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MISSION STATEMENT

STRATEGIC PRIORITIES

YEAR IN NUMBERS

2016 - 2017 HIGHLIGHTS

THE TEAM & JOB INDEX
THE MISSION of University Communications is to elevate the reputation of the University of Virginia by promoting and strengthening its brand regionally, nationally and internationally. The department is composed of three functional areas – University News, Marketing and Public Relations – that support the University’s goals and mission.

MISSION STATEMENT

HIGHLIGHT
Highlight the academic rigor, vibrant student life, collaborative research, athletic prowess, and rich history and tradition of our University

CELEBRATE
Celebrate and promote the continuing relevance of our University and the values and principles it represents to the nation and the world

DEVELOP
Develop strategic communications plans that address market challenges and support the institution’s key objectives and priorities

ARTICULATE
Articulate the University of Virginia story through authentic and compelling original content

SHARE
Share the University of Virginia story with wide audiences through earned, paid, social and owned media

To accomplish this task, we:

IT IS OUR HONOR to celebrate, promote and publicize the University of Virginia. Our priorities keep us focused on that important charge.

**STRATEGIC PRIORITIES**

**PUBLISH**
Publish compelling news that promotes the caliber and culture of the University

**DEVELOP**
Develop and distribute signature original content that strengthens positive perception and reputation

**ARTICULATE**
Articulate the ongoing value and leadership of the University

**AID**
Aid recruitment of the best and brightest students, faculty and staff

**FACILITATE**
Facilitate and promote adoption of brand visual identity

**SUPPORT**
Support visibility of signature institutional moments

**DRIVE**
Drive engagement with key audiences and communities

**YEAR IN NUMBERS**

**OUR ACHIEVEMENTS** include attracting more people to University news and content, more than doubling the communicators using brand standards, and raising the bar for donations to the Commonwealth of Virginia Campaign (CVC).

- **36%**
  - Year-over-year increase in pageviews on UVA Today

- **144%**
  - Increase in brand.virginia.edu users

- **849**
  - Stories published in UVA Today

- **414,203**
  - Avg. monthly pageviews on UVA Today

- **313**
  - Individual creative jobs completed

- **2M+**
  - Views on illimitable digital content

- **91M**
  - Impressions across social media

- **4.2M**
  - Impressions on economic impact ad campaign

- **36**
  - Original video pieces produced on avg. per month across social media

- **7.6M**
  - Impressions on avg. per month across social media

- **$1M**
  - oversaw the CVC campaign in support of local charities

- **36,744**
  - Pounds of donations to Goodwill through Hoos Reuse Program

- **307**
  - Freedom of Information Act (FOIA) requests processed

- **14,302**
  - Assets downloaded from brand.virginia.edu

- **367**
  - Original video pieces produced

**UVA TODAY**

- **178**
  - Stories published in UVA Today

- **7.6M**
  - Impressions on avg. per month across social media

- **91M**
  - Impressions across social media

- **367**
  - Original video pieces produced

**PRINT/DIGITAL**

- **307**
  - Freedom of Information Act (FOIA) requests processed

- **14,302**
  - Assets downloaded from brand.virginia.edu

- **367**
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**COMMUNITY**

- **178**
  - Stories published in UVA Today

- **7.6M**
  - Impressions on avg. per month across social media

- **91M**
  - Impressions across social media

- **367**
  - Original video pieces produced

**SOCIAL MEDIA**

- **307**
  - Freedom of Information Act (FOIA) requests processed

- **14,302**
  - Assets downloaded from brand.virginia.edu

- **367**
  - Original video pieces produced
YEAR IN NUMBERS (continued)

FOR DOLLAR-FOR-DOLLAR INVESTMENT, NOTHING BEATS GOING TO THE UNIVERSITY OF VIRGINIA AS AN IN-STATE STUDENT.

THE ATLANTIC

#1

HOSPITAL IN VIRGINIA
U.S. NEWS AND WORLD REPORT, 2017

#7

BEST VALUE PUBLIC COLLEGE
MONEY, 2017

#2

PUBLIC UNIVERSITY IN THE NATION
U.S. NEWS & WORLD REPORT, 2017

#2

BEST VALUE AMONG PUBLIC INSTITUTIONS
KIPPLINGER'S, 2017

15,891

UNDERGRADUATE STUDENTS (ON GROUNDS)

10,061

OFFERS OF ADMISSION

4-YEAR GRADUATION RATE (CLASS OF 2012)

87%

OF STUDENTS ARE ADMITTED FROM THE TOP 10% OF THEIR HIGH SCHOOL

6,500

GRADUATE AND PROFESSIONAL STUDENTS (ON GROUNDS)

88%

OF ALUMNI

2014-2016 VIRGINIA RESIDENTS
SAY VIRGINIANS SHOULD FEEL “VERY PROUD” OF UVA

61%

OF VIRGINIANS
SAY UVA PROVIDES A TOP QUALITY EDUCATION IN 2016
UP FROM 55% IN 2014

38,783

APPLICATIONS TO UVA

10,061

OFFERS OF ADMISSION

66% & 80%

OF VIRGINIANS
OF ALUMNI

79%

OF VIRGINIANS WOULD RECOMMEND UVA TO THEIR CHILD
UP FROM 73% IN 2015

$5.9B

ECONOMIC IMPACT OF UVA IN THE COMMONWEALTH

52,000

JOBS IN VIRGINIA SUPPORTED BY UVA

2nd

EXCELLENT U.S. UNIVERSITIES
SECOND ONLY TO HARVARD UNIVERSITY

$338M

TOTAL RESEARCH FUNDING 2016

6,500

GRADUATE AND PROFESSIONAL STUDENTS (ON GROUNDS)

66%

OF VIRGINIANS
SAY VIRGINIANS SHOULD FEEL “VERY PROUD” OF UVA

HOSPITAL IN VIRGINIA
U.S. NEWS AND WORLD REPORT, 2017

NATIONAL RANKINGS

EXCELLENT VIRGINIA UNIVERSITIES

KIPPLINGER'S, 2017

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HOSPITAL IN VIRGINIA
U.S. NEWS AND WORLD REPORT, 2017

NATIONAL RANKINGS

EXCELLENT VIRGINIA UNIVERSITIES

KIPPLINGER'S, 2017

$5.9B

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HOSPITAL IN VIRGINIA
U.S. NEWS AND WORLD REPORT, 2017

NATIONAL RANKINGS

EXCELLENT VIRGINIA UNIVERSITIES

KIPPLINGER'S, 2017

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U.S. NEWS AND WORLD REPORT, 2017

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HOSPITAL IN VIRGINIA
U.S. NEWS AND WORLD REPORT, 2017

NATIONAL RANKINGS

EXCELLENT VERSUS UNIVERSITIES

KIPPLINGER'S, 2017
THE UVA TODAY digital news platform continues to expand by remaining committed to promoting the research, scholarship and achievements of UVA students, staff, faculty and alumni. UVA Today regularly highlights content from every school and unit on Grounds, as well as alumni profiles that illustrate the University’s global impact. In fiscal year 2017, average monthly pageviews grew to 414,203, an increase of 36% over the prior year.

In addition to the Daily Report email sent to 40,000 subscribers each morning, UVA Today has expanded its footprint on social media and begun publishing on the mobile-first platforms of Apple News and Facebook Instant Articles. This year, 9% of UVA Today site traffic originated from these cutting-edge offsite platforms.

**AVERAGE MONTHLY PAGE VISITS TO UVA TODAY**

414,203
AS AN EDITORIAL COMPLEMENT to the daily news that UVA Today provides, University Communications creates print and digital editions of Illimitable. The Illimitable series strengthens the University's reputation with core audiences through a premium approach to rich storytelling. We produced two printed volumes aimed at executive and influential audiences, including top-tier faculty recruits. We also created best-in-class digital executions that netted wide viewership and drew new readers to our owned platforms.

This year, Illimitable digital content garnered over 2 million page views, including noteworthy traffic to a story about the groundbreaking UVA discovery of a neural link between the brain and the immune system.
SUSTAINING EXCELLENCE requires attracting and holding the attention of top faculty recruits, gifted student prospects and a diverse base of supporters including alumni, policymakers and donors. University Communications plays a central role in that effort by sharing the most compelling stories about UVA with the wider world. This year we announced medical and scientific breakthroughs, revealed inspiring faculty and student pursuits, and highlighted the significant value the University creates each day for the community, the commonwealth and the world.

KEY ACHIEVEMENTS
Faculty and Student Spotlight Videos
UVA Today Coverage of University of Virginia Faculty, Student and Health System News and Accolades
Illimitable Features of UVA Medical and Scientific Discoveries
Classroom Photography

ACCOLADES: MARTIN, UVA HEALTH TEAM NAMED ‘KEEPERS OF THE VILLAGE’

University of Virginia students Anj Fraser and Lauren Jackson are among the 32 American students named as 2017 Rhodes Scholars. They are UVA’s 52nd and 53rd Rhodes Scholars. The scholarships provide all expenses for two or three years of study at the University of Oxford in England and may allow funding to some institutions for their years.
THROUGH PARTNERSHIPS with the Office of Undergraduate Admission, Student Financial Services, and our participation in the AccessUVA Task Force, we created resources that articulate the University’s approach to accessibility and financial aid. Throughout fiscal year 2017, we used virginia.edu and UVA Today, as well as social media accounts, to share the University’s commitment to making a world-class education affordable. Understanding that video is the medium most likely to be consumed by prospective students, we developed animated videos that express the University’s philosophy on need-blind admission and reinforce the University’s value compared to peer institutions.

KEY ACHIEVEMENTS

- Animated Videos on Financial Aid, Value and Accessibility
- A Collection of Printed Materials for Prospective Students and Their Families
- Redesigned Visual Identity System for Days on the Lawn
- Start Here, Affording UVA on Virginia.edu
- UVA Today Stories Celebrating Accepted and Admitted Students
AS WE MOVE through a transition in which many current faculty will retire, University Communications’ digital platforms continue to play an integral role in the recruitment process. Knowing that prospective applicants will navigate UVA’s homepage and news site during their research process, we adjusted virginia.edu to highlight relevant information for prospective faculty in prominent locations across the site.

We also launched “HoosNext,” a new content series within UVA Today highlighting 20 of UVA’s newest faculty members and the research and expertise they bring to the University. The series showcases UVA as a vibrant, energized University and emphasizes the diverse interests and backgrounds of the faculty. The series garnered 55,810 digital page views and was used in reputational marketing campaigns.
IN EARLY 2017, University Communications helped the Board of Visitors Special Committee on the Nomination of a President establish clear communication channels and structures to share information with the community about the search for the University's ninth president. Most notably, we created and maintain the Presidential Search microsite, a frequently-updated repository for information surrounding the progress of the search. We have also managed the public relations and media components of several key community-wide communications and forums that have invited the community's input, ensuring the process is both inclusive and transparent.

KEY ACHIEVEMENTS
- Presidential Search Microsite
- Presidential Search Forum
- Presidential Search Updates
- Media Relations Support and Press Releases

SEARCH FOR UVA'S NINTH PRESIDENT

LEADING US INTO OUR THIRD CENTURY
In 2016, the University commissioned an independent study to measure UVA’s economic impact on the Commonwealth of Virginia. Upon the study’s completion, University Communications developed a full communications plan to widely share the results, including collateral, paid media and targeted distribution to top decision makers in local and state government. In addition, University News released key information to the press and garnered positive earned media through promotion of related editorial content.

An essential tactic within the plan was a digital marketing campaign, which resulted in the delivery of the report’s core message (UVA’s $5.9 billion impact on Virginia) to Virginia residents and federal and state policymakers. The campaign lasted two months and earned 4.2 million impressions across the state.
UNIVERSITY COMMUNICATIONS has helped support the Board of Visitors as it increases awareness and understanding of the University’s Strategic Investment Fund. This has included coverage in UVA Today regarding the mission of the fund and its anticipated benefits, a policymaker briefing outlining the value of the fund to the University and the commonwealth, a comprehensive report on specific projects being supported by the fund, and ongoing media relations.

KEY ACHIEVEMENTS

UVA Today Coverage
Policymaker Briefings
Strategic Investment Fund Report
Media Relations Support
UNIVERSITY COMMUNICATIONS supported the University's efforts to engage with policymakers at the local, state and federal levels to make the compelling case for UVA's position as the flagship public university in Virginia. To represent the University's unmatched efforts to enroll Virginians at an affordable tuition, our team helped create a broad range of detailed reports, concise brochures and engaging videos.

INCREASED ENROLLMENT FOR IN-STATE UNDERGRADUATE STUDENTS

Since 2011, UVA has been working to increase enrollment by nearly 1,200 in-state undergraduates by the fall of 2016. In January 2017, the Board of Visitors designated $10 million from the Strategic Investment Fund to help accommodate an additional 500 new in-state undergraduates, with a preference given to qualified applicants in Science, Technology, Engineering and Math (STEM) fields, and the remaining seats were reserved for transfer, distance learners and first-year students in spring or winter terms.

POLICEMAKER BRIEFINGS

UNIVERSITY COMMUNICATIONS

Financial Report
Year-In-Review Brochure
Tuition and Affordability Video
Strategic Investment Fund Report
Endowment Brief

KEY ACHIEVEMENTS

Financial Report
Year-In-Review Brochure
Tuition and Affordability Video
Strategic Investment Fund Report
Endowment Brief
CURRENT USERS IN BRAND COMMUNITY

University Communications develops programs and platforms that support the adoption of a consistent brand by areas, schools and units. Through our online brand guidelines platform, brand.virginia.edu, our office regularly releases new brand assets and tools and provides user support to the community. Over the past academic year, we experienced a 144% increase in user registration, and our brand user community grew to over 1,335 individuals, representing all schools and every major institutional unit.

As we move into the 2017-2018 academic year, University Communications continues to grow and evolve the brand, leading the field in creative execution and serving the organization by providing beautiful and authentic work that adds value and builds cohesion.
A BROAD RANGE of University schools, departments and units have contributed to a growing body of compelling branded material. From student and faculty recruitment materials to buses to a comprehensive new stationery system, the UVA brand came to life this year in a rich variety of applications.

KEY ACHIEVEMENTS
Cross-Departmental Brand Execution
University Transit Service Livery
Pageantry Work on Grounds
Branded Stationery Program Launched with Printing & Copying Services
The 2016-17 academic year began with one of the most significant events in University history - the reopening of the Rotunda. The project required the iconic building to be closed for nearly two years. University News designed and oversaw a comprehensive communications plan for September’s reopening, including a media tour, press releases and the creation of original editorial content.

In celebration of the building’s reopening, the University Communications video production team created two videos for the University community that brought the renovated Rotunda to life. First was a 360-degree Facebook video that amassed 131,877 views from across the world and engaged generations of UVA alumni, parents and friends. Second was an engaging Illimitable video that leveraged the Rotunda’s past to tell the story of its future, garnering 126,491 views across multiple platforms.
This year, University Communications played a key role in preparing for the institution’s upcoming Bicentennial commemoration and capital campaign. Department leaders served on various steering and planning committees for the Bicentennial Commemoration and the Third Century Campaign preparation, providing support to our partners in the Office of the President, the Bicentennial Commission and University Advancement.

We also led the development of the Bicentennial Commemoration mark, the first new University logo to be created in many years. Drawing inspiration from Jefferson’s original sketches for the Rotunda, the mark references the University’s 200th year through a direct connection to our founder’s vision. The mark was chosen by a student body vote and shared widely throughout the University community and licensed for use on a variety of merchandise sold exclusively in the UVA Bookstore. Its most visible execution was at Final Exercises, where the mark was used on processional and decorative banners, as well as on the zipper pull worn on graduation robes.
UNIVERSITY COMMUNICATIONS manages the University’s official social media accounts, including Facebook, Twitter, Instagram and Snapchat. We publish content to enhance the University’s reputation and tell stories to engage our audiences, amplify positive messages and drive traffic to owned platforms such as UVA Today.

In the 2017 fiscal year, we continued to use our social media channels to reach vital target audiences, including current students, faculty, prospective students and their parents, alumni and donors, and key leadership across the Commonwealth. The result of these efforts was 7.6 million impressions per month across our core social platforms. Over the year, University Communications used these platforms to debut celebratory content like our annual holiday and Final Exercises videos, provide the latest news on major University initiatives such as the Rotunda reopening and Presidential search, and drive readers to fresh illimitable editorial content.

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7.6 MILLION

IMPRESSIONS PER MONTH

(FACEBOOK, TWITTER AND SNAPCHAT)
Communications continued its stewardship of UVA’s participation in the Commonwealth of Virginia Campaign (CVC), an employee fundraising drive held each fall in state agencies across Virginia. Under our care, UVA employees pledged $1,009,000 in gifts through the campaign.

For many years, UVA has been the top-contributing state agency to the CVC, and since 1999, UVA employees have donated more than $15 million. That trend increased significantly in 2016, as almost 31% of the entire commonwealth’s contributions came from UVA (up from 24% in 2015). The local charities that benefitted the most from the 2016 drive were the Blue Ridge Area Food Bank, the Charlottesville Free Clinic and the Hospice of the Piedmont.

For this campaign, the Community Relations team relaunched a streamlined, reorganized CVC website, redesigned the classic red giving envelope to fit within the UVA brand and created a compelling video that highlighted the impact of CVC gifts.
THE TEAM & JOB INDEX