AGENDA

> WELCOME & BRAND MATTERS
> EARTHLAB
> “I GIVE” CAMPAIGN UPDATE
> W DAY
> BRAND VICTORY LAP
BRAND MATTERS

MARY GRESCH
CHIEF MARKETING & COMMUNICATIONS OFFICER
EARTHLAB

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DIRECTOR, COLLEGE OF ENVIRONMENT

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MANAGING DIRECTOR OF MARKETING & COMMUNICATIONS,
COLLEGE OF THE ENVIRONMENT
Reimagining the world as it could be.
Impacting the world as it is.
EarthLab Origins

• Envisioned in the formation of the College of the Environment in 2010
• Established and named in 2015
• Our vision: A future where people and planet thrive
• Our mission: We work in partnership with others, to accelerate and focus UW expertise to address large-scale environmental challenges, making a positive impact on people’s lives and livelihoods.
Initial Members, Affiliates and our Ambition

• UW Member Organizations
  • Climate Impacts Group
  • Washington Ocean Acidification Center
  • Northwest Climate Adaptation Science Center
  • Doris Duke Conservation Scholars Program

• UW Affiliate Organizations
  • Carbon Leadership Forum
  • Center for Health and the Global Environment
  • Center for Studies in Demography and Ecology
  • Clean Energy Institute
  • M-9 Project
Initial Members, Affiliates and our Ambition

• Common elements of additional programs will:
  • Be bold and inspired by greatest needs and challenges
  • Deliver results that are used by decision makers
  • Place equity and justice at the core
  • Advance science and scholarship
  • Engage students and equip them with leadership skills
EarthLab Flywheel

- Decision makers use multi-disciplinary scholarship from UW
- Significant positive outcomes for people and planet
- EarthLab builds trust across sectors through collaboration
- Collaborative research leads to salient, credible knowledge
- Funders see investment in UW as high leverage opportunity
- EarthLab invests in new collaborations across and outside of UW
EarthLab’s Brand
# EarthLab Strategic Messaging Matrix

**Audience**: ALL Audiences, inclusive of Partners, Donors, KOLs, Faculty & Staff

**Brand Promise**: Reimagining our world’s future – EarthLab stands at the intersection of science and humanity, confronting urgent environmental issues that affect people, their lives and livelihoods.

**Strategic Pillars**

<table>
<thead>
<tr>
<th>Focused, Human Approach</th>
<th>Designed for Action</th>
<th>Co&gt;Create Solutions</th>
<th>Intellectual Resources of UW</th>
</tr>
</thead>
</table>

**Top-level Messages**

- EarthLab is focused where society’s needs are greatest, true impact can be made on people’s lives and livelihoods.
- EarthLab is purpose-built, bringing the best talent and right resources, to act with unprecedented urgency.
- EarthLab engages external stakeholders in open dialogue to create meaningful science-based solutions.
- EarthLab unlocks the University’s proven science and broad expertise to address today’s wicked problems.

**Second-level Messages**

- We have identified initial focus areas where decision-ready science can be effectively applied to real-world issues.
- We are a small and nimble team of experts prepared to quickly respond and more readily adapt to ever-changing circumstances.
- We believe science is only part of developing applicable solutions, so we must bring together the right leaders, experts and resources to bear.
- We provide access to one of the greatest research universities in the world with a top-ranked college of environment.

**Key Supports**

<table>
<thead>
<tr>
<th>Building climate security and resilience</th>
<th>Climate Impacts Group and Ocean Acidification Center are proven models for our approach</th>
<th>Multi-partner teams assembled to develop tailored solutions</th>
<th>$125 million annually in environmental science research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting ocean health</td>
<td>Dedicated and focused staff operating beyond academic boundaries</td>
<td>Tap diverse perspectives to understand the intricacies of each problem</td>
<td>Deal with complex interdependencies by connecting the most relevant multi-disciplinary resources</td>
</tr>
<tr>
<td>Planning wisely for natural hazards</td>
<td>Iterative approach: test, learn, and adapt</td>
<td>Capable of engaging at any stage—the right time for a specific challenge</td>
<td>Potential to access faculty’s existing networks outside of the University</td>
</tr>
<tr>
<td>Sustaining healthy ecosystems</td>
<td>Success will be measured and tracked</td>
<td>Proven results from Climate Impacts Group partnership with Swinomish Tribe</td>
<td></td>
</tr>
</tbody>
</table>
Brand Expression
Co-branding Considerations
EarthLab in Action
EarthLab in Action: Climate Impacts Group
EarthLab in Action: Washington Ocean Acidification Center
EarthLab Initial Priorities

- **Elevate current programs**
  - Connect existing programs to additional users and resource managers

- **Build new capacity to enable us to bridge**
  - Communications, administration, partnership development

- **Communicate our story to target audiences**

- **Initiate new applied research opportunities**
  - Grants Program
  - Hosting speakers, events, training
  - Incubating new conversations between scholars and users

- **Launching Nature & Health initiative**
  - With broad stakeholder group, close the gap in understanding of health benefits from exposure to nature
EarthLab Awareness Campaign Goals

• Establish a strong communication infrastructure
• Launch a targeted promotional campaign to make the case for EarthLab
• Leverage new partnerships, milestone moments, and research to break through
EarthLab Communications: what’s next?

• Rollout on October 3rd
  • Website refresh
  • Social media campaign
  • Advertising in Grist and ClimateWire
  • Newsletter launch

• Announcing Sally Jewell as chair of EarthLab’s Advisory Council

• Pursuing longer-lead media opportunities

• Nature & Health Initiative launch on 10/23
Thank you

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Be Boundless Campaign Update

MELISSA ENGLUND
DIRECTOR OF ADVANCEMENT MARKETING & COMMUNICATIONS STRATEGY

MIA LIPMAN IRWIN
DIRECTOR OF CONTENT

UNIVERSITY of WASHINGTON
CAMPAIGN MESSAGING, FY19 & FY20

• Basic brand and campaign structure continues: What you care about can change the world; Be Boundless visual aesthetic

• Continue to focus on the power of possibility, with hope and optimism for the future

WHAT YOU CARE ABOUT CAN CHANGE THE WORLD
CAMPAIGN MESSAGING, FY19 & FY20

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
“I GIVE” AD CAMPAIGN REFRESH

Objectives

Through this campaign refresh, we want to:

• Mobilize a broader base of donor support, participation and engagement
• Convey authentic stories of impact in our local communities, the state and the world
• Develop a more personal and direct appeal to give

Target audiences

• Younger donors (ages 30–45), **first-time donors**, alumni
• Driven by causes, results/impact, authenticity, transparency, correlation
• They need to know WHY: three-dimensional appeal
CREATIVE CONCEPT

I give

The donor becomes the hero, with a focus on their hopes, ambitions, reflections and points of inspiration. We showcase how they can support their passions and make an impact by donating through the UW. Real donor profiles and photography are featured.

Causes

- Student support
- Innovation/entrepreneurship
- Gender equity
- Environment
- Health
SELECTING FEATURED DONORS

- Be inclusive of our whole community, with a focus on target audiences
- Donors from a range of giving levels with different passions
- Messaging: authentic, engaging, aligned with pillars and priorities
- Content development: interviews, check-ins, approvals
FLIGHT 1: FINAL CREATIVE

I GIVE BECAUSE
COLLEGE CHANGES LIVES
Merisa H.W. Lawyer, mother, champion

JOIN ME

WASHINGTON.EDU/BOUNDLESS
I GIVE BECAUSE COLLEGE CHANGES LIVES

Like Comment Share
For Merisa and Daniel Heu-Weller, giving back to the UW is a way to offer students the kind of life-changing opportunities they were given.

Merisa, ’07, and Daniel, ’02, ’08, met as high schoolers in Olympia. After earning their bachelor’s degrees — Merisa from Stanford, and Daniel (a third-generation Husky) from the UW — the couple married and were both accepted to the UW School of Law.

The Heu-Wellers felt supported from the start, especially as they prepared to welcome their first baby. A law school donor had funded a room where parents could watch a live stream of class while nursing, resting or caring for themselves and their children. “We felt loved by
FLIGHT 1: LANDING PAGE / GIVE NOW

JOIN MERISA AND DANIEL IN CHANGING STUDENTS’ LIVES

GIVE NOW
FLIGHT 1: LANDING PAGE / GIVE NOW

FIND FUNDS

Opportunities  Search  My Gift History

Husky Promise Scholarship Fund
Husky Promise is our guarantee to students who are residents of Washington state, that we will not let financial challenges stand in the way of discovering their potential or achieving a UW degree. Gifts made to the Husky Promise Fund will provide tuition support to these financially needy undergraduate students. Financial need shall be determined by the Office of Student Financial Aid.

EOP Scholarship Fund
The Educational Opportunity Program Scholarship Fund in the Office of Minority Affairs and Diversity provides financial support to students who may have unmet financial needs for retention support while acknowledging strong academic performers with meritorious awards. This is the highest priority for the Office of Minority Affairs and Diversity.

Instructional Center General Support Fund
This fund provides the award winning Instructional Center the opportunity to direct funds where the need is greatest. Whether it’s funding for tutors, course materials, or general support, contributions make a huge impact in allowing the facility to continue serving over 2300 students every year.

Husky Leadership Initiative
To develop and promote classroom and outside classroom leadership education opportunities generated by Academic and Student Affairs to serve
PROMOTION PLAN

Paid media
- Digital ads
- Print ads
- Streaming radio
- Public radio
- Streaming video
- Sponsorships

Social (organic)
- Facebook (+ paid)
- Twitter
- Instagram (stories)
- Linked In (+ paid)

Web
- Boundless website
- Story landing page

Timing
- Flight 1: Sept. 24–Dec. 7
- Flight 2: Late Jan.–end of April
- Flights 3–5: TBD
FLIGHT 1: RADIO SPOT
FLIGHT 1: PRE-ROLL
“I GIVE” CAMPAIGN FOR UNITS

- Flexible rollout for unit campaigns
- Coming soon on UW Brand Portal: editorial and photography guidelines
- Donors featured in our flagship campaign
- Ideas for featured donors? Contact Melissa: menglund@uw.edu

uw.edu/brand
W DAY

TORY HERNANDEZ
ASSOCIATE DIRECTOR, BRAND & MEDIA STRATEGY
SHEILA MCCLUNG
EVENT SPECIALIST

UNIVERSITY of WASHINGTON
W DAY 2018

Get ready to show your Husky Pride! On October 19, the UW community is invited to celebrate W Day. Join us in Red Square from 11 a.m. to 3 p.m.

In 2011, W Day was established to commemorate the University's 150th anniversary. Now, the tradition is the anchor to a week of celebrating everything purple and gold. The W Day festivities are open to all Huskies on campus, online, and around the world.
COMUNICATION GOALS

> Inspire a feeling of pride about the UW
> Encourage expression of pride online and on campus through our most visible channels
> Utilize the moment to highlight impactful pride points from our community
KEY MESSAGES

> Everyone is invited to join together in showing Husky Pride on W Day
> Drive awareness on the ways to get involved on W Day
  – Attend campus events
  – Share stories of pride on social media
  – Wear purple and gold for Purple Friday
  – Support causes you care about through giving
> Continue to utilize campaign messaging to share our stories of impact to a variety of audiences
TARGET AUDIENCES

> Current students, faculty and staff
> Alumni, donors, retirees, parents & families and friends
> Local Puget Sound community
> Internal communications staff
RED SQUARE EVENT

AUDIENCE: STUDENTS, FACULTY AND STAFF

> Stage
  – Student DJ
  – Homecoming Court presentation
  – Remarks by President Cauce
  – Main stage performance by The Dip

> Activities
  – Photo booth and selfie stands
  – Face painting
  – Games (provided by UW Athletics)

> Giveaways
  – T-shirts
  – UW patch

> UWAA

> Food
  – Dollars for Dawgs
  – Trophy Cupcakes

> Sponsor Booths

> U Bookstore booth
TOOLKIT AVAILABLE

UW.EDU/MARKETING/WDAY

- About W Day
- Key messages
- Social media
  - #WDAY
- Sample newsletter blurb
- Website
  - uw.edu/wday
ON CAMPUS

Promotion
> Sandwich boards
> Campus Posters
> The Daily coverage

Day of:
> Purple fountain
> Speaking points for Admissions tours
BOTHELL & TACOMA

CELEBRATION ON ALL CAMPUSES

> 500 Cupcakes
> 500 T-shirts
> Social media participation
DIGITAL

> Seattle Times
  – Homepage Takeover
> UW Properties
  – Homepage
  – HFS digital signage
  – UWAA 45th Board
  – Husky Stadium Montlake reader board
> Email to campus community
PRINT

> Seattle Times
  – Half-page Ad, front page ad

> The Daily
  – Half-page ad
SOCIAL

> Promotion
  > Refresh W Day cover photos, header images and profile photo
  > FB Event
  > Daily content counting down to W Day
  > Provide units tools to help in promotion

> Face Filters:
  > Special filters available on Snapchat and Facebook for followers to use and share

> Day of W Day
  > Live Broadcasting
    > Facebook Live – day-of event following student subject
    > Instagram Live – day-of event following student subject
  > Stories
    > Instagram and Facebook Stories – campus event, provide behind-the-scenes experience
    > Snapchat – student takeover
  > Posting & sharing user-generated content
    > Facebook album
COMMUNITY

> U Village and U District Merchant Discounts
   - Participants receive balloons, poster and promotion
Thank you!

BE BOUNDLESS
BRAND VICTORY LAP

ELISE PERACHIO,
DIRECTOR, E-COMMUNICATION
Getting vaccinated is the ultimate we > me

HEALTH CARE THAT PUTS STUDENTS FIRST.

hallhealth.washington.edu
(206) 685-1011
Across from the HUB

Primary care • No-cost medical advice • Mental health • Women’s health • Travel medicine • Immunizations • Lab • Sports medicine • Physical therapy • Pharmacy • Free safer sex supplies • Health insurance counseling
The mission of the Northwest Climate Adaptation Science Center is to deliver science to help fish, wildlife, water, land and people adapt to a changing climate.

News

**Former NW CASC Research Fellow Receives Award from the Society for Freshwater Science**

Lillian McGil, one of last year’s NW CASC Research Fellows, was recently awarded for her outstanding presentation at this year’s Society for Freshwater Science Annual Meeting, held in Detroit, Michigan. McGil’s presentation on Comparing Spatial Patterns of River Water Isotopes Across Networks, was recognized as the Best Presentation Emphasizing Methodology.

READ MORE

**The Power Paddle to Puyallup**

As Tribal Liaison for the Affiliated Tribes of Northwest Indians at the Northwest Climate Adaptation Science Center, Chan Jones was invited to participate as a volunteer at this year’s canoe journey, hosted by the Puyallup Tribe of Indians.

READ MORE

**Upcoming Fall Skills-building Webinars: Social Science Tools for Making Science Actionable**

The Northwest Climate Adaptation Science Center is hosting its next skills-building webinar series, focused on Social Science Tools for Making Science Actionable. These webinars will provide brief introductions to important social science issues and considerations, and describe resources for further learning.

LEARN MORE AND REGISTER TODAY
The quarter has begun! Congrats all!
CASE VIII

DUSTIN WUNDERLICH, DIRECTOR OF MARKETING & COMMUNICATION, OFFICE OF ADVANCEMENT
CASE VIII COMMUNICATION AWARDS

- Engagement
- Fundraising
- Magazines
- Visual Design
- Photography & Illustrations
- Writing
- Digital Media
- Video

Deadline to submit your work for Case VII Communications Awards is OCTOBER 15, 2018

www.case8.org/awards.html
UPCOMING EVENTS

> Marketing & Communications Roundtable:
  – December 6, 2–4 pm, Kane Hall – Walker Ames Room

> Marketo Townhall
  – September 28, 2-2:30pm, UW Tower Auditorium – Mezzanine

> Word Nerds
  – October 3, 12:30–1:30pm, Gerberding Hall – Room 142

> Web Council
  – October 4, 9–10:30am, Odegaard Library – Room 220

> President Ana Mari Cauce’s Annual Address
  – October 16, 3:30 pm, Intellectual House

> Provost Mark Richard, What Really Happened to the Dinosaurs
  – October 30, 3:30 pm, Intellectual House