

Mission Statement / Year in Numbers / **2018–2019**

Highlights (*Ours to Shape /*

The 2030 Plan / Brand Expression /

Admission / Athletics / Illimitable /

Inauguration / UVA Today /

Social Media / Video & Photography /

Business Intelligence / Community /

Digital / Earned Media)

ANNUAL

REPORT



UNIVERSITY
of VIRGINIA

University Communications



Every year at the University of Virginia is exciting, but 2018–2019 was one for the history books. In the fall, we welcomed our ninth president, James E. Ryan, with an inauguration weekend marked by events celebrating community, discovery and service. We kicked off “Ours to Shape” — a community-wide initiative designed to develop a shared vision for UVA’s future — and generated thoughtful feedback from thousands of participants. We initiated important conversations, acknowledged difficult parts of the University’s past and began construction on the Memorial to Enslaved Laborers. We set a new bar when we received \$120 million — the largest gift in University history — to establish the School of Data Science. We then set another one when UVA did “the impossible” and won the NCAA Men’s Basketball Championship in Minneapolis. Throughout these and many more moments, University Communications played a role in sharing the story of an unforgettable year.

UNIVERSITY COMMUNICATIONS IS CHARGED WITH STRENGTHENING UVA’S POSITIVE REPUTATION AND INCREASING AWARENESS OF ITS MANY ACCOMPLISHMENTS.

TO ACCOMPLISH THIS TASK, WE:

HIGHLIGHT the academic rigor, collaborative research, vibrant student life, contributions to our community, commitment to service, athletic prowess, and the overall achievements of our broad University community, including students, faculty, staff, alumni and others.

EMPHASIZE the University’s founding mission to cultivate an educated and informed citizenry, and its animating principle of service.

SHARE the University story with key audiences by using owned, earned, paid and social media programs.

DEVELOP strategic communications, content, marketing plans and campaigns that support the institution’s highest priorities and address market challenges.

STEWARD and increase the value of the UVA brand through a robust brand platform, a coherent visual identity system, and participation in a mature licensing and trademark management program.

BOLSTER the University’s reputation by leading an effective and proactive issues management program.

#4

BEST PUBLIC NATIONAL UNIVERSITY*

#1

BEST VALUE PUBLIC COLLEGE†

#4

BEST VALUE PUBLIC COLLEGE‡

#1

HOSPITAL IN VIRGINIA*

#3

BEST PUBLIC UNIVERSITY FOR VETERANS*

#7

MOST WELCOMING SCHOOL FOR LGBTQ STUDENTS‡

502

FIRST GENERATION STUDENTS IN THE CLASS OF 2023

88%

FOUR-YEAR GRADUATION RATE§

40.8K

APPLICANTS FOR UNDERGRADUATE ADMISSION

87%

OF VIRGINIA RESIDENTS FEEL VERY PROUD OR SOMEWHAT PROUD OF UVA¹

- 1. QUALITY ACADEMICS
- 2. MEDICINE

64%

OF VIRGINIA RESIDENTS WOULD RECOMMEND THEIR SON OR DAUGHTER CONSIDER UVA AS TOP CHOICE¹

59K

DAILY REPORT SUBSCRIBERSº

325%

INCREASE IN UVA TODAY PAGE VIEWS 2014 - 2019º

3 OUT OF 4

READERS SAY THEY HAVE SHARED UVA NEWS OR ENCOURAGED SOMEONE TO SUBSCRIBE TO UVA TODAYº

READERS OF UVA NEWS ARE MORE LIKELY THAN NON-READERS TOº

- 1. HAVE A SPECIAL BOND OR CONNECTION WITH UVA
- 2. SAY THEIR LEVEL OF PRIDE IN UVA HAS GOTTEN STRONGER OVER THE LAST THREE YEARS
- 3. AGREE WITH POSITIVE STATEMENTS ABOUT UVA'S OVERALL QUALITY, RESEARCH STRENGTH AND IMPACT

HIGHLIGHTS

2018
—2019

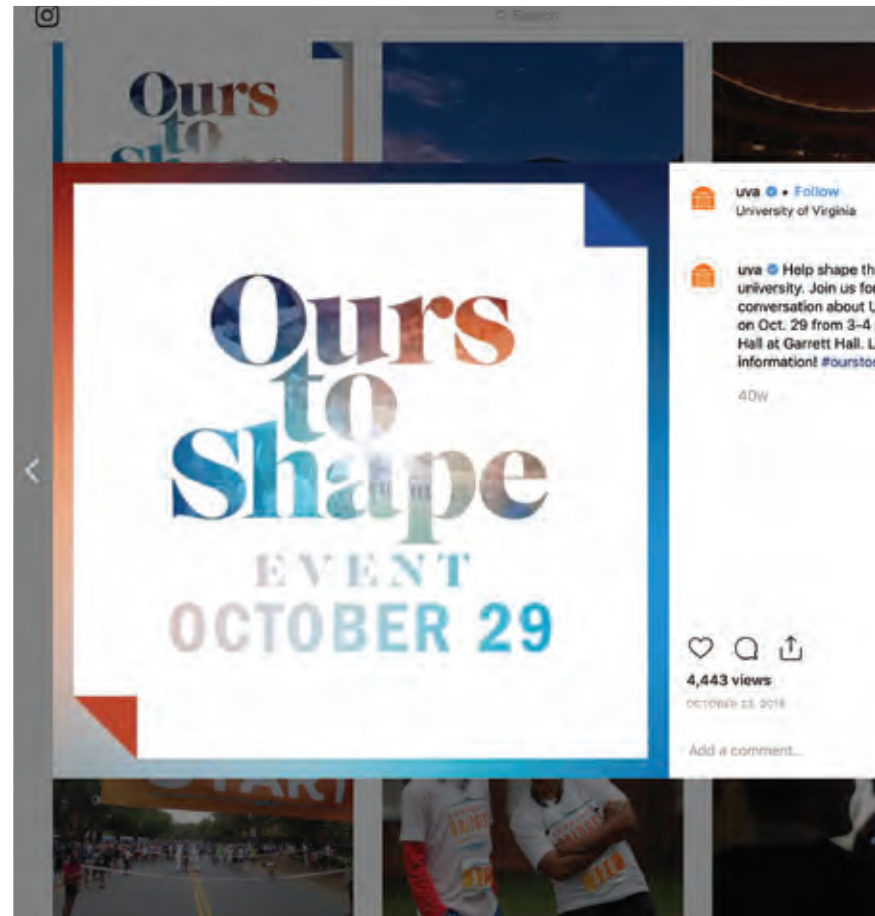
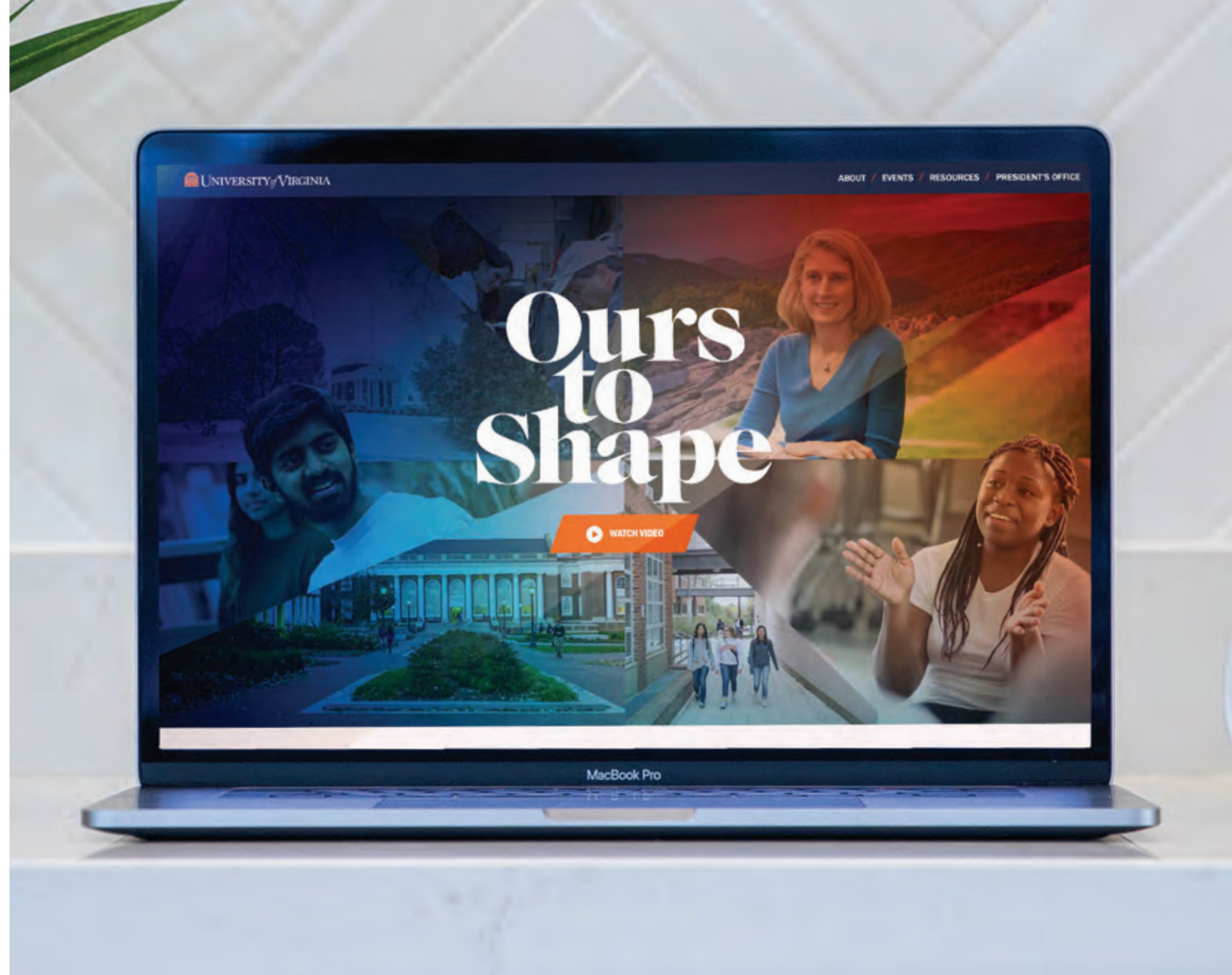
HIGHLIGHTS

Ours to Shape

In his first official address to the University community as president-elect, Jim Ryan shared his intention to develop a strategic plan for the University's next chapter. Said Ryan, "Any vision for moving forward, in order to be compelling and workable, must be a shared vision."

To support this initiative, University Communications launched "Ours to Shape" — an effort designed to gather input from the wider University community on the future of UVA. Collaborating with the Office of the President, the project garnered thoughts around three ideas — **community**, **discovery** and **service**. The "Ours to Shape" initiative allowed students, faculty, staff and community members to share their vision for UVA. The effort also included events, both on Grounds and in cities across the nation, sparking conversations that touched on the University's past, present and future.

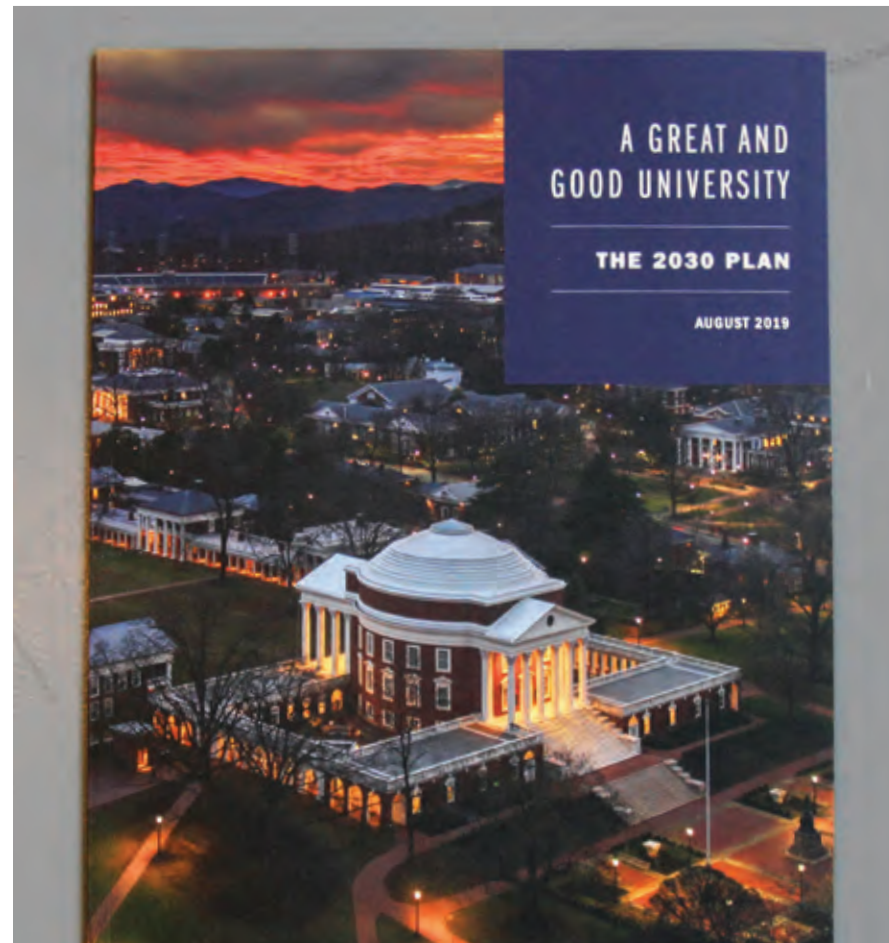
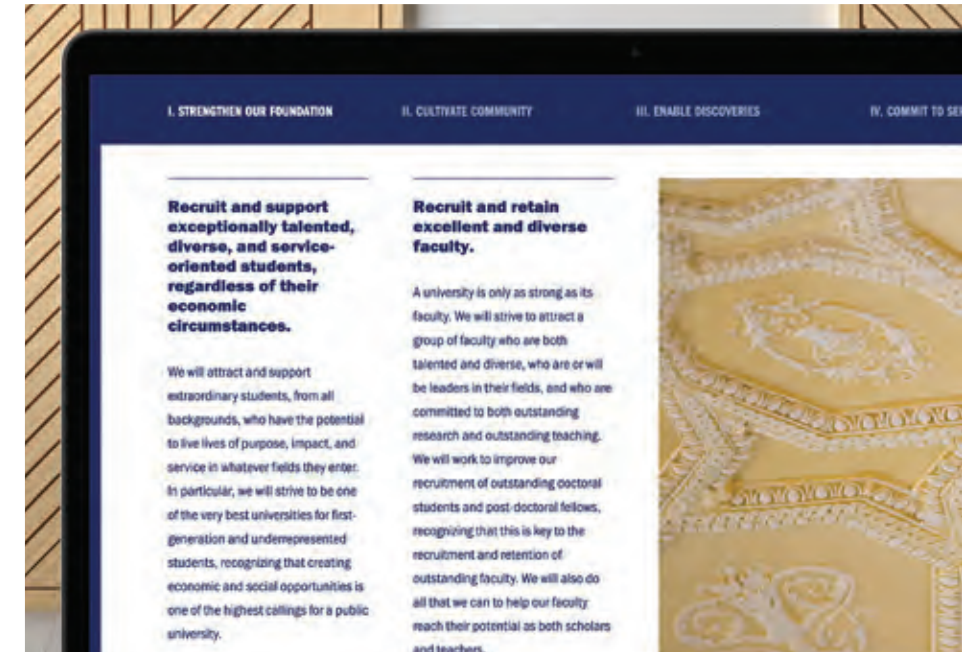
Over the year, "Ours to Shape" garnered feedback from thousands of participants. Their comments — which included innovative ideas and proposals to promote sustainability, community involvement, ethical and world-changing research, as well as many others — helped inform the University's 2030 Plan and, as a result, will inarguably shape its future.



The 2030 Plan

After taking office on August 1, 2018, President Ryan formed a Strategic Planning Committee that could effectively glean the University community's vision for the institution's future and draft a strategic plan that would help propel UVA into its next chapter.

It is a rare opportunity to support the development of a new strategic plan for one of the nation's great universities. From the kickoff of "Ours to Shape" in August 2018, which helped inform the Strategic Planning Committee's process, to the publication of the final plan, as approved by the Board of Visitors in August 2019, it was our privilege to help share a new and compelling vision for the University's future.



To begin our work, we are developing a detailed implementation plan that outlines the sequencing and financing of each of the identified initiatives. We will track each action as a hypothesis to be tested. As such, we will reserve the option to modify or pivot our data and we will be implementing adjustments, including taking steps to open the School of Data Science, paying our employees a living wage, launching the Catalyst Wellness Center and a hotel and conference center. For other key initiatives, such as establishing a four-year interdisciplinary community program, we will plan for longer time horizons. Finally, the Strategic Investment Fund and philanthropy through our capital campaign, will launch in October 2019.

Brand Expression

Like the University itself, the way we express UVA continues to evolve and grow. This year, we developed a variety of new tools and assets, including new brand art, templates, presentation assets, photo treatments and video footage.

While assets and tools are critical components in the day-to-day use of the University's brand, they take on new possibilities when coupled with the creativity of the brand community. Comprising more than 2,700 users across all UVA schools, Athletics, UVA Health, and Advancement, this community has consistently used UVA's brand building blocks to create effective and high-impact communications and marketing work.

This year, we designed a new "Brand-in-Action" section of brand.virginia.edu that showcases the very best brand work happening across the institution, and supported UVA Health in implementing its new logo.

12.8K
ASSETS DOWNLOADED

2.7K+
REGISTERED USERS



UNIVERSITY COMMUNICATIONS
DESIGNS
TAGS: University Communications



The beauty of Grounds is dramatically captured in this collection of aerial footage clips. Combining the visual motion, altitude and long-range perspective, they convey the University's world-renowned architecture and landscape with energy and impact. A variety of clips are available for download.

Admission

The University of Virginia was founded to educate citizen-leaders in service of the greater good. More than two hundred years later, we continue this work, attracting many of the world's best and brightest students.

While our mission has remained the same, the tools we use to reach prospective students have changed. Dubbed "Generation Z," today's students are inundated with so many competing messages that they have become deft sorters of what's relevant and what's not. For higher education institutions — whose recruitment efforts hinge on capturing the attention of this generation — this presents both a challenge and an opportunity.

Over the last year, University Communications has collaborated with the Office of Admission to develop a suite of print and digital content designed to meet today's students where they are. We created a custom Blue Ridge Scholarship package that notified incoming recipients that they had been awarded this prestigious scholarship. We redeveloped prospective student materials, including UVA overview and financial aid brochures, and produced new art and video work for Peabody Hall.

In each project, our goals were to create materials that captured the spirit of the University and to attract a new generation of unparalleled students.



WHETHER YOU COME FROM DOWN THE ROAD OR ACROSS THE GLOBE, UVA HAS AN ADMISSION PLAN FOR YOU.

TO MEET THE NEEDS OF EVERY APPLICANT, UVA OFFERS THREE DISTINCT ADMISSION OPTIONS:

EARLY DECISION	EARLY ACTION	REGULAR DECISION
A binding admission plan for students who have determined that UVA is their first choice and feel they can commit a strong application without a waitlist or without their senior year.	A non-binding and non-conditional admission plan for students who feel they can provide a strong application without their senior year.	A non-binding and non-conditional admission plan that provides students with more time to complete applications and include grades from the first term of their senior year.
Application deadline: OCT 15	Application deadline: NOV 1	Application deadline: JAN 1
Notification date: MID-DEC	Notification date: MID-FEB	Notification date: APR 1

THIS IS MORE THAN AN INVITATION IT'S A CALLING

To learn more about the UVA student experience, visit virginia.edu/studentexperience.

UNIVERSITY OF VIRGINIA



Athletics

In the last year, we have experienced some unforgettable milestones — but perhaps nowhere more so than in UVA Athletics, for which 2018–2019 was nothing short of remarkable.

2018 marked Carla Williams' first full year as director of athletics, and what a year it was. To recruit and retain the very best athletic talent in the nation, the Department of Athletics unveiled an ambitious, multi-million-dollar master plan, which would include building a Football Operations Center and an Olympic Sports Center. In tandem, Williams announced a student leadership program that would build on athletes' experience to better prepare them to lead in society. And we haven't even mentioned the championships yet. UVA football won the 2018 Belk Bowl, men's lacrosse took home the NCAA national championship and men's basketball made history when it won the NCAA title.

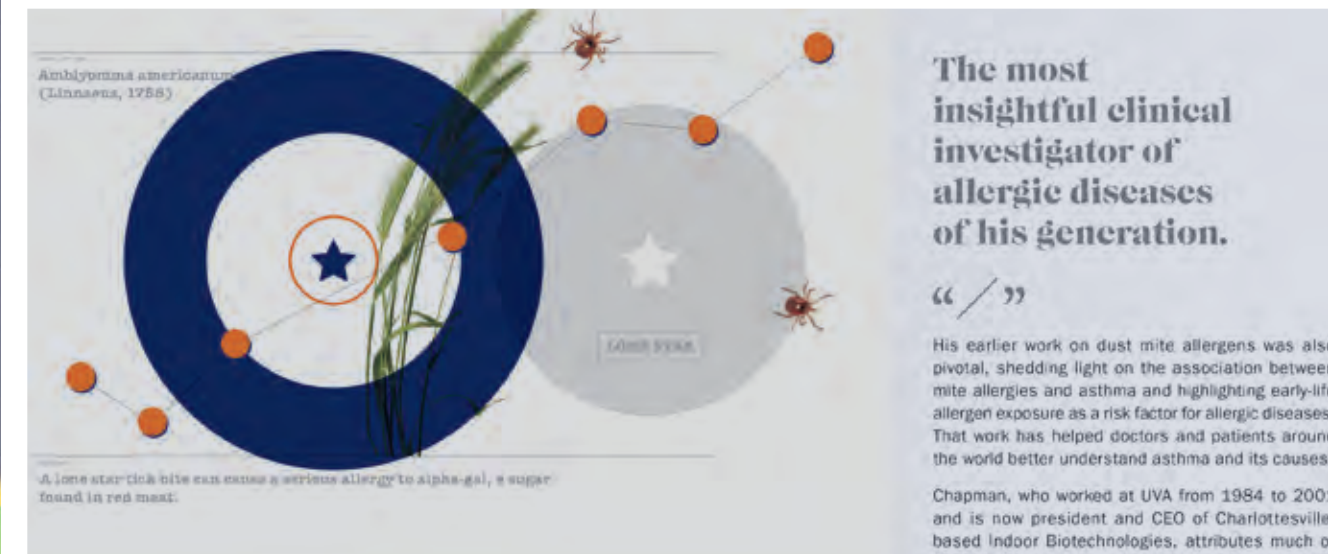
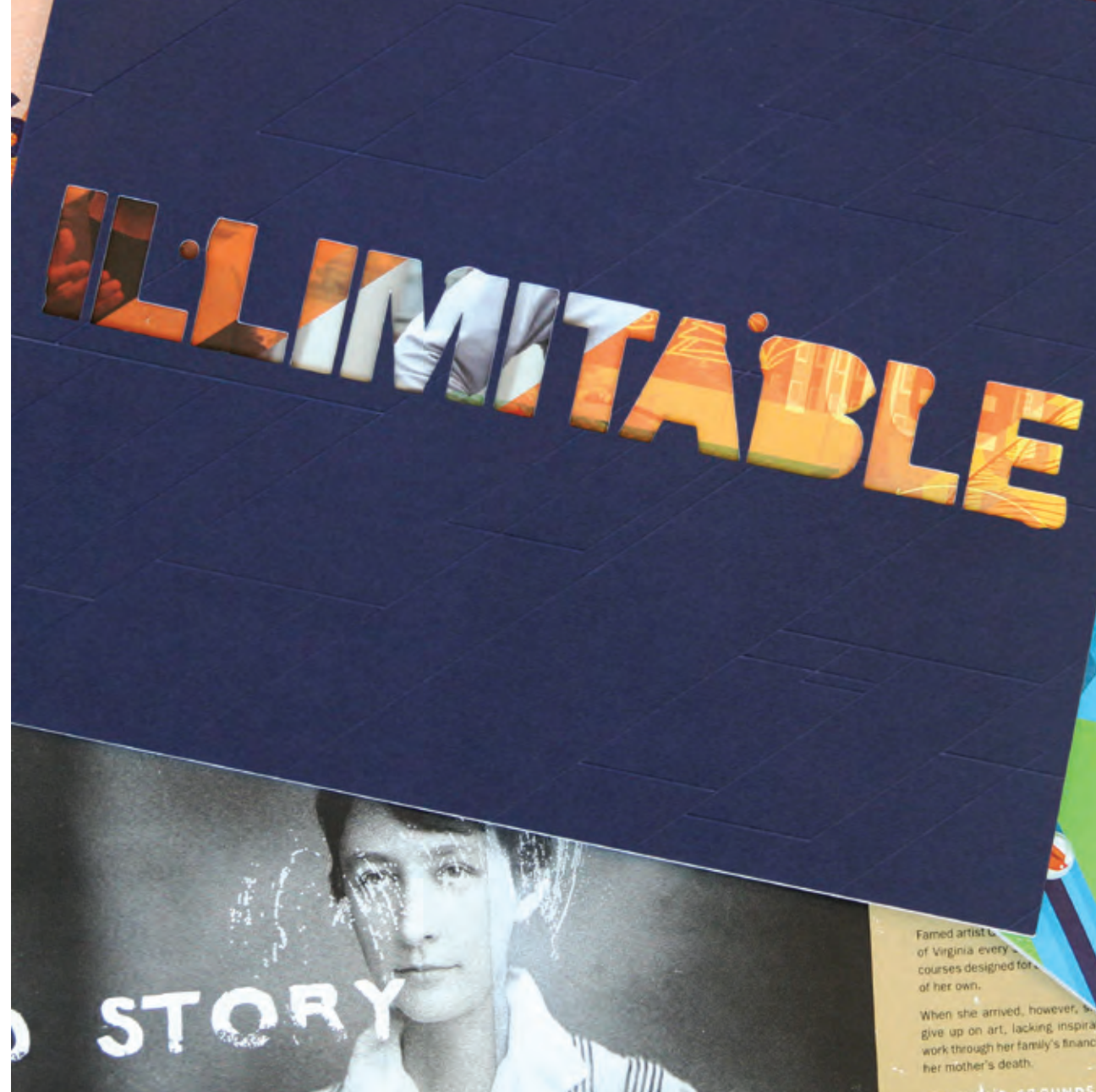
Through each of these extraordinary milestones, University Communications partnered with Athletics, helping to provide communication support, fan engagement and increased visibility to the programs.



Illimitable

At our core we're storytellers, sharing and promoting the work of one of the nation's most iconic public institutions. Illimitable, our signature collection of news and stories, reaches across disciplines to capture the spirit of UVA. Gathered from every corner of our diverse institution, these stories range from highlighting groundbreaking research and scholarship to celebrating national championships — and everything in between.

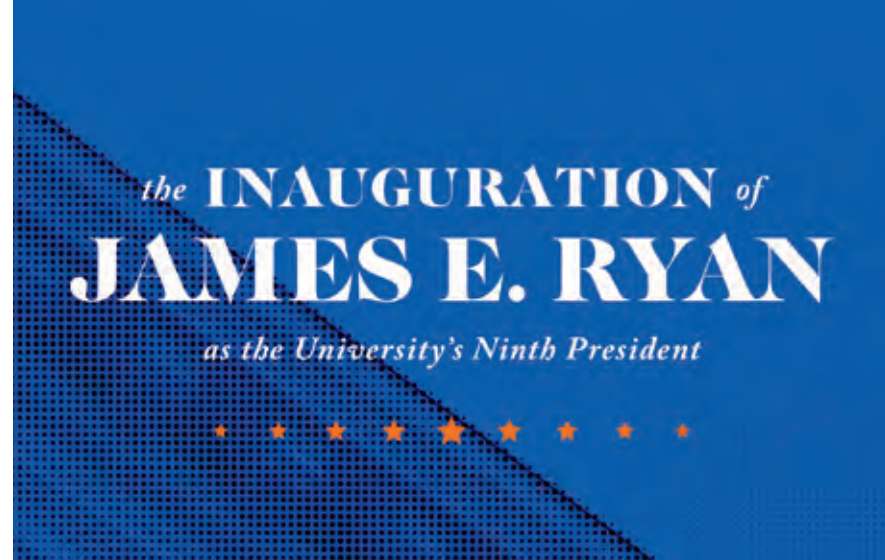
For five years, we have published Illimitable in both print and digital formats, distributed to hundreds of thousands of alumni, faculty, prospective faculty, staff, parents, friends, policymakers, peer institutions and corporate partners.



Inauguration

On October 19, 2018, the University inaugurated its ninth president, Jim Ryan. To celebrate this seminal moment in our institution's history, we invited members of the University, community and the general public to participate in a weekend of celebratory events.

Spanning two days, these events were organized around three defining themes — **community, discovery and service**. Kicking things off, “The Discovery Research Symposium” showcased faculty conducting groundbreaking research, followed by the formal installation of our ninth president. On day two, we came together as a community and ran in the first Community Bridges 5K, which looped through Grounds and historic Charlottesville. A “Celebration of Service” event brought dozens of nonprofits to Grounds and encouraged students, faculty and staff to get involved and give back to Charlottesville and beyond. And to conclude the weekend, “Double Take,” a community storytelling event, created a platform for faculty, staff and students to share stories around the theme of “building bridges.” To support these events, University Communications collaborated with the Office of Major Events, the Office of the President and the Inauguration Committee, creating print and digital promotional materials to help capture the spirit of an iconic moment at UVA.



UVA Today

As the University of Virginia's content and news publisher, UVA Today's mission is to tell compelling stories that elevate UVA's reputation and extend its reach. And with another year filled with unforgettable milestones, this wasn't hard to do.

UVA Today was on hand to cover key moments in the University's life during the past year, from the arrival of students on Grounds in the fall through President Ryan's inauguration, plus key research discoveries, national titles, and the pride and celebration that comes with Final Exercises. Just some of the year's standout stories: how autism risk may be affected by the gut health of the mother; research breakthroughs that could help block the effects of aging on the brain; the world's first glimpse into the mysteries of a black hole; and the launch of the University's School of Data Science.

Throughout, we continued to look for fresh ways to tell stories, increasing our focus on faculty, research, community engagement and student experience. Since 2014, UVA Today has increased page views by 325 percent, receiving 5.1 million in 2018-2019.



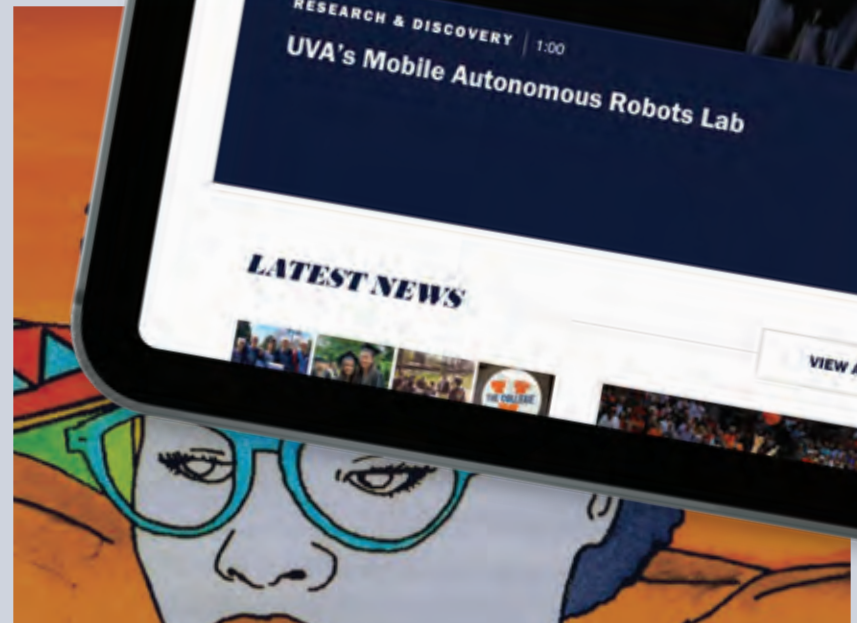
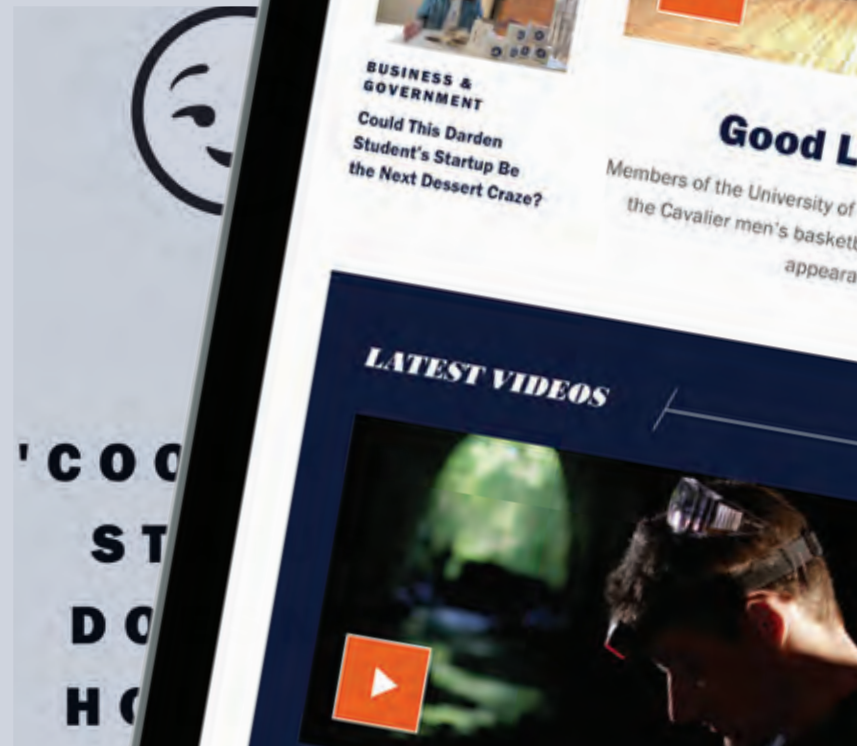
Friday morning dawned snowy and quiet at the University of Virginia, but the Rotunda's Dome Room was abuzz with activity and excitement.

RELATED STORIES

PERMANENT WHEELCHAIR RAMPS OPEN MAKING THE LAWN MORE ACCESSIBLE THAN EVER



IS VENMO MAKING YOU LESS LIKABLE

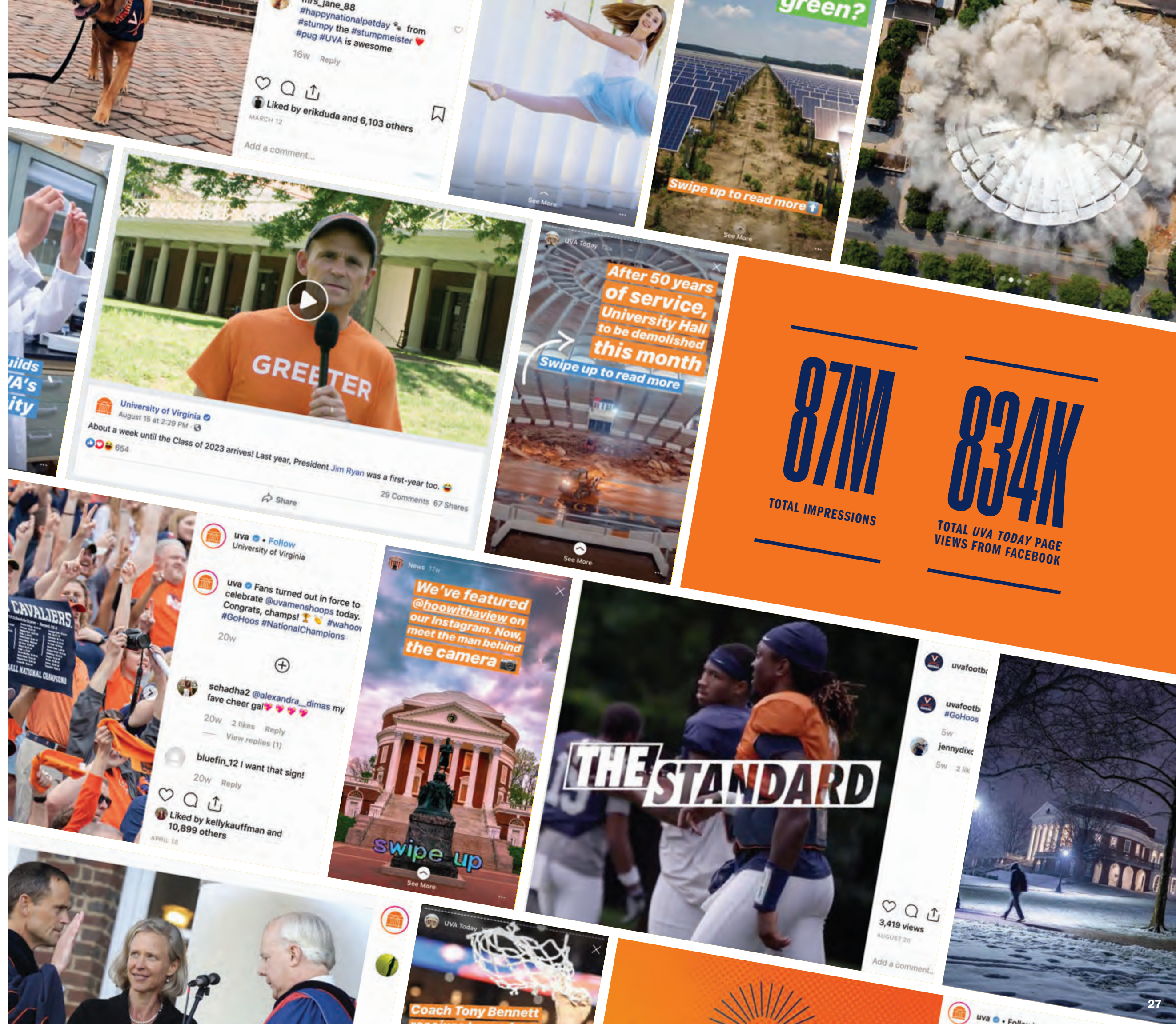


Transc...
 incorporating sound into higher...
 part of the day-to-day...
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 while students often come to college with some experience analyzing images or ma...
 producing a simple video, they rarely have any scholarly training in thinking about...

Social Media

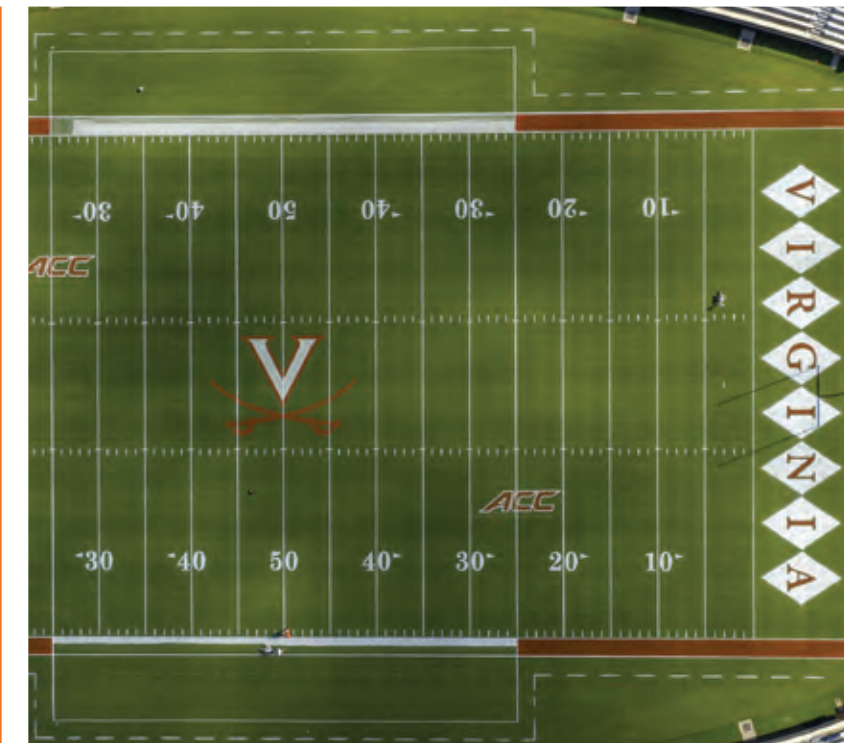
Social media is an integral tool in bringing the UVA community together. Through Facebook Live events, Instagram posts and stories, YouTube, Twitter and more, we created a shared space where members of the UVA community could gather — no matter where they were in the world — and celebrate unforgettable moments and milestones.

We hit the ground running in the fall, promoting the inauguration of our ninth president, Jim Ryan, across all social platforms. Shortly after, we used Facebook, Instagram and Twitter to facilitate feedback from thousands of participants in the “Ours to Shape” initiative. Throughout the NCAA Men’s Basketball Championship, we collaborated with Athletics and used our social accounts to cover the emotions that arose from buzzer-beater after buzzer-beater — while also generating original content and support from Wahoos around the world. And when we won, we used social media again, broadcasting the celebrations in Charlottesville, Minneapolis and beyond. When it was time to say goodbye to University Hall, we live-streamed the demolition, allowing members of the UVA community to watch and participate in real time, no matter where they were.



Video & Photography

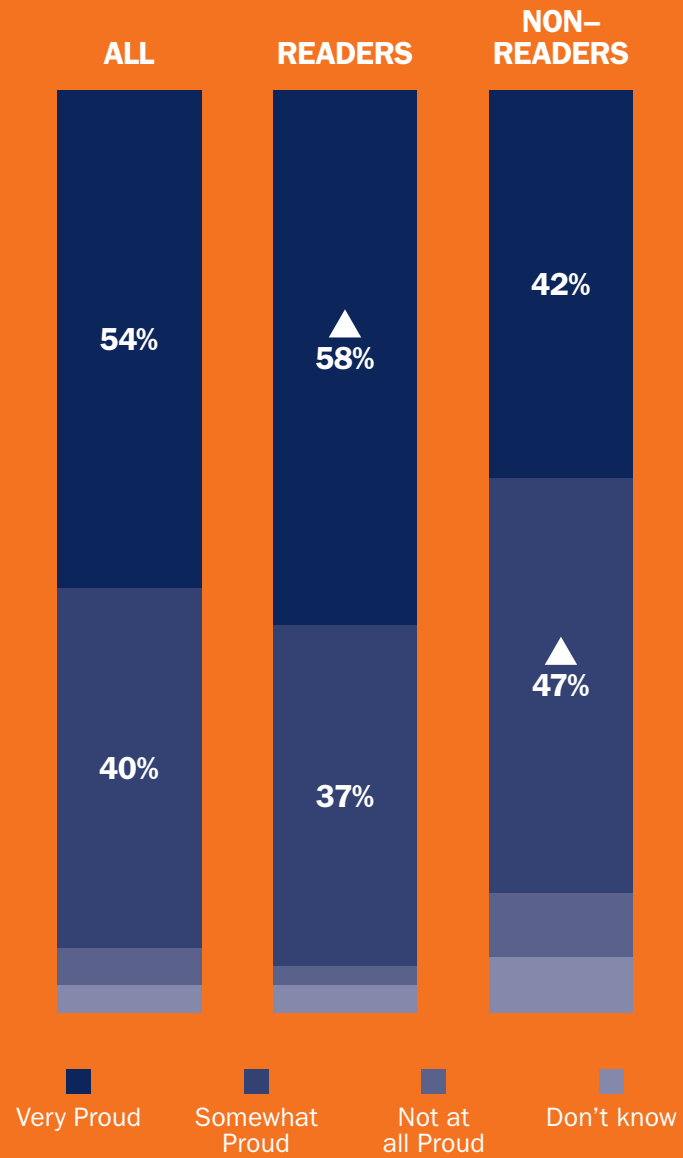
Video and photography play essential roles in telling the UVA story. At any given moment, something is happening at the University, and the camera allows us to capture moments big and small. From the excitement of first-years on move-in day to the groundbreaking scholarship and research, to the pomp and circumstance of Final Exercises — and everything in between — we use video and photography to express the diverse spirit, culture and community of UVA.



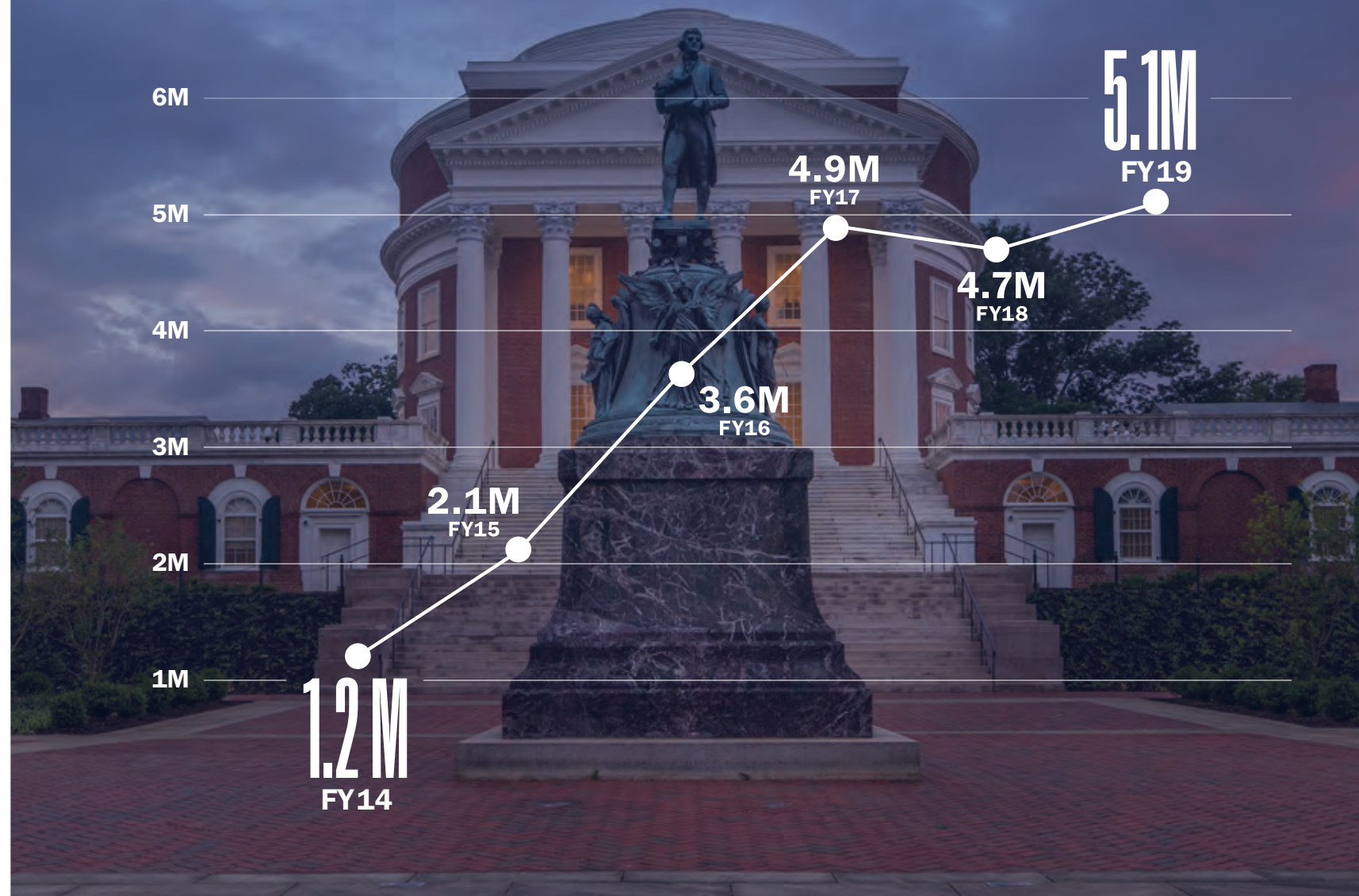
Business Intelligence

University Communications uses data to inform its content development, design, distribution and overall effectiveness. We collect several kinds of data, including page views, social engagement, content performance and reader behaviors. We also commission broader market research studies that assess perceptions and top-of-mind associations of the University of Virginia with both alumni and with non-alumni audiences. This insight and data help us understand how readers are consuming and engaging with our content, how to deliver messaging that speaks to specific audiences, and how exposure to UVA news content affects engagement, pride and positive perception of the University.

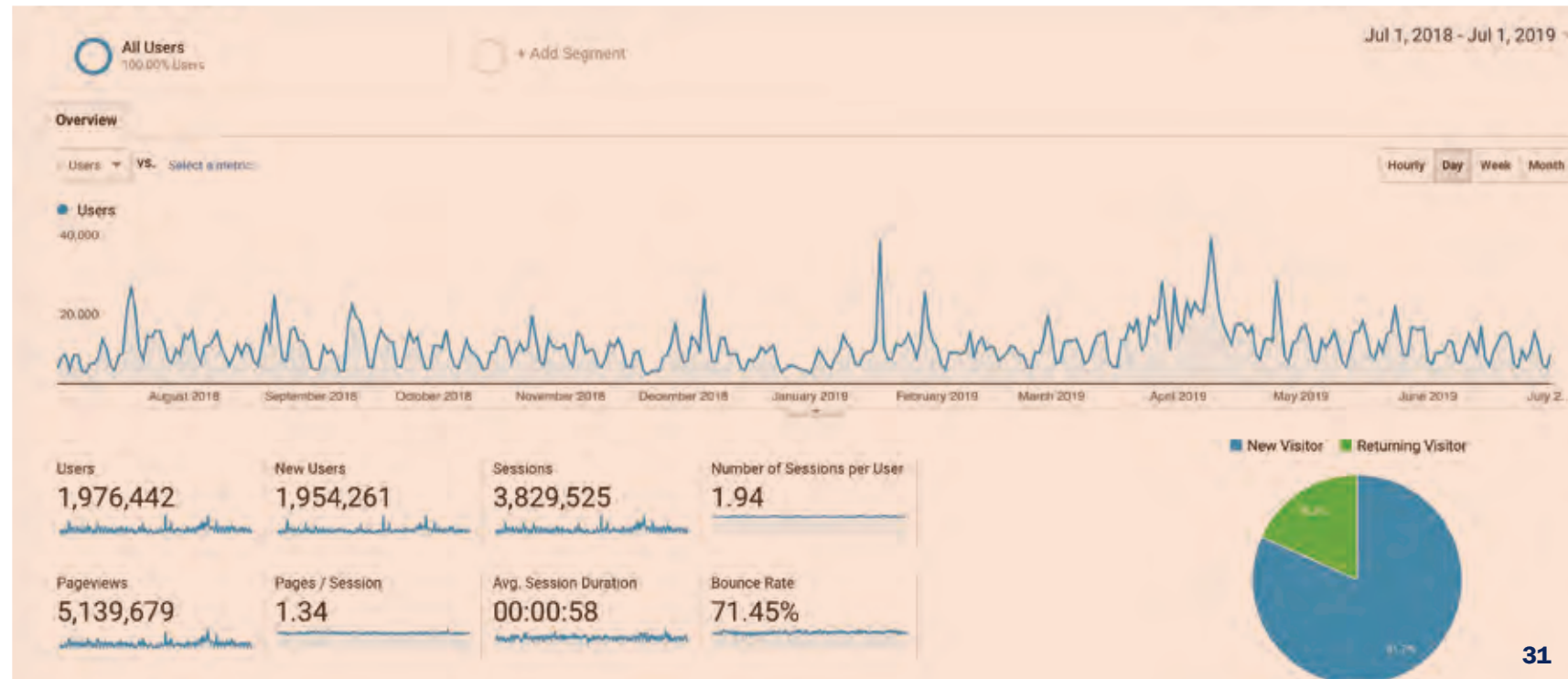
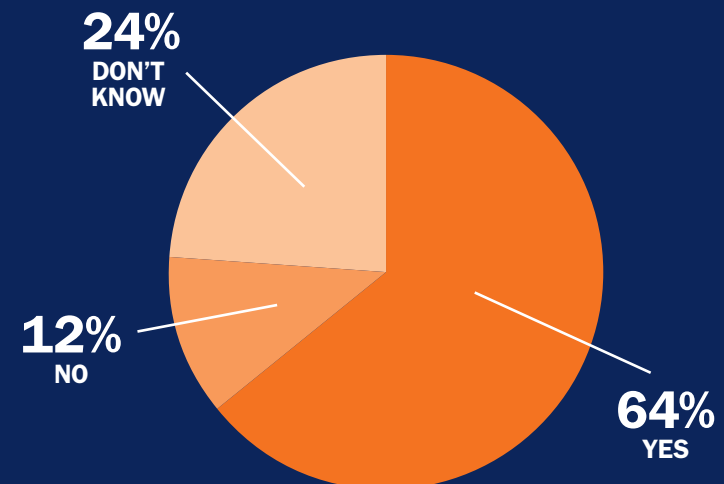
Readers are more likely than nonreaders to say they are very proud of UVA



UVA Today Page Views Have Increased 325% Since 2014



If you had a son or daughter who was applying to college, would you recommend they consider UVA as a top choice?



Community

Our founding mission is to serve the public, and that begins by being a good neighbor to the Charlottesville community and beyond. This year, University Communications helped establish Building Bridges – a story series designed to highlight the work of students, faculty and staff who reach across differences and disciplines and who make an impact in the community.

Through the Commonwealth of Virginia Campaign (CVC) in 2018–2019, University Communications helped UVA lead the state in participation for the 20th year in a row — raising nearly \$1 million for Virginia nonprofits, most of which directly benefit our local community.



STUDENT EXPERIENCE

Josh Pritchett's Improbable Journey from a Prison Cell to UVA

By: Jane Kelly, jak4g@virginia.edu
Sanjay Suchak, sanjay@virginia.edu
November 01, 2018



UVA JUMPS TO NO. 2 AMONG LARGE UNIVERSITIES SUPPLYING PEACE CORPS VOLUNTEERS



STUDENT EXPERIENCE

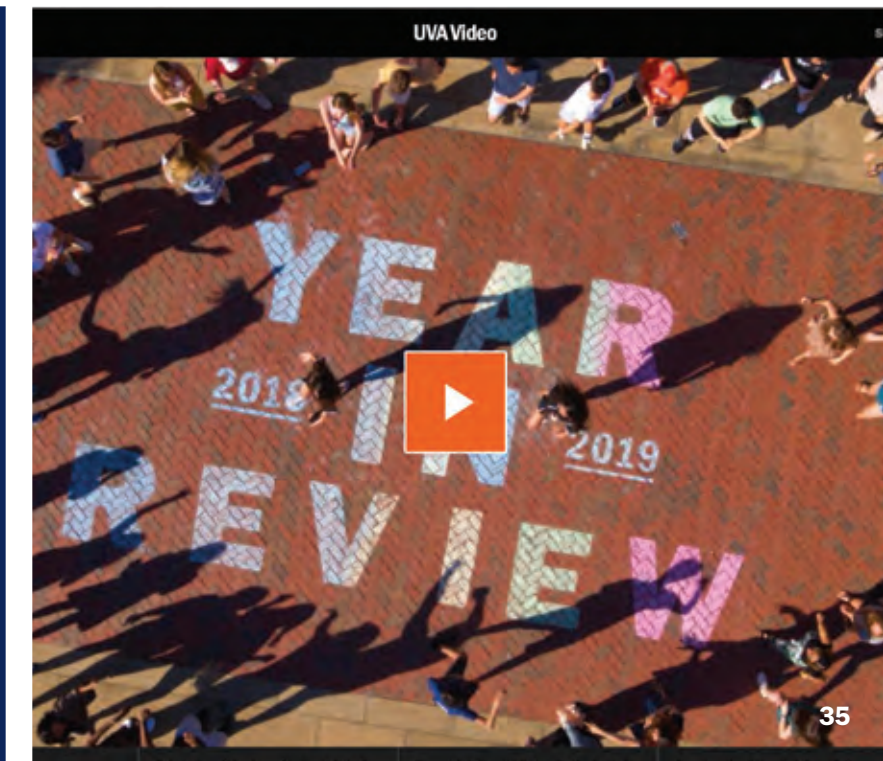
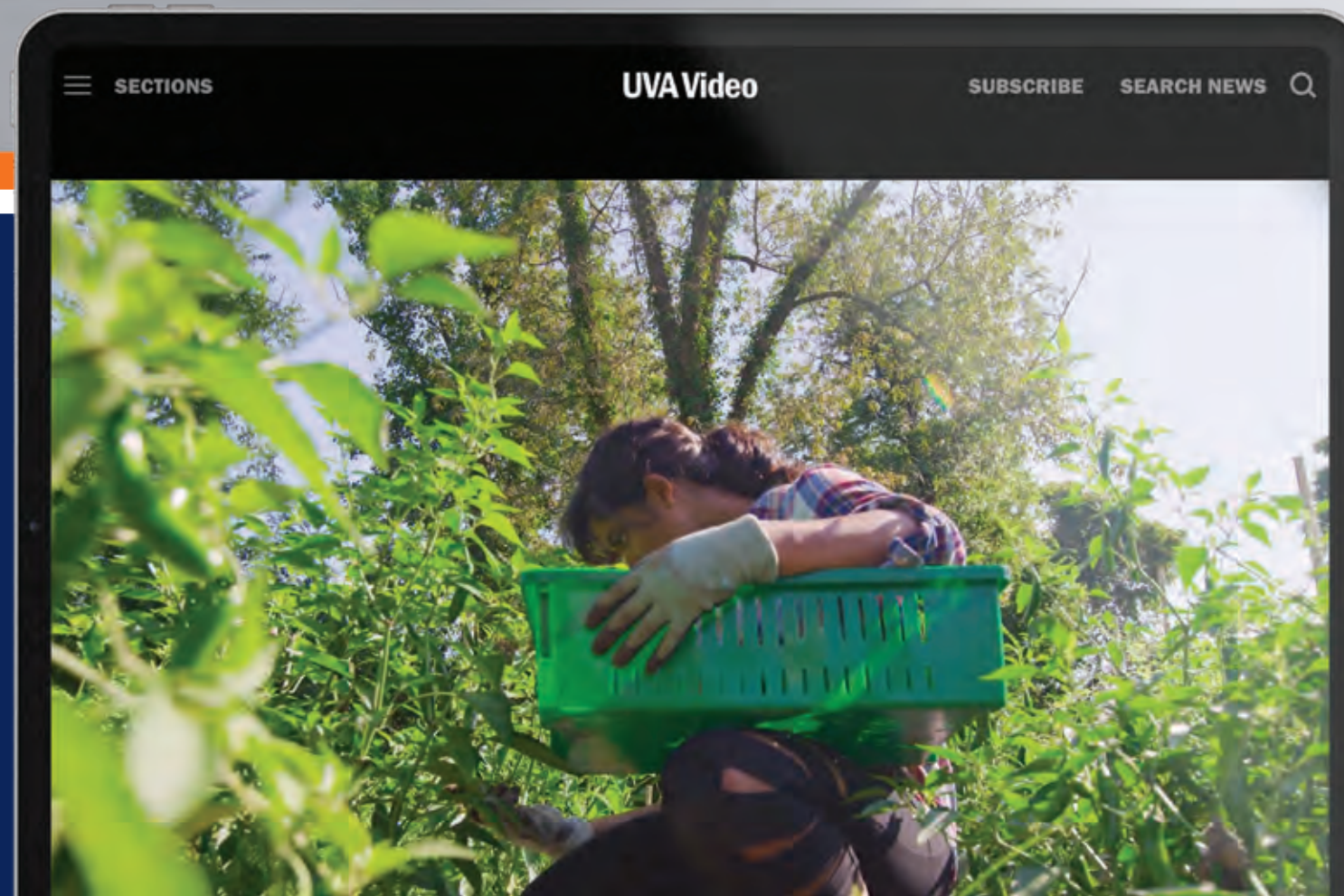
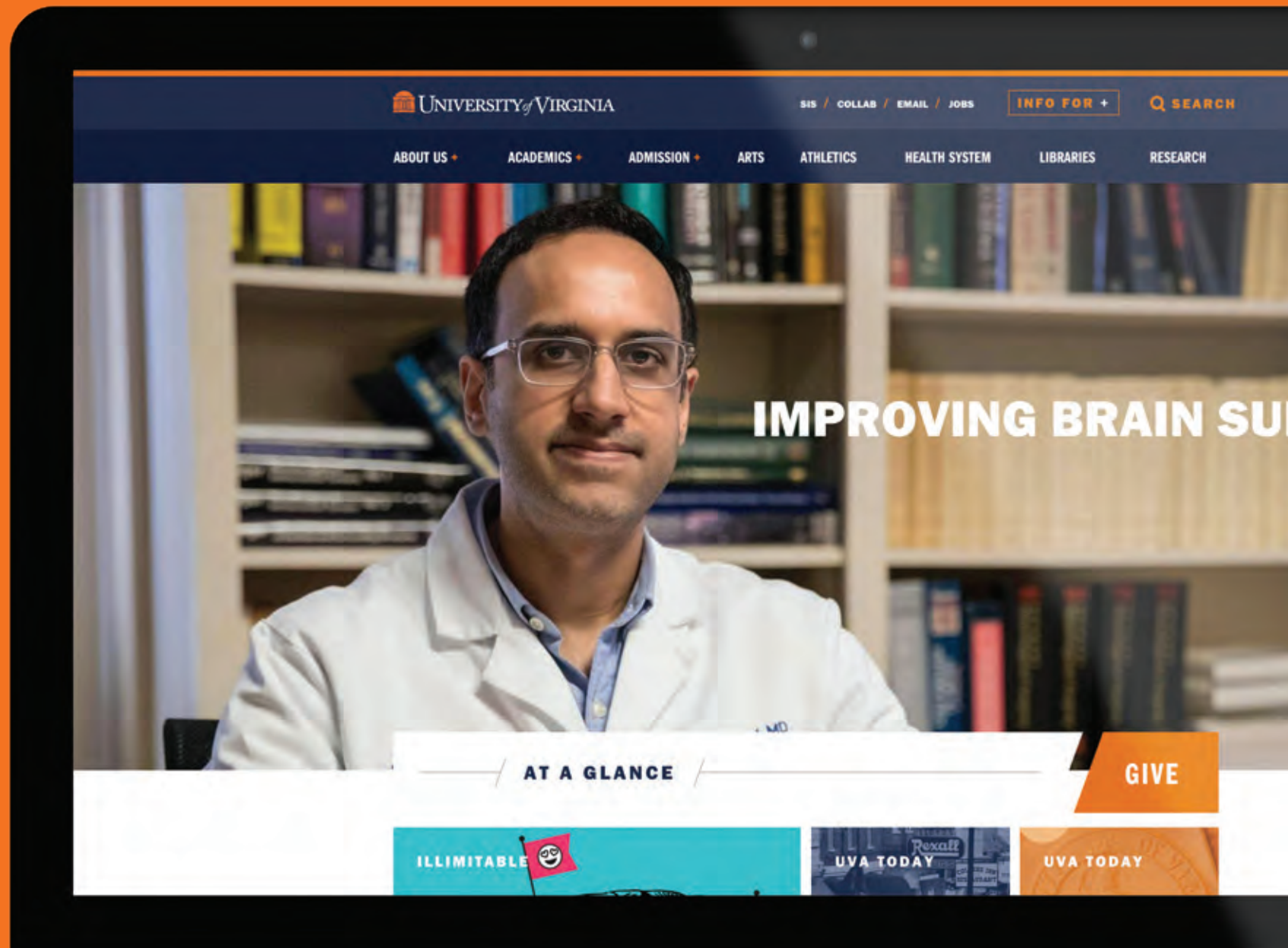
How This First-Gen Student Made UVA Her Own and Plans to Bring Others After Her

Digital

From our University's main website to *UVA Today*, to our brand site, our digital environments are visited by thousands of people every day and act as a gateway to the community, culture and academic work of UVA.

As the University evolves, it is critical that our digital environments keep pace. With input from users, University Communications redesigned *virginia.edu*, creating a fresh design that aligns with best practices in web design and user experience.

With video content now the most consumed form of content media, news platforms like The New York Times are re-engineering how people are engaging with video content. Using a similar, best-in-class approach, we designed and developed a custom media player on the *UVA Today* website to watch compelling video stories without leaving the *UVA Today* platform.



Earned Media

University Communications regularly garners positive news coverage of UVA through targeted distributions of news releases, social media and owned channels. This year, we placed greater emphasis on proactive efforts to attract and influence coverage of UVA through earned media — an approach that yielded significant results.

When UVA received the largest gift in its history — \$120 million to establish the School of Data Science — we negotiated an exclusive story on the front page of *The Washington Post* in Virginia, garnering additional publicity from dozens of media outlets and influencers. We also obtained positive coverage of the University's 2030 Plan, as well as the announcement of a \$15 hourly minimum wage for University employees.





BACKSTONE

THE
NITRO

The Team

Dan Addison
Photographer

Alexandra Angelich
Content Strategy Specialist

Michael Barry
Brand Manager

Anne E. Bromley
University News Associate

Meg Campbell
Chief of Staff

Penney Catlett
Administrative Associate

Lis Christian
Marketing Associate

Brian Coy
Assistant Vice President and
University Spokesperson

Brad DeMarea
Creative Director

Erik Duda
Video Production Manager

Terrance Henderson
Directory of Digital Strategy

Wesley P. Hester
Director of Media Relations
and Deputy Spokesperson

Daniel Heuchert
Assistant Director of
University News and Chief
Copy Editor, UVA Today

Nate Hillabush
Senior Art Director

Kelly Kauffman
Social Media Specialist

Carol Keese
Associate Vice President,
Marketing

Jane Kelly
University News Associate

Matt Kelly
University News Associate

Karen Kerr
UVA Today Associate

Jonelle Kinback
Senior Web Developer

Sheela Linstrum
Senior Business Associate

David W. Martel
Vice President for Communications
and Chief Marketing Officer

McGregor McCance
Associate Vice President
for Communications and
Executive Editor, UVA Today

Rosie McDermott
Marketing Director

Molly Minturn
Managing Editor,
UVA Today

Korrin Montgomery
Assistant Art Director

Caroline Newman
Associate Editor, UVA Today

Mitchell Powers
Senior Video Producer

Meredith Michael Purcell
Art Director

Whitelaw Reid
University News Associate

Shannon Reres
Marketing Writer

Jorge Rodriguez
Web Developer

Fariss Samarrai
University News Associate

Rob Seal
Director of Content Strategy

Amanda Spicer
Administrative Associate

Sanjay Michael Suchak
Senior Photographer

Alena Thomson
Production Manager

Vinny Varsalona
Senior Video Producer

Tobias Wilbur
Assistant Art Director