

MARKETING AND COMMUNICATIONS NEWS



New Annual Report, Impact Resources Available

Access the latest annual report for NC State Extension on our Stats and Strengths page, along with new handouts and data that highlight the value of Extension and our impact across the state.

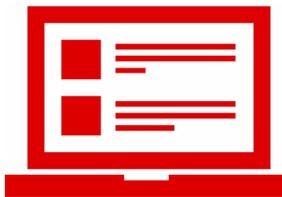
[Find more »](#)



Story Development Tools Make Program Promotion Simpler

A new section of the brand site offers guidance for identifying, planning and telling a brand-building Extension story. We've included handouts, tools and examples to make it easier to connect with your audiences and promote your impacts.

[Get started »](#)



Extension Marketing Team Page Launched

Our NC State Extension Marketing and Communications team is here to help promote success for all of Extension. Learn more about who we are, how we operate and what we can provide to support your outreach and grow the brand.

[Visit site »](#)

Resource Roundup

New Marketing Templates

We've developed a collection of Word templates that employees can customize. The first batch of templates carry the N.C. Cooperative Extension mark, but more templates are on the way in the coming months.

[Download here »](#)

Online Store Offers Brand Apparel,

Promos

If you haven't explored the new online store, check it out! We've partnered with a vendor to offer branded items for both our N.C. Cooperative Extension partnership and NC State Extension. *University login required.*



[Get started »](#)

More Brand Site Additions

We consistently add new and updated materials to the brand site, so check in regularly and let us know if you have ideas for other resources.

PowerPoint Slides and Templates

- [N.C. Cooperative Extension](#)
- [NC State Extension](#)

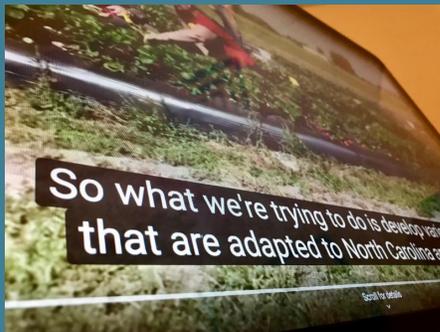
Social Media Messaging

- [N.C. Cooperative Extension](#)
- [NC State Extension](#)

Presentation Posters

- [NC State Extension](#)

Cool Tech Tool | Rev.com for Video Captions



Captioning videos is more than a best practice, it's a requirement that ensures equal access to our video content. Using a captioning service like Rev.com can simplify the process - for \$1 per minute of video, they'll transcribe your video and send a file to load for captions.

[Learn more »](#)

Building the Extension Story Pipeline

In addition to new [story development materials](#), we've introduced a dedicated [Extension story submission form](#). The new process will help you shape the content you're submitting so it's more readily accepted for publishing, as well as assist you with developing more effective Extension stories for local outreach.

You can also submit events and announcements for the CALS Intranet and weekly newsletter by following the [guidelines here](#). Please plan ahead and use CALS Communication's [Project Request Form](#) when design and development support is needed.

Quick Links

[Extension Story Submission Form](#)

[Project Request Form](#)

CALS Intranet

- [Announcements](#)
- [Events](#)

Learn more about posting to the [CALS Intranet here](#).

Howl About CALS is Cultivating Community

Have something great to Howl About? CALS wants to hear from you.

Howl About CALS was created to provide faculty and staff an opportunity to share thoughts, opinions and ideas on how we can work together to drive continuous improvement and celebrate all that makes CALS great.

You can also view results from the CALS employee and community survey, as well as share what's important to you. *You'll need to login with your Unity ID.*

[Visit the site »](#)

[Marketing and Communications Newsletter Archive >>](#)

VISIT THE BRAND SITE FOR MORE:
go.ncsu.edu/ExtensionBrand



NC State University and N.C. A&T State University work in tandem, along with federal, state and local governments, to form a strategic partnership called N.C. Cooperative Extension.

NC State prohibits discrimination and harassment on the basis of age, color, disability, gender identity, genetic information, national origin, race, religion, sex (including pregnancy), sexual orientation and veteran status.

