# Agenda

- Welcome & Introductions
- Husky Card – Laury Phillips (5 minutes)
- Startwithwhy.com – Tricia (10 minutes)
- UW Marketing Update
  - Advancement Constituency Support & Campaign Planning – Cheryl (10 minutes)
  - New President
    - Transition – Dawn (5 minutes)
    - Toolkit – Gina (5 minutes)
  - Annual Marketing Survey – Key (5 minutes)
    - We heard you last year - examples
    - Upcoming in June
  - 150th – Alanya (20 minutes)
    - Highlights of toolkit
    - Photo database training
- Unit Updates: 150th plans (30 minutes)
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. New Husky Card
Laury Phillips

New ID cards will be rolled out all UW students, faculty and staff. The new ID cards will have a new look, cardholder photo, the smart card chip and the magnetic stripe. If you currently have a UPASS you will receive your new card on June 10th through your payroll coordinator. If you do not currently have a UPASS check out the distribution and activation plan on the HFS website.
For more information check out the website or contact Laury Phillips.

II. Start With Why
Tricia Thompson

Make sure to visit the website www.startwithwhy.com and watch Simon Sinek’s video “The Golden Circle.” He talks about how leaders inspire and how people buy why you do something not what you do. This is another good reminder to start our storytelling with ‘why’.

III. UW Marketing Update
Tricia Thompson & Cheryl Nations

Like all units across the University and consistent with the 2y2d initiative, UW Marketing has been working diligently over the past year to identify ways to be more efficient, to embrace new opportunities, and to be organized in a way that will allow us to add the most value to the UW. The outcome is a restructuring of the Marketing team that will better support the Advancement constituent needs as well as provide capacity to embrace future campaign planning and priorities.
Effective June 1, Cheryl Nations will lead a new group, Campaign & Constituency Communications, and will have a dotted-line report to Greg Sheridan (Associate Vice President of Constituency Programs). Alanya Cannon will take over the role of creative director. And Gina Hills will report directly to Tricia Thompson, joining Marketing’s senior leadership team.

IV. Presidential Transition
Dawn Weyant & Gina Hills

Dawn Weyant is working with UW leadership to plan the presidential transition. We will continue to share information with you as we get it.
A presidential transition webpage found here includes links to news coverage, a biography of Michael Young and upcoming key dates.
An internal presidential transition toolkit found here includes all the public information as well as quotes, suggested working and links to videos and photos to use in your communications.

For more information or questions please contact Dawn Weyant.
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<tr>
<th>V. Marketing Survey</th>
<th>Key Nuttall</th>
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<td>The overall goal of our survey is improve our service to you - our marketing and communication partners. The survey this year will be similar to last year’s but shorter and will go out to all the Marketing Matters subscribers. We will be sending this out to you in June and sharing the results in September. We encourage you to take the time to complete the survey.</td>
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<td>For more information and questions please contact Key Nuttall.</td>
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<tr>
<th>VI. UW Photo Database</th>
<th>Alanya Cannon</th>
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<td>We are excited to announce a new photo database is now available in the toolkit section of our Marketing page - <a href="http://www.washington.edu/marketing/photography/photo-databases">http://www.washington.edu/marketing/photography/photo-databases</a></td>
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<td>You will find background information and instructions on this main page. A login will need to be created and approved before you begin.</td>
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<td>At this time about 5k photos have been uploaded with plans to upload another 5k in the next few months and we will constantly be adding new photos to the collections. If your unit has photos to contribute please contact us.</td>
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<td>The database contains a folder for the 150th Photo Collection; currently there are 190 images and will grow to 300+ by this summer.</td>
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<td>For more information and questions please contact Alanya Cannon or Thom Feild.</td>
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