HUSKYFEST RECAP

BROAD AND DEEP CAMPUS PARTICIPATION
There was wide participation from schools, colleges, units and organizations all across the UW. The College of Arts & Sciences alone had 22 departments represented in their Dean’s Club Recipient showcases. Additionally, another 21 UW groups staged lectures, events, displays, open houses, etc.

24 musical performances   13 exhibits, displays or demonstrations
23 lectures or presentations 7 dance, drama or literature performances
21 special events happening in conjunction with HuskyFest 4 open houses
16 exhibitors plus 41 Earth Day exhibitors 3 featured artists

CAMPUS RESULTS
- Attendance at the Burke Museum on Saturday was 880, up from the typical 100-150.
- School of Dentistry gave out approximately 7,000 toothbrushes at their Red Square Fair booth.
- At the College of the Environment open house over 500 ice creams were handed out.
- Planetarium shows were all at capacity – approximately 200 people total.
- All 5 Philosophy lectures were full – over 30 people at each.
- Admissions Tours had over 250 people for tours and only ¼ were targeted by Admissions the remainder signed up through the HuskyFest website.
- Poplar Hall tours attracted approximately 350 people.

HUSKYFEST ATTENDANCE
Over 26,000 students, faculty, staff, alumni and visitors spent time in the Pavilion over the three days of HuskyFest. Here are the day by day counts: Thursday: 11,163, Friday: 5,951 and Saturday: 8,480.

Additionally, we would estimate there were at least another 10,000 to 15,000 who did not go into the Pavilion but visited the many great activities that were on Red Square and across campus all three days. Over 4,000 t-shirts were given out in less than 90 minutes before the Pavilion even opened on Thursday. Of course, the other great events that were going on helped lift attendance (Engineering Discovery Days, Annual Spring Powwow, Hawaiian Cultural Celebration and Luau, etc.) and those hopefully saw reciprocal benefits in their attendance.

There were several successful new events held in the Pavilion:
- ASUW Brick Dance with over 1,200 attendees
- UWAA member celebration with approximately 350 attendees
- Parent Coffee with over 500 attendees
- Dream Project first annual "Dare to Dream" fundraiser with over 300 attendees that raised over $180K
HUSKYFEST WEB STATISTICS (HTTP://WWW.WASHINGTON.EDU/HUSKYFEST/)
More than 41,000 visitors came to the HuskyFest web site. Web traffic built over the month with 66% coming in the final week and 33% over the three event days. The growing importance of the mobile web was seen as the percentage of users accessing the site via smart phones peaked at about one of every three visits on Saturday. The number of new visitors also peaked on Saturday illustrating how the event broke through to a more general public audience.

FACEBOOK (as of 4/23)
- The week of HuskyFest more than 1 million people viewed unique, HuskyFest-focused content associated with our page—an 800% increase over the typical week.
- More than 6,630 then clicked to view/read individual HuskyFest posts.
- More than 7,650 unique visitors have clicked through to view a Facebook photo album of HuskyFest; 427 then shared photos through their own Facebook account.
- A single HuskyFest preview message on Facebook had 202,168 impressions and nearly 400 click-throughs.

TWITTER
UW live tweeted all day Saturday, driving traffic to unit activities and sharing positive experiences the community had at the event. One Tweet alone received 39,886 impressions: "Don't forget: #HuskyFest kick-off in 10 minutes @ Red Square Pavilion with the HMB and President Young. Be there! #UW150"

SCAVENGER HUNT
Over 1,000 UW students and members of the general public participated. This activity was designed to generate student interest the week of HuskyFest and move the general public around campus on Saturday.

HUSKYFEST MEDIA COVERAGE
There was wide coverage in the media of HuskyFest that reflected the diverse, exciting and important activities that go on here.

Thursday, April 19
- KING TV Evening Magazine, Q-13 Fox, KIRO-TV, KOMO Radio promo spots, UW 360 (which will also air on KOMO TV Saturdays at 4:30 p.m.) and The Daily Double Shot

Friday, April 20
- The Daily, Seattle Times, KING TV, and NW Cable News

Saturday, April 21
- Seattle Times Seattle Sketcher and Seattle Times “Photos of the Day”

Sunday, April 22
- Seattle Times