WHAT YOU CARE ABOUT CAN CHANGE THE WORLD
AGENDA

> WELCOME & INTRODUCTIONS
> BRAND MATTERS
> SPECIAL OLYMPICS USA
> CULTIVATING AN INCLUSIVE CAMPUS COMMUNITY
> BRAND VICTORY LAP
> WRAP UP & UPCOMING MEETINGS
BRAND MATTERS

MARY GRESCH
CHIEF MARKETING & COMMUNICATIONS OFFICER
2018 SPECIAL OLYMPICS
USA GAMES

BETH KNOX
PRESIDENT & CEO

APRIL KYRKOS
CHIEF MARKETING & COMMUNICATIONS OFFICER
City Of Inclusion

FOR IMMEDIATE RELEASE
May 12, 2016

SEATTLE TO HOST 2018 SPECIAL OLYMPICS USA GAMES
Most significant sporting event to come to Seattle since 1990 Goodwill Games

Seattle, WA – Special Olympics announced today that Seattle, Washington has been selected to host the 2018 Special Olympics USA Games, the national games for Special Olympics in the United States. The announcement was made at a press conference at Husky Stadium at the University of Washington.

The 2018 Special Olympics USA Games will take place July 1-6, 2018. 3,500 Special Olympics athletes from all 50 states and the District of Columbia, 1,000 coaches, 10,000 family members, 10,000 volunteers and an estimated 50,000 spectators will take part in this premier national sports competition, showcasing the power and joy of sports at the highest levels.

On hand to make the announcement and share the impact of hosting one of the most significant sporting events to come to Seattle since 1990 Goodwill Games were Special Olympics executives and Seattle City officials.

City Of Inclusion

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CHALLENGE

Implementing & activating around Inclusion

HOW DO YOU
change mindsets?
move communities?
impact policies?
set a new standard for businesses?
connect individuals?
The Game Changer Campaign was designed to recognize and encourage individuals to be inclusive
Future of Inclusion

An evening of thoughtful and inspiring conversation about building a community without barriers or prejudice.

Celebrity panelists and influential members of our community will lead the group through several discussion topics, including ways to cultivate an inclusive environment and action steps we all can take in our personal and professional lives to create a community in which people with intellectual disabilities are meaningfully and fully welcomed and valued, where differences are appreciated, and where people of all abilities have equitable opportunities.
Future of Inclusion Forum

Meet the Panelists
Tim Shriver, Chairman, Special Olympics Int’l
Brad Smith, Microsoft
Tig Notaro, Comedian, Actor, Author
Stephanie Allynne, Writer, Actor
Shaquem Griffin, Seattle Seahawks (ask pending)

Topics | Potential Questions - Dare to Think Big
• Creating the future we want. What if? What is Inclusion Intelligence? How can we learn/increase it?
• How can Artificial Intelligence lead inclusion and accessibility efforts? Possible Video 2: Microsoft
• How can we drive a cultural shift in turbulent times? How do we build respect and value of people with all abilities? Being willing to fail and finding the courage to lead.
• How can we integrate inclusion through Sports? How can we broaden the reach and raise expectations?
Unified Sports

Special Olympics Unified Sports brings people with and without intellectual disabilities together on the same team to compete.

THE UNIFIED SPORTS EXPERIENCES

This first-hand experience aims to change perceptions and break down barriers for people with intellectual disabilities, by uniting people in the joy of competition.

ESPN | SPECIAL OLYMPICS UNIFIED CHALLENGE

- Executive
- Community

The purpose of these events is to showcase the abilities of Special Olympics athletes and spotlight the power of inclusive competition, while simultaneously providing an opportunity to raise awareness and funds for Special Olympics programs.
ESPN | Special Olympics Unified Challenge
A SPECIAL OLYMPICS USA GAMES FUNDRAISER
ESPN | Special Olympics Unified Challenge
A SPECIAL OLYMPICS USA GAMES FUNDRAISER

EXECUTIVE DIVISION
July 1, 2018 | Husky Ballpark
3:30 – 6:30 p.m. immediately following the Opening Ceremony

- 8 Activity stations
- Executive and Celebrity interviews for ESPN
- Prize money (donated to USA Games or Seattle-based non-profit of choice)

EMCEE - Kenny Mayne, ESPN Sports Journalist

CELEBRITY PLAYERS CONFIRMED
Jordan Spieth, Apolo Ohno, Big Show, Gary Payton, Walter Jones, Kasey Keller, Steve Largent, Jim Zorn

PLEDGE OF INCLUSION
I pledge to look for the lonely, the isolated, the left out, the challenged and the bullied.
I pledge to overcome the fear of differences and replace it with the power of inclusion.
I #ChooseToInclude.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>CEO/EXECUTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ESPN</td>
<td>Russell Wolff, EVP</td>
</tr>
<tr>
<td>2 Microsoft</td>
<td>Brad Smith, President</td>
</tr>
<tr>
<td>3 Coca-Cola</td>
<td>Jim Dinkins, President North America</td>
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<tr>
<td>4 Swire Coca-Cola</td>
<td>Paul Lukanowski, GM and SVP</td>
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<tr>
<td>5 Bank of America</td>
<td>Ann Finucane, Vice Chairman</td>
</tr>
<tr>
<td>6 Walt Disney Co.</td>
<td>Elissa Margolis, SVP Enterprise Social Responsibility</td>
</tr>
<tr>
<td>7 Kaiser-Permanente</td>
<td>Susan Mullaney, President KPWA</td>
</tr>
<tr>
<td>8 WWE</td>
<td>Stephanie McMahon, Chief Brand Officer</td>
</tr>
<tr>
<td>9 Finish Line</td>
<td>Sam Sato, CEO; John Hall, EVP Merchandising</td>
</tr>
<tr>
<td>10 University of WA</td>
<td>Ana Mari Cauce, President</td>
</tr>
<tr>
<td>11 Starbucks</td>
<td>Vivek Varma, EVP Public Affairs</td>
</tr>
<tr>
<td>12 DocuSign</td>
<td>Dan Springer, CEO</td>
</tr>
<tr>
<td>13 Holland America Group</td>
<td>Orlando Ashford, President</td>
</tr>
<tr>
<td>14 Seattle Mariners</td>
<td>John Stanton, Chairman; Jerry Dipoto, General Mgr</td>
</tr>
<tr>
<td>15 T-Mobile</td>
<td>Executive TBD</td>
</tr>
</tbody>
</table>

*Fundraising Target of $300,000 **GOAL MET**

» 15 Executive Division Teams Confirmed
COMMUNITY DIVISION
June 29, 2018
4:00 – 8:00 PM
CenturyLink Field N. Plaza
Community Division registration open now

TEAM
1. Member
2. Member
3. Member
4. Member
5. Law Enforcement Officer or Firefighter
6. Special Olympics Athlete

- Activity stations
- Prizes
- Team photo booth
- Team Lounge area
- Live music and on-site radio personalities
- Beer Garden
- Food Trucks

CELEBRITY PLAYERS
Dave Krieg, Detlef Schrempf, Ray Roberts
PLEDGE OF INCLUSION

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INTEGRATION BEYOND ATHLETICS
Special Olympic USA Games

Tipping Point for Inclusion
INTERESTED IN GETTING INVOLVED?

» Volunteer
» Spread the word
» Be a #ImAGameChanger
» Post on social
» Email your networks
» Attend Opening Ceremony

Interested in our **messaging toolkit**?
(includes graphics, sample social copy and email copy)

Email requests to: akyrkos@specialolympicsusagames.org
CULTIVATING AN INCLUSIVE CAMPUS COMMUNITY

BREE CALLAHAN
DIRECTOR, DISABILITY RESOURCES FOR STUDENTS

DR. JENNIFER FUNG
ASSISTANT DIRECTOR OF RESEARCH, HARING CENTER FOR RESEARCH AND TRAINING IN INCLUSIVE EDUCATION
DISABILITY RESOURCES FOR STUDENTS

BREE CALLAHAN DIRECTOR
UW LEGAL DUTY

> to provide students with appropriate academic adjustments and auxiliary aids and services that are necessary to afford an individual with a disability an equal opportunity to participate in the school's program

Dept. of Education Office for Civil Rights
“Accessible” means those with a disability are able to acquire the same information and engage in the same interactions – and within the same timeframe – as those without disabilities.

-University of Montana

Office of Civil Rights Settlement Agreement, 2012
EQUALITY vs EQUITY

Equality promotes fairness and justice by giving the same to everyone.

Equity gives people access to the same opportunities.
DISABILITY RESOURCES for STUDENTS

> Dedicated to ensuring access and inclusion for all students with disabilities
> Serves students with either temporary or permanent physical, health, learning, sensory or psychological disabilities
> Partners with students and faculty jointly in the process to establish accommodations, services and access to academic programs
> Disability.uw.edu
WHAT IS A DISABILITY?

> Physical or mental impairment that substantially limits major life activities
  > Life activities in college include but are not limited to:
    > Sleeping, Reading, Learning, Eating, Processing, Caring for One Self, etc.

> Permanent or temporary

> Beyond the stereotypical: white cane, wheelchair, ASL interpreter:
  > Cancer, dietary allergies, medication impacts, depression, concussions, hearing loss, PTSD, etc.

> 90% of DRS students have invisible disabilities
DISABILITY RESOURCES for STUDENTS

> 3000 students in AY 2017-18
  – 5% of student body
  – 150% growth in 5 years
  – 30% reported multiple disabilities
  – 62% females, 38% males

> Partner with 3200+ academic staff annually
  – In and across all academic colleges & schools
  – Includes clinical settings, study aboard, etc

> 12.2% of all UW classes had at least one student request accommodations
CAMPUS “D” PARTNERS

> Access Technology Services
> D Center
> Disability Studies
> DO-IT
> DSO (HR)
> Husky MOSSAIC
> Learn Clinic
> Project Search
> Prep IT
ACCESSIBILITY & INCLUSIVE DESIGN

Accessibility is “the deliberate provision of access through a thoughtful awareness of the multiple ways in which our users might need to interact with our resources. Accommodation puts the burden on our users.”

– Awareness is thoughtfully anticipating what users need, while accommodation forces them to ask for alternatives that might be needed
ACCESSIBILITY & INCLUSIVE DESIGN

COULD YOU PLEASE SHOVEL THE RAMP?

ALL THESE OTHER KIDS ARE WAITING TO USE THE STAIRS. WHEN I GET THROUGH SHOVELING THEM OFF, THEN I WILL CLEAR THE RAMP FOR YOU.

BUT IF YOU SHOVEL THE RAMP, WE CAN ALL GET IN!

CLEARING A PATH FOR PEOPLE WITH SPECIAL NEEDS CLEAR THE PATH FOR EVERYONE!
ACCESSIBILITY & INCLUSIVE DESIGN
ACCESSIBLE & INCLUSIVE MARKETING

> Inclusive Design
  – Every design decision has the potential to include or exclude
  – Inclusive design emphasizes understanding user diversity to inform design decisions
  – Include as many people as possible

> Plain Language and Inclusive Document Design
  – Old handout (pre-redesign)
  – New handout (post and using principles)

> Google Doc checklist

> UW Accessibility webpage
Today

• UW Haring Center
  – Why inclusive education?
  – How does the Haring Center contribute?
Teacher, Researcher, Mother
Inclusion: What?
Inclusion: What Does It Mean?

“Inclusion embodies the values, policies, and practices that support the right of every young child and his or her family, regardless of ability, to participate in a broad range of activities and contexts as full members of families, communities, and society. The desired results of inclusive experiences for children with and without disabilities and their families include a sense of belonging and membership, positive social relationships and friendships, and development and learning to reach their full potential”

DEC/NAEYC, 2009
“Inclusive education means cultivating an equitable learning community in which all children and families are regarded as valuable members” – Artiles & Kozleski 2007
Inclusion: What Does It Mean?

“Inclusion is a right, not a privilege for a select few” –

Oberti v. Board of Education, Clementon School District, 1993
Inclusion Is Not a Place
Inclusion: Why?
Inclusion: Research Outcomes

• Separate is not better
  - Inclusion provides opportunity
  - Regardless of perceived unique characteristics of secluded program, research fails to demonstrate the superior efficacy of special, segregated programs for children with disabilities (Audette & Algozzine, 1997; Lipsky, 1997; Sailor, 2003)
  - Children with disabilities are less likely to independently use and to maintain newly-learned skills when they are taught in segregated settings (Strain, 2014)
  - No ideal “candidate” for inclusion
Inclusion: Research Outcomes

Quality of Practice

- Requires systematic planning and use of specialized strategies
- Programs that provide inclusive services tend to be of higher quality, and use state-of-the-art practices in many program characteristics (Strain, 2014; Buysse et al., 1999)
Inclusion: Research Outcomes

Children with Disabilities

• More positive outcomes across developmental domains and academic performance, and

• Better prepared for post-school experiences (Dessemontet et al., 2012; Cole et al., 2004)

• More social acceptance and friendships within their home communities (Sharpe, 2005)
Inclusion: Research Outcomes

Children Without Disabilities

• Equal or enhanced academic performance (Rujis et al., 2010; Kalembouka et al., 2007)

• Placement in inclusive classrooms does not affect classroom experience, including:
  — Instructional time
  — Interruption to planned activities
  — Student test scores
  — Report card grades (York et al., 1992)
Inclusion: Research Outcomes

**Children Without Disabilities**

- Increased awareness of disability and individual differences (Downing et al., 1996; Farrell, 2000; Peltier, 1997)
- Increased awareness and acceptance of diversity (Downing et al., 1996; Farrell, 2000; Peltier, 1997)
- More frequently go into ‘helping’ professions, such as social work, teaching, and medicine (Vizziello et al., 1994)
Inclusion: Research Outcomes

Children Without Disabilities

- Enhanced self-esteem, more sophisticated interpersonal skills, and greater capacity for friendship (Downing et al., 1996; Farrell, 2000; Peltier, 1997)

- Described as more kind, caring, and understanding by their peers, parents, and teachers (Staub et al., 1994)
The Haring Center
The Haring Center

Imagine a world where children of all abilities and backgrounds learn, play, and grow together...
The Haring Center

The UW Haring Center conducts research, demonstration, and training that continually advance the field of inclusive education

• Research addresses the most pressing questions
• Classrooms at the Experimental Education Unit (EEU) are where best practices are demonstrated and strategies are tested
• Professional development & training team trains professionals to use strategies across Seattle, Washington, and beyond
The Haring Center

Haring Center Promo Video
HARING CENTER RESEARCH
2017 YEAR IN REVIEW

581 HARING CENTER RESEARCHER CITATIONS

14 PEER-REVIEWED JOURNAL ARTICLES PUBLISHED

1 HIGHLY REGARDED BOOK PUBLISHED
DATA MODEL FOR TEACHING PRESCHOOLERS WITH AUTISM

NEW $4 MILLION GRANTS

6 PHDS AWARDED

57 STUDENTS GRADUATED WITH M.ED. DEGREES
2017 HARING CENTER IMPACT

In alignment with the University of Washington’s commitment to sharing discoveries that will change the world, the Haring Center disseminates what it has learned to educational leaders and professionals close to home and across the globe.

BY LOCATION

In 2017, the Haring Center provided training on cutting-edge practices in inclusive education to educators and leaders across Washington state, the United States and the world.

BY THE NUMBERS

19 HARING CENTER TRAINERS
54 SCHOOLS & AGENCIES TRAINED IN INCLUSIVE EDUCATION
2,900 EDUCATORS, PROFESSIONALS, AND LEADERS TRAINED IN INCLUSIVE EDUCATION
BRAND VICTORY LAP

ALANYA CANNON
DIRECTOR, BRAND MANAGEMENT, CAMPUS FILMING & UNIVERSITY PHOTOGRAPHY, UMAC
Our mission is to empower individuals and communities to take sustainable action to prevent suicide, champion systemic change, and restore hope.

Need Help Now? Call the National Suicide Prevention Lifeline at 1-800-273-8255. Press 1 if you are a Veteran OR Text 741741.

Learn more »

Forefront Suicide Prevention LEARN™

Order Free EDUCATIONAL MATERIALS

ADVOCACY WORKS

Reporting on SUICIDE
SPRING INTO JOY!
An Evening with Forefront Suicide Prevention

May 31st | Optimism Brewing | 6 - 8 PM

Join Forefront Suicide Prevention Director Jennifer Stuber as we celebrate the end of Mental Health Awareness Month and #standup4life!

Thursday, May 31
6:00 – 8:00 PM

Optimism Brewing
1158 Broadway
Seattle, Washington, 98122

Tickets: $25 per person

Ticket purchase includes a donation to Forefront Suicide Prevention and one drink from Optimism Brewing for those 21+. Non-alcoholic beverages and food will be available to all ticket holders. All ages welcome.

REGISTER

May is Mental Health Awareness Month!
Join us as we continue to empower individuals and communities to take action.
EXPLORE GARDENS, DISCOVER PLANTS

Seattle’s favorite place for inspiration and relaxation.

COME VISIT US

WASHINGTON PARK ARBORETUM

The Arboretum is a hidden gem on the shores of Lake Washington. Its 230 acres hold a dynamic assortment of plants with plenty of walking trails.

CENTER FOR URBAN HORTICULTURE

Seattle's nexus for the horticultural community to gather, learn and be inspired. Home to the Union Bay Natural Area, an ecological restoration laboratory.
Expanding field-based learning opportunities

Professor Hinckley’s lifetime of learning

After leading countless field trips, School of Environmental and Forest Sciences Professor Emeritus Tom Hinckley still learns something new every time he enters the forest.

“When you learn to see all the parts of an ecosystem, you become more comfortable walking into a forest. You know the context, the history, the stories. It’s similar to visiting a museum after taking an art history course. Suddenly you have a broader understanding of the paintings because you know something about the context of their creation.”

From its earliest offerings, Tom’s signature immersive learning course, Spring in the Cascades,
AN INNOVATIVE COLLABORATION

Established in 1977 as a partnership between UW and NOAA, JISAO fosters collaborative, multidisciplinary research across ocean, atmosphere, and fishery sciences.

WE WORK ON:

CLIMATE
Atmospheric research including Arctic circulation and climate variability, air-sea interaction, carbon cycle, aerosol, and land-surface hydrology

PHYSICAL AND CHEMICAL OCEANOGRAPHY
Chemical tracers of ocean circulation, sea floor observations, coastal ocean observations, tsunami observations and modeling, Innovative observations in the Arctic and north Pacific, and ocean acidification

OCEAN ECOSYSTEMS
Fish ecosystem studies and management, SCOPE, ocean acidification, ocean climate variability and climate change, and marine mammals
We asked students...

WHAT KINDS OF NURSES DOES WASHINGTON AND THE WORLD NEED?

ANNUALLY, UW PRODUCES 600 FUTURE NURSE LEADERS READY TO CHANGE THE WORLD.
Book a room at the Hilton Garden Inn and get access to a free shuttle to and from the Block Party. Read on for more details!

Make a weekend of it!

Our sponsors at the Hilton Garden Inn in Bothell are the official Husky Headquarters for UW Bothell Alumni Weekend. Book a room May 18th and/or 19th and receive a special discounted rate of just $129/night. When you stay you’ll have access to a free shuttle to and from the Block Party, as well as a post-event party! Book online or call 1-425-486-0400 to book.

Your 2018 Alumni Weekend line-up:

Alumni Happy Hour
Fri. May 18/5 p.m.
Have an appetizer on us! Join UW Bothell alumni for a

Husky 5K
Sat. May 19/9-11 a.m.

Bothell Block Party
and Breakfast
# Jackson School Centers/Programs Rebranding Project Update

<table>
<thead>
<tr>
<th>Center/Program Name</th>
<th>Off Brand Logo</th>
<th>Rebranded Design Element</th>
<th>Rebranded Sample</th>
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<tbody>
<tr>
<td>1 African Studies</td>
<td><img src="image1" alt="Baobab Tree" /></td>
<td><img src="image2" alt="Rebranded Design" /></td>
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<td>2 Canadian Studies</td>
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<td>3 Center for Global Studies</td>
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<td><img src="image8" alt="Rebranded Design" /></td>
<td><img src="image9" alt="Rebranded Sample" /></td>
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Design Elements should have a ‘water-mark’ appearance, with a layered opacity 60%–70% or less.
<table>
<thead>
<tr>
<th>CENTER/PROGRAM NAME</th>
<th>OFF BRAND LOGO</th>
<th>REBRANDED SAMPLE</th>
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<tr>
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<td><img src="image7" alt="Off Brand Logo" /></td>
<td><img src="image8" alt="Rebranded Sample" /></td>
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</table>
Glorious Rainbow Over 25th Ave!

Other

Priceless!
One of the many benefits of visiting the Surplus Store when it’s rainy: awesome meteorological metaphors like this!

Goat Visitor

Other

Niblets, tin cans, you know . . .
Yeah, so you may have heard that sometimes we have goats show up in the store—typically with our regular customer, Lacia, who is happy to tell you all about her endeavors in the Wide World of Goats.
Goat Visitor

Other

Niblets, tin cans, you know . . . Yeah, so you may have heard that happy to tell you all about her end...
UPCOMING EVENTS

> Marketing & Communications Roundtable:
  – September 27, 2 – 4 pm, HUB Lyceum

> Marketing & Communications Executive Council:
  – June 28, 2 – 3:30 pm, Gerberding 142

> Other Key Meetings:
  – Social Media – June 12, 12:30 – 1:30 pm, Gerberding 142
  – Elevate – June 20, 11:30 am – 1 pm, Odegaard 220
  – Word Nerds – June 27, 12:30 – 1:30 pm, Gerberding 142
  – Web Council – August 2, 9 – 10:30 am, Odegaard 220