SESSION DESIRED OUTCOMES

- **Session Desired Outcomes:**
  - **Achieve greater understanding of your specific audiences and their motivations**
  - **Begin to think about your best practices based on understanding your audience(s), and your goals**
  - **Gain knowledge about trends**
  - **Increase knowledge of available resources**
  - **Gain ideas from peers**

  - **What else is on your mind?**

GRADUATE PROGRAMS MARKETING – AGENDA

- Creative Brief Discussion – Understand Your Audience(s)
- Trends and Messaging – Nationally and at UNC Charlotte
- Digital Focus: Websites In Particular
  - Must Haves, Analytics, Photos, Training
- Other Resources
  - Templates – Print Materials (Handouts, Posters, Etc.)
  - Digital Newsletters
  - Toolkits
  - Graduate School Recruitment Fair
- Branding and SACS

Creative Brief Activity

- **Who Is Your Audience?**
- **What Is Driving Them?**
- **Does Your Messaging Line Up With Their Motivations and Needs?**
- **Key Messages and Supporting Messages**
  - **What Differentiates You?**

GRADUATE PROGRAMS MARKETING – TRENDS

- **Adult Learners Require A Return on Investment**
  - **Evidence-Based Researchers**
  - **Cost Weighs Heavily – Aside from Accreditation, Financial Considerations Ranked Most Important – Strong Economy Can Be Factor**
  - **Career and Financial Growth Needs Are High**
- **They Are Digital Consumers – With High Expectations**
  - **Must Find Relevant Information and Complete Tasks Quickly Using Digital Resources – Online is 1st or 2nd Source**
  - **1: Responsiveness to Inquiries, 2: Resources on Website; 3: Email, 4: Communication w/ Individual Faculty**

Source: "Understanding the Shifting Adult Learner Mindset," EAB, 2019

GRADUATE PROGRAMS MARKETING – TRENDS

- **They Are Extremely Pragmatic**
  - **Focused, Purpose-Driven, Strategic**
  - **They Want to Limit Steps Needed**
  - **Almost Half in EAB Survey Applied To Just One School; 75% to 3 or Fewer; Younger People Applied to More Than Older Respondents**
  - **52.5% Spent Less Than 2 Hours On Application; 52% Indicated Mobile Applications Were At Least Somewhat Important**
- **Adult Learners Require Flexible Options**
  - **Need To Balance Life and School**
  - **Length of Program, Online, Hybrid, Flexibility**

Source: "Understanding the Shifting Adult Learner Mindset," EAB, 2019

UNC CHARLOTTE BRANDING CAMPAIGN

CAMPAIGN PURPOSE

Shift the current perception of UNC Charlotte from an evolving commuter school to a full-fledged research university Charlotte is proud to call its own

KEY THEMES FROM DISCOVERY

EVOLVING SCHOOL -> URBAN RESEARCH UNIVERSITY

DIVERSE, VIBRANT STUDENT BODY & CAMPUS LIFE

BRAND = ACCESS + ASPIRATION

SCHOLARSHIP AND RESEARCH DIRECTLY TIED TO ECONOMY OF CHARLOTTE & NC

HIGH QUANTITY OF ALUMNI IN CHARLOTTE WITH OPPORTUNITY TO ENGAGE

CONNECTIVITY TO CHARLOTTE IS A KEY SELLING POINT

UNC CHARLOTTE BRANDING

TAGLINE: ACADEMICS
Education is the passport to the future. UNC Charlotte is driven by the idea to provide opportunity and access to the intellectual capital that has helped build one of the nation's most vibrant regions.

-- **Explore your future.**

TAGLINE: RESEARCH
Research is fundamental to the mission of UNC Charlotte. We leverage our location in the state's largest city to offer internationally competitive research programs and creative activity, cultivating new knowledge and opportunity.

-- **Spark your curiosity.**

Together, we make Charlotte

CURIOUS

We are all Niners

UNC CHARLOTTE

UNCC.EDU/NINERS

WEBSITES – CHECKLIST

- Graduate Program contact name
- Graduate Program contact email
- Program name
- Degrees available
- Description geared to audience and its goals and needs, along with words that potential students search for
- Button (Learn more) – link to catalog
- Button (Apply now) – link to http://gradadmissions.uncc.edu
- Alumni successes - either list a few locations and jobs or Q&A features

- Answers to: How much, How long, and What do I get?
- Deadlines, recent news, events (ONLY if you can keep current
- Frequently Asked Questions.
- Photo as a header – but not too many photos (search engine)
- Social media buttons
- Button on the main landing page
- Faculty successes, areas of research
- Student accomplishments
- Key statistics: placements of graduates, time to completion, student body profile