PARTNERSHIP OPPORTUNITIES
OFFICE OF MINORITY AFFAIRS & DIVERSITY | UNIVERSITY OF WASHINGTON | SEATTLE, WA

TOGETHER WE WILL
Message from President Young

Together, Be Boundless

President Michael K. Young

The University of Washington brand — our reputation — is one of our greatest assets. It enables us to create connections with the wider world: representing our beliefs, our perspectives and our goals. It inspires people to support our work; it binds us as a university and as a community.

While there are countless incredible stories to tell about the UW, these stories are even more compelling to our audiences when they are aligned with a broader message about who we are and what we value. To that end, we have worked collaboratively across the University to refresh our brand strategy.

The following guidelines provide a strategic compass for the most effective deployment of the updated UW brand. They also provide the tools to help you construct your own bold stories. Consider these resources both as an external expression of who we are and as an internal standard for our actions and behaviors.

You are the brand’s chief ambassadors. By sharing the UW’s transformative impact on the community, you will continue to positively shape perceptions and inspire loyalty across our key audiences.

Your passion for the UW is powerful and your enthusiasm for the work ahead is inspirational. Thank you for your commitment to this University and to our boundless future.

Michael K. Young
President
WE BELIEVE IN EDUCATING TOMORROW’S LEADERS AND WORKFORCE...

80% of all UW undergraduate students are from the state of Washington. UW enrolls nearly 1/2 of all students pursuing public undergraduate and graduate degrees in Washington state.
Washington is one of the Top 5 states for jobs demanding postsecondary education. Our economy’s need for highly educated workers is only going to continue to grow. By 2018, it’s predicted that 67% of all jobs in Washington state will require some postsecondary training.¹ The state doing the best job of holding onto its top public university graduates is Washington. No fewer than 74% of UW grads remain in the Evergreen State.⁵

WE BELIEVE IN OPPORTUNITY...

Over 30% of incoming freshmen are first-generation college students. About 8,500 UW undergrads qualified for Husky Promise, a program that provides free tuition and fees through grants or scholarships.

WE BELIEVE IN AFFORDABILITY...

Over 60% of undergraduates receive financial aid. After graduation, the average debt of those students who borrow loans is less than $19,500.² UW is named one of the 10 best bargains in higher education in the country.³

WE BELIEVE IN PARTNERSHIP...

Over 260 companies have been started from UW research. Over 346,000 hours of service have been provided to our communities by UW students.

WE BELIEVE THAT A UW EDUCATION IS LIFE-CHANGING AND TRANSFORMATIONAL...

Sources:
1 June 2010 Georgetown University Center on Education and the Workforce - Projections of jobs and Educations requirements through 2018, 2 November 2011 UW External Affairs Affordability and Access at UW, 3 Kiplinger's, 4 November 2011 UW External Affairs Washington’s Economy, 5 March 2009 Forbes.com
Message from VP Edwards Lange

Office of Minority Affairs & Diversity

For over 40 years, the Office of Minority Affairs and Diversity (OMA&D) has maintained a commitment to increasing diversity on campus and enriching the collegiate experience of all UW students, faculty and staff. Members of the UW Board of Regents, UW Foundation, administration and other key University departments assist OMA&D in advancing our mission for equity and opportunity in higher education.

Joining us in these efforts is the Friends of Educational Opportunity Program (EOP), who since 1971 has promoted academic excellence for underrepresented, educationally and economically disadvantaged students through resource development, advising and advocacy.

As partners, you make it possible for us to foster DIVERSITY and support greater ACCESS to higher education for economically disadvantaged students in Washington state. Your contributions keep college affordable and provide students with opportunities for ENGAGEMENT which inspires them through real-world experiences to pursue their dreams. Over the years, we have created many valuable relationships with corporations and non-profits across the country.

The DIAMOND PARTNERSHIP, our premiere sponsorship level, is an exceptional year-round, one-stop opportunity for collaboration. By investing in UW students and services, your organization leverages a comprehensive and fully customizable partnership with the University of Washington and OMA&D. The DIAMOND PARTNERSHIP is our way of responding to our long-standing supporters’ requests, while deepening and nurturing efficient and meaningful relationships with corporations and non-profits here at UW.

Partnerships are essential to our students’ academic success. I hope that you will consider investing in scholarships for low-income, first-generation, and underrepresented minority students at the University of Washington and becoming a 2015 partner. We know first-hand the successful impact our partners and have on our scholars. With your help, we can provide more opportunities for students that result in life-changing and generationally-altering experiences.

Sincerely,

Sheila Edwards Lange, Ph.D., ’00, ’06
Vice President for Minority Affairs
Vice Provost for Diversity
Over **40,000** EOP graduates have utilized their UW education to become nurses, engineers, attorneys, bankers, teachers, physicians, dentists, entrepreneurs, judges, legislators, and politicians. Many have gone on to earn advanced degrees from the UW and other prestigious graduate, professional, law and medical schools across the globe.

There are **OVER 100** students receiving scholarship support from this event each year and **5,000** **STUDENTS** receive support services from OMA&D throughout the year.

Thanks to the generous support of underwriters, **100%** of your contribution is invested in the education of students.
DIAMOND PARTNERSHIP

What our partners gain NOW!

Access and visibility to new and target audiences on and off campus all year long

Space to create, present, and carry out objectives in an environment that values inclusion, equity, access, and diversity

A partnership plan individualized to fit your specific interests, goals, and ROI

One-stop consultation to help you meet your deliverables across the UW campus and in the broader community

Employees, interns and researchers

Long term gains...

Invaluable relationships with faculty, staff and students

Being recognized as a stakeholder in supporting the UW’s larger vision of educating a diverse student body that will become global citizens and future leaders

Higher affinity for your company and deeper employee connections with your brand

Contribution to the leadership abilities and skill set of students

A workforce with shared values

Lifelong learning opportunities

Fulfillment of your corporate social responsibility mission and employees’ philanthropy goals

Engaging our partners with students and the UW community leads to experiences that intersect the classroom with the working world which enable us to examine critical issues and become problem-solvers
DIAMOND PARTNERSHIP
Here are some examples of how our partners have collaborated with OMA&D...

CONCIERGE CONNECTION: UW is a big place. Support your company's goals by connecting with hundreds of organizations across campus through a single point of contact: your friendly OMA&D representative!

EXCLUSIVE ACCESS TO CAMPUS EVENTS: You can receive invitations to represent your company at job fairs and other UW events.

VIP ACCESS YEAR ROUND: We work with you year-round to assist you in accomplishing your goals with limited time constraints.

MARKETING OPPORTUNITIES: We can help you get the word out about your brand.

REAL WORLD ENGAGEMENT: Students can work in an internship/project-based/ job-shadow capacity or volunteer at your company.

EMPLOYEE/STUDENT PROJECT MATCH: Students can take part in your company's corporate social responsibility mission, allowing them to plan and invest their time and talent into the communities you impact.

DESIGNATE YOUR GIFT: Every dollar directly supports UW students and you can direct your donation to any program or scholarship within the Office of Minority Affairs and Diversity.

UNDERWRITE A PROGRAM: Power a study abroad opportunity or service learning experience for a group of students.

IMPROVED AND EFFICIENT ACCESS TO STUDENTS: Your company can distribute internship/volunteer/professional development opportunities, directly to departments where students can access this information easily.

LEADERSHIP TRAINING AND CURRICULUM: Share your company's expertise or provide resources for students to engage in leadership training.

SITE VISITS: Students could have the opportunity to visit your company's laboratories/facilities/offices worldwide

CEO ROUNDTABLES: You can inspire students through a personal meet & greet with your company's leadership.

Opportunities are endless!
# CELEBRATION 2015

## Partnership & Sponsorship Levels

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DESCRIPTION*</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND PARTNER</td>
<td>Access, Diversity, Engagement! Diamond Partners enable students to dream big and turn those dreams into reality. As the highest recognition level at Celebration 2015, you have the opportunity to engage with students year-round, get campus-wide access through collaboration with OMA&amp;D, and get a customized partnership plan to fulfill your company's goals. Diamond partnership investments support 10 or more EOP Scholarships benefiting low-income, first-generation, and underrepresented minority students, which can be customized or designated to any program within the Office of Minority Affairs and Diversity.</td>
<td>$10,000 or more</td>
</tr>
<tr>
<td>PLATINUM SPONSOR</td>
<td>Recognize Excellence! Platinum Sponsors believe in the ability to overcome obstacles and succeed. As one of the most prominent sponsors of the Celebration 2015 Reception and Gallery of Excellence you showcase the scholars' exceptional stories and accomplishments and support 8 EOP Scholarships benefiting low-income, first-generation, and underrepresented minority students.</td>
<td>$8,000</td>
</tr>
<tr>
<td>GOLD SPONSOR</td>
<td>Inspire Beyond the Classroom! Gold Sponsors remove barriers to education and are the bridges our students need to become global citizens and leaders who will transform the world. As a Gold Sponsor you support 6 EOP Scholarships benefiting low-income, first-generation, and underrepresented minority students.</td>
<td>$6,000</td>
</tr>
<tr>
<td>SILVER SPONSOR</td>
<td>Give Opportunity! Silver Sponsors are the keys to affordability and open doors for students to have transformational opportunities. As a Silver Sponsor you support 3 EOP Scholarships benefiting low-income, first-generation, and underrepresented minority students.</td>
<td>$3,000</td>
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<tr>
<td>BRONZE SPONSOR</td>
<td>Make a difference! Bronze Sponsors are our champions. One scholarship can change the life of a student and help them become the first in their family to earn a college degree.</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*See recognition benefits for all partnership and sponsorship deliverables

Sponsors bring value beyond financial resources; they represent the important relationships we value and rely upon to deliver results at our institution and in our state.
## CELEBRATION 2015

**Recognition Benefits**

<table>
<thead>
<tr>
<th>Support of EOP Scholarships benefiting low-income, first-generation, and underrepresented minority students</th>
<th>Diamond $10,000 or more</th>
<th>Platinum $8,000</th>
<th>Gold $6,000</th>
<th>Silver $3,000</th>
<th>Bronze $1,500</th>
<th>All Sponsors</th>
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<tbody>
<tr>
<td>10+</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>1</td>
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<table>
<thead>
<tr>
<th>Seats at Celebration 2015</th>
<th>7</th>
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<th>7</th>
<th>7</th>
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</table>

<table>
<thead>
<tr>
<th>PRIORITY seating</th>
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<tbody>
<tr>
<td>Internship Fair sponsor</td>
<td>•</td>
</tr>
<tr>
<td>Reception &amp; Gallery of Excellence sponsor</td>
<td>•</td>
</tr>
<tr>
<td>Company logo on event signage</td>
<td>•</td>
</tr>
<tr>
<td>Opportunity to place promotional materials at each seat</td>
<td>•</td>
</tr>
<tr>
<td>Host one (1) recognition scholarship award winner and their two (2) guests at your table</td>
<td>•</td>
</tr>
<tr>
<td>Ad and recognition in commemorative program</td>
<td>Full Color</td>
</tr>
<tr>
<td>Acknowledgement in OMA&amp;D e-communications</td>
<td>•</td>
</tr>
<tr>
<td>On stage recognition</td>
<td>•</td>
</tr>
</tbody>
</table>

Please let us know how we can maximize your sponsorship! We would be pleased to discuss customizing the recognition benefits to increase your company’s visibility and meet your needs.
Investing in EOP Scholarships is investing in the future of your organization...

Graduation Outcomes
Since the EOP Endowed Scholarship Fund became active in 1991, 864 EOP students have been awarded scholarships. As of winter 2014, 598 of these recipients (both entering freshman and transfers) have earned bachelors' degrees. EOP Scholars have graduated at a rate that was, on average, 17.2 percentage points higher compared to the all-UW cohorts.

Academic Performance Outcomes
GPA breakdown: 598 scholars have earned Bachelor’s Degrees
• 95.3% (570 out of 598) graduated with a GPA of 3.0 or higher
• 45.9% (244 out of 598) graduated with a GPA of 3.5 or higher
• 14.3% (76 out of 598) graduated with a GPA of 3.75 or higher
• The mean graduating GPA was 3.44

Who are EOP students?

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>FEMALE</th>
<th>MALE</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>ASIAN</td>
<td>606</td>
<td>393</td>
<td>999</td>
</tr>
<tr>
<td>BLACK</td>
<td>468</td>
<td>323</td>
<td>791</td>
</tr>
<tr>
<td>CAUCASIAN</td>
<td>260</td>
<td>169</td>
<td>429</td>
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<tr>
<td>FILIPINO</td>
<td>314</td>
<td>252</td>
<td>566</td>
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<td>HAW/PAC</td>
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<td>80</td>
<td>184</td>
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<tr>
<td>LATINO</td>
<td>898</td>
<td>708</td>
<td>1,606</td>
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<tr>
<td>NATIVE AMERICAN</td>
<td>194</td>
<td>156</td>
<td>350</td>
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<td>NOT IND</td>
<td>40</td>
<td>24</td>
<td>64</td>
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<tr>
<td>TOTAL EOP</td>
<td>2,884</td>
<td>2,105</td>
<td>4,989</td>
</tr>
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</table>

Sources:
OMA&D Assessment
UW Student Database
Meet Our Scholars

Fabiola Arroyo
SAMUEL E. KELLY
RECOGNITION SCHOLAR

A senior from Sultan, Washington, Fabiola Arroyo has made a tremendous impact both on campus and in the community during her time at the UW. She was a member of the Student Diversity Coalition that led the efforts to pass a diversity course requirement for all UW undergraduates last year. She delivers educational outreach services to middle and high school students as a lead student ambassador for the Office of Minority Affairs and Diversity Recruitment and Outreach team. She is also the assistant director for the ASUW La Raza Commission.

Fabiola's accomplishments do not end there. She worked two summer internships with Boeing and performed infectious disease research at the Seattle Biomedical Research Institute. She also received the NASA Space Grant Program's Dovie Samuelson Scholarship and a UW Honors Undergraduate Scholarship.

Study abroad has been a large part of Fabiola's educational experience as well. She participated in programs that took her to both India and the UK. It was in India where she discovered her inspiration to someday start a local health clinic and medicinal herb garden in Southern California that will serve Latinos who may not trust modern medicine, don't qualify for aid or are faced with other factors preventing them from getting treatment.

After graduation, Fabiola plans to attend dental school and focus her studies on the relationship between nutrition, natural healing, overall health and dental health. In addition to starting a health clinic, she may also explore opening her own company that will provide healthy and affordable food options and reconnect people to the indigenous foods of their ancestors. Fabiola says, “I may be getting a dual degree in business administration and biology, but that is just the surface. Underneath is an entrepreneur-like spirit with a passion for natural healing through nutrition and dental health, and advocating for the injustices I see people face all around me.”
Mark Bennett had an unconventional journey to the University of Washington. Originally from Renton, Mark endured some difficult teenage years. He struggled with alcohol addition, became a father at age 17 and dropped out of high school. By age 19, he was homeless, living on the streets and feeling invisible.

With the help of YouthCare and other community-based organizations, Mark eventually got sober and went into recovery. He earned his high school diploma, enrolled at Seattle Central Community College, moved into transitional housing, squared away his legal records and gained custody of his son. Mark also discovered a love for mathematics and received an extra boost from the Washington MESA Community College Program which helped support his academic pursuits and an application to the UW.

Mark became a Husky last fall, but just one month into his first quarter received devastating news that his mother passed away. Mark sought help from his supports and despite his grief, kept focused on classwork. In fact, he scored 100 percent on his linguistics exam the very next day. He finished the quarter with two 4.0's and a 3.9, made the Dean's List and received the UW Mathematics Department Thomas Bleakney Endowed Scholarship.

Today Mark takes pride in excelling in school, being a good father and sustaining a healthy lifestyle. Eventually he hopes to pursue a master's degree or Ph.D. in a mathematics-related subject. He also makes time to give back by working at homeless shelters and sharing his story through speaking engagements. Last June, he gave the commencement address at his graduation from Seattle Central which happened to be the four-year anniversary of his sobriety. He recently spoke at the 17th annual King County Mental Health and Substance Abuse Legislative Forum and YouthCare's annual fundraising luncheon. Mark says, “For me, giving back is doing the right thing. Love was given to me freely and if I don't share love with others freely, then I am forgetting where I come from.”
THE CHARLES E. ODEGAARD AWARD

The Charles E. Odegaard Award was established in 1973 to honor the distinguished work of President Odegaard (1958-1973), who is most noted for his leadership in the community and his dedication to educational opportunity at the University of Washington. The Odegaard Award honors a member of our community whose leadership sustains President Odegaard's distinguished work on behalf of diversity at the University of Washington and the citizens of this state and whose leadership exemplifies the goals of the Educational Opportunity Program. It is the only University and community selected award and is regarded as the highest achievement in diversity at the University. A list of former Odegaard winners include outstanding civic leaders such as former Seattle Mayor Norman Rice, State Representative Phyllis Gutierrez-Kenny, King County Executive Ron Sims, Costco Wholesale Chairman Jeff Brotman and a host of civil rights activists. The recipients of this award are individuals from the community or the University.

THE 2015 ODEGAARD AWARD RECIPIENT

Colleen Fukui-Sketchley
Corporate Center Diversity Affairs Director
Nordstrom

ODEGAARD AWARD RECIPIENTS

2014  Denny Hurtado
2013  Rogelio Riojas
2012  Gertrude Peoples
2011  Assunta Ng
2010  Nelson Del Rio
2009  W. Ron Allen
2008  '68 Black Student Union
2007  Alan T. Sugiyama
2006  Charles Mitchell
2005  Mike McGavick
2004  Jeff and Susan Brotman
2003  Herman McKinney
2002  Constance L. Proctor
2001  Ernest Dunston
2000  Vivian Lee
1999  Albert Black
1998  Bill Hilliard
1997  Andy Reynolds
1996  Hubert G. Locke
1995  Ron Moore
1994  Bernie Whitebear
1993  Ron Sims
1992  Sandra Madrid
1991  Ken Jacobsen
1990  Herman D. Lujan
1989  L. Ray Bowen
1988  Frank Byrdwell
1987  Andrew V. Smith
1986  Phyllis Kenney
1985  Norm Rice
1984  Nancy Weber
1983  William Irmscher
1982  Mark Cooper
1981  Millie Russell
1980  Minoru Masuda
1979  Toby Burton
1978  Vivian Kelly
1977  Sam and Joyce Kelly
1976  Leonie Piternick
1975  Larry Gossett
1974  Dalwyn Knight