

Using Student and Alumni Success to Tell Your Graduate School's Story

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UNC
THE GRADUATE SCHOOL

UNC-Chapel Hill

- Research intensive; flagship
- 30,000 students
 - 8500 graduate students
 - 2500 professional students
- The Graduate School
 - 27 full time staff
 - 19 graduate student interns
- Communication team
 - 3 staff; 4 graduate student interns

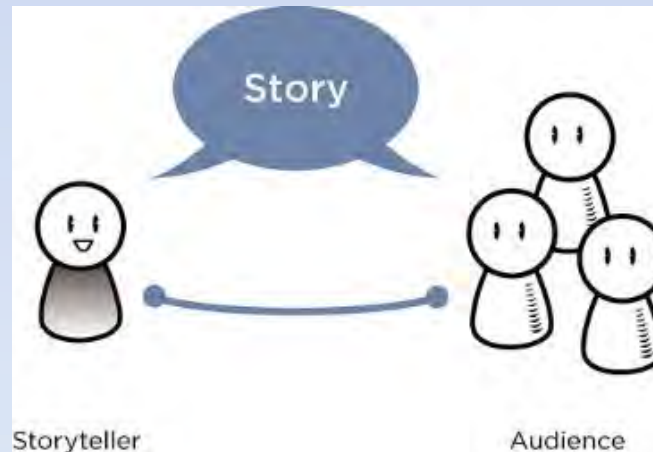


Hooding Ceremony



Identifying Good Stories

- Strategies for identifying and shaping stories
 - Impact/Horizon Awards
 - Annual 3MT competition
 - Newsletters
 - Reception for Summer Research Fellows



Impact & Horizon Awards

- Recognize research with impact in NC
- Students nominated by graduate program
- Selected by faculty committee
- Profiled by Graduate School



Annual 3MT Competition

- Open to all students
- Fairly easy to implement
- Surfaces incredible stories that are ready to share



Newsletters

- Newsletters – an opportunity to profile students and alumni
- Monthly Diversity and Student Success stories
- Quarterly alumni communications
- Metrics



Summer Research Fellows

- Graduate school awards summer fellowships
- Fall reception for fellows
- Each fellow speaks for 1 min
- Trove of stories



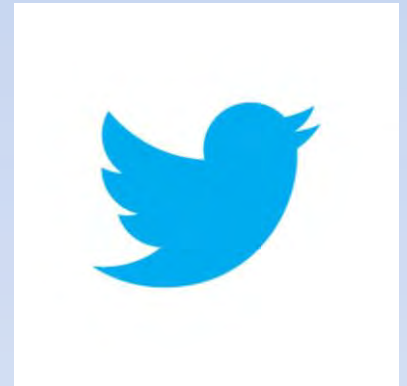
Using Stories to Promote Graduate Education

- Integration into communication channels
 - Social media – Facebook and twitter
 - Publications (print and electronic)
 - Online gallery of impact
- Influencing stakeholders
 - Graduate Education Day at the Capitol
 - Celebrating graduate student accomplishments



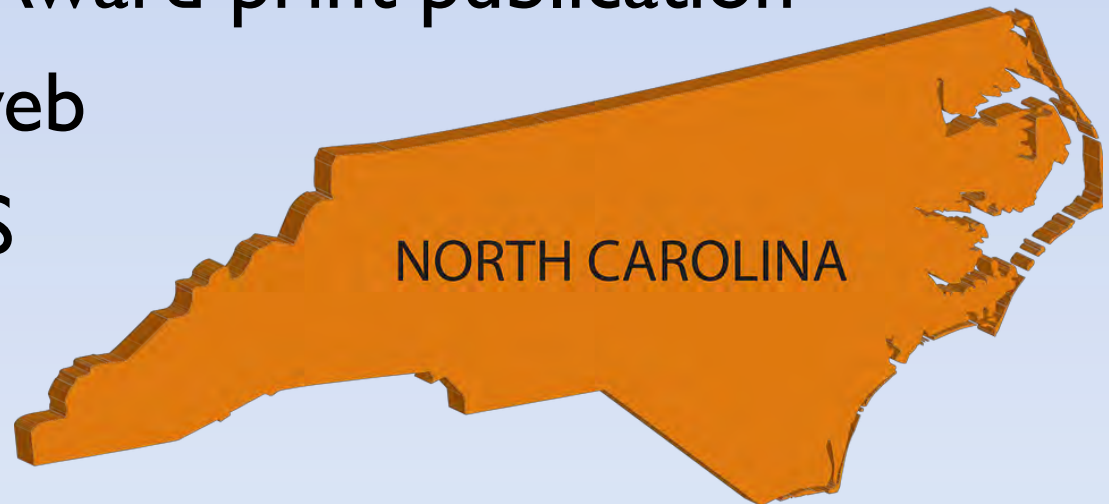
Social Media

- The twitter account reaches students
- The Facebook account reaches alumni
- Both of these accounts are managed by a graduate intern
- Communication manager; on point
- Contact with other units
 - They share our stories with their constituents



Publications

- Three newsletters each year
 - Two electronic and one print
 - Reach over 40,000 students and alumni
- Impact/Horizon Award print publication
- Gallery on the web
- Shared with CGS



Summer Research Fellows

- Annual reception for fellows and donors
- Opportunity to share success stories
- Broad invitation list
 - Internal communication
 - External communication
- Fundraising



Graduate Education Day

- A North Carolina event involving all graduate students
- Posters and meetings with legislators
- Promote graduate education
- Educate legislators
- Share success stories



Quick Takeaways

- 1) Develop a communication plan
- 2) Provide an opportunity for faculty and students to identify compelling stories
- 3) Use electronic and social media to integrate into communication channels
- 4) Use graduate student interns for social media

