### 2020–21 Monthly Message Themes

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Strategic Considerations</th>
</tr>
</thead>
</table>
| July    | **Proven Impact**  
#UWdiscovers |                                                                                             |
| August  | **Our Public Promise**  
#UWserves |                                                                                             |
| September | **Be Boundless**  
#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 | **PopulationHealth**  
#PopulationHealth | Highlighting the UW's contributions to improving population health |
| November | **Leading-edge Student Experience**  
#HuskyExperience | 11/15: Seattle fall 2021 application deadline |
| December | **This is UW**  
#ThisIsUW | Celebrating student, faculty, staff and alumni accomplishments |
| January | **Our Public Promise**  
#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 | **Proven Impact**  
#UWdiscovers |                                                                                             |
| March   | **Innovation Mindset**  
#UWinnovates |                                                                                             |
| April   | **Leading-Edge Student Experience**  
#HuskyExperience |                                                                                             |
| May     | **Be Boundless**  
#BeBoundless | 5/1: Decision deadline for fall 2021 freshmen |
| June    | **This is UW**  
#ThisIsUW | 6/12: Seattle Commencement  
6/13: Bothell Commencement  
6/14: Tacoma Commencement |