Welcome & Introductions

Welcome to the new members of the Roundtable. If you would like to schedule time to get to know our University 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. Libraries Special Collections</th>
<th>Hannah Palin and Nicolette Bromberg</th>
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<td>Nicolette Bromberg, Curator of Visual Materials, and Hannah Palin, Film Archives Specialist, from UW Libraries, Special Collections, are in charge of preserving and providing access to over 15,000 items including videotape and film, dating from 1915 through the early 2000s. Patrons can access these materials on-site, online, and through personal consultation. Films include those produced on campus, by campus, for campus, education films and television shows, home movies, Northwest filmmakers, and a recent acquisition of UW sports (1928-2004). Subjects range from Seattle and Alaska, student activities, lectures, scientific research and films from around the world. Special Collections moving image materials have been used in nationally recognized productions like Ken Burns’ The National Parks: America’s Best Idea and Grand Coulee Dam on the PBS series American Experience, as well as in local programming on UWTV and in the UWToday series Lost and Found Film.</td>
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To learn more about Special Collections films and videotapes, see their website and be sure to visit the UW Libraries Digital Collections site to see 3-5 minute clips from selected films in the collection. For more information, feel free to contact Hannah Palin (filmarc@uw.edu) or Nicolette Bromberg (nxb@uw.edu).

**Special Collections Web Site**

**UW Libraries Digital Collections**

**Ken Burns National Parks, Iwao Matsushita**

**UWToday Series, Lost and Found Films**

**UWTV Greatest Moments at Husky Stadium**

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<th>II. Love Purple, Raise Gold Fundraiser</th>
<th>Beth Altman and Elise Daniel</th>
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<td>Annual Giving is partnering with Advancement Communications and University Marketing on a special online fundraising campaign called Love Purple, Raise Gold. Conceived as send-off for our 150th anniversary year and an experiment in using social media for fundraising, this event aims to raise $150,000 in 48 hours. It will kick off at 1:50 p.m. on June 7 and end at 1:51 p.m. on June 9, coinciding roughly with the start of UW Seattle’s commencement ceremony. Gifts of any amount to any fund will count toward the total, which makes this campaign well suited for units to publicize their specific funds to their constituents. To help ensure the success of this event, we'll need everyone’s help with getting the word out. This toolkit contains all the elements you should need, including messaging, sample Tweets and Facebook posts, and graphics. Questions? Contact Beth Altman at <a href="mailto:baltman@uw.edu">baltman@uw.edu</a>, Elise Daniel at <a href="mailto:eperdan@uw.edu">eperdan@uw.edu</a> or Betsy Hauenstein at <a href="mailto:elievan@uw.edu">elievan@uw.edu</a>.</td>
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### III. UW on YouTube and Google Hangout

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<th>Harry Hayward</th>
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<td>Video is a large and growing channel for all kinds of messaging. There are currently 56 UW units with a channel on YouTube, accounting for almost 5 million views. KEXP radio is in a class by itself with over 44 million views. A recently completed survey of users across campus revealed that there are a variety of approaches to gathering and distributing video by UW units and that there are some common threads. Over 2/3 of the respondents actively embed video on their webpages and cross post on social media sites, but are not using metadata tags consistently, and we passed out a sample of generic tags and keywords that may prove useful. Users were also encouraged to subscribe to other UW related channels. Harry will be bringing a user group together in the near future to share best practice ideas and offer support.</td>
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Also check out this example of a [Google Hangout session](#). You can start a video chat on Google + with up to 9 participants. The hangouts can be used in a variety of ways. Meetings can be held from anywhere. Google hangouts can also be broadcast to anyone using Google Hangouts on Air. A few people can be live in the Hangout, but everyone could watch along via YouTube.

If you should have any questions please contact Harry Hayward at [hhayward@uw.edu](mailto:hhayward@uw.edu). |

### IV. HuskyFest Discussion

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<td>Thank you all for your feedback. We will make sure to keep you informed on movements for HuskyFest 2013. If you should have any questions please contact Key Nuttall at <a href="mailto:keyn@uw.edu">keyn@uw.edu</a>.</td>
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### V. Legislative and Tuition Updates

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<td>Tuition rates for the 2012-13 academic year are currently under consideration by the Board of Regents. The board will formally adopt new tuition rates in June. It is anticipated that the 16 percent legislatively authorized increase will be a starting point for resident undergraduate tuition rates, although a range of tuition rate increases is being presented for discussion.</td>
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We have created some messaging documents surrounding tuition. Please utilize these when you are speaking to constituents about tuition.

#### Tuition Rates and Background

#### Tuition Questions and Answers

If you should have any questions please contact either Key Nuttall at [keyn@uw.edu](mailto:keyn@uw.edu) or State Relations Director, Margaret Shepherd at [mshep@uw.edu](mailto:mshep@uw.edu). |

### Sponsorship Update

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| **Goal:** Determine if the University of Washington should pursue the formalization of a centrally coordinated, integrated sponsorship marketing effort. Why explore this?  
- Allows UW to set universal guidelines and standards  
- Maximizes revenue for the UW in difficult budget times  
- Provides a valuable resource to units that increases efficiency and revenue  
- Strengthens our corporate partnerships  
Over the past year conducted a university wide exploration to understand the current landscape at the UW and develop recommendations. Recommended strategies approved by President Young  
1. Organize current sponsorship marketing activity. |

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2. Explore small number of major integrated sponsorship marketing partnerships.

Strategic Priorities
- Better manage current sponsorship activity
- Generate revenue
- Align with world-class companies whose values match the UW
- Deliver great value for the UW community - especially students
- Operate with transparency, equity, flexibility, innovation
- Support units with specialized sponsorship expertise

Sponsorship Office
- Hire permanent sponsorship marketing team and build infrastructure as needed
- Report into External Affairs University Marketing group
- Director, Manager and Coordinator/Admin as needed
- To be funded by allocation of sponsorship activities
- Organize Taskforce and lead Advisory Committee
- Implement operational plan and create coordinated campus packages in targeted areas
- Longer term develop additional collaborative sponsorship opportunities

Current Activities
- Asset Distribution and Ownership Principles approved by President and Provost
- Sponsorship Advisory Committee: Primary role: create policy guideline recommendations for sponsorship marketing at the UW.
- Status: Meetings over the next year (on-going)
- Sponsorship Task Force: Primary role: Provide leadership in securing the first three key cross campus partnerships in the categories of non-alcoholic beverages, coffee and tea, and technology.
- Status: Meetings over the next 6-12 months

If you should have any questions please contact either Key Nuttall at keyn@uw.edu.

Next Meeting: Wednesday, July 18th 1-2:30pm UW Club