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Communications and Public Affairs (CPA) works to build the UNH brand through digital and print communications that advance the mission of the university. CPA also manages media relations and web content and directly supports a wide range of marketing and communications efforts across the university’s three campuses in Durham, Manchester and Concord.

During FY2018, CPA completed some 150 projects of all sizes for its university partners, from comprehensive marketing campaigns for prospective students to multi-mode support for critical fundraising initiatives and an array of initiatives that engage key stakeholders. While not comprehensive by any means, the following pages highlight some key outputs in our five priority areas: recruitment, advancement, New Hampshire engagement, research and leadership and branding.
CPA works with partners across the university to develop integrated marketing and communications campaigns to attract and enroll prospective students. In FY18, CPA helped develop dozens of strategic campaigns to key audiences including traditional undergraduate students and their parents, transfers, professional graduate students and international students. Key messages focus on creating a positive perception of UNH’s brand, convincing high-achieving students that they belong at UNH, and showcasing UNH’s unique qualities and capturing authentic diversity and culture. From direct mail to digital (including both organic and paid social and landing pages) to video and outdoor advertising, campaigns are executed across multiple channels.
UNH’s undergraduate student recruitment-focused landing page — unh.edu/here — was developed by CPA with a look and feel tied to the university’s undergraduate digital and print marketing campaigns. A dynamic, student-centric page with videos, student stories, slide shows, rankings information and more, the site serves to raise perception and awareness to prospective students and their parents who may not be familiar with UNH’s location, academics, student life and admissions processes.

Launched in July 2017, the “here” landing page has received more than 150,000 visits from prospective students all over the United States. The embedded location video, developed and produced by CPA, highlights UNH and the vibrancy of Durham as well as its proximity to other region highlights. The video has been popular on social media and received multiple industry awards.

Awards:
33rd Annual Educational Advertising Awards – Gold Winner
Education Digital Marketing Awards – Gold Winner
Case District 1 - 2018 Excellence Awards Program – Bronze Award

Social Media Interest:
Facebook: 117, 379 reach, 43,666 views
YouTube: 30,378 views, 20,584 for advertising; 74% view time
Every year, UNH admissions purchases the names of high school juniors who have taken the PSAT and whose profiles and interests most closely match the UNH undergraduate student admissions profile for initial solicitation. At a time when these students are being inundated with admissions materials from colleges around the country, the challenge was to create a piece of collateral that would stand out.

This engaging poster pairs UNH landmarks with key recruitment messages and invites readers to visit UNH.edu/here to learn more about the undergraduate experience at UNH. The poster was sent to 73,000 high school juniors across the country in March, coinciding with the beginning of the prospective student recruitment cycle.
In FY18, CPA partnered with admissions and enrollment management to develop a suite of assets to support international student recruitment, an area that had seen very limited marketing attention in the past. CPA designed and launched a robust international landing page and several video assets, including testimonials featuring students from China, South Korea, India and Ethiopia. The videos were produced in both English and students’ native languages and highlighted key student experiences at UNH. CPA also created a separate promotional video — used on the web, in digital and social advertising, in a broad range of countries and by admissions in direct student communications — to convey UNH’s position as a center of academic excellence and research that also offers an opportunity to live in a safe and friendly college town in New England.
Professional graduate programs benefited from a first-ever cross-functional collaborative marketing effort in FY18. Grouping several priority programs into five clusters — business, engineering and technology, healthcare, education and public policy — CPA partnered with deans from multiple colleges, the university’s Web & Mobile Development group, admissions and enrollment management to create a series of digitals ads, landing pages and billboards to generate interest and capture leads.
As part of University Advancement, CPA works with alumni relations, annual giving, donor relations and development to support UNH’s fundraising and engagement objectives.

We help to strategize and produce a range of communications and marketing materials that include publications, messaging and integrated promotional campaigns and appeals with print, email, online, social media and video assets.
UNH Magazine is the university’s most widely distributed alumni engagement collateral and arguably its oldest, having been published in its current form since 1998. The 80-page periodical, which comes out every spring, fall and winter, is distributed worldwide to more than 130,000 alumni and locally to community partners and businesses. It is written, edited, designed and photographed by CPA staff with very limited supplementary freelance resources.

In FY18, UNH Magazine served as a key vehicle for sharing regular updates with the university’s alumni community regarding CELEBRATE 150: The Campaign for UNH — UNH’s largest and most successful fundraising campaign. FY18 issues also highlighted the tenure of Mark Huddleston, UNH’s 19th president, and the first issue to publish in FY19 will introduce Jim Dean, UNH’s 20th president and Huddleston’s successor, as well as a comprehensive review of CELEBRATE 150.
CELEBRATE WITH US IN Denver

DENVER ALUMNI RECEPTION
Tuesday, March 20, 2018
6 – 8 p.m.
Grand Hyatt Denver
1750 Welton Street
Denver, CO 80202

SPEAKER
Michael McCann, J.D., L.L.M.
Associate Dean for Academic Affairs
Professor of Law and Director of the Sports and Entertainment Law Institute, UNH

What are the legal implications of concussions, and what does the concussion crisis mean for the future of sports in America?

IT’S THE MOMENTS THAT MATTER
CPA partnered with the University Advancement annual giving team to produce creative assets for The (603) Challenge, a time-bound, participation-focused online campaign featuring underwriter-provided matching funds and bonus challenges as donor incentives. An online quiz engaged the audience before the challenge started; postcards, UNH Magazine advertising and other communications emphasized program support and the ease of giving to any area on campus. The challenge website tracked results in real time — more than $500K from more than 5,000 donors in six days.
IMPACT is a 16-page publication highlighting the impact of gifts to UNH that is published twice annually, in fall and spring, to support the stewardship and cultivation of donors. During CELEBRATE 150, it has mailed to a list of approximately 8,000 that includes members of foundation boards, lifetime and other giving societies and donors who have given $1,000 or more to the campaign.

CPA collaborates with colleagues in development and donor relations to identify stories and work with donors. CPA staff members write, edit, photograph and design the publication. In FY18, we began adding IMPACT stories to the UNH Today publishing platform, which has a weekly email reach of almost 70,000 subscribers, making these profiles available online to a significantly broader audience.
CPA is leading UNH’s efforts to raise awareness of the university’s positive impact on New Hampshire’s economy and quality of life. Building statewide awareness will help us to increase pride in, and support for, UNH among key stakeholders, including elected leaders, businesses, alumni, prospective students and New Hampshire residents.
The STEMbassadors program is an educational outreach initiative in the College of Engineering and Physical Sciences (CEPS) aimed at providing STEM educational experiences to the K-12 community throughout the state of New Hampshire. Led by the CEPS communications manager, a team of more than 50 undergraduate students provides education, inspiration and hands-on STEM activities to students and teachers in all 10 New Hampshire counties. CPA also has provided photo and video support.

STEMbassadors have conducted about 400 classroom sessions, comprising 1,000 in-class and 4,000 out-of-class volunteer hours, and reached more than 15,000 K-12 students. The initiative was featured at the 2018 annual meeting of the International Technology and Engineering Education Association in Atlanta, Georgia.
From educating the future to conducting groundbreaking research and outreach, UNH is making life better in New Hampshire. But despite measureable positive impact in every corner of the state, UNH has struggled over the years with its perception among multiple constituencies, including citizens and legislators. To address this perception gap, CPA developed an integrated campaign, the first of its kind for the university, that ran on TV, radio and digital with high reach and frequency across the state. It was also repurposed on our own university social and digital content channels. The campaign focused on all the great work UNH does to positively impact the state.

During a four-week flight our combined reach and frequency was 76% reach of our target population with a frequency of 11.2 times.
The CPA media relations team works with colleagues across campus to promote the university in local, state, regional and national media outlets. That outreach to media is enhanced when paired with video content and results in strong visual stories to help advance the university's highest priorities — which include efforts to develop and deepen mutually beneficial UNH/business partnerships throughout New Hampshire.

A pitch and video highlighting student summer internships at pharmaceutical manufacturer Lonza Biologics have been used to build the university’s case to state leaders and members of the legislature for capital investment in biological sciences, highlight the university’s collaboration with businesses around the state and shine a light on the opportunities for real-life work experience UNH provides.
In May, CPA hosted its third annual "UNH Day" at the New Hampshire State House. Twenty-two programs from across campus brought UNH to the state capital in Concord to demonstrate the many ways the state's flagship research institution drives the Granite State's economy and strengthens our nation-leading quality of life. More than 150 lawmakers and staff attended.
Research communications seek to elevate the reputation of UNH as a major research university by creating awareness of the meaningful impact and overall excellence of UNH research. To bring power to these messages, we focus on six areas of true research leadership for UNH: ecology and the environment, marine, space, climate change, American history and vulnerable populations. In FY18, our two largest efforts — SPARK research magazine and the Research on the Edge advertising campaign — targeted university peers and other key influencers.
One of the most visible and tangible vehicles for promoting UNH’s reputation as a major research university, SPARK saw its fourth annual edition published in FY18. Organized around the theme of the impact UNH’s research had (or will have) on ordinary citizens, the issue showed readers how UNH research is addressing the problems and promises of an aging population, using acoustics technology to enhance our understanding of the environment, advancing manufacturing — a major economic driver in New Hampshire — and improving the health of Great Bay. CPA more than doubled the reach of the publication over previous issues, increasing distribution to include all UNH faculty, all New Hampshire guidance counselors and a robust list of New Hampshire key influencers.
To help UNH increase its US News and World Report ranking, CPA launched a campaign (now in its second year) targeting “key influencers” — university leadership and guidance counselors who vote in the rankings. This campaign led with UNH research to enhance our reputation among university leaders.


At the University of New Hampshire, we find answers where you wouldn’t expect. Like on more than 20 NASA satellites, which carry research from our Space Science Center as far as the edge of our solar system. And because students are essential research partners on these projects, we’ve managed to launch some stellar careers along the way.

Welcome to the edge of possible: where intellectual curiosity is rewarded with exciting research opportunities and challenging academic programs. Here, students thrive under the mentorship of Guggenheim and Carnegie fellows and winners of the Pulitzer and other honors. Whether it’s blasting research into space or training tomorrow’s guardians of intellectual property, we exist to help our students create possibilities for our world.

unh.edu/edge
CPA supports UNH leadership with strategic internal and external communications, providing consistency in messaging, and promotes the university’s major initiatives, achievements and positions through media relations, public affairs, government relations and advancement/fundraising relations.
In 2017, UNH sought to further its national leadership in sustainability by seeking STARS Platinum status from the Association for the Advancement of Sustainability in Higher Education—a distinction previously held by only one university. CPA worked with the university’s Sustainability Institute on multiple projects to secure Platinum status and to shore up the visibility of existing sustainability efforts. Among other deliverables, we developed a roadmap publication that outlined the Sustainability Institute’s strategic plan for the next five years, created a video animation for the sustainability learning module that was submitted with the institute’s STARS application, and designed a series of banners with key sustainability-related messages, which have lined Main Street since summer 2017.

UNH received STARS Platinum status in September 2017, becoming at the time one of only three universities in the nation to earn it.
CAMPUS CLIMATE CAMPAIGN

UNH has been among the many universities to experience incidents of offensive speech and other uncivil behaviors during the past year. To help improve the campus climate and perceptions about it, CPA partnered with UNH administrators to create communications that help effectively and regularly share our core values of diversity, civility and inclusion and showcase the steps we are taking to build a better UNH.

We developed concepts and scripts for an inclusion “anthem” video that will be filmed later in 2018, launched a PSA-style video series to facilitate conversations about potentially uncomfortable topics and developed a series on UNH’s primary news site for articles and information related to these important efforts.

We provided social media outreach to support the university’s Unity Day initiative and continued to partner with the town of Durham to enhance town/gown relations.
CPA played a central role in UNH’s spring 2018 announcement of the appointment of Jim Dean as its 20th president. As the search process had been confidential and Dean would not be on campus for the announcement, CPA wanted to create an opportunity for him to speak directly to the community and residents of the state. We worked closely with the chair of the search committee, President Dean and the communication staff at the University of North Carolina to prepare a comprehensive and personal introduction package that included a news release, corresponding talking points and messages to many audiences, a webpage with photos, quotes, background information and a video message and interviews with major media outlets in the state.
Within the first month of the UNH.edu homepage overhaul project, average time spent on the website spiked to three minutes, up 11 percent over the previous time period.

The CPA digital team leads the strategy, design and execution of key UNH.edu websites and marketing campaigns. One of FY18’s marquee digital projects was the overhaul of the university’s top-visited webpage, the UNH.edu homepage. After analyzing website metrics, user behavior trends and competitive benchmarks, the digital team replaced the outdated static homepage content slider with a dynamic promotional video and redesigned other page elements to better align with key university priorities.

To amplify the visibility of major events and news stories happening on campus, CPA implemented a fully customizable “toaster” popup box in partnership with Web & Mobile Development that allows custom messages, images and calls-to-action to be promoted seamlessly across all UNH.edu websites at any time.
CPA is responsible for the university’s main social media accounts, including Facebook, Instagram, Twitter, LinkedIn and Snapchat. The #UNHSocial team uses these channels to promote key messages to prospective and current students, parents, faculty, staff and alumni and to support UNH’s position as a leader in research, innovation, technology, academics, athletics, philanthropy and campus life.

To meet the need for regular innovation that characterizes social media, CPA introduced several new tools in FY18. These included “Cat Chats,” a student-led version of “On the Spot” hosted on Instagram Stories, and UNH Podcats, a 26-episode podcast series. We also increased the frequency of our UNH Alumni Instagram takeover series, first launched in 2017, from weekly to twice a week, with a two to three-month waiting list for alumni interested in participating.

**UNH Social Media at a Glance:**

- Facebook: 54,000 followers
- Twitter: 27,100 followers
- LinkedIn: 97,310 followers
- Instagram: 21,345 followers
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<th>Name</th>
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<td>Allison Battles ’02</td>
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<td>Mica Stark ’96</td>
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<td>Christina Trujillo ’99</td>
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<td>Jacob Withee ’16G</td>
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07 Communications and Public Affairs Staff
We live in a state where you are always on the edge of a new vista, a NEW POSSIBILITY: the coast of the Atlantic or a start-up in a renovated mill, the profile of the White Mountains or one of the world’s great concentrations of cultural, intellectual and technological INNOVATION.

We live on a human scale. We’re a research university where RELATIONSHIPS MATTER, where kindness and compassion are shared values, where collaboration is a source of inspiration.

We live in a state that’s rugged, resourceful, resilient. We’re built for people who see beyond obstacles, who take pleasure in meeting a challenge, who take pride in ATTEMPTING THE IMPOSSIBLE, struggling and discovering a new way forward.

We do some of the world’s most AMBITIOUS, adventurous research and intellectual work.

We’re driven to imagine alternative possibilities and develop effective SOLUTIONS.

We cultivate a flexible, pragmatic mind and an IDEALISTIC HEART.

We’re not trying to be famous. We’re trying to do good work, love the process and GET RESULTS.

Our goal isn’t to make headlines. Our goal is to MAKE CHANGE.

From every corner on earth, we come together to live — to thrive — on the EDGE OF POSSIBLE.