

VII. STANDING COMMITTEES

A. Academic and Student Affairs

in Joint Session with

B. Finance, Audit and Facilities Committee

150th Anniversary Planning Update

This will be an oral report for information only.



OUR 150TH ANNIVERSARY

ACADEMIC YEAR 2011-2012

SEPTEMBER 15, 2011

Goals and Objectives

- Raise positive awareness
- Demonstrate UW's vital impact
- Engage the UW family
- Broad multi-campus participation

Process

Market research

- Peer universities, NGOs and previous UW anniversaries

UW internal research

- Focus groups and 1:1 interviews across campus

Campus input

- Unit meetings
- Marketing Roundtable
- Campus 150th Working Committee
- Marketing Executive Advisors

10,000 foot view

Underlying thinking

- Leverage the great activities already going on
- Invest in new traditions and assets that will last

Three main elements to 150th

- Ensure an integrated campaign
- Encourage participation from campus partners
- Enable units to lead their own efforts while providing consistent messaging and branding

Messaging

“Over the past 150 years, the University of Washington and the people of Washington state have worked together to create one of the most livable, innovative and vibrant areas of the nation. As we take this moment to recognize our shared accomplishments, we look ahead with excitement to what the next 150 years will bring.”



Implementation

Overarching Integrated 150th Campaign

- Television
- Print
- Online
- Radio
- Events
- Banners
- Traveling exhibit
- Resources supporting campus partners



150th External Partners

Sponsors

- T-Mobile
- Microsoft



Media Partners

- KING-TV
- The Seattle Times



Television

Media partnership with KING-TV/Belo

- Statewide coverage: KING5, KONG16, NWCN , Universal Sports, KREM
- Spots run mid-September to mid-November
- 150th Logo on news tickers

Three TV spots

- UW highlights
- UW and Boeing
- Curing blindness (UW Medicine partnership)

Segments on “Evening Magazine” and “New Day Northwest”

KING-TV talent at UW Events

Print



Partnership with Seattle Times

- Advertising across the year
- W Day (11/4/11)
 - Special UW-focused insert
 - Paper delivered in purple bags with white W

Columns Magazine

Husky Football & Basketball programs



UNIVERSITY of WASHINGTON

UW HOME | DIRECTIONS | CALENDAR | LIBRARIES | MAPS | MY UW

Search the UW: GO

Donate to the UW

1861 **150** 2011

Welcome | Tell your story | Timeline | Videos | Partners | Events

150 years of history in the making... and counting

Over the past 150 years, the University of Washington and the people of Washington state have worked together to create one of the most fertile, innovative and vibrant areas of the nation. As we look back on our shared accomplishments, we move forward with excitement about what the next 150 years will bring.

The stories on our timeline chronicle the history of the UW, but there's more to tell. We invite you to share your *memories*, which will be considered for inclusion on the *UW Timeline*.

Launch timeline

Featured event

UW 150th kickoff

The UW's 150th anniversary year will officially kick off on Sept. 13, 2011, with a media event at the Fairmont Olympic hotel in downtown Seattle, site of the original UW campus. Celebratory 150th events will be held throughout the year. Please visit the events page for more information. Contact Jean Hayes for more on the kickoff.

Calendar

- Sept. 9 Annual Recognition Gala
- Sept. 13 150th kickoff
- Nov. 4 "W" Day
- April 12-18 HuskyFest 2012
- May 4, 2012 The College of Arts & Sciences Timeless Awards

[Details](#)

Info for the news media

Get backgrounds, photos, logos and more. Visit our media page (coming soon).

UW Online Promotions

UW Homepage

- Logo, headers, “Discover” area, and ongoing stories

UW Facebook

- Special 150th anniversary tab

UW Twitter

- Promotion campaign for 150th anniversary on @uw

UW Partners

- artsci.washington.edu/150/
- uwtv.org
- artsuw.org
- gohuskies.com
- kexp.org

External Online Promotions

SeattleTimes.com

- 150th ads all year
- Homepage “takeover” on W Day

KING5.com

- 150th ads all year
- Homepage “takeover” on W Day

Bing

- Homepage displays historic photos of UW on W Day

Facebook

- Cross promotion on Microsoft and T-Mobile Facebook pages



Radio - KEXP

Top-of-hour acknowledgement

Ads focusing on

- 150th overall
- Specific events
- Campus partner activities

Partnering on events



Events



- Annual Recognition Gala (Sept. 9, 2011)
- **150th Media Kickoff (Sept. 13, 2011)**
- Lectures (throughout the year)
- Convocation (Sept. 25, 2011)
- Dawg Daze (Sept. 23 – Oct. 1, 2011)
- President's Annual Address (Oct. 12, 2011)
- Dawg Dash (Oct. 23, 2011)
- Homecoming (Oct. 28, 2011)
- **W Day (Nov. 4, 2011)**
- **HuskyFest (April 18-21, 2012)**
- **Arts & Sciences Timeless Awards (May 4, 2012)**
- Commencement (Jun. 9, 2012)

Media Kick Off



September 13 kick-off event at the Fairmont Olympic Hotel, featuring President Young, Governor Gregoire, Mayor McGinn, and King County Executive Constantine

Goals

- Make the media aware of the year's coming events and media opportunities
- Garner earned media around the UW's anniversary to raise public awareness of the UW and our impact on our state over 150 years

W Day – UW’s Birthday 11/4/11

A day for Huskies all over the world to celebrate how the UW shaped their lives and demonstrate how it impacts the world

On campus

- Pep rally, birthday cake cutting and KJR broadcast in Red Square

Around the world

- Online activities and parties coordinated by local alumni chapters

In the media

- Seattle Times insert and purple bag, King 5 broadcasts, King 5 and Seattle Times homepage “takeovers,” Bing search page, television ads and KEXP radio

Community partners

- Special discounts and turning unexpected items purple

Husky Fest April 18-21, 2012

Free four-day campus event centered in Red Square Pavilion showcasing art, music, academics, athletics and more



Students: concerts, performances and exhibits

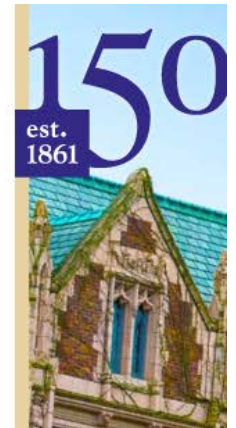
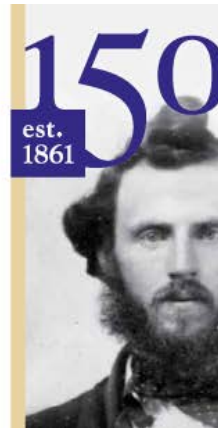
Prospective students: Friday field trips and Saturday open houses

Alumni and public: Saturday campus-wide festival with open houses, displays and activities; and guided tours

Media: Seattle Times and King5.com ads, King 5 broadcasts, and KEXP radio partnership

Campus Banners

150th street banners posted around our three campuses and downtown, as well as portable banners for use at events



Traveling History Wall

- Foundation Board Meeting (9/9)
- Media Kickoff Event (9/13)
- Dr. Gro Brundtland luncheon (9/26)
- Husky Home Football Games
- Puyallup Fair (9/9 – 9/25)
- U Book Store (9/26 – 10)
- W Day (11/4)
- Paws-on Science (4/2012)
- HuskyFest (4/2012)
- Bothell and Tacoma dates TBD
- Microsoft and T-Mobile dates TBD

Resources for units

- Visual Guidelines and Art Pack
- Messaging
- Story Bank
- Photo Database
- Web Header and Footer Wizard
- Internal Fact Sheet
- Templates: E-Mail Signature, E-Stationery, Power Point
- 150th giveaways
- Event wallpaper
- Mobile banners
- Traveling wall

University Participation

Highlights of University Participation

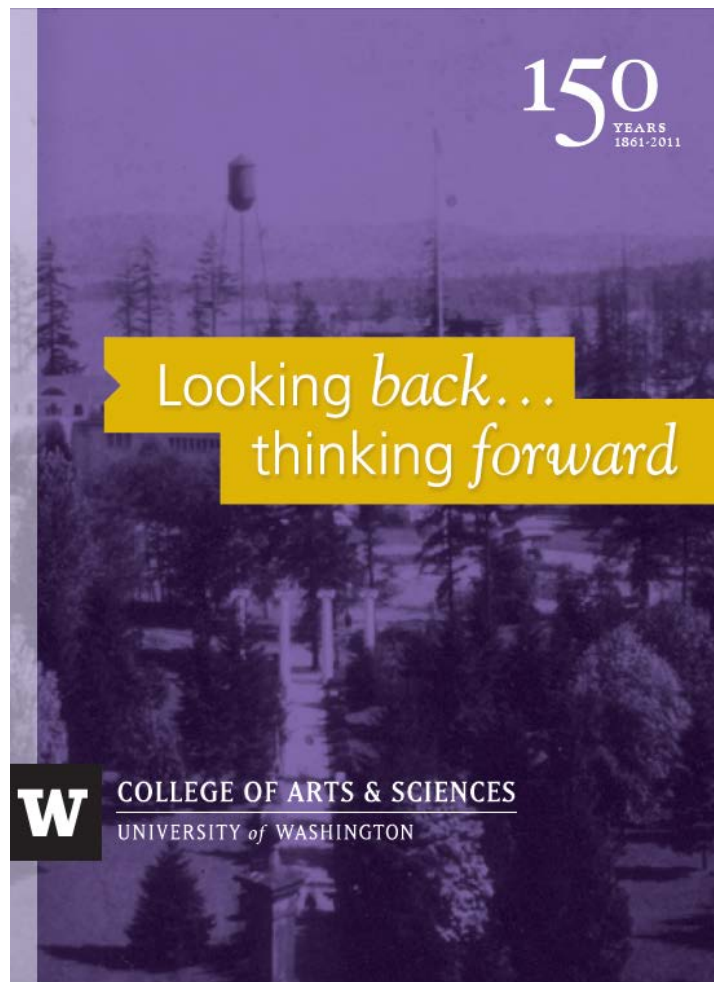
- Arts and Sciences
- ArtsUW
- Lectures
- UWAA
- Undergraduate Academic Affairs
- Annual Giving
- UW Medicine
- UWTV
- ICA
- UW Bothell
- UW Tacoma
- Office of Ceremonies
- Merchandise

A&S Objectives

“Looking back, thinking forward.”

- Demonstrate the depth, breadth and value of a Liberal Arts education
- Celebrate the rich diversity and inter-disciplinary opportunities offered by the College of Arts & Sciences
- Acknowledge the legacy of and contributions by the College to UW
- Instill a sense of pride in our students, faculty and community
- Position the College for fundraising efforts

Arts & Sciences: Printed piece



Impact around the World

Have you made an impact? We want to hear from you! Visit our interactive map to submit your story today.
<http://artsci.washington.edu/150>

Lectures

Be a part of lifelong learning at the University of Washington. Attend one of the many lectures offered on campus throughout the year, including:

- History Lecture Series, January 2012
- Allen L. Edwards Psychology Lecture Series, February 2012
- Jessie and John Danz Lecture Series, 2011-2012

Timeless Awards

Nominate an Influential Arts & Sciences alum for the College's Timeless Awards.
<http://artsci.washington.edu/150>

Historical Image: University of Washington Libraries, Special Collections, UW1225

Arts & Sciences: 150th Webpage

W COLLEGE OF ARTS & SCIENCES UNIVERSITY of WASHINGTON

Search Arts & Sciences

Donate to Arts & Sciences

About the College Arts Humanities Natural Sciences Social Sciences Support the College 150th Home

150 years of Making History

The UW College of Arts and Sciences, with a history as long as the University itself, celebrates its 150th anniversary this year. Join us as we highlight the people and programs that have shaped the College and the region, providing leadership and vision since 1861. We invite you to explore this website to learn more about 150th anniversary events and other offerings during this sesquicentennial year.

Timeless Awards

In celebration of our 150th year, the College will be honoring 150 of our distinguished alumni and students. Honorees will be announced throughout the year, culminating in a festive recognition reception on May 4, 2012. [Make a nomination.](#)

Global Impact Map

The College's reach is increasingly global. Our faculty, students and alumni are making a difference from Bogotá to Beijing. Visit the [Global Impact Map](#) to see some of the places we are changing the world, and add your own map marker.

Danz Lecture

An energetic blend of stateswoman, physician, manager, politician and activist, Dr. Gro Harlem Brundtland is a world leader on a variety of social, economic and environmental issues. Free lecture on 9/27. [Register now.](#)

150 YEARS 1861-2011

150th Anniversary

- History of the College
- Global Impact Map
- Documentary: Timeless Discoveries
- Danz Lecture: Dr. Gro Harlem Brundtland
- Dean's Showcase
- Timeless Awards
- Press Area

NEXT EVENT
Danz Lecture:
Dr. Gro Harlem Brundtland
9/27/2011

SHARE

SIGN UP FOR E-COMMUNICATION

f t in YouTube

Discover
the *Undiscovered!*



JULIA SWEENEY '82
International Studies



CHUCK CLOSE '62
School of Art



DAWN WELLS '60
School of Drama



RICHARD KARN '79
School of Drama



WILLIAM BOLCOM '58
School of Music



JEAN SMART '74
School of Drama



DALE CHIHULY '65
School of Art



PATRICK DUFFY '71
School of Drama



ROBB WELLER '72
Communication



JOEL MCHALE '00
School of Drama



LULU YANG '90
School of Art



KENNY GORELICK '78
Musician



KYLE MACLACHLAN '82
School of Drama

The students you see today may be the stars of tomorrow!

150 years of world-class dance, drama, music, art and exhibitions... right in Seattle's own backyard! Discover the undiscovered at the University of Washington.

ARTSUW.ORG





UW Lecture Series



Walker Ames: Series of 6 lectures

Danz: Series of 4 lectures

Mangels: Series of 2 lectures

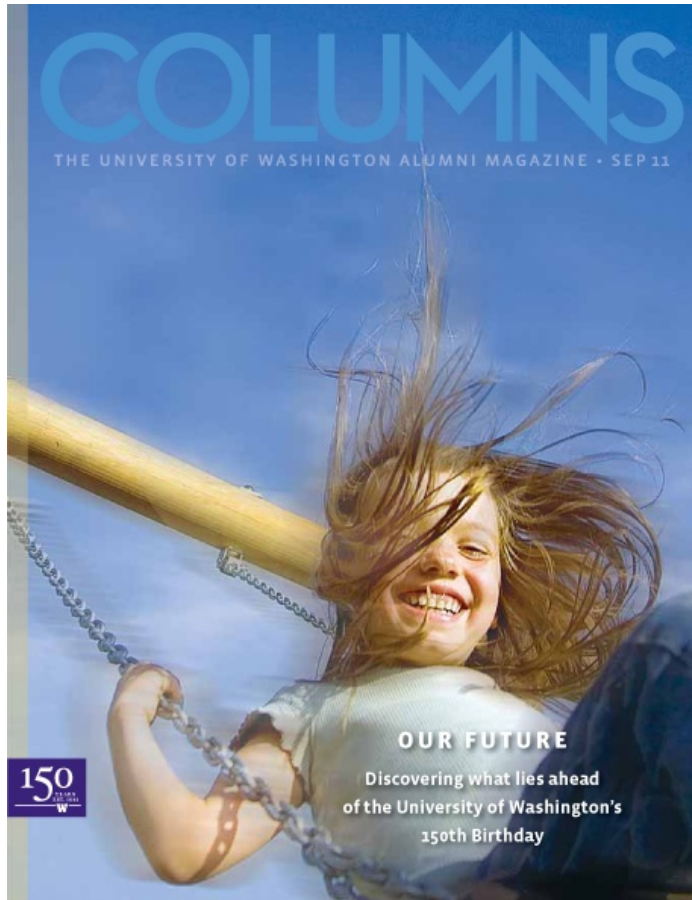
ISchool (100th Anniversary):

Spencer G. Shaw Endowed

Lecture Series

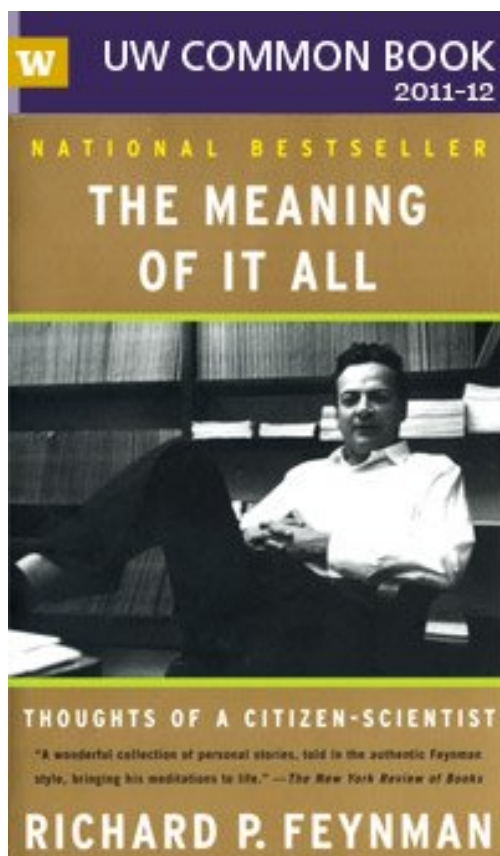
Evans School (50th Anniversary)

UWAA



- Features in Columns magazine throughout the year
- Partnership with the Graduate School on public lectures throughout the year
- 150th Anniversary Alumni Directory available for purchase
- Free commemorative 150th gift for donations of over \$150

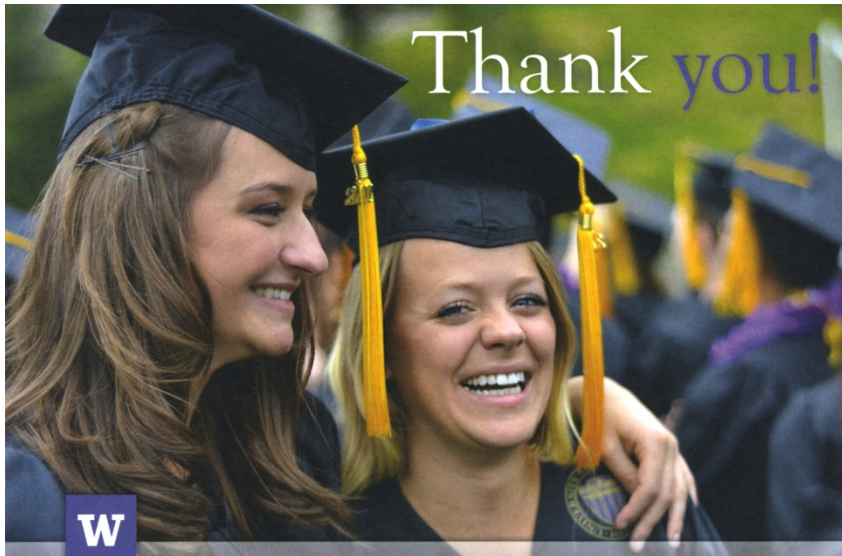
Undergraduate Academic Affairs



- Common Book: The Meaning of it All: Thoughts of a Citizen-Scientist
- A faculty guide featuring non-prescriptive ideas on how faculty may modify or otherwise incorporate the 150th and/or common book into their course(s) for the 2011-12 academic year is currently in development
- Orientation sessions for incoming freshmen and transfer students featured 150th facts and messaging

Annual Giving

- Student callers are integrating 150th messaging into calls
- Direct mail efforts incorporating 150th messaging
- Special programs targeting reunion giving (1961, 1962) and senior class giving (2012)



Thank you.

You are the foundation of this university, as you have been for the past 150 years. Through gifts large and small, 113,114 donors like you—including 2,200 members of the Class of 2011—have given over \$334 million to support students, faculty and programs here at the University of Washington this past year. Thank you for your generosity.

Because of your commitment, we are advancing the health of people around the globe, developing innovations that will improve lives, investing in a better and more sustainable future and providing more students access to a college education. Your gifts have made a significant impact at the University.

As we move into our next 150 years, the contributions of our students, faculty, staff, alumni and friends will continue to drive our success. Together, we are educating the next generation and changing the future for the better for all of us.

giving.uw.edu

150
YEARS OF
DISCOVERY

Printed on recycled paper

UWTV

Special programming including Greatest Moments at Husky Stadium, Arts & Sciences, 150th documentary and KING-TV's The Hundred Years



- UW Timeline: 30- and 60-second spots highlighting major moments at the UW
- Historical images with the 150th logo aired every hour
- Anniversary segment will be incorporated into UW360

ICA



- Husky Stadium
- PAC 12 TV Ad
- Football Program
- Basketball Program

UW Bothell



- Campus banners
- W Day participation
- 150th logo on the website
- Adding 150th branding on advertising

UW Tacoma



- Campus banners
- W Day: All-campus party, with cake and activities
- 150th logo on the website
- Paulsen Lecture series, co-branded with Walker Ames series
- Photo of the entire campus community, plus alumni, in the shape of a W



Property of MSCUA, University of Washington Libraries. Photo Coll 700

Office of Ceremonies



Convocation

- 150th Anniversary will be incorporated
- 150th pennants will be given to students and parents
- Lapel pin will be given to all at President's Picnic and a 150th birthday cake will be served

Commencement

- 150th Anniversary will be incorporated

Merchandise



1930-1959



1976-1994



1861-1930



1994- PRESENT



1960-1975

- Trademarks & Licensing:
150th Anniversary
Collection
- Bookstore: merchandise



150
YEARS
W

OUR 150TH ANNIVERSARY

ACADEMIC YEAR 2011-2012

SEPTEMBER 15, 2011