

MANAGING A PUBLIC BRAND



Bryan Daisley, Senior Director, Marketing Operations

Alanya Cannon, Director, Brand Management



THE UNIVERSITY OF WASHINGTON





Now: 57,000+ students, 4,300+ faculty, 25,000+ employees across three campuses

3/4 of undergraduates are from Washington • 35% are first in their family to attend college

305,548 alumni statewide • 16,000 degrees conferred annually

STATISTICS

- World-class academic medical center & health system
- Ranked #3 among U.S. public universities (*2018 Academic Ranking of World Universities*), and #14 in the world.
- \$1 billion in federal funding brought to our state
- Nearly 300 research centers tackling major issues
- Ranked #1 in Innovation (*Reuters*)
- Generates \$12.5+ billion in annual economic impact

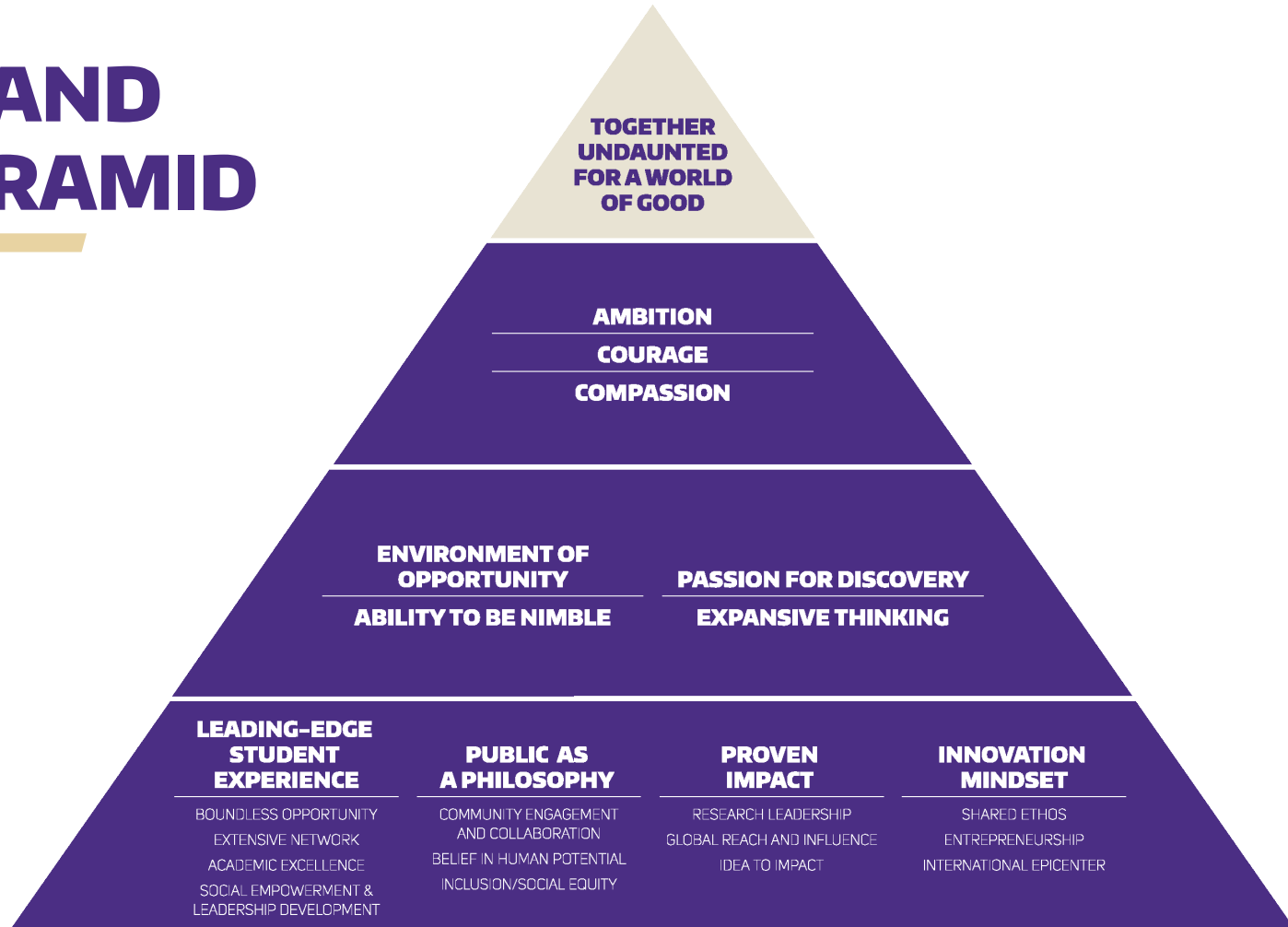


UW VISION

**To be the greatest
public university in the world
as measured by **IMPACT**.**



BRAND PYRAMID



BRAND PROMISE



**TOGETHER UNDAUNTED
FOR A WORLD OF GOOD**

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BE BOUNDLESS

At its core, being boundless is about believing in possibility. It's our unshakable optimism and determination. It's a connection to those around us. It's the drive to break down the barriers that separate us from what is and what can be. It's a spirit. It's a hunger. And it's the actions we take to create a better world.



BRAND OBJECTIVES

BUSINESS

Elevate global reputation

To be known as the greatest public university in the world as measured by our impact on students, state and the world.

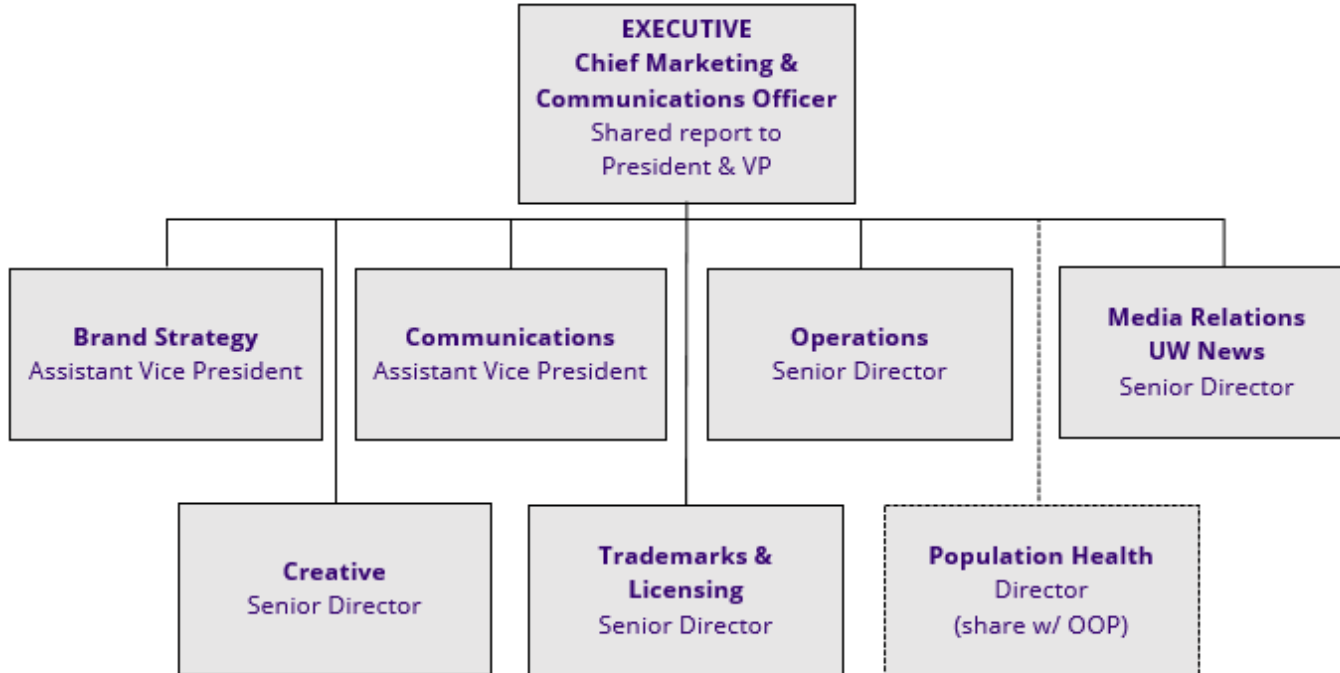
MARKETING

Instill passion

To close the perception vs. reality gap and move people from unaware or indifferent to familiar with deep pride by having a compelling and distinct point of view.



UMAC ORG CHART



BEFORE & AFTER



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UW



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CAMPAIGN UW : CREATING FUTURES



FONT: Frutiger and Garamond

UW MEDICINE



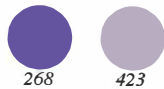
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INTERCOLLEGIATE ATHLETICS



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COLLEGE OF ARTS AND SCIENCES



FONT: Goudy and Gill Sans

UW BUSINESS SCHOOL



FONT: Bliss and Garamond

SCHOOL OF NURSING



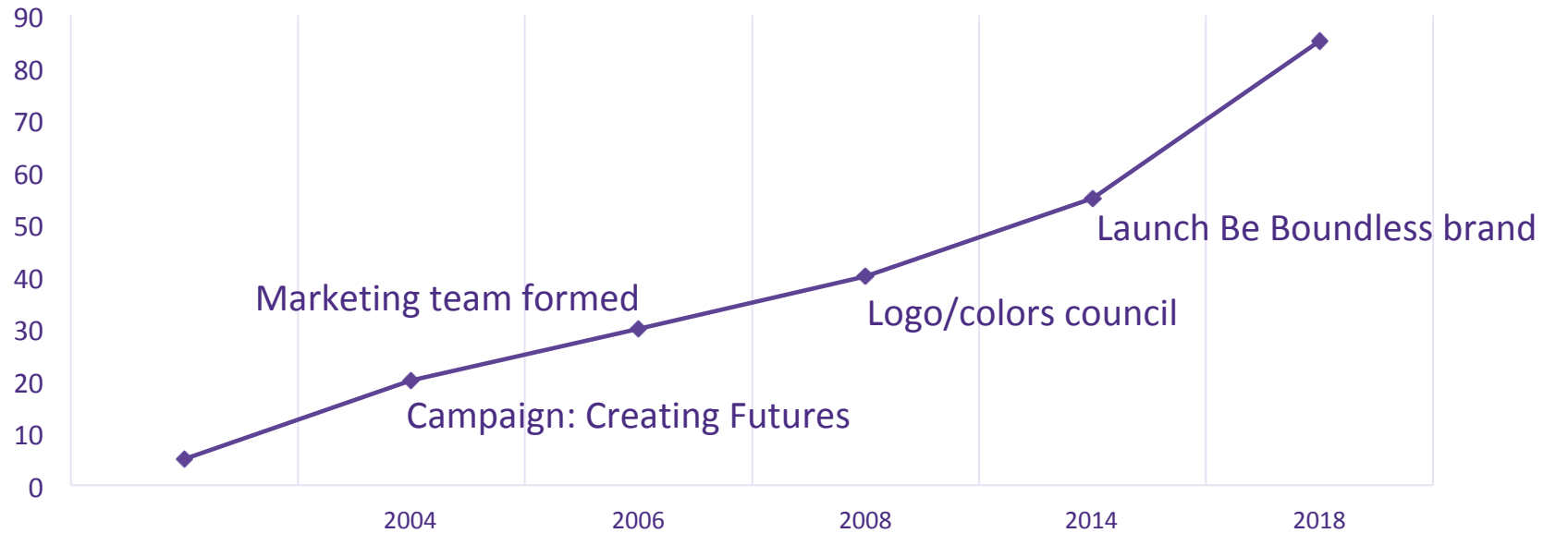
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COLLEGE OF ENGINEERING



FONT: Frutiger and Sabon Roman

BRAND ADOPTION



ATTITUDES & EXPECTATIONS

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THINGS TO OVERCOME

- The big bad B word (Brand) was too corporate
- Marketing just gave orders
- No mandates from leadership



TRAINING & EDUCATION

- Making this about partnership
- Being available
- Buy in from the top
- Peer groups



POWER OF PERSUASION

- Brand ambassadors
- They already know this — in their 
- Give them resources
- Empowerment



TOOLS AND RESOURCES

- **Brand Portal: uw.edu/brand**
- **Brand Alignment Program**
- **Brand Matters eNewsletter**
- **Photo & Video Database**
- **Marketing & Communications Meetings:**
 - **Marketing & Communications Roundtable**
 - **Affinity groups: Elevate, Word Nerds, Web Council, Event Council, Social Council, Editors Forum, Marketo Newsletter**



DIFFICULT PARTNERS

- **Don't give time and resources to unwilling partners**
- **Be the foundation, show benefits**
- **Play the long-game**
- **Stick to your guns**



MAKE A CHOICE TO BE TRULY PUBLIC

- **Share it all!**
- **Give up on perfection, focus on intent**
- **Walk the walk**
- **Celebrate the wins**



CELEBRATE VICTORIES BIG AND SMALL



CELEBRATE VICTORIES BEFORE AND AFTERS


JACKSON SCHOOL OF INTERNATIONAL STUDIES
 UNIVERSITY of WASHINGTON
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Black Umbrella Theater from Indonesia to perform, host discussion and workshop

The experimental performance group Black Umbrella Theater (Teater Payung Hitam) from Bandung, West Java is coming to town. Four members of the company...

NY Times ranks book among notable 100
DECEMBER 1, 2015

Peckman for Forbes: Race to dominate outer space a growing threat
DECEMBER 1, 2015

Ph.D. student's editorial for UW Clean Energy Institute
DECEMBER 1, 2015

Professor Emeritus Bacharach recognized with mentor award
DECEMBER 1, 2015

JSIS PROFILE



Professor Ken Pyle
-Influencer, scholar, leader

FEATURED PROGRAM



Russian, East European, and Central Asian Studies
-M.A. in International Studies

CAREER OPPORTUNITY




Associate Director - Center for West European Studies
-Applications close December 6, 2015

DISCOVER MORE


— Explore Research Themes —

— Explore Regions —


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 UNIVERSITY of WASHINGTON


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Behind the Scenes: Task Force Day
Last week, over 100 students in international studies presented real-world policy research and solutions to visiting policy-makers.



Israel Among the Angels: Prof. Mika Ahuvia lecture and reception, March 31, 7:00 p.m., @ Hillad UW



David R. Russell Talk, Wednesday April 1, 7:00 p.m.

Latest Jackson School News



Reuniting families through research



How a student project is assisting the search for El Salvador's disappeared children

"Paris and Beyond: Making Sense of the World" faculty roundtable



Click here for all JSIS Videos

Upcoming Events

Mar 30 CALL FOR PAPERS | REBCAS NW 2015 DEADLINE
Mon, Mar 30, 2015

Mar 31 2015 Global Oncology Symposium
Tue, Mar 31, 2015
Fred Hutchinson Cancer Research Center, 1100 Fairview Avenue N., Seattle, WA 98108

Mar 31 CALL FOR PROPOSALS - GRADUATE STUDENT RESEARCH AWARDS - JSIS - Area Studies and Indigenous Ways of Knowing
Tue, Mar 31, 2015, 5pm

Mar 31 Israel among the Angels: A Welcome Reception and Lecture by Prof. Mika Ahuvia
Tue, Mar 31, 2015, 7pm

View LW

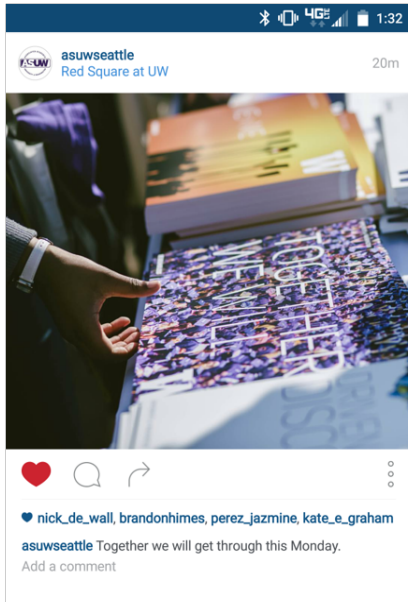
Director of Canadian Studies talks all things Arctic with Russia

Teaching Beyond the Campus at

Tweets


 UW Jackson School @UWJSIS
 Can't wait to hear @DavidRRussell Assistant Sec. of State David Russell talk America's future with Asia on Wed. 4/1 7 p.m. @Thomson1011

PART OF THE CULTURE



♥ nick_de_wall, brandonhimes, perez_jazmine, kate_e_graham

asuwseattle Together we will get through this Monday.

Add a comment



Andy Kong Tram I feel boundless 😄 🍌 2

Like · Reply · 1w



Sean Goddard Looking good in purple!

Like · Reply · 1w

How to tell you're crazy excited about going to UW ... threw the W on every ride in Disney World 🍌

#newhuskies2017 @newhuskies2017



THANK YOU



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