



# NC State 125<sup>th</sup> Anniversary Celebration

Faculty Senate  
November 15, 2011

# 125<sup>th</sup> Anniversary Celebration

- Begins on March 5, 2012 and ends one year later
- Will consist of a number of “signature” 125<sup>th</sup> events
- The celebration should create excitement, unify campus and build a “buzz” about NC State
- Lay the groundwork for a fundraising campaign that will silently launch on July 1, 2013



# Logo & Theme:

**NC STATE  
UNIVERSITY**



**125  
YEARS**

**NC STATE  
UNIVERSITY**



**125  
YEARS**

**NC STATE  
UNIVERSITY**



**125  
YEARS**



**NC STATE UNIVERSITY | 125  
YEARS**



**NC STATE UNIVERSITY | 125  
YEARS**

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# Tradition + Transformation

# Preferred Outcomes of the Celebration

- Build pride among faculty, staff, students and alumni
- Create a stronger emotional bond between current students and their university
- Increase knowledge of the priorities of the Strategic Plan
- Build/reinforce notion that NC State is the University of the future, and the most important one in North Carolina
- Reduce barriers to interdisciplinary collaboration across campus/campus unification

## Preferred Outcomes (cont.)

- Enhance appreciation of NC State's research and outreach strengths in:
  - Energy, the Environment and Sustainability
  - Educational Innovation
  - Health and Well-being
  - Economic Development
  - Safety and Security
  - Leadership Development



## Preferred Outcomes (cont.)

- Increase understanding of the history of NC State, and its importance to the state, nation and world
- Reduce the number of people who say, “NC State doesn’t tell its story”
- Increase appreciation in the legislature of the important role that the university plays in the state’s economic development
- Create understanding of funding priorities for the next campaign
- Have some fun!!

# Primary Audiences

- **Faculty & Staff** – create a new level of pride; begin to build stronger campus culture
- **Students** – new level of pride; create the next generation of engaged alumni
- **Alumni** – enhanced level of pride in their alma mater



## Secondary Audiences

- **Prospective students** – attract additional out-of-state and international students; attract more transfer students
- **Friends/Supporters/Partners**
- **General Public/Local Leaders**
- **Legislators**

# 125<sup>th</sup> Major Activities

- Founders Day Dinner – March 5, 2012
- 125<sup>th</sup> on-campus kick-off event for students, faculty, and staff
- Juried art competition/a signature piece of public art
- Library exhibit(s) on the history of the University
- Dedication of the Hunt Library in October 2012
- Major student event
- Homecoming 2012
- Founders Day Dinner – March 2013



## Other Activities

- The University community, including the regional alumni networks, will be encouraged to host other events that tie into 125<sup>th</sup> celebration outcomes
- All events across campus, even those that are held annually, will be encouraged to adopt the 125<sup>th</sup> logo and brand



# Thoughts...