

2002-2003 Annual Report
Director of College Relations
Emily P. Parker

Public Relations activities for 2002-2003 included 74 placement of articles relating to the College of Textiles, six television spots, and four placement of ads featuring Six Sigma. The highlights were as follows:

- CNN featured T-PACC and their research in Protective Clothing. Featured Dr. Roger Barker, Dr. Tushar Ghosh, Dr. Marian McCord
- National Geographic article titled, “Dream Weavers,” featuring high-tech textiles featured T-PACC and Pyroman
- Extensive coverage in the Autumn 2002 Alumni Magazine. Articles on:
 - NC State Opens State-of-the-Art Textile Laboratory
 - Great Expectation – Senator John Edwards
 - Nanotechnology: Science’s Hottest Microscopic Topic
 - Medical Textiles: The Fabric of Our Lives
 - Textiles Concentration Tailored for Jobs – Medical Textiles
- College of Textiles Alliance with the Institute of Textile Technology was covered in a news release, The News and Observer, Textile World, TextileWeb.com, and Southern Textile News
- “Proctor and Gamble donates patents to the College of Textiles” (news release) was featured in NC State Bulletin, Southern Textile News, and Textile World
- NC State Achieve Website features an interview with Dr. Roger Barker
- Homeland Security interview with Dr. Donald Thompson of T-PACC was carried on WB22 Local News
- News Release and Media Kit “Protecting the Protectors,” in August 2002 featuring T-PACC Homeland Security efforts and Rep. Ethridge and Price. Was also covered on NBC 17 local news and TV 14 local news
- “High Tech for Old Industry” article in the Greensboro News and Record featured high-tech textiles and a graduating senior at the College of Textiles
- “Rainbows, Made to Order” an article featuring Dr. David Hinks and color science was in the News and Observer
- “A Bet on Textiles, Despite Doomsayers” featured in the New York Times quoted Dean Blanton Godfrey.

(See attachment for complete listing)

Marketing activities for 2002-2003 were concentrated on creating a branded look for the college. This was accomplished through the following materials:

- Undergraduate Recruiting brochure
- Tradeshow Booth
- Flash Video
- PowerPoint Slide Templates for Faculty and Staff

- TOP Distance Education Brochure
- Began work on redesign of website
- Began work on Undergraduate Recruiting CD

Other marketing activities included:

- Updating “Weaving the Dreams of Tomorrow” video to include medical textiles and nonwovens
- College set up booth at Heimtex 2003 in Frankfurt, Germany
- Achieve Campaign will feature Roger Barker in Summer 2003 through ad placement in North Carolina Business and the Alumni Magazine as well as NCNN radio. The “Achieve” website already features Dr. Roger Barker in a video and short article.

Alumni Relations activities for 2002-2003 included:

- Alumni Mentoring Program developed for incoming freshmen
- Recruiter’s Reunion was held September 2002 at the BTI Center
- College of Textiles Annual Tailgate was held September 2002
- Wolftext, the college newsletter, continued to develop email/web version and was able to stop printing in December 2002
- Second Annual Retired Faculty and Staff Luncheon held in March 2003
- Worked in conjunction with the Annual Fund to develop an email letter with our new graphic identity to send to all alumni with email addresses. The email asked for a gift of \$50 or more.
- Continued to work with the Alumni Association to encourage our alumni to join.

Plans for the upcoming fiscal year include:

- Redesign of website to include new branded look
- Develop logo for the college
- Continue to incorporate the “Achieve” theme into our marketing materials where applicable.
- Develop Textile Engineering and Polymer and Color Chemistry brochures
- Develop new undergraduate mailing brochure
- Develop new News Annual Report
- Continue to grow Alumni and Friends email mailing list for Wolftext
- Continue to cultivate relationships with the press
- Discover new ways/places to get the College of Textiles news out
- Continue to build national coverage or areas that will give the college a wide range of coverage