<table>
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| • Welcome & Introductions  
• David Perry, Seattle Children’s Hospital (30 minutes + 15 Q&A)  
• UW Marketing Update    
  o 150th Anniversary – One Campaign (5 minutes) (PPT and Video)  
  o Highlight of toolkit (5 minutes) (Web)  
• UW Tacoma mini campaign - Beth Luce – (7 minutes) (PDFs and Web)  
• UWAA I love the UW campaign – John Burkhardt (7 minutes) (Web)  
• Unit Announcements, share news from your world (15 minutes)  
• Planetarium show(2:30-3:00pm) |
Welcome & Introductions
Welcome to the new members of the Roundtable. If you would like to schedule time to get to know our UW Marketing team, understand the work we do and explore partnerships, please contact Courtney Coster. Please contact Elise Daniel if you would like to be added to our monthly e-Newsletter “Marketing Matters”.

I. Guest Speaker
David Perry, VP, Marketing and Communications Seattle Children’s Hospital

David Perry gave a wonderful presentation on the branding and social media efforts of Seattle Children’s Hospital.

II. 150th Update
Alanya Cannon

As part of our 150th anniversary celebration, there will be a fall media campaign including TV and online with radio and print TBD. The target dates are end of September through early November. As we move forward with this initiative, we will keep you updated.

Reminder: 150th visual guidelines and art pack are available now on our Marketing website.

III. Unit Showcase
Beth Luce, UWT and John Burkhardt, UWAA

UW Tacoma
On the first day of classes last fall, UWT interviewed students on campus and asked why students chose UW Tacoma for their college. They then used this footage for a variety of print, online, and web advertisements and communications. Check out their webpage here.
For more information, please contact Beth Luce - bethluc@uw.edu

UWAA
A spring membership campaign called “I love the UW” has had great success in engaging alumni. UWAA posed the question “Why do you love the UW?” and has received over 900 entries on their blog -- citing reasons such as our beautiful campus to meeting their best friends to getting a great education. Check out all the entries here.
For more information, please contact John Burkhardt – johnbjr@uw.edu.

IV. Digital Planetarium
Thank you to our friends in Arts and Sciences for setting up the presentation of the new digital planetarium. For more information, check out the A&S Newsletter article: http://www.artsci.washington.edu/newsletter/March11/Planetarium.asp.