Primary Objectives

• Articulate President Young’s vision for the University to the campus community and public audiences
• Continue to build on the UW brand
• Keep the UW front of public’s mind with focused ongoing messaging
Why Now?

- The timing is right for President Young to announce his vision for the UW to the campus community and the public.
- Our 150th Anniversary is ending and a new messaging platform is desired to continue to keep public energy and engagement.
UW’s Core Messaging

As a proudly public institution with a 150-plus year history of transforming lives, the University of Washington is committed to discovering solutions to the world’s most complex challenges. Our dedication drives us to make a positive impact – in the Pacific Northwest and around the globe.
Tomorrow’s University Today

This initiative will focus the University’s messaging around three key areas

• Reinventing public higher education
• Turning the UW inside-out
• Driving our economic future
Reinventing Public Higher Education

• Create opportunities for transformational experiences for every student

• Leveraging technology in engaging new ways

• Improving accessibility and affordability
Turning the University Inside-Out

Applying the discoveries and innovations from our interdisciplinary research to improve:

• K – 12 education and early learning
• Sustainability and clean energy
• Health care and social welfare
Driving Our Economic Future

Create jobs by propelling research and ideas out of our labs and into the economy, leveraging

• Public/private partnerships
• Entrepreneurial spirit and experience of our students and faculty
• First-of-its-kind venture fund
Communications Goals

- Generate awareness that *Tomorrow’s University Today* is President Young’s signature effort
- Create ubiquitous awareness and support among UW leadership, faculty and staff
- Create positive awareness among alumni, students, thought leaders and the public
- Influence perception of the UW as a national and global leader in the key focus areas
Kickoff at Presidential Annual Address

• On October 18\textsuperscript{th} President Young will introduce and kickoff \textit{Tomorrow’s University Today}

• Presentation to include three videos
  – Year in review highlights
  – Reinventing higher education
  – Turning the university inside out

• Event to be held in Meany Theater and televised live on UWTV and streamed live on the web
Campus Participation

• Campus-wide communications about initiative
• Units encouraged to use their own examples within their own communications to help promote *Tomorrow’s University Today*
• Access to internal webpage with toolkit
  – Overview
  – 1 pagers
  – Talking points
  – Templates
  – Videos