AGENDA

> WELCOME & BRAND MATTERS
> BECU COMMUNITY AS BRAND
> UW / WSU YES IT’S POSSIBLE
> BRAND VICTORY LAP
> HOLIDAY SOCIAL
BRAND MATTERS

MARY GRESCH
CHIEF MARKETING & COMMUNICATIONS OFFICER
ROSE BOWL BOUND!

Congratulations Huskies on the Pac-12 Championship!
THINK BIG
I GIVE TO FUEL INNOVATION

Jeff R. Entrepreneur, surgeon, mentor

JOIN ME
uw.edu/boundless #beboundless
UW / WSU YES, IT’S POSSIBLE

JACK MARTIN
ASSISTANT VICE PRESIDENT FOR COMMUNICATION,
UNIVERSITY MARKETING & COMMUNICATION
YES, IT’S POSSIBLE

The University of Washington and Washington State University

United to make higher education a reality

possiblewa.org  #PossibleWA
THE CONTEXT

Increased focus on higher ed in 2019 session

Support existing legislative affairs strategy

Amplify Pres. Cauce’s call for reinvestment

Promote united front for higher education
THE CHALLENGE

Only 19% of Washington residents think the state’s colleges and universities are affordable
University of Washington survey, Aug. 24 to Sept. 13, 2018

75% of Washington residents think in-state tuition is too high for families to afford
Washington College Promise survey, Aug. 15-20, 2018

61% of Americans think America’s leading research universities are too expensive
Association of American Universities survey, Oct. 13-16, 2018

possiblewa.org
THE CHALLENGE

Higher education is the surest path to a healthier, more prosperous future.

Yet many Washington residents are questioning the value of college and whether it is even possible for their students.

This limits students’ potential and leads to de-emphasis of higher education in legislative decision-making.

possiblewa.org
THE MESSAGE

Education is within reach:
Public higher education in Washington is affordable and achievable, and it is a pathway for our residents and communities to thrive.
GOALS

Build awareness of affordability

Demonstrate value and positive impacts

Resonate with diverse audiences

Make emotional connections

Demonstrate unity
AUDIENCES

Primary: Influencers of students
- Culturally diverse and traditionally underrepresented families
- Working class and rural families
- Middle class suburban families

Secondary: Public affairs audience
- Policymakers
- Legislative influencers
- Opinion leaders

possiblewa.org
RESEARCH

Consultation between UW, WSU, COP

- Determined key goals, audiences
- Involved communications and external affairs staff and advisors
- Reviewed with university leadership

Concepts tested via online survey

- 460 respondents, all in Washington
- Self-identified as parent or other student influencer
CONCEPTS

YES, IT'S POSSIBLE
Higher education is accessible and affordable for Washington students. Visit possiblewa.org

A BETTER JOB.
Higher Ed makes it possible.
Visit possiblewa.org

ALL FOR ONE
Visit allforone.org

possiblewa.org
ADVERTISING

Started November 19 – Apple Cup Week
- Will pause over holidays, resume in January

Digital display, social media, streaming radio
- Targeted advertising with statewide reach
- Includes Spanish-language print and radio
- Secondary audience reached via NPR underwriting

Landing page: possiblewa.org
PUBLIC AFFAIRS

Presidential joint media and events

- Briefed SBCTC, COP, own leadership teams
- Multiple interviews, op-ed ahead of and during Apple Cup
PUBLIC AFFAIRS

Presidential joint media and events
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Planning joint activities for winter, spring
- Joint presidential appearances, communications
- Enhanced higher education day in Olympia
- Encouraging dean, chancellor, coach, alumni partnerships

possiblewa.org
PARTNERSHIP OPPORTUNITIES

Opportunities for UW, WSU leaders
- Amplify campaign creative through their own channels
- Organize joint interviews, op-eds, communications, events

Opportunities for universities, CTCs
- Communications, public affairs outreach using key messages
- Conduct joint events in Olympia and in own markets

possiblewa.org
YES, IT’S POSSIBLE

The University of Washington and Washington State University
United to make higher education a reality

possiblewa.org #PossibleWA
BRAND VICTORY LAP

ALANYA CANNON,
Director / Brand Management, Campus Filming & University Photography
YOUR BOUNDLESS IMPACT
STARTS NOW
#lawdawgs2019

SCHOOL OF LAW - UNIVERSITY OF WASHINGTON

CONGRATULATIONS ON YOUR ADMISSION

RE BOUNDLESS
CONNECTION FOR THE WORLD

WELCOME LAW DAWGS

I'M IN!

WELCOME LAW DAWGS

CONGRATULATIONS ON YOUR ADMISSION

MENTORSHIP

LEADERSHIP DEVELOPMENT

WELLNESS AND CARE SUPPORT

SUPPORTING OUR STUDENTS

"We're a community here at UW—both in the legal community and here within this school—and we are super-excited to welcome you!"

REBA ALMON '18 university president

ACADEMIC SUCCESS PROGRAM

UW LAW TAKES A HOLISTIC APPROACH IN SUPPORTING STUDENTS

By integrating academic advising, wellness and career services, UW can help students navigate their path to success. We support students as they set and achieve their career goals. In addition, we empower our students and career planning students and allow the opportunity to develop leadership skills and to receive guidance from faculty and professional mentors.

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BE BOUNDLESS
FOR WASHINGTON FOR THE WORLD
Capacity/Occupancy (Based on 10th Day Stats)*

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th></th>
<th>2018</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9-Month</td>
<td>12-Month</td>
<td>Total</td>
<td>9-Month</td>
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<tr>
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<td>1234</td>
<td>8528</td>
<td>8365</td>
</tr>
<tr>
<td>% of Capacity</td>
<td>117.6%</td>
<td>100.1%</td>
<td>114.7%</td>
<td>109.1%</td>
</tr>
</tbody>
</table>

*Does not include Commodore Duchess or Radford Court

Dining Activity FY2018

Number of Meal Plans Sold: **6,875**

Annual Dining Program Revenues: **$47 million total sales for FY18**

Cost Range of Residential Meal Plans: **$856-$2,028 per quarter**

Average daily customer count during the academic year: **Over 40,000**

Total dining transactions for the past academic year: **5,371,808**

Highest daily customer counts during the academic year:

- Residential Dining: **Local Point**
- Convenience or grocery store location: **District Market**
- Café: **Suzzallo Starbucks**
- Food truck: **Motosurf**

The District Market generally does nearly 5,000 transactions daily.
The Haring Center for Research and Training in Inclusive Education is an integrated early childhood program dedicated to improving the lives of children with developmental disabilities and other special needs as well as their families and those who work on their behalf. The center, located on the University of Washington’s Seattle campus, is part of the university’s College of Education and the Center on Human Development and Disability.

Three distinct tasks fall under the umbrella of the Haring Center:

1. **Research**: Our scholars pose questions and engage in research on a wide range of topics related to early learning, specialized instruction, and family support with a focus on identifying effective practices that can be readily applied in homes, classrooms, and communities around the country and the world.

2. **Training**: The Haring Center offers training and consulting to individuals, school districts, and other organizations, bringing the most current practices to professionals and programs across the state and beyond.

3. **Education**: The heart of the Haring Center, the Experimental Education Unit, or EEU, houses scholars, education and support professionals, and research assistants.

The University of Washington Haring Center provides early childhood education to children with and without disabilities, conducts leading-edge research to advance inclusive learning, and trains education professionals in proven practices to develop every child’s potential. The essential support of our generous donors creates inclusive communities that empower all children to learn, play, and grow together.

Today, at a pivotal time for advancing new discoveries in early learning, we turn to you to help us chart a course for the future. Together, we will ensure that children with disabilities receive the best foundation for a lifetime of learning and infinite possibilities. Together, we will build a boundless future. For children, for Washington, for the world.

The Haring Center Today: Inclusion Everywhere

How the Haring Center Helps Others Create Inclusive Communities. Read More!

The Haring Center Today: 2018 Auction a Record Success

Community Showcases Heart of a Champion at Annual Event.

Purchase The DATA Manual for Teaching Preschoolers with Autism from Brookes Publishing

Purchase The Building Blocks for Teaching Preschoolers with Special Needs from Brookes Publishing

Recent News

**A More Inclusive Grand Cayman**

**Special Found! Cayman together for Exploring Numbers**

The Haring Center Continues Laying the Groundwork for Inclusive Programming in Grand Cayman! The Haring Center regularly works with partners, both internationally and domestically, to...

Tips to Bring Math into the Everyday Lives of Children Haring Center researcher Dr. Katie Lewis is challenging traditional views about how all children learn...
Our community advances students to the leading-edge of freshwater research

Reinventing water research

Freshwater "flows" across many disciplines. Today's freshwater issues are complex, and no single discipline can tackle them alone. That's where we come in. The Freshwater Initiative promotes community interaction and facilitates new and creative applications of freshwater research in the water science and engineering communities.

Sign up for our newsletter

News

Submit your Water Photos!

Can't resist snapping that alpine-lake photo at the end of your hike? Neither can we.

iPhone full of pictures of students in waders? Us too.

Share your photos with Freshwater Initiative!

Events

THURSDAY, DEC. 6, 2018
Data Science Drop-In Hours
UW Freshwater Initiative and eScience Institute host weekly Data Science Drop-in Hours, Thursdays 9:30-10:30am, in eScience.

EVENT DETAILS

THURSDAY, DEC. 13, 2018
Data Science Drop-In Hours
UW Freshwater Initiative and eScience Institute host weekly Data Science Drop-in Hours, Thursdays 9:30-10:30am, in eScience.

EVENT DETAILS
Introducing EarthLab

Imagined as part of the College of the Environment, EarthLab is building capacity to accelerate and focus UW expertise to address large-scale environmental challenges, making a positive impact on people's lives and livelihoods. We are pleased to share with you our inaugural newsletter to keep you apprised of the latest EarthLab activities and events, and share thought-provoking pieces that reflect the opportunity we have as a transdisciplinary academic enterprise that engages with a global community across sectors.
UPCOMING EVENTS

> Othello – UW Commons Opening Celebration
  Date: Wednesday, January 16, 2019
  Time: 4 p.m. to 7 p.m.
  Location: Othello – UW Commons
  Address: 4200 S. Othello St., Seattle, WA 98118

> February Marketing & Communications Roundtable
  Date: Thursday February 21, 2019
  Time: 2 p.m. to 4 p.m.
  Location: HUB Lyceum