

# 2020-21 MONTHLY MESSAGE THEMES

Month	Theme	Strategic Considerations
July	<b>Proven Impact</b> #UWdiscovers	
August	<b>Our Public Promise</b> #UWserves	
September	<b>Be Boundless</b> #BeBoundless	Celebrating the impact of the Be Boundless - For Washington, For the World campaign and the UW's many supporters 9/1: Application for fall 2021 freshman admission opens 9/30: First day of autumn quarter classes
October	<b>PopulationHealth</b> #PopulationHealth	Highlighting the UW's contributions to improving population health
November	<b>Leading-edge Student Experience</b> #HuskyExperience	11/15: Seattle fall 2021 application deadline
December	<b>This is UW</b> #ThisIsUW	Celebrating student, faculty, staff and alumni accomplishments
January	<b>Our Public Promise</b> #UWserves	1/11: Projected start of 2021 legislative session (budget session) 1/15: Priority application deadline for fall 2021 freshman admission to UW Bothell and UW Tacoma
February	<b>Proven Impact</b> #UWdiscovers	
March	<b>Innovation Mindset</b> #UWinnovates	
April	<b>Leading-Edge Student Experience</b> #HuskyExperience	
May	<b>Be Boundless</b> #BeBoundless	5/1: Decision deadline for fall 2021 freshmen
June	<b>This is UW</b> #ThisIsUW	6/12: Seattle Commencement 6/13: Bothell Commencement 6/14: Tacoma Commencement

