

## MAY 2018: NEWS AND UPDATES



### Monthly Extension MarComm Newsletter

## We're just getting started...

Welcome to our new marketing and communications newsletter for Extension employees. Each month we'll share **News and Updates** on our latest Extension marketing initiatives and resources; **Tips and Tools** to help you promote your work; and **Strategic Guidance** on how to become a more effective communicator.

We've heard your feedback, and we want to do a better job of keeping you informed and equipped. We'll highlight valuable materials, feature examples of great marketing from across the state, as well as review industry trends and tools that can optimize your impacts and help you grow your programs.

This newsletter is the first of several major marketing-related resources coming this summer – stay tuned for more updates!



## We Grow N.C. media campaign celebrates CALS, Extension

A new CALS media campaign beginning this week is highlighting the ways that NC State impacts local communities every day. The “**We Grow N.C.**” campaign is built around five strategic themes that Extension supports statewide (We Grow: Opportunities, Solutions, Communities, Economies, Talent). Extension employees can tie their work back to these themes to help bolster awareness – what you do every day is growing this state – it's time to start talking about it!

[Learn More »](#)



## Employees driving successful rebrand for Extension

Congratulations and a big thank you to all Extension employees for supporting and implementing our revamped Extension brand during the first year! We've made tremendous strides forward. Please continue to check and replace materials that don't reflect the new brand standards, including materials like handouts, forms, apparel, signage and so forth.

[Learn More »](#)



## Event marketing toolkits, online system on the way

We're currently creating Extension banners, table displays and other materials as part of an event marketing toolkit that will be available online. Kits are being developed for each district, as well as campus programs, and will be available through an online reservation system. You will have the option to choose from a menu of resources to address specific outreach needs. Until then, some popular promo and county signage [items can be ordered here](#).

*More to Come Soon!*

## WHERE CAN I FIND EXTENSION BRAND RESOURCES? [go.ncsu.edu/ExtensionBrand](http://go.ncsu.edu/ExtensionBrand)

The Extension brand site offers guidance on:

- Business cards, name badges and stationery
- Logos and style guidelines
- Signage and promo items
- Templates for marketing materials, e-newsletters, PowerPoint and more

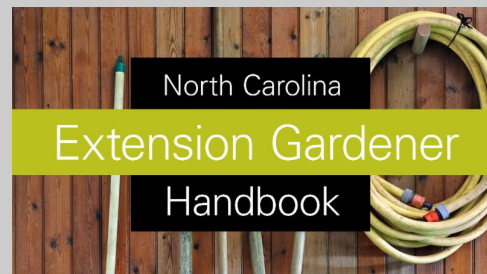
...among many other materials.

## Hot off the press...



### HOMEGROWN VIDEOS EDUCATE, CONNECT N.C.

NC State Extension recently [launched a web video series](#) called Homegrown. The new program aims to reconnect people to the food, landscapes and agriculture of North Carolina through videos highlighting tips and tools from Extension experts



### THE N.C. EXTENSION GARDENER HANDBOOK

The award-winning North Carolina Extension Gardener Handbook is the essential resource for gardening and landscaping. Each county should receive a copy, and books can be [purchased from UNC Press](#). Code for 30% discount: **01GEH30** (employees

across the state.

[Visit the site »](#)

only).

[View the handbook »](#)

## Excellence in Extension Communications

Marketing is an essential element of programmatic success. As such, we'll be recognizing examples of effective marketing that we come across that best exemplify our Extension brand.

It could be an individual or team. It could be a county center or campus program. It could be YOU. To kick things off, our first Extension communications rock stars are from the [Currituck County Center](#).

The Currituck crew have embraced video in a big way, launching their own monthly "In the News" video series, as well as producing an excellent 2017 annual impacts video.

[Watch on YouTube »](#)



**Example of Excellence**  
Currituck County Center

## Additional Resources

[County Signage and Promos »](#)

[Extension Annual Report | Stats and Strengths »](#)

[Ordering Extension Publications »](#)

[Photo Resources and Galleries »](#)

### Quick Poll

How receptive would you be to using marketing templates (brochure, flier, etc.) in Word format?

Very receptive

Select

Somewhat receptive

Select

I don't feel strongly one way or the other

Select

Somewhat unreceptive

Select

Very unreceptive

Select

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 and N.C. A&T are collectively committed to positive action to secure equal opportunity and prohibit discrimination and harassment regardless of age, color, disability, family and marital status, gender identity, genetic information, national origin, political beliefs, race, religion, sex (including pregnancy), sexual orientation and veteran status.

