

MAY 2020 REPORT

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**President,
UW Alumni Association
Board of Trustees**

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MONTHLY SPOTLIGHT: JOIN

As we prepare to welcome the Class of 2020 into the UW Alumni community, the UW Alumni Association recognizes the extraordinary circumstances under which our graduates will complete their UW studies and step into the next phase in their lives.

To honor the perseverance and achievements of the Class of 2020, both undergraduate and graduate students, the UWAA is proud to offer the **gift of a complimentary one-year UWAA membership** to each graduate. They will be able to take advantage of all the benefits of membership while encouraging their continued engagement with the University throughout the year ahead, and beyond.

We are pleased to share that over **3,330 Huskies** have already signed up to receive their membership.



CURRENT INITIATIVES AND DIGITAL ENGAGEMENT

Concurrent to efforts underway to celebrate our graduating class, planning is underway for fall programming, including the **UWAA Homecoming Scholars** program. The UWAA will award six \$2,000 scholarships to students who exemplify the difference a UW education can make on their lives and have a demonstrated commitment to community. The application website was enhanced to include resources and information for students on how to write the strongest application possible and also includes testimonials from prior recipients. Outreach to students has included social media promotion as well as campus-specific emails to underscore this as a tri-campus effort. Applications are open now through May 15, 2020 and scholarship recipients will be recognized in Fall 2020.

In early March, the UWAA and Alumni and Stakeholder Engagement teams pivoted to a **digital engagement strategy** and immediately began adjusting engagement work with UW alumni, UWAA members, UWRA members, retirees, students and friends to respond to the changing needs of our key populations and the social distancing strictures that are a result of the Coronavirus pandemic. UWAA's **Stronger Together** web page, now with more than 150 online programs featured, continues to be a resource for the entire UW community.

Initial efforts concentrated on quickly adapting to the evolving situation, followed by a focus on developing new/original online engagement content and strategies to begin in April 2020. As a result, the following six broad categories have been identified as areas of programming focus: **Career Support, Celebratory, Lifelong Learning and Entertainment, Older Adults, Health and Wellness, and Advocacy**. Each of these areas will be supported by existing or new content to engage our communities during the course of the pandemic as well as beyond.

To further support our online engagement efforts, the UWAA has partnered with **PeopleGrove** to develop a platform for comprehensive online community building for UW alumni. Following an expedited implementation and launch, this new online community will be available to the class of 2020 to support their efforts to leverage the UW alumni community.

UWAA AWARD ANNOUNCEMENTS

In conjunction with the University, the UWAA is pleased to announce the following recipients of **2020 Alumni Association Awards**, which will be recognized as part of the UW **Awards of Excellence** program this spring:

- **Alumna Summa Laude Dignatus: Patty Hayes, '76, '80**, School of Nursing; Director, Public Health–Seattle & King County
- **Distinguished Alumni Veteran Award: Judge Ronald E. Cox (Ret.), '73**, School of Law; Captain, United States Army
- **Distinguished Service Award: Gary Oertli, '70, '72, '85**, President Emeritus, South Seattle College
- **Distinguished Teaching Legacy Award: John P. Keating**, Professor, Psychology, College of Arts & Science; Dean, UW Branch Campuses (*posthumous*)

UPDATES

UW Impact continues to monitor the impact of the pandemic and the possibility of a special session for the state legislature and work in partnership with the University.

For the third year, the UWAA celebrated Huskies in Eastern Washington on **509 Day** on May 9, 2020. More than **970** alumni and friends participated in this digital recognition event that provided an opportunity for Huskies in the region to connect and celebrate their unique community and commitment to support one another.