WHAT YOU CARE ABOUT CAN CHANGE THE WORLD
AGENDA

> WELCOME & INTRODUCTIONS

> BRAND MATTERS

> DRIVING THE PUBLIC GOOD - PROFESSOR ANGELINA S. GODOY

> UW LICENSE PLATES - TRADEMARKS & LICENSING

> BRAND VICTORY LAP

> WRAP UP & UPCOMING MEETINGS
UW VISION

To be the greatest public university in the world as measured by IMPACT.
PROGRESSIVE RELATIONSHIPS

- Development
- Communication and Marketing
- Alumni Relations
- Admissions and Student Recruitment

- Leadership/Lifetime Gifts
- Institutional Ownership
- Volunteer Leadership
- Retention and Graduation

- Major Gifts/Volunteerism
- Institutional Pride
- Volunteer Project Management/Advocacy
- Enrollment
- Leadership Annual Fund Gifts
- Institutional Appreciation
- Involvement and Membership
- Application
- Annual Fund Gift Support
- Institutional Awareness
- Attendance/Engagement
- Consideration

UNIVERSITY of WASHINGTON
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
  – Word Nerds – May 3, 12:30 – 1:30 pm, Gerberding 142
  – Elevate – TBD
  – Social Media – April 5, 12:30 – 1:30 pm, Gerberding 142