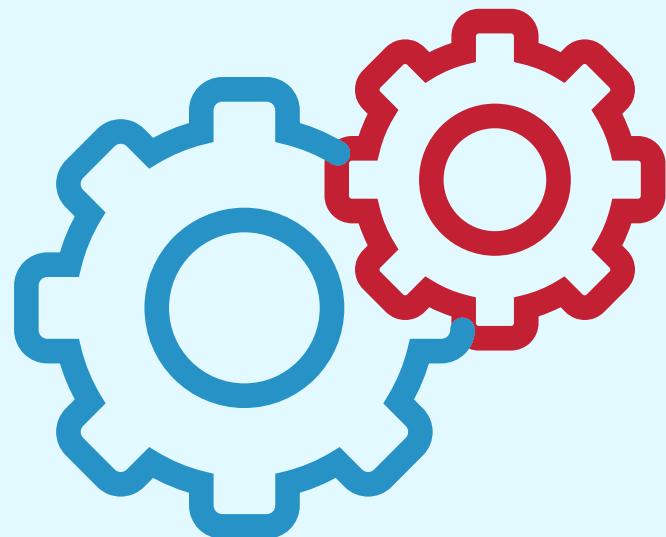


THE NORTH CENTRAL COLLEGE



CENTER FOR STARTUPS

MITCHELL HEINZ
ARDEN KURHAYEZ
COURTNEY KURHAYEZ
JULIA VOCH

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COMMUNITY MEDIA ALERT

(SAMPLE PITCH TO JIM KENDALL OF THE DAILY HERALD)

Subject Line 1: North Central College Center for Start-Ups Coming 2020

Subject Line 2: North Central Purchases Building in Downtown Naperville

Dear Jim Kendall,

We have read your articles and blog about starting and growing a business, and believe that our story would be of interest to you.

North Central College will be converting a three-story building in downtown Naperville into a student start-up incubator, called The North Central College Center for Start-Ups. As one of only a few college-operated start-up incubators in the nation, the incubator will help to provide students with the necessary tools, skills, and resources that they will need to create their own start-ups both while they attend the College as well as beyond.

North Central College has resided in Naperville for almost 150 years, but this purchase marks the first time that the College will own property in downtown Naperville. This will foster mutually beneficial working relationships as well as further integrate the campus into the Naperville community.

North Central alum Michael Blight, our angel start-up investor and member of the North Central College Board of Trustees, highlights the importance of keeping the incubator within the community:

“Our students will have the opportunity to build their businesses from the ground up, learning from the expertise of faculty, staff, alumni, and community partners. North Central College played an integral role in my own business career, and I want to give students a center to aid them in their own business ventures.”

The purchase will officially close on July 1, 2019, and the Center will launch in Spring of 2020. We will send you an invite for the grand opening event early next year.

Please do not hesitate to contact me via email at mitchellheinz@noctrl.edu or by phone at 1 (877) 734-0763 for additional quotes and information.

Sincerely,

Mitchell Heinz

mitchellheinz@noctrl.edu

STUDENT MEDIA ALERT

Subject Line 1: New Business Opportunity for Students

Subject Line 2: Student Start-Up Opportunity

Dear Students,

Our college is pleased to announce that we will be converting a three-story building in downtown Naperville into The North Central College Center for Start-Ups, one of only a few college-operated start-up incubators in the nation.

This project will launch at the beginning of Spring term during the 2019-2020 academic year. Any and all NCC students are encouraged to sign-up and take advantage of this one-of-a-kind opportunity.

Some benefits of getting involved with the The North Central College Center for Start-Ups include:

Experience

This start-up incubator will help to provide students with the necessary guidance, skills, and resources to create their own businesses from the ground up. Those who get involved will have the opportunity to receive instruction from our trusted faculty and staff as they work through the business start-up process. It is our goal to give students the tools to build their personal portfolio, while also making an impact on the community.

Networking Opportunities

This project will also help students to network with local organizations, faculty/staff, and other students. Our center will work closely with local businesses and media outlets as projects are developed. This will give students the unique opportunity to develop relationships with organization members outside of North Central College. Additionally, students can form lasting relationships with existing faculty/staff and students. We hope that students can expand their network in a safe, college operated space.

Creative Space

NCC applauds student involvement, and we want to see you take your creative business ideas to the next level in a meaningful way. The Center for Start-Ups will not only give students creative control, but also a level of independence and autonomy. While faculty/staff will be on hand to direct business operations and timelines, it's the students that will help make meaningful decisions while building their brand.

Michael Blight, our angel start-up investor and member of the North Central College Board of Trustees, highlights the importance of keeping the incubator within the community:

“Our students will have the opportunity to build their businesses from the ground up, learning from the expertise of faculty, staff, alumni, and community partners. North Central College played an integral role in my own business career, and I want to give students a center to aid them in their own business ventures.”

We are thrilled that this project is coming to fruition, and we want to see you be a part of it! If interested, please follow the link below to fill out a short survey which asks for your name, contact info, year, and major. We will follow up before the conclusion of the 2018-2019 academic year with more information and next steps for involvement moving forward.

Please do not hesitate to contact me via email at mitchellheinz@noctrl.edu or by phone at 1 (877) 734-0763 with any further questions, comments, or inquiries.

Sincerely,

Mitchell Heinz

mitchellheinz@noctrl.edu

APPENDIX A

Incubator Media List + Keywords

<u>Publication/ Blog Name</u>	<u>Website Link</u>	<u>Blogger/ Journalist</u>	<u>Designation</u>	<u>Email/Phone</u>
Daily Herald	https://www.dailyherald.com/	Jim Kendall	Journalist	Jim@kendallcom.com
1871	https://1871.com	Yun Tai	PR/Blogger	Linkedin.com/in/yuntai86
1871	https://1871.com	N/A	N/A	contact@1871.com
Built in Chicago	https://www.builtinchicago.org	Sam Dewey	Blogger	Linkedin account: Sam Dewey
Naperville Area COC	https://www.naperville.net	N/A	Website	chamber@naperville.net
Crains Chicago Business	https://www.chicagobusiness.com/	Lynne Marek	Senior Reporter	lmarek@crain.com
The Chronicle	https://www.northcentralcollege.edu/program/chronicle	Mary O'Donnell	Faculty Advisor	mkodonnell@noctrl.edu
Naperville Sun	https://www.chicagotribune.com/suburbs/naperville-sun/news/	Suzanne Baker	Journalist	subaker@tribpub.com
2112	https://2112inc.com	N/A	N/A	(312) 300-7996

Keywords to Monitor and Track Story:

1. North Central College + Naperville
2. Naperville
3. Startup Incubator
4. Higher Education + Startup
5. Michael Blight (Key Investor)

APPENDIX B

Facebook Boost Campaign

- Audience: “People you choose through targeting.”
- Location: Naperville, IL, United States
- Age Range: All Ages (alternatively, 20-60)
- Gender: All
- Interests: “Start up,” “North Central College,” “NCC,” “Small business,” “Small Business Saturday,” “Business networking,” “Naperville,”
- Maximum Budget: \$1,000 (variable)
- Estimated People Reached: 37,000-98,000 (based on the \$1,000 budget)
- Start Date: Monday, March 23, 2020
- End Date: Monday, March 30, 2020
- Duration: Boost this post for 1 week

Sample Introduction Post to Boost:

We are proud to announce the launch of The North Central College Center for Start-Ups! Located in downtown Naperville, @NorthCentralCollege has partnered with angel investor and trustee Michael Blight to bring the necessary resources to North Central students to launch their own start-ups. See the attached flyer for more details about what the North Central College Center for Start-Ups is and how you can get involved.

#NCC #NorthCentralCollege #startups #Naperville #NCCstudents

APPENDIX B

Facebook Boost Campaign (Cont'd)

THE NORTH CENTRAL COLLEGE CENTER FOR START-UPS

WHAT IS IT?

The North Central College Center for Start-Ups is a student start-up incubator located in downtown Naperville.

WHAT WILL IT DO?

It will help to provide students with the necessary tools, skills, and resources needed to create their own start-up businesses, and it is one of only a few college-operated start-up incubators in the nation.

WHO IS IT FOR?

It is for students who are looking to start their own businesses with the help of experienced faculty and generous investors.

HOW TO GET INVOLVED

Contact the North Central College Center for Start-Ups for more information on how to submit a proposal or to find out how else you can get involved.

CONTACT

WEBSITE: www.NCCstartups.com

PHONE: (877) 734-0763

LOCATION: 30 North Brainard Street, Naperville, IL 60540

LinkedIn Sponsored Content Campaign

- LinkedIn posts will be targeted towards people who can benefit the Center with their knowledge and expertise, as well as with funding. The main target audience will be alumni and potential investors. Posts will keep viewers up-to-date with the ongoing and new start-ups, as well as inform viewers about how they can help assist each start-up. Adding visuals such as photos or short video clips will add a personal touch to the posts. Adding this human aspect is important to make viewers connect with the Center and the people involved with it, so they will reach out to help.
- A campaign can be set up with the main objective being 'Consideration,' which would focus on showing post engagement. The 'Target Audience' would be customized for the Center's Matched Audiences.

Sample Introduction Post to Boost:

North Central College is proud to announce the launch of the brand new student start-up incubator, The North Central College Center for Start-Ups. The start-up will be located in downtown Naperville, and North Central College has partnered with angel investor and North Central College trustee Michael Blight to bring the necessary resources to North Central students to launch their own start-ups. See the attached flyer for more details about what the North Central College Center for Start-Ups is and how you can get involved.

#NCC #NorthCentralCollege #startups #Naperville #NCCstudents

APPENDIX C

LinkedIn Sponsored Content Campaign (Cont'd)

THE NORTH CENTRAL COLLEGE CENTER FOR START-UPS

WHAT IS IT?

The North Central College Center for Start-Ups is a student start-up incubator located in downtown Naperville.

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CONTACT

WEBSITE: www.NCCstartups.com

PHONE: (877) 734-0763

LOCATION: 30 North Brainard Street, Naperville, IL 60540

APPENDIX D

Facebook Style Guide

Active Account: @NCCstartups

Profile Dimensions

- NOTE: Desktop and Mobile layout visibility differ slightly in terms of dimensions. “Safe zones/areas” are areas on the image that are visible on mobile and desktop screens without being cut off. These areas may change with any updates that occur on the website as it varies based on where the profile image is displayed. Additionally, social media platforms tend to switch between square shapes and circular shapes, so that should be accounted for as well.
 - Profile Photo: 170px by 170px
 - Cover Photo: 820px by 360 px
 - Safe Zone: 640px by 312px

Example Profile Photo



APPENDIX D

Facebook Style Guide (Cont'd)

Example Cover Photo



Social Media Voice

- Maintain a professional tone throughout each post, but do not use an abundance of professional jargon.
- Use an approachable tone when responding to comments and questions.
 - Good example:
 - The North Central College Center for Start-Ups is hosting an open house event on [day/date/year] for students to showcase their start-ups! The event is from [start time - end time] and everyone (students/faculty/community members) are welcome. See the attached flyer for details about the event and to learn more about the North Central College Center for Start-Ups.
 - Bad example:
 - Come to the NCC Center for Start-Ups' first event! Meet students and staff and hear students talk about what they've been working on! See below for more!

APPENDIX D

Facebook Style Guide (Cont'd)

Grammar/Punctuation

- Abide by common grammar rules, avoid typos, and use exclamation points and all-caps for emphasis, but do not overuse them. One or two sentences ending with an exclamation point are fine, as are one or two words per post in all-caps for emphasis. Do not write entire posts using all caps or respond to other users in all caps.

Posting Schedule

- Recommended initial posting times are Tuesdays at 10AM, and Wednesday and Friday between 8AM and 9AM.
 - ‘Facebook Insights’ will allow you to see when your followers are most active online so the above posting times can be adjusted to better reach your audience and account for the changing habits of your followers.
- Post during North Central College’s community hours (Tuesdays and Thursdays from 12PM to 2PM) when looking to reach students.

Post Formatting

- Use proper capitalization and punctuation. Provide short, to-the-point captions (one to three sentences) on posts with an announcement image attached, and medium-to-long captions (three to five sentences) on posts that require more explanation of the image attached.
- Alternate text posts with image-attached posts by necessity: do not oversaturate your timeline with too many images or too many text posts in a row (three or four, maximum). However, posts with images attached are easier to interact with and are more personal. Make an effort through the use of photo tagging to provide names and faces to the people pictured in order to create a personal connection.
- Acceptable Hashtags: #NCC #NCCstartup #NCCstartups etc.

APPENDIX D

Facebook Style Guide (Cont'd)

Repost/Share/Like Guidelines:

- Reserve reposts to posts that are relevant to The North Central College Center for Start-Ups.
 - Example: posts made by employees/students that are relevant to the content that is generated by the Center.
- Like posts that are related to North Central College in order to capitalize on the association and connection that the Center has with North Central College.
 - Example: posts that are created by North Central College clubs, organizations, etc.

APPENDIX E

LinkedIn Style Guide

Example Profile Photo



Example Header Photo



APPENDIX E

LinkedIn Style Guide (Cont'd)

Voice

- Maintain a professional tone throughout each post.
- Use key words (such as “start-up” and “incubator”) when applicable, but make sure to still make the content understandable for those who are not as familiar with professional jargon.
- Use an approachable tone when responding to comments and questions.
- Maintain an energetic, upbeat tone throughout each post.
- Use a friendly and personable tone when responding to comments and questions.
- Keep content relevant and meaningful.
 - Good example:
 - The North Central College Center for Start-Ups is hosting an open house event on [day/date/year] for students to showcase their start-ups! The event is from [start time - end time] and everyone (students/faculty/community members) is welcome. See the attached flyer for details about the event and to learn more about the North Central College Center for Start-Ups.
 - Bad example:
 - Come to the NCC Center for Start-Ups' FIRST event! Meet students and staff and hear students talk about what they've been working on--See below for more!!

Grammar/Punctuation

- Keep all posts typo free.
- Use exclamation points for emphasis (avoid overuse).

Posting Schedule

- Wednesdays between 9AM-10AM.
- Fridays between 9AM-10AM.

APPENDIX E

LinkedIn Style Guide (Cont'd)

Post Formatting

- Use proper capitalization and punctuation.
- Text should correspond with image shown.
- Acceptable Hashtags: #startups #NCC #Naperville (and other related hashtags involving students, investors, etc.)