

An aerial photograph of the University of Virginia campus, showing a central cluster of brick buildings, a large green lawn, and a pond in the foreground. The campus is surrounded by dense green forests and rolling hills under a blue sky with scattered white clouds. The text "UVA WISE" is overlaid in large, white, serif font across the bottom center of the image.

UVA WISE



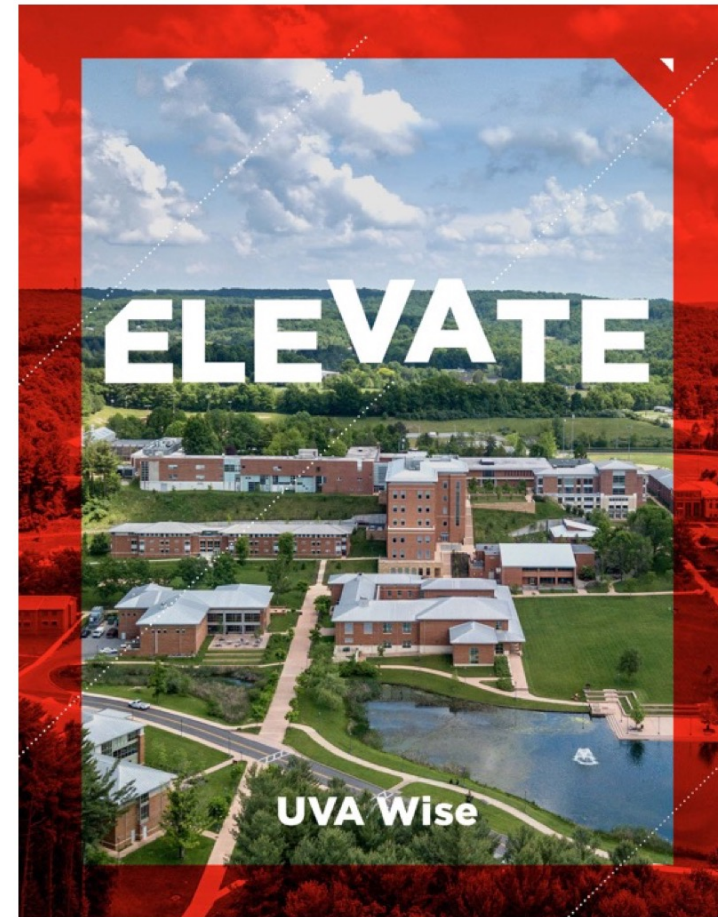
MARKETING UPDATES

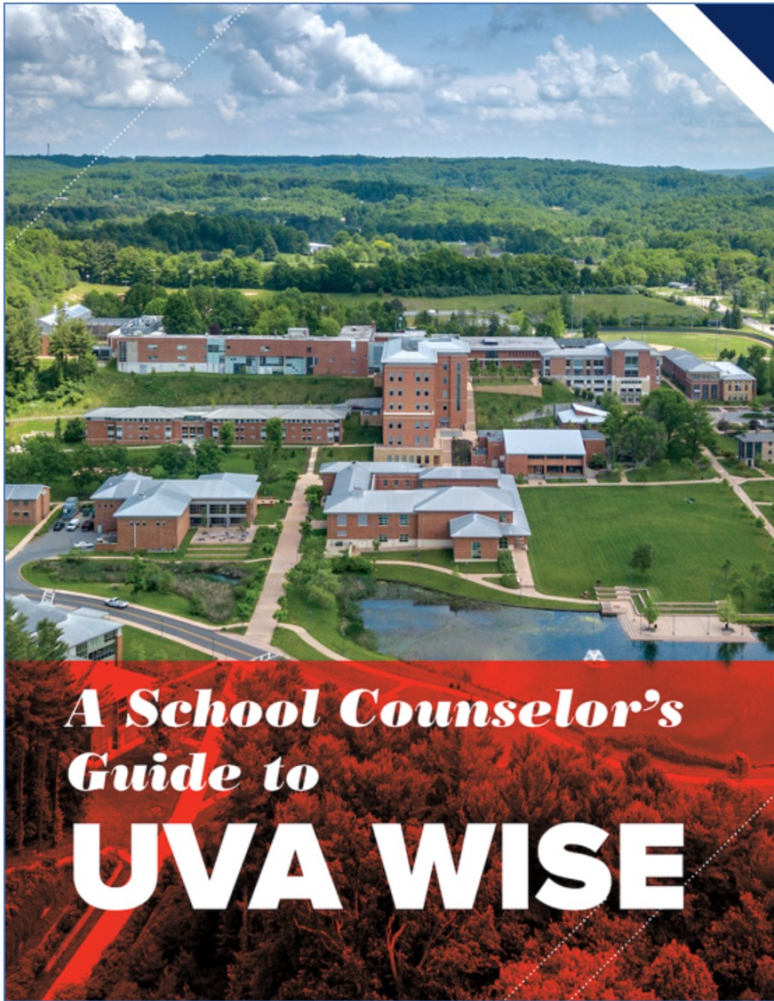


ENROLLMENT MARKETING

EleVAte piece now in use with:

- Prospective Students
- Visitors
- High school visits
- Others





Counselor's Guide



**Join UVA Wise for a
PROSPECTIVE
STUDENT TAILGATE**

UVA WISE
Office of Admissions
1 College Avenue
Wise, VA 24293

September 21, 2019
Registration starts at 9 a.m.
Game begins at 12:20 p.m.

UVA Wise vs. Mars Hill University
Carl Smith Stadium

UVA Wise is a member of the NCAA Division II, competing in 13 sports. As an athlete or a fan, you'll be proud to call yourself a Highland Cavalier.

Register at uvawise.edu/visit
or by calling 276.328.0102

Student Event Promo Card



Enrollment Email

ENROLLMENT MARKETING

In Development:

- Sophomore Search Piece
- Junior Search Piece
- Email Strategy and Collateral
- Paid Advertising Campaign



ADVANCEMENT MARKETING

Honor *the* Future



From the UVA Wise Campaign Cabinet Co-Chairs

Dear Friends:

This is a remarkable time in the history of The University of Virginia's College at Wise as we publicly launch an ambitious Campaign which focuses on impacting the future for students, faculty, staff, community, the Commonwealth, the nation and the world. We have an opportunity to join together to fuel the aspirational goals of the College at Wise to provide the best liberal arts education to the students who come here live and learn.

We have already accomplished much in this Campaign but many opportunities remain. Increasing need-based and merit-based scholarships is a top priority. Higher education institutions who distinguish themselves for excellence have adequate funds in which to operate and we aspire to endow operational funds for every academic and athletic unit so they, too, can thrive.

We invite you to join us on this journey to make UVA Wise an even more incredible place for the amazing students that we serve.

Sincerely,

Lewey K. Lee, Co-Chair

Rhonda M. Perkins, Co-Chair



ENHANCE THE EDUCATION OF OUR STUDENTS

Student support is among the highest priorities of the UVA Wise Campaign. With a rich tradition of working hard to make it possible for students to graduate with the least amount of debt possible, we are grateful to the alumni and friends who generously support student scholarships.



IGNITE COMPETITIVENESS WITH ATHLETIC SUPPORT

Providing exceptional opportunities for students to participate as part of a team is important to the overall development of the students at UVA Wise.



INSPIRE EXPERIENTIAL LEARNING AND ACADEMIC EXCELLENCE

Our academic programs include both exceptionally strong majors and offerings that are unique in the region served by the University of Virginia's College at Wise. Two areas that are seeing rapid growth at UVA Wise are undergraduate research and international study abroad programs.



EMPOWER OUTSTANDING PROFESSORS

The recruiting and retention of exceptional faculty across every discipline is a top priority for the College. The optimum avenue to achieve this is through the incentive of endowed chairs.



BRAND AND STORYTELLING



BRAND PILLARS

WHO WE ARE

Builders for the Greater Good

WHAT WE DO

Empathetic Ambition

HOW WE DO IT

Shared Trajectory

WHY WE DO IT

**Elevating Appalachia
and Beyond**



UVA WISE

UNIVERSITY *of* VIRGINIA'S COLLEGE *at* WISE

UVA WISE

ATHLETICS







Questions?

