WELCOME, WORD NERDS!
JOKE OF THE MONTH

OAH, FOR CRYIN' OUT LOUD... YOU NEVER END A SENTENCE WITH A !

ANCIENT GRAMMAR POLICE

facebook.com/grammarly
TODAY’S PLAN

> Reminder on uw.edu/brand:
  – Story Central
  – Pride Points database

> Content by the Numbers
  – Meg Cressey
CONTENT BY THE NUMBERS
Translating data into feedback

- Web pages
- Social

(photo courtesy of math.harvard.edu)
Web pages

> Our stories are the “dessert”

> How do we get people to stay?

> The art of “guesstimating”
### Pages

**All Sessions** (100.00%)

#### Explorer

- **Pageviews**: 5,000

<table>
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<tr>
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Next steps

> Which stories are performing well – Why?
  – Video?
  – Neat infographic?

> Did you reach your audience?
  – Break down the numbers by demographic
What we did

Committed to helping her Yakama Nation community and inspired by the dentists who treated her, UW dental student Reneille Conner joined the RIESE program to help bring orthodontic excellence to her hometown.

Over the years, a skewed ratio developed in Washington state, while rural populations continued growing, the number of dentists serving those areas did not. For many people, the shortage prevented them from receiving the dental care they needed.

The impact of dentists in rural communities goes beyond filling teeth. As OSU College of Dentistry student Reneille Conner knows firsthand, Reneille suffered from a dental anomaly that took its toll mentally. “I felt the whole society views people like me,” she explains. “It creates a significant social and psychological impact on your life.” As a member of the Yakama Nation, she sought orthodontic treatment from the IESW specialists at the Indian Health Service clinic in her hometown of Toppenish, Washington.

Experiencing the power of serving a small community, Reneille joined the Air Force when she was 19. Stationed in Alaska, she encountered storms in conjunction with rescue operations in the cloudy waters off the coast, as well as facilitating flights for necessary supplies in and out of remote towns. During her service, she also underwent the oral surgeries that were not available on the reservation. Learning compassionate care from the specialists, Reneille regained her self-confidence. “They didn’t just fix what was going on in my mouth; they helped me what was going on in my head.” While she enjoyed her work in Alaska, the dental care led Reneille to think about the career that would best fit her, while she had realized treatment many others were not as fortunate, not having her decision to enter the Air Force Reserve and give back through the agency that had helped her.

Rural health care doesn’t have enough attention, and there are so many people in need.

Reneille began taking the small steps toward achieving her goal, beginning with pre-dental coursework at Eastern Washington University (EWU). With constant support from her family and her husband—who completed two tours in Iraq while serving in the Air Force—and a two-time Commissioned Officer recipient—a graduate of EWU with honors, searching for dental schools, Reneille came across the UW School of
A NEW REALITY FOR REHABILITATION

After winning the Center for Nanosystems Neural Engineering’s Tech Sandbox Competition, four students are collaborating with partners across the UW to get their innovative project out of the lab and into the lives of stroke patients undergoing rehabilitation.

TOGETHER WE WILL

We’ve seen those big, wide eyes light up and hear them say, “When can we have this? When can we try this with our patients?” That has been validating and rewarding. – Brian Morgen, Ph.D. student in bioengineering and part of the team behind uAII

Completing a challenging level in a video game can feel highly satisfying. Whether a tough “boss” is defeated or a new course is conquered, that sense of accomplishment pushes players to take on the next level of the game. To patients undergoing stroke and traumatic injury rehabilitation, this motivation, combined with the immersive aspect of virtual reality, could also serve as

Explore the UW

- Neural engineering
  - 16-hour, 13 students, first working prototype
  - Center for Nanosystems Neural Engineering
  - Center for Commercialization

What is the Tech Sandbox?

The CINEC Tech Sandbox Competition provides a unique and unparalleled opportunity for UW students. Spanning one academic quarter, teams typically work to assemble a prototype demonstrating concepts of sensorimotor neural engineering.

“We want students to have authentic experiences in translational engineering — taking a product from idea to prototype,” says Dr. Lisa Johnson, education manager for the center and a co-founder of

Since January, UW students Tyler Lloy, Brian Morgen and Demetrios Gerasakos and Technology Commercialization fellow Laci Crawford have worked to make this idea a reality. The students are the team behind uAII, or “virtual rehabilitation,” a device featuring a series of video games that enable at-rehabilitation exercises.

uAII began as an entry in the Center for Nanosystems Neural Engineering’s (CINEC) 2014 Tech Sandbox Competition. Tyler and Brian, doctoral students in bioengineering, had joined forces with Laci, then an undergraduate studying neurobiology, to create a working neural engineering prototype. With experience in motion-sensing technology already under their belts, the team decided to put their skills to the test by fashioning a device that could help people with muscle disorders or injuries.

After meeting guidance from Dr. Janet Olson, who specializes in rehabilitation medicine at Harborview Medical Center, Tyler and Brian shadowed physicians as they worked with stroke patients. Witnessing the struggles these patients experienced, the team was inspired to turn their technology into something that could help make the recovery process much easier.

Using an Oculus Rift virtual reality headset and a Leap Motion device — which detects and measures hand movements — the team developed a series of games emulating the therapy tasks they observed at Harborview. One game requires players to place ingredients on a plate, while another has them brush a giant’s teeth. At each level is completed, the tasks increase in difficulty, all while motivating patients by tracking how far they have come in improving muscle movement.

Since taking first place in the Tech Sandbox Competition, the team has fervently worked to make their project a reality. With an eventual goal of having uAII prescribed to
Social Media

> Use analytics built in to each site
  - Facebook, Twitter and YouTube each feature in-house analytics
  - Track functions specific to each site

> It’s all about the user
  - Who is interacting with your page?
  - What times are people most active?
  - Which posts performed well?

> Track paid media (promoted posts, ads, etc.)
  - Was your advertising campaign successful?
  - Did people reach the landing page?
Only in the Pacific Northwest! A cooler college experience than this would be hard to find. Follow a UW undergrad as she does research in Bristol Bay, Alaska, for the UW School of Aquatic and Fishery Sciences’ Alaska Salmon Program — the world’s longest-running effort to monitor salmon and their ecosystems. http://row.ly/TBJrS
Only in the Pacific Northwest! A cooler college experience than this would be hard to find. Follow a UW undergrad as she does research in Bristol Bay, Alaska, for the UW School of Aquatic and Fishery Sciences’ Alaska Salmon Program — the world’s longest-running effort to monitor salmon and their ecosystems. http://row.ly/TBJrS

10,333 People Reached

449 Post Clicks
160 Photo Views
33 Link Clicks
256 Other Clicks

252 Likes
2 Comments
1 Share
What we’ve learned: Social

- Repost content to improve clicks
- Quotes and featured students help
- Best window of time: 8-9 p.m.
What we’ve learned: Web

> Caveat: Hard metrics vs. soft

> Good headline + snazzy blurb = gold

> Don’t write a story, create an experience

> Design for scanibility

> Bonus points: Include numbers in URLs for optimized SEO
It continued to be a dream come true for Schooler, who, among spending long hours in the field sleeping — the crew stays in summer camp-style cabins, bunk and all — moment with undergraduates — from the first sip of coffee shared in the morning to the last midnight sliver of sun setting on the horizon.

“The community the professor and the people here have built is close and very supportive. Kind of like this together,” says Schooler, who hopes to one day attend graduate school at the UW to continue his interactions. “Having some of the top researchers in the field here teaching about salmon is quite intimidating. The fieldwork experience, participate in this long-term research project, and live up here? Everything from the University of Washington.”

Seven days a week, Sarah Schooler, '15, suits up in chest-high waders, grabs her bear spray, hops a boat, and walks the length of Lake Aleknagik's Hansen Creek, counting and categorizing every dead sockeye salmon she happens upon, calling out the sex followed by the parts of the body that were consumed.

Brain, belly, belly, hump.

Some salmon are floating listlessly downstream, carried away from the hordes pushing the opposite direction — upstream — to spawn. Others have washed ashore the gravel banks, while countless others have been littered across “bear kitchens” — flat spots among the tall grass where the sheer size (and constant presence) of a grizzly has matted down the earth.

“From the fieldwork experience to participating in this long-term research project, everything about this program is unique — and unique to the University of Washington.”

– SARAH SCHOOLER, ‘15
What we’ve learned: Web

> Caveat: Hard metrics vs. soft

> Good headline + snazzy blurb = gold

> Don’t write a story, create an experience

> Design for scan-ability

> Bonus points: Include numbers in URLs for optimized SEO
Try these tools:

> **Hootsuite**: Tracks multiple social accounts; basic analytics
> **Fan Page List**: Ranks social media pages
> **Klout**: Assigns scores to social pages
> **Bitly**: Tracks clicks on specific links
NEXT NERD MEETING:
Thursday, Dec. 3

Tips and tricks for video storyboarding

On the docket:
• Speechwriting
• Writing for recruiting
• Emergency communications part deux