

Content Update

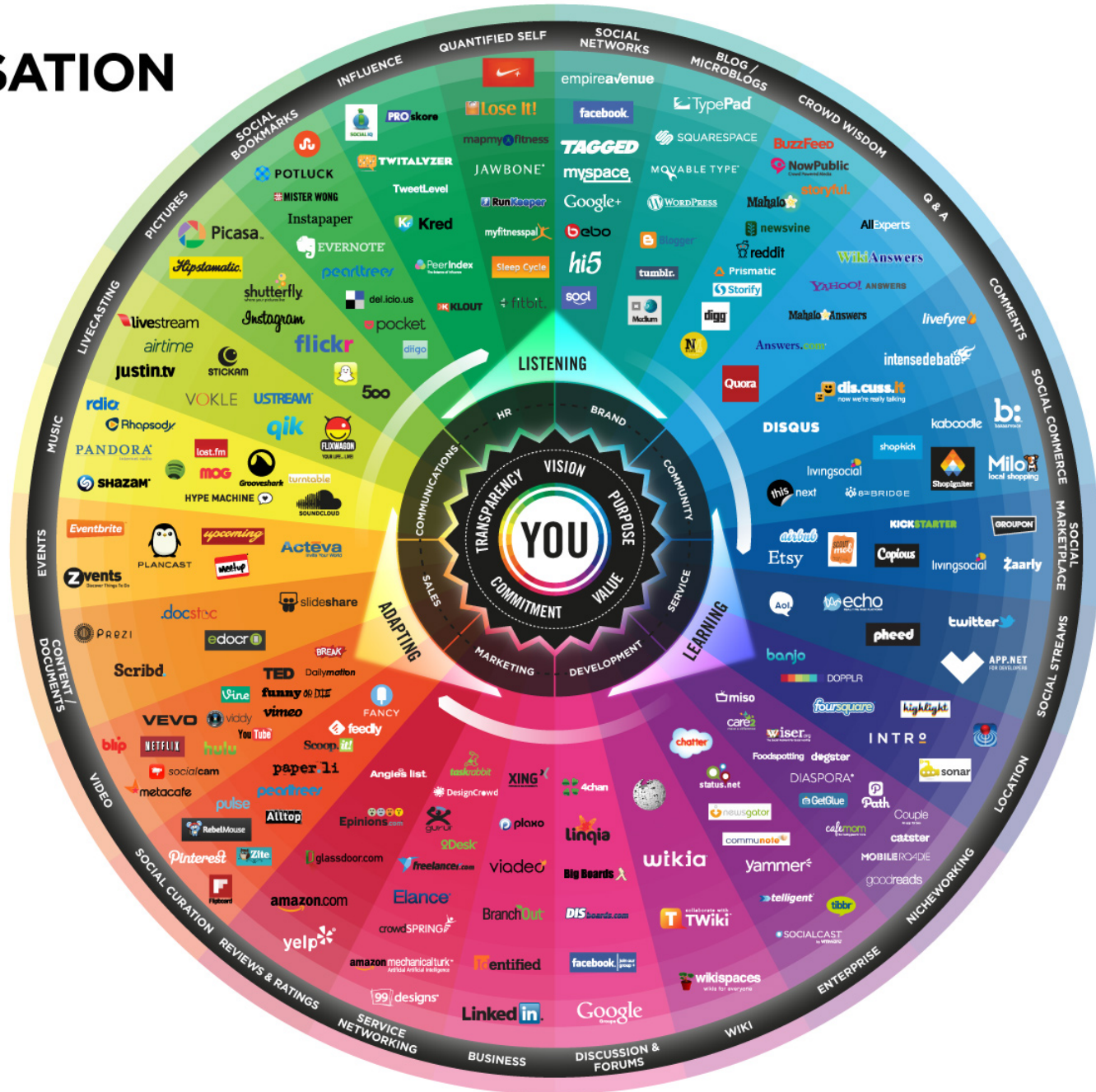
Joel Curran
Vice Chancellor
Communications and Public Affairs

Presentation to Board of Trustees
March 26, 2014



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

THE CONVERSATION PRISM





OWNED MEDIA

UNC Constituents

Corporate web site, campaign
microsite, blog, brand
community, Facebook fan
page, mobile, etc.



EARNED MEDIA

Carolina Community

Word of mouth, Facebook
comments, Twitter
(@mentions, @replies), Vine,
Blogs, forums, review sites



PAID MEDIA

The Public

Traditional advertising –
Print, television, radio,
display, direct mail, paid
search, retail/channel



OWNED MEDIA

UNC Constituents



Spotlight updated daily:
Features from around campus

Previous spotlights

OWNED MEDIA

UNC Constituents

Links to UNC
in the news

Quick Links

Advising corps leads high school students toward college path
The News & Observer

Women's swimming named CSCAA Scholar All-Americans
GoHeels.com

Field hockey earns National Academic Team award
GoHeels.com

Genetic, non-invasive test could improve colon cancer screening
UNC School of Medicine

Consider culture in counseling on infant feeding: study
Reuters

Budding liberal protest movements begin to take root in South
The New York Times

10 states are critical to efforts to enroll 6 million in new health plans
The Washington Post

QUICK LINKS

- Carolina News
- Discover UNC
- Innovate@Carolina
- Interactive Tour
- Meet a Tar Heel
- Water In Our World

Carolina hosts conference on 19th-century American literary studies
Turning a dissertation topic into that first academic book calls for a whole new mindset. On a basic level the author has to move from a ...
[READ MORE >>](#)

Mills appointed federal affairs director
The University's Office of Federal Affairs has a new director. Beau Mills, who assumed the post on Feb. 28, will represent Carolina in Washington and ...
[READ MORE >>](#)

Judges take field trip to Supreme Court
Field trips to our nation's capital aren't just for high school civics classes. Sometimes state superior court judges get to take them, too. That is, ...
[READ MORE >>](#)

It's bracket time: Playmakers Madness!
Get your bracket ready! The Southern Historical Collection wants your votes in its 2014 bracket, Playmakers Madness. In celebration of the North Carolina Collection Gallery exhibit, ...
[READ MORE >>](#)

Phil Ford teams with UNC Children's to prevent, treat childhood obesity
Carolina basketball legend Phil Ford has a long and illustrious history with his alma mater, the University of North Carolina at Chapel Hill. Friday, he ...
[READ MORE >>](#)

J-school students' stories about N.C. people win SXSW Interactive award
"Heart of the High Country," a UNC School of Journalism and Mass Communication student project that tells the stories of people in the N.C. mountains, ...
[READ MORE >>](#)

[Campus Updates ARCHIVE >](#)

PHOTO STREAM

Upload your own UNC photos via Flickr >

Calendar

- MAR 19 Go Global: UNC Global Passport Drive
8:00 am
- MAR 19 Careers in Sports Panel
4:00 pm
- MAR 19 State of Domestic & Global Affairs: Senator James Sasser
6:00 pm
- MAR 20 Classic Carolina Tour
3:00 pm

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1-2 new stories
highlighted

Calendar features top
events

Shareable Photo
Gallery

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UNC Constituents





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☒ UNC.edu ☐ People ☐ Places

About UNC | Academics | Research | Public Service | Health Care | UNC Global | Arts | Athletics

Home » Spotlights » How big is Carolina?

Text:

INFORMATION FOR

Prospective Students

Current Students

Faculty and Staff

Alumni

Parents

Visitors

GIVING TO CAROLINA

How big is Carolina?

Just how big is Carolina?

Personally, we think it's not too big and not too small — but just right.

More than 18,000 undergraduate students and another 10,000 or so graduate and professional students attend the University of North Carolina at Chapel Hill. UNC-Chapel Hill has 32 residence halls, two main dining centers, 13 libraries and many academic buildings.

How does all of that affect the daily lives of Carolina students? How long does it take to get to class? How many students are in a class?

This infographic, courtesy of the Office of Undergraduate Admissions, has the answers.



Granville Towers

The Old Well

Kenan Community

FedEx Global Education Center

Jackson Hall

UNC Hospitals

Boshamer Stadium

Kenan-Flagler Business School

Just how big is Carolina anyway?

You asked, so we'll tell you.

UNC isn't that big.

We like to think of it this way:

Big enough to feel inspired.

Small enough to feel like home.

Most classes at UNC have 40 students or less.



2-9
10-19
20-29
30-39
40-49
50-99



OWNED MEDIA

UNC Constituents

Building the Millions

The University of North Carolina at Chapel Hill will soon become one of only 21 university libraries in North America to hold more than 7 million volumes.

1-millionth
volume

Donated in 1960

2-millionth
volume

Donated in 1974

3-millionth
volume

Donated in 1984

4-millionth
volume

Donated in 1992

5-millionth
volume

Donated in 2000

6-millionth
volume

Donated in 2008

7-millionth
volume

Donated in 2014

First book of poems, published 1573
by Juan Latino

Poems

by John Keats

First edition (1817). Part of a collection of 500 items.

Poems

by William Butler Yeats

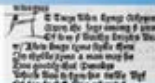
First edition (1895). Part of a collection of 1,200 items.

Several Poems
by Anne Bradstreet

300 volumes printed by the
Estienne family of scholar-printers

Book of Hawking, Hunting and Heraldry
by Dame Juliana Berners

Confessio Amantis
by John Gower



THE TOWER

BY
W. B. YEATS

JOHN KEATS.



LONDON:

PRINTED FOR
J. COLLIER, 3, WELBECK ST.
CANNENDRA SQUARE.

1817.

Graphic by Melanie Busbee, UNC News Services

OWNED MEDIA

UNC Constituents



OWNED MEDIA

UNC Constituents

**THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL**

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Home » Spotlights » Building better batteries

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INFORMATION FOR
Prospective Students
Current Students
Faculty and Staff
Alumni
Parents
Visitors
GIVING TO CAROLINA

Building better batteries

In studying a material that prevents marine life from sticking to the bottom of ships, researchers led by UNC-Chapel Hill chemist Joseph DeSimone have identified a surprising replacement for the only inherently flammable component of today's lithium-ion batteries: the electrolyte.

The work, published in the Feb. 10 issue of the *Proceedings of the National Academy of Sciences*, paves the way for developing a new generation lithium-ion battery that



(Illustration by Melanie Busbee, UNC University Relations)

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Home » Spotlights » Antidote can deactivate new form of heparin

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INFORMATION FOR
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GIVING TO CAROLINA

Antidote can deactivate new form of heparin

Low-molecular-weight heparin is commonly used in surgeries to prevent dangerous blood clots. But when patients experience the other extreme – uncontrolled bleeding – in response to low-molecular-weight heparin, there is no antidote.

Now researchers at the University of North Carolina at Chapel Hill and Rensselaer Polytechnic Institute have created a synthetic form of low-molecular-weight heparin that can be reversed if things go wrong and would be safer for patients with poor kidney function.



Liu's low-molecular-weight synthetic heparin

National Print Media

January to March 17, 2014

336 stories

The New York Times

After the Protests

March 20, 2014

Budding Liberal Protest Movements Begin to Take Root in South

March 19, 2014

Billionaires With Big Ideas Are Privatizing American Science

March 15, 2014

A Concussion Monitor to Measure Hard Knocks

March 11, 2014

Mental Illness Risk Higher for Children of Older Fathers, Study Finds

February 27, 2014

New F.D.A. Nutrition Labels Would Make 'Serving Sizes' Reflect Actual Servings

February 27, 2014

Obesity Rate for Young Children Plummets 43% in a Decade

February 26, 2014

Some Bot to Watch Over Me

February 20, 2014

Los Angeles Times

**Fast food isn't making our kids fat.
It's the rest of their diet.**

January 17, 2014

Toxin shows promise in killing off lurking HIV

January 10, 2014

Chicago Tribune

Senate hearing to press for quicker commodity bank curbs

January 15, 2014

Screen pregnant women for gestational diabetes: panel

January 14, 2014

The Washington Post

At 50, landmark libel case relevant in digital age

March 8, 2014

**SAT to drop essay requirement and return to
top score of 1600 in redesign of admission test**

March 6, 2014

How our partisan loyalties are driving polarization

January 28, 2014

**Dozens of colleges pledge to expand
efforts to help students in financial need**

January 17, 2014

EARNED MEDIA

Carolina Community



Top 10 Best Value Colleges in 2014

January 28, 2014



The Law of Finders-Keepers and What Happens When You Find Buried Treasure

February 27, 2014

EARNED MEDIA

Carolina Community



Gut Bacteria May Play Role in Crohn's Disease

March 13, 2014

Best Graduate Schools – 2015 Edition

March 11, 2014

Report: 1 in 10 Community College Transfers Lose Nearly All Course Credits

March 19, 2014

Lower Obesity Rates Due to Better Diets, Not Economy: Study

January 30, 2014

Minority Patients Less Likely to Stick With Heart Attack Meds: Study

January 24, 2014

Most Crash Victims Don't Plan to Sue: Study

January 30, 2014

SCIENTIFIC AMERICAN™

Sugar vs. Artificial Sweeteners

January 16, 2014

Migrating Birds Use Precise Flight Formations to Maximize Energy Efficiency

January 16, 2014

Popular Mechanics

3 Clever New Ways to Store Solar Energy

January 21, 2014

National Broadcast Media

January to March 17, 2014

29 stories

EARNED MEDIA

Carolina Community



Google Glass: Coming Soon To A Campaign Trail Near You

March 17, 2014

New Report Shows Too Few Are Opting For Life-Saving HPV Vaccine

March 13, 2014

Shirley Temple Black Dies At 85

February 12, 2014

Colleges Guide Low-Income Students From Getting In To Graduating

January 16, 2014

Gates Memoir Tests Civilian-Military Rules of Engagement

January 11, 2014

EARNED MEDIA

Carolina Community



Wall Street Fights to Keep Young, Restless Analysts

NBC News

February 20, 2014

Which public, private colleges offer the best value?

The Today Show (NBC)

January 28, 2014

EARNED MEDIA

Carolina Community



Expert: Tsarnaev may avoid execution because of age

January 31, 2014



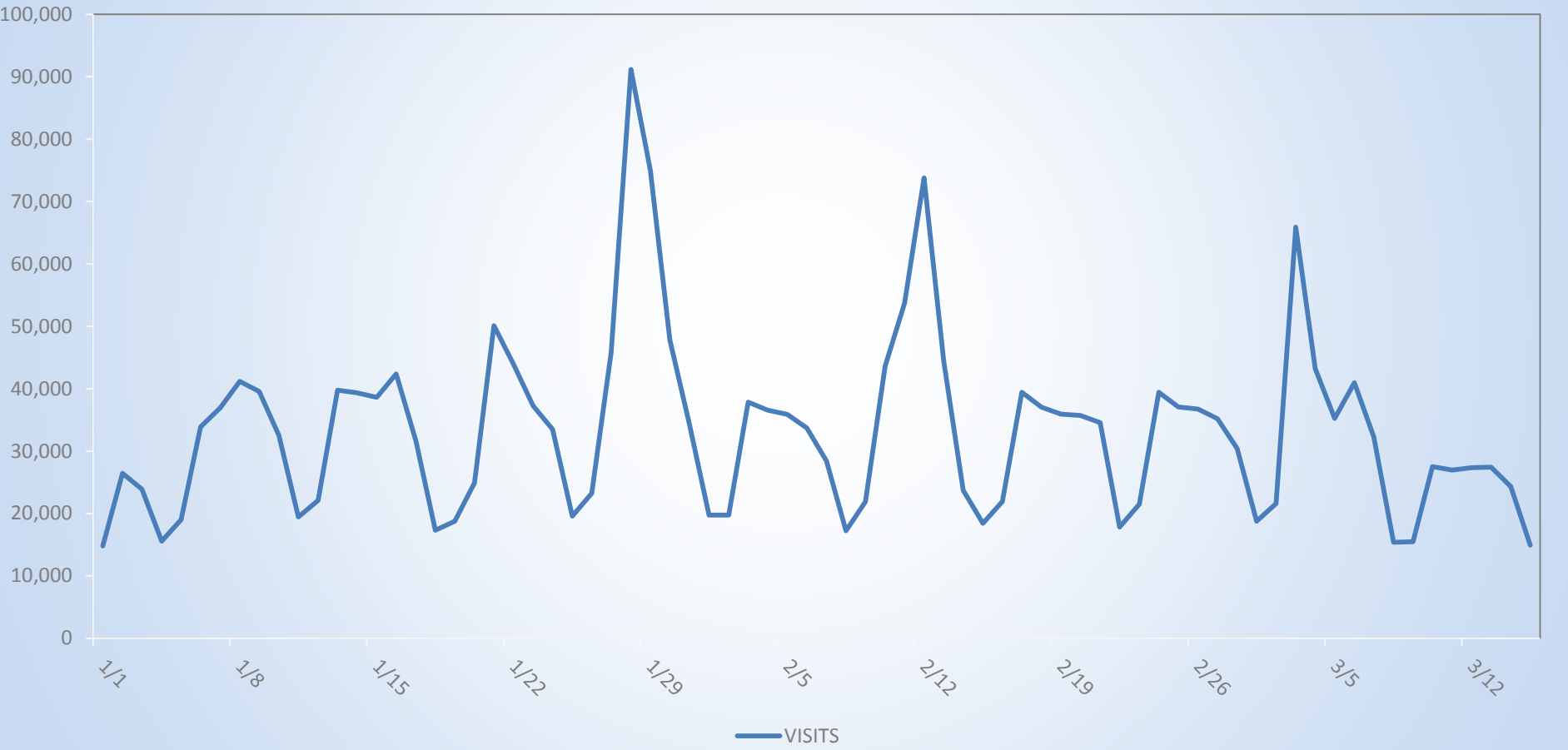
FDA Proposes New Food Labels

CNN (The News Room)

February 27, 2014

UNC.edu Site Visits

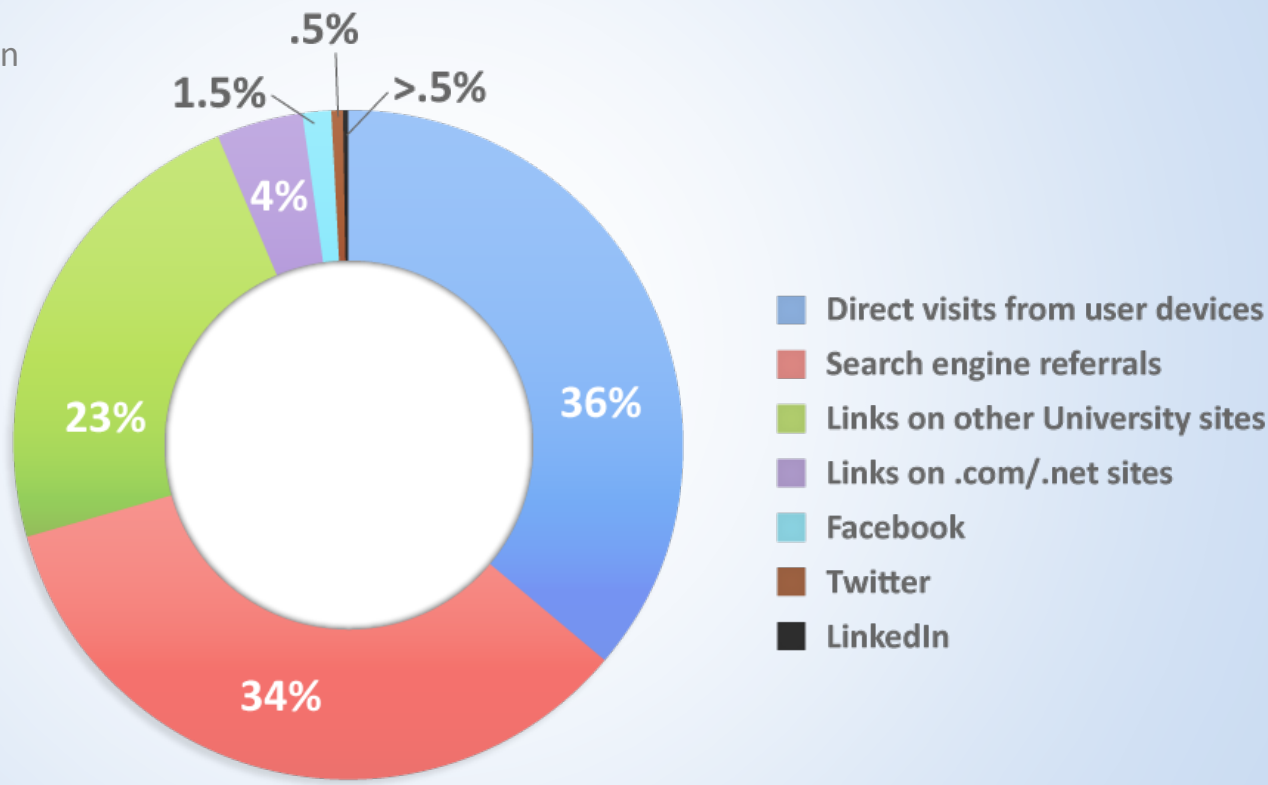
January 1 – March 17



UNC.edu Site Access

January 1 – March 17

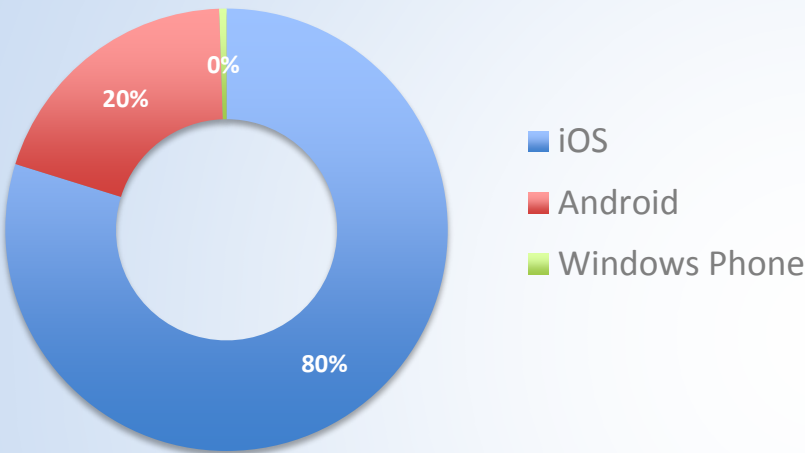
- 2.61 million visits
- 934,960 unique visitors
- 5.35 million pageviews
- 3:38 minute average visit duration



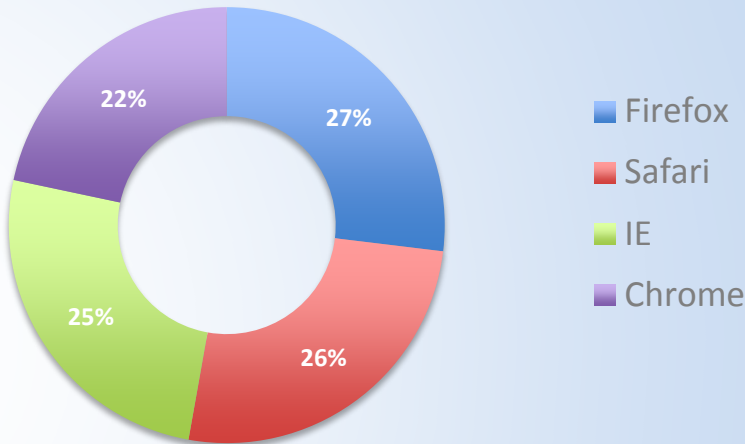
UNC.edu Site Access

January 1 – March 17

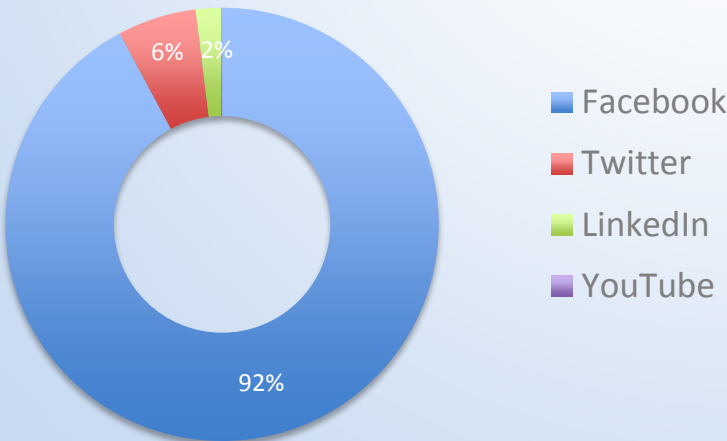
Percentage of Mobile Visits – *by OS*



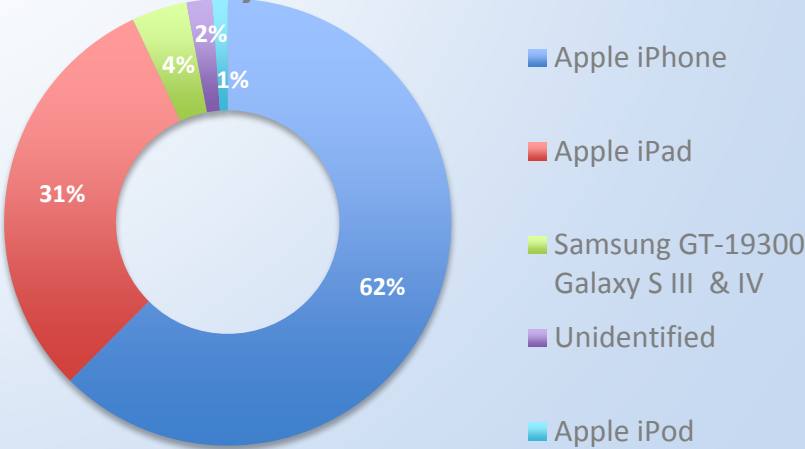
Percentage of Visits - *by Browser*



UNC.edu Views - *by Social Platform*



Percentage of Visits on Mobile Devices - *by Device*



PAID MEDIA

The Public



What is it that **binds** us to this place
as to no other?

It is not the **well** or the **bell** or
the **stone** walls.

Or the **crisp** October nights
or the memory of **dogwoods** blooming...

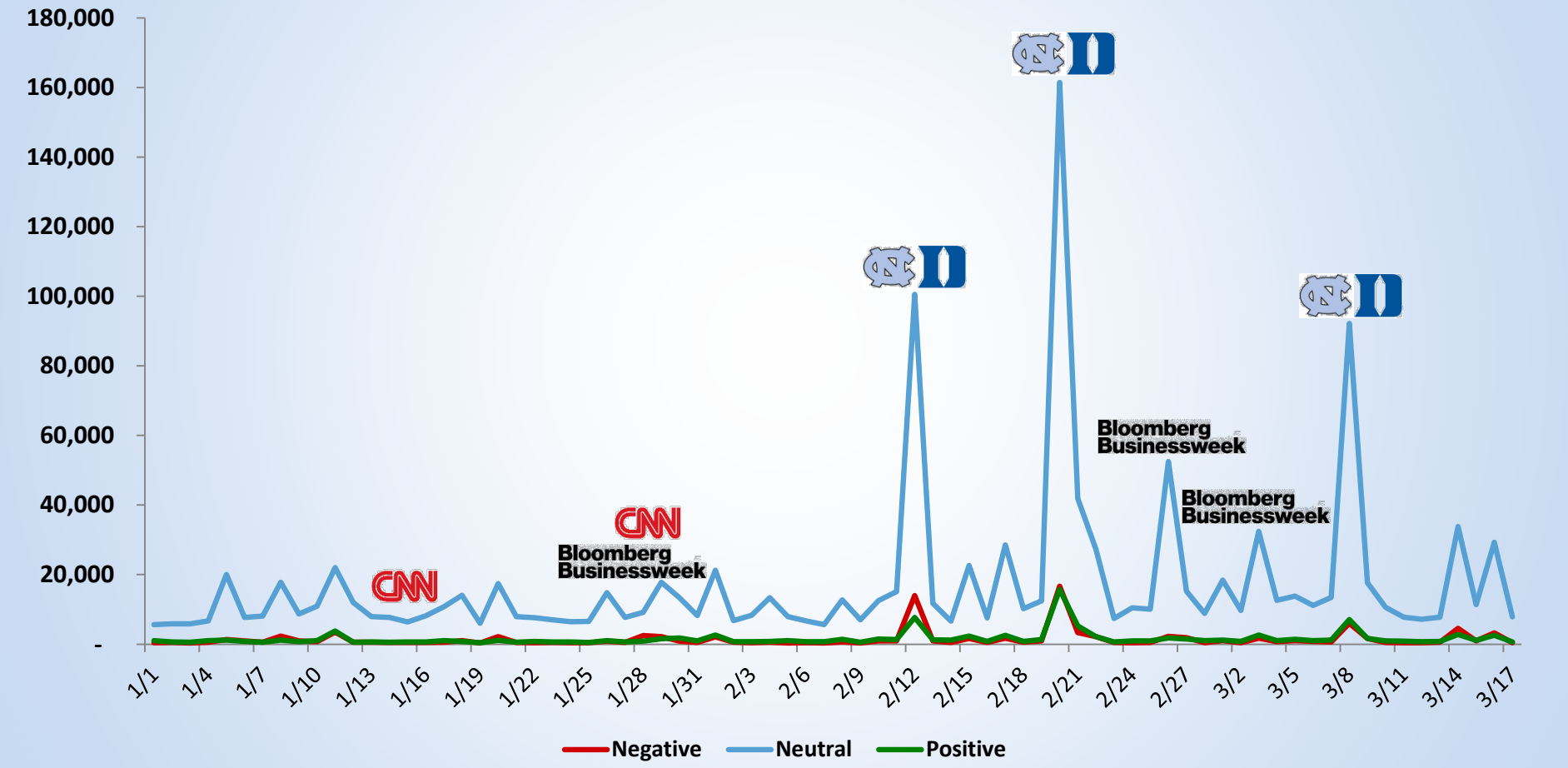
...No, our **love** for this
place is based on the fact that it is,
as it was **meant** be, the

University of the people.

-Charles Kuralt
Class of 1955

UNC Online Conversation

January 1 – March 17





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