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.
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.
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 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

A RACE TO LEARN
SOCIAL MEDIA
Social Media: A Key Engagement Tool

University of Virginia
September 6 at 3:00pm

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

University of Virginia
August 30 at 3:00pm

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

University of Virginia
August 28 at 11:59pm

Q&A: Alumna Lands Book, Movie Deal for Untold Story of NASA Mathematicians
Margot Lee Shetterly’s new book, “Hidden Figures,” is also being made into a major motion picture featuring stars like Octavia Spencer, Taraji Henson, Janelle Monáe....

University of Virginia
August 28 at 11:59pm

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.

University of Virginia
August 28 at 11:59pm

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.

University of Virginia
September 4 at 11:00am

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.

University of Virginia
September 4 at 11:00am

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.

University of Virginia
September 4 at 11:00am

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.
Social Media: A Key Engagement Tool

![Graph showing total impressions on Snapchat, Twitter, and Facebook from August 2015 to August 2016.](image-url)
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 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.
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
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.
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.
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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