

UNCSA Chief of Staff Report

UNCSA Communications Report

- Regarding the website, the web committee has been finalizing decisions regarding the content management system and site hosting, event calendaring system, and virtual tour and campus map. The virtual tour and campus map subcommittees combined because of overlap in goals. The web committee and others on the campus have been reviewing the content design models (two rounds of comments) and the copy decks for voice and tone (two rounds of changes).
- UNCSA'S Office of Communications won four awards in the recent 30th Annual Educational Advertising Awards, sponsored by Higher Education Marketing Report (formerly Admissions Marketing Report). We took GOLD for the magazine ad series "Your Passion Today. Your Profession Tomorrow." We took SILVER for the Performance Calendar and for the School of Drama recruitment poster. We took MERIT for the School of Filmmaking recruitment poster. Educational Advertising Awards is the largest educational advertising awards competition in the country. This year, more than 2,000 entries were received from more than 1,000 colleges and universities from all 50 states.
- Terri Renigar has been making our final recruitment advertising push for spring in programs for events such as Aspen Music Festival, Spoleto Festival, American Dance Festival, and Eastern Music Festival. UNCSA ads will also appear in trade publications such as the schools/conservatories issue of Pointe magazine, Southern Theatre college guide, and the Variety Education Impact Report. She's also been placing 50th anniversary ads to commemorate our birthday.
- Terri Renigar also coordinated our behind-the-scenes photography of *Guys and Dolls* with assistance from alumna Mary Reading, our temporary assistant.
- Lauren Whitaker has been sharing an incredible amount of good news with the press and on social media. Remember you can always find our press releases on the front page of the website; after a couple weeks, they will appear in the Press Releases archive, here: <http://www.uncsa.edu/visitorscenter/releases.htm>. UNCSA has recently appeared on such media outlets as National Public Radio, Backstage, and Winston-Salem Monthly. And of course Chancellor Bierman was a special guest on Carolina Business Review on statewide public television. You can find where we've been mentioned on UNCSA in the News, here: <http://www.uncsa.edu/visitorscenter/inthenews.htm>.



- Because of Lauren Whitaker's social media talent, our Facebook and Twitter likes/followers are more than 10,000. Facebook reach alone has averaged 20-30,000 a week, but has soared to 110,000 – without the use of promoted posts!
 - The 2015 Commencement program is at the printer. At 20 pages, it's almost as much of a production as the ceremony itself!
 - We're are finalizing our recruitment videos that are being created by a local film alumni group, Process Pictures.
 - We'll be updating our recruitment collaterals for reprinting -- primarily the posters for each arts school. We will create a new suite of materials using the new branding next fiscal year.
 - We are beginning to plan the summer magazine!
-

UNCSA Marketing & Presenting Report

- As of April 7, 2015 we have 584 expected attendees to the *Guys & Dolls* Gala on April 11, 2015
- Four Chancellors will be in attendance
- Current gross revenue: \$419,000
- We are expecting to net \$281,000 (\$130,000 above our original goal)
- Highest number of corporate sponsors in UNCSA gala event history, representing \$157,000 in sponsorship