

UNIVERSITY COMMUNICATIONS STRATEGY GUIDE



UNC Charlotte is a powerful driver of progress in one of America's most dynamic regions. The University is poised to provide the talent, creativity, expertise, programs, and partnerships vital to Charlotte's ongoing emergence into national and global prominence.

Every day we see the evidence of our remarkable trajectory: nearly 30,000 students experiencing the promises of opportunity; 900 faculty members transferring their talent through relevant teaching and research; and 130,000 alumni shaping the futures of their communities and re-engaging in the life of their alma mater.

INSTITUTIONAL COMMUNICATION GOALS

URBAN RESEARCH

Raise institutional profile as a leading urban University providing high-quality industry and community-based research

CIVIC IMPACT

Build awareness of the civic benefit University provides to our region

DIVERSITY AND INCLUSION

Reflect diversity of race, ethnicity, gender, age, ability, and demonstrate the breadth of University programming

CAPITAL CAMPAIGN

Aid successful execution of *EXPONENTIAL: The Campaign for UNC Charlotte*

BRAND PILLARS

OPPORTUNITY

UNC Charlotte provides broad access to students, affording them life-changing education and career opportunities

TALENT

UNC Charlotte is a leading developer of intellectual capital in various forms of professional talent, entrepreneurs, applied research, partnerships and business incubation

STUDENT EXPERIENCE

UNC Charlotte provides a rich student experience with a mix of modern resources to help students develop socially, culturally and intellectually.

IMPACT

UNC Charlotte spearheads collaborative programs and partnerships that serve to meet the needs of the region and serve as an economic engine

STORY THEMES

- Student and Alumni Success
- Faculty Success
- Campus and Charlotte Experiences
- High Impact Programs
- Growth and Energy

BRAND PERSONALITY

- Energetic
- Entrepreneurial
- Active and Engaged
- Futuristic
- Approachable