

UNIVERSITY of VIRGINIA Diversity at the University





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Approach and Commitment:

To accurately reflect the rich diversity of UVA in all our work. We do this in three ways:

- 1. Adopt an organic but mindful approach, reflecting diversity in all our storytelling
- 2. Reflect and celebrate diversity on Grounds in communications materials
 - and create tools and assets that enable the larger community to do so
- 3. Cover issues of diversity as an institutional priority

Our intent is to remain diligent to this endeavor.



Story Features and Content in UVA Today

From July, 2015 to August 2016, UVA Today ran a total of 51 stories that covered diversity as a topical issue of importance to the University.





Story Features and Content in UVA Today

In the same period, stories in UVA Today provided rich opportunities to present diverse perspectives within the UVA community. Roughly 80 individual stories featured UVA faculty, staff or students with a diverse perspective or profile, covering a range of approaches and topics and points of view.













Illimitable: Executive Communications

Illimitable is how we package our best content. The Illimitable family has two components: a printed volume and a digital platform. Both are sent to our ACC and AAU peers, major donors. Digital Illimitable is also distributed to all parents, staff, students, alumni, and legislators, reaching an audience of 250,000 multiple times a year.

Readership of Illimitable digital content has been aided by viral sharing by readers, resulting in total impressions of

over 2M in the first six months alone.





Illimitable: Executive Communications

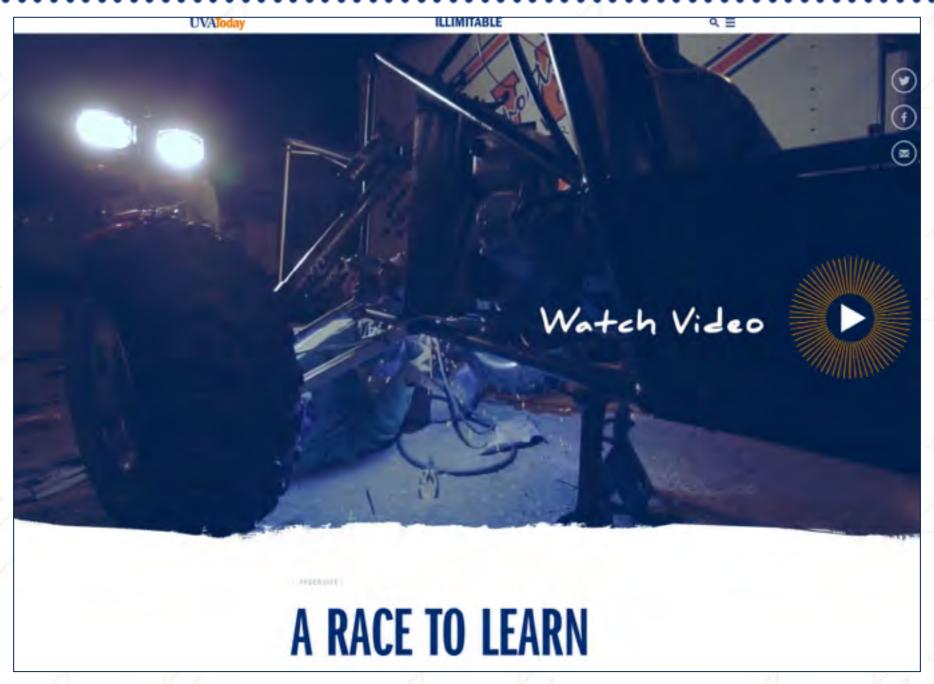




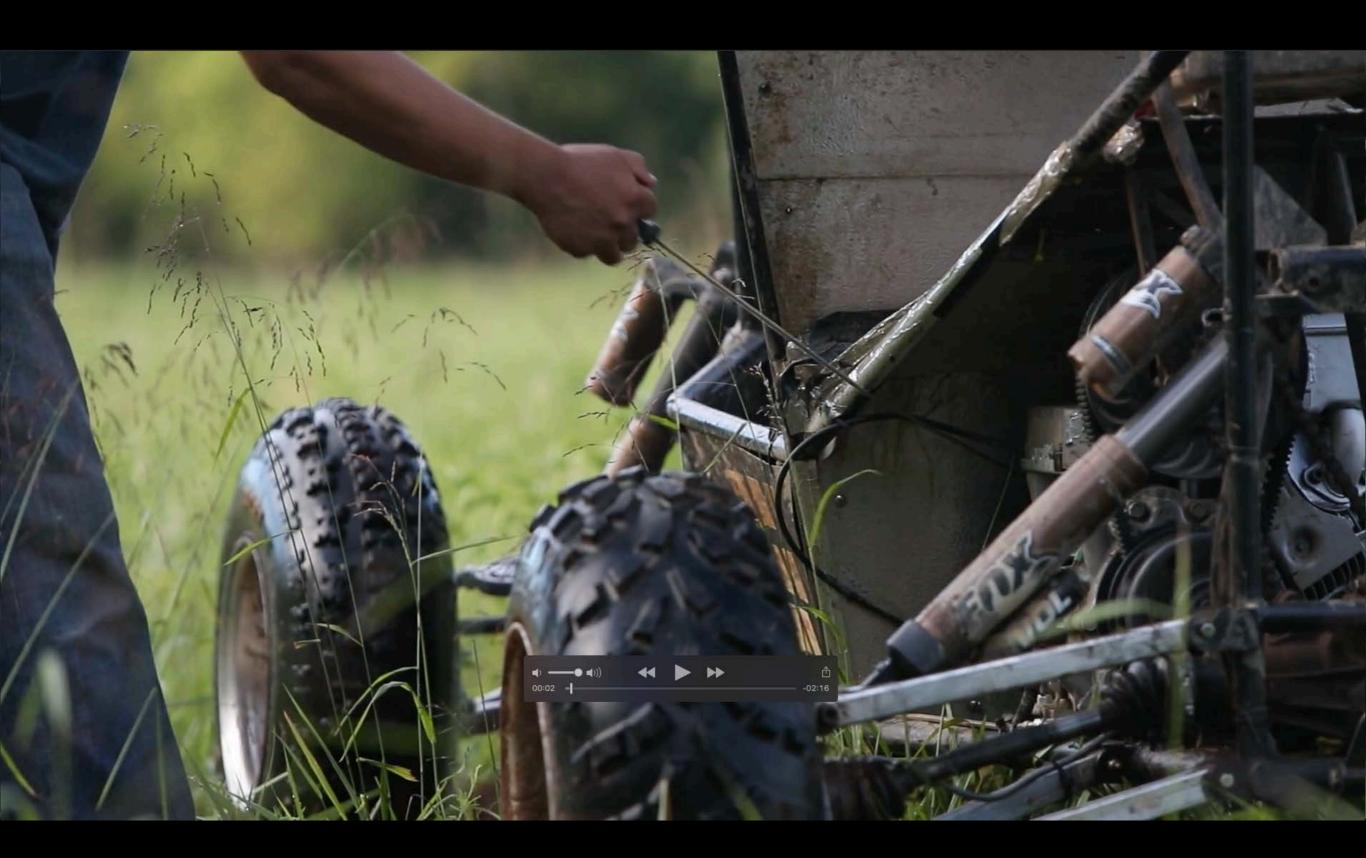




Illimitable: Executive Communications









Social Media: A Key Engagement Tool



University of Virginia

September 6 al 2:00pm : 49

Hidden Figures by UVA alum Margot Lee Shetterly tells the story of the African-American women who helped the US win the Space Race.



Q&A: Alumna Lands Book, Movie Deal for Untold Story of NASA Mathematicians

Margot Lee Shetterty's new book, "Hidden Figures," is also being made into a major motion picture featuring stars like Octavia Spencer, Taraji Henson, Janelle Monãe,....

VEWS VIRGINIA EDI.



University of Virginia

August 26 al 11:59am - 49

This semester, we're highlighting some of the many excellent new faculty members joining the University community.

Meet Aditya Bamzai, a national security attorney who left the DOJ to become a University of Virginia School of Law professor.



National Security Attorney Leaves DOJ to Join UVA Law

Former clerk for U.S. Supreme Court Justice Antonin Scalia brings his expertise in national security, administrative law, and the federal courts to the University of Virginia's School of Law.

NEWS VIRGINIA EDU.



University of Virginia

August 22 at 2:00pm - vA

The class of 2020 gathered together for the first time on the Lawn for Sunday's Opening Convocation.



At Opening Convocation, New Students Accept Responsibilities of Honor

First-year and transfer students gathered on the Lawn Sunday evening, signifying the beginning of their University of Virginia careers.

NEWS VIRGINIA EDU



University of Virginia

September 4 at 11:00am 1 @

As a part of our continuing new faculty series, meet Jaronda Miller-Bryant, program director for Women, Girls and Global Justice and Young Women Leaders Program.

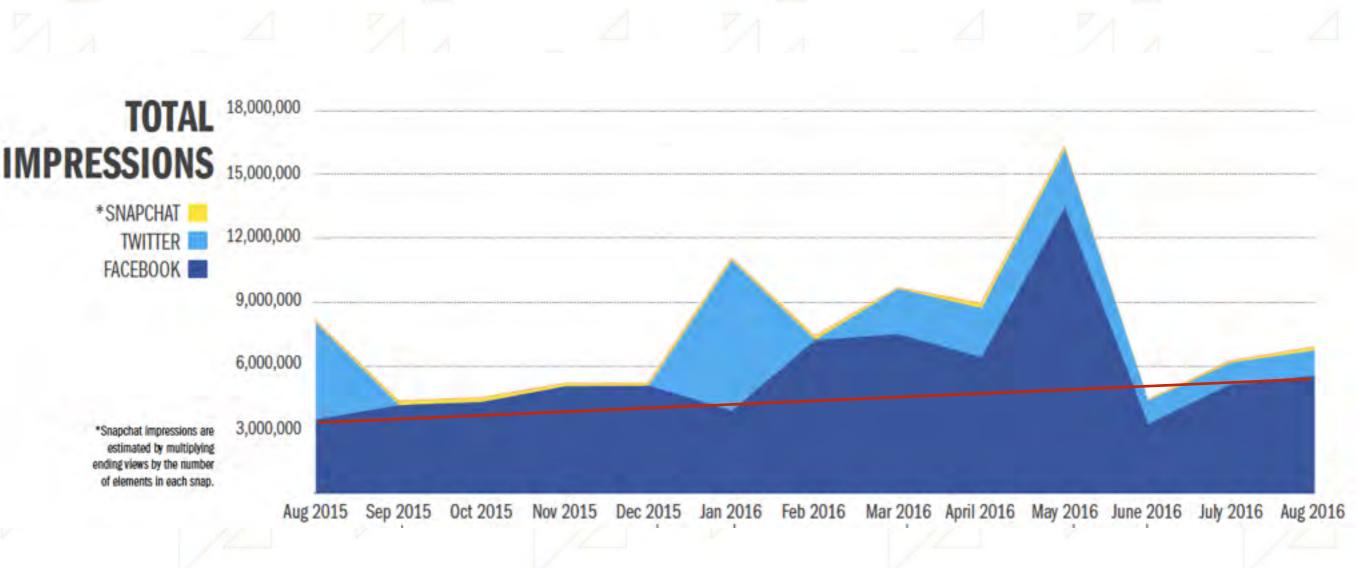


Jaronda Miller-Bryant Brings Passion for Mentoring, Community Service to UVA

Miller-Bryant's "Front Lines of Social Change" course incorporates rigorous study with community-based service.

NEWS VIRGINIA EDU

Social Media: A Key Engagement Tool







Recruitment Communications

In recruitment communications, we keep in mind two important objectives:

- 1. To reflect and include the diversity present on Grounds, and
- 2. To broaden awareness of the University with wide and diverse audiences.

We accomplish these by being inclusive in creating content for:

- Our main institutional platforms (virginia.edu)
- Outreach and recruitment communications
- Institutional campaigns

These are supported by digital, print collateral, advertising and other work.

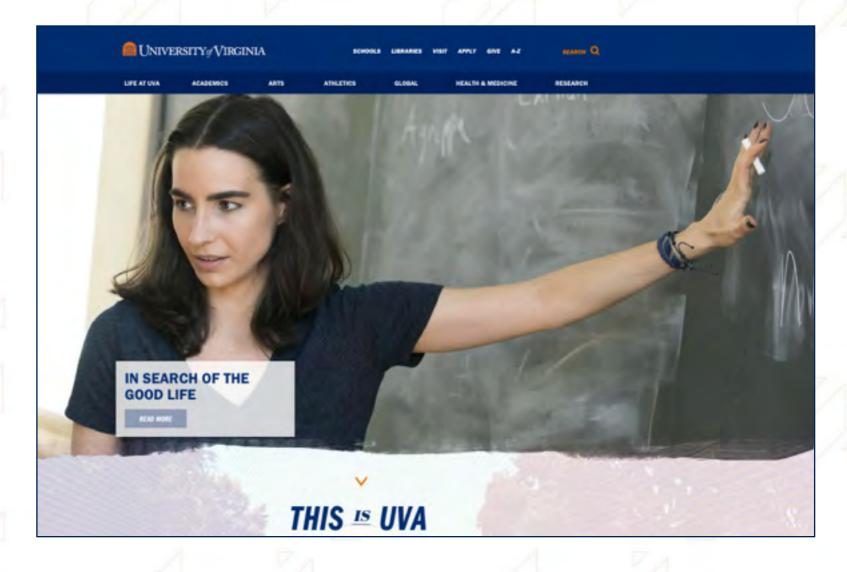


virginia.edu

<u>virginia.edu</u> sees over 6M page views every year, making it an important opportunity to present content that reflects the culture and community of UVA to a wide audience.



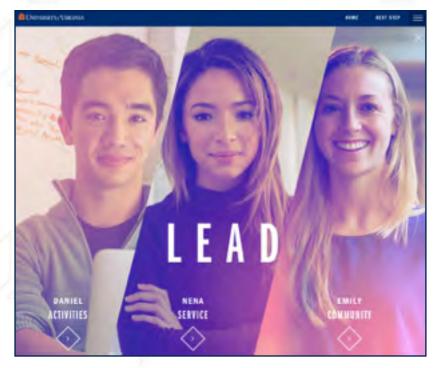


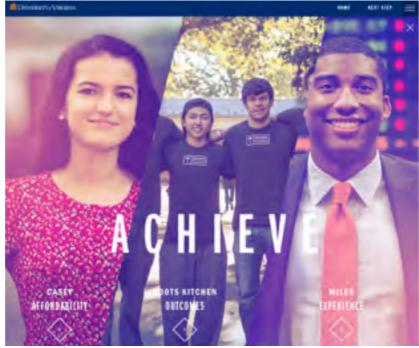


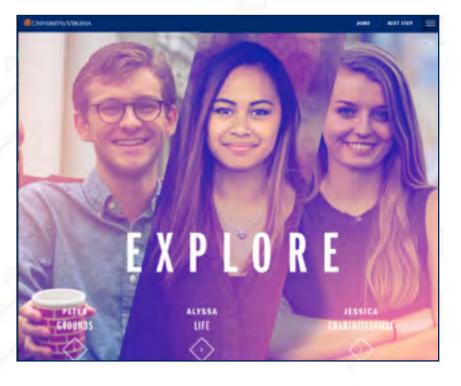


Recruitment Communications

In outreach to prospective students, we present the student experience and community of Grounds through the perspective of their peers, while reinforcing the key message that we are committed that a UVA education be financially accessible to any student, from any background, qualified to attend the University.

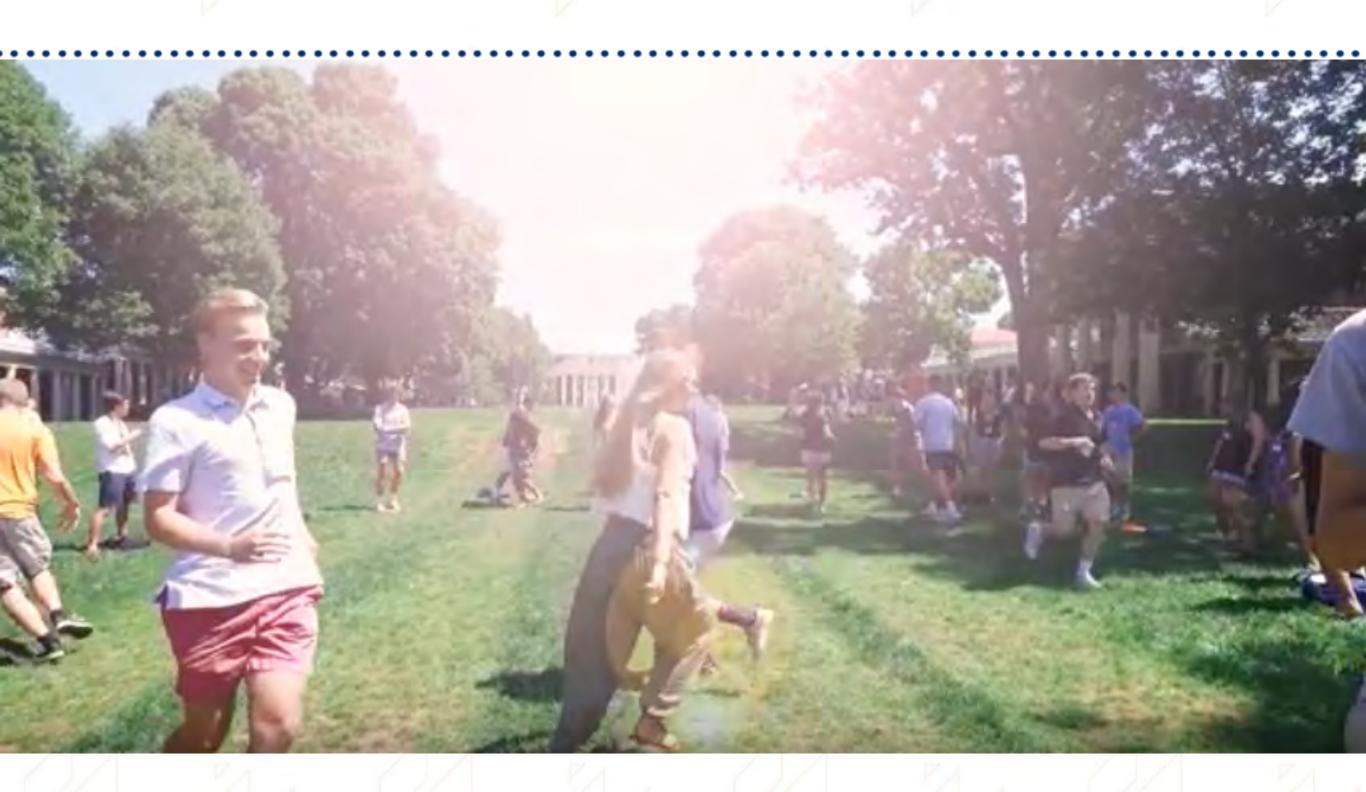








Recruitment Communications

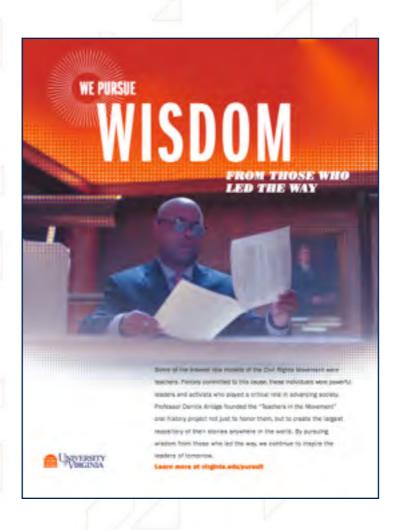




Institutional Communications

We also invest in institutional advertising and communications in the Commonwealth, and beyond, to increase the presence, reputation and profile of the University in the public eye and with key audiences. As part of that effort, we include compelling content that is inclusive of a wide spectrum of discipline, ethnicity, gender and other factors.





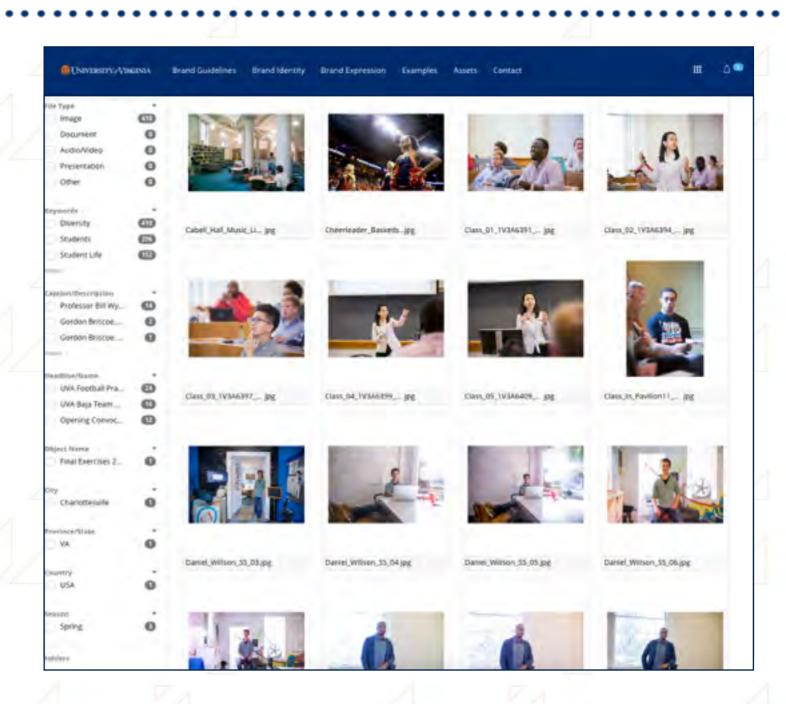




UVA Brand Portal: <u>brand.virginia.edu</u>

brand.virginia.edu serves as the "brand portal" serving the University. To date, the platform has 680 registered users across all Schools, units, and departments.

Among other tools and resources, the platform includes 2,300 recent photographs representing students, faculty and staff from all disciplines, backgrounds and profiles. These are free and available to use users across the UVA community in developing marketing and communications materials.

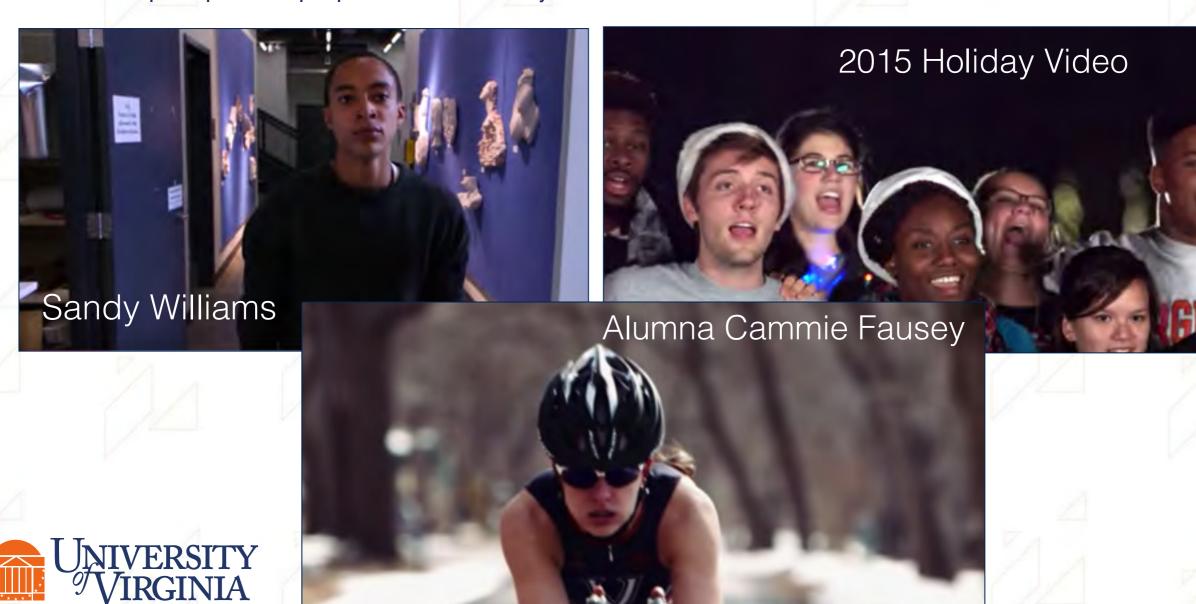






The Role of Film

University Communications produces dozens of original film pieces per year. These pieces are some of our most visible and shared communications assets and serve as the means of emotional connection to the University and key way to communicate the principles and people in our community.







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