Marketing Roundtable Meeting Notes

November 20, 2013
Agenda

• Introductions/Opener – Connie Kravas
• Marketing/Communications Vision and Brand Leadership – Mary Gresch
  • Integrated Marketing
• The Husky Experience Initiative – Tomitha Blake, Marisa Nickle
• Updates:
  • Web Update – Gina Hills
  • W License Plate – Danielle McGarrity
  • AMA Conference Update – Molly McCarthy & Candice Douglass
WHAT IS A BRAND?
BRAND = REPUTATION
THE MOST CRITICAL ASSET OF ANY ORGANIZATION.
WHAT IS A BRAND PROMISE?
BRAND PROMISE

What the University of Washington wants to stand for (and deliver), distinctively, everyday.
WHAT IS INTEGRATED BRAND MARKETING?
STRATEGICALLY

BRAND PERCEPTIONS
(owned by audience)

BRAND PROMISE
(owned by organization)
UNIVERSITY of WASHINGTON

STRATEGICALLY

BRAND PERCEPTIONS
(owned by audience)

GOAL CLOSE THE GAP

BRAND PROMISE
(owned by organization)
OPERATIONALLY

CLEAR PROMISE

SHARED STRATEGY

ONE VOICE
PROGRESSIVE RELATIONSHIPS

- Development
- Communication and Marketing
- Alumni Relations
- Admissions and Student Recruitment

LEADERSHIP/LIFETIME GIFTS
- Institutional Ownership
- Volunteer Leadership
- Retention and Graduation

MAJOR GIFTS/VOLUNTARISM
- Institutional Pride
- Volunteer Project Management/Advocacy
- Enrollment

LEADERSHIP ANNUAL FUND GIFTS
- Institutional Appreciation
- Involvement and Membership
- Application

ANNUAL FUND GIFT SUPPORT
- Institutional Awareness
- Attendance/Engagement
- Consideration

BRAND LOYALTY
To support a great university’s vision by shaping the identified behaviors necessary to achieve it:

**INTERNAL OWNERSHIP OF VISION**

**MORE AND BETTER STUDENTS**

**MORE DIVERSIFIED RESOURCES**
Roadmap: Brand & Integrated Marketing Strategy

Immerse Frame Imagine Make Real Implement

UW Integrated Marketing Campaign Roadmap

December 4th
Why is this important?

- What’s at stake is creating a workforce, a society of thinkers, doers, innovators, collaborators, leaders who will sustain our democracy and economic future.

- The gap.

- The challenge.

- The good news.
It takes a campus!

• The Husky Experience is a major and more.
• Every student should have a deep learning experience in a field that interests and challenges them – a major.
• More… our students need a set of skills, insights and knowledge that will provide the foundation for success.
More = What does it mean to be a UW Grad?

All students will have a transformative educational experience – one that helps them discover their passions in life and work, become independent thinkers and citizens, and pursue meaningful and rewarding careers. Students bring with them different experiences and there are many points of entry and many paths to navigate their UW experience. Regardless every graduate leaves with more than they started.
More++

• What does it mean to be a graduate of the University of Washington?
• We want students to have the following skills (some are overlapping):
  - Lifelong Learning/Critical Thinking
  - Leadership
  - Career Strategy
  - Cultural Competence
  - Community Engagement and Public Service
  - Health and Wellness
Lifelong Learning/Critical Thinking
Lifelong Learning/Critical Thinking
Lifelong Learning/Critical Thinking
Leadership

- Coaching
- Motivate
- Inspiring
- Mentoring
- Training
- Building
- Team
Leadership
Leadership
Leadership
Career Strategy
Career Strategy
Career Strategy

DHANASEKAR BHANUSHALI

3850 Waterstone Place
Apt 3147, Richardson
TX 75080-2221

(469) 916-9471
docs@74103@outsidex.edu
www.ntulplex.com/astar

OBJECTIVE: To obtain an internship/job in a position in the field of Computer Science.

EDUCATION:

Master of Science, Computer Science (Networks and Telecommunication) August 2010

The University of Texas at Dallas, Richardson, TX GPA: 3.65/4.0

Bachelor of Engineering, Electronics and Communication May 2008

College of Engineering, Gklnop, Anna University, India

COMPUTER SKILLS:

Operating Systems: Windows, Linux
Languages: C++, C, Java
Networking Technologies: TCP/IP, Routing Protocols, 802.11, WAN
Web / Scripting: HTML, CSS, JS, DO
Database: SQL, MySQL
Network Simulator: Glennic, Packet Tracer 5.0
Packages: MS Office, Adobe Photoshop

AREA OF INTERESTS: Computer Networks, Software Development.

CERTIFICATIONS:

• Cisco Certified Network Associate
• ITIL Certified C Programmer

PROFESSIONAL EXPERIENCE:

Bharat Petroleum Corporation Ltd, Mumbai, India

Project Trainee (Intern)

• Provisioned and maintained the Intranet Architecture for the service facilities.
• Developed an Intranet Document Management System using Microsoft Office SharePoint Server.

CISCO Network, Anna University, Chennai, India

Trainee

• Configured Cisco switches and routers.
• Installation of Intra Network and Troubleshooting Network Services.

HONORS AWARD:

Recipient of Bharat Petroleum Scholarship for Master’s Program from Bharat Petroleum Corporation Ltd, Mumbai, India.

RELEVANT COURSES:

Advanced Computer Networks Operating Systems and Programming
Database Design Wireless Communications
Telecommunication Network Management Programming in Data Structures
Cryptography and Network Security Design and Analysis of Algorithms

Overview

• Highly skilled Health Care Analyst experienced in the strategic design, development, and support of innovative healthcare information management solutions.
• Proven ability to manage ad hoc database development projects.
• Excellent IT project management and business communication skills.
• Bilingual (Chinese/English) Laboratory Staff with well-developed interpersonal skills and technical project development skills.

Software

• Skilled in C, Java, Visual Basic, .NET, and SQL Programming languages.
• Experienced in complex database design and warehouse development projects based on Microsoft SQL Server, Oracle, and Microsoft Access.
• Strong web-based application design and development capabilities including XML, HTML, and ALC.

Education

UNIVERSITY OF BALTIMORE - Baltimore, Maryland
Master of Science in Information Systems, 2006

Projects included:

• Architected a spatial data warehouse for healthcare information management and utilized OGC-based tools for data visualization and analysis.
• Performed a complex data migration from an Oracle database to SQL Server.
• Conceived a comprehensive weapon evaluation system in JAVA to search and extract information from these different web sources.
• Utilized XML and Web Services to build a web-based training system for the VA Pittsburgh Health System that enabled healthcare personnel to select and download a wide array of training videos.
• Developed a comprehensive medical report in XML enabling the platform-independent exchange of crucial health care data.

CAMBRIDGE UNIVERSITY - London, England
Bachelor of Science in Biology, 1996

Work History

UNIVERSITY OF BALTIMORE - Baltimore, Maryland, 2002
Health Information Systems Intern

• Performed data migration, transforming Oracle database to SQL Server.
• Structured spatial data warehouse, gathering geo-based information and census data for a comprehensive study involving specific diseases.
• Developed health information on a map for high-level visualization and analysis using GIS tools.

Registered Medical Technician

SLUMBER AND KETTERING MEMORIAL HOSPITAL - New York, NY, 1995
Laboratory Medical Intern

– Excellent References Are Available Upon Request –
Cultural Competence
Community Engagement and Public Service
Health and Wellness
Please tell our story

- There are many areas on campus contributing to the student experience. We need everyone to help us tell inspirational and aspirational stories!

Thank you
Updates
Alert and Safety Portal – promoting campus safety

The sign-up procedure for UW Alert has just been updated and several new Web pages associated with campus safety have launched. Please share this information in your internal communications and post links to some or all of these sites on your intranet or other places where your audience can find them easily. These sites contain important and potentially life-saving information that our students, faculty and staff should be aware of before an emergency occurs. It’s also important for parents to know what the UW does to ensure campus safety. Signing up for UW Alert is an important part of staying informed and safe.
UW License Plates

The new all-purple UW license plate will be available at any Department of Licensing office beginning Monday, November 25. With $28 from each plate going to support University of Washington students, current UW plate-holders have already donated $1.2 million to the UW General Scholarship Fund. We're hoping that the purple plate will convert some new folks to show their pride with a UW plate and will entice current plate-holders to "trade up" to purple as well. We'll be sharing communications tools to help your school, college, campus or program share the word!
AMA Conference Update
From Molly McCarthy and Candice Douglass

University of California
• The UC system (out of the UC President's office) and their Onward California campaign were very much on display. Jason Simon, Executive Director of Marketing Communications for the University of California System gave the opening keynote and was named AMA Higher Ed Marketer of the Year. Katherine Edwards, their Director of Integrated Communications, gave a great presentation about how they created and shared content to reinforce their brand across multiple channels, including some that are not among our usual suspects (presentation can be viewed/downloaded at: https://www.dropbox.com/sh/mxlt1i7j8q1t3vp/BerLVOa7OU/UC-D4D-AMA-v3-PRINT.pdf).

Higher Ed Institutions Are Making Big, Sophisticated Bets Online (Including many of small ones!)
• Many of the presentations focused on opportunities on the web. Some themes here:
• More presentations were on content strategy than on any other topic
• Even small colleges are dedicating multiple FTEs to their social media programs
• We met multiple individuals who had titles like "VP of Digital Strategy"
• Some interesting projects from other universities:
  – Hamilton College's social media strategy and their aggregator The Scroll
  – University of Arizona's Site-In-A-Box program
  – Ithaca College's microsite that creates an online focus area for their "Ready" brand
University-Level CMOs are Increasingly Common

- Mary Baglivo, Vice President for Global Marketing and Chief Marketing Officer at Northwestern University, also delivered a keynote – she just left a leadership role at Saatchi and Saatchi for Northwestern. We met several colleagues from institutions with new CMO-level marketing leadership.

Crowdfunding is Not Going Away

- There was a great panel discussion about the use of crowdfunding in higher education. The University of Dayton ran a month-long campaign called "I (heart) UD" and had significant success. Ultimately this campaign raised $1.7 million. UCLA has embraced crowdfunding and rather than using some of the more known crowdfunding vendors, it created its own crowdfunding site called Spark. The panel members encouraged marketers to embrace crowdfunding and to serve as consultants to advancement colleagues, as they believe this tool is an important tool in the overall fundraising toolbox.


- Presentations from the conference are in a Dropbox folder that you can access for the next couple of weeks. You can check it out here:  [https://www.dropbox.com/sh/mxlt1i7j8q1t3vp/Nihibv9ot3](https://www.dropbox.com/sh/mxlt1i7j8q1t3vp/Nihibv9ot3)