UW Marketing Roundtable

September 21, 2011
1:00-3:00pm
UW Club, Lower Conference Room

Agenda

- Welcome & Introductions
- Husky Stadium update – Shannon Kelly
- 150th Update
  - Regents
  - Media Kickoff
  - W Day
  - Arts & Sciences
- Hanover Research
- Marketing Survey Results
  - Roundtable schedule
UW Marketing Roundtable

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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<th>I. Husky Stadium Update</th>
<th>Shannon Kelly</th>
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For complete information on the Husky Stadium renovation please visit www.huskystadium.com. If you should have any questions please contact Shannon Kelly at shannonk@uw.edu

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<th>II. 150th Anniversary Update</th>
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W-Day, November 4th: Ideas for Participating
- Spread the Word (graphics and web page available early October)
  - Put up a poster
  - Promote using an online bug/graphic and blurb
  - Tell your friends, co-workers and fellow UW supporters
- Participate
  - Wear purple on 11/4
  - Come by the campus event
  - Get a special discount at places like U Book Store, Microsoft Store and T-Mobile for W Day
- Plan an Activity/Do Something Extra
  - Turn your web page purple
  - Make something in your area purple
  - Have a purple party/potluck lunch, etc.

For information please contact Nicole Dierks @ morryn@uw.edu

Don’t forget to the resources available to you found here.
- Visual Guidelines and Art Pack
- Messaging
- Story Bank
- Photo Database
- Web Header and Footer Wizard
- Internal Fact Sheet
- Templates: E-Mail Signature, E-Stationery, Power Point
- 150th giveaways
- Event wallpaper
- Mobile banners
- Traveling wall
III. Hanover Research

UW Marketing has partnered with Hanover Research to provide custom research for individual units at the UW. Funded by External Affairs and University Advancement, Hanover specializes in higher education research and offers unlimited sequential custom research and access to a library of archived research for one year. To find out more or request research, visit UW Marketing’s Market Research Toolkit or contact Miranda Dixon.

IV. Marketing Survey Results

Goal of the Survey: Improve our service to you - our marketing and communications partners

From the results this year we are taking the following actions:

**Roundtable Meetings**
- Move to bi-monthly meeting schedule (September, November, January, March, May and July)
- Reduce the length of each meeting to 90 minutes
- Only introduce people who are new to the group
- Full introduction of each speaker
- Unit marketing updates at meeting optional
- Continue with items from 2010 survey; meeting theme, suggest topics, guest speakers, unit sharing/learning/collaboration

**Tools & Assistance**
- Provide more information on President Young as available
- Continue using resources and communication tools to explain what UW Marketing does
- Continue improving the photo database
- Continue emphasizing training and communication
- Continue working closely with smaller schools/colleges/units

**Buys, Research, Collaboration**
- Structure combination buys on promotional items
- Offer access to market research
- Create a way to easily identify new/updated items on Marketing website
- Create ways for individual units to share what they are doing and learn from them
- Consider a marketing road show and visit selected units periodically
- Schedule the UW Marketing survey bi-annually beginning 2013

Complete results will be available on the Marketing Blog
www.washington.edu/marketing/roundtable/about

For more information please contact Miranda Dixon at mjdixon@uw.edu.