### UW Marketing Roundtable

**Tuesday, July 26th**  
**1:00-3:00pm**  
**UW Club, Lower Conference Room**

**Agenda**

- Welcome & Introductions
- Marketing Updates
  - 150th Events
    - Media Kick Off
    - W Day
    - Husky Fest
    - A&S Timeless Awards
    - Fall Media Campaign
- President Young

Next Meeting: Wednesday, September 21st 1:00-3:00pm
### UW Marketing Roundtable

**Minutes**

#### 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 e-Newsletter “Marketing Matters”

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<tr>
<th>I. UW Foundation and UWAA Board Meeting</th>
<th>Cheryl Nations</th>
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<td>On September 9th there will be a joint meeting between the UW Foundation and UWAA Boards. A notebook of materials is presented to each board member. We plan to include a report on 150th activities on campus. If you would like to include your unit’s involvement in the 150th anniversary please submit your report to Cheryl Nations by August 15th at <a href="mailto:cnations@uw.edu">cnations@uw.edu</a>.</td>
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<th>II. 150th Anniversary Update</th>
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<td><strong>9/9 Gala:</strong> There will be a 150th theme infused in this event. Invites have already been mailed. If you have someone that has not received their invite please contact Mary Jean Stephens at <a href="mailto:msj47@uw.edu">msj47@uw.edu</a>.</td>
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<td><strong>9/13 Media Kick Off:</strong> A launch event will be held at the Fairmont Olympic Goal with the goal of gaining awareness for UW’s anniversary and demonstrating our role in the community. Guests will include the Seattle City Council, Seattle Chamber of Commerce, the Downtown Association, select donors and volunteers, UWAA board, UW Foundation Board, UW administration and student leadership. President Young, Mayor McGinn and Governor Gregoire will speak. For more information please contact Jean Hayes at <a href="mailto:jeannah@uw.edu">jeannah@uw.edu</a></td>
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<td><strong>11/4 W Day:</strong> An opportunity for Huskies everywhere to celebrate the 150th anniversary of the UW’s founding: November 4, 2011. Some W Day activities include:</td>
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<td>* Purple-ize physical icons in Seattle</td>
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<td>* Encourage people to wear purple (<em>led by some high profile Huskies and Seattleites</em>)</td>
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<td>* On-campus event (Red Square): 10 a.m.–1 p.m. live broadcast by KJR, T-shirt/cupcake giveaways, band/cheer/athlete appearances</td>
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<td>* Special offers from local businesses (<em>discounts, affinity items</em>)</td>
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<td>* Online activities (<em>purple-ize Facebook profiles, submit photos, etc.</em>)</td>
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<td>* Events for non-locals (<em>purple parties/happy hours</em>)</td>
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<td>For more information contact Nicole Dierks at <a href="mailto:morryn@uw.edu">morryn@uw.edu</a></td>
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<td><strong>April 2012 Husky Fest:</strong> A multi-day festival that celebrates the UW and the community. A centralized programming hub will serve as the major focal point for all promotions and activities (located in Red Square), and a variety of programs will occur across campus to include open houses, arts activities, athletics events, food stations, vendor booths and more. For more information please contact David Doxtater at <a href="mailto:dox@uw.edu">dox@uw.edu</a>.</td>
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<td><strong>5/4/2012 Arts &amp; Sciences Timeless Awards:</strong> Arts &amp; Sciences will host the “Timeless Awards” where they will honor 150 distinguished alumni of the College as well as graduates of the Class of 2012. The awards, grouped by</td>
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past, present and future, reflect the rich history, contributions and progress of the college. The celebration will provide guests the opportunity to reminisce about their own experience as a UW student. Contact Chelsea Hixon at chelsea@uw.edu for more information.

**Fall 2011 Media Campaign:**

- Three TV spots will be produced
- Partnered with UW Medicine to create one of the spots
- Starts mid-September and runs through mid-November
- Media partner KING5/Belo
- Other media
  - Print: Seattle Times
  - Radio: KEXP
- Videos will be made available to units

**III. 150th on the Web**

- The UW 150th website is still in development, but you can check it out at: [http://www.uw.edu/150/](http://www.uw.edu/150/)
- The 150th Fact Sheet can be found [here](http://www.uw.edu/150)
- The 150th Story Bank is now online [here](http://www.washington.edu/marketing/150th-anniversary/about)
- As always the most up to date resources can been found on the Marketing 150th page.

**IV. President Young**

- PARF’s and schedule requests must go through the Office of the President (OOP)
- Briefing materials and schedules must go to OOP
  - Talking point to Jama McMahan two weeks in advance
  - Briefing Packet to Thelma Rodriguez one week in advance
  (Don’t forget President Young is new to the UW)
  - Provide the history, context, set up, etc.
  - Include overall message for the audience, event, etc.
  - More is better than less
- Best place for info, photos, etc. = [President transition web page](http://www.washington.edu/marketing/150th-anniversary/about)

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