WHAT YOU CARE ABOUT CAN CHANGE THE WORLD
AGENDA

> WELCOME & INTRODUCTIONS

> BRAND MATTERS

> EDUCATION FOR TRANSFORMATION – PROFESSOR ANGELINA S. GODOY

> UW LICENSE PLATES - TRADEMARKS & LICENSING

> BRAND VICTORY LAP

> WRAP UP & UPCOMING MEETINGS
BRAND MATTERS

MARY GRESCH
CHIEF MARKETING & COMMUNICATIONS OFFICER

UNIVERSITY of WASHINGTON
SIGN UP TO VOLUNTEER

Select ‘Companies and Groups’
Enter access code ‘DAWGS2018’

REGISTER

Register for a volunteer shift and required training session!

www.specialolympicsusagames.org/uw-volunteers
“These schools are supported by our people because our people realize that this country has needed in the past, and needs today as never before, educated men and women who are committed to the cause of freedom.”
EDUCATION FOR TRANSFORMATION

PROFESSOR ANGELINA GODOY
DIRECTOR OF THE UW CENTER FOR HUMAN RIGHTS
INCOMING TELEGRAM

SECRET

PAGE 01

ACTION NODS=90

INFO OCT-91 ANS-89 /891 W

5 07/0857 NOV 91
FM AMBASSADOR SAN SALVADOR
to SecState WashDC IMMEDIATE 6517

SECRET SAN SALVADOR 851A

NODIS/NODFORM/NOD/TRACT/TRAN

DEPARTMENT PLEASE PASS DOD ATTN CARLUCCI

E. C. 120681 RMS-1 11/91/91 (HINTON, DEANE R.) OR-W

TAGS: HASS HERP HSHP SNHP ES

SUBJECT: SOME TOUGH DISCUSSION WITH GARCIA

REF: (a)

1. (a - ENTIRE TEXT.)

2. THERE IS A DISTURBING NEW ASPECT OF PERSISTENT PROBLEM OF VIOLENCE WHICH SENIOR U.S. OFFICIALS SHOULD RAISE WITH DEFENSE COL. GARCIA DURING HIS WASHINGTON VISIT. INDEED, FOCUS SHOULD BE ON ARMY-AIR FORCE FIRE CONTROL PROCEDURES WHERE, OF COURSE, CONTINUED EFFORTS TO ELIMINATE SECURITY FORCE EXCESSES AND TO SOLVE MURDER CASES INVOLVING AMERICANS SHOULD BE URGENT ON GARCIA.

3. IN PART, REPORTS OF DIRECT ARMY PARTICIPATION IN EXCESSES HAVE BEEN FEW. RATHER, PROBLEM OF ABUSES OF AUTHORITY HAS BEEN SEEN LARGELY AS ONE OF BETTER CONTROL OF SPECIALIZED SECURITY FORCER.

4. Thus, IT IS PARTICULARLY DISTURBING TO HAVE DETAILED RECORD

Department of State 31-3112/3112 El Salvador BP Date 7/17/93

Declassified under 1) in full; 2) in part; portions withheld: classified ( ), declassified ( ), law enforcement ( ), private ( ), incidental ( ), not related to El Salvador ( ).
REPORTS OF SALVADORAN ARMY MASSACRES OF WOMEN AND CHILDREN ALONG THE RIO LEMPA AND IN CHALATENANGO. INDEED, OUR OWN OFFICIALS WERE WITNESSES TO A MACHINE GUN ATTACK ON APPARENTLY UNARMED CIVILIANS BY HELICOPTER. [APOTOLIC ADMINISTRATOR RIVERA Y DAMAS HAS ALREADY CALLED ATTENTION TO THE RIO LEMPA INCIDENT IN A TALK WITH UPI, WHICH HAS SUBSEQUENTLY BEEN DISTORTED AND EXPLOITED BY RADIO HAVANA.]

5. SUGGESTED TALKING POINTS:

---THE INTERNATIONAL COMMUNIST PROPAGANDA EFFORT AGAINST EL SALVADOR HAS ACCUSED THE ARMED FORCES SEVERAL TIMES RECENTLY OF GENOCIDE DURING ITS OPERATIONS. WE ARE ATTEMPTING TO COUNTER THAT PROPAGANDA.

---CREATION OF FREE FIRE ZONES IN EL SALVADOR OR ARMY AIR FORCE BEHAVIOR AS IF SUCH ZONES EXIST COULD HAVE GRAVEST CONSEQUENCES FOR OUR CONTINUED COOPERATION AND OUR HOPE TO PROVIDE CONTINUED U.S. ASSISTANCE.

---U.S. PUBLIC OPINION AND CONGRESSIONAL SUPPORT FOR ADMINISTRATION COULD BE RAPIDLY ERoded UNLESS GARCIA AND COMPANY KEEP THEIR FORCES UNDER STRICT CONTROL.

5. IN MY VIEW, GARCIA WILL TAKE MESSAGE MORE SERIOUSLY IF IT COMES FROM RECOF AS WELL AS FROM SECSTATE. IN ADDITION, PERHAPS BLUNT TALK BY SENIOR U.S. GENERAL, E.G. CHAIRMAN, JCS, WOULD BE EFFECTIVE.

HINTON

UNCLASSIFIED

SECRET
CONFIDENTIAL SAN SALVADOR 8588

EXDIS

E. O. 12065: RDS-1 11/10/01 (HINTON, DEANE R.) OR-M
TAGS: PINS PINT SHUM ES
SUBJECT: SALVADORAN ARMY TACTICS

REF: SAN SALVADOR 8518

1 (C - ENTIRE TEXT)

2. BISHOP RIVERA Y DAMAS, DURING LUNCH AT NUNCIATURA NOVEMBER
9, TOLD NUNCIO, FONMIN AND ME OF HIS CONCERN ABOUT BRUTAL
ARMY TACTICS DURING RECENT OPERATION IN URULUTAN. IN RESPONSE
TO MY FOLLOW-UP QUESTIONS, RIVERA Y DAMAS SAID THEE IS NO
QUESTION IN HIS MIND ABOUT WHAT HAD HAPPENED DURING HIS LAST
VISIT TO HIS PARISH IN SANTIAGO DE MARIA HE HAD HEARD
FIRST-HAND ACCOUNTS FROM PARISH PRIESTS WHO HAD HEARD MANY
STORIES FROM SURVIVORS. THE BISHOP SAID THE AREA BETWEEN SAN
AUGUSTIN AND BERLIN AND WEST TO RIO LEMPA HAS BEEN TOTALLY
UNDER INSURGENT CONTROL FOR SOME CONSIDERABLE TIME. HE THOUGHT
THERE WERE PERHAPS AS MANY AS 10 OR 12 FORTIFIED GUERRILLA
CAMPS IN THIS AREA, EACH OF WHICH WAS BASE FOR PERHAPS 40 TO
70 ARMED MEN. THE FPL, ERP AND PRTC (CENTRAL AMERICAN
COMMUNIST PARTY) ALL HAD FORCES IN THE AREA. THE ARMY,
IN ATTACKING, HAD SUFFERED CONSIDERABLE LOSSES WITHOUT
MUCH SUCCESS AGAINST HEAVILY ARMED GUERRILLAS ALTHOUGH
THERE WAS WIDESPREAD KILLING OF CAMP FOLLOWERS—WOMEN
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PAGE 02 SAN SA 08588 101920Z

AND CHILDREN. HE IS NOT CERTAIN BUT HE ATTRIBUTES THIS MORE
TO TROOP FRUSTRATION THAN TO COMMAND DECISION. HE BELIEVES THAT
THERE WERE AT LEAST 200 CIVILIAN NON-COMBATANTS KILLED BUT
HE RECOGNIZES THAT THEY WERE PART OF OR RELATED TO THE
GUERRILLA FORCE SUPPORT NETWORKS.

3. HE TOLD US HE ENCOUNTERED SOME SOLDIERS RETURNING TO THE
CUARTELS AFTER THE OPERATION, ASKED WHAT HAD HAPPENED AND WAS
TOLD, "HEMOS LIMPIADO LA ZONA." (WE CLEANED UP THE AREA).
THE BISHOP SAID HE FEARED THAT THAT WAS LITERALLY CORRECT.
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TO: T - Mr. Buckley
FROM: PM - Richard Burt

SUBJECT: Program Approval and Apportionment Request for FY 1982 FMS Loan for El Salvador

ISSUE FOR DECISION

We recommend that you sign the attached program approval and apportionment request, which provides authority to guarantee $25 million in FMS financing to El Salvador. This funding is urgently needed to maintain and to improve the capability of the Salvadoran Armed Forces to combat the foreign-supported Marxist insurgency.

ESSENTIAL FACTORS

On October 19 you approved the allocation of $25 million in FY 1982 FMS guaranteed financing to El Salvador under the October 1 - November 20 Continuing Resolution (CR). This is the full amount of FMS financing for El Salvador requested in the FY 1982 Congressional Presentation Document (CPD). Though the CPD request was for $17 million in direct credit and $8 million in guaranteed financing, we have revised these figures for planning purposes to $16.5 million in guaranteed financing and $8.5 million in direct credit in conformance with Senate action on the FY 1982 authorization bill. However, we currently have no legal authority or funds to provide direct credit. Therefore the entire financing program, under the current CR, must be in the form of guaranteed financing. The program will be divided into two parts -- a $16.5 million Federal Financing Bank (FFB) loan agreement to be concluded as soon as possible after apportionment; and a $8.5 million FFB loan agreement to be concluded (1) if and when it becomes clear that direct credit will not be available or (2) the $16.5 million loan is drawn down and funds are needed for further purchases. This procedure will preserve the option of providing El Salvador with direct credit for some of its program, should Congress authorize and appropriate the necessary funds.
UW LICENSE PLATES

KARIN MELLSKOG
LICENSING MANAGER, UW TRADEMARKS & LICENSING
BRAND VICTORY LAP

LAUREN LEE
ASSOCIATE DIRECTOR, CREATIVE, UMAC
Undaunted: Introspection and Expression Through Painting

Linda Callecod, Courtney Nielsen, & Jamie Wilson

*** This session is now full. ***

In this lively session, facilitators guide you step-by-step through basic techniques as you paint this impressionistic sunrise view on canvas. You’ll be encouraged as you work through the analogy of the thriving evergreen and the strength and hope it represents. You may even find that your own perseverance, courage, and spirit come shining through in your art!

No painting experience is necessary. All supplies are provided and of course you may take your masterpiece home with you.
Celebrating our Seattle Landmark Status!

On March 7, 2018 Seattle’s Landmarks Preservation Board unanimously voted to nominate the 100-year old Navy-built hangar at a passion-filled meeting full of memorable public comment and committee interest and praise. Listed as the ‘Canoe House’ online, Susan Boyle of BOLA prepared an in-depth historical nomination of the building’s impressive and varied history, which can be found here. Fittingly, the building was the University of Washington’s first building to be placed on the National Register (1975), and will now be the first on the Seattle Landmark List!

Public comment was kicked off with local author, Daniel James Brown reading from the book that has catalyzed the movement for the building’s restoration, *The Boys in the Boat*. The committee allowed for a few extra minutes as Brown read a few pages describing a

ASUW supports their name being back on the building

January 18, 2018

The Board of Directors met to discuss the proposal to support placing their name back onto the historic building. Director of Recreation, Matt Newman explained the rich history of student governance over sports and recreation in UW’s history - and the significance of referring to it as the ‘A.S.U.W. Shell House’ would draw a direct link to its past. The Board agreed, with one caveat, to work with UW’s Tribal Liaison, to also make reference to the land before the UW was on it - known as ‘Carry a Canoe’ by the Lake Washington people. A first for campus, in recognizing the land’s original name - and a possible catalyst for other sites and areas on land we now call the University of
2 NEW PROGRAMS
1. Trail Activities
2. Watersports

597 CLASS/TRIP PARTICIPANTS

3 LOCATIONS
Climbing, Rock, Water

5,489
- 33% Students
- 6% Faculty Staff

4,118
- 41% Public

29,725 CRAGS VISITS

130 RAIN CITY SEND PARTICIPANTS

GEAR GARAGE

17,227 BOAT RENTALS
EMBRACING DIVERSITY

Our social work students are smart, dedicated, and passionate about social change—and they are diverse. Almost half are students of color, making us one of the most diverse UW professional schools. Real-world field experience and first-rate academic programs prepare our students to become social entrepreneurs who take risks, innovate, and adapt to a rapidly changing social landscape.

LEADING THE FIELD

Our diverse, world-class faculty create an exciting and empowered space for learning, research, and service. Their deep commitment to academic innovation has resulted in top-ranked programs and field education opportunities that build professional expertise, hone investigative skills, and foster the ability to lead and serve in a multicultural world.

ACCELERATING SOCIAL CHANGE

Among schools of social work, we rank among the top in the nation in research funding and faculty publications. Our research and innovation centers are widely recognized for their contributions to social work scholarship and the rich opportunities they provide to students at all degree levels to learn from cutting-edge science that accelerates social change.

$47.8 million in training and research funding (4/2017)

648 Students enrolled

$5 million in student support awarded annually

#1 IN THE WORLD among schools of social work (SWE) among graduate programs for social work (US News & World Report)

#3 IN THE NATION among advanced social work programs (Peterson’s Guide, NWSA)
A focus on innovation for impact

Dorothy Van Swearingen was named dean in 2002. The School launched the Institutes of Excellence and supported innovative connections among teaching, research, and practice.

In 2005, the Poverty Center was established at the School, becoming a hub for research, education, and policy analysis focusing on the causes and consequences of poverty.

The Indigenous Wellness Research Institute was founded in 2006 to improve the health of indigenous people. In 2012, it was named a Center of Excellence by the National Institutes of Health, the first school of social work program to receive this designation.

In 2006, Elbada Ulebara became dean—the first person of color to hold that position. In 2011, she became the inaugural holder of the Ballmer Endowed Chair in Social Work, the nation’s first endowed chair in social work at a public university. Ulebara has focused on building collaborative relationships within the University and with public agencies, the private sector, and nonprofit organizations while simultaneously strengthening the School’s commitment to social innovation, impact, and equity.

Among the innovative public-private partnerships launched during Ulebara’s tenure is Partners for Our Children, which was founded in 2010 to enhance child welfare policy and practice through research and collaboration.

In 2010, the School spearheaded the Alliance for Child Welfare Excellence, a nonprofit partnership uniting the resources of the state’s child welfare agency and the state’s social work schools to provide comprehensive child welfare training and education.

The School has taken a leadership role in the Grand Challenges for Social Work, launched in 2014 by the American Academy of Social Work and Social Welfare to galvanize social work expertise, education, research, and practice.

This groundbreaking initiative uses science to strengthen the social fabric, ensure individual and family well-being, and achieve a more just society.

The School continues its upward trajectory in regional, national, and international prominence. U.S. News & World Report ranked the School among the nation’s more than 200 advanced social work degree programs. The same year, the Center for World University Rankings named it one of the top social work schools in the world for its influence, research, academic excellence, and overall impact.
ANNOUNCED ON NATIONAL PUPPY DAY

FACEBOOK: 283,000 VIEWS / 4,000 SHARES / 8,000 LIKES / 1,200 COMMENTS

TWITTER: 185,000 VIEWS / 2,300 SHARES / 7,000 LIKES

INSTAGRAM: 5,200 LIKES
Meghan Varner Rachel we need to transfer ASAP
Like · Reply · 1w

Emma Davis Alyssa Kodama. Look we know you went to wazzu but this is the one time to agree to like the huskies? At least their mascot?
Like · Reply · 1w

Andy Kong Tram I feel boundless 😊
Like · Reply · 1w

Kay Waller Oh my gosh I spent a good 20 min this afternoon looking at all of the fluffy photos of this cute fluffer of a dog 😳فاعل he has his own Instagram 😊فاعل go dawgs 💘❤️ amirite?
Like · Reply · 1w

Sean Goddard Looking good in purple!
Like · Reply · 1w

Erin McDonald Guzman 💜💜💜💜DUBS💜💜💜💜💜
Like · Reply · 1w
ALREADY HAS HIS OWN SOCIAL PAGES, DOWNLOADABLE WALLPAPER, PHOTO GALLERY, FACT SHEET

WELCOME SITE

PHOTO GALLERY
“...like to update our current departmental logo. We would like something a bit more dynamic than the W word block logo but are unsure of what our options are.”
UPCOMING EVENTS

> Marketing & Communications Roundtable:
  – June 14, 2 – 4 pm, HUB Lyceum

> Marketing & Communications Executive Council:
  – April 26, 2 – 3:30 pm, Gerberding 142

> Other Key Meetings:
  – Web Council – April 5, 9 – 10:30 am, Odegaard 220
  – Social Media – April 5, 12:30 – 1:30 pm, Gerberding 142
  – Word Nerds – May 3, 12:30 – 1:30 pm, Gerberding 142
  – Elevate – TBD