AGENDA

> WELCOME & BRAND MATTERS

> ATLANTIC 57 BEYOND PEAK CONTENT: EXPLORING TRENDS & TACTICS AT PLAY

> HUSKY GIVING DAY

> PARENT FAMILY WEEKEND

> BRAND VICTORY LAP
BRAND MATTERS

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President, UWAA Board of Trustees

Staff Support: Emelina Berkshire
ATLANTIC 57: BEYOND PEAK CONTENT

JASON TOMASSINI
DIRECTOR OF EDITORIAL
HUSKY GIVING DAY

JEN MACCORMACK
DEVELOPMENT SERVICES DIRECTOR FROM INDIVIDUAL GIVING

MELISSA ENGLUND
DIRECTOR OF ADVANCEMENT MARKETING AND COMMUNICATIONS STRATEGY
PURPOSE STATEMENT

The University of Washington’s Husky Giving Day is about the power of collective action.

It aims to further develop a culture of celebrating engagement and philanthropy across our UW community and act as a tool to increase annual giving retention and acquisition. This day serves as a moment to remind the UW family and broader community of our significant positive impact, much of which is fueled by those who give through the UW to advance the causes they care about most.
TARGET AUDIENCE

PRIMARY
• Alumni, ages 30-45

SECONDARY
• Alumni, all ages
• Current donors
• Faculty and staff
• Students and families
• Patients
• Community partners
• Friends
At the University of Washington, our greatest strength is our community. That’s why our first annual Husky Giving Day is starting and ending with you. On April 4, 2019, join us for 24 hours of opportunities to come together and proudly support the people, programs and causes you care about most. Because when we join hands, we can change the world.

giving.uw.edu/givingday

#HuskyGivingDay
SUCCESS OF GIVING DAY

• Strong identity, brand
• Cross-campus partnerships (units / UWAA / central)
• Ambassadors are MISSION CRITICAL
  • Boards, engaged volunteers/donors
  • Faculty, staff
  • Students
• Stewardship and demonstration of impact
COMPONENTS OF GIVING DAY

• Building awareness and anticipation (AP/UMAC driven)
  • Direct mail appeals; email; social (organic and paid); Columns belly wrap

• Day-of promotion
  • Engaging digital content from across institution, President Cauce, ambassadors, and public
    • Fun challenges throughout the day; matches; milestones; hashtag; user-generated content; Thank Views in real time
  • Red square event

• Day-of, post-event stewardship
  • Thank views; social; emails, Scalefunder website
HUSKY GIVING DAY
APRIL 4, 2019
PARENT FAMILY WEEKEND

JANNAH MARESH
DIRECTOR OF PARENT & FAMILY PROGRAMS
TEAM UNIVERSITY MARKETING & COMMUNICATIONS
PARENT & FAMILY PROGRAMS

MISSION

> The mission of Parent and Family Programs is to provide a window into the student experience at the University of Washington, actively providing opportunities for families to engage and create their own Husky experiences, enriching not only the lives of students but the University community at large.
PARENT & FAMILY PROGRAMS

UW PARENT AUDIENCE

> 32,594 households
  – ~22,000 – Washington families
  – ~5,700 – Out-of-state families
  – ~4,850 – International families
  – ~9,000 – First-generation families

> 7,700 First-year families (Fall 2018) is 24% overall household
  – Largest class, most diverse, highly connected and influential to Gen Z Huskies
PARENT AND FAMILY PROGRAMS

PARENT AND FAMILY PROGRAM GOALS

> Warm Welcome or Welcome Back to Campus
>
> Experiential – UW Parent Experience
>
> Engagement – Increase parent engagement
    – 2019 goal: 1,500
>
> Philanthropy – Encourage and steward parent philanthropy
    – TPC Parent Reception
MARKETING & COMMUNICATIONS

OVERALL APPROACH

> Light, fun tone
> Concise, well-timed messaging
> Multiple channels
> Email, social, web, print
> Focus on the families
DESIGN

LOOK AND FEEL

> Tone + Imagery
  – FUN, casual, playful
DESIGN

LOOK AND FEEL

> Treatment
  – Scrapbook style
  – '90s motif
  – Energetic and outgoing vibe
LOOK AND FEEL

> Customized for audiences: students vs. parents
EMAILS

UNIVERSITY of WASHINGTON

PARENT & FAMILY WEEKEND
YOUR BACKSTAGE PASS TO THE UW

PRESENTED BY Alaska AIRLINES

April 13-15 2018

Mark your calendars for Parent & Family Weekend — your UW family’s chance to get to know the people, places, and programs that make your student’s Husky Experience truly extraordinary. Join us for an exclusive, behind-the-scenes look at what life at the UW is really like.

LEARN MORE

Take a tour
- Take an innovative campus tour (special access to Husky Stadium, anyone?)
- See famous art and special exhibits at the Henry Art Gallery and the Burke Museum
- Check out all the different campus housing options

Explore your options
- Expand your mind at a faculty lecture
- Attend a workshop on academic majors, career paths or study abroad options
- Learn more about the UW’s 180+ student organizations and clubs

Get active
- Paddle around Lake Washington, where the “Storks in the Boat” trained for Olympic gold
- Practice your put at the UW Golf Range
- Step up on your wheels at the BIMA for roller-skating disco

Show your spirit
- Rally at the Welcome Event with the Husky Marching Band, Harry the Husky and everyone’s favorite live mascot, Dubs!
- Chat with UW leaders over coffee and croissants at the Breakfast with Leadership
- Be dazzled by Huskies at the PFW Talent Show

REGISTER TODAY

Alaska AIRLINES

Coming from afar? As a proud supporter of Parent & Family Weekend, Alaska Airlines is offering a 10% discount to Husky travelers who book by April 1, 2018. Restrictions apply, click here for details.

FIND FLIGHTS

SEE YOU IN APRIL!

Stay connected “Like” Parent & Family Programs on Facebook for the latest updates.

W
2018 PARENT INVITE

- GIF challenges
  > GIF will not render correctly on PC or Outlook
  > Tailor GIF around that issue

- Email frequency
  > Last year, parents received six email invites and students received four
  > This year, parents will receive five invites and students receive three
  > Reasoning is parents responded better to the emails than students
PARENT INVITE

MISSING YOUR
FAVORITE HUSKY?

MISSING YOUR UW STUDENT?

Winter break just ended, but we know you already miss your favorite Husky. We have exactly what you need: a reason to come visit.

Join us on campus April 12–14 for Parent & Family Weekend.

PARENT & FAMILY WEEKEND
PRESENTED BY Alaska AIRLINES

Register today >

Coming from afar?

As a proud supporter of Parent & Family Weekend, Alaska Airlines is offering a discount to our Husky families who book by April 1, 2019.
Restrictions apply.

THANK YOU TO OUR SPONSORS

Alaska AIRLINES  Becu
We're a month into winter quarter, and you know your family already misses you. Share your Husky Experience with them during Parent & Family Weekend, April 12–14!

Register

THANK YOU TO OUR SPONSORS

© 2019 UW Parent & Family Programs, 101 Gerberding Hall, Box 351266, Seattle, WA 98195
In the spirit of Valentine’s Day, we want to spread the love to everyone in our #UWFamily.

Join us and spend quality time with your Husky at Parent & Family Weekend, April 12–14.

**Parent & Family Weekend**

**Coming from afar?**

As a proud supporter of Parent & Family Weekend, Alaska Airlines is offering a discount to our Husky families who book by April 1, 2019.

Restrictions apply.

**Thank you to our sponsors**

**UW Home for Parents & Families**

**Event Details**

**Be Boundless**

For Washington | For the World
EMAIL RESULTS

IMPACT

> Open rates
   – Students: 46.7% (1% decrease from last year)
   – Parents: 40.1% (6% decrease from last year)

> Click to open
   – Students: 4.1% (1% increase from last year)
   – Parents: 10.5% (2% decrease from last year)

> Current registration is 1,095 (as of 2/19) compared to 487 same time last year
AUDIENCE ENGAGEMENT

GOAL: Increase awareness, build excitement, but NOT thru more emails
> A new approach to engage:
  > Fun, unexpected way encouraging participation
  > T-shirt contest
  > Generated 12,153 engagements in votes on Instagram
  > Generated 1,141 engagements in votes on Facebook
  > Forwarded/linked to PFP social channels
  > Winner reveal......February 28!
T-SHIRT DESIGN CONTEST
Phase I: INSTAGRAM
T-SHIRT DESIGN CONTEST
Phase II: FACEBOOK

WINNER!
COHESIVE MARKETING

Instagram
COHESIVE MARKETING

Facebook
COHESIVE MARKETING

UNIVERSITY OF WASHINGTON

PARENT & FAMILY WEEKEND

PRESENTED BY: Alaska AIRLINES

华大家长家庭开放日，由阿拉斯加航空公司赞助

盛情邀请您参加！
2019年4月12至14日

与华大家庭 共度周末

提前做好春季准备

现在注册:
uw.edu/parents/pfw

活动详情

2019华大家长家庭开放日

报名时间：2018/12/30 00:00 - 03/15 23:59

报名人数：**/150

活动时间：04/12 08:00 - 04/14 17:00

活动地点：UW: Husky Union Building

联系Ta

ESTÁN INVITADOS
DEL 12 AL 14 DE ABRIL DEL 2019

FIN DE SEMANA FAMILIAR PRESENTADO POR ALASKA AIRLINES

TU FIN DE SEMANA CON TU #UWFAMILY

HAZ PLANES PARA LA PRIMAVERA
Sabemos que estás buscando pretexto
para regresar al campus—Y no sólo para
ver las flores de cerezo. ¡Acompáñanos por
un fin de semana de diversión familiar con
TU HUSKY FAVORITO!

REGÍSTRATE HOY
uw.edu/parents/pfw

WeChat
BRAND VICTORY LAP

ALANYA CANNON,
DIRECTOR / BRAND MANAGEMENT, CAMPUS FILMING & UNIVERSITY PHOTOGRAPHY
Serving Students Across The Continuum

2018 YEAR IN REVIEW
Early Fall Start

Early Fall Start helps new students get ahead of the pack and make a smooth transition to life at the University of Washington. With EFS, incoming first-year students like Victor Gill can enroll in a UW course about a month before the start of autumn quarter to get comfortable with college life and launch their academic career with a special 5-credit course. Students can take English language and writing sections that prepare them for college-level writing or a wide array of special discovery seminars, which cover numerous unique, engaging topics in a small setting with a UW professor.

771 STUDENTS
12% OF FIRST-YEAR UW STUDENTS ENROLLED
45 5-CREDIT COURSES

Victor

“With Early Fall Start, it’s less of a big, intimidating lecture and more hands-on. We’re always doing something interesting and working toward a goal.”

As a Seattle native and the son of a University of Washington professor, Victor Gill was comfortable on the UW campus. But even he knew that Early Fall Start could help him ease into his first year at the UW.

“I wanted to be able to get that easy swing into college,” Victor said. “It’s only one class over four weeks to help adjust, and it sounded like a great way to get some extra credits out of the way without overloading my schedule during the year.”

Victor signed up for the popular CSI: Seattle class, which provides students an opportunity to study forensic science through solving a fictional case — and helps students like Victor make lasting social connections before fall term has started.

“I’m very reserved at times,” Victor said. “But Early Fall Start helped me make friends so that if I ever feel a little overwhelmed, I have people I can go to.”
FOUNDED AT FOSTER

It's one thing to start a business and quite another to sustain it.
Over the past couple decades, the Foster School's Buerk Center for Entrepreneurship has catalyzed the launch of more than 1,000 student-founded ventures through its competitions, programs, courses, accelerator—and awards of seed funding in excess of $31 million.
Many of those companies—a recent survey estimates 21 percent—are still in business today. Here is a small sample of the myriad successful firms founded by enterprising students at the Foster School and around the UW, each the beneficiary of a distinct “Buerk bump.”

MICHI CO.: BOTTLED WHITE COFFEE DIRTY CHAI AND MATCHA DRINKS

- Founded in 2017 (as Nastee) by Kathy Tuan (BA 2017, global health, entrepreneurship), Karin Soyama (BA 2017, marketing and entre) and Minnie Yuan (BA 2017, art, communications, entrepreneurship and current MS Entre student)
- BPC, CoC, J+FA
- Available in 30 retail locations around the NW; sold more than 10,000 bottles

SILENE BIOTEC: STEM CELL PRESERVATION FOR THE THERAPIES OF TOMORROW

- Founded in 2015 (as mPS Lab) by Alex Jiao (PhD 2016, bioengineering), Rob Thomas (MBA 2015), Jenna Strully (MBA 2015) and Edward Whalen (BA 2016)
- BPC Best Idea, HIC 2nd place, J+FA
- Raised $700K; launched commercial service; expanded to Los Angeles and San Francisco

POLYDROP: LIGHTWEIGHT ELECTRICITY CONDUCTING POLYMER SODIUMS FOR COATINGS AND PLASTICS

- Founded in 2013 by Volha Hinchka (BS 2013, chemical engineering)
- EIC 1st place, BPC finalist, J+FA
- Awarded $750K NSF Small Business Innovation grant, WA State Matching Grant

KOTIS DESIGN: CUSTOM-BRANDED CORPORATE AND COLLEGIATE SWAG

- Founded in 2001 by Jeff Becker (BA 2000) and Nicolai Thomassen (BA 2000)
- BPC, CoC
- Projected $50M in sales in 2019; Promo Marketing “Top 50 Distributor”

STRIDELINE: SUPER-COMFORTABLE GRAPHIC SOCKS

- Founded in 2010 by Riley Goodman and Jake Director
- LEP, J+FA
- Sold more than 5 million pairs; employs 200, licensing deals with the NFL, MLB, MLS, NCAA

BPC = Business Plan Competition
EIC = Alaska Airlines Environmental Innovation Challenge, HIC = Hudson Health Innovation Challenge, J+FA = Jones + Foster Accelerator, CoC = Creating a Company class, LEP = Lavin Entrepreneurship Program

WINTER 2019
August 22, 2018

New Video for First Year Students

When incoming freshmen and transfer students arrive at the University of Washington, they bring a wide range of understanding and experience with the ideas surrounding race, equity, diversity and inclusion. For some, these concepts are very much a part of their world-view. For others, our campus will become the place where they shape their understanding of difference in profound ways.

We are excited to share that the Race and Equity Initiative, in partnership with First Year Programs (FYP) and the Office of Minority Affairs & Diversity (OMA&D), has produced a video for FYP’s U-101 online orientation series that introduces new students to the values of equity and diversity at the UW.

The video features honest student-to-student perspectives about what it was like for them to come to UW Seattle. Then, relying on these values, UW students invite their peers to lean in and stay open to new ideas. This video also features resources and points of interest on campus that provide opportunities for incoming students to engage with difference.

Through the lens of our students and in the spirit of equity and inclusion, we hope this video will welcome and inspire incoming classes to build their community and make a positive impact during their time at UW.
REDUCE. REUSE. RECYCLE!

RECYCLING FIVE PLASTIC BOTTLES PROVIDES ENOUGH FIBER TO FILL ONE SKI JACKET.

RECYCLING ONE TON OF PAPER SAVES 7,000 GALLONS OF WATER.
The Learning Lab

Powered by Skillsoft Percipio and customized for the UW, this online platform delivers an immersive learning experience with highly engaging content curated into dozens of channels. Engage in self-development at your own pace; choose to watch, read, or listen to suit your learning style and needs; customize the interface by selecting areas of interest and creating a list of favorites; and download the free Percipio mobile app for learning on the go.

See a full inventory of available content.

Check out the user-friendly interface and features of the Percipio platform:

Questions or comments?
Contact POD.
Phone: 206-543-1957
Fax: 206-543-8700
Email: pod@uw.edu
Box Number: 354962

Already a subscriber?
Log in to The Learning Lab

System requirements
Working together for a better University

Welcome to UW-IT’s 2018 Partnerships series. We collaborate with partners across all three campuses, UW medical centers and global research operations to advance teaching, learning, innovation and discovery.

100 nanoseconds in time
Researchers open the door to advances in chemical engineering with help from the UW’s supercomputer.
Learn how it may lead to better materials →

Engaging the mind
UW instructors get out of their comfort zone to ignite learning with classroom technologies.
Read how they did it →

Define this!
A shared vocabulary with clear data definitions is laying the foundation for informed business decisions.
Find out how they are accelerating their research →

Internet of the ocean
Scientists unravel the mysteries of our planet’s life support system using cloud computing and data science tools.
Find out how they are accelerating their research →
**EVENTS**

**Wednesday, Feb 20, 2019**  
ATM S 521 Seminar in Atmospheric and Climate Dynamics: Ed Blanchard

**Thursday, Feb 21, 2019**  
Brown Bag Seminar: Tyler Cox

**Friday, Feb 22, 2019**  
Colloquium: Andy O (PhD defense): Ultraclean layers and optically thin clouds

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**IN THE NEWS**

**Peng Qiaoyun**  
Jan 30, 2019

Peng Qiaoyun won the Outstanding Student Paper Awards by the 21st Conference on Atmospheric Chemistry, American Meteorological Society (AMS), poster presentation: “In Situ Measurements and Evaluation of Primary Radical Budgets within Wildfire Plumes during WE-CAN.”

[Read more »](#)
There when you need us, peace of mind when you don't.

Your home for world-class care, anywhere in the Puget Sound region.
A&A's Australia summer program helps forge future directions with LSAMP

By Amy Sprague / Photos by Kyle Johnson
December 12, 2018

"Once you get access to the tools that connect you to information, you can start to really narrow down what's possible. I can help others so much more now. I have gained so much insight into how to utilize these resources -- insight that I can share with other people." – Kyle Johnson

LSAMP makes study abroad possible for many students

Engineering students Kyle Johnson, Benny Olivas, and Vicente Arroyos never expected to study abroad. "I try to be as efficient as I can," says Benny, "so I never thought I could take the time to study abroad while getting my degree or even afford it."

That all changed when they connected with LSAMP (the Louis Stokes Alliance for Minority Participation) and learned about the Aeronautics and Astronautics (A&A) Australia summer program. Through LSAMP adviser Jacqueline Hernandez, who joined the students in Australia, they learned that UW Study Abroad offers scholarships through the Global Opportunities Fund. And many study abroad programs are geared specifically toward STEM students seeking hands-on experience in a global context.

Kyle, Benny, and Vicente chose the A&A Australia program because...
UW Massive Stars group poster at #aas233 today where you can LISTEN TO LIGHTCURVES! Come by @Astro_Locke’s poster 147.12 to see (and hear!) the first results of TransientZoo, an upcoming citizen science project that will let people classify transient lightcurves using sound! 🎧🚀
THANK YOU!
UPCOMING EVENTS

> Spring Shop Talk
  Date: Wednesday April 3, 2019
  Time: 10 a.m. to 12 p.m.
  Location: HUB Lyceum

> April Marketing & Communications Roundtable
  Date: Wednesday April 17, 2019
  Time: 2 p.m. to 4 p.m.
  Location: HUB Lyceum