W Day 2013 = A Spirit Week Celebration


Our Objective: Use live events and online activities to help people everywhere feel connected and visibly associate themselves with the UW.

Partners: Student groups, UWAA, ICA, Student Life, Annual Giving, First Year Programs, UW Advancement Communications.
Love Purple Raise Gold

• On line 48 hour W Day giving event
• Begins at 1:52 p.m. on October 23
• Ends at 1:53 p.m. on October 25
• Message: Show your Purple Pride and help us reach our goal of 1,152 donors for the UW’s 152 years
Spirit Week Activities

- **October 11-October 20**
  W Day Photo contest. Categories are Children, Pet and Husky Spirit

- **October 20**
  Dawg Dash

- **October 24**
  50th Reunion Dinner

- **October 23**
  Love Purple.Raise Gold on-line fundraising drive begins at 1:52 p.m.
Spirit Week activities continued

- **October 25th**
  - W Day activities on Red Square
  - Love Purple/Raise Gold fundraising drive ends at 1:53p.m
  - Merchant discounts at U-Village & Ave

- **October 26th**
  - Map breakfast
  - Alumni Regional viewing parties
  - Football game
  - Homecoming Court Crowned

- **October 27th**
  - Purple & Gold Society Luncheon
W Day Red Square Activities

- Welcome from President Young
- T-shirt giveaway
- Cupcake giveaway
- Alumni Association Football button giveaway
- Husky Band performance
- Royalty Court presentation
- Concert
- Dollar for Dawgs Hotdog and Coke giveaway
- Student activities
- Athletic participation TBD
Promotion

- uw.edu/wday
- Social Media
- Social Media ad buy
- Campus-wide & Puget Sound Alumni emails
- Event posters
- KEXP on air and online ads
- Digital messaging boards on campus
- W Day embroidered patches
- Seattle Times digital ads
- The Daily
- Football program
- Banners on Ave and Kane Hall
- Toolkits
- Posters at U Village and the Ave.
Help Get the Word Out

• Social Media Promotion
  – Facebook badges and cover photos available
  – Hashtag: #Wday and #Love4UW

• Email
  – Love Purple Raise Gold emails 10/24

• Web Promotion
  – Link to uw.edu/wday from your pages
  – Web tile available
  – E-newsletter blurb and header available

• Please come & enjoy the festivities!
UNIVERSITY of WASHINGTON

Veterans Appreciation Week
Nov. 5–11, 2013

Join us
UWalum.com/veterans
TUESDAY, NOVEMBER 5
UW Alumni/Student Veteran Reception
5:30–7 p.m.
HUB – Lyceum, UW Seattle
*Business casual, military uniform encouraged*
Alumni and student veterans are invited to mingle and share conversation while enjoying complimentary appetizers and beverages.

WEDNESDAY, NOVEMBER 6
ROTC Open House
1–3 p.m.
Clark Hall, UW Seattle
Enjoy an open house and tour of Clark Hall, the fourth-oldest building on campus and home to the UW’s celebrated ROTC programs.

UW Bothell Alumni/Student Veteran Reception
4–6 p.m.
Veterans Archway, UW Bothell
Join UW Bothell Chancellor and U.S. Navy veteran Dr. Wolfe Yeigh for a hosted reception. The gathering will recognize student and alumni veterans while acknowledging the sacrifices made during their service.

THURSDAY, NOVEMBER 7
Veterans Career Resource Fair and Panel: “Employers Seeking Veterans”
3:30–5 p.m.
HUB, Rm 214, UW Seattle
Veteran students and alumni will hear first-hand from employer representatives on succeeding in today’s job market. The panelists will discuss how to best translate military experience into the civilian workplace.

An Evening with Acting U.S. Surgeon General Boris D. Lushniak
6:30–8 p.m.
Kane Hall 120, UW Seattle
Acting Surgeon General for the U.S. Public Health Service, Rear Admiral Boris D. Lushniak, MD, MPH, will give a lecture as part of the UW’s Veterans Appreciation Week celebration.

SATURDAY, NOVEMBER 9
UW vs. Colorado: On-Field Recognition
Husky Stadium, UW Seattle
Join the Huskies as they honor veterans and present the winner of the second Distinguished Alumni Veteran Award.

MONDAY, NOVEMBER 11
Veterans Day 2013 Celebration and Ceremony
11 a.m.
Medal of Honor Memorial, UW Seattle
The UW community will honor men and women throughout our region for their dedication and service in the U.S. Armed Forces. The event includes a performance from the Husky Marching Band, recognition of the 2013 Distinguished Alumni Veteran Award recipient, and a post-ceremony reception in Kane Hall.

FRIDAY, NOVEMBER 8
Workshop: “Welcoming All Students: Teaching Student Veterans”
2:30–4 p.m.
Odegaard 220, UW Seattle
UW faculty, students and staff discuss classroom challenges for student veterans and identify practices that promote learning.
A University of Washington Homecoming tradition!
- 5 & 10K run/walk courses through campus and neighborhood
- Free Husky Pups Run for kids 10 & under
- Post Dash Bash on Red Square
- Open to everyone, dogs welcome!
- Discounts for students, faculty & staff, UWAA members until 9/30 and day of race.
- Dawg Dash is on Facebook!
- Running tips and comments on training, motivation and more up to the event

www.dawgdash.com
Integrated Marketing Strategy
Agenda

- Introduction
- Initiative Overview
- How to Engage
Goals and Objectives:

- Grow public and private support.
- Support unit marketing initiatives.
- Continue to attract the best students (both from Washington and out-of-state).
- Continue to attract and retain world-class faculty and researchers.
“The Committee recommends that the UW significantly increase its efforts to inform local, state, national and global stakeholders of its benefits and achievements. In order to bolster its recognition, its reputation and, in all likelihood, its finances, the UW must develop and implement a thorough communications plan targeting key stakeholders.”

UW Futures Committee findings, 2013
Two Phases:

1. Refresh Brand & Creative
2. National Integrated Marketing Strategy
Phase 1: Refresh Brand & Creative

TRANSLATE
Identify, establish and test key messages

CREATE
Refresh our creative

PRODUCE
Deliver essential marketing assets

Timeline: August to December 2013
Phase 1: Refresh Brand & Creative

KEY ACTIVITIES
- Campaign visioning project
- Leadership visioning sessions
- Marketing Strategy Council
- Discovery meetings and exercises
- Qualitative research to test messages
- Internal website and feedback outlet

Translate Timeline: August to October 2013
Phase 1: How to Engage

- Participate in discovery activities
- Ongoing updates and feedback opportunities at these meetings
- Ongoing updates and feedback opportunities via email newsletters like *Marketing Matters*
- Spread the word among your colleagues and UW friends
- Check the internal [Integrated Marketing Campaign website](#) regularly
- Email us directly with suggestions, ideas and feedback throughout the process at mktq@uw.edu
### Phase 2: National Integrated Marketing

<table>
<thead>
<tr>
<th>LEADERS</th>
<th>Influence peers, national thought leaders and media through concentrated PR efforts.</th>
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<tbody>
<tr>
<td>FRIENDS</td>
<td>Strengthen understanding, support and engagement with alumni, donors and friends in key geographies.</td>
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<tr>
<td>STUDENTS</td>
<td>Support UW efforts to recruit top students nationally.</td>
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Timeline: Launch early 2014
How This Supports You:

- Clear marketing strategy for the overall university
- Refreshed creative, messaging platform and storytelling framework to adapt for your efforts
- Development of a new, comprehensive suite of tools and templates for your use
Thank you for your time.
Updated Marketing Website

www.uw.edu/marketing
Objectives

• Be cost effective
• Be convenient
• Offer centralized services that add value
• Be needs focused in everything that we do
Campus Survey Results

• Do you plan to produce video in the coming year?
91% of respondents use video. What type of video do they produce?
What is most influential in deciding whether to outsource or keep in-house?

1. Cost – 58%
2. Time or scheduling – 25%
3. Quality or Creativity – 14%
Production Services

- Short Form Video: 30 seconds-5 minutes
- Event Capture: lectures, celebrations
- Long Form/Series: 30-60 minute programs
- Studio Services: editing, research
UWTV | 27

• A 24/7 statewide cable channel all about UW
• Local and Regional Television Syndication
• Websites and Social Media
Media Distribution

- Web hosting
- Archive services
- DVDs and fixed media
- Metrics
Engineering Services

- Live Webcasting
- Video Transport from key UW facilities: Hec Ed, Husky Stadium, Kane Hall, Meany Theater
- Media Tours/LIVE Shots
5 Reasons To Consider UW Video

1. Cost Effective – Market based rates
2. Convenient - Access to central resources
3. Creative – We focus on telling YOUR story
4. Flexible – Pay for only the services you need
5. Efficient - We speak Husky!
Short Form Video Packages (10/1/13)

Production services

Let us help
- Ready to develop an original program?
- Need to book video production for your event?
- Want to schedule a faculty or staff member to appear on another television network?  

UW Video can meet these communications needs and more with our modern equipment and highly skilled staff. From broadcast-quality HD programs to training videos, online distribution and DVDs, we’ve got you covered.

Questions? Contact:
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UW Video
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Production services
UWTV.org

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Main Production Services Phone 206.685.1311
Thank You!

We look forward to helping you tell your story in video.
Unit Updates