From the Desk of Paul Mason...

It's a privilege to kick off this new “From the desk...” feature of the Child & Family Research Network (CFRN) newsletter.

From time to time, many of us have heard the comment, “UNCG is a well-kept secret.” Well, I’d like to let everyone in on our little secret. In early April, I joined UNCG with the mission of helping the university raise its profile, not just locally, but across North Carolina, the Southeast, the U.S. -- even internationally.

There’s a lot to be proud of at UNCG. With nearly 18,000 students and 3,000 faculty and staff, UNCG is the largest university in the Piedmont Triad and the most diverse public university in North Carolina. UNCG is one of the three founding UNC system universities with our 125th year just around the corner.

Although scale and longevity help describe our presence, the most important stories we need to tell should focus on the academic achievements of our students and the outstanding work performed by our faculty, both inside and outside of the classroom. The “Do Something Bigger Altogether” marketing campaign that has been developed...
over the past several years serves a platform for highlighting our individual and collective successes, but we must tell these stories more widely through PR and social media.

As CFRN members, your work centered on the welfare of children and families is important because of the outcomes and impact you make on our community locally, nationally and internationally. It’s also representative of UNCG’s culture of service and something that we should promote as part of our effort to build our reputation so we can attract students and generate greater financial support from alumni and other donors.

To tell these stories, University Relations needs to know about them. That’s where I’d like to ask for your help. I suspect that you’re working on something that would be of interest to others on and off campus. To gain recognition for you and UNCG, I would ask that you share your story with the University Relations team. If you’re conducting interesting research, let us know. Receiving a grant? Let us know. Publishing a paper? Let us know. Presenting at a conference? Let us know. Have an interesting point of view on a topic that is timely and in the news? Let us know.

Putting your story in lay terms will help us share it with a wider audience, so I would encourage you to share these items with me (paul.mason@uncg.edu) in a simple summary to describe your work. The summary should cover answers to a few basic questions so we can share it with the media: What is your research/topic about? What impact will your work have on students, the community or others? How does your work involve our students? What would the general public find interesting about your work?

Together, we have an opportunity to let others know about the great scholarly activity, research and academic achievement taking place at UNCG so that it’s no longer a well-kept secret. Best wishes for a successful 2014-15 academic year!

Paul Mason  
Associate Vice Chancellor,  
Marketing & Strategic Communication

A challenge from the CFRN Communications Committee:

In an effort to better broadcast the great work being conducted by our members, we challenge every CFRN member to submit at least one lay summary to Paul this academic year. Please email Pam Baldwin (cfrn@uncg.edu) a copy so we can keep a record of the success of this initiative. We have collected example lay summaries and draft press releases from CFRN members. You can see these examples by clicking here. Special thanks to our members who drafted these examples:
CFRN Lunch Series

September 24th, 11am - 1pm
Kirkland Room, EUC

“World of possibilities for funding”
This lunch will be a discussion of federal and private foundation funding lead by Aubrey Turner of OSP and Julia Jackson-Newsom of ORED.

Please RSVP to CFRN@uncg.edu by September 17th

October, 21st, 11am - 1pm
Kirkland Room, EUC

Topic TBA
Please RSVP to CFRN@uncg.edu by October 14th

Fall Conference: “Developmental Perspective on Learning from Birth to College”

November 21st, 8am – 5pm
EUC Auditorium

Featuring keynote Speaker Oscar Barbarin from Tulane University and scholars from UNCG.

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In August we hosted a methodology meet and greet and learned about these great methodology resources on campus. The Office of Assessment, Evaluation, and Research Services (OAERS)
Contact Randy Penfield (rdpenfie@uncg.edu) for more information.
Statistical Consulting Center (SCC)
Contact scc@uncg.edu

Look for this new feature on our website in the coming months. Please help us by emailing cfrn@uncg.edu when your work is cited, featured, or discussed in the media. Direct links to the source, whenever possible, would be ideal.