCW OFFICE OF ACADEMIC PROGRAMS

Learn more at uncw.edu/academicprograms

"A Best Public National University"

— U.S. News & World Report



EXPLORE UNCW'S CAMPUS!



NC'S COASTAL UNIVERSITY



18,000

Student Enrollment (Nearly)

14,000+

Undergraduate Students

2,700

Enrollment Fall 2023-24 First-Year Students

3,400+

Graduate Students

WE ARE THE SEAHAWKS

Seahawk sports, recreation & wellness center. Students have many reasons to be proud. UNCW focuses on applied learning, giving students opportunities to develop their skills and gain real-world experience. We have a variety of programs, including a variety of degrees and minors. We have a variety of programs, including a variety of degrees and minors. We have a variety of programs, including a variety of degrees and minors.

60+

Intramural and Club Sports

Students can enjoy their time at UNCW by participating in a variety of sports. We have a variety of sports, including a variety of degrees and minors. We have a variety of sports, including a variety of degrees and minors. We have a variety of sports, including a variety of degrees and minors.



UNCW ATHLETICS

CONFERENCE: Division III National Association

SCHOOL COLORS: [Blue and Gold]

MASCOT: Seahawk

APPLICATION DEADLINES

Apply using Common App at www.commonapp.org

Early Action (Non-Binding)

November 1
Notification on or around January 30

Regular Decision

February 1
Notification on or around March 15



Please review the website for admissions requirements and academic requirements.

260+
Student Organizations

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Campus Collaborations - Advancement

Seahawks **GIVE**

THANK YOU FOR GIVING!

UNCW.EDU/SEAHAWKSGIVE



Seahawks **GIVE**

THANK YOU FOR GIVING!

UNCW.EDU/SEAHAWKSGIVE



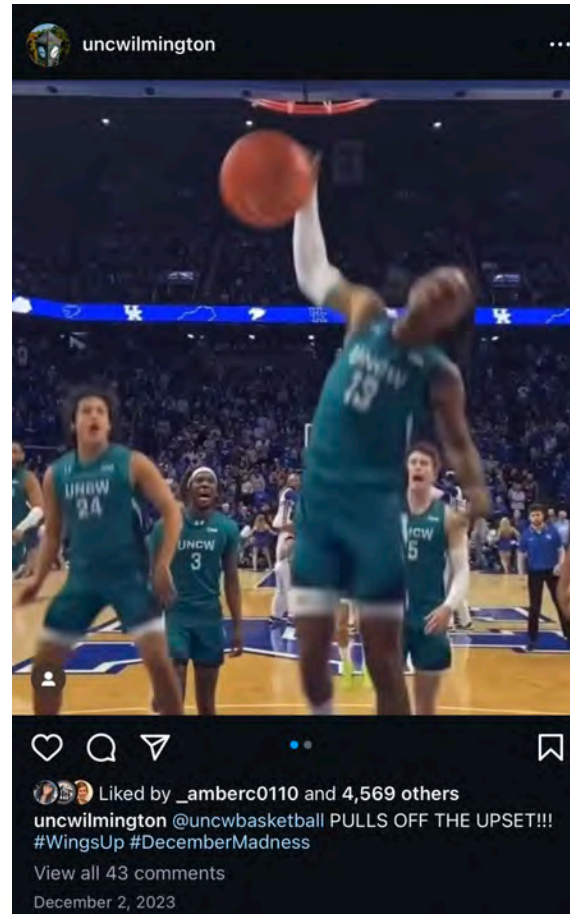
Seahawks **GIVE**

THANK YOU FOR GIVING!

UNCW.EDU/SEAHAWKSGIVE



Campus Collaborations - Athletics



Campus Collaborations - Student Affairs

HEALTHY HAWKS
NURTURE WELL-BEING
IN ALL DIMENSIONS
OF YOUR LIFE



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks

**EMOTIONAL
WELL-BEING**



**BE RESILIENT
AND FLOURISH**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/emotional

**ENGAGEMENT
WELL-BEING**



**BUILD BONDS,
SHARE EXPERIENCES,
GROW TOGETHER**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/engagement

**FINANCIAL
WELL-BEING**



**BUILD YOUR
FINANCIAL FUTURE**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/financial

**INTELLECTUAL
WELL-BEING**



**FOSTER LIFELONG
LEARNING,
STAY CURIOUS**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/intellectual

**OCCUPATIONAL
WELL-BEING**



**LOVE WHAT YOU
DO, CULTIVATE
YOUR PASSION**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/occupational

**PHYSICAL
WELL-BEING**



**MOVE, EAT,
SLEEP, REPEAT**



Be a Healthy Hawk!
Learn more.



uncw.edu/healthy-hawks/physical

Campus Collaborations

**SPIRITUAL
WELL-BEING**



**NOURISH YOUR
SOUL, SEEK
DEEPER MEANING**

Be a Healthy Hawk!
Learn more.



uncw.edu/Healthy-Hawks/physical

**SUSTAINABILITY
WELL-BEING**



**CARE FOR OUR
ENVIRONMENT,
PROTECT TOMORROW**

Be a Healthy Hawk!
Learn more.




uncw.edu/Healthy-Hawks/sustainability

**SEAHAWK
RESPECT
COMPACT**



**SEAHAWKS SHOW RESPECT
FOR THEMSELVES BY
RESPECTING OTHERS**

LEARN MORE.
UNCW.EDU/ABOUT/KNOW-US/RESPECT-COMPACT

Physical

- Move, Eat, Sleep, Repeat -

Physical well-being is living a balanced life through healthy nutrition, regular movement, and a consistent sleep schedule.

- Discover Healthy Hawk Programs & Services - See Postings on Wavelink

Eating

Eating: Good nutrition means enjoying an adequate amount of a variety of mostly nutrient-dense, lightly-processed foods from all groups. Healthy eating is flexible, and while it involves being conscious of your food choices, it also means giving yourself the freedom to enjoy occasional treats without guilt. Eating enough, regularly enough, is far more important than what you eat.

On-Campus Resources:

- Campus Dietitian
- Hawks Harvest Campus Food Pantry
- Campus Dining
- Health Promotion

Off-Campus Resources:

- NourishNC

f
t
i
o
in



Examples of Trackable Links Campaign

Healthy Hawks Campaign	# of interactions	Engagement Rate
uncw.edu/healthy-hawks	66	37.88%
uncw.edu/healthy-hawks/emotional	88	39.77%
uncw.edu/ healthy-hawks/engagement	126	45.24%
uncw.edu/ healthy-hawks/financial	128	35.16%
uncw.edu/ healthy-hawks/intellectual	48	37.50%
uncw.edu/ healthy-hawks/occupational	59	47.46%
uncw.edu/ healthy-hawks/physical	446	34.53%
uncw.edu/ healthy-hawks/spiritual	108	42.59%
uncw.edu/ healthy-hawks/sustainability	100	38%



Campus Collaborations - Watson College of Education




WATSON COLLEGE
of EDUCATION

**It Begins
with Teachers**

Learn, Lead, Create, Inspire

➔ **UNCW.EDU/WCE**



What's to Come?

1. Optimized Landing Page for Ads
2. RFP Process - Brand Visibility Campaign
3. Utilizing the newly designed website as a marketing tool
4. Utilizing social media as a marketing tool
5. One strong and unified university brand for UNCW



Questions?

