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”.

I. UW in Seattle Neighborhoods  
Theresa Doherty

Theresa Doherty, Director of Regional & Community Affairs, presented the UW in Seattle Neighborhoods portal. Like the UW in WA State this map shows how UW is making a difference in each neighborhood. For each neighborhood there are stories about faculty and staff and alumni who live there as well as information about landmarks and businesses with ties to UW. Check out the map at [http://www.washington.edu/community/map/](http://www.washington.edu/community/map/)

If you have information to add please email your suggestions to regional@uw.edu or contact Theresa directly at tdoherty@uw.edu.

II. Office of Admissions new website  
Paula Shields

**Excerpt from Marketing Matters**

**Challenge:** The Office of Admissions knew its website needed updating. Its last redesign was six years ago — an eternity in Web years, especially given the explosion of social networks during that time. “Our old site was set up only to deliver information. It didn’t allow us to interact with students, parents and counselors,” says Paula Shields, Admissions’ communications manager. “It was very much Web 1.0.”

**Findings:** To inform their site redesign planning, Admissions focused on determining the wants and needs of its primary target audiences. Here’s what they learned:

- Prospective students want easy access to basic facts, information on how to visit, guidance on how to apply and reassurance that they will fit in.
- Counselors need quick access to commonly asked questions and content that could help them distinguish the UW from other schools.

Through the site redesign process, Admissions determined that they need to:

- Appeal to Millennials by providing unfiltered information, not sales pitches.
- Engage prospective students with the same philosophy, core values and service they will experience as
UW students.
• Create opportunities for long-term engagement with prospective students and better relationships with high-school counselors.
• Activate the voice of the UW community.

Solutions: Here are just a few of the changes that came with the total redesign of their website:

• A lot more video, photo and audio content, easily accessed from their Experience portal.
• Student-authored content, such as unedited blogs and restaurant and coffee shop reviews.
• An FAQ that adjusts dynamically based on user input.

“We hope you'll try out the new site, and tell us what you think, so you, too, can help us improve the experience and make it an exciting part of UW communications,” says Shields.

Questions about this project? Contact Paula Shields at pshields@uw.edu or x63428.

III. EA Messaging
Margaret Shepherd
A special legislative session begins on November 28th. External Affairs is working on a packet of information that will be shared with all of you. Our messaging is not different from previous years 1) Protect funding for higher education both student financial grants and institutional funds and 2) Allow more flexibility in policies to help us be more efficient.

For more information visit the EA website at http://www.washington.edu/externalaffairs/

IV. KEXP
Rob Bender
Originally KCMU, the station began broadcasting from UW campus in 1972. After years of continued growth KCMU became KEXP in 2001 and the station moved to a downtown location. Through a partnership with Experience Music Project, the station's eclectic music programming is expanded and enhanced to provide a richer musical experience for listeners. In 2011 KEXP signed a new thirty year agreement with the University of Washington to ensure the station continues to serve listeners and champion artists for decades to come. UW holds the license for the station. Visit the website at http://kexp.org/

KEXP is able to offer great rates for on air and web advertising. Please contact Rob Bender, Senior Account Executive, for more information at rob@kexp.org or (206)520-5836.

V. News Central
Gina Hills
The Marketing Web Team is in the final stages of making some major upgrades to both the Faculty-Staff and UW Today pages. The team is working with News & Information to turn the pages into more dynamic, real-time websites. Both will highlight the current date and weather, will be refreshed more often and will feature a wide variety of spotlight stories, videos, news feeds, events and more. And while both should appeal to broad audiences, Faculty & Staff Insider will have a definite insider feel – standing links to key newsletters (HR Resource and IT Connect), the Red Square Cam, selected lectures and other content of special interest to faculty and staff. The new UW Today page will truly be a reflection of the UW and will include feeds for news, sports, KEXP, KUOW, Twitter and Facebook, plus videos, community photos and more. Faculty & Staff Insider will go live in early December; UW Today will post a little later. (Exact launch date TBD.) The Web Team welcomes your feedback!
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<th>Nicole Dierks and Elise Daniel</th>
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<td>For more information please contact Nicole Dierks at <a href="mailto:morrn@uw.edu">morrn@uw.edu</a> or Elise Daniel <a href="mailto:eperdan@uw.edu">eperdan@uw.edu</a>.</td>
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