MARKETING & COMMUNICATIONS ROUNDTABLE

February 20, 2020
AGENDA

CAMPUS DEVELOPMENT AND COMMUNITY ENGAGEMENT

– WELCOME & BRAND MATTERS
– BECOMING AN AMBASSADOR AND ADVOCATE FOR UW
– UW’S MASTER PLAN AND VISION FOR WEST CAMPUS
– BRAND VICTORY LAP
BRAND MATTERS

MARY GRESCH
VICE PRESIDENT AND CHIEF MARKETING & COMMUNICATIONS OFFICER

UNIVERSITY of WASHINGTON
2020 Carnegie Foundation
Community Engagement Classification
Washington State Moves Toward Free and Reduced College Tuition, With Businesses Footing the Bill

Students on the University of Washington campus last month. State lawmakers have moved toward offering free or reduced college tuition for some in-state students. Ted S. Warren/Associated Press
ECONOMIC IMPACT REPORT

$15.7 billion in economic impact in FY 2018

UW is the 5th largest employer in the state, accounting for 1 out of every 37 jobs.

$328.1 billion generated by alumni over their careers

UNIVERSITY of WASHINGTON
BRAND STRATEGY RECALIBRATION PROCESS

Research & Situation Analysis

- Fall 2019 - Spring 2020
  - University Strategy Inputs
  - Reputation & Perception Research (all audiences)
  - Review of Recent UW & Relevant Secondary Research Rankings Examination

Brand Architecture

- Fall 2020
  - Compile research insights
  - Conduct leadership interviews & inputs
  - Facilitate leadership brand architecture session
  - Solidify brand architecture

Brand Strategy Refinements

- Fall 2020
  - Present research insights
  - Facilitate input sessions to refine brand strategy
  - Solidify and roll out refined brand strategy (pyramid)

Creative Strategy

- Winter 2021
  - Develop creative brief
  - Develop new creative concepts
  - Solicit stakeholder feedback & select creative direction
  - Begin creative production

Peer Analysis & Site Visits
BECOMING AN AMBASSADOR AND ADVOCATE FOR UW

DANIELA SUAREZ
STUDENT REGENT
UW’s Master Plan and Vision for West Campus

Sally Clark
Director of Regional and Community Relations and U District Partnership Board Co-Chair
CONTENTS

> Purpose
> Overview and project history
> Vision for West Campus development
  – Gateway and flagship developments
> Summary of benefits/value
OVERVIEW

> Campus master plan provides opportunity to plan and grow intentionally over the next 30 years.

> UW Long Term Capital Planning Strategy

> Vital and dynamic neighborhoods and partnerships don’t happen by accident.

> Benefit to students, mission, and community will guide decisions.
69 acres of development opportunities
3 million new gross square feet
19 potential new development sites

Source: 2019 UW Campus Master Plan
CAMPUS MASTER PLAN

Approvals and controls

> 3m sf of new development (up to 1m sf for external partners)
> External occupants must have direct relationship to UW mission.
> Development of planned open space tied to individual parcels (including W27)
> Development must be in accordance with development standards for height, setbacks, active edges, signage etc.
**WEST CAMPUS**

**History & Guiding Work**

<table>
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<th>Project</th>
<th>Details</th>
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<tr>
<td><strong>Campus Master Plan</strong></td>
<td>July 2015 – January 2019 &lt;br&gt;Approved February 2019</td>
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<td><strong>UW Parking Study</strong></td>
<td>October 2017</td>
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<td><strong>West Campus Public Realm Design Guidelines</strong></td>
<td>March 2018</td>
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<td><strong>West Campus Academic Committee</strong></td>
<td>Recommendations Report April 2018</td>
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<td><strong>UW Capital Plan</strong></td>
<td>July 2018</td>
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**West Campus Development Advisory Committee 2016-2018**

Commissioned to:

- Solidify the programmatic, physical, and financial vision for West Campus, using planning work already done as a starting point
- Identify connections with evolving pedagogies, research trends, and forces shaping our society
- Develop specific goals and objectives we can use to measure our success
- Identify key implementation strategies that will help meet these goals

Report, including West Campus Vision, completed August 2018

**West Campus Vision Implementation Working Group (Feb 2019 – on-going)**

Lou Cariello, Mary Gresch, Randy Hodgins, Sarah Hall, Mike McCormick, Mary Lidstrom, Todd Timberlake, Daniel Schwartz, Sally Clark, Stephanie Harrington, Stephen Majeski, Renée Cheng, Joanna Glickler, Francois Baneyx, Kevin Klustner, Pedro Arduino, David Ginger
Innovation and jobs grow in great places—and universities are often at the center of them.
The University of Washington has designated West Campus with the intention of creating a dynamic and interdisciplinary urban community that will merge education and student life with cutting-edge UW research, pioneering public/nonprofit institutions and private companies.

The UW’s vision for the West Campus is to create a place where students and faculty experts across multiple fields — including public health, engineering, life sciences, social work, public policy and the arts and humanities — can partner with business, government, nonprofit organizations and the Seattle community to solve critical challenges. The West Campus will be a place to discover answers to the big questions facing the people of Seattle, the state of Washington and the Pacific Northwest region. It’s a place to create an inclusive spirit and leverage a culture of entrepreneurial thinking and innovation mindsets.
The new Rosling Center for Population Health, sited just next to the West Campus, will serve as a gateway and foster collaboration and community.

Co-locates three academic research groups:
- IHME
- Global Health
- School of Public Health (portions)

The 300,000 square feet will include convening and collaboration spaces, retail amenities, and art gallery, along with space for interdisciplinary collaboration and innovation.
VISION: Solutions for a Sustainable Future

> Vision is driven by state funded pre-design report (2016) with mixed internal/external education, research, investor, and business working groups.

> 2017-19 biennial state funding to consolidate UW Clean Energy Institute (CEI), NW IMPACT, and aligned UW activities

> Private-portion of building to house market-rate partners who advance UW mission-aligned research, education, and translation activities.
**INTRINSIC VALUE ADDED**

- Fully supports/furthers the UW teaching and learning mission
  - Strengthens connection of long-standing partnerships with external entities
  - Mission-aligned partners add value to the academic/research programs
    - Also provides valuable experience for students (internships & job opportunities)
  - Flexibility to add critical classrooms (100-person, etc.)
  - Expands our research capacity - flexibility to add new lab space
- Enhances the UW public service mission and connection to community
  - We will shape what the U-District will become in the future
- Avoids exacerbating the deferred maintenance challenge
  - Facilities O&M burden not increased with growth
- Reduces demand for more expensive off-campus lease space
  - On-going initiative to consolidate leases
- Flexibility in long term to divest – option to not renew lease
SCHEDULE
Site W27

- Request for Qualifications: 14 January
- Developer Short-List: early March
- Request for Proposal: 16 March
- Developer Selection: 29 June
- Board of Regents: December 2020
- Construction Begins: Spring 2021
- Occupancy: Spring/Summer 2023

Note: Tenant selection is in progress.
QUESTIONS
HUSKY GIVING DAY PLANNING TIMELINE

Phase 1
Strategy & goal setting, develop/refresh creative and communications toolkits, training, unit content & fund planning, and leadership coordination

Phase 2
Build unit programs on Scalefunder, identify donor challenges, plan digital communications (social, email), ambassador recruitment, stewardship planning, giving day test

Phase 3
HGD donor appeal, postcard, email campaign, texting campaign, unit programs locked down, ambassador activation, challenges set, social build HUSKY GIVING DAY!

January-February
February-March
March 16-April 2
UNIVERSITY of WASHINGTON
GOALS

> Build our community of support for the UW and increase our gift goal by 50% in 2020 to 7500
> Create digital experiences for donors, alumni, and friends throughout the day that engage and build on pride, affinity and nostalgia for the UW as measured by social likes and shares of #huskygivingday posts
> Boost excitement about giving by amplifying the impact of philanthropy across the University and provide a platform for our UW community to share their stories and experiences with each other
> Increase our ambassador participation by 25% from 2020
The University of Washington’s 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.
AUDIENCE

> Primary: Alumni, GOLD
> Secondary: Current donors, faculty and staff, students and parents, community partners, friends
Preliminary crash report confirms 737 MAX pilots lost control despite following Boeing’s instructions
April 4th is #HuskyGivingDay! I donate in honor of two of my favorite @UWSoftball teammates @AngieMentink and Sara Pickering who are cancer survivors and members of the Husky Hall of Fame! Your strength inspires me daily.
givingday.uw.edu/amz/Softball

It's husky giving day y'all!! Please show your support for @UW_WSOccer and @UW_Athletics by donating via this link GoHuskies.com/HuskyGivingDay. Go dawgs!!

OD: I'm giving for #HuskyGivingDay because being a student-athlete @UW_MBB changed my life forever. Be a difference maker today and join me. Give here gohuskies.com/huskygivingday LET'S GO!!!

what's up my twitter friends!! today is huskygivingday, join me in supporting @uw student-athletes (and specifically the men's soccer team) by donating here:
We have one more pie to deliver. It looks like @mf_viz may not be aware of how we've been serving pies today. What do you say we show him? One more #HuskyGivingDay donation at givingday.uw.edu/giving-day/122... and he gets it. #PieSchool

pic.twitter.com/Ght9Nko49f

4 Apr 9:00pm
Dear Col. and Ms. Donaktor,

At the University of Washington, our greatest strength is our community.

On April 4, the UW will kick off our first Husky Giving Day — and I’m inviting you to join us!

Your continuous support makes a significant difference at the UW. Thank you for being part of our community of donors who are committed to transformation and being catalysts for progress at the UW.

What is Husky Giving Day? This event will offer 24 hours of exciting opportunities to cheer on other UW alumni and supporters. Your giving on this day will serve as an inspiration to others to join our exceptional community, as well as an example of the impact we can achieve when we come together.

I feel fortunate to be a second-generation Husky. My parents and my sister all have degrees from the UW. We donate our time and resources to different parts of the University, but we tend to focus our efforts on programs that serve underrepresented, economically disadvantaged and first-generation students. We have committed hundreds of students over the years, so we have seen the impact of our support firsthand. For our family, it’s not about the amount of the contribution — it’s about doing our part to make a difference in someone’s life.

We can all remember meaningful moments from our time at the UW that will stay with us the rest of our lives. For me, it was seeing a professor overcome with emotion who dismissed our class early after watching a speech by Dr. Martin Luther King Jr. He showed us what passion really looked like, and that became a driving factor in the work I do today. After all, when you let something touch your heart, it stops feeling like “work.”

To play a small role in helping these moments happen for others is what motivates my family to donate our time and financial resources to the UW. I hope you’ll join us on April 4 to create a ripple effect of meaningful moments for our current and future students.

If you’re a proud alum or an even prouder parent, if you received excellent care at UW Medicine, or if you simply believe that every student in Washington state should have access to a college education and a brighter future — then here’s your chance to expand your impact by taking part in Husky Giving Day.

Although Husky Giving Day takes place on April 4, renewing your support now will be counted toward our total for that day. Even more important: You’ll inspire others to become part of our community.

With boundless gratitude,

Colleen Fisk-Sketchley

2023 UW Foundation Board

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2023 UW Foundation Board
Hi Kesia!
Thanks for the message.
I'm in Xi'an, China...and internet is very restricted here. Can I when I return to the US?

Gane Bourgeois has sent you a media message:

Hide Media
Thank you so much for your donations! Thanks to you, I am able to attend my dream school and pursue my dreams. It is because of people like you that underprivileged girls like me can dare to aspire for higher things.

-Lizbeth Lucas UW’22
BRAND VICTORY LAP

ALANYA CANNON
DIRECTOR, BRAND MANAGEMENT, UNIVERSITY MARKETING & COMMUNICATIONS

UNIVERSITY of WASHINGTON
HUSKY UNION BUILDING
IMPACT REPORT
2018–2019

FOSTERING STUDENT ENGAGEMENT

1888+ RSOs
For the first time in UW history, the Student Activities Office recognized over 1,800 student organizations on campus. RSOs serve as a great way for students to get involved on campus and thrive in extracurricular opportunities. Students can connect with like-minded peers and share a common interest, while experience personal growth with over 3,600 RSOs, there is something for everyone.

STUDENT ACTIVITIES

1,021
RSO

$191,000
RSO FUNDING ALLOCATED

48
RSO OFFICES WITH HUB OFFICES

RESOURCE CENTER USE

11,882
STUDENTS

646
RSO

TRAINING AND DEVELOPMENT SESSIONS

20
ASUW

4
GPPS

32
RSO

44
RSO REGISTRATION

HUB

ASUW

GPPS

132
STUDENT EMPLOYEES

270
VOLUNTEERS

123
STAFF EMPLOYEES
HEALTH CARE HUSKIES

Mentorship and internship program jumpstarts student-athletes’ medical careers

Conversation with Coach
Our first Q-and-A takes a peek into the mind of Women’s Basketball Head Coach Jody Wynn.

Karl’s Legacy
John and Ingrid Osterhaug turned the tragic loss of their daughter Kari into an opportunity for UW Women’s rowers.
UW Visual Asset Collection

Welcome to the University of Washington Visual Asset Collection! This site provides free photography and video downloads for use by UW faculty, staff and students for official UW use. All content is provided in the original, highest resolution and largest format we have on file. University of Washington owns the copyright to all media on this site. To learn how to use the database, please visit the About Page.
PROVOST TOWN HALL

> February 26th
> 3:30 p.m. – 5:00 p.m.
> HUB Lyceum
> Topics: Academic excellence, graduate education, the arts and the impact of the University’s work
UPCOMING EVENT & MEETINGS

Elevate UW
   – February 25, Odegaard 220, 11:30 a.m. to 1 p.m.

Web Council
   – March 5, Odegaard 230, 9:30 a.m. to 10:30 a.m.

Social Media
   – March 5, Gerberding 142, 12:30 p.m. to 1:30 p.m.

Husky Giving Day
   – April 2, 2020

Marketing & Communications Roundtable
   – April 16, HUB Lyceum, 2 p.m. to 4 p.m.