



INSIDE ARTSCI

September 2021 Marketing and Communications Roundtable





WELCOME TO THE INSIDE ARTSCI ROUNDTABLE

- **Welcome new colleagues and guests**
- **Outline of the Agenda:**
 - New Admin Gateway Resources
 - Marketo Newsletter & Event Build Process
 - Outlook vs. Marketo
 - Sourcing Content and Assets
 - Annual Appeals
 - Accessibility Guidelines
 - Key Takeaways & Next Steps
 - PIF Awards



ANNOUNCEMENTS

- THANK YOU for your help with more than 40 student letters!
- The College's new website has launched!
 - <https://artsci.washington.edu/>
- Marcomm Onboarding Modules Oct 19 and 26
 - Email asinfo@uw.edu to be invited
- Deadline for end-of-year appeal and winter newsletter sends is Oct 1



NEW ADMIN GATEWAY RESOURCES





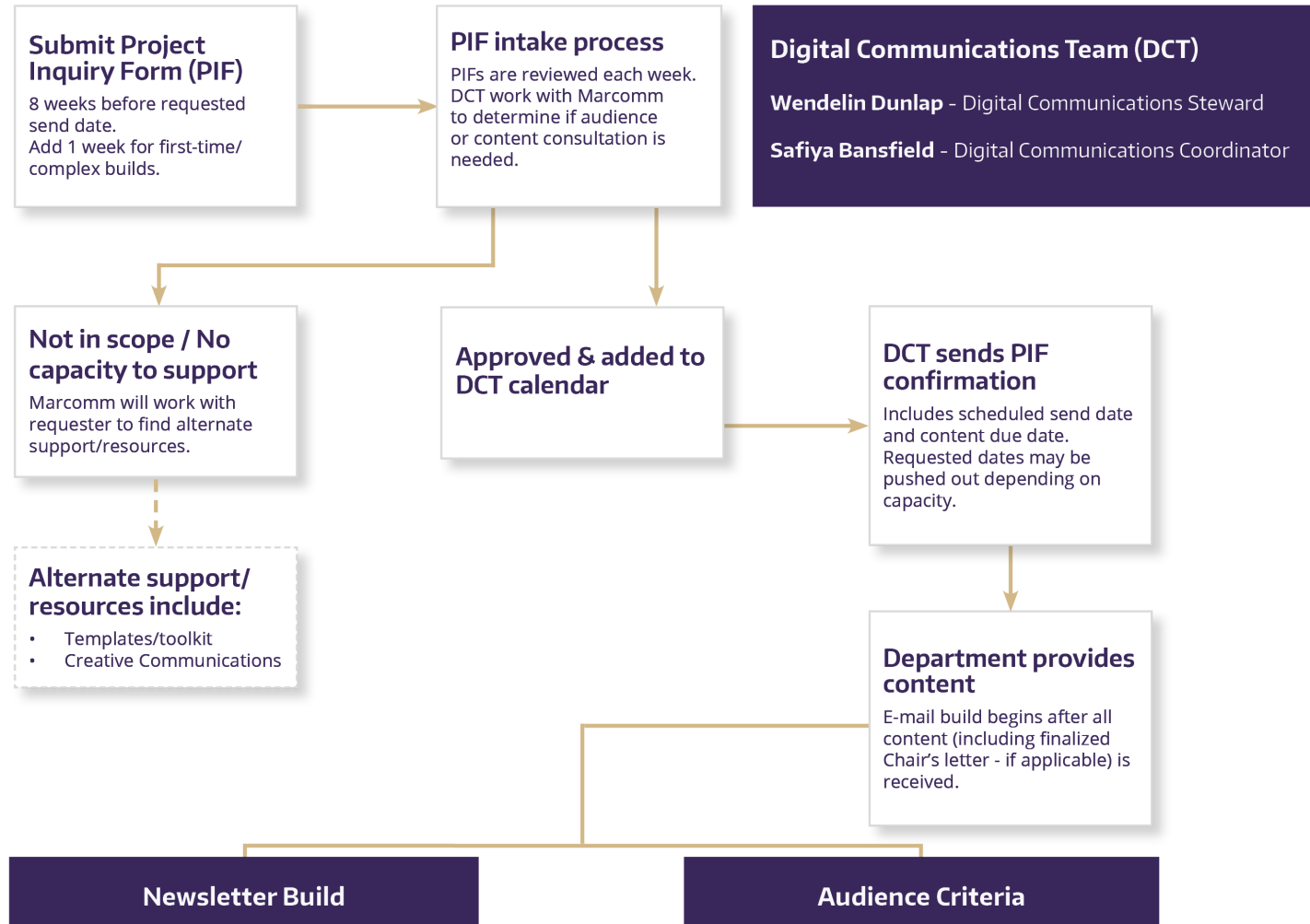
Marketo Newsletter Build Workflow

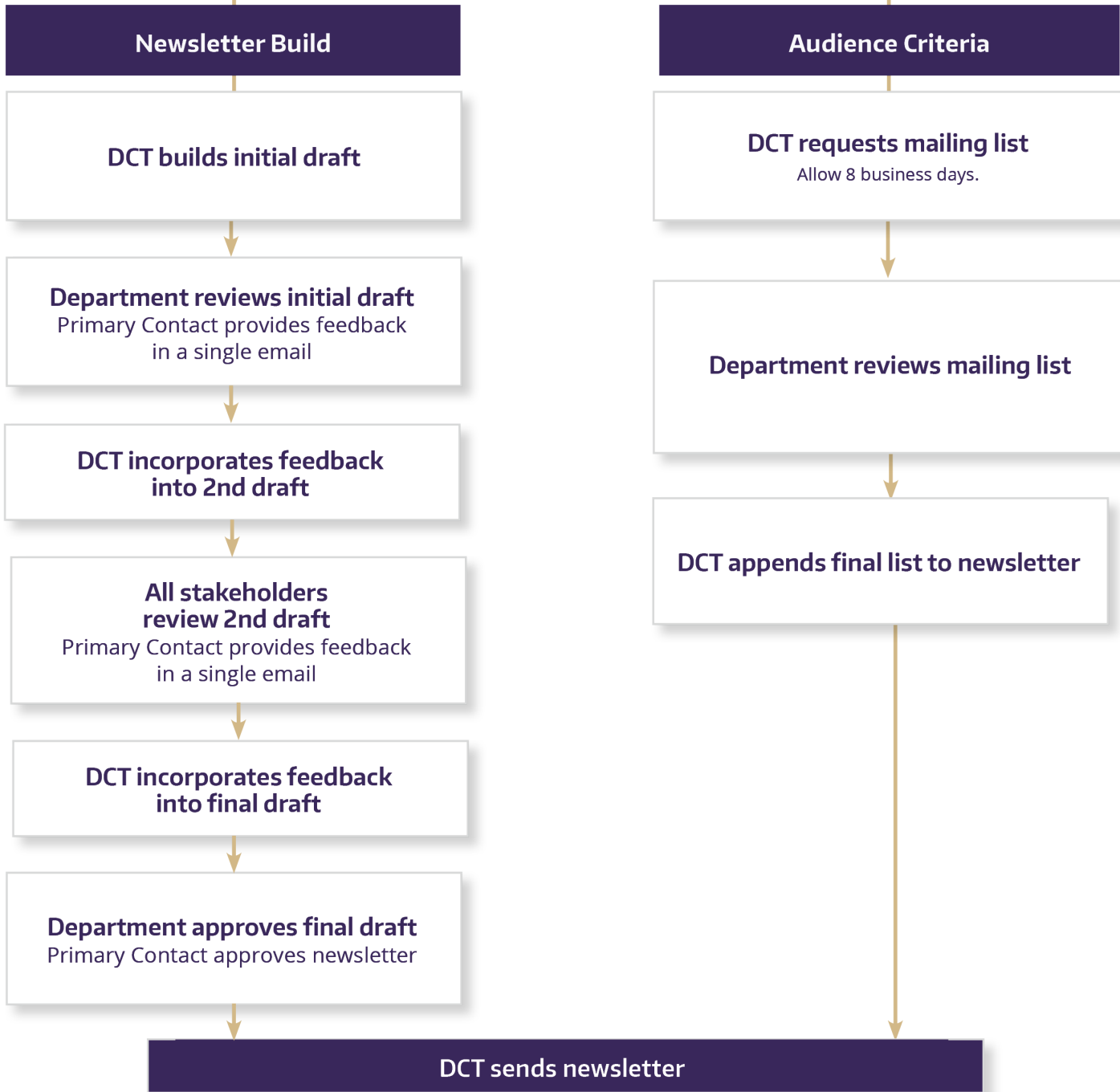


CAS MARKETO NEWSLETTER BUILD WORKFLOW

Note:

1. Your project must be in scope meaning that it has a direct connection to either a development or student communications priority.
2. You do not need to have your content ready to submit a Project Inquiry Form (PIF).
3. You can PIF multiple projects at a time - PIF up to 1 newsletter/appeal a quarter now for the whole fiscal year!
4. It is better to PIF and cancel than not to PIF and miss the boat :-)

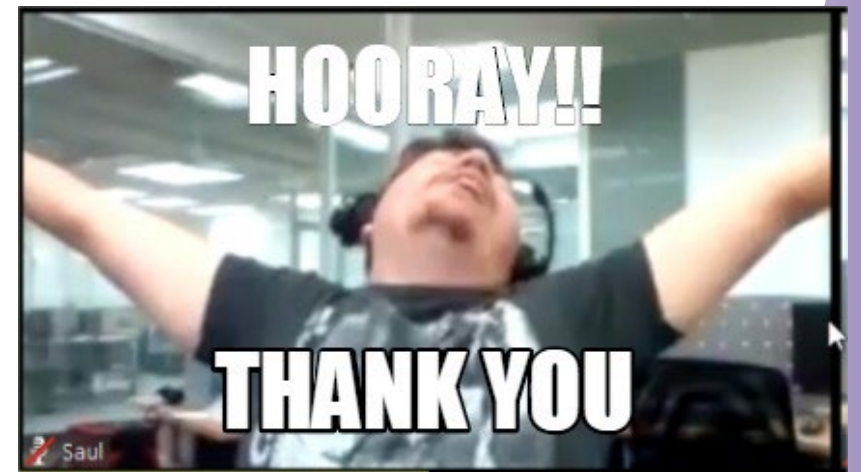






Project Inquiry Form (PIF)

1. You don't have to wait until 8 weeks before your send date to PIF.
2. Yes, you can PIF multiple requests at a time.
3. But, we can only build one newsletter or appeal each quarter in the academic calendar.
4. You don't need to have any content to submit a PIF.
5. PIF early to secure your space!
 1. Appeal PIF Deadline – Oct 1st
 2. Winter Quarter PIF deadline – Oct 1st
 3. Appeal Content deadline – Nov 1st
6. Submit your PIF Today!





When to use Outlook vs. Marketo





Three Types of Email Messages

- **Broad-based Communication/Solicitation** - usually sent to a large audience
 - Newsletters
 - Event announcements/invitations
 - Appeals
- **Transactional/Relationship** – usually sent to one person
 - Thank you for your donation
 - Personal invite or stewardship
- **Operational** – sent to communicate crucial information
 - Event reminders, updates (once registered)



Two Types of Audiences

- **Internal – listservs with Outlook**
 - Current Students
 - Faculty
 - Staff

- **External – lists from Advance with Marketo**
 - Current students/Faculty/Staff
 - Donors
 - Alumni
 - Other departmental constituents



CAN SPAM Act

- This act applies to anyone who sends email communications
- Each separate violation of the CAN-SPAM Act is subject to penalties of up to \$43,792
- It is mostly enforceable against
 - Broad-based Communications/Solicitation messages
 - Sent to large audiences



CAN SPAM Act compliance requirements

1. Don't use false or misleading To/From/Reply email addresses
2. Don't use deceptive email subject lines
3. Identify the purpose of the message.
4. Tell recipients where you're located
5. Tell recipients how to opt out of receiving future email from you
6. Honor opt-out requests promptly.

Digital Accessibility Lawsuits

50 Colleges Hit With ADA Lawsuits

A blind man is taking 50 colleges to court, alleging their websites are inaccessible to people with disabilities.

By [Lindsay McKenzie](#) // December 10, 2018



Recap – When to use Outlook vs. Marketo

▪ Outlook

- Small focused groups
- Internal audiences
- Transactional or Operational emails

▪ Marketo

- Broad-based Communications/Solicitation emails
- External audiences
- Large audiences



What if I need to get an important message out ASAP?

- Determine what type of message it is and who really needs to receive it
- Consider sending an Outlook email to internal audiences
- Reach out to Frontline Fundraisers if the message is relationship-based
- Email asinfo@uw.edu for more information on posting to CAS social media
- If you have any more questions about when to use Outlook vs. Marketo email asinfo@uw.edu





Content Creation





Sourcing your Content

- Review your department's existing communications and happenings
 - New faculty hires
 - Faculty, staff, or student awards and other accomplishments
 - New programs within the department
 - Students or faculty featured in the news
 - Upcoming events
- Repurpose what's already been written/created
 - Our Stories on ArtsSci website
 - In the Media on ArtSci website
 - Images/Visual Assets

UW Visual Asset Collection



HOME PEOPLE PLACES THINGS UPHOTO ARCHIVE ABOUT CONTACT US

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 size, 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.



New!



Husky Spirit



Buildings and Landmarks



Student Life



Academics



Cherry Blossoms



Covid-19 Response



MediaValet



BROWSE

DOWNLOADS

Search...



Display

25



Zoom



100%

Sort By

Date Uploaded



1 to 25 c

CATEGORIES

LIGHTBOXES



Share



Download



Add To Lightbox



More

Select Page

Home

Most Viewed

Recently Uploaded

Introduction and Help

Library

Brand

Centers and Programs

College CAS

Department

University

Photos

Arts Division

General and College Wide

Headshots

Humanities Division

Natural Sciences Division

★ Denny Hall Fall Ext...



★ Quad Fall 2



★ Quad Fall 3



★ Quad Fall 6



★ Raitt Hall Fall 4



★ Raitt Hall Fall 2



★ Drumheller Fountai...



★ Gerberding Hall Fall 1



Words Over Graphics & Legibility

BE A WORLD OF GOOD

Donor support sustains our passion for our work and appreciation for the collective spirit and generosity of the University of Washington community. Renew your partnership with the UW by making a gift, today.

[MAKE A GIFT!](#)





Formatting Your Content – Best Practices

Example of best practices for the Department of Fun



Graduate Student John Carlyle wins **The Distinguished Thesis Award**

July 8, 2021

Asian Languages and Literature is proud to announce **graduate student John Carlyle has won The Distinguished Thesis Award in the Humanities category. This award recognizes exceptional research and writing produced by UW master's students in any discipline.** The 2021 competition for the award included the categories of Biological Sciences; Humanities and Fine Arts; Social Sciences; and Mathematics Physical Sciences and Engineering. His thesis entitled, "Common Yue: A Comparative Study of Yue... Read more



New gift to support students studying India at the University of Washington

June 14, 2021

Learning about India just became a little easier for students at the University of Washington, thanks to a recent gift of \$100,000 to the Henry M. Jackson School of International Studies from longtime UW donors S. Rao and Usha Varanasi. Both are also UW alumni. The fund, to be known as the S. Rao and Usha Varanasi Endowed Scholarship for Studies of India in the Jackson School, will allow in the coming years greater opportunity for the study of India by... Read more



Prof. Richard Salomon Named to **American Academy of Arts and Sciences**

May 3, 2021

The Department of Asian Languages and Literature is happy to **congratulate Dr. Richard G. Salomon, William P. and Ruth Gerberding professor emeritus of Buddhist Studies, on his election as a 2021 fellow in the American Academy of Arts and Sciences.** He was among **only four UW professors selected for this honor in 2021.** The American Academy of Arts and Sciences is one of the oldest and most prestigious



Annual Appeals

YOUR SUPPORT CREATES OPPORTUNITY

Dear Friend of [Department Name],

As we enter into the new year, we remain committed to creating opportunities that expand our students' worldviews and prepare them to be responsible members of an interconnected global society. To that end, I am reaching out to ask for your financial support of the **Friends of [Department Name] Fund**.

Support for this fund is crucial and allows us to:

- Engage important speakers and scholars for public events.
- Provide research support for our graduate students.
- Subsidize tuition for our summer programs.
- Fund student and faculty participation in conferences.

The experiences and opportunities made possible by donors like you play a critical role in our students' education. We are deeply grateful to our generous alumni and friends.

On behalf of our students, thank you for your support!

With gratitude,
[Chair signature]

Chair Name

Department Chair & Professor

[GIVE TODAY!](#)

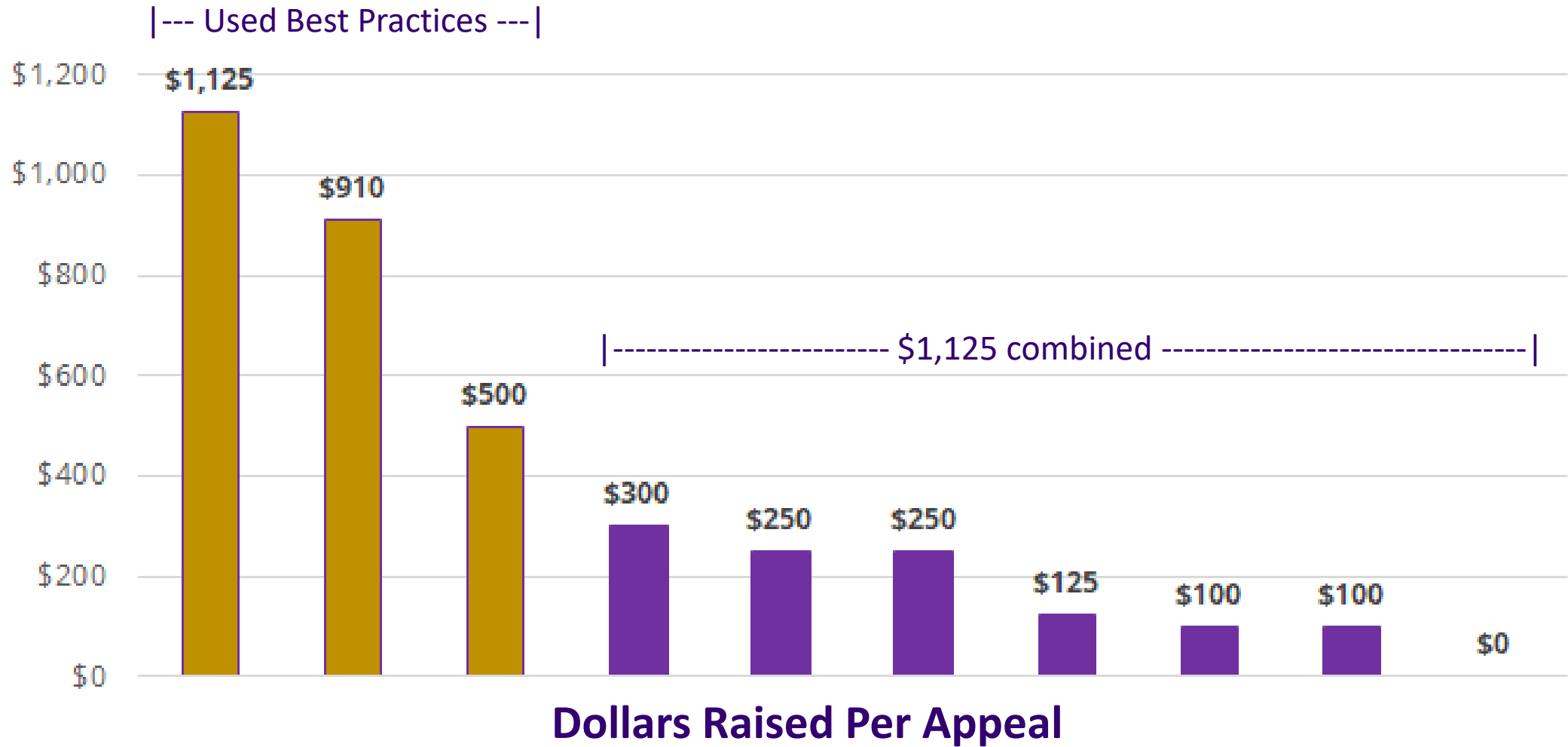




"Optional inspirational quote"

~ Department Major/Alum reflecting on their experience or the impact of private support.

Appeal Performance





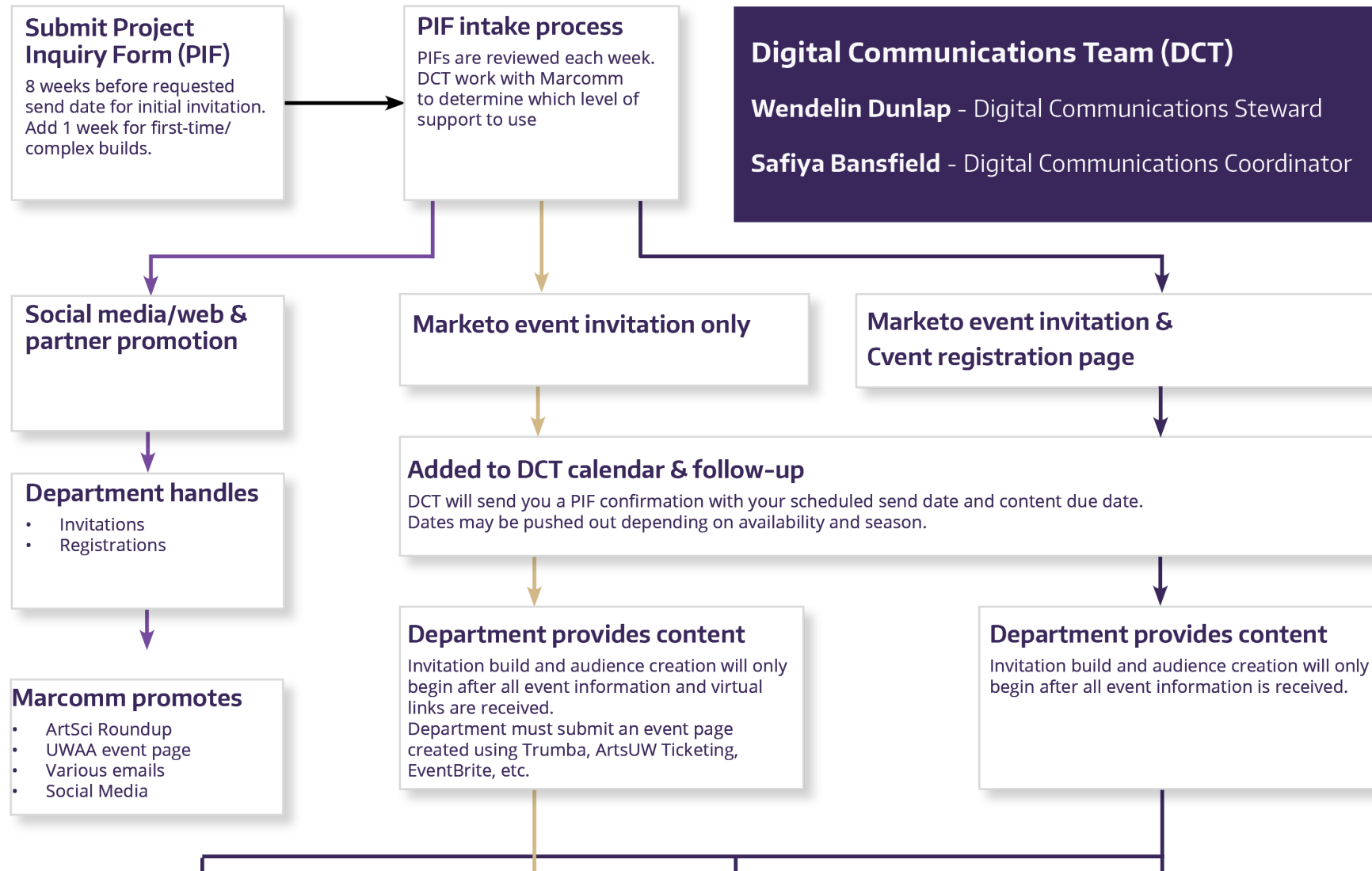
Event Build Workflow

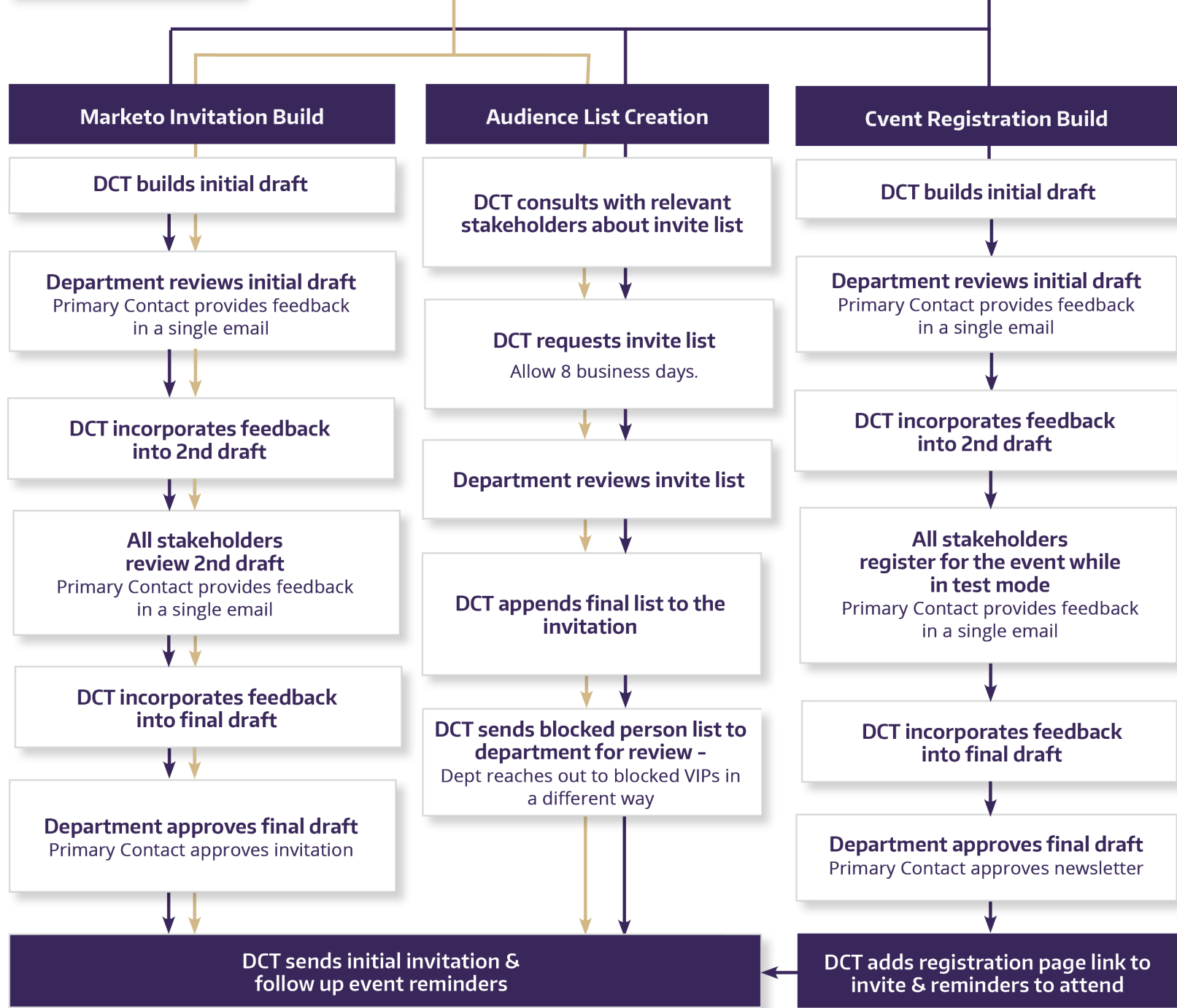


CAS EVENT BUILD WORKFLOW

Note:

1. Your event must be in scope meaning that it is external facing and involves donors and alumni.
2. You do not need to have all of your event details to submit a Project Inquiry Form (PIF).
3. You can PIF multiple events in a single PIF - PIF now for the whole fiscal year!
4. It is better to PIF and cancel than not to PIF and miss the boat :-)







Considerations – *regardless of support level*

- Race & Equity Assessment created by UWAA
 - Audience
 - Logistics
 - Program
 - Promotion



Accessibility Best Practices

- Have you included one of our accessibility information templates for virtual events in all communications?

ACCESSIBILITY INFORMATION

We strive to host inclusive, accessible events that enable all individuals to engage fully.

For interpreting, captioning, amplification services, and TTYs: contact the **Coordinator of Deaf and Hard of Hearing Services via email** or at 206.543.1415, 206.543.6452 (TTY), preferably at least 10 days in advance of the event.

Accessibility Best Practices

- Have you included one of our accessibility information templates for on-site events in all communications?

ACCESSIBILITY INFORMATION

We strive to host inclusive, accessible events that enable all individuals to engage fully.

- **Accessible parking information:** for additional questions/accommodations, **contact the Transportation Services Events Office via email** or at 206.616.8710.
- **Map of accessible entrances.**
- **Printable campus mobility map.**
- For general accessibility accommodation requests: **contact the Disability Services Office via email** or at 206.543.6450, 206.543.6452 (TTY), preferably at least 10 days in advance of the event.
- For interpreting, captioning, amplification services, and TTYs: **contact the Coordinator of Deaf and Hard of Hearing Services via email** or at 206.543.1415, 206.543.6452 (TTY), preferably at least 10 days in advance of the event.



Policies & Recommendations around In-Person, Virtual, & Hybrid Events

- We encourage you to review [these recommendations](#).
- This web page will be updated with the latest public health recommendations



Audience List Improvements





Static List Clean-up Project

- Review and analyze all department lists (event lists, Marketo lists, and lists kept by departments, etc)
- Goal: get all constituents associated with each department documented in one of two lists:
 - CAS (unit) (dept) All Constituents
 - Friends of (dept) not in Advance
- From this we've refined our standard list criteria for newsletter audience to grab as many department constituents as possible.



New Standardized List Criteria

- Alumni (all years)
- Faculty and staff (current, emeritus, associate, and affiliate – if they have any)
- Students (current, undergrad, and grad)
- Donors (all years, all levels, all gift types, hard and soft credit)
- Major gift prospects
- All past event attendees
- Committee members (if they have any)
- Marketo friends of list not in Advance
- Department newsletter subscribers (subpref)
- Friends of list in Advance



Annual Appeal Audience

- Alumni of all years except anyone from the 2020 and 2021 graduating classes.
- Donors within the past 7 years

Forward to a Friend

UW HOME

DEPARTMENT OF FUN

COLLEGE OF ARTS &
SCIENCES

Know someone interested in reading this
newsletter?

Send it to them today using [Forward to a Friend](#) so that
they can [sign up for this newsletter](#).



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KEY TAKEAWAYS

1. 8 weeks lead time required
2. Submit appeal PIFs by Oct 1st
3. Content for your appeal is due *Nov 1st*
4. Winter quarter PIF deadline is also *Oct 1st*
5. You do not need to have your content completed when you submit your PIF.
6. Resources available on the Admin Gateway soon



WHAT'S NEXT?

- Department newsletter subscribers (subpref) clean up
- Accessibility one-pager
- CAS past newsletter archiving



PIF Awards



Integrated Social Sciences



PIFed eight weeks or more in advance!



I-LABS



PIFed eight weeks or more in advance!



C21



Spanish & Portuguese Studies



PIFed eight weeks or more in advance!



Chemistry



PIFed eight weeks or more in advance!



Applied Math (CFRM)



PIFed eight weeks or more in advance!



CHID



PIFed eight weeks or more in advance!



Psychology



PIFed eight weeks or more in advance!



DiRAC



PIFed eight weeks or more in advance!

Astronomy



PIFed eight weeks or more in advance!





Unmute and...

**PAUSE
FOR
APPLAUSE**



thank you!

W

History



Sociology



Economics



PIFed over three months in advance!!!



Scandinavian Studies



PIFed over three months in advance!!!



American Indian Studies



Philosophy



PIFed over three months in advance!!!



Speech & Hearing Sciences



Dance



PIFed over three months in advance!!!



Political Science



Geography



PIFed over three months in advance!!!



Linguistics





Unmute and...





Thank you!

Questions?

Contact:

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Advancement Services

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Safiya Bansfield

Digital Communications Coordinator

Advancement Services

206.543.2235 or safiyab@uw.edu

