A photograph of a brick walkway with several fallen autumn leaves. In the background, a person is walking, slightly out of focus. The scene is outdoors, likely on a university campus.

“This scholarship has allowed me to balance school and work without falling deep into student loans. I have more time to focus on studies and have experiences, such as attending conferences, that I may not have otherwise.”

— Anne Huntemer-Silveira ('18)

Barbara Ellen Maguire Scholarship recipient

**ADVANCING
THE UNIVERSITY**

DIVISION OF UNIVERSITY ADVANCEMENT, WWU
OCTOBER 2017

ADVANCEMENT UPDATE

JULY 1ST THROUGH AUGUST 31ST

WWU ALUMNI ASSOCIATION NOTES

TOTAL ATTENDANCE **672**



PAINT B'HAM
BLUE VIP LUNCH
ON TOP OF THE
HERALD

56



GRADUATION
CELEBRATION -
SUMMER 2017

150

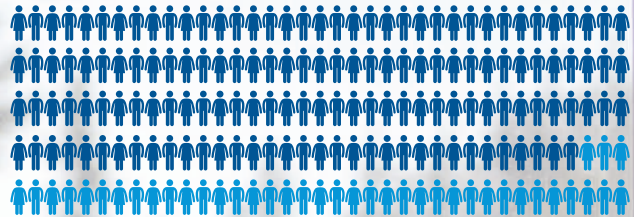


GYBO BBQ
(40 PERCENT
ATTENDANCE INCREASE
OVER LAST YEAR)

456

OF THE **185** PEOPLE
WHO PURCHASED A MEMBERSHIP,
40 (22%) MADE AN ADDITIONAL GIFT
AT THE SAME TIME FOR A TOTAL OF

\$345



WWU FOUNDATION NOTES

TOTAL
DONORS

785

TOTAL
DOLLARS

\$611,527

GROWING AWARENESS

FROM JULY 1ST THROUGH AUGUST 31ST

CHECK OUT OUR NEW WEBSITES

For the past few months, the marketing and communications team in Advancement has been busy redeveloping the Alumni and Foundation websites on WWU's Drupal platform. The design team created wireframes and developed concepts, working closely with WWU's WebTech team to create the first phase of the redevelopment. The new user-friendly sites will boost engagement giving and improve statistical analysis, in addition to bringing University Advancement's website presence onto Western's domain.

SEATTLE TIMES AD CAMPAIGN STRATEGY

University Advancement Marketing and Communications is partnering with other marketing departments across campus to collaborate on a series of native articles in the Seattle Times. The goal is to create shareable content that not only raises awareness about our programs, drives readers to our membership and fundraising pages, and raises our profile among competing institutions, but also demonstrates how Western is addressing societal needs like overcoming barriers to education and the increased need for inclusion in education. Extended Education created the first article "Degree programs adapt to put education more within reach," which details the ways in which Western is geographically accessible to students beyond the Bellingham campus. Our next article, also from Extended Education, will focus on cybersecurity. We will publish an article a month with ads flanking the article that will drive readers to join the WWU Alumni Association and donate to Western.



ENGAGEMENT

EVENTS FROM JULY 17TH THROUGH SEPTEMBER 17TH

VIKINGS TAKE OVER FORTSIDE BREWERY IN PORTLAND



Participants enjoy a tour of Fortside Brewing Company.

WWU alumnus Mike DiFabio ('99) opened the doors of his new brewery, Fortside Brewing Company, to 45 alumni and their friends from the Portland-Vancouver area on July 31. Recent alumni sought out career advice and opportunities, and seasoned Vikings were there to offer internships and wisdom. The takeover included alumni from classes ranging from 1969 to 2016. Mike generously supplied his brew and gave a behind-the-scenes brewery tour.

PRESIDENT'S SOCIETY BBQ



President Sabah Randhawa and wife, Uzma, welcome guests at the President's Salmon BBQ.

On August 9 and August 15, President Sabah Randhawa and his wife, Uzma, entertained Western's friends and supporters in the 1893 Society, the Old Main Society, and the President's Society with salmon barbecues in Lynden and Seattle. They greeted 326 guests (a record crowd) at the Bachman Manor in Lynden. Built by Randy Bachman of the band Bachman Turner Overdrive, the manor was a graceful backdrop for the event. The second barbecue was on Wednesday, August 15 at the Olympic Sculpture Park in Seattle and had 123 in attendance.

A DECADE OF GYBO BBQ PRIDE

Alumni, guests, faculty, staff, students, and Victor Viking gathered on Old Main Lawn for the 10th Annual GYBO BBQ on September 13. With 452 in attendance, Baby Cakes had a good audience for their groovy tunes—students particularly had a blast dancing! Swag for the event included some designer Viking socks and Viking mason jars—perfect for those Woods Coffee cold brew! Speaking of Woods, owner and founder Wes Herman presented Western with a \$3,000 check from proceeds of Viking Blend coffee sales. WWU Alumni Association Executive Director Deborah DeWees welcomed guests and introduced President Randhawa who visited with faculty and staff through the event.

LEGACY LUNCH BUNCH

On September 13, while attendees were shakin' it to Baby Cakes at the Get Your Blue On BBQ, 73 retired faculty and staff celebrated their long, happy careers at Western. They began their festivities with a tour of the newly renovated Carver, and then joined the GYBO BBQ for lunch.



ENGAGEMENT

EVENTS FROM JULY 17TH THROUGH SEPTEMBER 17TH

WWU ALUMNI ASSOCIATION MAKES GLOBAL CONNECTIONS



Mark Staton talking with an prospective international student.

On August 24, International Recruitment Partner Relations Director Jiasong Yuen and MBA program director Mark Staton embarked on a six-city tour of North Asia promoting Western's Intensive English pre-MBA program and accelerated MBA programs. With our global connections and strong commitment to outreach, the WWU Alumni Association connected Jiasong and Mark with alumni Yasmina Yang ('16), Hideyasu Tanaka ('84) and Brinton Scott ('90). Hideyasu, a director at investment firm Namura Babcock & Brown, attended the Tokyo MBA fair. Brinton, a corporate attorney at Winston & Strawn joined the tour in Shanghai, where he is based. Both alumni were valuable resources to prospective students and served as excellent representation of our campus programs.



Alumna Yasmina Yang with Jiasong Yuen, and Mark Staton, both of WWU.

“We made a really good connection (thanks to the Alumni office) with a WWU alumnus, a lawyer who has lived in Shanghai for 22 years and has many business contacts in Shanghai and other cities in China. He’s a merger and acquisition lawyer so knows a lot about the ins and outs of business in China.”

–Jiasong Yuen

STAFF SECTION



Julia Gassman, Program Support Supervisor 2

Julia started at WWU in 1996 and served 18 years with public safety and 11 years as the parking manager

for Parking Services. Julia started working for University Advancement in July. She is support staff for the Alumni Association, the Alumni Association Board, and the Executive Director of the Alumni Association.



Izaac Post, Graphic Designer

Izaac is a Western Design alumnus who graduated in 2014. As a student, Izaac worked for the Associated Students, Viking Union, ATUS, and Residence Life. He will support creative design projects until the permanent graphic design position is filled.

WHY WE DO WHAT WE DO...

IMPACT STORIES

BRAIN TRUST: THE VEITH FAMILY, BEHAVIORAL NEUROSCIENCE, AND THE BARBARA ELLEN MAGUIRE SCHOLARSHIP



Anne Huntemer-Silveira

SCHOLARSHIP RECIPIENT ANNE HUNTEMER-SILVEIRA ('18)

Barbara Ellen Maguire Scholarship recipient Anne Huntemer-Silveira ('18) is a current Behavioral Neuroscience major who works with Dr. McNeel Jantzen to study musicians and non-musicians on their language perception.

She received the scholarship, which was established by the Veith family, to support her tuition for 2016-2017. Anne also attended the Organization for Brain Mapping Conference in Vancouver, B.C. in 2017 along with other members of Dr. Jantzen's lab.

THE VEITH FAMILY



Dr. Richard Veith ('69), his son David, and Dr. Robert Veith ('70) at Son La Provincial Hospital in Vietnam.

In 2015, Dr. Richard Veith ('69) and his brothers Dr. Robert Veith ('70) and David Veith ('83) established the Barbara Ellen Maguire Scholarship at WWU in honor of their mother to support students who are working in research, summer programs, and internships in behavioral science or health science. The scholarship alternates annually between the College of Science and Engineering and the College of Humanities and Social Sciences.

SCHOLARSHIP RECIPIENT MADDY JALBERT ('16)



Maddy Jalbert ('16)

As an undergraduate, Maddy had worked in the Applied Cognition Lab with Dr. Ira Hyman, with whom she still collaborates on research projects. She won the Barbara Ellen Maguire scholarship in 2015-2016 and used the funding to work for a summer with Dr. Jeff Carroll studying the effect of accumulated iron in the brain. She is currently in her second year of University of Southern California Social Psychology PhD program. Her current research is in how people perceive truth, and how to fight the spread of misinformation. She says of receiving the Barbara Ellen Maguire scholarship, "To this day, I feel very fortunate receiving the Barbara Ellen Maguire scholarship. It provided me an opportunity to work in a neuroscience lab that I would not have had otherwise, and really helped me clarify what type of work I wanted to pursue post-graduation. I believe more students should have opportunities like this—it was wonderful learning experience and definitely helped me get to where I am today."

WHY WE DO WHAT WE DO...

SCHOLARSHIPS, ENDOWMENTS, AND GIFTS-IN-KIND

DONORS SUPPORT SAFETY AND SUCCESS FOR UNDOCUMENTED STUDENTS

On September 5, President Trump and Attorney General Jeff Sessions announced plans to end Deferred Action for Childhood Arrivals, or DACA. In response, Western Washington University President Sabah Randhawa issued a statement of support for undocumented students: "The uncertainty and anxiety created by this announcement today, and over the next six months, is extremely difficult for our undocumented students and their families. Please know that Western is committed to your safety and success." Inspired by the headlines and President Randhawa's message, the Western community responded. The VikingFunder page established to support undocumented students went viral on social media, garnering gifts totaling nearly \$7,500. The page is available here: vikingfunder.com/undocumented.

PROFESSOR INSPIRES ANONYMOUS ALUMNUS TO SUPPORT WOMEN IN TECH

After the successful completion of an internship, a June 2017 Computer Science graduate recently landed a permanent position in the Seattle tech industry. The donor then made a \$10,000 commitment to the Western Fund—a \$2,000 annual scholarship for Women in Computing for at least the next five years. Professor Brian Hutchinson inspired him by encouraging the donor and his fellow undergraduates to consider the importance of giving back to Western after graduation. In his brief time in the tech industry, the alumnus has already witnessed the need for more women in the sector. Thanks to his generous partnership with Western, we are one step closer to that goal.

DR. COLLIER ESTABLISHES EDUCATION AWARD

Dr. Catherine Collier dedicated her working life to the education and training of educators in the Native American, indigenous, and Latino communities in Alaska and Colorado. She has focused on bilingual preschool, elementary, and special education for

Native American and indigenous students. She served as director of the national professional development Curriculum Integration for Responsive, Crosscultural, Language Education (CIRCLE) project at Western. In the spirit of her career, she has established the **Raven Spirit Award** at WWU, which will support Native American or indigenous students applying to, or enrolled in, the Woodring College of Education. The ideal award recipient would be not only of the indigenous community, but also wishing to give back to their community upon receiving a degree, certificate, or license in their field.

BOEING INVESTS IN CYBER RANGE



WWU Alumnus Kendall Nolan ('90), 737 Director of Quality at Boeing, played a pivotal role in Boeing's \$250,000 in-kind donation of servers to WWU's Computer Information System Security program. Students will use servers to practice defense against cyber warfare and to develop cyber technology. With Kendall's focus on Western, Boeing supports us with internships, scholarships, equipment donations, and help in curriculum development.

UPCOMING EVENTS

OCTOBER – DECEMBER 2017

- OCTOBER 3** Athletics Scholarship Dinner, Bellingham
- OCTOBER 6** WWU Debate's 70th Anniversary Celebration and Reunion, Seattle
- OCTOBER 6** Art Walk, Western City Center, Bellingham
- OCTOBER 6-7** Fairhaven College Reunion, Bellingham
- OCTOBER 13** Carver Grand Opening Celebration, Campus
- OCTOBER 15** WWU Fanwagon to Sounders & Pregame Bash, Seattle
- OCTOBER 17** Compass 2 Campus Tour Day, Bellingham
- OCTOBER 20** WWU Palliative Care Institute's Death for Dinner, Bellingham
- OCTOBER 21** WWU Alumni @ Women's Soccer vs. CWU, WWU Campus
- NOVEMBER 1** Alumni Celebration at WWU Everett University Center, Everett
- NOVEMBER 8** Western Leadership Forum, Bellingham
- NOVEMBER 14** Alumni Celebration at SEA Discovery Center, Poulsbo, WA
- DECEMBER 1** Art Walk, Western City Center, Bellingham
- DECEMBER 2** ZooLights at Port Defiance Zoo, Tacoma



Western Washington University does not discriminate on the basis of race, color, creed, religion, national origin, sex (including pregnancy and parenting status), disability, age, veteran status, sexual orientation, gender identity or expression, marital status or genetic information in its programs or activities. Inquiries may be directed to the Vice Provost for Equal Opportunity & Employment Diversity, Title IX and ADA Coordinator, Equal Opportunity Office, WWU, Old Main 345, MS 9021, 516 High Street, Bellingham, WA 98225; 360.650.3307 (voice) or 711 (Washington Relay); ooo@wwu.edu.

To request this document in an alternate format, please contact Frances Badgett, Assistant Director of Advancement Marketing & Communications; 360.650.2190 (voice); frances.badgett@wwu.edu.