BRAND MATTERS

MARY GRESCH
VICE PRESIDENT FOR COMMUNICATIONS & CHIEF MARKETING OFFICER

UNIVERSITY of WASHINGTON
AGENDA

• WELCOME & BRAND MATTERS
• STORYTELLING IN MOTION, PANEL DISCUSSION
• BRAND VICTORY LAP
• HOLIDAY MIXER
STORYTELLING IN MOTION

MURPHY GILSON
CREATIVE DIRECTOR
UNIVERSITY MARKETING & COMMUNICATIONS

UNIVERSITY of WASHINGTON
BRAND VICTORY LAP

ALANYA CANNON
DIRECTOR, BRAND MANAGEMENT
UNIVERSITY MARKETING & COMMUNICATIONS
THE SEATTLE CONNECTION

In a world of global business, Foster has the hometown advantage.

PROVEN IMPACT

How do you take the measure of a business school? You could look to the profusion of rankings that seek to quantify everything from employer satisfaction to academic reputation to alumni advancement to return on investment. The Foster School earns high marks in each of these metrics. But the bottom line of any business school is economic impact. Does it spur job growth, catalyze innovation, advance prosperity? Does it create futures?

THE FOSTER EFFECT

- 17,100 COMPANIES FOUNDED
- 909,378 JOBS CREATED
- $100.7 BILLION ANNUAL REVENUES GENERATED

A recent Foster School alumni survey found a significant impact on both alumni careers and the economy of the Pacific Northwest and beyond. The data collected supports two central—and complementary—conclusions:
COLLEGE OF ARTS & SCIENCES

“Classics has given me a framework for thinking about the world. It has given me the opportunity to question the past and how we interact with it, and to see different periods of human history in a new way.”

GREER LEO PARDO / RC/CLASSICS, B.A. 2019

As a pre-med student, so many doors were opened to me through my coursework. My research at Fred Hutchinson Cancer Research Center, and a health care-focused study abroad trip that put me in a global mindset.

JOSHUH DAVIDSON / 15L, M.D. 2020

“You want a great job when you graduate. How about the next job after that? With the rapid pace of change in the world today, new industries are constantly emerging. Arts & Sciences students develop the transferrable skills and flexibility of mind to succeed even as the employment landscape changes. Employers will value your strong communication and problem-solving skills, your creativity, your breadth of knowledge, and so much more. To get ready to change the world, like these Arts & Sciences alumni.”

A GREAT JOB

FIND YOURSELF IN

DATA SCIENTIST / BATTÉLLe

OPERATIONS MANAGER / VEGA COFFEE

POLICY ADVISOR / U.S. SENATE

SPORTS REPORTER

LAbOR ORGANIZER

RECRUITING COORDINATOR / AMAZON

The University of Washington is an equal opportunity employer. www.washington.edu/employment
UW COLLEGE OF ARTS & SCIENCES

WHAT WILL YOU FIND?
Master of Social Work

Live your passion for social change. Our MSW program prepares graduates for leadership and direct-practice positions in a host of professional settings, ranging from health, aging and mental health to public education, multicultural communities and nonprofit or government agencies.

We offer three distinct degree paths—Advanced Standing, Day and Extended Degree programs—to accommodate the personal and professional interests of our students as well as their educational backgrounds and work-life demands.

In 2019, our MSW program was ranked No. 3 in the country out of more than 250 advanced social work programs. In 2017, the UW School of Social Work was ranked No. 1 in the world by the Center for University Rankings for its influential research and broad impact.

The MSW program is fully accredited by the Council on Social Work Education and designed to prepare students seeking to innovate, lead and practice in a multicultural world facing complex social challenges.
How our world works? How do we affect our planet? Can we fix it better?

The College of the Environment, you can explore the oceans to outer space, using high tech approaches to ocean marine life. Trek into the Cascade Mountains to understand the climate system and learn about the communities who depend upon them. Try out a bunch of classes and experiences to find what you love.

I knew I wanted to study the environment. I was interested in a lot of different things - temperate rainforests, tide pools, the impacts of climate change. The depth and breadth of UW's College of the Environment allows me to follow my passion for the environment wherever I want to go.

ESAA MAZENGIA
Environmental Science and Terrestrial Resource Management major, class of 2021

Yep, we're a big university. But big means eight unique majors. Big creates lots of research opportunities. And you won't get lost. As you find your path, we're here to help you do amazing work. Our faculty are committed to their students, and our programs will help you build community.

PETER KAHN
Professor, School of Environmental and Forest Sciences
The University of Washington is deeply grateful for Wells Fargo’s commitment of $300,000 to support the events, programs, and activities of more than 1,000 registered student organizations over the 10-year gift spanning 2012 through 2022.

“We recognize the impact Wells Fargo makes on the students and the enrichment of their experiences here at UW.”

Black Student Union
UPCOMING EVENT & MEETINGS

Marketing & Communications Roundtable
  – February 20, HUB Lyceum, 2:00 p.m. to 4:00 p.m.

Elevate UW
  – December 19, HUB 332, 12:30 p.m. to 1:30 p.m.

Word Nerds
  – December 19, Gerberding 142, 12:30 p.m. to 1:30 p.m.

Web Council
  – January 2, HUB 214, 9:00 a.m. to 10:00 a.m.