

Living Honor

Growing Our Community of Trust

What does it mean to “live” Honor? To actively commit to our Community of Trust every day? And what does it mean for Honor to be “living”? To be evolving and changing in order to grow and flourish?

These questions are at the heart of Living Honor. They are ones we have heard from students, faculty, staff, and alumni alike. And they are ones we have asked ourselves.

Living Honor | Goals and Strategies

Living Honor is the Alumni Association's response to a formal request from the President and Rector

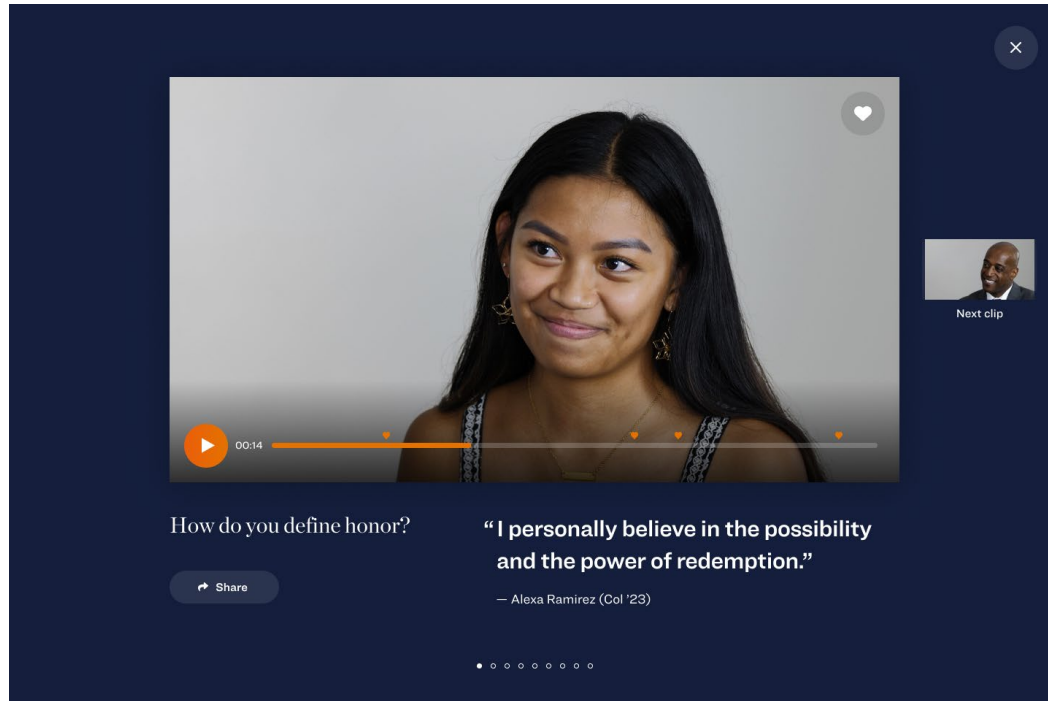
GOALS:

- Build **cross-generational understanding** between students and alumni about Honor, its importance to the on-Grounds experience, its role in differentiating UVA students, and its application to life beyond Grounds
- **Engage the broader University community** – students, alumni, and University partners – in a conversation about Honor

STRATEGIES:

- Focus on the **Honor spirit** as the thing that brings UVA students and alumni together across generations
- Create content leveraging **student and alumni voices**
- Create opportunities for others to **share their own voices**
- Create **easy-to-use assets** that students, schools, and units can use and share

Living Honor | Website + Social Media



- **URL:** livinghonor.com
- **Content:** Video teaser, additional clips, resources, links
- **Features:** Interactive and easy-to-social-share video clips, 'share your voice' mechanism (driving to Vox Alumni)



- **Platforms:** Facebook, Twitter, Instagram, LinkedIn
- **Content:** Videos, quotes, interactive posts

Image assets available as part of Partner Toolkit

Living Honor | Marketing Campaign

Fall 2022 campaign, by audience



Students

- **1st year launch:** 8/21 Convocation
- **2nd-4th year launch:** Early Sept
- **Activation ideas:** Convocation, 3rd Year Ceremony, 2nd Year Dinner Series, Lighting of the Lawn, Alumni Association Student Programming



Alumni

- **Launch:** 9/1
- **Activation ideas:** Football Weekends, Homecomings, Family Weekend, Alumni Association Brand and Program Marketing



University Partners

- **Launch:** Early Sept
- **Activation ideas:** Fall academic calendar

Partner Toolkit Available

We are also working with partners on Grounds to facilitate Honor-focused discussions throughout the Fall

Living Honor | Key Dates

We will continue adding to this calendar as we formalize partnerships with University leaders

- ✓ **August 21** – ‘Teaser’ video debuts at Honor Convocation
- ✓ **Late August** – Virginia Magazine Summer/Fall 2022 issue drops in homes, featuring ‘Honor Up Close’ cover story
- ✓ **September 1** – Alumni Association web and social promotion begins
- ✓ **September 12** – Living Honor featured in Alumni Association’s ‘All Alumni’ quarterly email newsletter and Alumni Student Programs e-newsletter
- **Mid-late September** –
 - :30 ad debuts at Scott Stadium via concourse TV ads, continuing through end of football season
 - Web ads debut on VirginiaSports.com
- **October 8 (Homecomings) and October 29 (Family Weekend)** – :30 ad shown at Scott Stadium on Videoboard

 UVA ALUMNI ASSOCIATION

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