



UNIVERSITY
Research
WEEK

University Research Week

an annual celebration of Carolina's research excellence

History

- Began in the UNC College of Arts & Sciences in 2017
- Guidance from the Provost in 2019 to expand it to a true university-wide celebration

Goals

- Celebrate current research excellence and achievement at Carolina.
- Showcase opportunities for students to discover and engage in research and scholarship.



University Research Week

inclusive of the entire research enterprise



Two Lead Planning Offices

Office of Research Communications & Office of Undergraduate Research

- Lead planning efforts on identifying dates and theme
- Develop brand and website
- Manage event calendar on website
- Coordinate featured events
- Send out "Save the Dates"
- Engage key partners early and often to host their own unique events
- Provide templates for event planners to use for marketing
- Work with content creators in the College, schools, departments, and centers and institutes to encourage sharing of research content during the week

Student Engagement Throughout the Week



Workshops



Seminars



Tours

endeavors

Stories powered by UNC Research

endeavors.unc.edu | 2023 - 2024

MEASURING WATER FROM SPACE

A new NASA satellite is recording the first global survey of Earth's water cycle with unprecedented accuracy — and Tamlin Pavelsky is verifying its data from North Carolina to New Zealand.

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Machine Learning and
Our Universe

PAGE 8

The UNC School of Data
Science and Society

PAGE 36

America's Favorite
Flavor: Vanilla

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THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
123 West Franklin St., Suite #600B
Carolina Square — CB #4306
Chapel Hill NC 27599-4106

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A CLIMATE of CHANGE at CAROLINA

October 23 - 27, 2023

More information at researchweek.unc.edu

**The 3
Things
We Do
Each
Year**

1: Align the Theme

2: Build the Framework

3: Integrate the Magazine/Content

2019:

The Ceiling is the Moon

1. "University Research Week"
2. Encouraged participation from all parts of campus, but did the heavy lifting with events
 - 42 events held throughout the week
3. Magazine featured undergraduate field experience, supported the week-long push to encourage student research activity

HOT TIP: You may not have an astronaut, but you certainly have your own influential alum or person of influence that students and community members resonate with.

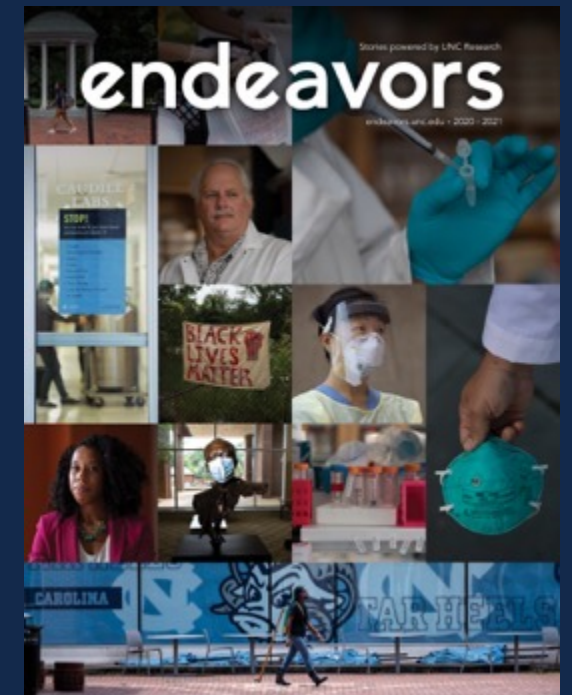


2020:

The Pivot

1. "Tackling COVID" (of course it was)
2. All virtual
 - 42 events + "On demand" offerings
3. Magazine leaned into highlighting our COVID heroes

HOT TIP: Partnering with our University Development Office allowed us to utilize their more sophisticated virtual platform (for free!) and expand our reach to their distribution.



2021:

Don't Call it Comeback

1. "Research Perseveres"
2. Events mostly remained virtual, with some in-person workshops
 - 72 events
3. Magazine highlighted the continued operations of our research throughout the pandemic and lockdowns

HOT TIP: If you can't host a large, in-person event, a series of smaller, more tailored presentations can be an effective substitution.

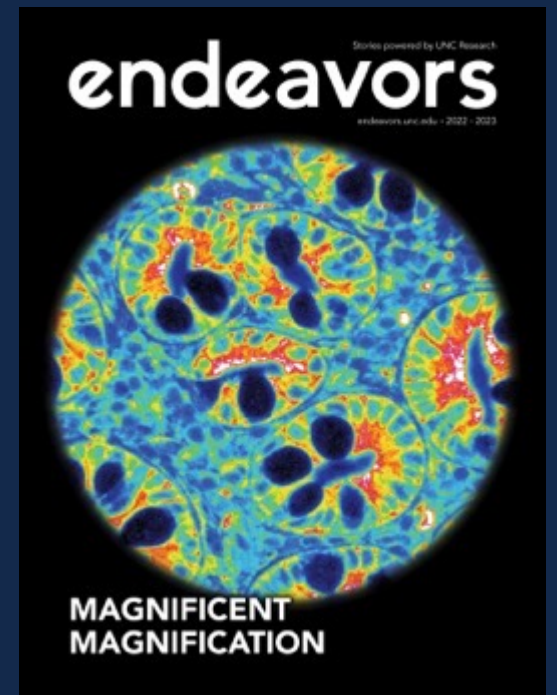


2022:

Called Up to The Show

1. "What's Next?"
2. A healthy, safe mix of in-person and virtual events with participation from every school on campus
 - 65 events
3. A broader theme allowed for more creativity with the magazine's coverage

HOT TIP: Partnering with/leveraging existing annual events expands awareness (and eases the burden!) of the celebration.



2023:

It's Getting Hot in Here

1. "A Climate of Change at Carolina"
2. Tried to cut back on events, but we're victims of our own success
 - 67 events!
3. A strategic cover story aligned with (and drove) the theme

HOT TIPS:

Use your mascot for promotions!

Offer credit for attendance if possible!



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BACK to **BASICS**

October 21-25, 2024

Cross Campus Comms

Office of Research Communications

- Manages promotions for event
- Creates special edition of digital *Endeavors* content featuring University Research Week participants the month before
- Partners with Carolina's Alumni Review for distribution of print magazine ahead of the celebration
- Covers events throughout the week

Office of University Communications

- Creates a "story experience" on homepage week of
- Promotes event through flagship accounts
- Pitches events and keynote speakers to media

College, Schools, Individual Organizations

- Promote individual events
- Create and publish URW-specific content

More Helpful Tips & Tricks

- Choose dates that work
- Use an intake form to track and manage events
- Decide on a cutoff date for event submissions and stick to it
- You don't need a huge budget - get creative
- Send reminders often
- Create and distribute a toolkit for individual event hosts
- During the week, collect daily attendance
- Post-event surveys can help future events succeed



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Thank you!

