

**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES  
AGENDA  
October 9, 2015**

**FRIDAY, OCTOBER 9, 2015**

**Location:** Old Main 340  
**Time:** 9:00 a.m.

**Breakfast for the Trustees and Meeting Attendees**

8:00 to 8:50 am

-Introduction of Convocation Award Winners

- Don Alper, Outstanding Faculty Leadership Award Recipient
- Margaret Gegenhuber, Outstanding Classified Staff Award Recipient
- Casey Hayden, Professional Staff Organization Award Recipient
- Marie Eaton, Diversity Achievement Award Recipient
- Heather Davidson, Carl H. Simpson Bridging Award Recipient
- Vernon Damani Johnson, Philip E. Sharpe Jr., Community Engagement Award Recipient
- Institute for Energy Studies Team, Team Recognition Award Recipients

**BREAK: 10 min break (8:50 – 9:00)**

**1. CALL TO ORDER, APPROVAL OF MINUTES**

9:00 – 9:05

- Board of Trustees Meeting, August 20, 2015
- Board of Trustees Special Meeting, August 21, 2015

**2. PUBLIC COMMENT**

9:05 – 9:15

**3. RECOGNITIONS AND INTRODUCTIONS**

9:15 – 9:25

- 2015-2016 AS Board of Directors

**4. BOARD CHAIR**

9:25 – 9:30

**5. UNIVERSITY PRESIDENT**

9:30 – 9:35

**6. ASSOCIATED STUDENTS**

9:35 – 9:40

**7. FACULTY SENATE**

9:40 – 9:45

## **ACTION ITEMS**

- 8. ELECTION OF BOARD SECRETARY**  
9:45 – 9:50      Presentation: Karen Lee, Chair, Board of Trustees
- 9. RESOLUTION FOR MORSE HALL FIRE EFFORTS**  
9:50 – 9:55      Presentation: Richard Van Den Hul, Vice President for Business and Financial Affairs

## **DISCUSSION ITEMS**

- 10. FALL OPENING REPORT**  
9:55 – 10:05      Presentation: Eileen Coughlin, Senior VP & VP for Enrollment and Student Services  
10:05 – 10:15      Discussion
- 11. UPDATES: POULSBO MARINE SCIENCE BUILDING AND UNIVERSITY CENTER OF NORTH PUGET SOUND**  
10:15 – 10:25      Presentation: Brent Carbalal, Provost & Vice President for Academic Affairs  
Earl Gibbons, Vice Provost for Extended Education  
10:25 – 10:35      Discussion
- 12. PRESIDENTIAL SEARCH PROCESS**  
10:35 – 10:45      Presentation: Sue Sharpe, Trustee, Chair of Presidential Search Advisory Committee  
10:45 – 10:55      Discussion
- 13. CAMPAIGN UPDATE**  
10:55 – 11:00      Presentation: Stephanie Bowers, Vice President for University Advancement  
Discussion
- 14. AUDIT COMMITTEE REPORT**  
11:00 – 11:05      Presentation: Trustee Betti Fujikado, Chair, Board of Trustees Audit Committee
- 15. BOARD GOVERNANCE COMMITTEE REPORT**  
11:05 – 11:10      Presentation: Trustee Sue Sharpe, Chair, Board Governance Committee
- 16. INFORMATION ITEMS**  
11:10 – 11:15
  - a. Academic Affairs Report
  - b. Admissions and Enrollment Report
  - c. Capital Program Report
  - d. University Advancement Report
  - e. University Relations and Community Development Report
  - f. WWU Annual Report
- 17. DATE FOR NEXT REGULAR MEETING:** December 10, 11, 2015
- 18. ADJOURNMENT**

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard

**DATE:** October 9, 2015

**SUBJECT:** **Breakfast Introductions Information**

**PURPOSE:** Information Item

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President Bruce Shepard, Provost Brent Carbalal and Senior Vice President Eileen Coughlin will introduce the following people at breakfast as award winners at Western's 2015 Convocation.

**Don Alper, Outstanding Faculty Leadership Award Recipient**

Don Alper, Emeritus Professor of Political Science and former Director of the Center for Canadian-American Studies and the Border Policy Research Institute. During 43 years of teaching and research at Western, Don Alper's work on Canada-US relations has enlightened students and colleagues alike. And, it had brought international attention to Western as a leader in cross-border studies. From 1993 until his retirement in 2014, Don served as director of the Canadian-American Studies Center, and he led the effort to create the Border Policy Research Institute in 2004. He has received numerous scholarly awards and leadership recognitions, including the prestigious Donner Medal for outstanding contributions to Canadian Studies in the United States. Don has helped Western form enduring partnerships with prestigious universities and think tanks that have led to funding and internship opportunities for students, and brought Western into national and international policy circles. Don has served as president of the Association for Canadian Studies in the United States, on the executive council of the Pacific Northwest Economic Region, and continues as the lead faculty a comparative government seminar for state and provincial legislators.

The Outstanding Faculty Leadership Award recognizes a faculty member who has made outstanding efforts to serve and enrich the intellectual vitality of the campus and the broader community. These contributions may include service to the university, service-learning programs, outreach programs to the local and broader community and service to the profession. The award includes a \$1,500 stipend for professional service-related activities, made possible through the WWU Foundation.

**Margaret Gegenhuber, Outstanding Classified Staff Award Recipient**

Margaret Gegenhuber, Program Coordinator in the Elementary Education Department in Woodring. As Program Coordinator for Elementary Education, Early Childhood Education and Teaching English to Speakers of Other Languages, Margaret is known for personal initiative, working collaboratively and being student-centered. Her colleagues note her impressive ability to navigate complex systems and help others understand them as well. Her proactive approach to problem-solving and willingness to share knowledge has increased efficiencies and empowered others to become more competent and confident in accomplishing their own work. Through her leadership, better systems are in place for course registration, advising, and efficient dissemination of information to students. Margaret builds supportive relationships with students, taking the time to listen to their concerns, and goes above and beyond to find solutions. As one colleague noted, "She builds community within the department, not solely by completing administrative tasks, but by

engaging with faculty and staff through authentic, open conversations.” Margaret has been at Western since 2001.

The Outstanding Classified Staff Award recognizes an individual who exemplifies a creative and innovative approach to problem solving and who significantly advances departmental goals and/or university mission through initiative, leadership or scholarly or creative work that contributes to Western’s learning community. With the support of the president, the two classified staff unions on campus (WFSE and PSE) together select one of their members to receive this award.

### **Casey Hayden, Professional Staff Organization Award Recipient**

Casey Hayden, Coordinator of Student Activities in the Viking Union. Since 2006, Casey Hayden has served as the primary adviser for the Associated Students Club System, AS Productions, and Resource and Outreach programs. He has supported students in leadership development while carefully balancing the needs of the institution, mitigating risks of student events, counseling students in stewardship of S&A Fee funds, and maintaining good relationships with the local community.

This spring Casey went above and beyond in supporting the Students for Renewable Energy (SRE) club in their direct-action organizing efforts for Divestment. Casey supported the development of these student leaders, while facilitating constructive communication between them and the University Administration. When SRE staged a sit-in outside the President's Office, Casey volunteered to spend the night in Old Main to supervise the protest and ensure the students engaged in their activities safely and responsibly. This is just one of many examples of Casey's skill in finding balance between supporting student development and protecting Western as an institution.

Casey has also been a leader and innovator in using technology to enhance the student experience. He led implementation of the OrgSync Organization Resource Management platform, which has greatly enhanced efficiency of business processes for AS Clubs and Program Offices. The platform has been so successful that Viking Village and Rec Sports Clubs have adopted it, with Casey taking the lead in those collaborations.

The Professional Staff Organization Award for Excellence recognizes a member of the professional staff who exemplifies commitment to Western’s mission and its faculty, staff and students through one or more of the following: exceptional communication and interpersonal skills; exceptional integrity, professionalism and job performance that inspires excellence in others; exceptional dedication to encouraging initiative, creativity and exploration of new ideas through work and interaction with others.

### **Marie Eaton, Diversity Achievement Award Recipient**

Marie Eaton, Professor at Fairhaven College of Interdisciplinary Studies. Marie has been serving in administrative and faculty roles at Western since 1975. In addition to teaching in both Woodring and Fairhaven College, she has been Dean of Fairhaven, Associate Dean of Woodring, and Interim Vice President for Student Affairs.

As an administrator Marie has supported policies and initiatives to advance the success of underrepresented students. She has been a significant contributor on the President’s Taskforce on Equity, Inclusion, and Diversity, including to the development of the Taskforce’s strategic plan. Marie was instrumental in forging a vision for the Education and Social Justice minor offered jointly between the Woodring and Fairhaven College.

Marie has mentored many students coming from socioeconomically challenged backgrounds, and “walks her talk” in advocating for social justice. Her scholarly work promotes a deeper understanding of how educational practices can advantage people who are outside of the main stream, and how

issues of diversity play out with respect to power and privilege. Marie has also been an exceptional mentor to innumerable faculty who approach their work in ways that diverge from the status quo. She is a tireless, humble warrior and we are deeply grateful for her vision, courage, leadership, and service over the last 40 years.

The Diversity Achievement Award recognizes a student, staff, faculty member or office for outstanding contributions to enhance diversity and multicultural understanding on campus and beyond. The recipient of this award has successfully integrated diversity concepts and values into academic curriculum, management and/or operational functions; developed methods for increasing and valuing diversity among students, faculty and/or staff; maximized opportunities to achieve diversity; promoted an understanding and appreciation of differences by contributing to the body of research on diversity or through other endeavors. The award includes a \$1,500 stipend for use in research, teaching or professional enhancement, made possible through the WWU Foundation.

#### **Heather Davidson, Carl H. Simpson Bridging Award Recipient**

Heather Davidson is an instructor in the Department of Communication Studies. Heather brings a background in adult education, nonprofit development, grassroots community advocacy and fundraising to her courses in Professional Communication, Fundraising, Conference and Event Planning, and Advocacy through Media. In her first year at Western she facilitated over 2,100 hours of service-learning, connecting student teams to over 50 community and campus partners. Most notably, students in her Communication in Fundraising course developed an accessible philanthropy campaign to raise scholarship funds for Western students. Working with dozens of businesses, campus representatives, and community members the students brought over \$9,000 in support. The result is the #WeAreWWU Scholarship, an annual award to be given to multiple students and raised through the student-driven initiative in her courses. She also serves as a Community Engagement Faculty Fellow with the Center for Service-Learning. This year she was recognized by the Center for Instructional Innovation and Assessment's Innovative Teaching Showcase for her use of empathy to infuse diverse perspectives in her curriculum. Her innovative thinking, fearless community outreach, interdisciplinary approach and pursuit of meaningful experiences for her students have created and reinforced a number of fruitful, meaningful relationships for Western, for Whatcom County, and, most importantly, her students.

Carl H. Simpson worked at Western for 25 years as a professor and administrator, and was dedicated to building bridges between intellectual, interpersonal and administrative worlds. He acknowledged people's strengths and helped them find and give their best. He sought to unite divisions within academia through kindness, enthusiasm and creativity. The Carl H. Simpson Bridging Award recognizes and supports efforts to create bridges and forge new paths for others to follow and build upon. The award benefits a WWU student, staff or faculty member who has demonstrated an innovative approach to bridging an aspect of academic or campus life and bettering the Western community. The award includes \$1,000 stipend made possible through the Carl H. Simpson "Bridging" Fund endowment.

#### **Vernon Damani Johnson, Philip E. Sharpe Jr., Community Engagement Award Recipient**

Vernon Damani Johnson, Professor of Political Science and Director of the Munro Institute for Civic Education. Professor Johnson has been a faculty member in the Department of Political Science at Western Washington University since 1986 and has published widely on the politics of development, African politics, and race and public policy. In conjunction with Dr. John Korsmo in the Department of Human Services and Rehabilitation, Dr. Johnson leads a summer service-learning class in South Africa that involves Western students in the work of local NGOs. He currently serves as the Program Director for the Munro Institute for Civic Education and is editor in chief of the "African Journal of Governance and Development."

In addition to his contributions to African and other communities through his academic pursuits, Professor Johnson was on the advisory committee to Reverend Jesse Jackson's Presidential Campaign in the state of Washington in 1988 and served on the Steering Committee of the Washington State Rainbow Coalition from 1988-92. When the militia movement swept into the region in the 1990s, he helped found the Whatcom Human Rights Task Force, and chaired its board from 1997-2000. He also was President of the board of the Northwest Coalition for Human Dignity, a regional human rights organization, from 2000 to 2003. He also serves on the board of the Slum Doctor Program and was the recipient of the 1997 Diversity Achievement Award at Western Washington University. Over the last year, as the Black Lives Matter movement has emerged, Professor Johnson has been an invited speaker and participant at Western's satellite campus in Poulsbo, the Bellingham City Club, and the Tacoma City Club on issues of race and law enforcement. His opinion pieces in the Bellingham Herald, such as the recent "Whatcom View: Race, racism are realities with very real consequences," showcase his commitment to mobilizing our community to make it a place where "people of all races" can be "comfortable in our own skins."

The Philip E. Sharpe, Jr. Community Engagement Award recognizes a faculty or staff member or group of Western employees for their involvement in outstanding community service, including outreach and engagement activities that benefit the well-being of the community at large or an individual or individuals in the community.

#### **Institute for Energy Studies Team, Team Recognition Award Recipients**

The Institute for Energy Studies was developed to meet the demand for education and training related to the human production and use of energy through interdisciplinary programs that combine energy science, technology, and engineering, with economics, business management, public policy and sustainability. A multi-disciplinary team from Huxley College of the Environment, the College of Science and Engineering, and the College of Business and Economics collaborated to create four energy degree-related options, including a new major, in just three years. Essential to this outcome was the engagement, support, advocacy, and shared insight of numerous stakeholders on- and off-campus, including members of the Institute's Founding Advisory Board and industry partners. Thanks to this joint effort, the Institute secured funding during the 2013 Legislative Session to hire necessary faculty; private donations were solicited to support curriculum development, equipment for a new lab, travel expenses, and an endowed scholarship. Most importantly, students have started to enthusiastically pursue the program's degrees and minors, reinforcing Western's national reputation as a leader in sustainable energy and innovative interdisciplinary education.

<u>Individual Team Members</u>			
Andy Bunn	David Patrick	Brian Burton	Kathryn Patrick
Mark Bussell	Jennifer Seltz	Gail Cowan	Pete Stelling
Marilyn Desmul	Joel Swisher	Dan Hagen	Phil Thompson
Steve Hollenhorst	Manca Valum	Kathy Kitto	Thomas Webler
Todd Morton			

The Team Recognition Award recognizes a team of staff and faculty (and possibly students) who exemplify cooperation, collaboration and open communication and whose partnership on a project significantly advances departmental goals and/or university mission. The team that receives this award has built effective collaborative relationships across different work units, groups or departments; worked to reach agreements while considering multiple perspectives; created a team environment that promotes cooperation, communication, trust, and respect for differences; developed a partnership that seeks input and involvement of those affected by decisions; placed team goals above personal goals while achieving a distinctive result or product.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard

**DATE:** October 9, 2015

**SUBJECT:** **Approval of the Minutes**

**PURPOSE:** Action Items

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**Purpose of Submittal:**

Approval of the Board of Trustees Meeting Minutes.

**Proposed Motion:**

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the president, approve the following minutes:

- Approval of the Minutes of the Board of Trustees Meeting, August 20, 2015
- Approval of the Minutes of the Special Board of Trustees Meeting, August 21, 2015

**Supporting Information:**

Minutes of August 20, 2015 with attachment

Minutes of August 21, 2015

**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES  
MEETING MINUTES  
THURSDAY, August 20, 2015**

**1. CALL TO ORDER**

Chair Karen Lee called the regular meeting of the Board of Trustees of Western Washington University to order at 11:20 a.m., Thursday, August 20, 2015 in the Library of the Shannon Point Marine Center in Anacortes, Washington.

**Board of Trustees**

Karen Lee, Chair  
Sue Sharpe, Vice Chair  
Betti Fujikado  
Chase Franklin  
Earl Overstreet  
Ralph Munro  
Seth Brickey

**Western Washington University**

Bruce Shepard, President  
Brent Carbajal, Provost and Vice President for Academic Affairs  
Eileen Coughlin, Senior Vice President and VP for Enrollment and Student Services  
Richard Van Den Hul, Vice President for Business and Financial Affairs  
Stephanie Bowers, Vice President for University Advancement  
Steve Swan, Vice President for University Relations and Community Development  
Belina Seare, Associated Students President  
Molly Ware, Faculty Senate President  
Roger Leishman, Assistant Attorney General  
Paul Cocke, Director, University Communications  
Barbara Sandoval, Assistant to the President and Secretary to the Board of Trustees  
Elissa Hicks, Assistant Secretary to the Board of Trustees

**2. EXECUTIVE SESSION MAY BE HELD TO DISCUSS PERSONNEL, REAL ESTATE AND  
LEGAL ISSUES AS AUTHORIZED IN RCW 42.30.110.**

At 11:21 a.m. Chair Lee announced that the Board would convene in Executive Session for approximately 30 minutes to discuss a personnel matter as authorized in RCW 42.30.110 (1)(g).

The Board returned to open meeting at 12:15 p.m. with no action to report and announced a break for lunch for Board members and other meeting attendees.

The Board reconvened the meeting at 1:02 p.m.

### **3. APPROVAL OF MINUTES**

There were no changes to the draft minutes as distributed.

- MOTION 08-01-2015: Trustee Munro moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following minutes:
- Board of Trustees Meeting, June 11 & 12, 2015
  - Board of Trustees Special Meeting, June 22, 2015
  - Board of Trustees Special Meeting, July 20, 2015

The motion passed.

### **4. PUBLIC COMMENT**

As per Amended RCW 28B.35.110, the Board of Trustees provided time for a Public Comment period. No one signed up to testify before the Board.

### **5. RECOGNITION & INTRODUCTIONS**

President Shepard introduced Lisa Wochos and thanked her for her years of dedicated service to the university and congratulated her on her recent retirement. Lisa Wochos then thanked everyone for their kind wishes and the great opportunity she had to work with Western.

Trustees also thanked her for her service and acknowledged that Resolution 2015-02 Recognizing the Service of Assistant Attorney General Lisa Wochos was passed at the June meeting, but Trustee Lee officially read it into the record.

### **6. BOARD CHAIR**

Chair Lee recognized Trustee Ralph Munro and talked about how his experience added so much to the Board over his term. Other trustees also provided praise and gratitude for Munro's service. Trustee Lee then asked Trustee Overstreet to read Resolution No.2015-03 Recognizing the Service of Trustee Ralph Munro.

**RESOLUTION NO. 2015 – 03**  
**A RESOLUTION OF THE BOARD OF TRUSTEES OF**  
**WESTERN WASHINGTON UNIVERSITY**  
**RECOGNIZING THE SERVICE OF**  
**TRUSTEE RALPH MUNRO**

**WHEREAS**, on October 1, 2009, Governor Christine Gregoire appointed Ralph Munro of Olympia, Washington, to serve on the Western Washington University Board of Trustees through September 30, 2015; and

**WHEREAS, RALPH MUNRO** a native of numerous western Washington towns and communities, earned his bachelor's degree in Education and Political Science from Western Washington University in 1966 and was recognized by Western as a Distinguished Alumnus in 1989; and

**WHEREAS, RALPH MUNRO** brought to his appointment as a trustee a long and distinguished record of public service in Washington and the nation, including 21 years of service as Washington's longest serving Secretary of State, a job to which he was elected by the citizens of Washington five times; and

**WHEREAS, RALPH MUNRO** has brought to his appointment as a trustee a leadership and sponsorship role in the Munro Institute for Civic Education which promotes civic educational training, events and programs for the public and especially social studies and civics educators around the state; and

**WHEREAS, RALPH MUNRO** contributed to the increased stature and future potential of Western Washington University through his service on numerous local, national and international boards and commissions including the Board of Directors of several domestic corporations, such as Prepared Response, Thurston First Bank of Puget Sound, Panorama Retirement Center, The Squaxin Island Tribal Museum and History Link; as well as past president of organizations as Seattle Rotary Club and the National Association of Secretaries of State; and

**WHEREAS, RALPH MUNRO** has shown a true dedication to the public good by participating in public service opportunities such as legislation for disabled resident rights and eliminating architectural barriers in state designs, preserving historic landmarks throughout the state and his work as co-chair of the Washington State Centennial Committee, numerous wildlife protection efforts including the Orca Conservancy and Bald Eagle Preserve on the Skagit River, honoring and assisting military and veteran's groups, and his work in Africa with the Rotary International Organization with Polio eradication and vaccinations to children, providing access to clean water and building better schools; and

**WHEREAS, RALPH MUNRO** has brought to his appointment as a trustee numerous awards and recognitions including the Association of Washington Businesses C. David Gordon Award for Outstanding Civic Achievement, the Order of Civil Merit awarded by King Juan Carlos of Spain, the Order of Friendship awarded by Boris Yeltsin, former president of the Russian Federation, the League of Women Voters Executive Leadership Award, the Rotary International Board of Directors Service Above Self Award, the Puget Sound Energy Pioneer Award, the Seattle Biomedical Research Institute Advancing Global Health Award, and the World Affairs Council World Citizen Award; and

**WHEREAS, RALPH MUNRO** has demonstrated throughout his service on the Board, wisdom and respect, and has served with commitment and distinction as a trusted member of the Western Washington University Board of Trustees; and

**NOW, THEREFORE BE IT RESOLVED**, that **RALPH MUNRO** has exemplified what community services means as an engaged citizen, public servant and trustee; and

**NOW, THEREFORE BE IT FURTHER RESOLVED**, by the Board of Trustees of Western Washington University that **RALPH MUNRO** be and is hereby honored for outstanding service and dedication to the University and is extended the gratitude and best wishes of the entire University community.

**PASSED AND APPROVED** by the Board of Trustees of Western Washington University at its regular meeting on August 20, 2015.

MOTION 08-02-2015: Trustee Overstreet moved that the Board of Trustees approve Resolution 2015-03 Recognizing the Service of Trustee Ralph Munro.

The motion passed.

Trustee Lee welcomed new student Trustee Seth Brickey and asked him to introduce himself. Trustee Brickey said a few words and thanked the trustees for the opportunity to work with adding that he is looking forward to the exciting events of the coming year.

**RESOLUTION NO. 2015-07**

**A RESOLUTION OF THE BOARD OF TRUSTEES OF  
WESTERN WASHINGTON UNIVERSITY  
WELCOMING  
TRUSTEE SETH BRICKEY**

**WHEREAS**, on July 1, 2015, Governor Jay Inslee appointed SETH BRICKEY of Juneau, Alaska to serve a one-year term ending on June 30, 2016 on the Western Washington University Board of Trustees; and

**WHEREAS, SETH BRICKEY** is a student in good standing at Western Washington University pursuing a bachelor's degree in political science with a minor in geology; and

**WHEREAS, SETH BRICKEY** brings to his appointment as a trustee dedication to the campus community through his work as a resident advisor and an assistant resident director with Western's Office of Residence Life; and

**WHEREAS, SETH BRICKEY** brings to his appointment as a trustee passion for his academic success as a member of the national Political Science Honor Society, Pi Sigma Alpha, an All Nations Louis Stokes Alliance for Minority Participation Scholar, a recipient of the Western's Native American Academic and Leadership Scholarship, and a 2012 Marine Science Scholar; and

**WHEREAS, SETH BRICKEY** brings to his appointment as a trustee dedication to his community though his participation with Western's Campus Christian Fellowship as a student leader, as a program director for Rainbow Glacier Camp, president for the United Youth Courts of Alaska Board of Directors, and as a legislative intern for Alaska state Rep. Beth Kertula; and

**WHEREAS, SETH BRICKEY** was nominated by an Associated Students committee to serve as a student member of the Western Washington University's Board of Trustees; and

**WHEREAS, SETH BRICKEY** has declared his commitment to serve as a member of the Western Washington University Board of Trustees;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Trustees of Western Washington University officially extends a warm welcome to **SETH BRICKEY** as he begins his term on the Board.

**PASSED AND APPROVED** by the Board of Trustees of Western Washington University at its meeting on August 20, 2015.

MOTION 08-03-2015: Trustee Sharpe moved that the Board of Trustees approve Resolution 2015-07 Welcoming Student Trustee Seth Brickey.

The motion passed.

## **7. UNIVERSITY PRESIDENT**

President Shepard thanked Shannon Point for hosting the Board meeting and invited Director Erika McPhee-Shaw to welcome the Board. Director McPhee-Shaw provided a brief explanation of Shannon Point Marine Center and the impact it has on Western and the greater community. President Shepard then concluded his remarks by talking about the unique rhythm of academic life on campus.

## **8. ASSOCIATED STUDENTS**

Associated Students (AS) President Belina Seare reported on a recent trip to Las Vegas to attend the National Student Congress with ten other AS students where they discussed issues like sexual violence on campuses and recruitment of students of color to higher education. She said that the AS also recently sent sixteen students to Washington DC and had a meeting with Senator Patty Murray about reauthorization of the Higher Education Act. Seare expressed concern that the Shannon Point Marine Center was not easily accessible to students to attend the Board meeting. She also said that the AS is committed to openness and transparency in the year to come regarding both the internal AS organization and other issues over the next academic year.

## **9. FACULTY SENATE**

Faculty Senate President Molly Ware reported that the overarching focus for the coming year will be to broaden and strengthen faculty input, engagement and participation in shared governance at Western. She said that senators want all faculty to have meaningful and substantive ways to participate in creating a culture of success, one where all faculty, students, administration, staff, and other personnel thrive. Ware said that this was identified as a top priority following faculty & student dialogues on inclusive excellence during this past academic year. She said the Senate also wants to work on collaborating with students and updating technology use.

## **10. CONSENT ITEMS**

Chair Lee introduced the consent items. There were no questions.

MOTION 08-04-2015: Trustee Overstreet moved that the Board of Trustees of Western Washington University, upon the recommendation of the president, approve the following consent items:

- a. Approval of Summer Quarter Degrees
- b. Consultant Contract for Architectural and Engineering Service for Ridgeway Gamma Renovation, PW695
- c. Consultant Contract for Science Building Renovation and Addition - Predesign

The motion passed.

## **11. APPROVAL OF 2016 SUPPLEMENTAL OPERATING BUDGET REQUEST**

Vice President Richard Van Den Hul and Linda Teater, Director, Budget Office provided a brief overview of the proposed 2016 Supplemental Operating Budget Request. Van Den Hul said that in preparation for the 2016 legislative session, Western must submit its supplemental operating budget request by early October. He said the budget request includes proposals to expand support for degree completion and student success, and update and improve Western's IT Data Network and Wireless Capacity.

Trustees had questions about what some of the proposals covered and why a technology request was in the operating budget and not the capital. Van Den Hul explained that the technology request was the result of a recent rule change from the Office of Financial Management. There were no further questions.

**MOTION 08-05-2015:** Trustee Brickey moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approves a \$2,374,762 decision package to expand support for Degree Completion and Student Success, and a \$2,200,000 decision package to Update and Improve Western's IT Data Network and Wireless Capacity.

The motion passed.

## **12. APPROVAL OF 2016 SUPPLEMENTAL CAPITAL BUDGET REQUEST**

Vice President Van Den Hul explained the three proposals included in this year's capital budget request: 1) DisAbility Resources for Students Area Expansion; 2) Improving Emergency Response through Upgraded Building Access Control; 3) Improving Emergency Response through Upgraded Outdoor Annunciation. He said that all three proposals this year address critically needed projects throughout Western's campus.

Trustees did not have any questions.

**MOTION 08-06-2015:** Trustee Munro moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approves a 2016 Supplemental Capital Budget Request for \$9,350,000 from State-appropriated funding sources.

The motion passed.

Chair Lee announced a break at 2:13 pm. The Board returned and reconvened the meeting at 2:40 pm.

## **13. EMERGENCY MANAGEMENT PREPARATION UPDATE**

Vice President Richard Van Den Hul provided the Trustees with an update on the Campus Active Shooter Exercise and Emergency Drill Preparations. Van Den Hul said that a lot of planning has

occurred behind the scenes to prepare campus for any kind of emergency, and now steps are being taken to plan for a campus wide emergency drill sometime in the fall.

Trustees had general questions about the process and about how emergency notifications would extend to those that may live off campus or in a nearby neighborhood. Van Den Hul said that they have some processes in place for those kind of alerts.

#### **14. ASSESSMENT AND PLANNING FOR EXPANSION OF ON-CAMPUS STUDENT HOUSING**

Eileen Coughlin, Senior VP, Vice President of Enrollment & Student Services said that University Residences has been assessing its capacity to meet growing demand, especially with regard to returning upperclassmen, out-of-state and international students. Coughlin added that University Residences has hired a consulting firm to assess in more detail the market for student housing and the associated demand for on-campus housing, including type and number of units and amenities. She said that the Ridgeway location was considered for a new residence hall a number of years ago and is a likely site, with an alternative site just north of Buchanan Towers. Both are within the context of the Campus Master Plan. Both sites have advantages and each will be carefully weighed before a decision is made.

Coughlin said that the intent is to plan for a fall 2017 occupancy, which means a tight timeline, so the University would plan on utilizing the design/build process for procurement of design and construction services. She said this method could be utilized to shorten the project schedule, benefit from contractor expertise during design, and provide a single point of responsibility for design and construction. Coughlin said that once the consultant reports their recommendations and all the variables have been decided she would come back to the Board with details and a requested plan of action.

Trustees had some questions regarding design build risks and cost distribution for students. Coughlin said that design/build is highly monitored by the state and must go through a rigorous process for approval adding that both the University of Washington and Washington State University have had varying levels of success with design/build. As far as cost distribution for students, Coughlin said the goal is to maintain a solid fiscal position while keeping room and board rates competitive and investing in the infrastructure of our facilities.

#### **15. CAMPAIGN UPDATE**

Stephanie Bowers, Vice President for University Advancement said that as of July 31, 2015 the campaign stood at \$57.6 million. Bowers said that with the end of the campaign within reach they are currently looking at doing a possible campaign wrap up celebration in February. She then shared a story regarding a donor who had pulled their original scholarship endowment after the disbanding of the football program in 2009 and hadn't had much contact with Western since then. But recently the foundation received word that this person had left an end of life gift to Western that was four times the original endowment.

#### **16. AUDIT COMMITTEE REPORT**

Chair Karen Lee reported that with Trustee Thompson's term ending in September, Trustee Betti Fujikado would be the new chair of the Board Audit Committee. She also announced that she would be the third Board member of the Audit Committee until the governor appoints new trustees.

## **17. GOVERNANCE COMMITTEE REPORT**

Board Governance Committee Chair Sue Sharpe said that the committee discussed the current orientation and on-boarding process for new trustees and how to improve Western's process in order to make their transition easier.

## **18. INFORMATION ITEMS**

### **a. Academic Affairs Report**

Provost Carbajal provided a written report with information regarding the tenure track faculty members who were hired last year and who will begin teaching at Western during the 2015/16 academic year

### **b. Annual & Quarterly Grant Report**

Provost Carbajal provided a written report with information concerning grant awards for the period April 1, 2015 – June 30, 2015 and fiscal year 2014/15.

### **c. Admissions and Enrollment Report**

Vice President Coughlin provided a written report regarding the university's general enrollment and admissions for the 2015-16 academic year. Trustee Lee had questions about the breakdown for students of color. Coughlin said that she would get those to her as soon as they are available.

### **d. University Advancement Report**

Vice President Bowers provided a written report on the University's Alumni Relations and Western Foundation activities.

### **e. Capital Program Report**

Vice President Van Den Hul provided a written report on the University's capital projects.

### **f. University Relations and Community Development Report**

Vice President Swan provided a written report documenting recent activities of University Relations and Community Development.

Chair Lee announced a break at 3:35 pm. The Board returned and reconvened the meeting at 3:54 pm.

## **19. PRESIDENTIAL SEARCH PROCESS**

Chair Lee welcomed former trustees Philip Sharpe, Jr. and Kevin Raymond and asked them to discuss their roles and lessons learned from the 2007 Presidential Search. Sharpe said that his role in the last search was chair of the Presidential Search Advisory Committee (PSAC) and Raymond said that his role was Board Chair and liaison to the sitting president through the search process. Sharpe said he learned that committee members needed to be able to cooperate, commit the time need, to not have their own personal agenda and to have "soft elbows, big ears, keen minds and chronic laryngitis" in order to effectively listen to the needs of campus. He said that PSAC members must also be able to interpret the feedback into a broader campus wide composite lens to create an inclusive and accurate job description in which to evaluate candidates to make sure that they are going to be the right fit for Western's future. Raymond said that once the PSAC had handed over the list of candidates, interview feedback and reference checks the PSAC was disbanded and the final decision was made by the full Board of Trustees. Raymond

also said that it is important to stay focused on what Western needs and not get distracted by other influences.

Trustees discussed the general make-up of the PSAC and the advantages and disadvantages of all the proposed options. They also discussed how best to keep the search open and transparent based on Western values.

## **20. PRESIDENTIAL SEARCH ADVISORY COMMITTEE CHAIR REPORT**

Trustee Sue Sharpe, Chair of the Presidential Search Advisory Committee (PSAC) said that the recommendations presented to the Board were developed in collaboration with campus faculty, staff and student leaders. Sharpe said that Paul Dunn, Sr. Executive Assistant to the President and Liz Sipes, former Secretary to the Board of Trustees (retired) have been selected to provide staff support to the PSAC during the search process. She also provided an update on the Request for Quotes and Qualifications (RFQQs) for search firms and reported that there were 15 proposals received by the response deadline. Sharpe noted that the proposals will be screened by a committee that will include campus leaders and approximately five firms will be selected for an interview process.

Trustee Sharpe then outlined her recommendations for the PSAC (**Attachment A**) and opened up discussion. There was concern that the committee size is too large to be effective. Sharpe explained that it needed to be that size to effectively address some other issues that outweighed concerns about size.

Trustee Lee then asked Trustee Franklin to make the motion to approve Resolution 2015-08.

MOTION 08-07-2015:      Trustee Franklin moved that the Board of Trustees approve Resolution 2015-08 Adoption of Presidential Search Advisory Committee Chair Recommendations and Appointment of Trustees to Presidential Search Advisory Committee.

Trustee Sharpe asked that before the vote to approve the Resolution, that the recommendations be amended. She said that there is continuing discussion about addressing the needs of the campus and student representation on the PSAC. After some discussion it was proposed that the recommendations would be amended in Section 4, to say "The Board Chair and the Committee Chair may also select up to two additional members to serve on the Committee". Sharpe said that the addition of this language would allow the PSAC flexibility to address the student issue and others that may arise before final selections are made.

MOTION 08-08-2015:      Trustee Sharpe moved that the Board of Trustees amend the memo titled Recommendations Concerning Presidential Search Advisory Committee, by adding under Section 4 the language "The Board Chair and the Committee Chair may also select up to two additional members to serve on the Committee."

The motion to amend was approved.

Amendment having been approved, trustees then voted on the motion to approve the Resolution as amended.

**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES  
RESOLUTION 2015-08**

**ADOPTION OF PRESIDENTIAL SEARCH ADVISORY COMMITTEE CHAIR  
RECOMMENDATIONS AND APPOINTMENT OF TRUSTEES TO PRESIDENTIAL SEARCH  
ADVISORY COMMITTEE**

WHEREAS, President Bruce Shepard has announced his intention to retire from the Presidency of Western Washington University after the conclusion of the 2015-16 academic year; and

WHEREAS, the Board of Trustees is responsible for the timely selection and appointment of an individual to replace President Shepard as president of the University; and

WHEREAS, the Board of Trustees, through Resolution 2015-06, appointed Vice Chair Susan Sharpe to serve as Presidential Search Advisory Committee Chair and directed her to develop recommendations to the Board related to the search process, including with respect to the size and composition of the Presidential Search Advisory Committee; and

WHEREAS, Vice Chair Sharpe has made such recommendations in a memorandum to the Board of Trustees dated August 20, 2015 and as amended at the Board of Trustees meeting on August 20, 2015,

NOW THEREFORE, BE IT RESOLVED by the Board of Trustees of Western Washington University as follows:

1. The Board of Trustees hereby adopts the recommendations, including trustee appointments to the Presidential Search Advisory Committee, made by Vice Chair Sharpe in her memorandum to the Board dated August 20, 2015 and entitled "Recommendations Concerning Presidential Search Advisory Committee (Amended)." A copy of Vice Chair Sharpe's memorandum is attached hereto.
2. Notwithstanding the foregoing, the Board retains all of its rights and duties, and discretion, by law, to appoint the President of the University.

MOTION 08-07-2015: Trustee Franklin moved that the Board of Trustees approve, as amended, Resolution 2015-08 Adoption of Presidential Search Advisory Committee Chair Recommendations and Appointment of Trustees to Presidential Search Advisory Committee.

The motion passed.

**21. DATE FOR NEXT REGULAR MEETING: October 8 & 9, 2015**

**22. The meeting adjourned at 5:19 p.m.**

**MEMORANDUM**

**TO:** Western Washington University Board of Trustees  
**FROM:** Sue Sharpe, Presidential Search Advisory Committee Chair  
**DATE:** August 20, 2015  
**RE:** **Recommendations Concerning Presidential Search Advisory Committee**

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At the July 20, 2015 Special Meeting of the WWU Board of Trustees ("Board") I was appointed Chair of the Presidential Search Advisory Committee ("Committee") with the specific charge to return to the board with recommendations on the size, composition and process for nominating members of the Committee. The understanding was that the final appointments will be made by the Committee Chair and Board Chair following Board approval of the recommended process. In its charge the Board also recommended that the search process be conducted in a manner that is generally similar to past presidential searches, and that the presidential search be inclusive and transparent, engaging the University community while maintaining appropriate candidate confidentiality. Given that charge, Board Chair Karen Lee and I consulted leadership of the Faculty Senate, Associated Students, Classified staff, Professional staff and executive administrators to inform the recommendations presented below.

1. **Role of Committee** - Working in consultation with a search consultant selected by the Committee Chair and Board Chair, the Committee's role is to assist the Board of Trustees in conducting a search and screen process for the position of President of Western Washington University. The Committee's role is strictly advisory to the Board. The Committee is not authorized to act on behalf of or to exercise any of the powers of the Board. Following selection of the Committee, the Board shall issue a charge to the Committee outlining its specific responsibilities and the Board's expectations with respect to the discharge of those responsibilities.
2. **Scope of Search** - The Committee is to conduct a national search that offers the Board the opportunity to consider a select group of highly qualified candidates with the qualifications and characteristics set forth in evaluation criteria established by the Board. Those qualifications and characteristics criteria will be based upon input received from faculty, staff, students, alumni and other constituencies and friends of the University. The Board is committed to a presidential search process that fully engages the Western campus community and other stakeholders with numerous and varied opportunities for involvement and participation.
3. **Criteria for Committee member selection** - In Resolution 2015-06 passed July 20, 2015 the Board asked that on campus members of the Committee meet the following general criteria:
  - committed to the best interests of the University;
  - respected by colleagues and co-workers;
  - record of active engagement in University affairs;
  - good judgment;
  - ability to maintain strict confidentiality;

- demonstrated ability to work collaboratively with others;
- willing and able to devote the time required for this process (including attending meetings held mainly during evenings and weekends with possible travel to meetings held in remote locations)

#### 4. Size, Composition and Selection of Search Committee

- **Trustees (3):** Susan Sharpe (Committee Chair), Chase Franklin, (Vice Chair) and Earl Overstreet. Board Chair Karen Lee will serve ex-officio as a nonvoting member of the Committee.
- **Faculty Members (3):** The Faculty Senate will be asked to place in nomination the names of eight to ten faculty members who meet the above criteria.
- **Students (2):** The Associated Students will be asked to place in nomination the names of six students, including at least two graduate students, who meet the above criteria.
- **Professional Staff (1):** The Professional Staff Organization will be asked to place in nomination the names of four to five professional staff members who meet the above criteria.
- **Classified Staff (1):** Representatives of the classified staff will be asked to solicit nominees and place in nomination the names of four to five classified staff employees who meet the above criteria.
- **Academic Administrator (1):** The Board Chair and the Committee Chair will select one member of the University's academic administrative team to serve on the Committee that meets the above criteria.
- **Community Members (2):** The Board Chair and the Committee Chair will select two members of the committee to represent the broader off-campus community of constituents including alumni and friends of Western Washington University consistent with the relevant above criteria.
- Board Chair and the Committee Chair may also select up to two additional members to serve on the committee.

Nomination invitations will be sent to the nominating bodies no later than September 1, 2015 outlining the specific criteria and process for nominations. Nominations made by the nominating bodies and the final Committee member appointments shall be made reflecting Western's commitment to diversity in all its forms. Each nomination should be accompanied by a statement from the nominator describing why the nominee is qualified to serve on the committee based on the stated criteria. The letter should be accompanied by a background statement, resume or curriculum vitae of the nominee. The nomination letter may, but need not, be accompanied by a letter from the nominee containing any information which she or he believes may be relevant to the Board Chair and Committee Chair in considering the nomination.

All nominations must be submitted to the Chair of the Presidential Search Advisory Committee, Mail Stop 9033 or by email to [Presidential.Search@wwu.edu](mailto:Presidential.Search@wwu.edu), by the due date outlined in the nomination invitation. An opportunity for all nominees to meet with the Trustee members of the Search Committee will be scheduled before the final appointments are extended. These meetings will not be mandatory but intended simply as an informal opportunity to get to know one another. The Board Chair and Committee Chair reserve the right to select individuals who have not been nominated to serve on the committee.

5. **Composition of Staff:** In Resolution 2015-06 The Board Chair and Committee Chair were authorized to select the staff required to support the search. Paul Dunn has been appointed Special Assistant to the Presidential Search and Liz Sipes as Search Coordinator to oversee the administration of the search. It is expected that from time to time the Committee Chair or the Search Staff may call upon the services of other members of Western's faculty and staff.
6. **Selection of Search Consultant:** Consistent with the charge in Resolution 2015-06 a Request for Quotes and Qualifications for the Search Consultant has been published and a final selection will be made by the Committee Chair in consultation with the Board Chair. The Chairs may seek the advice of other campus leadership during the course of the Consultant selection process.
7. **Campus and Community Input:** The Committee will work with the Search Consultant to develop effective strategies for the Board to benefit from the views of faculty, staff, students, alumni, community members and friends of the University concerning the desired qualifications and characteristics to be sought in the next president.
8. **Search Committee Meetings:** Meetings of the Committee are not required to be open to the public and should generally be held privately to foster frank discussion and to protect confidentiality. It is expected that Committee meetings will be held on weekends and evenings. Because of the intensive commitment required of staff, faculty and students serving on the Committee, efforts to make reasonable accommodations for the additional demands on their time should be made by their colleagues, supervisors, and professors.
9. **Public Communications:** The Chair of the Committee is the only person authorized to engage in public communication concerning the search on behalf of the Committee.
10. **Confidentiality:** The Committee and its members will be required to maintain confidentiality both during and after the search. All members will be required to sign confidentiality agreements as part of the process.
11. **Committee Rules & Ethical Code:** The Board Chair and Committee Chair in consultation with Committee members and others will develop rules regarding the Committee's operations as they deem advisable.

**WESTERN WASHINGTON UNIVERSITY  
BOARD OF TRUSTEES  
MEETING MINUTES  
FRIDAY, August 21, 2015**

**1. CALL TO ORDER**

Chair Karen Lee called the special meeting of the Board of Trustees of Western Washington University to order at 8:19 a.m., Friday, August 21, 2015 in the Majestic Inn Ballroom in Anacortes, Washington.

**Board of Trustees**

Karen Lee, Chair  
Sue Sharpe, Vice Chair  
Dick Thompson, Secretary  
Betti Fujikado  
Chase Franklin  
Earl Overstreet

**Western Washington University**

Bruce Shepard, President  
Roger Leishman, Assistant Attorney General  
Barbara Sandoval, Assistant to the President and Secretary to the Board of Trustees  
Elissa Hicks, Assistant Secretary to the Board of Trustees

**2. OPEN PUBLIC MEETINGS ACT AND PUBLIC RECORDS REVIEW AND THE ROLE OF PRESIDENTIAL SEARCH ADVISORY COMMITTEES.**

Assistant Attorney General Roger Leishman provided the Trustees a refresher overview of the Open Public Meetings Act (Chapter 42.30 RCW) and the Public Records Act (Chapter 42.56 RCW) as they relate to the upcoming Presidential search. He reviewed what the public meeting act applies and does not apply to, what constitutes action, what constitutes a meeting, regular meetings, special board meetings, emergency board meetings, executive sessions, and exemptions. He also discussed protocol for communications, documents and emails during the Presidential search.

Trustees had general questions as to communications during the search process and meetings as it related to board action. AAG Leishman provided guidance on each of their questions in order to be in best compliance for the Open Public Meetings Act and Public Records Act.

**3. RECOGNITION**

Chair Lee recognized Trustee Dick Thompson and talked about how his wisdom and his straight talk advice has shown a true commitment to Western over his term as trustee. Other trustees also gave thanks and words of praise for Thompson's service to the University. Trustee Thompson expressed his love for Western and the whole campus community and said he was grateful for the

service he was able to give the Board. Trustee Lee then asked Trustee Fujikado to read Resolution No.2015-10 Thanking Trustee Richard "Dick" Thompson.

**RESOLUTION NO. 2015-10**  
**A RESOLUTION OF THE BOARD OF TRUSTEES OF**  
**WESTERN WASHINGTON UNIVERSITY**  
**THANKING TRUSTEE**  
**Richard "Dick" Thompson**

**WHEREAS**, on November 9, 2010, Governor Christine Gregoire appointed **DICK THOMPSON** of Olympia, Washington to serve a term on the Western Washington University Board of Trustees through September 30, 2015; and

**WHEREAS, DICK THOMPSON** brought to his appointment as a trustee a long and distinguished career in public service which has included key executive positions at The University of Washington, Department of Community Development, Department of Social and Health Services, the cities of Snohomish, Everett and Puyallup, the United Way of King County, and the administrations of Governor Booth Gardner, Governor Gary Locke and Governor Chris Gregoire; and

**WHEREAS, DICK THOMPSON** brought to his appointment as a trustee an extensive background in community affairs from serving on numerous nonprofit boards, and presently serves on the board of the Washington State Committee on Maritime Heritage and chairs the Washington Committee for Ethical Judicial Campaigns; and

**WHEREAS, DICK THOMPSON** brought to his appointment as a trustee awards and honors for his outstanding community service which include the University of Washington School of Law Alumni Association's Service Recognition Award and the Seattle-King County Municipal League's Warren G. Magnuson Award; and

**WHEREAS, DICK THOMPSON** earned his bachelor's degree in political science from Western Washington University and a juris doctorate degree from the University of Washington; and

**WHEREAS, DICK THOMPSON** as a resident of Olympia and having served for five years as trustee on the Board, and as Secretary of the Board of Trustees from 2014-2015, chair of the Board Audit Committee from 2012-2015, and contributed his time to the stewardship of the University above and beyond the usual expectations for board service; and

**WHEREAS, DICK THOMPSON** contributed to the increased stature and the future potential of Western Washington University and has exemplified what community services means as an engaged citizen, public servant and trustee with incredible kindness, straight talking wisdom, energy, commitment and concern for the best interests of all in the Western community;

**NOW, THEREFORE BE IT RESOLVED**, by the Board of Trustees of Western Washington University that **DICK THOMPSON** is hereby honored for outstanding service and dedication to the University and is extended the gratitude and best wishes of the entire University community.

**PASSED AND APPROVED** by the Board of Trustees of Western Washington University at its special meeting on August 21, 2015.

MOTION 08-08-2015: Trustee Fujikado moved, that the Board of Trustees approve Resolution 2015-10 Recognizing the Service of Trustee Dick Thompson.

The motion passed.

**4. EXECUTIVE SESSION**

At 10:18 a.m. Chair Lee announced that the Board would convene in Executive Session for approximately 4.5 hours to discuss a personnel matter as authorized in RCW 42.30.110 (1)(g).

The Board returned to open meeting at 3:50 p.m. with no action to report.

5. The meeting adjourned at 3:51 p.m.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** Bruce Shepard, President

**DATE:** October 9, 2015

**SUBJECT:** **Public Comment Period**

**PURPOSE:** Information Item

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**Purpose of Submittal:**

RCW 28B.35.110 requires that the governing boards of regional universities provide for public comment at meetings and follow procedures for open public meetings in the Open Public Meetings Act.

Persons wishing to comment will sign in between 8:45 – 8:55 a.m. the day of the Board of Trustees meeting. The signup sheet will be given to the Board Chair at 9:00 a.m.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard

**DATE:** October 9, 2015

**SUBJECT:** **Recognitions and Introductions**

**PURPOSE:** Information Item

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President Bruce Shepard and Senior Vice President Eileen Coughlin would like to introduce the 2015-2016 Associated Students Board of Directors.

	<p><b>Belina Seare, President</b> <b><i>Political Science (Senior)</i></b> AS SIRC 14-15, USSA Leader, Ethnic Student Center leadership</p> <ul style="list-style-type: none"><li>• Address the need for representation of students on campus</li><li>• Pressure Administration on how to recruit more students of color and retain them.</li><li>• Work with faculty and students to change campus climate.</li></ul>
	<p><b>Zachary Dove, VP Academics</b> <b><i>Political Science &amp; F.H. Critical Theory; Alternative Institutions &amp; Ideological Warfare (Senior)</i></b> Chair Student Labor Action Project (SLAP), AS Club Students for farm Worker Jus-tice</p> <ul style="list-style-type: none"><li>• Wants to decrease the ratio of students to academic advisors and increase funding to-wards counseling services.</li><li>• Will make sure students receive debt counseling as soon as they accumulate debt.</li></ul>
	<p><b>Israel Ríos, VP Activities</b> <b><i>Political Science (Senior)</i></b> AS SIRC Coordinator 14-15</p> <ul style="list-style-type: none"><li>• Continue to put on events that cover different interests and are inclusive.</li><li>• Make sure each club knows the AS is doing the most it can to support them.</li><li>• Making sure everyone has a space as Western.</li></ul>

	<p><b>Hannah Brock, VP Business Operations</b>  <b>Business– Marketing (Senior)</b>  AS Personnel Director 14-15, AS Productions 12-13 and 13-14.</p> <ul style="list-style-type: none"> <li>• Ensuring resources are utilized ethically and keeping student interests the priority.</li> <li>• Promote more transparent understanding of the AS to ALL WWU students.</li> </ul>
	<p><b>Abby Ramos, VP Diversity</b>  <b>Communications &amp; Public Relations Major. Minor in Spanish and English (Junior)</b>  AS Review 14-15, Latino Student Union</p> <ul style="list-style-type: none"> <li>• To make every aspect of diversity visible on campus through promoting inclusivity.</li> <li>• Broaden the idea of what diversity and intersectionality means to WWU students.</li> </ul>
	<p><b>Patrick Eckroth, VP Govt Affairs</b>  <b>Environmental Policy (Senior)</b>  13-14 AS REP Director, Legislative Affairs Council, Viking Lobby Day Participant.</p> <ul style="list-style-type: none"> <li>• Address issues of student tuition, financial aid, environmental issues, and inclusivity &amp; accessibility of the AS.</li> </ul>
	<p><b>Emma Palumbo, VP Student Life</b>  <b>Political Science &amp; Sociology (Senior)</b>  AS Club Member (Brave)</p> <ul style="list-style-type: none"> <li>• Connect students to valuable campus resources.</li> <li>• Work to ensure that this campus is a safe space for students of all identities, and emphasize the sustainable and responsible use of the resources available to students.</li> </ul>

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees  
**FROM:** Karen Lee, Chair, Board of Trustees  
**DATE:** October 9, 2015  
**SUBJECT:** **Board Chair Report**  
**PURPOSE:** Information Item

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**Purpose of Submittal:**

Board Chair Karen Lee will report to members of the Board and President Shepard and his staff on topics related to the Board of Trustees.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** Bruce Shepard, President

**DATE:** October 9, 2015

**SUBJECT:** President's Report

**PURPOSE:** Information Item

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**Purpose of Submittal:**

President Shepard will present brief reflections on issues of interest to the Board.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard on behalf of the Associated Students

**DATE:** October 9, 2015

**SUBJECT:** **Associated Students**

**PURPOSE:** Associated Students Report

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**Purpose of Submittal:**

AS President, Belina Seare, will brief the Board of Trustees on current activities of the Associated Students.

## WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Molly Ware, Faculty Senate President

**DATE:** October 9, 2015

**SUBJECT:** Faculty Senate

**PURPOSE:** Information Item

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Molly Ware, Faculty Senate President, will brief the Board on recent activities of the Faculty Senate.

- Faculty Senate nomination process for identifying and selecting faculty to serve on the Presidential Search Advisory Committee is underway. I'd be happy to answer any questions you might have about the process.
- Visioning for the coming year has begun with a focus on the following:
  - Build on our work on campus climate and inclusive excellence from last year
  - Clarifying our role as a Faculty Senate and increase engagement in the work of shared governance. *How might we serve as a model for institutional effectiveness through our shared governance practices?*
  - Strengthen collaboration and trust across roles (faculty, staff, student, administration) and contexts (Faculty Senate and college governance).
    - Particular emphasis on collaborating with students
  - Create more dynamic and dialogic communication processes (e.g. utilizing tools other than email)
- 2 Task Forces are being formed to complete work that is highly time sensitive:
  - **General Undergraduate Requirements (GUR) Task Force** – will bring forward 3 ideas for how we might refresh/renew our GUR's AND how we will ensure our program meets accreditation standards.
  - **Library Committee Task Force** – whose role it is to address the huge financial shortfalls that the library anticipates it will face in the coming year.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** Bruce Shepard, President

**DATE:** October 9, 2015

**SUBJECT:** **Election of Board Secretary**

**PURPOSE:** Action Item

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**Purpose of Submittal:**

Chair Lee will hear discussion and nominate a Board Secretary to fill the remainder of Trustee Thompson's term, pursuant to the *WWU Board of Trustees Rules of Operation*, Section 5.1 Officers and Terms which states that in the event of an interim vacancy in any office, a successor shall be elected to fill the unexpired term

**Proposed Motion:**

MOVED that the Board of Trustees of Western Washington University elect the new Board Secretary as nominated, to be effective immediately.

- Earl Overstreet, Secretary

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by:  
Richard Van Den Hul, Vice President for Business and Financial Affairs

**DATE:** October 9, 2015

**SUBJECT:** **Morse Hall Fire Update**

**PURPOSE:** Supporting Information to Resolution No. 2015-11

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**Purpose of Submittal:**

Western's Karen W. Morse Hall (Chemistry Building), where a fire occurred on August 25, reopened in time for the start of fall quarter classes on September 24.

The fire, which was confined to a lab on the third floor of the Chemistry Building, led to an evacuation of the building. Sprinklers in the building put out the fire, and no injuries were reported.

Due to the prompt action to the fire by Western's staff, on the night of the event the University hired emergency recovery and restoration contractor Belfor for the project, who was on-site the next day to begin the fire clean-up and restoration project. Restoration of the building was only made possible by the effective teamwork of many of Western's staff, including administrators, faculty, and students. Belfor and University personnel worked closely together to clean up and repair damage to the building.

The building had been closed since the fire but all classrooms, offices and labs – with the exception of the third floor lab where the fire started – re-opened 24 days after the fire, just before the start of classes. Restoration work on the fire-damaged lab (room 370) is continuing.

The cost of damage to the building is estimated to be up to \$1.9 million, which includes cleanup, restoration and replacement of equipment and materials. The University will be seeking funding from a state emergency fund to help pay for the capital costs of the project. Non-capital costs will be funded from University reserves.

**Proposed Motion:**

*Moved that the Board of Trustees approved Resolution 2015-11 Expressing Appreciation of Morse Hall Fire Efforts.*

**Supporting Information:**

Attached is Resolution 2015-11 Expressing Appreciation of Morse Hall Fire Efforts.

**RESOLUTION NO. 2015-11**

**A RESOLUTION OF THE BOARD OF TRUSTEES OF  
WESTERN WASHINGTON UNIVERSITY**

***EXPRESSING APPRECIATION OF MORSE HALL FIRE EFFORTS***

**WHEREAS**, the Morse Hall Fire occurred on August 25, 2015; and

**WHEREAS**, in the midst of an already active construction schedule, unexpected responsibilities following the August 25, 2015 fire in Morse Hall were shouldered by staff and contractors who competently and expeditiously managed and carried out the repair of smoke and water damage to the building; and

**WHEREAS**, the effective teamwork of many individuals, including administrators, faculty, staff, students, communication and information technology specialists, classroom support technicians, procurement and supply specialists, budget analysts, campus safety personnel, custodians and maintenance workers, and skilled trades people has earned the confidence and praise of Western's administration and Board of Trustees; and

**WHEREAS**, having Morse Hall ready on time for the opening of classes was an extraordinary accomplishment;

**NOW, THEREFORE BE IT RESOLVED**, that the Board of Trustees of Western Washington University sincerely thanks the many staff and contractors who have been instrumental in the success of this project.

**PASSED AND APPROVED** by the Board of Trustees of Western Washington University at its regular meeting on October 9, 2015.

## **WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees  
**FROM:** President Bruce Shepard by Senior Vice President Eileen Coughlin  
**DATE:** October 9, 2015  
**SUBJECT:** Fall Opening  
**PURPOSE:** Discussion item

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**Purpose of Submittal:** To provide an overview of fall opening and Enrollment for fall 2015

Western welcomed over 2,800 freshmen to the campus this fall and over 1,000 new transfer students. The official total enrollment is based on the October 1<sup>st</sup> peak data and is projected to be similar to last year. Official enrollment will be reported at the BOT meeting. The enrolled freshmen are more diverse and an increased number are first generation students which reflects Washington high school graduates. (See Information Items: Admissions and Enrollment Report)

The University Residences move-in was well organized and welcomed 4,026 students into the residences halls with the support of 257 volunteer HELPS, many of whom were freshman themselves. University Residences designed residence hall shirts and distributed them prior to student convocation which created a sense of community as many of the students wore their hall shirts to the celebration.

Fall opening was smooth and students were welcomed back with many large and small celebrations including the Out of State student Dinner. Over 600 students from 30 states attended the dinner. In addition, 106 students attended Viking Launch; 126 students participated in WOOT; and 120 students were part of early move-in specifically for supporting first generation students and those who would benefit from additional support. The Red Square info Fair (an Associated Students annual event), offered fall orientation and advising for students who were unable to attend summer orientation.

Western Reads selected “Do It Anyway: The New Generation of Activists” by Courtney E. Martin for this fall’s book. Each freshman student was provided a copy of the book as part of their welcome to Western. Martin profiles the lives and motivations of 8 activists under the age of 35 to paint a portrait of activism in the 21<sup>st</sup> century.

The Wednesday evening before classes was the fall student convocation with a packed house and overflow in an adjacent room as students were welcomed by the President, a faculty representative, and the AS President followed by a video and welcome/receiving line in the form of a human corridor. Some in attendance commented it was the best ever convocation and the

human corridor was one of the largest in attendance in recent years. Video clips of major events reflect the enthusiasm of our new students as well as upper classmen who welcomed them to campus and can be found on Western Today.

Because the start of classes was moved back, a brand new “Connection Day” gave students 20 organized activities to choose from including: hikes, biking, swimming, a community art project, a campus wide scavenger hunt for prizes and an ice cream giveaway alongside a free concert.

## Official Fall Enrollment 2015

### All WWU Students

	All Students		On-Campus State-Funded	
	Fall 2014	Fall 2015	Fall 2014	Fall 2015
All Students	15,060	15,332	14,260	14,426
Change		272		166
Percent Change		1.8%		1.2%
<b>Residency</b>				
Non-Resident	1,502	1,639	1,434	1,573
Resident	13,558	13,693	12,826	12,853
<b>Percent Non-Resident</b>	<b>10.0%</b>	<b>10.7%</b>	<b>10.1%</b>	<b>10.9%</b>
<i>Non-Resident Change</i>		137		139
<i>Percent Change</i>		9.1%		9.7%
<b>First Generation</b>				
First Generation	4,834	5,028	4,620	4,760
not First Generation	10,226	10,304	9,640	9,666
<b>Percent First Generation</b>	<b>32.1%</b>	<b>32.8%</b>	<b>32.4%</b>	<b>33.0%</b>
<i>First Generation Change</i>		194		140
<i>Percent Change</i>		4.0%		3.0%
<b>Race/Ethnicity</b>				
	Fall 2014	Fall 2015	Fall 2014	Fall 2015
White	11,217	11,228	10,634	10,545
Black or African American	468	520	442	492
Hispanic or Latino	994	1,083	926	1,027
Asian American	1,655	1,735	1,598	1,668
Native American or AK Native	433	461	417	435
International	157	159	148	155
Other/Multicultural		8		5
Unknown Race/Ethnicity	136	138	95	99
<b>All Students</b>	<b>15,060</b>	<b>15,332</b>	<b>14,260</b>	<b>14,426</b>
<i>Students of Color</i>	3,550	3,807	3,383	3,627
<b>Percent Students of Color</b>	<b>23.6%</b>	<b>24.8%</b>	<b>23.7%</b>	<b>25.1%</b>
<i>Student of Color Change</i>		257		244
<i>Percent Change</i>		7.2%		7.2%

### New Undergraduate Students

	Freshman		Transfer	
	Fall 2014	Fall 2015	Fall 2014	Fall 2015
All New Freshmen	2,786	2,809	1,108	1,161
Change		23	53	
Percent Change		0.8%	4.8%	
<b>Residency</b>				
Non-Resident	344	404	73	78
Resident	2,442	2,405	1,035	1,083
<b>Percent Non-Resident</b>	<b>12.3%</b>	<b>14.4%</b>	<b>6.6%</b>	<b>6.7%</b>
<i>Non-Resident Change</i>		60	5	
<i>Percent Change</i>		17.4%	6.8%	
<b>First Generation</b>				
First Generation	906	944	477	537
not First Generation	1,880	1,865	631	624
<b>Percent First Generation</b>	<b>32.5%</b>	<b>33.6%</b>	<b>43.1%</b>	<b>46.3%</b>
<i>First Generation Change</i>		38	60	
<i>Percent Change</i>		4.2%	12.6%	
<b>Race/Ethnicity</b>				
	Fall 2014	Fall 2015	Fall 2014	Fall 2015
White	1,973	1,934	846	861
Black or African American	104	121	28	44
Hispanic or Latino	202	245	89	86
Asian American	379	391	86	94
Native American or AK Native	108	84	34	50
International	11	12	17	14
Other/Multicultural		3		
Unknown Race/Ethnicity	9	19	8	12
<b>All Students</b>	<b>2,786</b>	<b>2,809</b>	<b>1,108</b>	<b>1,161</b>
<i>Students of Color</i>	793	844	237	274
<b>Percent Students of Color</b>	<b>28.5%</b>	<b>30.0%</b>	<b>21.4%</b>	<b>23.6%</b>
<i>Student of Color Change</i>		51	37	
<i>Percent Change</i>		6.4%	15.6%	

\* This document was presented at the Board meeting and has been added to the meeting packet after the presentation.

## **WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Provost Brent Carbajal

**DATE:** October 9, 2015

**SUBJECT:** **Updates: Poulsbo Marine Science Building and University Center of North Puget Sound**

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**PURPOSE:** Discussion Item

**Purpose of Submittal:**

To provide updates on Western's growing activities in Poulsbo and Everett, Washington.

**The Poulsbo Marine Science Building Update** will include a brief overview of recent developments including: information about actions by the Poulsbo City Council; recent HVAC work on the building; and the results of the commercial building inspection completed earlier this month.

***Actions by the Poulsbo City Council:***

Council Approval of the Memorandum of Intent for Transfer of Marine Science Center Property to WWU on August 12, 2015.

Council Approval of a Real Estate Appraisal of Marine Science Center Property on September 16, 2015, not to exceed \$5000 and limited to appraised value/comps as to marine science and education in scope only, but not limiting sub-lease of additional floor space to provide supplemental income for said purpose. This step will also clarify city-owned boundaries of subject property, and possible boundary adjustment to better describe the building and its parking and associated area, away from the larger Anderson Waterfront Parking Lot/ Port of Poulsbo properties.

***Actions by the City of Poulsbo, Maintenance of the Building:***

- New HVAC system installed for the entire building: \$78, 000 (Poulsbo Marine Science Center Foundation paid \$10,800)
- Volunteer cleanup and removal on non-essential materials: \$4,080 value
- Re-certification of elevator: approximately \$680
- Fire and sprinkler system testing: approximately \$595
- Pressure washing and interior door repair: \$565
- New exterior stair banister and new exterior door in classroom: Poulsbo responsibility: cost undetermined

**University Center of North Puget Sound (UCNPS):** The official groundbreaking for the new UCNPS took place on September 22, 2015. Although the new facility will be operated by Washington State University, Western Washington University continues to be the largest of the eight university partners sharing the facility, both in terms of enrollment and number of employees. WSU expects the building to be ready for occupancy for Fall 2016. The Washington State Legislature, however, did not fully fund the project and the entire building may not be completed by the scheduled opening date.

Dr. Earl Gibbons, Vice Provost for Extended Education, looks forward to the opportunity to provide Board members with additional information about these issues at the October meeting.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard on behalf of Sue Sharpe, Chair, Presidential Search Advisory Committee

**DATE:** October 9, 2015

**SUBJECT:** **Presidential Search Process**

**PURPOSE:** Information Item

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**Purpose of Submittal:**

Trustee Sue Sharpe, Chair of the Presidential Search Advisory Committee, will update the Board on the status of the presidential search process.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Stephanie Bowers, Vice President for University Advancement and Executive Director of the WWU Foundation

**DATE:** October 9, 2015

**SUBJECT:** **Campaign Update**

**PURPOSE:** Discussion Item

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**Purpose of Submittal:**

Stephanie Bowers, Vice President for University Advancement and Executive Director of the WWU Foundation, will provide an update to the board on the Western Washington University campaign.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** Betti Fujikado, Chair, Board Audit Committee

**DATE:** October 9, 2015

**SUBJECT:** **Board Audit Committee Report**

**PURPOSE:** Information Item

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**Purpose of Submittal:**

Chair Fujikado will report to members of the Board of Trustees, the university president and staff topics related to the Board Audit Committee.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** Sue Sharpe, Chair, Board Governance Committee

**DATE:** October 9, 2015

**SUBJECT:** **Board Governance Committee Report**

**PURPOSE:** Information Item

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**Purpose of Submittal:**

Chair Sharpe will report to members of the Board of Trustees and the university president and his staff topics related to the Board Governance Committee.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Provost Brent Carbajal

**DATE:** October 9, 2015

**SUBJECT:** Academic Affairs Report: Freshman Interest Groups (FIG) Update

**PURPOSE:** Information Item

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**Purpose of Submittal:**

Steven VanderStaay, Vice Provost for Undergraduate Education, is providing members of the Board of Trustees with the following update on the university's Freshman Interest Groups (FIG) program.

**Freshman Interest Groups (FIG)  
Update to the Board of Trustees, October, 2015**

Most colleges and universities lose more students between the first and second year than in all other years put together. This is roughly true of Western, which typically retains 82-85% of its freshman class and eventually graduates 70% of its original freshman cohorts. Consequently, our retention efforts focus particularly closely on our students' first-year experience.

Western's largest academic first-year program is its Freshman Interest Group or FIG program. Western's FIG program provides recommended clusters of three thematically-connected courses that groups of 25 students take together as a cohort. The cluster includes two large general education courses and a small 25-person seminar. The seminar provides integrated, college-success activities and a small, discussion-based format in which the cluster theme or essential question can be explored. The seminars are academic in nature and conclude with a formal paper or presentation.

**SEMINAR 101 COURSE DESCRIPTION**

Seminar 101, Perspectives on Learning, 2 credits

Make connections with professors and peers and examine perspectives across different fields of study. Learn to find and evaluate information and collaborate with peers through discussions, projects, and presentations. Explore academic goals, campus resources, and enhance skills for learning in college.



Limit = 25



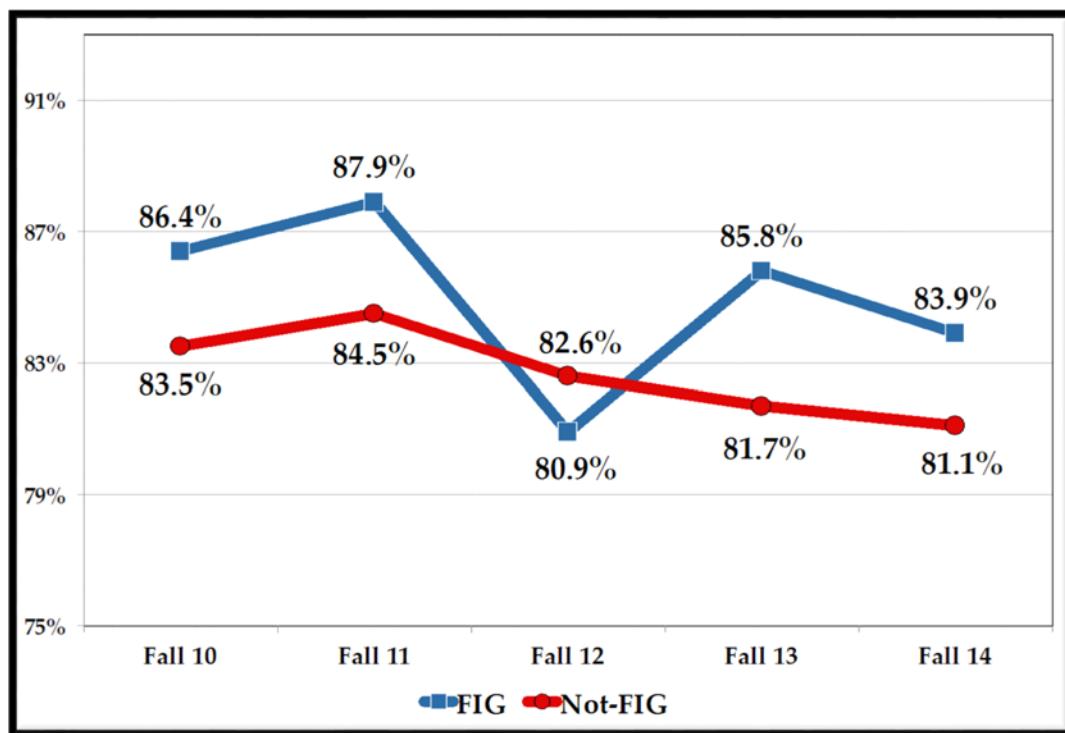
For instance our Global Citizenship FIG links “Introduction to International Studies” and “Introduction to Population Issues” to a small seminar where students explore the question, “What can we do, and what must we know, to live responsibly in a global world?”

While the General Education courses in International Studies and Sociology are large, the seminar is limited to 25 students. With a cohort of 24 peers in three of their fall courses, each FIG helps students become both socially and academically integrated within the life of the university.

FIGs is rigorously assessed by our Office of Institutional Research for its impact on student achievement and retention. Over the last two years, for instance, we have been assessing the impact of changes that have made the FIG seminar more academic in nature. Whereas the seminar was once largely a college-success class with a consistent curriculum, the seminar is now dominated by academic content and activities unique to each cluster theme. The approximate balance of academic content and college success activities in each seminar is now 70/30. Fortunately, the shift in emphasis toward academically-focused seminars has correlated with improved outcomes for the program. Indeed, compared to non participants, FIG students now

- Earn higher fall grades
- Fail fewer fall courses
- Earn more fall credits
- Express more satisfaction with their first-year,
- Are more likely to be retained to their sophomore year.

The retention averages for the last 5 years are as follows:



Following an evidence-based model, we have rapidly expanded the FIG program so that more students can share in its benefits. Whereas in 2009 220 students participated in the program, this fall 500 new students are enrolled in FIG clusters.

# **WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard on behalf of Sr. Vice President Eileen Coughlin

**DATE:** October 9, 2015

**SUBJECT:** Admissions and Enrollment Report

**PURPOSE:** Information Item

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## **Fall 2015 Enrollment Update**

Western welcomed over 2,800 freshman students to campus this fall. The last 2 years have seen the largest classes in our University's history. This year there was an estimated 7% increase in freshman students of color and 5% increase in freshman first-generation students. In addition, we experienced a nearly 21% increase in Washington College Bound students. College Bound students are Washington state high school graduates who are from low-income families or who were in foster care who signed up for the early promise of financial aid via the College Bound Scholarship program when they were in the 7<sup>th</sup> or 8<sup>th</sup> grade.

Approximately 85% of our freshman students are from the state of Washington and 15% are from out of state. We are pleased to report that the average GPA of our freshman students increased slightly, from 3.43 for fall 2014 to 3.45 for fall 2015. Our top 5 freshman recruitment territories from Washington State consisted of King County, Snohomish County, the Peninsula, Whatcom County and Central Washington. The top 5 states outside of Washington were California, Colorado, Oregon, Alaska and Idaho.

Total undergraduate transfer students will likely exceed 1,025, with an estimated 13% increase in students of color and 5% increase in first-generation students.

The total enrollment will be verbally reported at this Board of Trustees meeting with official final numbers for fall.

## **Recruitment Efforts Underway for 2016-2017**

From mid-September to late-November, our team of 7 Admissions Counselors will host 370 high school information sessions, attend 150 Washington high school college fairs, 60 out-of-state high school college fairs and participate in 50 Washington community college fairs, a consistent outreach effort compared to previous years.

## **International Recruitment Update**

Our outreach this year will focus on continuing to strengthen partnerships with 16 Washington community colleges, enhanced recruitment in British Columbia and building brand recognition across the globe. Western's International Admissions Advisor will attend the international transfer fairs hosted at ten partner colleges fall quarter, provide individual visits to each of our partner schools, participate in an international program during the Seattle National College Fair, and host international students and

advisors on our campus during International Connections Day on November 13, 2015. In addition, Western recently joined the Council of International Schools (CIS) and will be reaching out to high school member institutions across the country to introduce Western as an option for their international students. Recruitment efforts in B.C. this fall will include participation in a Vancouver Independent School Fair, giving Western visibility among the 15 independent schools in the area. We have continued our featured profile on the InternationalStudent.com website, which generates leads across the globe, and updated and improved our International Viewbook.

## **Viewbooks**

Western's most primary print publications for student recruits consist of freshman and transfer Viewbooks. Our 2016-2017 Viewbooks were developed with student communication preferences in mind. Students experience information overload on a daily basis and we often have only a split second to engage students with content. Visuals are processed by the brain a thousand times faster than plain text. In response, we significantly reduced the amount of text to accommodate more visual content. Research also indicates that prospective students prefer to learn through stories, so student stories are prominently woven throughout these publications to illustrate exciting opportunities, faculty support and impressive achievements.

## **Financial Aid Recalculations**

Despite the late start in awarding returning students and the need to recalculate the aid offers of over 3,000 freshman and transfer students (resulting from the reduction in undergraduate tuition), Financial Aid finalized 11,601 aid offers for Fall 2015 compared to 11,410 the same time last year.



**Capital Program Report  
Board of Trustees  
October 9, 2015**

**MAJOR/INTERMEDIATE CAPITAL PROJECTS**

• **Carver Renovation**

The General Contractor/Construction Manager (GC/CM) contractor, Mortenson Construction, continues releasing subcontractor packages for pricing, more than half of the packages have opened. Abatement and demolition work is being done throughout the site and existing building. Foundation work is scheduled to start in November.

The project is scheduled to be substantially complete in April 2017.

• **Nash Hall Renovation**

The Nash Hall Renovation Project has reached substantial completion and the building is now occupied for fall quarter. The contract with CDK Construction Services is being closed out.

• **Classroom and Lab Upgrades – Phase 2**

There are two remaining components to this work:

1. PW679 Classroom and Lab Upgrades – Phase 2: has reached substantial completion and all classrooms and labs are being used fall quarter. The contract with Regency NW is being closed out.
2. PW681 Haggard Hall Media Commons and Parks Hall Finance and Learning Lab: Remaining work in Haggard Hall rooms 245 and 246 includes installation and testing of new broadcast equipment which is scheduled to be complete in mid-October. Construction was completed in Parks Hall in late August.

• **Ridgeway Kappa Renovation**

The Ridgeway Kappa Renovation Project has reached substantial completion and the building is now occupied for fall quarter. The contract with Dawson Construction is being closed out.

• **New Student Housing**

Enrollment and Student Services (ESS) is working with Brailsford & Dunlavey, Inc. on a student housing market study. The results of this study will assist developing the project scope and programming for a proposed new on-campus student housing project.

• **Science Building Renovation and Addition Predesign**

THA Architecture and Western representatives have begun meetings and working on elements of the Science Building Renovation and Addition Predesign. Completion is scheduled for June 30, 2016.

- **Performing Arts Center Renovation and Addition Predesign**

Opsis Architecture and Western representatives have begun meetings and working on elements of the Performing Arts Center Renovation and Addition Predesign. Completion is scheduled for June 30, 2016.

### **2016 SUPPLEMENTAL CAPITAL BUDGET REQUEST**

At your last meeting, the Board approved submitting three requests in the Supplemental Capital Budget:

- DisAbility Resources for Students Area Expansion
- Improving Emergency Response through Upgraded Building Access Control
- Improving Emergency Response through Upgraded Outdoor Annunciation

After further review of OFM's instructions requesting limitation of supplemental capital requests to technical corrections and emergency issues, the University has chosen to only move forward with the building access control request, and defer the other two requests for inclusion in the 2017-2019 biennial request.

### **2017-2019 CAPITAL BUDGET REQUEST AND 2017-2027 TEN-YEAR CAPITAL PLAN DEVELOPMENT PROCESS**

This fall quarter begins the University's Capital Planning process for the development of the 2017-2019 Capital Budget Request and 2017-2027 Ten-Year Capital Plan. The plan, as in previous biennia, will be developed with significant input from the campus community during fall and winter quarters, culminating with a draft plan for Board review in April 2016 and adoption of a plan in June 2016.

The finalizing of documents will occur in early summer 2016 and submittal to the State in August/September 2016.

For more information about the major projects, the Capital Program, and the Capital Planning Process, visit the Office of Facilities Development and Capital Budget website: <http://www.wwu.edu/wwuarchitect/>.

# UNIVERSITY ADVANCEMENT REPORT

OCTOBER 2015



The start of the academic year at Western always heralds excitement and extra activity, from welcoming students to engaging with our wider community. This quarter we are also celebrating the opening of our new Western City Center, located in the heart of downtown Bellingham. Our street-level, corner offices in the historic Herald Building offer parents, students, alumni and friends WWU information, tickets to campus events as well as opportunities to purchase Alumni Association memberships and to make a gift to the WWU Foundation. Western merchandise is on sale, alongside complimentary Woods Viking Blend coffee. We look forward to seeing you, Monday to Friday, 8am to 5pm, and for special events. Please join me in celebrating our newest Western space!

## CAMPAIGN RESULTS THROUGH AUGUST 31, 2015



## ADVANCEMENT FAST FACTS

JULY 1 – AUGUST 31, 2015

Over the past two months, we secured **three** major gifts totalling **\$320,000** and **two** major pledges totalling **\$725,000**, contributing **\$1,045,000** to our **Western Stands For Washington** campaign.

Through the summer, our major gift officers engaged in **307** interactions with donors and potential donors via personal visits, phone calls and email correspondence.

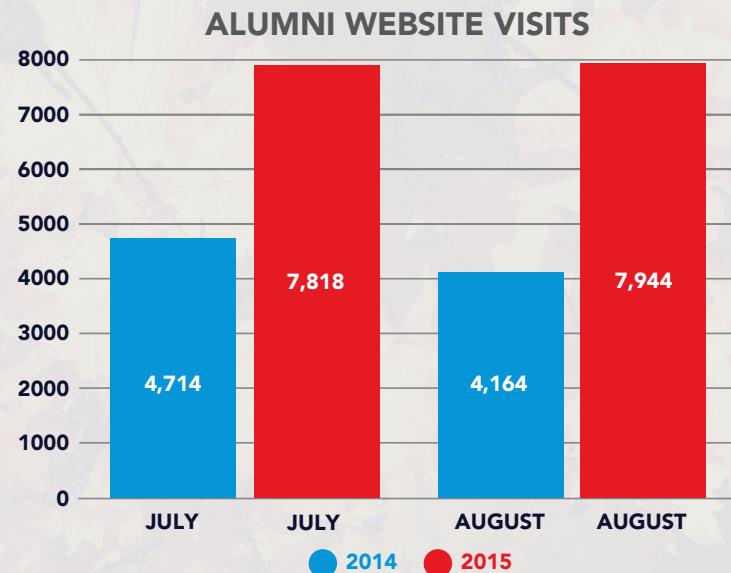
Since July 1, **770** WWU donors have made **1,185** annual gifts, bringing in **\$221,512.70**.

Over the past two months, we added **220** WWU Alumni Association memberships, including **113** first-time members!

**Eleven** Alumni Association summertime events engaged **313** Western alumni, families, community members and supporters.

# GROWING AWARENESS

The Advancement communications team was especially busy as the fiscal and school years drew to a close while we built and launched two websites, recreating and adding to all of our content – including building forms and functionality – for WWUAlumni.com and our WWU4WA.com campaign site. Since their introduction in July, we've received incredibly positive feedback about the look, feel and mobile responsiveness of both websites. In addition, traffic to the WWU Alumni Association website nearly doubled year over year in both July and August.



## ENGAGEMENT METRICS



OVER THE PAST YEAR,  
WOODS COFFEE HAS SOLD  
**1,973 BAGS**  
OF ITS VIKING BLEND VS  
**471 BAGS**  
THE YEAR BEFORE. THAT'S  
A PERCOLATING **319%**  
RISE, TRANSLATING INTO  
A **\$2,000** CHECK FOR WWU  
SCHOLARSHIPS!

NUMBER OF  
BIRTHDAY EMAILS  
THE ALUMNI  
ASSOCIATION  
SENT OUT TO OUR  
WWU COMMUNITY  
MEMBERS OVER  
THE PAST YEAR:  
**13,810**



DURING  
OUR FESTIVE  
PRESIDENT'S  
SOCIETY SUMMER  
BBQS, WE  
MINGLED WITH  
**355**  
DONORS, STAFF  
AND FACULTY.

# ENGAGEMENT

## EVENTS FROM JULY-SEPTEMBER

On July 28, WWU Foundation Board Treasurer Marjorie Hatter, her husband Allen and Julie Fleetwood Binns and John Binns hosted a Blaine-based, "Semiahmoo Friends and Neighbors" evening event, welcoming more than 30 community members, donors and prospective donors for wine, hors d'oeuvres and lively discussions. As part of the program, director of the WWU Canadian-American Studies Program and Huxley associate professor of environmental studies David Rossiter spoke on the engaging topic of "Living a Can-Am Life: A decade of crossing the line."

The Seattle and Bellingham President's Society summer BBQs welcomed a wide range of donors – 116 guests joined us aboard the Skansonia on Lake Union on August 5, and 239 guests mingled at Chartwell Estates overlooking a beautiful Bellingham Bay sunset on August 13. The Seattle BBQ proved to be the perfect occasion for celebrating the 89th birthday of WWU alum, President's Society and Old Main member John Abrams, ('50) (see photo, above left), while at the Bellingham BBQ, President Society member Greg Grant helmed the salmon-grilling, a role he's relished for 11 years.

On September 1, President Shepard and Provost Carbajal welcomed 60 WWU retirees to campus for our second annual Legacy Lunch. This year's luncheon included a stellar, up-to-the-minute presentation by geology assistant professor and Mars Rover team-member Melissa Rice on her space-related research project.

July's Alumni Association events kicked off on foreign soil as 12 participants joined Western Professor Amanda Eurich for a week in France, July 9-16. Travelers



SALMON BBQS WITH FRIENDS: Above left, Bruce and Cyndie at the Seattle BBQ with John Abrams, ('50), and Karl Compton, and, right, in Bellingham with Greg and Elizabeth Grant.



enjoyed seven nights aboard a 40-foot canal barge and one night in a hotel in Toulouse. Along the way, our WWU group learned about the language, history and cuisine of Toulouse, Montauban, Moissac Abbey and Auvillar. This launched our faculty-led travel tours and it proved to be a great success.

As our travelers wrapped up their tour of France, stateside Vikings gathered at Scion Restaurant in Washington D.C. on July 15. The event coincided with Alumni Association executive director Deborah DeWees's visit to the area to visit donors: she hosted the event and provided updates about the Western Stands for Washington campaign. Huxley College alumni made up the largest percentage of the group, and the evening culminated with a communal dinner in a private room.

Vikings in the state of Washington enjoyed a wine tour on July 18th. We hosted 21 members of the WWU community on a deluxe motor coach from Bellingham to Woodinville, where we toured the best of the

region's vineyards and tasting rooms. The wine tours continue to be a popular event, attracting a wide variety of Western friends.

We celebrated an unusually hot Pacific Northwest summer with a trip to the ballgame on July 25. About 30 Western guests got their blue on with their families to see the Everett AquaSox take on the Spokane Indians. Highlights of the game included goodie bags as well as post-game fireworks.

WWU alumni board member Mark Brewer ('87), CEO of Typesafe, hosted a Western alumni event at the private Wingtip Club in San Francisco on August 18. The group gathered in the private Wine Cave on the 11th floor where Vikings enjoyed fine cuisine and drinks while meeting and mingling. Deborah DeWees attended and provided an update on Western and our ongoing campaign. Mark spoke about why he supports Western, and several participants became members of the Alumni Association that evening while others provided a donation.

# ENGAGEMENT

CONTINUED...



WWU faculty, staff and students enjoyed bratwursts, cupcakes, cool tunes and each other at the Alumni Association's 8th annual Get Your Blue On BBQ.

Our second faculty-led tour abroad was in Italy from August 23 to September 6. WWU Professor of environmental studies Gigi Berardi guided the group through Italy's fascinating contemporary food culture, with hands-on Italian cooking classes and conversational language lessons. The trip was based in Florence, with visits to notable museums and excursions to the nearby towns of Pistoia and Fiesole.

Western literary fans and theatre buffs were equally pleased with our August 23 event featuring the live performance of Harper Lee's *To Kill a Mockingbird* in Olympia. The sold-out show was a hit, and our group followed the cultural event with a dinner at Waterstreet Café, discussing the performance and enjoying gourmet food together.

Back to the ballfield is where we rounded out summer on August 30 with Vikings in Tacoma as the Rainiers toppled the Nashville Sounds. On an otherwise rainy weekend, the sun came out just in time for the game and lunch, which was included in the ticket price. We had 72 guests take advantage of our alumni event to join us in the stands.

Alumni board members stepped up again on September 1, as two couples who are proud Western alums hosted a send-off BBQ for incoming freshmen from the Grays Harbor area. WWU alumni board member Vini Samuel ('94) and her husband Guy Bergstrom ('94) opened their house for the dinner, which was co-hosted by board members Gerrilynn ('83) and Todd ('83) Lindley. The new students were able to ask

questions and our alums generously shared stories about Western.

On September 9, 270 Western employees gathered on Old Main Lawn for the 8th Annual Get Your Blue On BBQ. This event kicks off the academic year for faculty and staff, giving them an opportunity to wrap up summer and gear-up for students returning to campus. President Bruce Shepard joined campus chefs at the grill, while Cyndie Shepard brought their dogs, Andy and Lucy, along for the party. Every participant received a WWU-branded water bottle and giveaways from the prize wheel. New this year: a special prize wheel gave premium prizes to those who were or became Alumni Association members at the event. We had 13 employees join, six of whom were student employees.

# UPCOMING EVENTS

**OCTOBER 10** – Western in Portland at Portland Art Museum, the Paul Allen Collection

**OCTOBER 13** – Donor Reception in Washington, D.C.

**OCTOBER 17** – Reception and docent-led tour of Impressionism exhibit at Seattle Art Museum

**OCTOBER 17** – WWU Women's Soccer vs. SPU on Campus

**OCTOBER 31** – Halloween event, Western City Center

**NOVEMBER 1** – Seahawks vs. Dallas viewing party in San Francisco

**NOVEMBER 4** – Ask an Alum on campus

**NOVEMBER 6** – Ribbon-cutting and naming ceremony for the Saturna Sustainable Investing Lab at Parks Hall

**NOVEMBER 7** – Lifetime Alumni Member Dinner at Western City Center

**NOVEMBER 7** – Curling in Canada

**NOVEMBER 13** – Wine Tasting in Issaquah

**NOVEMBER 14** – *My Fair Lady* in Issaquah

**DECEMBER 5** – Zoolights at Tacoma Pt. Defiance Zoo

**DECEMBER 1,2,3,4** – Bellingham Holiday Open Houses, President's Residence

**DECEMBER 8** – Seattle Holiday Reception at The Loft in Bothell

**DECEMBER 10** – Senior Celebration on Campus

**DECEMBER 8** – Commencement on Campus

**DECEMBER 12** – Skagit River Eagle Float

**JANUARY 9** – WWU Women's Basketball vs. CWU at Whatcom Community College

**JANUARY 21** – Ignite Your Intellect at Bellingham Cruise Terminal



# WHY WE DO WHAT WE DO...

WWU senior Natasha Siepser spent her summer in a chemistry lab, developing a new plastics material that will be used as an anti-corrosive. It's a project within a larger WWU team project that is creating a new material – a multi-layered mix of metal and polymer – that will ultimately be able to extract energy from non-fossil fuels.

For Siepser, a chemistry major, the experience was transformative on multiple levels. "It was so great to be able to spend the entire day working on our project rather than the two or three hours here or there that we get during the academic year," she says. "It was really exciting to see a project develop over the course of a summer: you could accomplish in a week what you would normally be able to accomplish only over three or four weeks during the school year. And it was wonderful to see a project start from one point and just really take off, to say, 'Okay, we're forming these polymer coatings. So what happens when we tweak this? What happens when we tweak that? How else can we experiment?' You get a complete picture of what is happening; it was a thrill to see the whole story form."

Siepser was able to watch the story take shape thanks to the Denice (Ambrose) Hougen Chemistry Undergraduate Fellowship, a gift that honors a former WWU chemistry department manager who died in 2013. It finances one of the regular summer stipends that Western offers qualifying students each year. Such stipends support students' research throughout the summer – full-time – as well as provide them with opportunities to share their work at conferences. It's an experience, as Siepser's faculty research advisor Dr. David Rider explains, that has significant impact on the student, on their faculty advisors as well as within their department.

"The opportunity to work with students like Natasha on a full-time basis is very important to my goals as a faculty member at WWU, as a teacher of chemistry, engineering and materials science and as a scholar in my field," Rider explains. "The fellowship has allowed Natasha and myself to bring uninterrupted attention and focus to her research project. She worked very hard in the academic terms leading up to the fellowship to ensure that a rich



**RAD SCIENTISTS:** In a WWU chemistry lab, Dr. David Rider and Western senior Natasha Siepser turn metal salts into polymer-coated nanocatalysts by irradiating them with light.

and exciting research project could thrive in the summer of her award. Her drafting of a research proposal, which was part of the application process for the fellowship, helped her to develop her scientific writing and formal communication skills. All these activities, including her summer work, have allowed her to rise to a new stature as a young scientist: She has a natural level of professionalism, dependability and scientific intuition that is difficult to teach a student. I know it will be fun to watch her career continue to develop."

"One of the things that distinguishes the chemistry program at Western from many others," adds WWU professor of biochemistry Dr. Spencer Anthony-Cahill who was also a close friend of Denice's, "is our undergraduates' meaningful involvement in faculty-directed research. The research enterprise allows the student to get a very authentic experience of what life as a scientist is like. And by supporting them in presenting their work and meeting other people who share common interests in their area of research, we see the transformation of our students from not really understanding what the scientific enterprise is about, to discovering that it's something for which they have a great deal of interest and passion."

It's part of a departmental mission, he notes, that matches Denice Hougen's own enthusiasm and support for students that marked her years at Western. "These awards help students find that thing that

really excites them, that they can envision as a career, and that really is a big part of Denice's legacy: she was devoted to our students, to helping them realize their dreams. She spent her time helping and advising them, being realistic with them about what reasonable expectations they might have. This scholarship continues that legacy of caring for students by providing them with the opportunity to learn whether research is something that they love and that they want to spend their life doing."

Her taste of life in the lab certainly made Siepser eager to have more. "When I started I was so nervous to go and talk to my research advisor," she says, "and now it's a highlight! I can say, 'I'm doing this and I have issues with this and here's what I'm thinking. What are your insights?' It's been really cool to collaborate with my advisor and with other advisors, with students in my lab and in other labs. It's been a really cool way into a new world – learning a new language, really."

She also appreciated the opportunity to meet Joe, Denice's widower: "It was wonderful to talk to him and to hear about what she was like as a person. I loved sharing my project with him, and letting him know how excited I was to be able to dedicate my entire summer to it."

From the practical support to the personal touch, the story of Siepser's summer stipend offers a fitting tribute to Denice Hougen, as well as the thrilling vision of a WWU student's budding scientific career.

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Steve Swan, V.P. for University Relations and Community Development

**DATE:** October 9, 2015

**SUBJECT:** **University Relations and Community Development Report**

**PURPOSE:** Information Item

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**Purpose of Submittal:**

A written report is provided on the recent activities of University Relations and Community Development.

**Supporting Information:**

Report Attached

**WESTERN WASHINGTON UNIVERSITY  
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS AND  
COMMUNITY DEVELOPMENT**

**REPORT FROM THE VICE PRESIDENT TO THE BOARD OF TRUSTEES**

**COMMUNICATIONS AND MARKETING**

Our skilled professionals worked hard on a wide range of online, print, social media, video and graphic design communications and marketing, which resulted in effective outreach via multiple communications platforms (see attached **Metrics Dashboard** for July and August). Notable achievements included:

- Our office assisted with a National Geographic video and article on the research by Western Biology Professor **Ben Miner** on a disease affecting West Coast starfish (<http://news.nationalgeographic.com/2015/09/150915-sea-star-wasting-disease-epidemic-update-oceans-animals-science/>); response to media coverage of a fire in the university's **Chemistry Building** (<http://www.bellinghamherald.com/news/local/article32689698.html>); and **Western's top ranking** in the Northwest in Washington Monthly Magazine (<http://bbjtoday.com/blog/western-named-the-top-northwest-public-masters-granting-university-by-washington-monthly-magazine/32051>).
- Production of compelling video and photos that highlight Western's excellence, including photos of Opening Convocation (<https://westerntoday.wwu.edu/features/convocation-kicks-off-2015-16-school-year>); and the Associated Students Info Fair in Red Square (<https://westerntoday.wwu.edu/news/associated-students-presents-annual-red-square-info-fair-sept-21-and-22>).
- Release of the late summer edition of Soundings, our back-to-Western edition, with stories about moving students in to campus, moving students in to off-campus apartments, exploring Bellingham with your student and a preview of Fall Family Open House. We also recently completed our University Relations Annual Report (<http://www.wwu.edu/annualreport/>). Stories and photos are coming together for our next edition of Window magazine, which is due for publication in mid-November.
- Rollout of a **comprehensive marketing campaign** in conjunction with the Office of Admissions targeted at two key demographics: high-achieving Seattle metro area high schoolers and first-generation Hispanic students.
- Graphic designers worked with campus offices included: a redesign of Woodring College's RN-to-BSN program brochure; Fall Career Fair poster; New Student Services postcard; Campus Equity & Inclusion flier; Summer Commencement program; homepage graphics for website template for Fairhaven College; Counseling Center brochure redesign; large format photo boards for Opening Convocation award recipients and Athletics media guides for men's basketball and women's basketball; and numerous other design projects for offices, departments and colleges across campus.

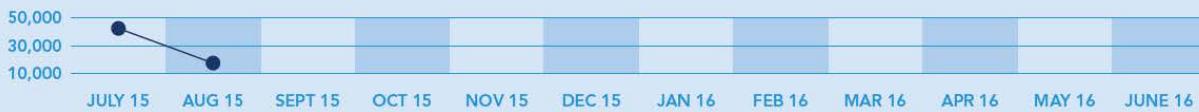
### WESTERN TODAY

#### TOTAL HITS

# 59,712

#### TOP STORIES

- Major renovation project begins at Carver
- New budget includes tuition cut, staff pay increases
- WWU names 2014-15 outstanding graduates
- Transitions, Summerstart to bring thousands to campus in July, August
- Western responds to Chemistry Building fire



### SOCIAL MEDIA

#### TWITTER

#### FACEBOOK

#### INSTAGRAM

#### TOP POSTS OF THE MONTH



#### WWU Account



#### OurWestern Account



#### STATISTICS AT A GLANCE

**24,496**  
Total followers

**498**  
New followers

**2.08%**  
% gained

**2.55%**  
Engagement rate

**73,108**  
Total followers

**1,472**  
New followers

**2.06%**  
% gained

**2.02%**  
Engagement rate

**16,367**  
Total followers

**517**  
New followers

**3.26%**  
% gained

**7.45%**  
Engagement rate

**5,020**  
Total followers

**825**  
New followers

**19.82%**  
% gained

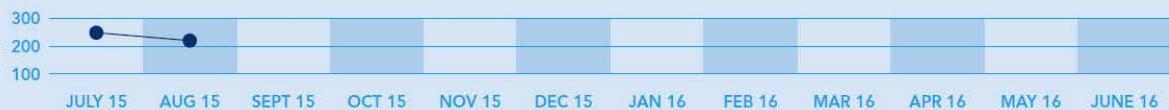
**6.80%**  
Engagement rate

## MEDIA STORIES



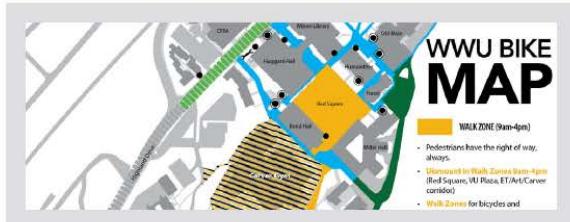
### TOP STORIES

- WWU expert discusses large jelly fish blooms (King 5)
- WWU researchers probe how much sulfide Puget Sound eelgrass can withstand (Skagit Valley Herald)
- WWU scientists study shrinking glacier (Associated Press)
- WWU professor testifies to senate on Washington wildfires (Seattle Times, KVOW)



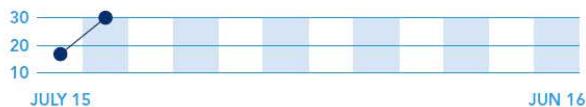
## CREATIVE SERVICES

### GRAPHIC DESIGN



### FEATURING

- WWU bike map updates
- Athletics pocket schedules and Blue Crew poster
- Campus Equity & Inclusion Forum branding
- College of Business and Economics website design

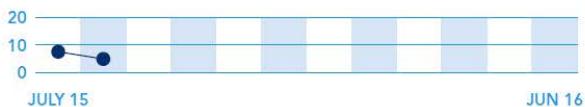


### PHOTO & VIDEO



### FEATURING

- Videos showcasing Western's influence and role in the community through the SBDC
- Outstanding student media for Window magazine
- Video for Admissions website homepage



## WINDOW MAGAZINE ONLINE

### TOP STORIES

1,967 Total Page Views

- Success Story Squared: They came to Western not knowing what they'd study – let alone how they'd pay for it
- The Truth Is Out Here: Western's Melissa Rice is part of a NASA team uncovering the secrets of Mars
- Class Notes

## ADVERTISING

### PRINT ADS

1 Submitted

### RADIO ADS

2 Submitted

Horizon Air magazine - 660,000 potential views per month

Ads on KSVR in Skagit County and KDNR in the Yakima Valley

## **GOVERNMENT RELATIONS**

### **State Relations**

The Office of State Government Relations is beginning to gear up for the 2016 Supplemental Session by meeting with legislators and exploring strategies for bringing more legislators and legislative staff to campus. The Office has been assisting with the development of the 2016 supplemental operating and capital budget decision packages in preparation for the early October deadline to the Office of Financial Management. Our involvement is to provide strategic advice about how Western can most effectively secure funding in Olympia. We are also planning a few events in partnership with the WWU Foundation to honor state legislators who championed Western's legislative priorities in the recent 2015 session.

Finally, the Office of Government Relations is working on to plan the 2015 Munro Seminar scheduled for October 27-28 in the Wilson Library Reading Room. We have put together three stellar panels and the program should be entertaining and educational. The Munro Seminar is a great opportunity for us to get legislators and other public officials on campus and to showcase this program through on-campus and TVW participation.

### **Federal Relations**

In early September Western sent briefing documents to Senator Patty Murray and to her senior advisor to the Health, Education, Labor and Pension Committee (HELP) concerning higher education accreditation. The document was designed to assist Sen. Murray in her decision-making regarding reauthorization of the Higher Education Act, of which accreditation is an important component.

Specifically, the document address Western's review process through regional accreditation and how this process differs from the subpar standards of national accreditation, the benefits that regional accreditation provides to WWU and the general public, and specific improvements that Western has implemented as a result of the regional accreditation process. This issue has been driven by the national accreditation of Corinthian Colleges which has attracted a negative publicity and criticism regarding accreditation. The document focuses on providing a better understanding of the difference between national and the more highly respected regional accreditation.

## **SMALL BUSINESS DEVELOPMENT CENTER**

Director, CJ Seitz, and business advisors, Deb Lee and Eric Grimstead, joined colleagues from across the nation at the annual America's Small Business Development Center Conference held September 8 to 11· 2015 in San Francisco, California. Highlights included:

- Success Stories: Heard very inspiring stories like that from one of the founders of Little Passports (<http://www.littlepassports.com/>) who, as a newly single mother, was able to grow her business despite facing significant adversity, a troubled economy and limited access to capital as a women owned business. Of particular interest was how this company was able to grow sales and find new customers through Facebook advertising.
- Alternative Lenders: Discovered a number of alternative lending options that could help our local small businesses access capital more easily to start or grow their businesses.
- Partnerships: SBDC is partnering with Google to promote the "Let's Put Our Cities on the Map" initiative that is designed to help local small businesses establish an online presence, even if they do not have a website.

- Best Practices: Learned best practices to provide technical assistance to underserved populations, such as Hispanics and Latinos, for whom English is their second language.

WWU SBDC has its first MBA intern! Financial Analyst Intern, Ruby Hoang. Ruby will assist the advisors and SBDC clients by providing reports and recommendations based on financial data and client goals. She is currently assisting advisors with two clients who are interested in selling their businesses. WWU SBDC hopes to continue growing its internship program; enhancing the students' education and work portfolio.

The SBDC has coordinated a Small Cities Tour in Whatcom County. Meetings will be scheduled with Mayors and key city officials in Everson/Nooksack, Sumas, Blaine, Ferndale, and Lynden to learn more about how the WWU SBDC can support each local business community.

- Co-sponsoring events:
  - SCORE and WWU SBDC welcome back, Rick Hogan, who is presenting, 'Grow your business with social media.' Creating effective, user-friendly social media strategy remains a relevant and frequently-requested training topic amongst local small businesses.
  - Presented a workshop on Writing Successful Bid Proposals and Successful Government Contracting alongside the Washington Procurement Technical Assistance Center.
  - In collaboration with the Washington Office of Minority & Women's Business Enterprises, the WWU SBDC presented 'Let's Get Certified!' This training provides certification steps so that entrepreneurs can pursue State contracts and procurement opportunities.

WWU SBDC is happy to support the Downtown Bellingham Partnership and the WWU IDEA Institute to present HATCH. The HATCH program serves as a business incubator and trial location with the overall goal of filling chronically vacant lease spaces. To provide the best service and achieve the most success, IDEA institute students are available to entrepreneurs for idea formation and start-up guidance while WWU SBDC advisors provide expansion and retention advising as the businesses flourish.

The SBDC recently helped facilitate a meeting between Blaine city officials and key players in the Blaine business community to discuss revitalization efforts for the Blaine International Center. Albanese Cormier Holdings, a commercial real estate holding company headquartered in Beaumont, TX, reached out to our SBDC center to help identify both local community partners as well as potential new tenants for the shopping center.

## **WASHINGTON CAMPUS COMPACT**

The WCC's **Students Serving Washington Awards** project has been launched! The pilot statewide project recognizes outstanding student service leaders and entrepreneurs who tackle critical issues in Washington through innovation, service, and civic engagement. Winners of the Social Entrepreneur Awards will receive a \$10,000 seed grants to implement their proposed solution to a social entrepreneur challenge question. Winners of the Outstanding Service Award will receive \$7,500 split equally between the student(s), their college/university, and their community partner. The Presidents' Awards recipients will be selected by the president of each participating member institution for their leadership and commitment to serving their communities.

On November 5, 2015, Washington Campus Compact will hold a statewide **Faculty Institute** focused on three themes that address critical issues in Washington: diversity and social justice, sustainability, economic development/social entrepreneurship. Participants will a) gain new understanding of how student engagement can be used to improve learning while addressing critical issues in communities, b) learn about the interconnectedness of the three topics, and c) network with other faculty/administrators across the state. Three representatives from WWU were selected to present at the institute:

- Heather Davidson (Communications) will facilitate a workshop titled: **The Empathy Emphasis: Communicating Connectedness**
- Dan Purdy (College of Business and Economics) will facilitate a workshop titled: **Creating Community through Interdisciplinary Social Entrepreneurship**
- Galen Herz (Biochemistry and Anthropology student) will serve on a plenary panel to discuss the interconnectedness of the three topics.

On November 6, 2015, Washington Campus Compact will hold a statewide **Network Meeting** for member institutions only. Participants will explore various strategies to map campus community partnerships and student engagement, and then begin discussing methods of measuring impacts of those partnerships and engagement efforts. Campus teams from member institutions will be invited to participate in this important statewide dialogue.

### **WEB COMMUNICATION TECHNOLOGIES (WebTech)**

Max Bronsema has replaced Marie Raney as Director of WebTech. Marie served as Western's webmaster for ten years, launching the new home page and starting the WebTech department during that tenure. Nigel Packer was hired to replace Max Bronsema as the ITS-3 lead Drupal developer.

Western's highly recognized [AMSEC](#) program launched its department site within the CSE Drupal site. New sites for the College of Business and Economics and Fairhaven College are expected to be launched by October 2<sup>nd</sup>.

Western Today, WWU's daily communication piece for the campus community, was launched on a new and improved platform and is fulfilling the needs of University Communications and Marketing. It is on the same Drupal platform now as the college sites.

Several WordPress sites are now live. These include the following websites:

- [Presidential Search](#)
- [Campus Inclusion and Equity Forum](#)
- [Dean of Students Unit](#)
- [Honors Program](#)
- [Live & Recorded at Western](#)

The [annual report website](#) is our first example of a website powered by data managed in Drupal yet displayed elsewhere. It is an encouraging step towards allowing greater flexibility in site designs.

Work continues to improve the accessibility of Western web properties. A video caption training was held where fifteen employees were trained on how to caption video and we were able to caption fifty-five minutes of video.

## WESTERN WINDOW TV SHOW

A synopsis of the latest episode of the Western Window TV Show, which is telecast on KVOS-TV via Comcast Cable on the west side of the mountains is listed below. This student intern produced show is aired Sunday mornings at 7 a.m. on KVOS and is also televised daily in Bellingham on BTV-10. Here is a [link](#) to the archives of the shows and below is information on the three latest episodes.

**Episode 30 - September 2015** This month's show is an "Office Hours" segment hosted by Dan Purdy, director of Western's Front Door to Discovery program.

This episode explores community engagement at WWU and how universities can better engage with the people and organizations around them? – Purdy leads a panel of speakers through a discussion of the nature, value, and worth of a how universities can better engage and reach out to their communities. Panelists are Heather Davidson, instructor in Western's Communication studies department; and Marianne Brudwick, co-chair of the Bellingham Brain Cancer Walk. (28:15)

**WESTERN WASHINGTON UNIVERSITY  
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

**TO:** Members of the Board of Trustees

**FROM:** President Bruce Shepard by Steve Swan, V.P. for University Relations and Community Development

**DATE:** October 9, 2015

**SUBJECT:** WWU Annual Report

**PURPOSE:** Information Item

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**Purpose of Submittal:**

The Western Washington University Annual Report for 2014 – 2015 is attached.

**Supporting Information:**

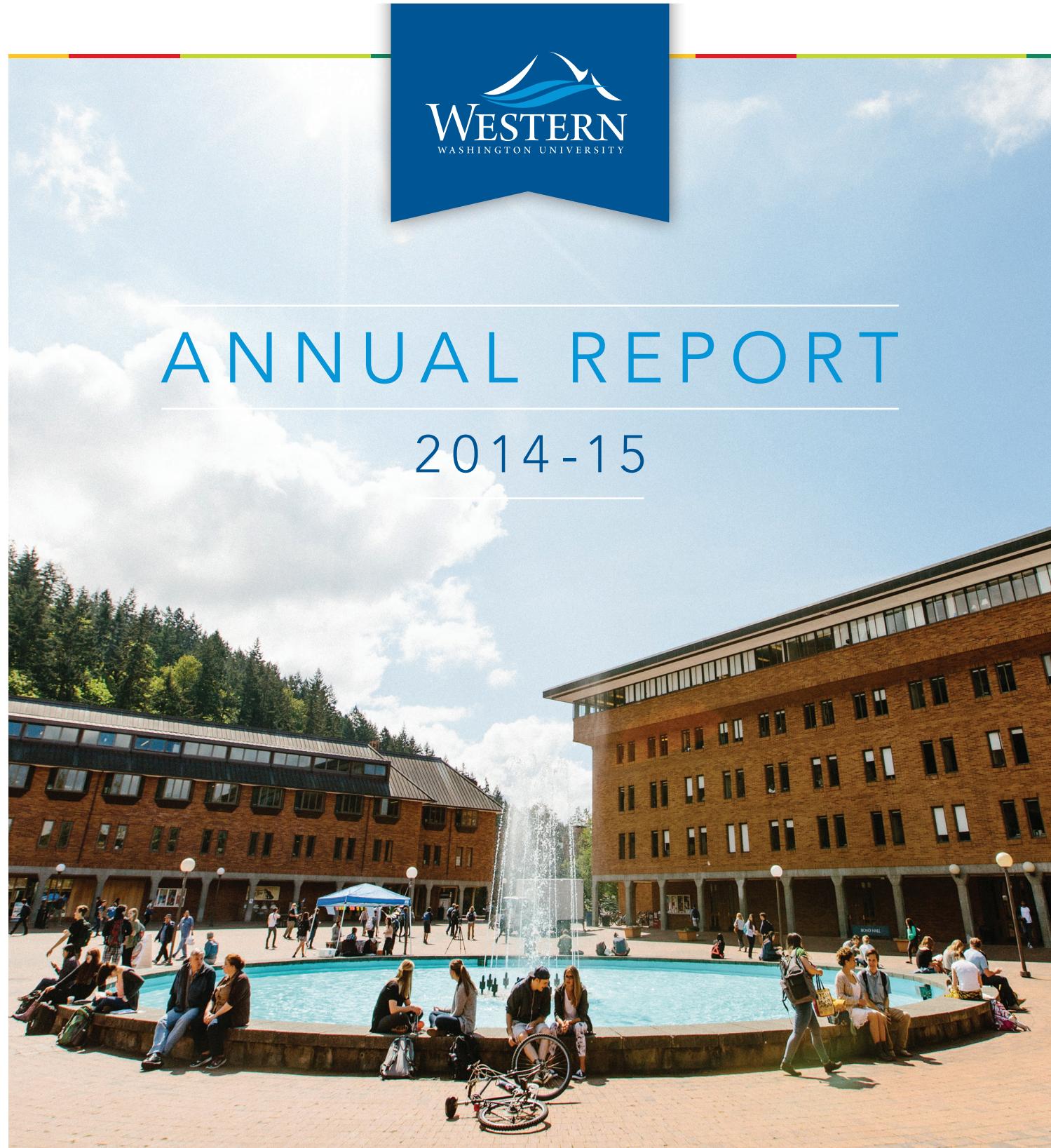
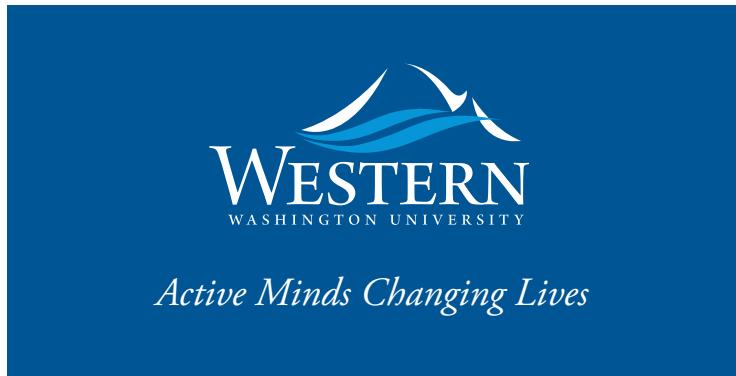
Report Attached

## Western Stands for Washington:

- Donors to the campaign have created scholarships and research funds that are [already making a difference](#) for students and faculty.
- Gifts from longtime Bellingham residents Alice and Gordon “Bus” Fraser totaled more than [\\$8 million for scholarships, equipment, visiting scholars and several academic departments](#).
- A \$1 million gift from Alpha Group’s Grace Borsari and Fred Kaiser helped boost Western’s [Institute for Energy Studies](#).
- [Robert S. Harrington Field](#), built with the help of a \$1 million gift from alumnus Scott Harrington’s family’s foundation, was completed.
- The first [Arlan Norman Award for Excellence in Student Mentoring](#) went to Chemistry Professor David Patrick and graduate student Ryan Sumner and their summer research project on solar energy.
- The [Fairhaven College Opportunity Fund](#), one of many new scholarships created during the campaign, is designed to increase access to higher education for first-generation college students.

## Community outreach:

- Western’s Compass 2 Campus program was given [top honors by Mentoring Works Washington](#) for its commitment to best practices in safety and meaningful relationships.
- Western’s [exemplary record of community service](#) earned a spot on the 2014 President’s Higher Education Community Service Honor Roll with Distinction.
- Western students took their academic skills to the community in 214 service-learning classes. More than 4,300 students completed a total of [82,701 hours of service-learning activities](#).
- The Small Business Development Center [served 766 businesses in 2014](#), helping entrepreneurs create or retain 109 jobs as a result.



# Highlights of 2014-15

- Western launched the public phase of the [Western Stands for Washington Campaign](#) and was already [zeroing in on 95 percent of the \\$60 million goal](#) by year's end.
- The state Legislature approved \$70 million for the much-needed [renovation of Carver Academic Facility](#), [reduced tuition for resident undergraduate students](#) and increased funding for employee compensation.
- Western [sent delegations to universities in China and Mongolia](#) – and hosted university representatives from Korea.
- Western was named a [Changemaker Campus by Ashoka](#), the world's largest network of social entrepreneurs.
- Planning began for a [national presidential search](#) after President Bruce Shepard announced he would retire in 2016.
- [New academic programs](#) include Chinese Language and Culture, Energy Policy and Management, Entrepreneurship and Innovation, and Sustainability Studies.



## Western is:

- The highest-ranking – and [most efficient](#) – public, master's-granting university in the Pacific Northwest, according to U.S. News and World Report.
- The medium-sized university with the most [alumni in the Peace Corps](#) – for the third year running.
- A [best value in public education](#), according to Kiplinger's Personal Finance.
- Among the [nation's top purchasers of green energy](#) in higher education, according to the EPA.

## Students of Distinction:

- Four students won prestigious Hollings Fellowships with the National Oceanic and Atmospheric Administration – [more than any other university on the West Coast](#).
- Western students [developing a transparent window that doubles as a solar panel](#) won a \$75,000 grant in the EPA's P3: People, Prosperity and the Planet competition.
- Western's opera production of "A Midsummer Night's Dream" won [first prize at the 2014 Opera Production Competition](#) sponsored by the National Opera Association.
- [More students are studying abroad](#): 550 students participated in global programs or exchanges, a 30 percent increase over the year before.
- Western's [student athletes graduate](#) at rates well above the national average in NCAA Division II.
- [Seniors collaborated with Microsoft](#) and other industry partners in user experience design projects.



## Faculty and Staff Excellence:

- Western Libraries' Wayne Richter received the Order of the Polar Star, [Mongolia's highest honor](#) for a foreign national, for his work with Western Libraries' Mongolian Studies Collection.
- Resilience Institute Director Rebekah Paci-Green [detailed the potential impact of a 9.0 earthquake](#) in the Cascadia region – and traveled to Nepal to assess the structural safety of school buildings after the massive quake there.
- Tiana Kahakauwila of English was selected as a [fellow at the Radcliffe Institute for Advanced Study](#) at Harvard University.
- Environmental Science's Wayne Landis completed the first stage of a [lengthy study of mercury pollution](#) in Virginia's South River.
- Chemistry's Greg O'Neil collaborated with Woods Hole Oceanographic Institution on research exploring the promise of [common algae as a source for making biodiesel and jet fuel](#).

**17. DATE FOR NEXT REGULAR MEETING**

- **December 10 & 11, 2015**

## **18. Adjournment**