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

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• 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