

in U.S. ...
ECONOM...
IMPACT

The Future of Computing

For 70 years, computers have operated on an architectural framework that has worked exceedingly well, multiplying speed and functionality many times over through improvements to core, individual components.

Engineers and computer scientists have continually improved the processors – the lightning-fast digital brains – that operate the machines, crunch data and make sense of it. They've also improved the capability of the memory chips that store data.

... OPPORTUNITIES!
... OUR ART, TO EXPLORE
... GUIDED ALONG THE WAY

SCHENK | DANCE

... is learning about arts administration, using ...
... motivate youth and build community ties. Last ...
... worked with a group of local students on dance ...
... tion. This summer, with support from a Miller Arts ...
... award, she returned to her native Cleveland to intern ...
... non-profit Refresh Collective, helping to run its ...
... op in action" camp.

Getting a Read on Ryan

ASKING MORE OF TECHNOLOGY

2017-18

UNIVERSITY COMMUNICATIONS



ANNUAL



C

"THE QUOTABLE UNIVERSITY"

...NWEALTH / ROB SEAL / KORRIN MONTGOMERY / 09.20.2017

The memory ...
result of early ...
structure, based on the technologies of the ...
creates the separation between ...
processors and data storage devices.



REPORT

MISSION STATEMENT

02

YEAR IN NUMBERS

04

2017 - 2018 HIGHLIGHTS

08

THE TEAM & PROJECTS

36

TABLE OF CONTENTS

LIMITS of Grounds and on the Job

Each summer, thousands of newly minted UVA graduates go straight from the Lawn to the workforce, where they don new titles, pick up new tools and, yes, may sell their UVA alma mater to someone else.

...the nurse bankers, the and nervous college brand

NEWBORN GOOD NEWS

identifies infants graduate

grow to financial aid fully reducing

of UVA robotics robots an expressive better interact with researchers — both P in Data Science — record making expressive sounds to abilities of expressive movement processing and statistical tool now analyzing these sounds to how sonic features map to ment.

The future of epilepsy and tremor research advanced by ADVANCEMENT IN NE focused ultrasound, bioint will accelerate research and pursuing cures.

COMMONWEALTH / WASHINGTON FORWARD

ne Newman

BEHIND UNIVERSITY COMMUNICATIONS IS A DIVERSE TEAM OF COMMUNICATORS, ARTISTS, SOCIAL MEDIA SPECIALISTS, NEWS WRITERS AND EDITORS, ANALYSTS, PRODUCERS AND PLANNERS. WE ARE UNITED BY A SINGULAR MISSION: WE SHARE STORIES THAT CAPTURE THE ICONIC SPIRIT OF THE UNIVERSITY OF VIRGINIA.

THIS IS OUR STORY.

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 and Community Relations – that support the University’s goals and mission.

To accomplish this task, we:

HIGHLIGHT the academic rigor, vibrant student life, collaborative research, culture and rich history of our University

CELEBRATE AND PROMOTE the continuing relevance of our University and the values and principles it represents to the nation and the world

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

ARTICULATE the University of Virginia’s enduring value through authentic and compelling original content

SHARE University of Virginia content with key audiences through earned, paid, social and owned media

YEAR IN NUMBERS

#1

**PUBLIC UNIVERSITY
"BEST BANG FOR
YOUR BUCK"**
PRINCETON REVIEW

#3

**PUBLIC UNIVERSITY
IN THE NATION**
U.S. NEWS & WORLD REPORT, 2018

#2

**BEST VALUE PUBLIC
UNIVERSITY**
U.S. NEWS & WORLD REPORT, 2018

#1

**MOST BEAUTIFUL
CAMPUS IN AMERICA**
BEST COLLEGE REVIEWS

6

**UVA HEALTH
SYSTEM**

**SPECIALTIES AT UNIVERSITY
OF VIRGINIA CHILDREN'S
HOSPITAL EARNED A TOP-50
NATIONAL RANKING**

2018-2019 "BEST CHILDREN'S HOSPITALS" GUIDE
FROM U.S. NEWS & WORLD REPORT

#1

HOSPITAL IN VIRGINIA
U.S. NEWS & WORLD REPORT, 2018-19

**NATIONAL
RANKINGS**

#7

**BEST PUBLIC
COLLEGE**
MONEY MAGAZINE, 2018

#3

**BEST PUBLIC
COLLEGE VALUE**
KIPLINGER, 2018

#9

**BEST SCHOOL
OF LAW**
U.S. NEWS & WORLD REPORT, 2018

#16

**BEST SCHOOL
OF EDUCATION,
CURRY SCHOOL
OF EDUCATION**
U.S. NEWS & WORLD REPORT, 2018

#1

**EDUCATION EXPERIENCE,
DARDEN SCHOOL OF BUSINESS**
THE ECONOMIST

#3

**BEST UNDERGRADUATE
BUSINESS PROGRAM,
MCINTIRE SCHOOL
OF COMMERCE**
POETS&QUANTS, 2017

**SCHOOL
RANKINGS**

34%

**HIGHEST PERCENTAGE
OF MINORITY
ENROLLMENT**

3,837

**STUDENTS MAKE UP UVA'S
LARGEST FIRST-YEAR CLASS**

37,205

**RECORD
APPLICANTS**

**UNDERGRADUATE
ADMISSION**

89.6%

**OF STUDENTS OFFERED
ADMISSION THIS FALL WERE
IN THE TOP 10% OF THEIR
HIGH SCHOOL CLASSES**

352

**HIGHEST NUMBER
OF FIRST-YEAR
AFRICAN-AMERICAN
STUDENTS ENROLLED**

424

**FIRST-
GENERATION
STUDENTS
ENROLLED**

YEAR IN NUMBERS (continued)

850%

OF ALUMNI WOULD ENCOURAGE A SON OR DAUGHTER TO CONSIDER UVA AS A TOP CHOICE

7 in 10

VIRGINIA RESIDENTS BELIEVE A UVA EDUCATION IS "AMONG THE BEST" OR "BETTER THAN MOST"

TOP "TOP OF MIND" ASSOCIATIONS OF UVA AMONG VIRGINIA RESIDENTS

- 1 QUALITY ACADEMICS
- 2 MEDICINE
- 3 LOCATION

PERCEPTION

960%

OF ALUMNI LIVING IN-STATE THINK RESIDENTS OF THE COMMONWEALTH SHOULD FEEL "VERY PROUD" OR "SOMEWHAT PROUD" OF UVA

ASK MORE CAMPAIGN

32M

IMPRESSIONS FROM "UNAFRAID TO ASK MORE" WASHINGTON POST ADVERTISING CAMPAIGN

SOCIAL MEDIA

98M

SOCIAL MEDIA IMPRESSIONS

572K

PAGE VIEWS OF ILLIMITABLE STORIES PUBLISHED THIS YEAR

UVA TODAY

880

UVA TODAY STORIES PUBLISHED

219K

VIEWS OF "ASK MORE" VIDEOS

89K

PAGE VIEWS OF "ASK MORE" STORIES

70%

INCREASE IN POUNDS OF DONATIONS TO GOODWILL THROUGH HOOS REUSE PROGRAM

NEARLY

\$1M

DONATED TO THE COMMONWEALTH OF VIRGINIA CAMPAIGN BY UVA FACULTY AND STAFF

COMMUNITY

372

FREEDOM OF INFORMATION ACT REQUESTS PROCESSED

NEARLY

3.5M

PAGE VIEWS OF UVA TODAY STORIES PUBLISHED THIS YEAR

CHARLOTTESVILLE

VENING OF MUSIC AND

2017-18

HIGHLIGHTS

IMPACT

Researchers pursue groundbreaking discoveries that... In 2016, for example, medical researchers in the... of accepted science when they determined that the b... by vessels previously thought not to exist.

DIRECT
Accounts for operational spending on goods and services within the region – including employee compensation, employee spending and spending by patients and visitors.

INDIRECT
The impact is seen through spending on goods and services by the companies and people who do business with the University. The payments to suppliers lead to payments to

INDUCED
The University's economic contributions do not... it prints paychecks for employees, or pays its suppliers. That money is filtered back into the economy by household and vendor spend-

Investments

The Board of Visitors established the Strategic Investment Fund in 2015 to... investments... The aim could be more sophisticated.

UVA stands on the cusp of its third century. To serve the state, region and world with ambitions to draw... leaders and offer high education... these investments... to higher education.

ASKING MORE OF RESEARCH

Protecting coastal environments for the long-term requires a host of approaches. UVA researchers are working on several: living barriers, revitalized seagrass meadows, and a better balance between predator and prey.

Research Professor Peter Berg has designed new devices that gather more accurate data. "Now we can get deeper insights into how these ecosystems function, which helps us better protect them," says Berg.

RESEARCH



ASK MORE

THE UNIVERSITY OF VIRGINIA was founded with a bold mission: to educate leaders, advance knowledge and cultivate an informed citizenry. In 2017-18 we launched a campaign, “What is Possible When We Ask More,” which focused on the University’s impact within the commonwealth, nation and world. Featured stories – involving cross-disciplinary work in astronomy, architecture, engineering, medicine, mathematics and environmental science – highlight how UVA:

- » **ENGAGES** complex challenges facing society
- » **ADVANCES** knowledge and educates leaders
- » **SERVES** the public good and **IMPROVES** lives in Virginia and beyond

In fall 2017 and spring 2018, we created the video, editorial and design work that brought these exceptional stories to life. We supported each across owned, paid and social media platforms, engaging UVA-affiliated audiences around the world and reaching key markets across Virginia and Washington D.C. Impressions exceeded 32 million and engagement with the video content exceeded industry standards by as much as 10-to-1.



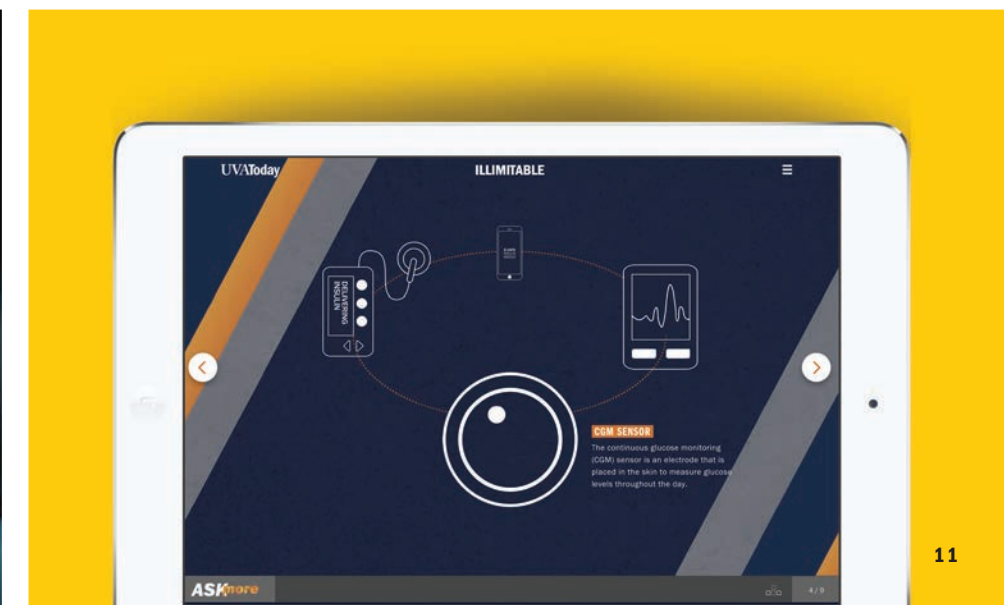
OF NOTE

- **219,031 Views of Video Stories**
- **89,446 Page Views on Illimitable Content**
- **60K Click-Throughs from Washington Post Readers**



32M

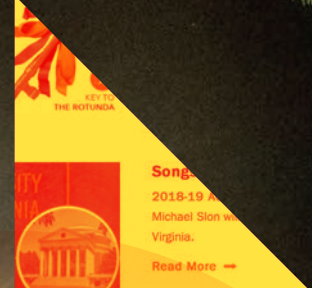
IMPRESSIONS



BICENTENNIAL COMMEMORATION

ON OCTOBER 6, 1817, three U.S. presidents – Thomas Jefferson, James Monroe and James Madison – oversaw the laying of the cornerstone of the University of Virginia. Two hundred years later, we celebrated the origins of this iconic institution and welcomed its third century.

University Communications played a supporting role in UVA's Bicentennial Commemoration, partnering with the Office of Major Events, the Office of the President, UVA Arts and University Advancement. Leading up to the event, we launched a comprehensive communications and social media campaign. With the hashtag #UVA200, we promoted the celebration and generated a sense of shared excitement for those on Grounds and alumni worldwide. We livestreamed the event so the UVA community across the globe could tune in. Finally, we debuted an original video that helped set the stage for the forward direction of the University.



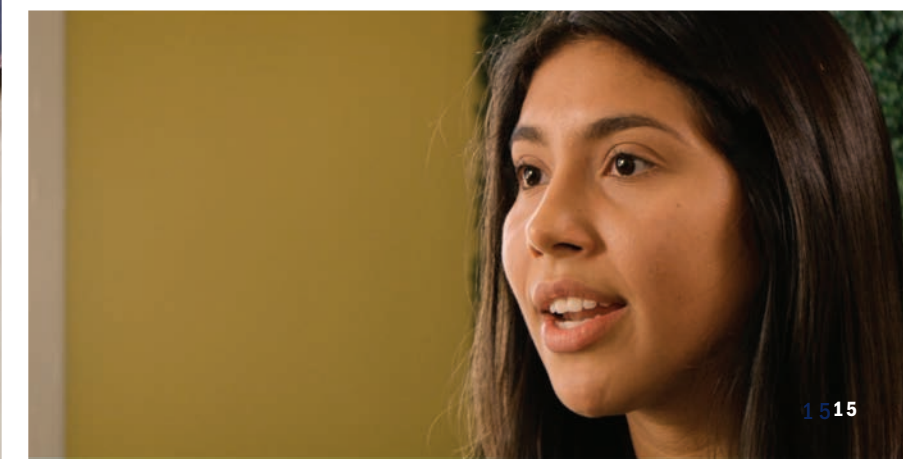
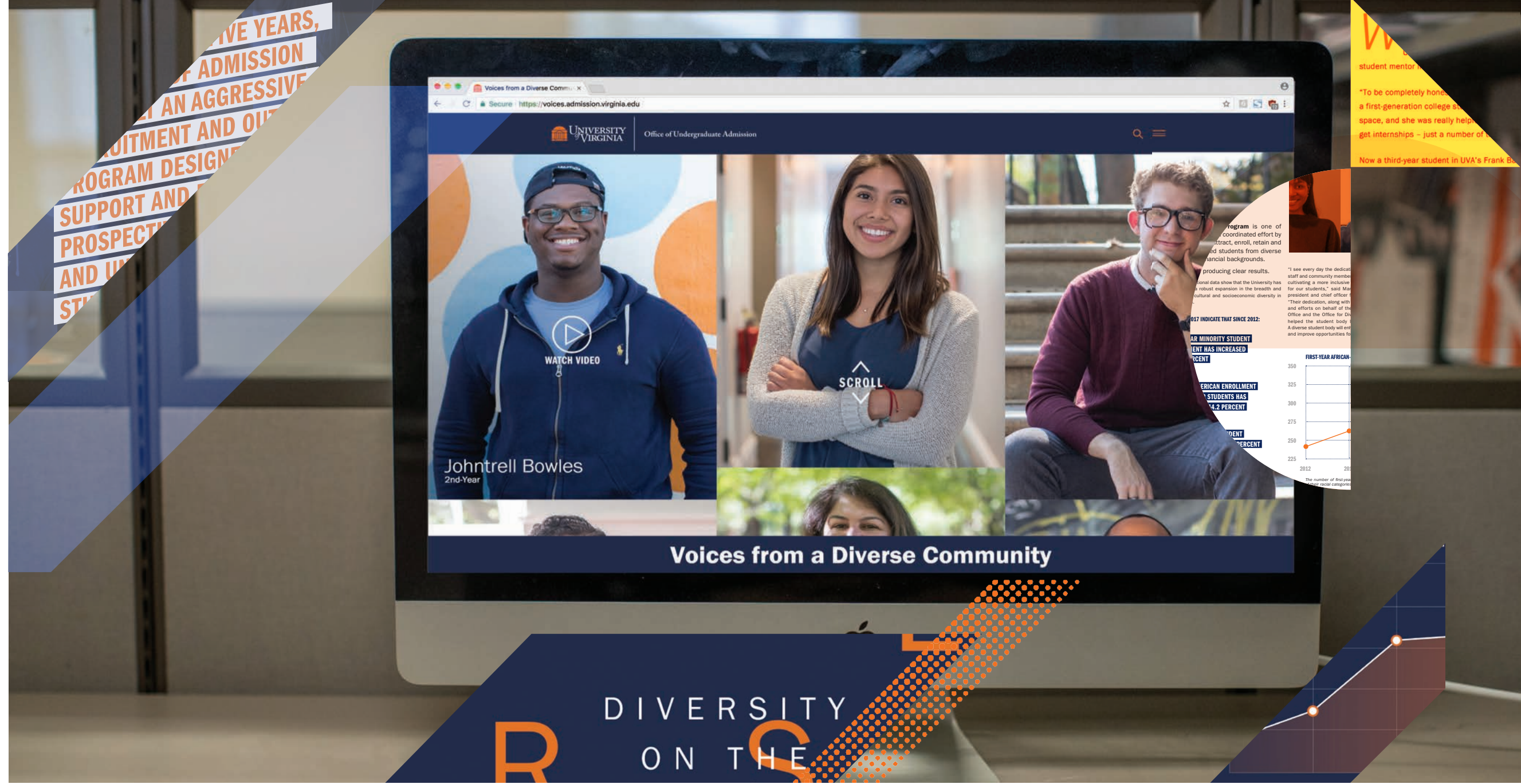
VOICES FROM A DIVERSE COMMUNITY

DIVERSITY IS MORE THAN AN IDEAL – it is a source of strength and vibrancy.

Through a collaboration with the Office of Admission, we launched “Voices from a Diverse Community,” a multimedia project that chronicled the many faces, voices and perspectives that make up UVA. Through video interviews, we captured the voices of students, alumni, faculty and staff as they addressed inclusivity, diversity, empathy and community at UVA. We then published an *Illimitable* story, entitled “*Diversity on the Rise*.” Blending data and storytelling, we lent perspective to the University’s student experience while also charting the marked progress in recruiting, enrolling and retaining historically underrepresented, first-generation and low-income students.

OF NOTE

- 424 First-Generation Students
- 352 First-Year African-American Students, the Highest Ever
- 34 Percent Minority Enrollment, the Highest Ever



UVA TODAY

UVA TODAY serves as the University of Virginia's news service. Its purpose is singular and straightforward: to tell compelling stories that elevate UVA's reputation and extend its reach.

In the last year, *UVA Today* published close to 900 stories and garnered nearly 3.5 million page views. A story announcing the Concert for Charlottesville – delivered via social media and a special edition newsletter – drew nearly 90,000 views alone. This year, *UVA Today* chronicled seminal University moments: the selection of Jim Ryan as our ninth president, stories and images from the Bicentennial Celebration, the Concert and the excitement of Final Exercises. Further, *UVA Today* featured the scholarly work of UVA's faculty and students: in any case, a story on childhood development research earned tens of thousands of page views, promoting a national media cycle focused on the findings.

Through a comprehensive subscription campaign, the Daily Report newsletter grew subscriptions from 14,000 to almost 50,000 in just over four years, spanning students, faculty, alumni, parents and peers. When we noticed changes in how readers were consuming content, we implemented accelerated mobile pages, Facebook instant articles and push notifications that continue to drive traffic to *UVA Today*.

BEHIND MALCOLM
MAZING VALEDICTORY

UVA Today



STAR

was a fantastic year

Trending THIS WEEK

Ellen DeGeneres Had A
Surprise for UVA's 'Two

OF NOTE

- Published 880 Stories
- Accelerated Mobile Page Format
- Implemented Google Push Notifications
- Created Facebook Instant Articles
- Increased Median Page Views by 25 Percent
- Grew to 50K Daily Report Subscribers

UVA Today
Q&A: 9 THINGS YOU NEED TO KNOW ABOUT BITCOIN



BUSINESS & POLITICS

RESULTING THE
AL BALL FOR
ON DAY'S
TAKEAWAYS

LEARN MORE >

BUSINESS & POLITICS

EXPERTS DON'T EXPECT

NEARLY 3.5M PAGE VIEWS

amnus Recalls Five Year
of Speechwriting in Obama
White House

Big Prem
Hidden Figur
VA Alumna MO

OUR HOME >>> CHARLOTTESVILLE

THE EVENTS OF AUGUST 11th AND 12th, 2017 had a seismic impact on the greater Charlottesville community. As white supremacists and neo-Nazis descended, our community became the scene of violence broadcast around the world.

In the days, weeks and months that followed, the University partnered with the community, first responders and music management company Red Light to begin the process of healing, celebrating and supporting our hometown. In September, these efforts culminated in the "Concert for Charlottesville," an evening of music and unity that brought performers from across the globe - including Dave Matthews Band, Pharrell Williams, Justin Timberlake, Chris Stapleton, Ariana Grande, The Roots, Chris Martin and Stevie Wonder, among others - together with 50,000 community members to affirm a united, vibrant and resilient Charlottesville.

The Concert for Charlottesville raised significant funds to support the victims of August's events, first responders and organizations devoted to the promotion of healing, unity and justice.

Leveraging film, design and storytelling, we created our "Explore Charlottesville" video, digital and print advertising. Using footage from more than 20 shoots, we captured our community's rich spirit in a way that was genuine and unscripted. To amplify this message, we aired a 60-second version of the video regionally during the Super Bowl and Olympics.



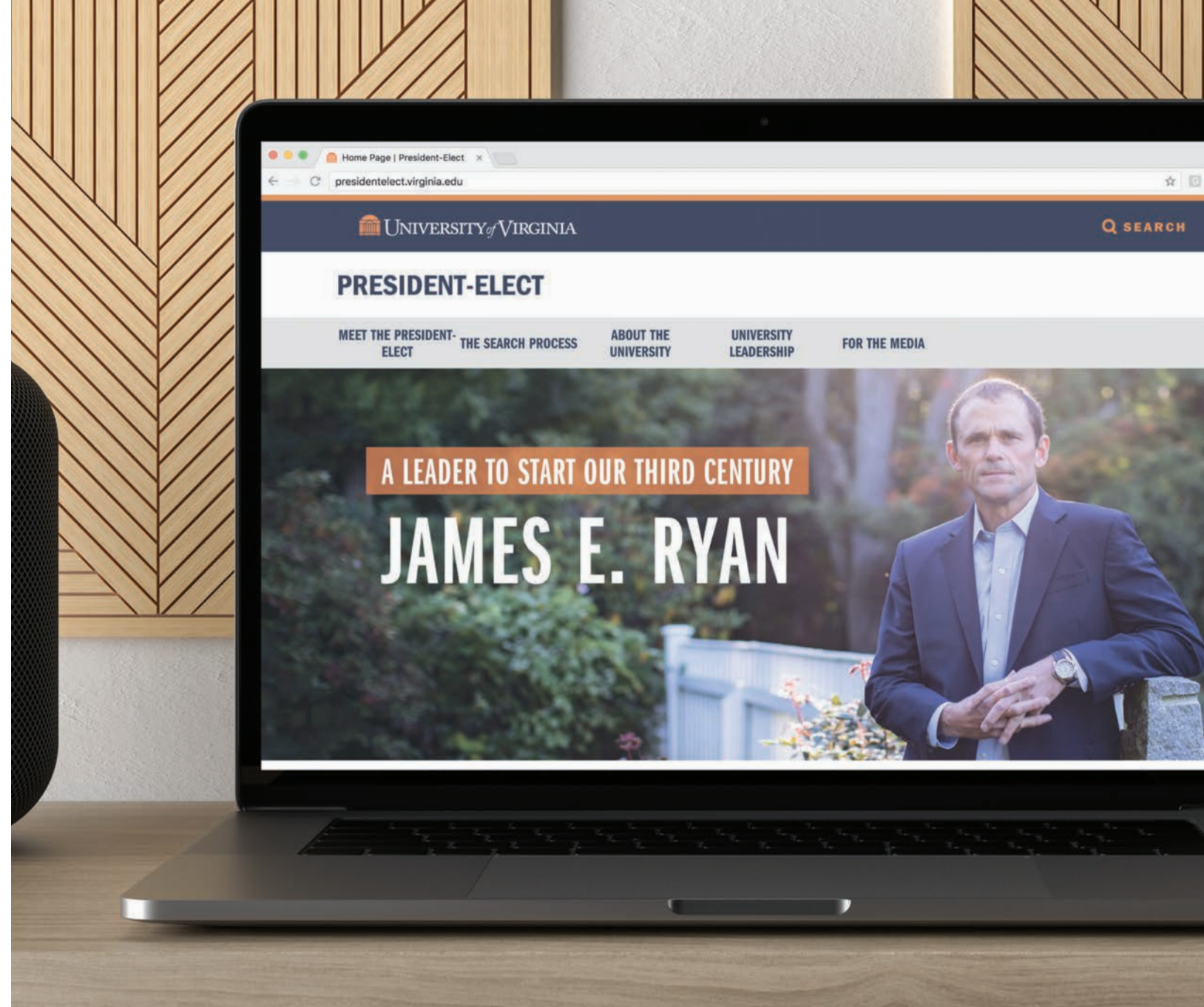
ANNOUNCEMENT OF JAMES E. RYAN

ON SEPTEMBER 15, 2017, the University of Virginia Board of Visitors unanimously elected James E. Ryan as the University's ninth president.

To introduce the University community to its new president, University Communications developed an integrated communications and media plan. We transitioned the presidential search site into a president-elect site; produced a signature video that allowed the community to hear directly from its incoming leader; deployed an effective social media strategy; facilitated public relations and community invitations around the public announcement; managed outreach to the media and reported all through *UVA Today*.

OF NOTE

- **President-Elect Microsite**
- ***UVA Today* Coverage**
- **98,446 Views of Video Interview with Jim Ryan**



“UVA is a public institution in its truest sense, educating citizen leaders in service to our democracy, and improving the lives of people everywhere.”

JIM RYAN

ON ACCEPTING THE PRESIDENCY

SEPTEMBER 2017

Thank you for this opportunity to introduce myself, and to share with you how thrilled and



COMMUNITY RELATIONS & ENGAGEMENT

WHAT BEGAN with Jefferson's iconic Rotunda and Academical Village has grown into the 1,149-acre Grounds we know today. As the University enters its third century, we continue to grow and evolve. With major capital projects on the horizon – Brandon Avenue, the Ivy-Emmet Corridor, Ivy Mountain Musculoskeletal Center and Athletics Precinct – University Communications plays a vital role as the liaison between the University and its neighboring communities. Working with the University Architect and Operations staff, we present the capital projects to community members and neighborhood groups, providing opportunities for feedback and involvement.

Since 1997, the University of Virginia has raised more than \$16 million for the Commonwealth of Virginia Campaign, an annual giving opportunity that allows state employees to donate to nearly 1,000 charities throughout the commonwealth. In fact, UVA has led participation in the CVC for more than 20 years. Beginning with our annual October kickoff, University Communications helped promote awareness of the campaign throughout the University and streamlined giving by enabling employees to elect payroll deduction, the way in which the majority of donors choose to give. Last year alone, members of the University community made a cumulative donation of nearly \$1 million.



NEARLY

\$

1 MILLION

PLEGGED TO CHARITY BY UVA EMPLOYEES



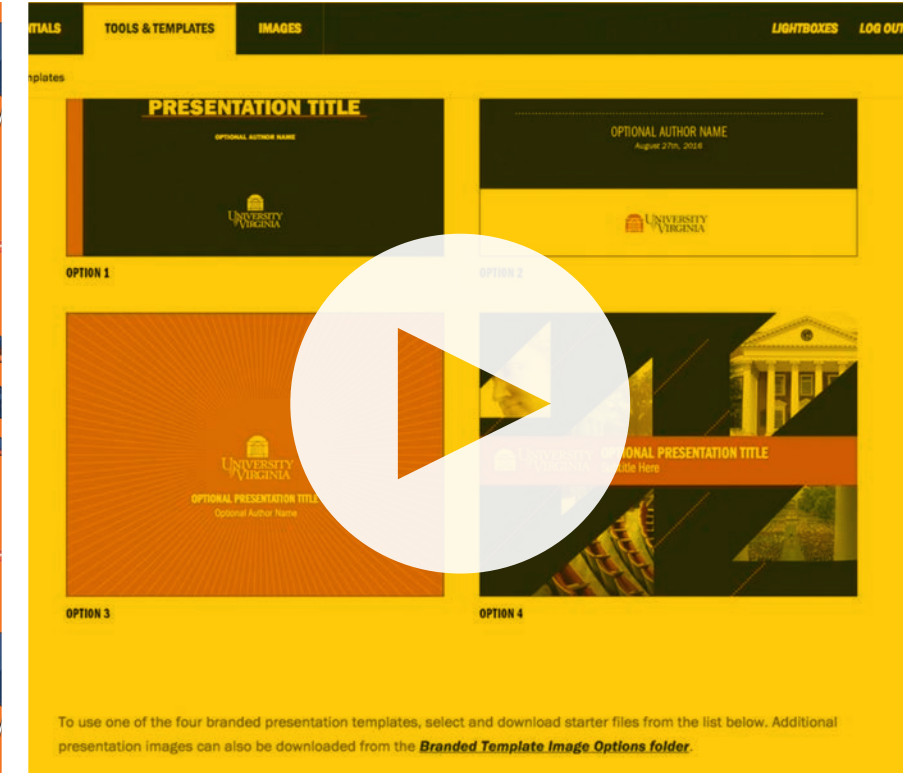
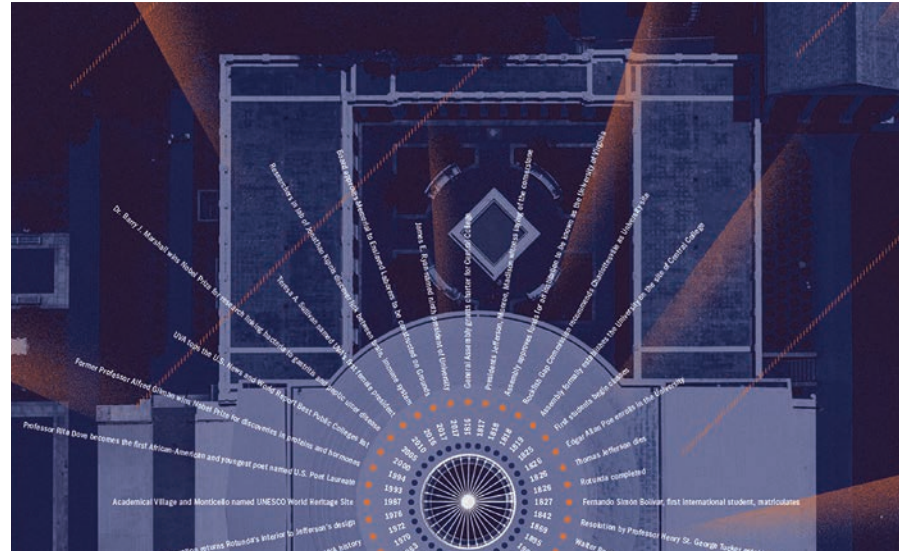
BRAND EXPRESSION

IN THE LAST YEAR, University Communications created and distributed a number of new brand tools and resources to better support communications teams. These included a stationery print guide for University staff, new approaches for temporary banners, new presentation templates and a secondary color palette that added variation and depth to creative design. Through tutorials, we provided guidance for using the presentation templates, glossary and tutorial sections and video resources on brand.virginia.edu.

New programs this year also included a branded art program for University Transit buses, and a fresh Charlottesville Albermarle Airport installation, designed in tandem with our "Ask More" campaign.

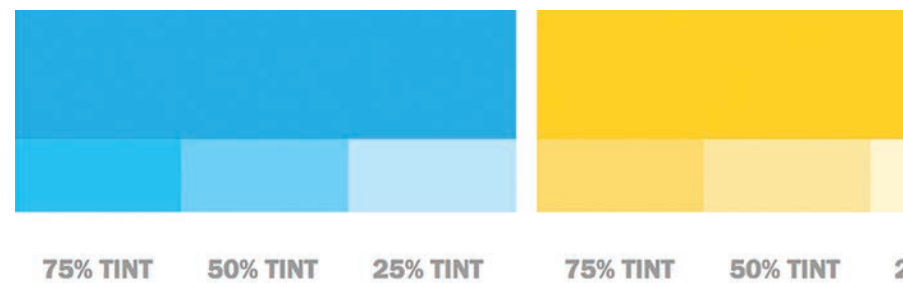
STRATEGIC INVESTMENT FUND REPORT 2017-2018

SUPPORTING INNOVATION, CREATIVITY AND TRANSFORMATION



OF NOTE

- Charlottesville Albermarle Airport Installation
- University Buses
- Bicentennial Pageantry
- University Transit Signage System



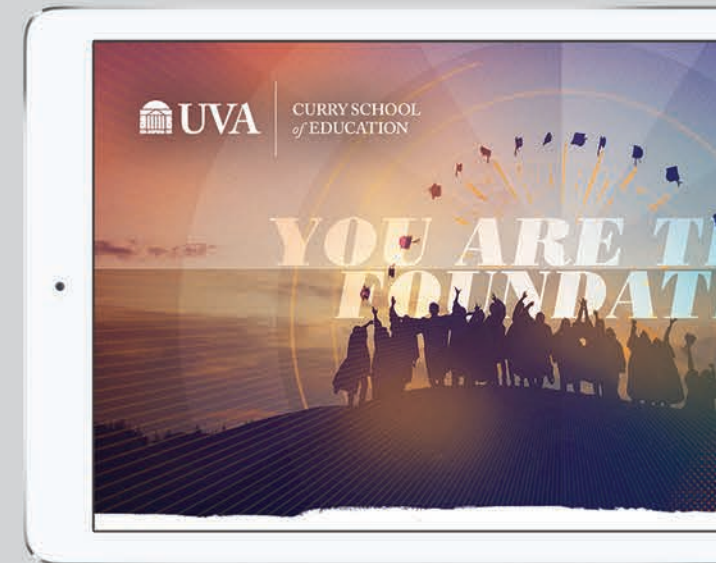
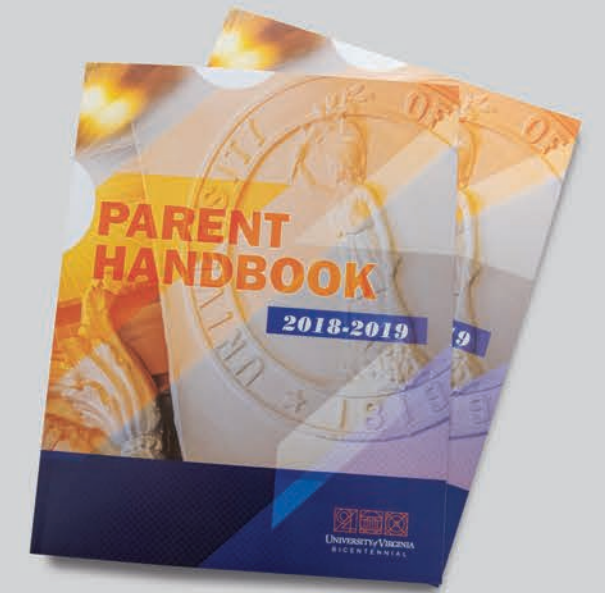
Cyan

PMS 115



BRAND ADOPTION & DEVELOPMENT

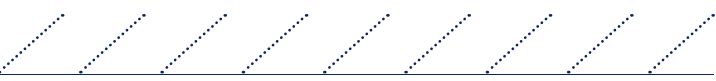
THE UNIVERSITY has seen a significant increase in the scale of brand adoption throughout UVA, unifying all schools and units. Across the University, schools and units interpret and apply UVA's brand system to their work. Through creative and cohesive expression, they create print and digital materials that promote their campaigns and initiatives - including collateral, merchandise, advertising and reports - while seamlessly contributing to the University brand as a whole. Today, UVA's schools, Health System, Athletics and Advancement are part of a single dynamic and cohesive University brand. Our unprecedented success in this area earned University Communications the American Marketing Association's "Marketing Team of the Year Award for Higher Education, 2017." Together, we have done more than build a brand platform - we have created a dynamic ecosystem of work that reflects UVA's true diversity, shared energy and bold mission.



ILLIMITABLE

THOMAS JEFFERSON envisioned UVA as an institution “based on the illimitable freedom of the human mind.” In each academic year, we are inspired by stories from across the University community that embody this bold idea. Across the University’s 11 schools, extraordinary stories emerge from all disciplines – ranging from the humanities to hard sciences, medicine to public policy.

The best of these form the stories of *Illimitable*, a signature compilation of premium content from across the University community. As an editorial complement to *UVA Today*, *Illimitable* tells compelling stories that highlight a variety of voices, perspectives and initiatives: students collaborating with NASA, archaeologists excavating the past to forge the future, and strategic investments transforming the University. Designed to build awareness of key endeavors and enhance the University’s reputation, *Illimitable* is emailed to more than 230,000 recipients, eight to 10 times per year. These include alumni, faculty, staff, parents, friends, policymakers and peer institutions across the nation. *Illimitable* is also a great resource for faculty and staff recruiting. In 2017-18, we released two print volumes and distributed them to leaders, prospective faculty, supporters, peer institutions and corporate partners.



OF NOTE

- More Than 230K Recipients
- 572,756 Page Views of *Illimitable* Stories

2.7M
CONTENT VIEWS
TO DATE



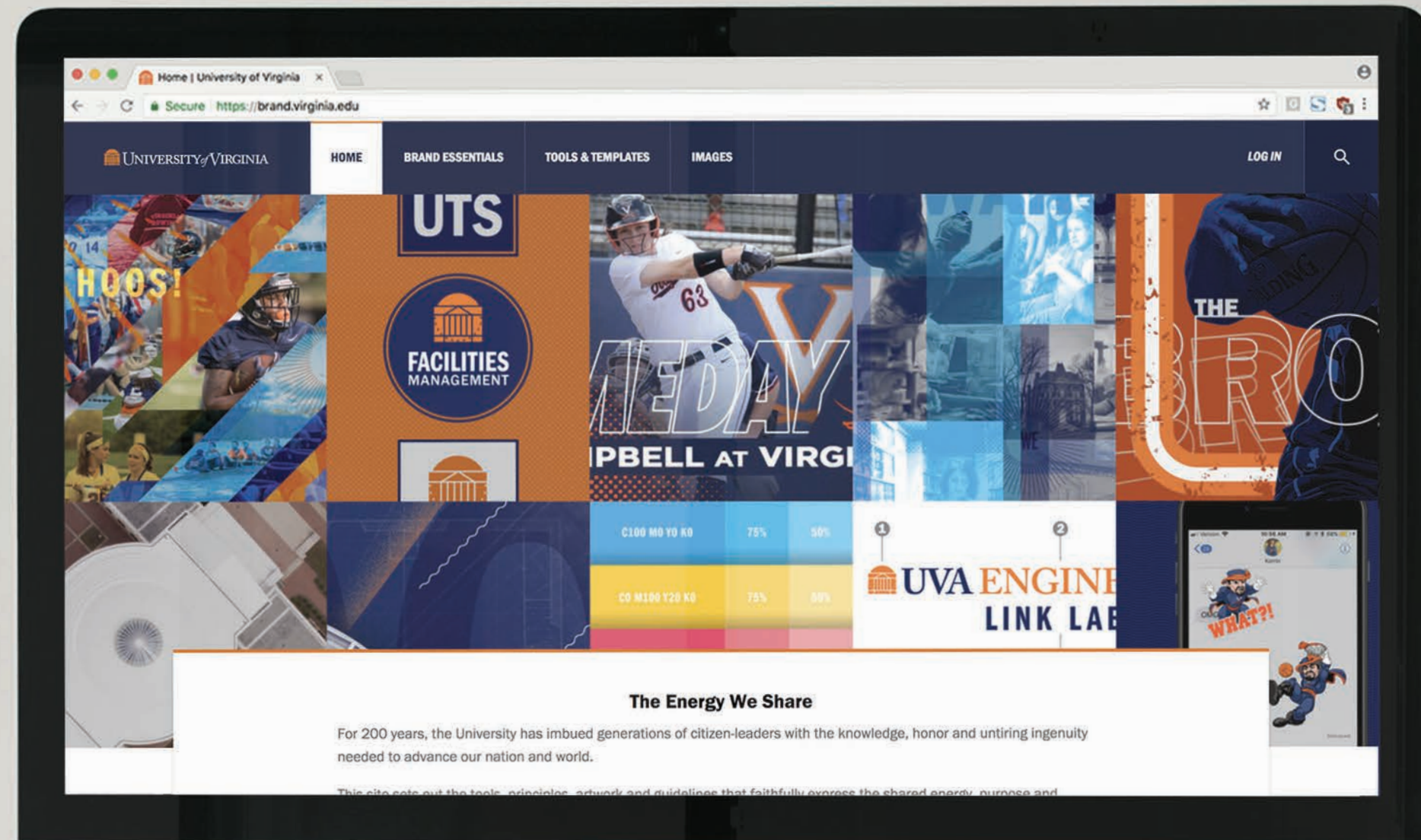
BRAND SITE RELAUNCH

UNIVERSITY COMMUNICATIONS maintains and stewards the University's brand guidelines, creating tools and resources for use by the UVA community across Grounds and beyond. Starting from scratch in 2017, we designed a brand management site that could support the communications community on Grounds. With our users in mind, we incorporated scalability, sub-pages, global search capabilities and an image database. We also provided guidance that would help users accurately apply the brand – both visually and verbally. This year, brand.virginia.edu relaunched as a best-in-class, navigable digital asset management system that could effectively share tools and brand resources throughout the University community.

Brand.virginia.edu offers a comprehensive range of materials, including video tutorials, photos, art, logos, fonts and presentation assets. The site currently has more than 2,000 registered users representing all schools and units of the University.

OF NOTE

- **2K Registered Users Across All Schools and Units**
- **Nearly 10K Assets and Photos Downloaded**
- **More Than 50 Percent Increase in New Users**
- **More Than 70 Percent of Users Ranked Resources as “Very Useful” or “Essential” to Their Work**



TRADEMARK & LICENSED MARK MANAGEMENT

THIS YEAR MARKED significant progress in managing the University's branded intellectual property through its licensing program. On the heels of a collaborative procurement process to select a new licensing management firm, University Communications participated in a first-ever working group made up of Athletics' Office of Trademark and Licensing, the University Bookstore and General Counsel's Office. This group meets monthly to pursue several strategic opportunities, including development of tailored brand guidelines for licensees, strengthening protection on new licensed marks, policy of use guidelines, and an ad hoc council on appropriate use and intellectual property protection.

OF NOTE

- Selection of Fermata Partners as the New Collegiate License Management Firm
- Creation of New Brand Guidelines for Licensees
- "Vintage Mark" Collection

LICENSING PROGRAM

Introduction

The Office of Trademark and Licensing was established to protect and promote the marks, names and logos of the University of Virginia.

The University's licensing program started in 1981. Our licensing partnership with the Fermata Partners preserves and promotes the University's long-standing reputation of academic and athletic excellence.

The trademark licensing program is managed by the University's Athletics Department, in close coordination with University Communications, the UVA Bookstore and the General Counsel's office.

The University of Virginia Licensing Office and Fermata Partners work in partnership with individuals, companies and organizations to secure the proper UVA licensing agreement. The University of Virginia Licensing Office administers limited use agreements for the use of UVA indicia for specific purposes only. All other agreements are administered by Fermata Partners.

UVA LICENSING BRAND BOOK Version 1.0 6

BRAND OVERVIEW // Marks

TRADITIONAL WORDMARKS


In addition to being used in athletics-specific executions and when representing Virginia athletics, these wordmarks are also commonly used in pageantry, promotional materials and general apparel merchandise to represent pride and unity as a university and as a wider community.

Arched Virginia

The Arched Virginia wordmark is suitable for promotional items like t-shirts, hats, branded tablecloths, flags, etc.

NOTE: Traditional Wordmarks use Cavalier Orange. See page 35 for color formula specifications.

Learn more at brand.virginia.edu.



UVA LICENSING BRAND BOOK Version 1.0 33



SOCIAL MEDIA

UNIVERSITY COMMUNICATIONS oversees the University's institutional social media accounts. Through Facebook, Twitter, Instagram and YouTube, we maintain a thriving social media presence that engages the UVA community.

This year was a particularly active time for UVA social media. In August 2017, we responded to unprecedented demonstrations of hate on our Grounds and in our community – and weathered the ensuing international news coverage. In September, we announced a new president. Days later, we hosted music legends in a concert that promoted unity and healing in the wake of August's tragic events. In October, we celebrated the Bicentennial Commemoration and welcomed our third century.

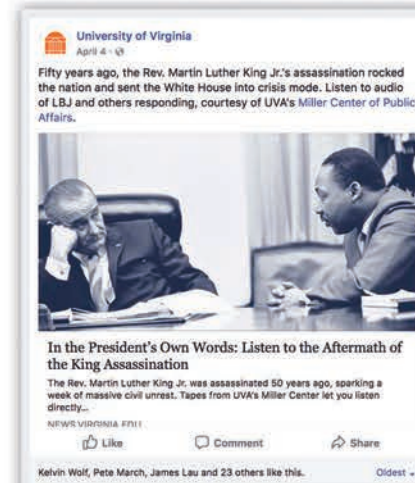
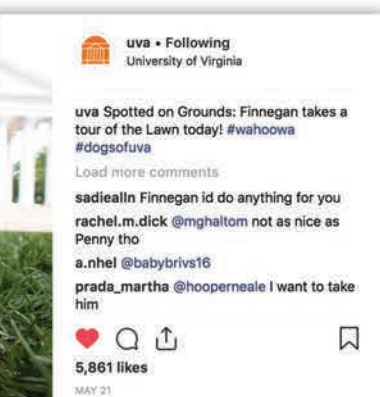
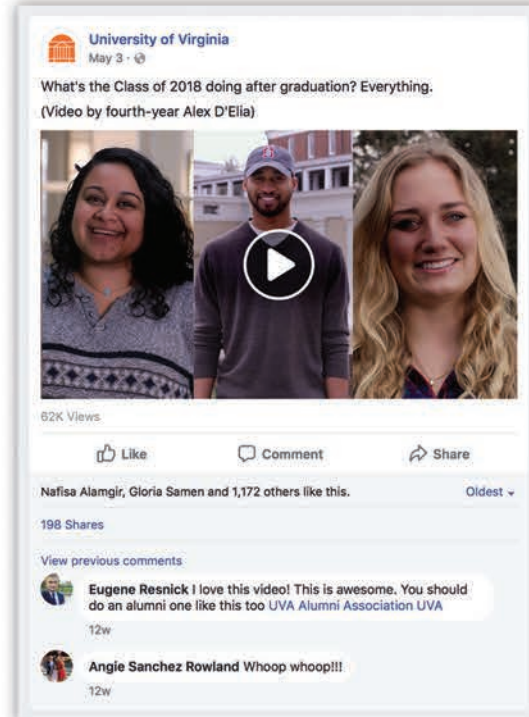
University Communications supported each event with thoughtful and comprehensive management of social media activity. When changes in the Facebook algorithm posed new challenges, we adapted. Driving more engagement year-over-year, we increased our use of innovative approaches, sharing University news and content through Instagram stories and Facebook Live. Since its launch, Instagram Stories have become a new traffic source for *UVA Today* – on par with UVA's Twitter account. And through a renewed focus on strategic content and post language, we routinely outperform peer institutions, garnering one of the industry's highest engagement-to-follower ratios.

900M

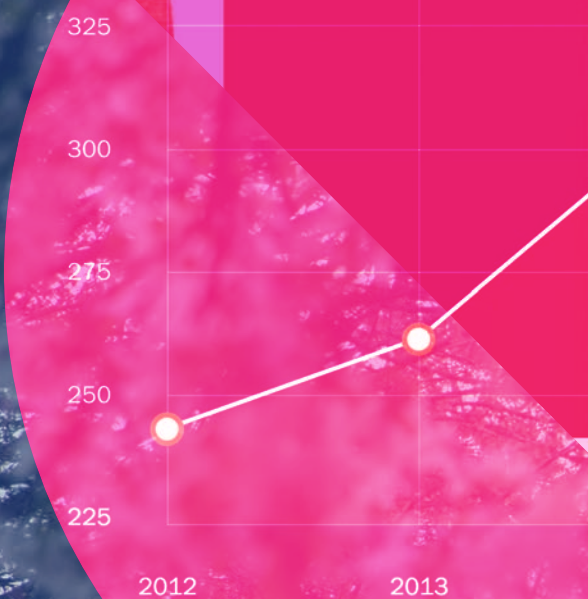
VIEWERS REACHED

OF NOTE

- Reached 1.5M Users
- Garnered 500K Total Facebook Live Views
- Yielded 200K Views on "By the Numbers" Video
- Produced 24 Facebook Live Videos
- Generated 22 Percent More UVA Today Traffic



FIRST-YEAR AFRICAN-AMERICAN STU



The number of first-year students (excluding categories) has increased each year since 2012.

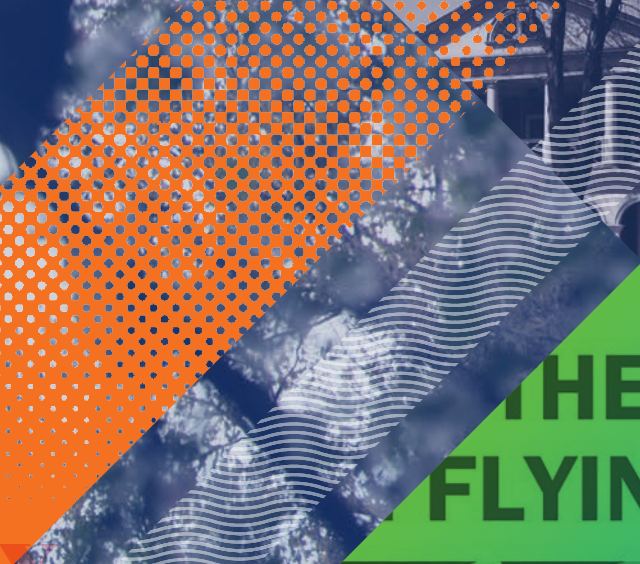


Inspired in part by the h

Asking more of astronomy

POGEE... keeps... side... even... region

THE MAKE... and a lot of hard-earne... ideas to life.



THE FLYIN



THE TEAM & PROJECTS

DIVERSITY ON THE RISE



ing a Puzzle

with medicine, doctors are using three-... to practice techniques.

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



MEG CAMPBELL

CHIEF OF STAFF

PENNEY CATLETT
Administrative Associate

LIS CHRISTIAN
Administrative Associate

AMANDA SPICER
Administrative Associate



PROJECTS

A

Add Ask More button to *Illimitable* stories
Add UVA logo to :15 Videos - 5 Spots
Additional Lower Third
Admission Videos: Voices from a Diverse Community
Admitted Student Brochure and Envelope
Admitted Student Website - UVA22
Affordability One-Pager
Alternative Athletics V-Sabre Banner Layout
Animated Artificial Pancreas banner ads
Animated Driverless Future banner ads
APOGEE :15 re-cut
APOGEE Banner Ads
Approach to Collages (pt 2)
April Brand Guidelines Email
April Community Relations Email
April *Illimitable* Email
Archive Presidential Announcement Materials
Artificial Pancreas Banner Ads
Ask More PSA :15 re-cut
Ask More: APOGEE *Illimitable* Story
Ask More: Artificial Pancreas *Illimitable* Story
Ask More: Coastal Resilience *Illimitable* Story
Ask More: Coastal Resilience Video
Ask More: Driverless Future *Illimitable* Story
Ask More: Richmond Airport Cinemagraph Videos
Ask More Videos for Social Media - Coastal Athletics Brand Work
Athletics One-Pager

B

Banner System for University Avenue
Basketball PSA
Best Digs on Grounds: *Illimitable* Digital CMS Story
Bicentennial Aggregation House Ad
Bicentennial Aggregation Page
Bicentennial Timeline Poster
Binder cover/spine for President Ryan
Blue Ridge Scholars 2018 Admit Mailer
Book Festival House Ad
Bookstore T-Shirt Trial - Production
BOV Mark Business Card
Brand Art Toolkit Updates
Brand Book Mailing

Brand Expression Examples Books for October Brand Summit
Brand Expression Examples Section for brand.virginia.edu Launch
Brand Forum Bag
Brand Forum Deck
Brand Guidelines - New Presentation Templates
Brand Guidelines Email - Site Turnover
Brand Guidelines Email- New Site Launch
Brand Guidelines Summer Survey
Brand Guidelines Video Tutorial - Presentation Template Assets
Brand Guidelines Video Tutorial - Three Launch Videos
Brand Highlights Reel 2017
Brand In Action Page Maintenance
Brand T-Shirt Rubber Banding/Fulfillment
Brand T-Shirt: Jefferson Design
Brand T-Shirt: Wa200Wa Design

C

Capital Campaign Templates
Charlottesville Airport Replacement Panels
Charlottesville Airport Wall Wraps Execution
Charlottesville Video House Ad
Coastal Football Spread Print Ad
Coastal Resilience Banner Ads
Collage Approach for Brand Guidelines
Commemorative Concert Poster
Commission on Slavery Video
Community Bridges 5K Logo Concepts
Community Picnic Email Invitations
Community Relations August E-Newsletter
Community Relations Baseball Game Email Invite
Community Relations December E-Newsletter
Community Relations November E-Newsletter
Community Relations October E-Newsletter
Community Relations September E-Newsletter
Concept Job: Ask More print executions
Concert for Charlottesville Marketing Materials
2017 Consumer Information Page - State-Mandated Updates
Content Consolidation
CVC Collection Envelope
CVC Website Updates

D

Daily Progress Banner Ads
Darden & McIntire Joint Degree Program: Lock-Up
Darden Pageantry System
2017 Day of Caring Shirt
De-carbonization of auto industry CMS *Illimitable* Digital Story
Diabetes/Type Zero :15 re-cut
Diversity on the Rise: *Illimitable* HTML Digital Story
Driverless Future :15 re-cut
Driverless Future Banner Ads
Drone Footage for Brand Guidelines

E

Elevator Wall Panel Refresh
Email Invitation to Join Brand Guidelines
Email Invitation: Neighborhood Group Meeting
Email Outreach for Interim Solution-UVA Calendar
Emoji Re-Release Email
Environmental Resilience Institute Lock-Ups
Exact Re-Print SIF Report
Exact Reprint UC #10 Envelope
Expanded Social Media Guidelines
Explore Charlottesville Video to Virginia.edu

F

Faculty Spotlight: Butch Brodie Video
Faculty Spotlight: Paul Freedman
Faculty Spotlight: Shawn Russell
February Brand Guidelines Email
February Community Relations Email
February Richmond Free Press Ad Apogee
Filming Request Form on UC Website
Final Exercises 2018 DP Homepage Takeover
Final Exercises Ad for Cville Weekly
Final Exercises House Ad
Final Exercises Memories and Moments
First Jobs Feature - CMS *Illimitable* Digital Story
Florida Gala Magazine - Bicentennial Ad Resize
Football Program Ads - Color Adjustments
Football Program Print Ad 10/21 Game: Ben Williams

Football Program Print Ad 10/7 Game: Virginia Magazine Bicentennial Ad Resize
Football Program Print Ad 11/24 "For the Greater Good" Brochure - Update & Print
Future of Computing *Illimitable* Digital Story

G

Giving to Hoos Day House Ad
Graduation Pursuits Video
'Great Organizations by Design' Keynote Presentation

H

Health System Identity Memo
House Ad - Day of Reflective Conversation
Housing & Residence Life Fleet Mark
Human Resources Brand Support

I

Illimitable (Print) - Volume 6
Illimitable (Print) - Volume 7
Illimitable Digital August Edition
Illimitable Digital December Edition
Illimitable Digital February Edition - Four Stories - A List
Illimitable Digital February Edition - Six Stories - B List
Illimitable Digital February Edition for Legislators - Four Stories
Illimitable Digital January Edition
Illimitable Digital March Edition - Four Stories - A List
Illimitable Digital March Edition - Six Stories - B List
Illimitable Digital November Edition
Illimitable Digital October Edition
Illimitable Digital September Edition
Illimitable Volume 5 Envelope
Inauguration Bridge Banners
Inauguration Collateral Concept Job
Inauguration Digital Backdrop
Inauguration Eventbrite Hero Image
Inauguration Facebook Art
Inauguration Football Print Ad
Inauguration House Ad
Inauguration Invitation
Inauguration OCH Banners
Inauguration Presentation Template
Inauguration Processional Banner

Inauguration Program Cover
Inauguration Pull-Up Banners
Inauguration Security Badge
Inauguration Website
Installation Ceremony Digital Save the Date
Institute of Global Infectious Disease Institute Lock-Ups
Institutional Art Signage - Buses
Institutional-Themed UVAToday Bus Art
Interim Solution-UVA Calendar
ITS Fleet Mark
ITS Graphic ID

J

J-Term: The Human Form
January Brand Guidelines Email L/O
January Community Relations Email
Jefferson Folder #2
Jim Ryan OOP Site
Jim Ryan: *Illimitable* CMS Digital Story
June Community Relations Newsletter

L

L/O Brand Highlights Reel in Brand Guidelines
Licensee Brand Book
Lock-Up Approach for School-Based Centers
Long Term Financial Planning One Pager

M

March Brand Guidelines Email
March Community Relations Email
March Richmond Free Press Coastal Resilience
March Richmond Free Press Second Ad Driverless
May Community Relations Email
May *Illimitable* Email
May Richmond Free Press Graduation Ad
Message on WebDAM Landing Page
Move-In Documenting the Journey (2 - 3 Student Profiles)

N

Nau Center Research *Illimitable* CMS story
New Brand Guidelines Hero Image
New Brand Site Hero Image
New Design Wall Panels
New One-Page Template

New Pathways for Brand Guidelines
November Brand Guidelines Email
November Brand Guidelines Video Tutorial

O

ODOS Vehicle Decal
1515 Building Video
Ours To Shape Digital Backdrop
Ours To Shape Football Print Ad
Ours To Shape Information Cards
Ours To Shape Facebook Art
Ours To Shape House Ad
Ours To Shape Initiative Design Concept
Ours To Shape Pull-Up Banners
Ours To Shape Website
Ours To Shape Website Assets

P

Pancakes for Parkinson's Video
Parent Mailer
Peabody Monitor Refresh 2
Pennant Lapel Pins
Perception Study Notification Email
Permanent Solution-UVA Calendar
Places to Stay Page Redesign and Migration
Prepare and deliver one-pager files (InDesign)
President-Elect Site Maintenance
President Sullivan Farewell Video
President Sullivan Retrospective Brochure & Envelope
President's Holiday Email Greeting
Presidential Sullivan Transition Site
Presidential Transition Pre-Flight Pursuit 3.0 (Ask More): Visual Concept Design
Pursuit 3.0 Driverless Cars Video

R

Rare Book School Video
Re-Print Perception Study
Re-size Ben Williams Ad for Richmond Free Press
Re-Size Bicentennial Ad for Richmond Free Press
Recruitment Overview
Redstar Concert Poster Fulfillment
Refreshed "About Us" Page
Remembrance Garden Signage
Research Enterprise One-Pager

Resize - Artificial Pancreas house ad
Resize - Driverless Future house ad
Resize and Recolor Unafraid Print Ad
Revised Bicentennial Banners for OCH
RGB Color Adjustment - Web Photo Treatments & House Ads
RGB Color Updates - Brand Guidelines
RGB Color Updates - Web CSS & Iconography
Richmond Free Press Ads: Color Adjustments
ROTC Video
Rotunda Pins Revise/Reprint

S

Save the Date on President-Elect House Ad
Secondary Color Palette
Server Clean Up & Transfer
SIF Report 2018
SIF: *Illimitable* Digital Story
Social Media "Explainer" Videos
Spring Virginia Magazine Spread Start Here Re-Edits (8 Videos)
Strategic Investment Fund One-Pager
Student-Athlete Development Vision Brochure
Study Abroad: Valencia
Summer Virginia Magazine Spread
Super Bowl Ads

T

Temporary Bridge Banners
The Final Walk - Alumni Video
TomTom Festival House Ad
Treated Images for Brand Guidelines
Trick-or-Treating
2017 Holiday Video
2017-18 UC Annual Report

U

UC Website Hero Animation Refresh
UC Website Maintenance
University Communications - 2018 Business Card Order
Update #10 CVC Donation Envelope
Update Banners and Pageantry Section
Update Bicentennial House Ad
Update ERI Lock-Up
Update Hoos ReUse Materials
Update Lighting of the Lawn House Ad
Updated Accessibility Link
Updated Online Financial Report

Updated Presentation Slides Page
Updates to the AMA Presentation Deck
UTS Bus Stop Sign Execution
UVA Basketball Court Colors
UVA Football Moment of Dominance Videos
UVA in Numbers Video
UVA in Numbers *Illimitable* Story
UVA Video End Tag
UVAPrint Lock-Up

V

Vehicle Fleet Marks
Vendor Summit Vendor Invitation
Virginia Business Magazine February Print Ad
Virginia Business Magazine - April Print Ad
Virginia Business Magazine - March Print Ad
Virginia Magazine OTS Fall 2018 Back Cover
Virginia Magazine Ask More Coastal Fall Spread
Virginia Magazine: Spring 2018 Back Cover
Virginia Silverbacks Video
Virginia.edu Calendar
Communication Strategy
Virginia.edu Global Search
Virginia.edu Homepage Redesign
Virginia.edu Visitor Survey
Voices from a Diverse Community Website

W

Washington Post Half-Page Ads Spring 2018
Washington Post Magazine Ad Resizes
Web Development - Bugs
Web Development - Enhancements
Web Related Work
Winter Virginia Magazine Spread
Wonders of UVA HTML *Illimitable* Digital Story
WP Value Prop Campaign: Best Value - Banner ad
WP Value Prop Campaign: Economic Impact - Banner Ads
WP Value Prop Campaign: Innovation - Banner Ad
WPL Ad Copy

X

X-Tasee Dance Team Profile

Y

Year-in-Review 2017-2018