Agenda

- Welcome & Introductions
- Unit Announcements, share news from your world
  - Pediatric Dentistry video “Jump” – Dr. Berg
  - BECU/Alumni video – John Burkhardt
- College Promise Coalition – Tricia Thompson
- Email Acquisition Strategy – Elise Daniel and Mairead Reinhard
- UW Marketing Update
  - 150th Anniversary – Key Nuttall
    - Final visual identity – Alanya Cannon
    - Timeline
    - Bringing back our community event
  - Events Update – David Doxtater
- UW 360 Update – Harry Hayward & John Haslam
- CASE District VIII Awards – Tricia Thompson
**Welcome & Introductions**

Welcome to the new members of the Roundtable. If you would like 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. Unit Announcements

- The Graduate School is rolling out a redesigned website.
- The Burke Museum is launching the exhibit “The Owl and the Woodpecker” March 19th.
- OMAD’s annual report can be found on their website.
- The Visitor’s center is making changes to their webpage and adding videos and a comments section.
- Annual giving’s February solicitation dropped this week to 140k households.
- UW Medicine just launched a new ad campaign.
- The Foster School’s Global Social Entrepreneurship Competition was Thursday 2/17. Check out their website [here](#).
- UW Tacoma had record enrollment this winter quarter and created videos for a new ad campaign.
- A&S launched a new website check it out [here](#) and are now sending out print versions of Perspectives, comprised of the last three editions of the online newsletter.
- College of Engineering’s Discovery Days will take place April 22nd and 23rd – check it out [here](#).
  - Six faculty from engineering, chemistry and genome sciences were awarded Sloan Research Fellowships and a professor of computer science and engineering, has been elected to the National Academy of Engineering.
- Admissions offices will be closed to the public Friday 2/18 through March 4th to get through applications.
- UWTV will feature two new shows – stay tuned.
- Libraries, featured on UW 360, showcased the Seattle Camera Club – check it out [here](#).
- P&CCE now offers the UW Accelerated Program for high school students. Students can gain 45 credits and enter UW as a sophomore. More information in UW Today. The UW has announced the UW Online Initiative, a multifaceted effort that expands online program access and will double online course enrollments to 24,000 within three years without using state funding.
- School of Dentistry’s ribbon cutting ceremony at the new Center for Pediatric Dentistry was named best in show by the local chapter of Public Relations Society of America.
This coalition includes a broad spectrum of higher education advocates—including some Washington business and community leaders, labor groups, private colleges and universities, faculty, students, alumni and parents. This group has come together to educate the public about the implications of proposed cuts to public higher education. The coalition has several town hall–style forums called “community conversations” targeted to parents and potential college students planned in early March. Currently there are 11 events planned around the state. UW is helping to orchestrate the following two:

- **Monday, March 7, 7–8:30 p.m.**: Cleveland High School, Seattle,
- **Thursday, March 10, 7:00 – 8:30p.m.**: Mt. Tahoma High School, Tacoma

### II. Email Acquisition Strategy

Elise Daniel and Mairead Reinhard

Elise gave an update on email acquisition numbers and Mairead presented some best practices. Please find both Elise and Mairead’s presentations attached.

### III. UW Marketing Update

150th Anniversary

- Visual ID is final. Art pack and guidelines should be available by April 1st. If you should need this sooner please contact Alanya Cannon – [alcan@uw.edu](mailto:alcan@uw.edu). We will send a message when final art packs are available from the toolkits page of our website www.uw.edu/marketing
- A spring celebration has been approved (similar to the former Washington Weekend); Planning is just beginning so this will be a topic at each meeting. We encourage you to begin thinking about how or if your unit could coordinate with us.
- Please check out the 150th Anniversary webpage to find information on toolkits, important dates and contact information: [http://www.washington.edu/marketing/150th-anniversary/about](http://www.washington.edu/marketing/150th-anniversary/about)

### IV. UW 360 Update

John Haslam & Harry Hayward

3 easy steps to video fame:

1. Call UWTV and tell us what your project is.
2. Identify Assets (video, stills, people resources) and Budget
3. Determine Schedule

Other ways to leverage:

1. Links in your website to stories
2. Promotional spots
3. Community Calendar

Make UW 360 part of your marketing plan and repurpose your video on your Homepage, YouTube, Facebook etc and don’t forget to tell your audience to watch.

For more information contact John Haslam [jhaslam@uw.edu](mailto:jhaslam@uw.edu) or Harry Hayward. [hhayward@uw.edu](mailto:hhayward@uw.edu).

### V. CASE District VIII Awards

CONGRATULATIONS to all our marketing partners who won CASE awards this spring!
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<tr>
<th>Unit</th>
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<td>Undergraduate Academic Affairs</td>
<td>Bronze</td>
<td>Bonderman Travel Fellowship Fifteen Year Anniversary</td>
<td>Video &amp; Multimedia</td>
<td>Kirsten Atik, Filiz Efe, Brook Kelly, Erika Kreger, Suzanne Mercier, Helene Obradovich, Meredith Wisti</td>
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<tr>
<td>UWAA</td>
<td>Bronze</td>
<td>Columns magazine Jason de Leon photo</td>
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<td>UWAA</td>
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<td>Columns Website</td>
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<td>Paul Fontana, Mark Stewart, Julie H. Case, Jon Marmor, Michele Locatelli, Jenica Wilkie</td>
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<td>Foster School in collaboration with UWTV</td>
<td>Bronze</td>
<td>Fostering Leadership TV Program</td>
<td>Projects &amp; Programs</td>
<td>John Haslam, Pamela McCoy, Bruce Avolio, Greg Bigley, Pat Witt, Ann Coppel, Jake Ellison</td>
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<td>Burke Museum</td>
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<td>&quot;Expect the Unexpected&quot; Student Awareness Campaign</td>
<td>Projects &amp; Programs</td>
<td>Kristine Matthews, Jessica Katona, Cassie Klingler, Karin Moughamer, MaryAnn Barron Wagner, Julia Swan, Julie Stein</td>
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<tr>
<td>UW Marketing</td>
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<td>2010 Husky Promise Awareness Campaign</td>
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<td>UW Marketing</td>
<td>Gold</td>
<td>UW Recognition Gala 2010</td>
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<td>UW Marketing</td>
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<td>UW Great Wall of Us</td>
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