

OUR GROUNDS THAT COULD HAVE BEEN

OF GROUNDS THAT



We view the Strategic Investment Fund as having been established for the University, because few institutions have accepted annually in unrestricted funding. This resource in investing in strategically significant opportunities will not utilize the investment returns of the fund; we use the principal of the fund, as such sums the first place for other purposes.

We have seen enormous energy and creativity in thoughtful proposals supported by fund resources when funding is available. Other institutions are replicating investment funds as they begin to understand its value to the members of the Faculty Evaluation Council regarding the selection of fund proposals. Investment Fund is a key ingredient in assisting our third-century ambitions.

FRANK M. CONNER III, RECTOR



TO LEAD AND

TO SERVE

UP

Majestic mountains, glaciers, hazy atmosphere

UNIVERSITY COMMUNICATIONS
2016-2017 ANNUAL REPORT



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MISSION STATEMENT

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.

To accomplish this task, we:

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

STRATEGIC PRIORITIES

IT IS OUR HONOR to celebrate, promote and publicize the University of Virginia.

Our priorities keep us focused on that important charge.

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).

2M+

VIEWS ON ILLIMITABLE DIGITAL CONTENT

313

INDIVIDUAL CREATIVE JOBS COMPLETED

4.2M

IMPRESSIONS ON ECONOMIC IMPACT AD CAMPAIGN

PRINT/DIGITAL

36%

YEAR-OVER-YEAR INCREASE IN PAGEVIEWS ON UVA TODAY

849

STORIES PUBLISHED IN UVA TODAY

UVA TODAY

414,203

AVG. MONTHLY PAGEVIEWS ON UVA TODAY

144%

INCREASE IN BRAND.VIRGINIA.EDU USERS

BRAND ASSETS

14,302

ASSETS DOWNLOADED FROM BRAND.VIRGINIA.EDU

91M

IMPRESSIONS ACROSS SOCIAL MEDIA

SOCIAL MEDIA

307

FREEDOM OF INFORMATION ACT (FOIA) REQUESTS PROCESSED

COMMUNITY

36

ORIGINAL VIDEO PIECES PRODUCED

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

YEAR IN NUMBERS
(continued)

“6699”
FOR DOLLAR-FOR-DOLLAR INVESTMENT, NOTHING BEATS GOING TO THE UNIVERSITY OF VIRGINIA AS AN IN-STATE STUDENT.
THE ATLANTIC

#7

BEST VALUE PUBLIC COLLEGE
MONEY, 2017

#2

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

2nd

EXCELLENT U.S. UNIVERSITIES
SECOND ONLY TO HARVARD UNIVERSITY

66% & 80%

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

#1

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

#2

BEST VALUE AMONG PUBLIC INSTITUTIONS
KIPLINGER'S, 2017

NATIONAL RANKINGS

1st

EXCELLENT VIRGINIA UNIVERSITIES

2014-2016 VIRGINIA RESIDENTS
PERCEPTION STUDY

“6699”
VIRGINIANS INCREASINGLY RATE UVA “EXCELLENT” AND “AMONG THE BEST”
2016

79%

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

61%

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

ADMISSIONS

38,783
APPLICATIONS TO UVA

10,061
OFFERS OF ADMISSION

88%

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

87%

4-YEAR GRADUATION RATE (CLASS OF 2012)

15,891

UNDERGRADUATE STUDENTS (ON GROUNDS)

6,500

GRADUATE AND PROFESSIONAL STUDENTS (ON GROUNDS)

ECONOMIC IMPACT

\$338M

TOTAL RESEARCH FUNDING 2016

\$5.9B

ECONOMIC IMPACT OF UVA IN THE COMMONWEALTH

52,000

JOB IN VIRGINIA SUPPORTED BY UVA



2016-2017
HIGHLIGHTS

UVA TODAY

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.

414,203

AVERAGE MONTHLY PAGE VISITS TO UVA TODAY



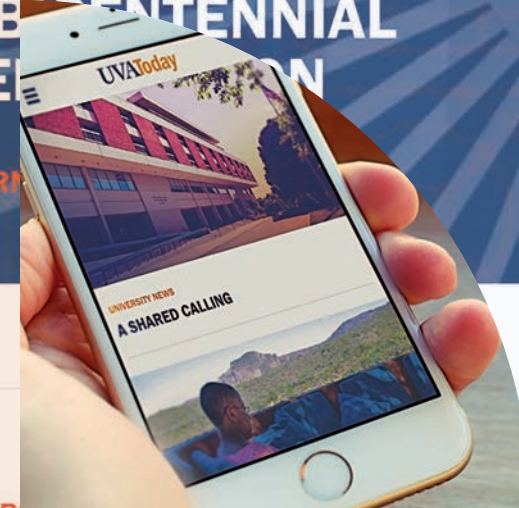
UVA Today

ARTS & CULTURE | SCIENCE & TECH | HEALTH & MEDICINE | UNLIMITABLE

UNIVERSITY NEWS

LESLIE ODOM JR., ANDRA DAY, MORE HEADLINE UVA'S OCT. 6 BICENTENNIAL CELEBRATION

LEARN MORE



UNIVERSITY NEWS

CONTROVERSIAL OLD BROOKS HALL STILL HAS SURPRISES FOR MODERN RENOVATORS

University work crews found evidence of a mysterious fire, from more than 100 years ago, while repairing the grand staircase at the University of Virginia's Brooks Hall. [MORE >](#)

UNIVERSITY NEWS

Trending THIS WEEK

Negativity New U Retrain
 It was like Santa's workshop in Farm in Clarke County, where was busy learning to use

Leslie More Bicent
 LeCroy's problem with the mild weather the bees w

Forbes Athletic
 underminates and Academically

Video POPULAR ON UVA TODAY

UVA Final
 In May, the University of Virginia's "Hoos ReUse" campaign provided sustainability-minded students to donate possessions that would vacated their living quarters for summer. The result? Student giving increased by 40 percent to almost 37,000



COMMONWEALTH /
INNOVATION
AT UVA
Katie McNally /
SEE HOW

96.96%

Power of
Artifi

Sanjay
Suchak

University
ographer

AI of Lessons

1

Triple Early Childhood Development in a Difficult Past to Lead Inner-City Boys School

Researchers have in
individuals to T

Sanjay Suchak / 05.12.17

2 MILLION+
VIEWS ON ILLIMITABLE
DIGITAL CONTENT

ILLIMITABLE

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.

ACADEMIC EXCELLENCE

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.

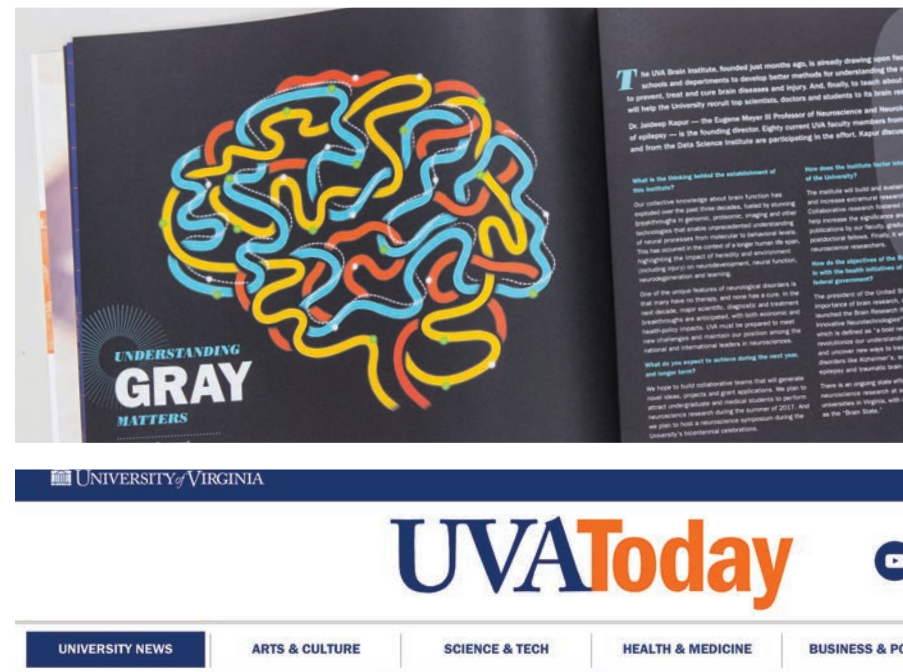
KEY ACHIEVEMENTS

Faculty and Student Spotlight Videos

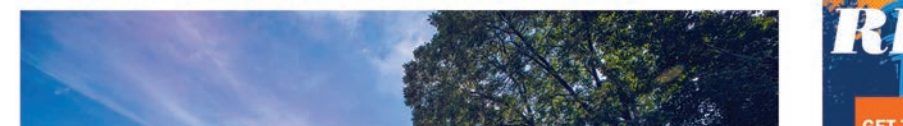
UVA Today Coverage of University of Virginia Faculty, Student and Health System News and Accolades

Illimitable Features of UVA Medical and Scientific Discoveries

Classroom Photography



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



TWO UVA FOURTH YEARS NET RHODES SCHOLARSHIPS



UVA students Aryn Frazier, left, and Lauren Jackson are among 32 Rhodes Scholars for 2017 nationwide.

November 20, 2016 • Matt Kelly, mkelly@virginia.edu

University of Virginia students Aryn Frazier 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 in some instances for four years.



Trending THIS WEEK

Shocking New Role Found for the Immune System: Controlling Social Interactions [MORE >](#)

Scared Bear Visits Grounds Gets Safe Ride to New Forest [HOME MORE >](#)

UVA Receives Top Ranking in 2018 Princeton Review [MORE >](#)

Video POPULAR ON UVA TODAY

AFFORDABILITY & FINANCIAL AID

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

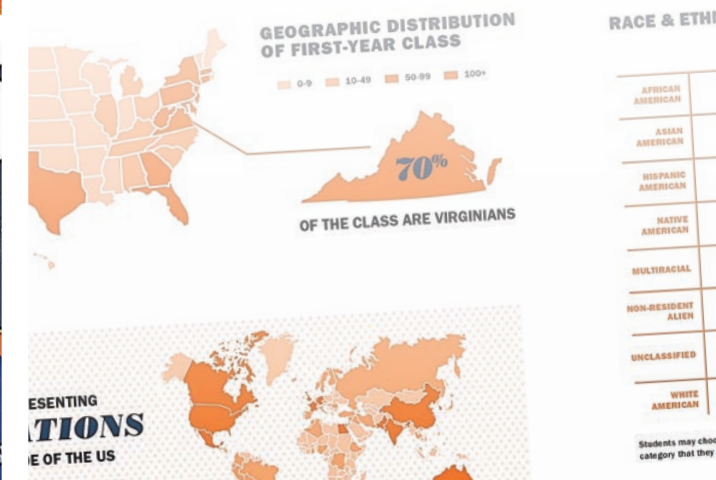
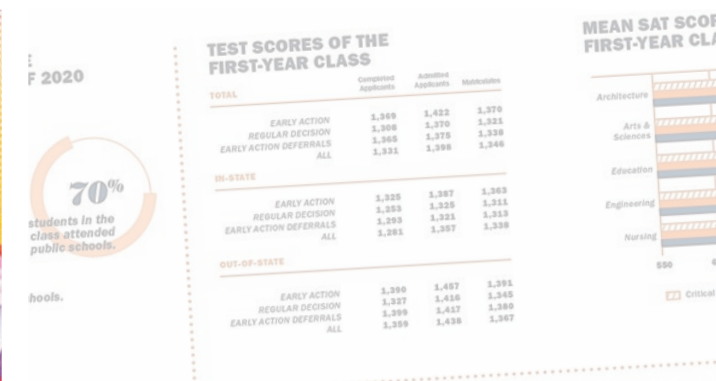
Animated Videos on Financial Aid, Value and Accessibility

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



FACULTY RECRUITMENT

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.

PAGE VIEWS ON HOOSNEXT CONTENT

55,810

MEET UVA'S **NEWEST**
FACULTY MEMBERS

These new hires came from across disciplines and around the world to bring the University of Virginia into its next century. This special UVA Today series introduces you to them.

MEET THEM AT NEWS.VIRGINIA.EDU/HOOSNEXT • UVA Today

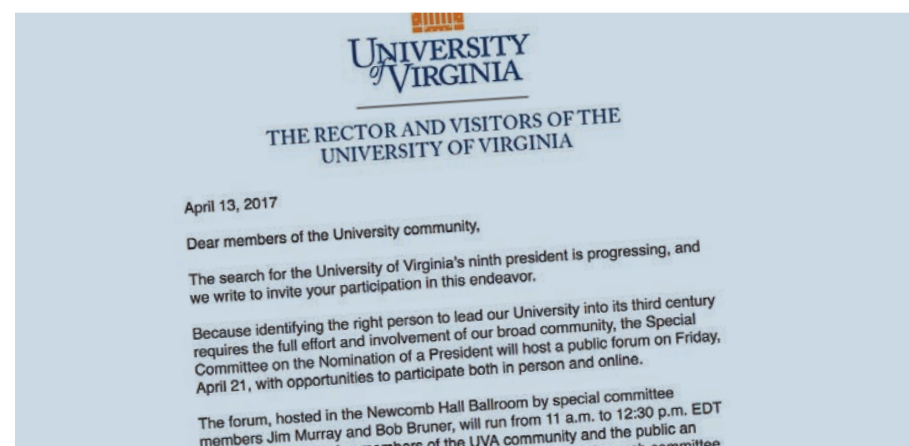


SEARCH FOR UVA'S NINTH PRESIDENT

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



ECONOMIC IMPACT REPORT

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.

4.2 MILLION

IMPRESSIONS ON ECONOMIC IMPACT DIGITAL CAMPAIGN



STRATEGIC INVESTMENT FUND

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

UVA Today ANNOUNCES NEW STRATEGIC INVESTMENTS IN ACADEMIC, RESEARCH AND HEALTH EXCELLENCE

UNIVERSITY NEWS | ARTS & CULTURE | SCIENCE & TECH | HEALTH & MEDICINE

FUND TO PROPEL STRATEGIC INVESTMENTS IN ACADEMIC, RESEARCH AND HEALTH EXCELLENCE

BOARD OF VISITORS APPROVES FIRST YEAR OF INVESTMENTS SUPPORTED BY STRATEGIC INVESTMENT FUND

UVA'S LATEST STRATEGIC INVESTMENTS LOOKS TO EXTEND THE FRONTIERS OF NEW TECHNOLOGY

Photo by Elizabeth Thiel Mathes, emathes@virginia.edu

July 12, 2017

DAILY REPORT

GET THE LATEST UVA STORIES

Trending THIS WEEK

- Negativity, Be Gone: This New UVA Online Tool Can Retrain Your Brain [MORE >](#)
- Leslie Odom Jr., Andra Day, More Headline UVA's Oct. 6 Bicentennial Celebration [MORE >](#)
- Forbes: UVA Dominates Athletically and Academically [MORE >](#)

STRATEGIC INVESTMENT FUND
INVESTING IN EXCELLENCE

IN FEBRUARY 2016, the University's Board of Visitors authorized the creation of a Strategic Investment Fund (SIF) to provide transformational investments in the quality of a UVA education, of its research and of its health care services without relying on tuition or tax dollars. The SIF is comprised of many sources and was accumulated over a long period of time. It is included on the University's balance sheet and audited annually by the State Auditor. The principal is protected as reserve funds, supporting the University's AAA bond rating. The funds are managed in a manner consistent with the Board's policy regarding the University endowment and earnings are distributed in accordance with the annual spending distribution for the endowment.

RESEARCH
School of Engineering
LinkLab for
Curry School
College and
Center for
School of Medicine
College and
Research at
Bold Research
at UVA (BRAC)
College and
Democracy
Engineering

RESEARCH
ResearchNE
ResearchUV
Research Cl
Reimagining
School of En
School of M
College and

Proposals for funding from the University community are evaluated by a committee of five faculty members, which then makes recommendations to an advisory committee

SCHOLARSHIP SUPPORT

UVA BOARD ESTABLISHES ENDOWMENT OF UP TO \$300 MILLION TO BENEFIT STUDENTS

THE UNIVERSITY OF VIRGINIA has established a permanent endowment to support student scholarships that could reach \$300 million through a combination of philanthropic support and the UVA Strategic Investment Fund.

Earnings from the new Bicentennial Scholars Fund will provide need- and merit-based scholarships for University undergraduate students, and also will relieve pressure on long-term tuition increases by funding need-based aid from this fund instead of from tuition revenue.

"The Bicentennial Scholars Fund demonstrates the University's longstanding commitment to provide students and their families access to one of the finest undergraduate educations in the country," University President William R. Gheen said. "With this fund, the University is beginning the process to permanently fund student financial aid through philanthropy, rather than tuition dollars."

The endowment will benefit students attending UVA at Charlottesville and those at the University of Virginia's College-at-Wise.

"As we approach the beginning of the University's bicentennial, the commitments we make now will shape UVA's character for its third century," UVA President Teresa A. Sullivan said. "The creation of the Bicentennial Scholars Fund is a signal of our excellent UVA education accessible and affordable for talented students from all backgrounds, regardless of their families' financial situations. I'm grateful to the Board of Visitors for their strong commitment to this bold action."

LIVING IN A MATERIALS WORLD

THE MULTIFUNCTIONAL MATERIALS INTEGRATION Initiative brings together more than 40 researchers developing materials and devices with unprecedented energy efficiency and functionality.

It's a worthy pursuit. The perpetual human quest for more better is on a collision course with the basic limits of energy. As technologies become more powerful and pervasive, the better we manage the energy they consume and produce becomes more important.

New materials could be the key. The materials that the group will develop will measure and control electricity, heat, light, magnetic charge and electron spin. They will serve as the fundamental blocks for new circuits, devices and systems.

"This initiative maximizes our unique, interdisciplinary expertise in building advanced materials, controlling energy and heat, sensors, reducing corrosion, building biomedical systems, and developing advanced manufacturing approaches," said Patrick E. Hopkins, a research professor in UVA's Charles E. Young Department of Electrical and Computer Engineering and a leader of the Initiative.

Another promising area of research is in "manufacturing" such as artificial vision.

"Artificial vision can bring sight to those without it, give sight to robots and autonomous vehicles or provide enhanced capabilities in critical situations faced by first responders on the battlefield," said Patrick E. Hopkins, an associate professor in the Mechanical and Aerospace Engineering department.

PATRICK E. HOPKINS
ASSOCIATE PROFESSOR OF MECHANICAL AND AEROSPACE ENGINEERING

66 Circuits from these building blocks will move far beyond the present-day, semiconductor industry-produced electronic chip, enabling revolutionary devices with high performance and energy efficiency to enhance our communications, control our critical systems and monitor our safety and health.

PHILANTHROPIC GIFTS COULD REACH AS MUCH AS \$200 MILLION

IN DECEMBER 2016, THE BOARD OF VISITORS APPROVED A RESOLUTION ESTABLISHING A PERMANENT ENDOWMENT TO SUPPORT SCHOLARSHIPS.

\$100 MILLION
OVER A FIVE-YEAR PERIOD

THE BOARD AUTHORIZED A MATCHING INVESTMENT OF \$1 FOR EVERY \$2 ON CASH GIFTS OF \$100,000 OR MORE.

CASH GIFTS OF \$1 MILLION OR MORE QUALIFY FOR A DOLLAR-FOR-DOLLAR MATCH

Sullivan and her husband, law professor Douglas Laycock, provided early momentum to the Bicentennial Scholars Fund in December, announcing their plans to contribute \$100,000 for need-based scholarships.

The Strategic Investment Fund was authorized in 2016 to provide transformational investments in the quality of a UVA education without relying on tuition or tax dollars. Areas of emphasis include research, academic experience, access and affordability, and infrastructure.

"Investing in scholarships opens the doors of the University of Virginia even wider for all admitted students, regardless of their ability to pay," said board member James A. Griffin, who chairs the Advancement Committee. "The Bicentennial Scholars Fund must continue our focus on this critical fundraising area, which is key to the long-term success and sustainability of the University and its mission to serve the commonwealth, nation and world."

Through its AccessUVA financial aid program, UVA is one of only two U.S. public universities that meets both offers admission to students without any consideration of their family finances.

"Establishing an endowment in support of scholarships is critically important to the future of the University of Virginia," Mark M. Lullien, vice president for Advancement, said. "The University never fails to bring its transformational opportunities forward, and few are better and brightest students as the Bicentennial Scholars Fund."



POLICYMAKER BRIEFINGS

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.

KEY ACHIEVEMENTS

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



IN-STATE ENROLLMENT

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 2018. In January 2017, the Board of Visitors designated \$1.5 million from the Strategic Investment Fund to help accommodate an additional 100 new in-state undergraduates, with a preference given to qualified applicants in Architecture and Engineering and Applied Science, and the remaining slots designated for transfers, distance learners and first-year entrants in spring or summer terms.

FUNDS COMMITTED IN JANUARY 2017: \$1,500,000



...investments. The difference between the long-term investment return and the spending rate is re-invested so the endowment will provide a sustainable level of support after inflation to students, faculty and patients in the future. The balance between spending and re-investing is an important decision as we consider inter-generational equity: how much to spend today versus how much to preserve for future students.

DOLLAR-BY-DOLLAR, HOW WE SPEND THE ENDOWMENT DISTRIBUTION

- 24¢ Professorships to Recruit and Retain Eminent Faculty
- 20¢ Academic Programs and Library Acquisitions
- 15¢ Scholarships and fellowships to students
- 11¢ Maintain and Preserve Buildings and Grounds



- 11¢ Support Ground-breaking Research and Educate Future Doctors
- 9¢ Administration, Advancement and Other

1,706 ST

Since 2006-07, an average of 1,242 of them benefited from endowed scholarships. These students have received a total of \$1.7 billion in scholarships, of which \$650,000 was awarded based on financial need.



\$650 THOUSAND SCHOLARSHIP GIFT IN 1929

One of the University's oldest endowments was created in 1929 with a gift just over \$650,000. Over time, it has grown and grown over time, it continues to be one of the largest. In the last ten years, more than 600 students have received more than \$6.4 million in scholarship support, thanks to the generosity of the donors of the fund.

BRAND ADOPTION

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.

1,335

CURRENT USERS IN BRAND COMMUNITY



BRAND ADOPTION

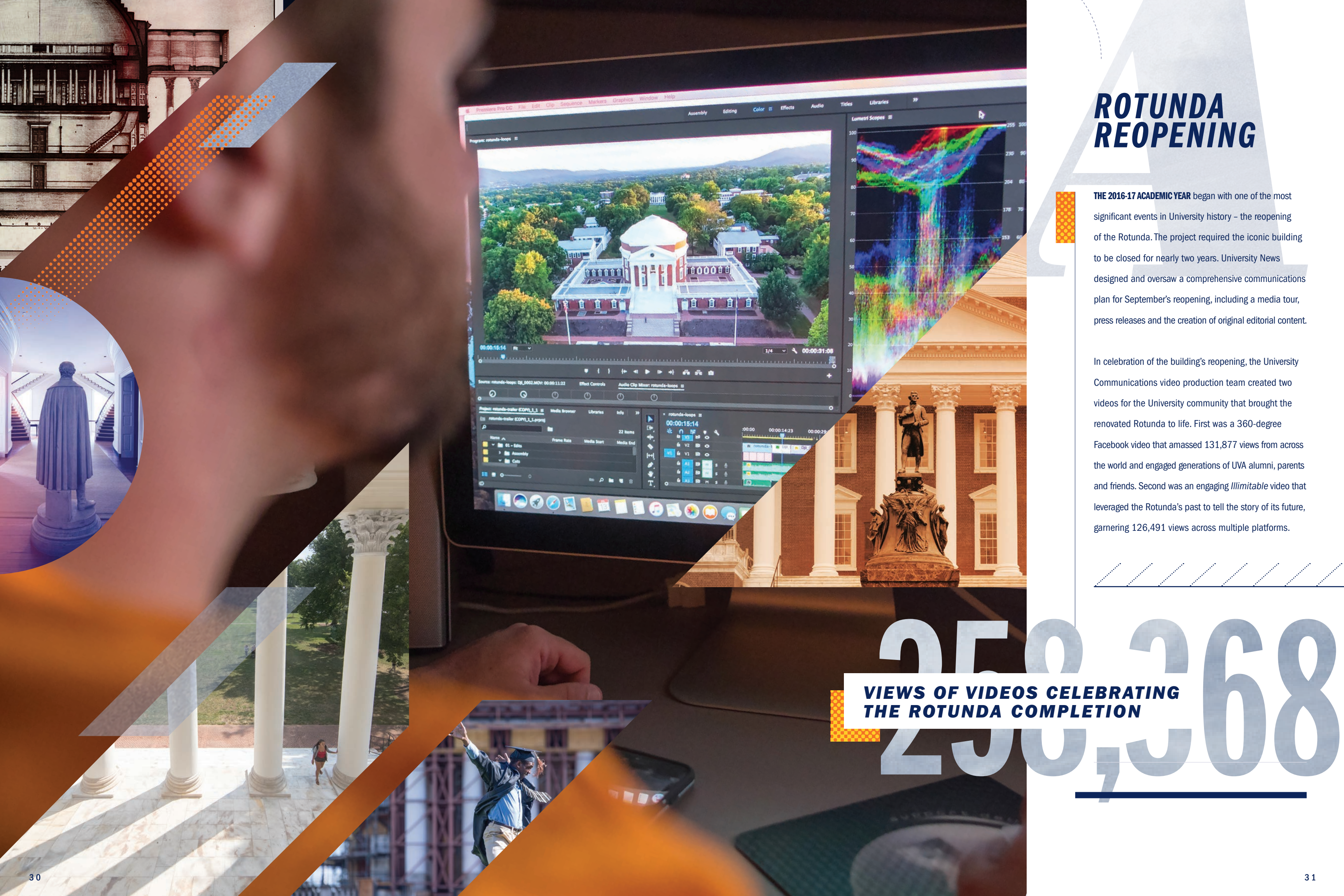
(continued)

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





ROTUNDA REOPENING

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.

VIEWS OF VIDEOS CELEBRATING THE ROTUNDA COMPLETION

250,368

BICENTENNIAL PLANNING & SUPPORT

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 of VIRGINIA
BICENTENNIAL



SOCIAL MEDIA

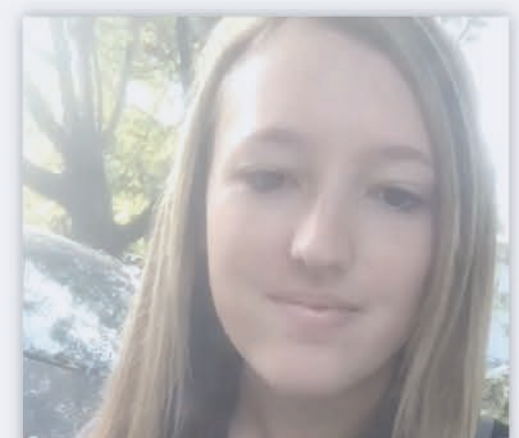
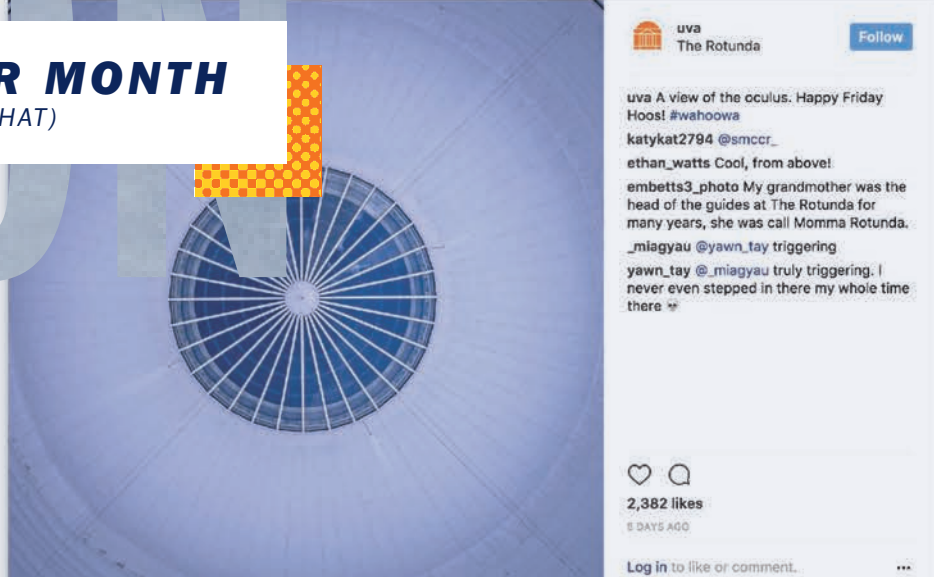
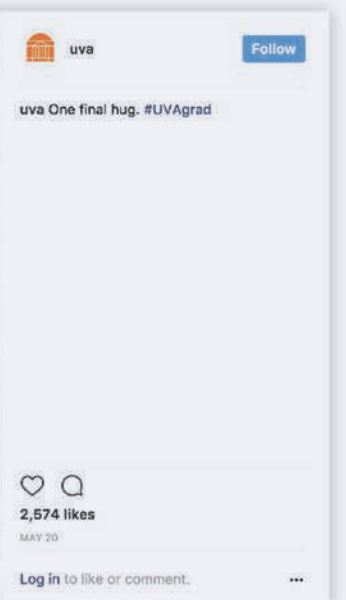
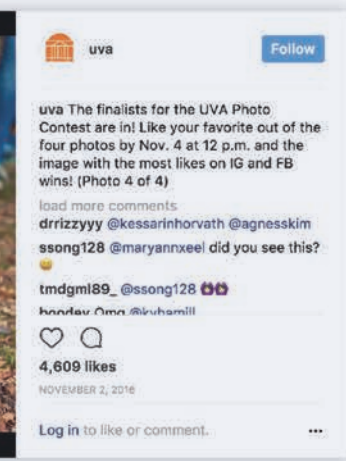
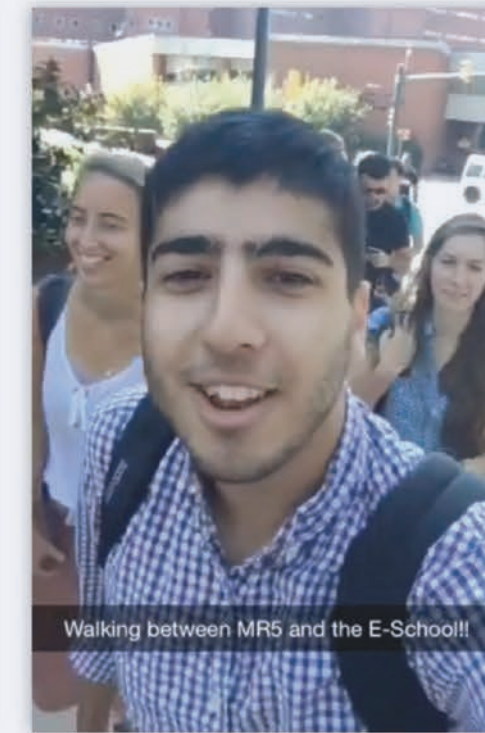
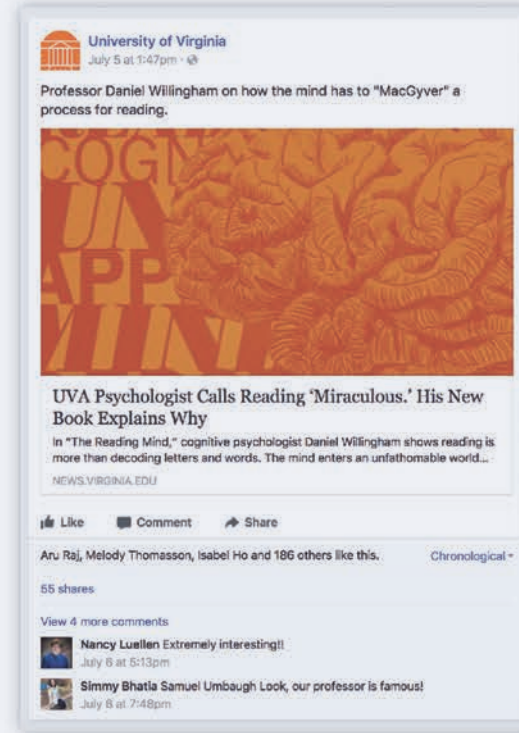
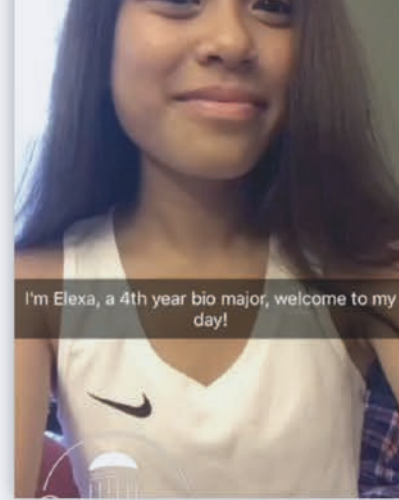
UNIVERSITY COMMUNICATIONS manages the University's official social media accounts, including Facebook, Twitter, Instagram and Snapchat. We publish content to enhance the University's reputation and tell stories to engage our audiences, amplify positive messages and drive traffic to owned platforms such 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.

7.6 MILLION

IMPRESSIONS PER MONTH
(FACEBOOK, TWITTER AND SNAPCHAT)





COMMONWEALTH OF VIRGINIA CAMPAIGN

THE COMMUNITY RELATIONS ARM of University 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.

1 MILLION+ PLEGGED TO CHARITY BY UVA EMPLOYEES



BEST
OF THE WORLD

YOUR PURSU
RTS HE

RE LEAD

10
PRINCIPLED
YEARS

10
DARING
YEARS

FRANK BATTIN SCHOOL OF
LEADERSHIP and PUBLIC POLICY

PIO

THE TEAM &

JOB INDEX

THE TEAM



DAVID W. MARTEL

**VICE PRESIDENT FOR COMMUNICATIONS
AND CHIEF MARKETING OFFICER**



McGREGOR McCANCE

**ASSOCIATE VICE PRESIDENT FOR
COMMUNICATIONS AND EXECUTIVE
EDITOR, UVA TODAY**



CAROL KEESE

**ASSOCIATE VICE PRESIDENT,
MARKETING**



ANTHONY DE BRUYN

UNIVERSITY SPOKESPERSON

PENNEY CATLETT
Administrative Associate

LIS CHRISTIAN
Administrative Associate

AMANDA SPICER
Administrative Associate



JOB INDEX

A

Accepted Students Video
Administrative Units Logo Lock-Ups
Dynamic Templates & Brand Guidelines Layout
Analytics Keynote Dividers - Part II
Asset Request: Engineering Footage
Award Entries 2016-2017

B

Batten 10th Anniversary Banners
Batten 10th Anniversary Logos
Batten 10th Anniversary Save The Date Postcard
Beta Bridge Video
Bicentennial 200 Mark - Guidelines Review
Bicentennial Banners for Final Exercises
Bicentennial Guidelines Edits and Finalization
Bicentennial Hero Art
Bicentennial Light Pole Pageantry
Bicentennial Mark: Merchandising Design and Instruction
Bicentennial Merchandise
Bicentennial Prints
Bicentennial Processional Banner
Bicentennial Stationery
Bipartisan Celebration of Democracy Ad
Board of Visitors Handbook Cover & Spine Design
Brand Examples Update: October
Brand Forum Invitation
Brand Guidelines: Bicentennial Guidelines Layout
Brand Guidelines: Cavman Emojis
Brand Guidelines: Color Updates & Athletics Layout
Brand Guidelines: Copy Standards Layout
Brand Guidelines: Downloadable Bicentennial Marks Layout
Brand Guidelines E-Blast: August #1
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Brand Guidelines E-Blast: October
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Brand Guidelines E-Blast: December
Brand Guidelines E-Blast: January
Brand Guidelines E-Blast: March
Brand Guidelines E-Blast: March (Bicentennial Guidelines)

Brand Guidelines E-Blast: April
Brand Guidelines E-Blast: May
Brand Guidelines E-Blast: June
Brand Guidelines Edits
Brand Guidelines: Email Signatures Layout
Brand Guidelines: FAQ Section
Brand Guidelines: FAQ Section (Color Update)
Brand Guidelines: Foundation Logos Layout
Brand Guidelines: Maintenance Splash Page
Brand Guidelines: Pageantry Layout
Brand Guidelines: Pan-University Institute Section Layout
Brand Guidelines: Reminder E-Blast
Brand Guidelines: School/Division/Unit Lock-Up Layout
Brand Guidelines: Split V Logo
Brand Guidelines: Split V Logo Two-Lines
Brand Guidelines: Stationery, Email Sig & Electronic Letterhead Layout
Brand Guidelines: Student Organizations
Brand Guidelines: Sub-Brand Guidelines
Brand Highlights Reel
Brand Highlight Reel - Layout
Brand Site Content Migration
Brand Summit Invitation
Branded Single Page - Customizable Template
Branded Single Page - Customizable Template - Layout
Branded T- Shirt Concepts 2017
Brand.virginia.edu Graphic Treatment
Brand.virginia.edu Launch Teaser Email Series
Bryan Cranston House Ad
Business Card - 5th Option

C

CCAM Website Copy Update
Charlottesville Airport Refresh
Color Palette File Updates
Community Forum Email Invitation
Community Relations Baseball Game Email Invitation
Consumer Information Page Edits
Copy for Pursuit 3.0 Bookends
Curry Foundation Logo

D

CVC at UVA Website
CVC Donation Remittance Envelope
CVC House Ad
CVC Promotional Poster
Daily Progress Homepage Takeover- Rotunda Opening
Day of Caring Tee Shirt
Days on the Lawn Banners & Signage
Days on the Lawn Design
Debt One-Pager
DSI Logo Lock-Up
DSI Stationery Files

E

Economic Impact Host Switch
Economic Impact to Virginia Homepage
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Executive Communications Family: Concept
Executive Communications Folder
Explore Charlottesville Video

F

Faculty Profile Video
Federal Endowment Leave Behind
Final Exercises Aggregation Page
Final Exercises Daily Progress Banner Ads
Final Exercises Daily Progress Homepage Takeover
Final Exercises House Ad
Financial Aid Brochure Revise/Reprint
Financialaid.virginia.edu Animated Video
Financialaid.virginia.edu Page Edits
Football Program Ad: Breakthroughs
Football Program Ad: Creativity
Football Program Ad: Galaxies
Football Program Ad: Reinvention

G

Get Out the Vote House Ad
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Greater Good Revise/Reprint

H

Heed Award Print Ad
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Hoos ReUse Cavalier Daily Digital Ads
Hoos ReUse Cavalier Daily Print Ad
Hoos ReUse Marketing Materials
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HTML5 Videos Adding Closed Captioning - 18 Videos

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Illimitable Digital Story: Baja Racer
Illimitable Digital Story: Bees
Illimitable Digital Story: Benjamin Williams
Illimitable Digital Story: Center for Politics
Illimitable Digital Story: Coastal Sea Rise
Illimitable Digital Story: Cubesat
Illimitable Digital Story: Curing Childhood Diabetes
Illimitable Digital Story: Economic Impact
Illimitable Digital Story: Endless Pursuits
Illimitable Digital Story: Faculty Day in the Life
Illimitable Digital Story: Innovation Explained
Illimitable Digital Story: Light Waves Engineering
Illimitable Digital Story: Outdoors Club
Illimitable Digital Story: Past & Present
Illimitable Digital Story: Poison
Illimitable Digital Story: Quotes Retrospective
Illimitable Digital Story: Rotunda Reopening
Illimitable Digital Story: Self Driving Cars
Illimitable Digital Story: The New CEO
Illimitable Digital Story: UVA Alums in the Fashion world
Illimitable Digital Story: Viewfinders
Illimitable Digital Video: Dominica
Illimitable E-Blast: September #1
Illimitable E-Blast: September #2
Illimitable E-Blast: October
Illimitable E-Blast: November
Illimitable E-Blast: January #1
Illimitable E-Blast: January #2
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Illimitable E-Blast: April
Illimitable E-Blast: May
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K

Kelsey Johnson Faculty Video
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L

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Light Pole Signage: Arts
Light Pole Signage: Curry School
Light Pole Signage: Engineering
Light Pole Signage: UVA Bookstore

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N

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New Brand Platform Site
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O

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Old Ivy Building Project
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Operations Photography
Operations Snapshot: 1-Pager Updates

P

P&T Bus Design: *UVA Today* Advertising
Pan-University Institute Stationery
Pan-University Monogram Lock-Up Approach
Peabody Monitor
Peabody Monitor Refresh
Perception Study Leave Behind
President's Holiday Greeting Email
President's Office Site Server Switch
President's Office Stationery
Presidential History Web Page
Presidential Search Site
Presidential Search Site Adaptation
Presidential Search Site Maintenance
Presidential Search Survey House Ad
Presidential Search Update Email
Print Stationery - Vendor Expansion
Print Vendor Outreach Packages
Procurement Electronic Letterhead
Procurement Logo Lock-Ups
Prospective Student Video
PSA Re-Edit 2015-16

R

Redesign & Update Endowment One Pager
Redesign & Update State Funds One Pager
Redesign Debt One Pager
Redesign Enrollment One Pagers (2 versions)
Redesign Research One Pager
Remove 'Affordable Excellence' from UC owned pages on virginia.edu
Remove Affordable Excellence Site and move content elsewhere
Resize *UVA Today* Ads for Subscription Campaign
Richmond Free Press Ad: Breakthroughs
Richmond Free Press Ad: Creativity
Richmond Free Press Ad: Galaxies
Richmond Free Press Ad: HoosNext
Richmond Free Press Ad: Reinvention
Rotunda Notecards

S

School Foundation Logo Lock-Ups
School Lock-Up Pilot - Division/Unit
School Lock-Ups

Shared Energy Book
Start Here Homepage Video
Start Here Video Files for President
State Funding/Dollar Bill Animated Video
State Funds: Legislator Leave-Behind
Stationery Guide Mailer
Stationery Notepads
Stationery Print Guide
Strategic Investment Fund Report
Student Admit Mailers - UVA21
Student Admit Website - UVA21
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Student Organizations PDF
Subscribe House Ads

T

TomTom Festival Homepage Takeover
TomTom Festival House Ad

U

UC FY17 Annual Report
UC Office Welcome Screen Update - Phase I
UC Website Maintenance
UFirst Logo Review
UFirst Video End Frame Input
University Bus Design
University Communications - Department Business Cards
University Communications Envelopes
University Communications Owned Webpages
University Communications Stationery
Updated Content on Operations Snapshot
UTS Bus Stop Signs
UTS Logo
UVA Bicentennial House Ad
UVA Brain Institute Logo Lock-Up
UVA China Office Social Media Photo Assets
UVA Custom Emojis
UVA Finance Internal Mark
UVA Student Affairs Mark
UVA Today In-Line Subscription Form
UVA Today: December
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UVA Today: February

UVA Today: March
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VA Higher Education Summit Video Reel
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Virginia Magazine Back Cover: Spring
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Virginia.edu - Academic Calendar
Virginia.edu Arts & Sciences School Page Refresh
Virginia.edu Batten School Page Refresh
Virginia.edu Continuing & Professional Studies School Page Refresh
Virginia.edu Curry School Page Refresh
Virginia.edu Daily Web Updates
Virginia.edu Darden School Page Refresh
Virginia.edu Hero Image Refresh
Virginia.edu Homepage - News, Events & Social Content Section
Virginia.edu Homepage - Revised Center Section
Virginia.edu McIntire School Page Refresh
Virginia.edu Refresh: Facts & Figures
VP for Finance Logo Lock-Up

W

Washington Post Results Report
Web Development - Bugs
Web Development - Enhancements
Welcome Graphic: Coach Bronco
"What Is *Illimitable*" Copy update
WTF/ NPR Radio Announcement

Y

Year in Review House Ad
Year in Review Print Piece