

PLANNING FOR UVA'S BICENTENNIAL

HOW TO COMMEMORATE THE PAST AND ENVISION THE FUTURE
WITHOUT MISSING A STEP

The Anniversary Forum • June 17, 2020 • Anniversary University™

Kari Evans, Executive Director of the Bicentennial



- **CREATING A STRONG FOUNDATION**
 - **ENGAGEMENT AND MARKETING**
 - **PROGRAM CONCEPTION AND EXECUTION**
 - **ASSESSMENT / MEASUREMENT**
 - **QUESTIONS?**
-

Creating a Strong Foundation

University Leadership

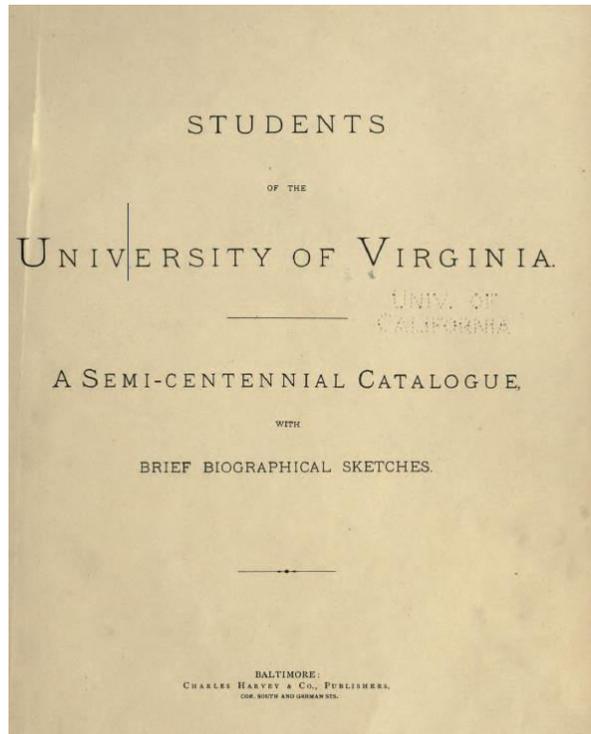
Benchmarking and Institutional Research

Staff and Partners

Steering Committee

Commission and Advisory Group

INSTUTIONAL RESEARCH



UVa pageants. Special Collections, University of Virginia Library, Charlottesville, Va. <http://search.lib.virginia.edu/catalog/uva-lib:2158906>

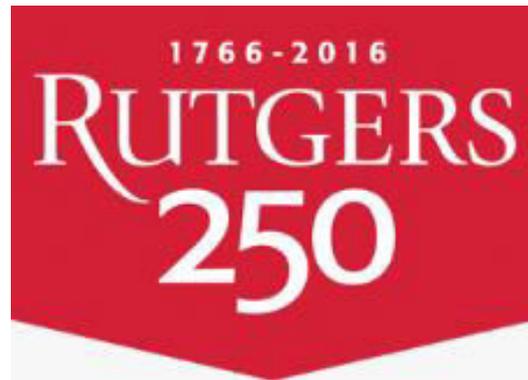
MEDAL STRUCK IN COMMEMORATION OF THE CENTENNIAL.



The above are from photographs of the medal struck by the University in Commemoration of the Centennial Celebration.



BENCHMARKING



WILLIAM & MARY

CHARTERED 1693

COMMISSION TO COMMEMORATE THE TWO HUNDREDTH ANNIVERSARY OF THE FOUNDING OF THE UNIVERSITY OF VIRGINIA

Purposes of the Bicentennial Celebration

The primary purposes of the Bicentennial Celebration include (1) engaging, energizing, and unifying existing constituencies of the University community, (2) generating new interest in the University and Thomas Jefferson and related founders of the University within the public at large, (3) raising awareness of the University nationally and globally, (4) defining the University's mission and role as it embarks on the next two hundred years of its life, and (5) positioning the University for the related third century capital campaign from a messaging and branding perspective.

Board of Visitors Resolution, September 16, 2016



BICENTENNIAL STAFF and PARTNERS

- Four full time bicentennial employees
- Multiple student interns
- Partners from across the University
 - Academic (schools, centers, libraries)
 - Equity and Diversity
 - Service Units and Operations
- Community – neighbors and businesses
- Steering Committee
- Commission and Advisory Group
- Working Groups

UVA BICENTENNIAL PLANNING STRUCTURE

Bicentennial Steering Committee

The steering committee oversee and guide the work of the Commission as a whole. Committee members include:

- Rector
- Vice Rector
- President
- Commission Co-Chairs
- Faculty Senate Chair
- Alumni Association President and CEO
- Student Council President
- Senior Resident of the Lawn

Bicentennial Commission and Advisory Groups

Commission members provide leadership in one of three critical areas of bicentennial planning:

- Engagement and Promotion
- Commemoration of our History
- Envisioning the Future







Engagement and Marketing

Jeffersonian Dinners

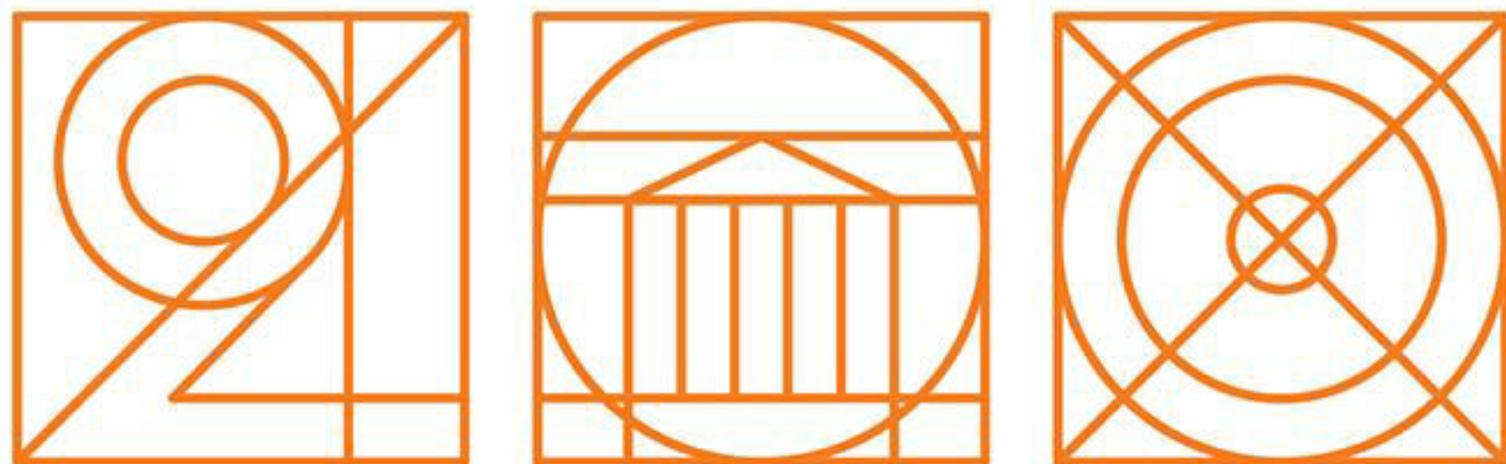
B3 – Big Bicentennial Brainstorm meetings



2000

2000





UNIVERSITY *of* VIRGINIA
B I C E N T E N N I A L

Bicentennial Zipper Pulls and Pageantry





Individual Program Conception and Execution



WOMEN'S GLOBAL LEADERSHIP FORUM

NOVEMBER 13-15, 2017



UNIVERSITIES, SLAVERY, PUBLIC MEMORY, & THE BUILT LANDSCAPE



Save the Date:

October 18-21, 2017

Charlottesville, Virginia

In celebration of the bicentennial of its founding, the University of Virginia and its President's Commission on Slavery and the University are partnering with the Slave Dwelling Project to present the symposium **Universities, Slavery, Public Memory, & the Built Landscape**. The symposium is part of the University of Virginia's Bicentennial celebration and is the Slave Dwelling Project's 4th annual conference. The symposium will highlight the recent work of universities that have begun to grapple with their own histories and will consider appropriate preservation and memorialization. Registration will open in late spring. Please check <http://slavery.virginia.edu> in the coming weeks for the most up-to-date information.

Additional partners include: the Carter G. Woodson Institute for African-American and African Studies, James Madison's Montpelier, James Monroe's Highland, the Nau Center for Civil War Studies, the Office of the Vice President and Chief Officer for Diversity & Equity, Thomas Jefferson's Monticello, Universities Studying Slavery, and the Virginia Foundation for the Humanities.



35

KEY TO THE ROTUNDA

200

COMMEMORATE THE FIRST 200. ENVISION THE NEXT. CELEBRATE UVA.

BICENTENNIAL LAUNCH WEEKEND

OCTOBER 5-7, 2017

BICENTENNIAL.VIRGINIA.EDU





please enjoy an
ice cream sample

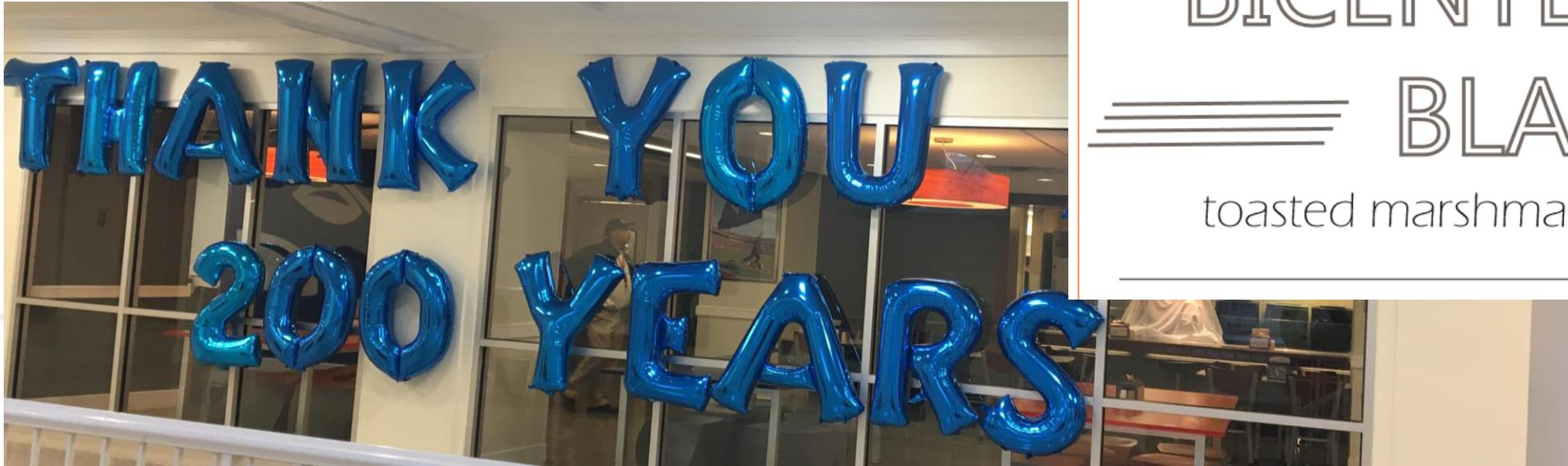
HOOBERRY

orange ice cream w/
blueberry compote swirl

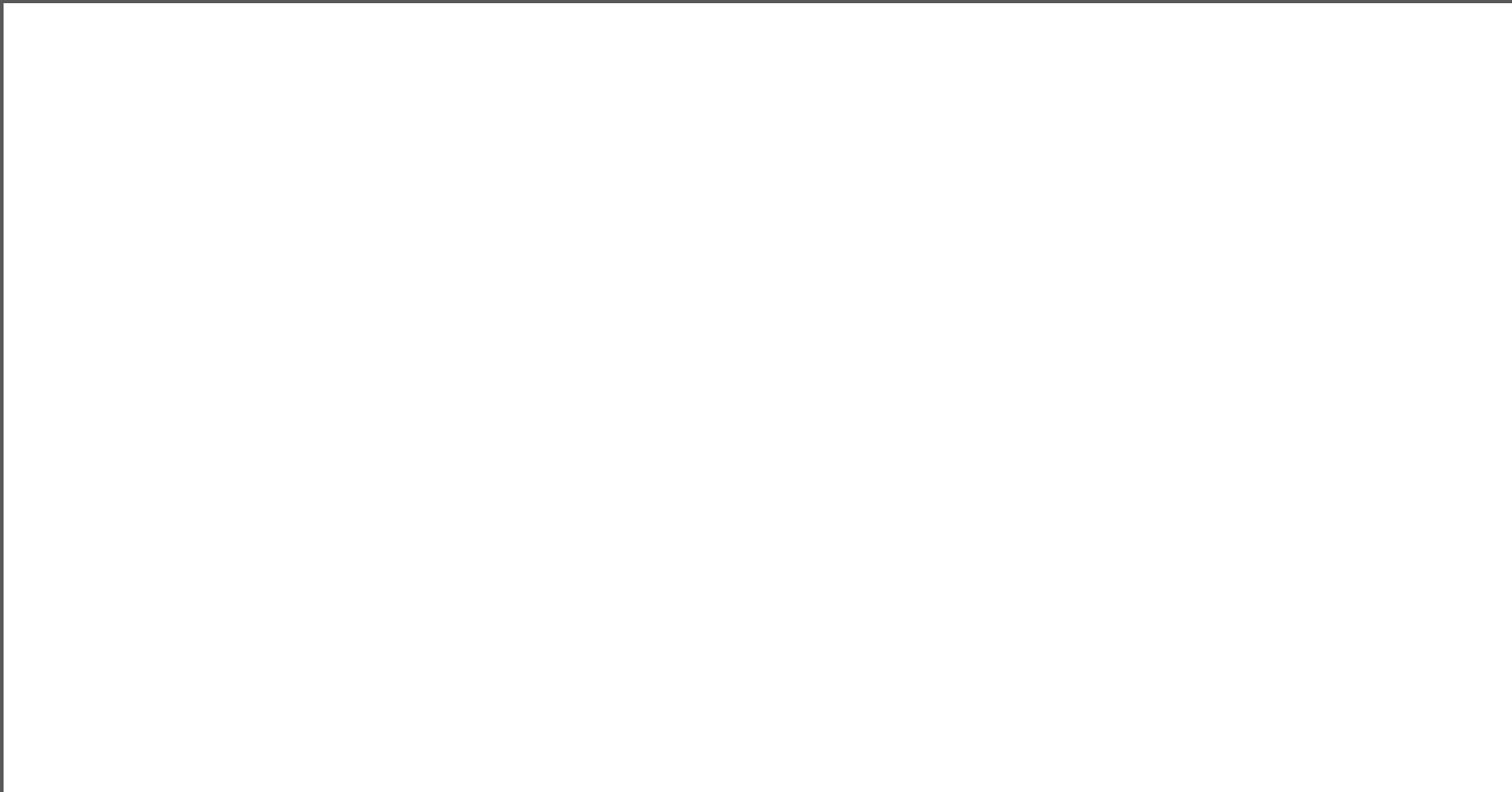
BICENTENNIAL

BLAST

toasted marshmallow ice cream







Production Schedule Overview

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	25	26	27	28 LOAD IN BEGINS	29 LOAD IN – MCCORMICK ROAD CLOSED	30 BUILD DAY
1 BUILD DAY	2 BUILD DAY	3 TESTING	4 REHEARSAL	5 DRESS REHEARSAL	6 EVENT DAY	7 DISASSEMBLE
8 LOAD OUT	9 LOAD OUT – MCCORMICK ROAD CLOSED	10 FINAL LOAD OUT	11	12	13	14

Assessment and Measurement

Bicentennial Highlights

400,000+ People reached 1 CASE Circle of Excellence Award 1 HOW International Design Award 115+ Events 100,000+ Active participants \$200,000 Contributed to Bicentennial Scholars Fund 1 New plaque marking the cornerstone 1 Original oratorio 3 Books 3 Documentary short films 10 Exhibits 115+ Oral histories 1 Renewed University charter 1 Re-envisioned Good Old Song

How made it happen?

85,000+ remote viewers 25,000+ event attendees 20,000+ student graduates wore zipper pulls 17,500+ exhibit visitors 7,500+ students voted for the bicentennial mark 1,000+ tweets/shares 900+ performers 200+ staff members 175 honorary commission members 135 commission and advisory group members 100+ volunteers 85+ partner organizations 75+ departments 11 members of the steering committee 5 working groups 5 student interns 4 full-time staff 2 co-chairs 1 cornerstone program team 1 student council committee



Questions?