Optimism best describes Western’s mindset as we review the status of our enrollment at the start of the 2022-23 academic year. Certainly, there are some setbacks and challenges that have been illuminated and that we will work to address, but enrollment gives us a positive outlook for what is ahead for Western.

Summer 2022 Enrollment
As census day for summer (Monday, August 15th) fell after the writing of the last report to the Board of Trustees, this report is the first opportunity to provide final census day numbers for summer enrollment.

Full Enrollment - All Students

<table>
<thead>
<tr>
<th>Enrollment by Race/Ethnicity</th>
<th>Summer 2017</th>
<th>Summer 2018</th>
<th>Summer 2019</th>
<th>Summer 2020</th>
<th>Summer 2021</th>
<th>Summer 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino Ethnicity</td>
<td>304 (7.1%)</td>
<td>309 (7.6%)</td>
<td>339 (8.6%)</td>
<td>414 (9.4%)</td>
<td>377 (9.7%)</td>
<td>359 (9.9%)</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>88 (2.1%)</td>
<td>77 (1.9%)</td>
<td>66 (1.7%)</td>
<td>65 (1.5%)</td>
<td>54 (1.4%)</td>
<td>62 (1.7%)</td>
</tr>
<tr>
<td>Asian</td>
<td>454 (10.6%)</td>
<td>452 (11.1%)</td>
<td>409 (10.4%)</td>
<td>462 (10.5%)</td>
<td>466 (12.0%)</td>
<td>426 (11.8%)</td>
</tr>
<tr>
<td>Black or African American</td>
<td>104 (2.4%)</td>
<td>114 (2.8%)</td>
<td>83 (2.1%)</td>
<td>114 (2.6%)</td>
<td>129 (3.3%)</td>
<td>122 (3.4%)</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific</td>
<td>20 (0.5%)</td>
<td>13 (0.3%)</td>
<td>17 (0.4%)</td>
<td>15 (0.3%)</td>
<td>14 (0.4%)</td>
<td>9 (0.2%)</td>
</tr>
<tr>
<td>White</td>
<td>3,030 (71.0%)</td>
<td>2,756 (67.6%)</td>
<td>2,661 (67.4%)</td>
<td>3,054 (69.4%)</td>
<td>2,545 (65.5%)</td>
<td>2,364 (65.4%)</td>
</tr>
<tr>
<td>Two or more races: Other</td>
<td>531 (12.4%)</td>
<td>525 (12.9%)</td>
<td>533 (13.5%)</td>
<td>469 (10.7%)</td>
<td>457 (11.8%)</td>
<td>429 (11.9%)</td>
</tr>
<tr>
<td>International</td>
<td>1,185 (27.8%)</td>
<td>1,162 (28.5%)</td>
<td>1,147 (29.1%)</td>
<td>1,203 (27.4%)</td>
<td>1,049 (27.0%)</td>
<td>894 (24.7%)</td>
</tr>
<tr>
<td>Pell-Eligible</td>
<td>808 (18.9%)</td>
<td>627 (15.4%)</td>
<td>675 (17.1%)</td>
<td>719 (16.3%)</td>
<td>771 (19.9%)</td>
<td>704 (19.5%)</td>
</tr>
</tbody>
</table>

Fall 2022 Enrollment
Census day for Fall 2022 was Monday, October 3rd, and we moved quickly to analyze that data to provide as much insight as we could in this report. In short, our overall enrollment is 14,748—down 2.5% from last fall’s total enrollment. This is in line with our more optimistic projections for Fall 2022 over the last year. While continuing student enrollment is down this fall, new student enrollment is the story of the year.
As has been highlighted before, total enrollment will continue to be impacted by the pandemic as our smaller new student cohorts of recent years cycle through to graduation. We have begun graduating some of our largest classes. Additionally, the increasing mental health challenges that students are experiencing and the continuing impact of learning loss are significantly impacting academic work. We are seeing academic distress among our students that is further impacting retention and enrollment. Retention will be a focus of many conversations in the coming months.

The nonresident numbers reflect growing awareness of Western outside of the Washington market and strong interest in Western. Despite the fact that overall enrollment is down 8.6% from our record high in Fall 2019, we have exceeded record highs in nonresident enrollment. Not only do we have the largest representation of nonresidents in our student body (14.1%), but we also have the highest total count of nonresidents in our student body of any fall quarter on record. This fall we have 2,084 nonresidents enrolled, as compared to our previous record in Fall 2018 of 2,035. We have previously reported on the digital marketing campaigns used in the last two years to raise brand awareness in markets outside of Washington and to generate interest among high school students in key target regions. Nonresident numbers will adjust as student residency petitions continue to be evaluated, but the majority of petitions submitted have received final determinations at this point. There were further adjustments to residency laws by the Washington legislature in the last legislative session, and we have adapted our processes to those changes.

We continue to see a high level of representation of enrollment of students of color. This fall, students of color make up 28.3% of our student body, down slightly from Fall of 2021, but still higher than any fall prior. Especially noteworthy is the continuing growth in our African-American population and the solidifying of our high level of enrollment of Latino students (matching last fall’s representation at 10.6% of our student body). The number of Black students enrolled is 500—significantly higher than the pre-pandemic high of 433 in Fall 2019. This is all the more impressive considering the overall decline in enrollment.

It is also evident from the table above that we are continuing to see declining enrollment of first generation and low-income students. The pandemic has definitely set us back on progress that we had made in 2017 and 2018. Unfortunately but unsurprisingly, this appears to be a national phenomenon. Reports suggest that the impact of the pandemic on college-going plans was
greatest on those students from first generation and lower socio-economic backgrounds, and aspects of that impact continue.

As to data on first-generation students, longitudinal or comparative enrollment information across higher education sectors (i.e., 4-year vs. 2-year institutions) is limited—save for reports or analyses that speak to student attainment once already enrolled in college.

The challenge in identifying current, reliable data may be attributed to the lack of a one-size-fits-all definition of who is considered “first-generation.” In the NYTimes’ article, Are You First Gen? Depends on Who’s Asking, research by Robert K. Toutkoushian, a University of Georgia professor, featured several definitions of the term. It showed that the many definitions of the term produce wildly varying results in the number of students who could be classified as first generation. In one case, the changing of the definition changed the percentage of those identified as first generation from 22% to 77%. Furthermore, as the term is primarily a higher education construct, high schools and secondary school districts seldom track or report this information in any way that is useful for our purposes.

Drawing on data from the U.S. Department of Education’s 2016 National Postsecondary Student Aid Study, a report by the Association for Community College Trustees titled Diversity of Community College Students in 7 Charts highlights select years of first-generation student attendance at community colleges in comparison with all institutions. The graph clearly shows declining first-generation student enrollment across the sectors.

![First-Generation Students](image)

During the height of the pandemic, much was written about the enrollment decline across the nation’s community colleges. We have reason to believe that, beyond 2016 in the data above, challenges facing first-generation students continued to be more pronounced and produce downward pressure on enrollment by that segment of the population, especially considering...
how those challenges (accessing basic resources and infrastructure, pressures to gain/maintain employment, and effects of social justice and income/economic inequalities) intersect for this population of students.

**New first-year students** have enrolled in record numbers this fall, signaling extraordinary interest in Western among college-bound students. This is undoubtedly the most compelling sign of the strength of the future health of the institution. Many of our peers are in the unfortunate position of comparing their cohort of new first-year students to the pandemic enrollment levels of the last two years. Frankly, that is the far more common reality for schools that do not hold flagship or elite status.

**Fall Enrollment - New First-Year Students**

<table>
<thead>
<tr>
<th>Enrollment by Race/Ethnicity</th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino Ethnicity</td>
<td>312 (10.0%)</td>
<td>328 (10.4%)</td>
<td>341 (10.9%)</td>
<td>280 (11.2%)</td>
<td>335 (11.7%)</td>
<td>386 (12.0%)</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>58 (1.9%)</td>
<td>55 (1.7%)</td>
<td>60 (1.9%)</td>
<td>56 (2.2%)</td>
<td>41 (1.4%)</td>
<td>52 (1.6%)</td>
</tr>
<tr>
<td>Asian</td>
<td>342 (11.0%)</td>
<td>386 (12.3%)</td>
<td>391 (12.5%)</td>
<td>321 (12.9%)</td>
<td>327 (11.4%)</td>
<td>345 (10.7%)</td>
</tr>
<tr>
<td>Black or African American</td>
<td>98 (3.1%)</td>
<td>86 (2.7%)</td>
<td>111 (3.6%)</td>
<td>88 (3.5%)</td>
<td>116 (4.0%)</td>
<td>143 (4.4%)</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>17 (0.5%)</td>
<td>16 (0.5%)</td>
<td>14 (0.4%)</td>
<td>16 (0.6%)</td>
<td>18 (0.6%)</td>
<td>18 (0.6%)</td>
</tr>
<tr>
<td>White</td>
<td>2,187 (70.2%)</td>
<td>2,166 (68.8%)</td>
<td>2,097 (67.3%)</td>
<td>1,635 (65.6%)</td>
<td>1,970 (68.5%)</td>
<td>2,201 (68.2%)</td>
</tr>
<tr>
<td>Two or more races: Other</td>
<td>38 (1.2%)</td>
<td>47 (1.5%)</td>
<td>43 (1.4%)</td>
<td>40 (1.6%)</td>
<td>32 (1.1%)</td>
<td>43 (1.3%)</td>
</tr>
<tr>
<td>International</td>
<td>5 (0.2%)</td>
<td>6 (0.2%)</td>
<td>11 (0.4%)</td>
<td>2 (0.1%)</td>
<td>7 (0.2%)</td>
<td>8 (0.2%)</td>
</tr>
<tr>
<td>Race and ethnicity unknown</td>
<td>57 (1.8%)</td>
<td>57 (1.8%)</td>
<td>48 (1.5%)</td>
<td>56 (2.2%)</td>
<td>28 (1.0%)</td>
<td>29 (0.9%)</td>
</tr>
<tr>
<td>Total</td>
<td>3,114</td>
<td>3,147</td>
<td>3,116</td>
<td>2,494</td>
<td>2,874</td>
<td>3,225</td>
</tr>
</tbody>
</table>

**Students of Color**

- 865 (27.8%)
- 918 (29.2%)
- 960 (30.8%)
- 801 (32.1%)
- 869 (30.2%)
- 987 (30.6%)

**Non-Resident**

- 467 (15.0%)
- 473 (15.0%)
- 436 (14.0%)
- 348 (14.0%)
- 513 (17.8%)
- 533 (16.5%)

**First Generation**

- 938 (30.1%)
- 905 (28.8%)
- 908 (29.1%)
- 719 (28.8%)
- 746 (26.0%)
- 556 (17.2%)

**PELL-Eligible**

- 775 (24.9%)
- 756 (24.0%)
- 742 (23.8%)
- 575 (23.1%)
- 579 (20.1%)
- 668 (20.7%)

Important notes on New First-year Students

- Largest first-year cohort in history
- Admit Rate: 92.7%; signaling a modest increase in selectivity
  (Fall 2021: 96.1% / Fall 2020: 93.5% / Fall 2019: 90.4%)
- Yield Rate: 30.5%; signaling strong interest in Western among those who were admitted
  (Fall 2021: 29.7% / Fall 2020: 27.5% / Fall 2019: 33.8%)
- Students of Color: 30.6%
- Nonresident enrollment is up from 513 last fall to 533 this fall (though the percentage is down)
- First Generation: 17.2%

Several tactics contributed to a successful year, including prominent digital marketing campaigns; targeted supplemental recruitment scholarship dollars; bolstered in-person experiences for on-campus events and off-campus outreach; advantageous positioning on the same application platform used by the University of Washington; and the launching of the pilot Guaranteed Admissions Program in partnership with nearly 40 high schools from across the state.

**New transfer student enrollment** continues to decline—down 13.8% from Fall 2021. Across Bellingham and the other locations, Western has 918 new transfer students who have enrolled this fall. Certainly significant, as we analyze the transfer enrollment landscape, is the fact that enrollment in community and technical colleges has continued to drop.
Important notes on New Transfer Students

- Students of Color: 27.8%
- Nonresident enrollment: 13.3%
- First Generation: 18%
- The percentage of enrolled new transfer students coming from Washington community and technical colleges continues to drop—62.4% (compared to 66.2% in Fall 2021).
- The yield rate for new transfer students coming from Washington community and technical colleges has also declined—59.8% (compared to 64.3% in Fall 2021)

The ten community colleges that are our largest feeders of transfer students have experienced steady declines since 2010 (and more pronounced declines during the pandemic). Specifically, across all ten of those community colleges, enrollment has dropped by 36% since Fall 2010 (and by 23% since Fall 2019).
The ongoing declines in enrollment in community colleges threaten transfer enrollment as do other factors, but we will continue to diversify our efforts. We continue to work with our partner institutions, Olympic College and Peninsula College, on transfers into programs at the other Western locations. Further, we are continuing the Guaranteed Transfer Admission Program with those partner institutions and hope to expand it to other partner institutions.

**Graduate student enrollment** again reflects high interest. Though we are down from last fall’s record high of 910 graduate students, we have enrolled 801 students in graduate study at Western this fall, which is above our pre-pandemic enrollment levels in our graduate programs. An additional highlight of our graduate enrollment is that students of color make up a larger percentage of our graduate population than in any previous year at 24%. It is noteworthy that our admit rate is 40.5% for Fall 2022, down from 43.8% for Fall 2021.

### Fall Enrollment - All Graduate Students

#### Enrollment by Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic or Latino Ethnicity</td>
<td>44 (6.1%)</td>
<td>49 (6.5%)</td>
<td>49 (6.9%)</td>
<td>59 (7.5%)</td>
<td>76 (8.4%)</td>
<td>78 (9.7%)</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>20 (2.8%)</td>
<td>18 (2.4%)</td>
<td>15 (2.1%)</td>
<td>14 (1.8%)</td>
<td>16 (1.8%)</td>
<td>21 (2.6%)</td>
</tr>
<tr>
<td>Asian</td>
<td>48 (6.6%)</td>
<td>30 (4.0%)</td>
<td>44 (6.2%)</td>
<td>72 (9.1%)</td>
<td>82 (9.0%)</td>
<td>64 (8.0%)</td>
</tr>
<tr>
<td>Black or African American</td>
<td>15 (2.1%)</td>
<td>15 (2.0%)</td>
<td>19 (2.7%)</td>
<td>19 (2.4%)</td>
<td>27 (3.0%)</td>
<td>20 (2.5%)</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Isl</td>
<td>2 (0.3%)</td>
<td>3 (0.4%)</td>
<td>2 (0.3%)</td>
<td>3 (0.4%)</td>
<td>2 (0.2%)</td>
<td>1 (0.1%)</td>
</tr>
<tr>
<td>White</td>
<td>568 (78.7%)</td>
<td>599 (79.4%)</td>
<td>534 (74.8%)</td>
<td>564 (71.7%)</td>
<td>652 (71.6%)</td>
<td>549 (68.5%)</td>
</tr>
<tr>
<td>Two or more races: Other</td>
<td>4 (0.6%)</td>
<td>4 (0.5%)</td>
<td>4 (0.6%)</td>
<td>4 (0.5%)</td>
<td>9 (1.0%)</td>
<td>8 (1.0%)</td>
</tr>
<tr>
<td>International</td>
<td>11 (1.5%)</td>
<td>14 (1.9%)</td>
<td>14 (2.0%)</td>
<td>11 (1.4%)</td>
<td>6 (0.7%)</td>
<td>19 (2.4%)</td>
</tr>
<tr>
<td>Race and ethnicity unknown</td>
<td>10 (1.4%)</td>
<td>22 (2.9%)</td>
<td>33 (4.6%)</td>
<td>41 (5.2%)</td>
<td>40 (4.4%)</td>
<td>41 (5.1%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>722</strong></td>
<td><strong>754</strong></td>
<td><strong>714</strong></td>
<td><strong>787</strong></td>
<td><strong>910</strong></td>
<td><strong>801</strong></td>
</tr>
</tbody>
</table>

#### Students of Color

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>133 (18.4%)</strong></td>
<td><strong>119 (15.8%)</strong></td>
<td><strong>133 (18.6%)</strong></td>
<td><strong>171 (21.7%)</strong></td>
<td><strong>212 (23.3%)</strong></td>
<td><strong>192 (24.0%)</strong></td>
</tr>
</tbody>
</table>

#### Non-Resident

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>131 (18.1%)</strong></td>
<td><strong>162 (21.5%)</strong></td>
<td><strong>149 (20.9%)</strong></td>
<td><strong>165 (21.0%)</strong></td>
<td><strong>185 (20.3%)</strong></td>
<td><strong>182 (22.7%)</strong></td>
</tr>
</tbody>
</table>

#### First Generation

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>132 (18.3%)</strong></td>
<td><strong>128 (17.0%)</strong></td>
<td><strong>129 (18.1%)</strong></td>
<td><strong>145 (18.4%)</strong></td>
<td><strong>155 (17.0%)</strong></td>
<td><strong>149 (18.6%)</strong></td>
</tr>
</tbody>
</table>
The Honors Program has experienced another banner recruitment year. As noted in prior reports, elite and flagship universities have seen increases in applications since the pandemic began, while other institutions have struggled with enrollment. This also coincides with the move by many institutions to test-optional admissions practices. Our Honors Program is benefitting in a way that is parallel to that of elite and flagship institutions, and some of the additional benefits of test-optional policies have also been realized. Honors is continuing to achieve a level of enrollment of students of color this fall that is more comparable to the overall diversity of the Western student body than was true in the past.

### Honors Program—Data on Enrolled Population

<table>
<thead>
<tr>
<th></th>
<th>Enrolled</th>
<th>Students of Color</th>
<th>First Generation</th>
<th>Nonresident</th>
<th>Gender (% male)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2022</td>
<td>244</td>
<td>26%</td>
<td>8%</td>
<td>42%</td>
<td>30%</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>230</td>
<td>27%</td>
<td>14%</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>231</td>
<td>20%</td>
<td>10%</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>217</td>
<td>24%</td>
<td>12%</td>
<td>31%</td>
<td>28%</td>
</tr>
</tbody>
</table>

### COVID Vaccination Policy Compliance

Students continue to comply with the policy at a very high rate, and we are settling into more routine management of COVID immunization records and communications with students around those requirements.

### Covid Compliance

<table>
<thead>
<tr>
<th></th>
<th>no FTF/HYBD</th>
<th>some/all FTF/HYBD</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliant</td>
<td>354</td>
<td>14,225</td>
<td>14,579</td>
</tr>
<tr>
<td>Vaccinated</td>
<td>341</td>
<td>13,985</td>
<td>14,326</td>
</tr>
<tr>
<td>Exempt</td>
<td>13</td>
<td>240</td>
<td>253</td>
</tr>
<tr>
<td>No Info</td>
<td>29</td>
<td>103</td>
<td>132</td>
</tr>
<tr>
<td>Total</td>
<td>387</td>
<td>14,361</td>
<td>14,748</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>% Compliant</th>
<th>% Vaccinated</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% Compliant</td>
<td>91.5%</td>
<td>99.1%</td>
<td>98.9%</td>
</tr>
<tr>
<td>% Vaccinated</td>
<td>88.1%</td>
<td>97.4%</td>
<td>97.1%</td>
</tr>
</tbody>
</table>

Enrollment Management continues to work closely with Academic Affairs to manage issues related to COVID compliance status and course modality. We have provided data about aggregate COVID vaccination and COVID compliance rates by course.

Additionally, we continue to support Academic Affairs by providing data and communicating with faculty regarding student compliance information for the vaccine-only courses this fall. Though the number of vaccine-only courses is much reduced this quarter, Western still allows certain types of courses (in limited circumstances) to be approved to be limited only to students who are vaccinated.

### Fall 2023 Enrollment Outlook

In the lead-up to our November 1st Early Action deadline, we are hosting fall open house programs—Fall Preview Days—over the course of four consecutive Fridays in October. Initial reports show attendance for the first three programs will be at or nearing capacity!
By the time of the next Board of Trustees meeting, we will have some initial information on Fall 2023 application figures. Our recent joining of the Common Application consortium—alongside 1,000+ of the nation’s leading institutions—elevates our visibility and enhances our ability to promote Western to students across the state, the nation, and around the world. Much will be learned as we showcase Western to a more diverse audience and a more geographically mixed applicant pool.

Above, we shared some information about the continued enrollment struggles in the state’s community and technical colleges. As we conduct a more comprehensive analysis of and report on the challenges and opportunities for our transfer student pipelines, some attention will be placed on the phenomenon of transfer student interest from other 4-year institutions. Recent years have provided evidence that this population of students is growing in prominence. We intend to take advantage of this opportunity, reviewing our tactics and strategies and adjusting to best recruit this cohort.

<table>
<thead>
<tr>
<th>Transfer Applications-Fall 2022</th>
<th>Applications</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Two-Year Colleges</td>
<td>1371</td>
<td>65.8%</td>
</tr>
<tr>
<td>Private Two-Year Colleges</td>
<td>13</td>
<td>0.6%</td>
</tr>
<tr>
<td>All Two-Year Colleges</td>
<td>1384</td>
<td>66.4%</td>
</tr>
<tr>
<td>Private Four-Year Colleges</td>
<td>212</td>
<td>10.2%</td>
</tr>
<tr>
<td>Public Four-Year Colleges</td>
<td>445</td>
<td>21.4%</td>
</tr>
<tr>
<td>All Four-Year Colleges</td>
<td>657</td>
<td>31.5%</td>
</tr>
<tr>
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<td>2.0%</td>
</tr>
<tr>
<td>Grand Total - All Colleges</td>
<td>2083</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Additionally, this quarter, we look to launch the Strategic Transfer Impact Plan developed with Olympic College, our partner in the Transfer Intensive program that we have engaged in over the last year through the Aspen Institute and AASCU.

Broadly speaking, within several years, we anticipate increased competition for a gradually declining number of college-bound students across the national landscape. Until then, we continue to work to address the disruptions in the enrollment landscape that have been caused by the pandemic. We hope to capitalize on college-bound student numbers in the next few years, while preparing for the impact of declining birthrates and the resultant decline in the number of high school graduates.

II. Registrar

Course Modality
This fall is highlighted by a very full return to face-to-face teaching and learning, which is a hallmark of the Western educational experience. For Bellingham, 96.1% of our course sections involve in person instruction this quarter.
Commencement
December Commencement 2022 will be held on Saturday, December 10th in Carver Gym on the Bellingham campus. We will host three ceremonies, and they will start at 10:00am, 1:00pm, and 4:00pm. We expect each ceremony to run a little over one hour. Details can be found at https://registrar.wwu.edu/december-commencement. After June’s large-scale return to in-person ceremonies, where we allowed students to bring guests without limitation as to number, we have again structured our ceremonies to keep the ceremonies ticketless. Further, this will be the commencement program for which we intend to invite back all of the students who graduated during the pandemic to join us for an in-person ceremony, so that family and friends may celebrate with them as they walk across the stage in person.

III. Student Aid

Student Loan Forgiveness and Extension of Payment Pause
The Biden administration recently announced that it would cancel up to $10,000 in Federal educational loan debt held by the U.S. Department of Education for undergraduate, graduate, and Parent PLUS borrowers making less than $125,000 annually or families making less than $250,000 annually. They announced further that borrowers who received Pell Grants would receive up to $20,000 in Federal loan forgiveness. Additionally, the administration extended the pause on payments and interest accrual for federally-held student loans through Dec. 31, 2022.

Financial Aid immediately published a link on the Financial Aid website entitled, The Biden-Harris Administration’s Student Debt Relief Plan Explained. Financial Aid departments and borrowers alike are awaiting notification of when the process will officially open to apply for loan forgiveness.
The Biden administration also announced a proposal that would require borrowers to pay no more than 5% of their monthly discretionary income toward undergraduate loans, increase the amount of income categorized as non-discretionary and therefore protect it from repayment, forgive loan balances after ten years of payments instead of twenty for borrowers with loan balances of $12,000 or less, and cover borrowers’ unpaid monthly interest by the federal government as long as the borrower made required monthly payments. The U.S. Department of Education plans to issue a final rule by Nov. 1, 2022.

**Fall 2022 Startup**

During startup—September 12 - 26, 2022—the Financial Aid lobby answered more than 1,939 e-mails (averaging ~176/day), assisted 453 student walk-ins, responded to 1,510 phone calls (averaging ~137/day), and Financial Aid Counselors hosted 192 student appointments. These figures are minimums as there were additional contacts that were not recorded.

Fall 2022 financial aid disbursements totaled **$33,505,737 to 8,260 Western students on the first day of classes**, compared to $31,084,760 to 8,296 of Western students at the same time last year. For sake of comparison, $29,081,013 in aid was disbursed to 7,838 Western students during early Fall 2020 and $33,482,103 to 8,732 students for early Fall 2019.

On September 16, Financial Aid sent out 4,300 reminder e-mails to enrolled students, urging them to complete the FAFSA for 2022-23.

**Washington State Bridge Grant (New Program)**

As of early Fall 2022, 1,851 Western students have been awarded $920,017 in Washington State Bridge Grant funds. The Washington State Bridge Grant program was created during the 2022 state legislative session to provide $500 grants to the lowest income, resident students, for purposes of assisting with college expenses beyond tuition and fees. Students are eligible for Bridge Grants if they receive a maximum Washington College Grant award and do not receive the Washington College Bound Scholarship.

**2022-23 FAFSA Filing Updates**

The percentage of Washington high school seniors who complete a FAFSA is an ongoing concern. (Washington is currently at 42%, ranked 49th out of 50.) That compares to 57.5% nationally as of September 23, 2022. Source: [FAFSA Tracker](https://formyourfuture.org/fafsa-tracker/)

Western continues to outperform the market. Records show that 83.4% of our new first-year students have filed a 2022-23 FAFSA, compared to 82% at the same time last year for the 2021-22 year. FAFSA filing across the entire student body is up slightly to 61.4%. Among a host of outreach activities, Financial Aid regularly identifies students who have not filed the FAFSA and sends targeted notifications to them, urging them to file.

**Financial Aid Retention Effort**

To get students back on track academically and financially, the Financial Aid department reached out to 120 students in late August who were on aid suspension and stood a reasonably good chance of having their aid reinstated if they would simply appeal. These students had ceased attending during the 2021-22 academic year. We are pleased to convey that we are receiving a positive response, and as of late September, 35 of them re-enrolled for Fall 2022. They just needed some additional encouragement and assistance. Financial Aid will reach out to the remaining 85 students to seek updates and, as appropriate, encourage them to petition for aid reinstatement and take steps to re-enroll at Western.
HEERF (Higher Education Emergency Relief Fund) Update
Another round of HEERF awards will be made in October to students with exceptional financial need. The total of Western’s HEERF 1, 2, and 3 allocations was $24,734,366. We anticipate disbursing the remaining $3,008,250 to Western students by Winter 2023.

2023-24 Financial Aid Preparation
Filing for the 2023-24 FAFSA (Free Application for Federal Student Aid) and WASFA (Washington Application for State Financial Aid) opened on October 1, 2022. Efforts are underway for members of Western’s Financial Aid Counseling Team to collaborate with the Washington Student Achievement Council and Futures Northwest to provide FAFSA/WASFA filing workshops throughout Whatcom and Skagit Counties. Although some will be virtual, most area high schools are planning in-person events. At the same time, financial aid systems are being updated to accommodate the receipt and processing of 2023-24 FAFSAs and WASFAs. Financial Aid and Admissions will encourage all enrolled and prospective students to file and will continue to do so periodically throughout the school year. We will also continue to incorporate a month plus of FAFSA/Washington College Grant advertising in our digital advertising campaign in early winter.

Presentation to The State House College & Workforce Development Committee
At the request of the State House College & Workforce Development Committee, Enrollment Management and Financial Aid will provide a presentation on the overall financial aid process. The Committee conveyed that they are particularly interested in how students apply for various types of aid, the methodologies for determining aid eligibilities, how students and parents are informed of financial aid awards, use of professional judgment within the financial aid profession to handle unusual situations and specific information that pertains to Western’s Financial Aid department.

IV. New Student Services/Family Outreach

Orientation, Advising, and Registration (OAR) Programs for New Students
The 2022 Fall Advising & Registration (A&R) Sessions for new first-year, transfer, and post-baccalaureate students completed its run just prior to the start of fall classes. Across five sessions, we had 750 new transfers/post-baccs attend, complete small group academic advising and departmental/major advising, and register for Fall 2022 classes. Across seventeen sessions for new first-year students, we had 3,257 new first-year/Running Start students—the highest attendance ever for that population. Those students completed their academic advising and course registration processes during A&R. With the 750 new transfer and post-baccalaureate and the 3,257 new first-year students, we served a grand total of 4,007 new students through our A&R sessions this summer. The virtual delivery for the A&R Sessions continues to yield positive impacts on the new student experience with the ease of scheduling and rescheduling dates, and increased equity and accessibility. This delivery method allows more equitable access for students who would have to travel from more distant locations and for students whose personal finances make the cost and time of a summer trip to Bellingham a particular hardship.

The NSSFO and Academic Advising Center teams are now focused on preparations for Winter 2023 and have set A&R Session dates in November, December, and January (4 total).
Western Welcome (formerly “Western Welcome Week”)  
[https://nssfo.wwu.edu/western-welcome](https://nssfo.wwu.edu/western-welcome)

Western Welcome events kicked off in mid-September with a robust slate of events, brand new website, and new visual identity to support marketing and outreach. The Western Welcome (WW) events extended beyond the first week. Recognizing the early arrival students for programs like Viking Launch, Western Outdoor Orientation Trips (WOOT), residence hall move-in, and academic program activities, the WW team shifted the beginning of the welcome back timeframe to launch at the start of residence hall move in (9/15) and scheduled events to flow into October, using Fall Family Weekend (10/21-10/23) as the bookend for Western Welcome.

With a number of new staff filling critical roles in a variety of departments, events that served specific populations, catered to broad audiences, or offered deeper introduction to university life were brought to life. For example, during the residence halls’ extended move-in, staff co-hosted a BIPOC Student and Family Dinner, and hosted board game and movie nights. Early Athletics events introduced students and families to nationally-ranked team sports and fanfare. Events like the annual Associated Students Fall Info Fair, Campus Scavenger Hunt, Ethnic Student Center Block Party, Late Night at the Rec Center, Lunch Series in the Multicultural Center, and Library Tours introduced students to other students, resources, and on-campus locations for connection and services. Expanding into the Bellingham community, the second annual Bike Fest hosted bike riding classes, city cycling, and a group bike ride. The Downtown Parking Lot Party, Off Campus Study Spots Tour, and the Taste of Bellingham events offered a broader look at the food and fun that downtown Bellingham offers.

The hallmark event of Western Welcome, New Student Convocation, was held on Tuesday before classes began, this time in a new morning time slot (10:00am). The event was very well attended, with attendees filling the floor and bleacher seating in Carver Gym as the President’s party and speakers took to the stage for a warm welcome and course setting for the coming year. Outside the Western Cheer Team and Alumni Association created a festive spirit as students exited the event and poured into Red Square for the Associated Students Info Fair.

**Family Outreach**  
[https://nssfo.wwu.edu/fall-family-weekend](https://nssfo.wwu.edu/fall-family-weekend)

Fall Family Weekend (FFW) 2022 will be held October 21-23, 2022. This year’s program capitalizes on the success of new community partnerships to expand entertainment options and exploration of the campus, Bellingham, and the surrounding community. Most events are in person, including campus, academic department, gallery, and sculpture tours; open houses; an Escape Room event in the Library; and presentations by faculty and staff on their current research. Campus favorites such as the Planetarium shows, Outback Farm Tour and Honey Tasting, and the Dead Parrots Comedy Improv shows have also returned.

In 2021, a series of new events with new community partners proved to be very successful and in high demand—so much so that the community partners were eager to partner again this year, expand offerings, and create Western-specific events just for this weekend. This year’s FFW will see the return of shows at the SPARK Museum, The Upfront Theatre, along with bike and education tours with Bike Northwest (whose director is a Western alum), and “Gore & Lore” Walking Tours (whose owner is a Western alum).

Additionally, the upgrade to the Western Welcome website provided inspiration and a model for a new FFW website. The website has been re-made to provide a clean and clear sequence of events, event descriptions, and hyperlinks to ticketing processes when needed.
Over the past year, University Advancement has added 11 talented individuals to our staff, reducing our vacancy rate from 30% to less than 10%. Each has already contributed to the overall success of the division and we look forward to another robust year.

Shawn Dumont  
Research Analyst

Nicole Ebersole  
Director, Donor Relations

Mandy Hanousek  
Assistant Vice President, Advancement Services

Ty Hill  
Director University Advancement Events

Amy Hutchinson  
Fiscal Specialist

Gavin Kvangnes  
Associate Director of Development

Denise Logue  
Director for Finance and Administration

David Martinsen  
Associate Director of Development

Jenna Stoller-Schoff  
Associate Director of Development

Brock Veltri  
Director of Development

Calloway Warnick  
Administrative Assistant, Donor Relations

In recent months, the WWU Foundation has re-aligned how gift officers work with deans, colleges and departments to raise philanthropic dollars for funding priorities. In the past, one development officer was assigned to each college. In our new, centralized model, each fundraiser has the ability to work on soliciting funds for projects across campus, regardless of college or program. This, in essence, gives our campus partners access to a full team of development professionals to secure gifts.

The hiring of our new cohort of fundraisers – Gavin Kvangnes, David Martinsen, Jenna Stoller-Schoff and Brock Veltri – has brought this new model into full focus. Joining the teams of long-time development officers Amber Asbjornsen and Manca Valum, they began their roles on August 1, spending several weeks meeting with campus leaders, learning the processes and procedures of the Foundation and University, honing their fundraising acumen and fully integrating into the division.

Where there is recruitment, there is inevitable attrition. On December 31, two longtime staff members will retire. Sonja Sather began her career at Western 44 years ago in the President’s Office. She moved to the Foundation and made it her mission to raise as much private support as possible for the benefit of students. She served as the development officer for Woodring College of Education and the College of Fine and Performing Arts, securing millions of dollars and generating lasting relationships during her tenure. She is widely respected among her colleagues and the donors she has worked with, taking with her life-long friendships.

Emily Weiner began her role in a temporary position as a grant writer in 2014. A former editor at The New York Times, her excellent research and writing skills led to a full-time, permanent position as Director of Foundation Relations. In her role, Emily has secured a number of grants from family and other charitable foundations as well as from many local tribes. Her attention to detail, thoroughness and adherence to strict guidelines, and ability to identify alignment with funder objectives, has allowed our foundation relations program to flourish.

On September 7, donors to Sculpture Woods gathered on Lummi Island to celebrate Ann Morris and those who have made this tremendous addition to Western possible. It was a special night to honor those whose generosity will preserve a local treasure.
MAJOR / INTERMEDIATE CAPITAL PROJECTS

Interdisciplinary Science Building (ISB) Tenant Improvements

This project completed construction of four rooms (two labs and two lab support spaces) on the fourth floor of the new Interdisciplinary Science Building (ISB) that were built as shelled space under the primary ISB contract. The consultant for this project is Perkins&Will and the contractor is Regency NW Construction. The work started on January 3, 2022 and is now operational for Fall Quarter. Additional work on the AV system will occur in December.

Electrical Engineering and Computer Science

Western is working with Perkins&Will, the design consultant, and Mortenson Company, the GC/CM contractor. Currently the design consultant is developing the 100% Construction Documents and received permit comments from the City of Bellingham on the 75% Construction Documents submittal. The displacement parking phase of the project that will construct the parking along the Wade King Access Road is close to substantial completion with only minor items to finalize. The building is scheduled for occupancy in late Fall 2024.

Student Development & Success Center Predesign

The consultant team, led by Mahlum Architects, completed the Predesign Report, including a spatial program, conceptual design and conceptual cost estimate. The Report was submitted to the Office of Financial Management (OFM) for their review and approval. A funding request for the design and construction of the project is included in the 2023-2025 Capital Budget Request.

Birnam Wood Siding & Bridges PH 1

This project will replace the bridges and siding at stacks 3 and 4, along with windows and siding on the Community Building at Birnam Wood. A design contract has been executed with Cornerstone Architectural Group. Due to changes in the occupancy schedule for the facility, the project is now scheduled to bid in October 2022 (previously August 2022) and go to the Board of Trustees in December 2022 (previously October 2022) for approval of a construction contract.

Science, Math & Technology Education Building (SMATE) Envelope Remediation

This project will provide the following improvements at the Science, Math, and Technology Education Building (SMATE): replace the roofing, repair leak in the south façade, and seal and repair the masonry. A design contract has been executed with HKP Architects, a women-owned certified business. Due to cost estimates being higher than the budget, the scope of work has been modified and the project is now scheduled to bid in October 2022 (previously July 2022) and go to the Board of Trustees in December 2022 (previously August 2022) for approval of a construction contract.
**Fairhaven Recording Studio**

This project will create a recording studio adjacent to the lobby of the Fairhaven Academic Building. The project is currently in design, targeting the April 2023 Board of Trustees for construction contract approval, and a Fall 2023 opening.

**Multiple Building (MB) University Residences (UR) Access Controls & Telecom**

This project will provide new access controls to existing doors and new telecom room power receptacles in multiple University Residences buildings across campus. The project was awarded to Valley Electric and construction began June 2022 and is scheduled to complete in Winter of 2023.

**Multiple Building (MB) Security, Access Controls, and Fiber Upgrades**

This project will provide new security and access controls to multiple academic buildings and upgrade the fiber backbone cables connecting campus telecom. It is currently in design with Hargis Engineers and is scheduled to advertise for bid in December 2022.

**2023-2025 Capital Budget**

The Capital Planning and Advisory Committee, Sub-Committees, Working Group and Vice Presidents have created the 2023-2025 Capital Request and Ten-Year Capital Plan (Plan). The Draft Plan was presented to the Board of Trustees at the April 2022 meeting. The final version of the Plan was presented to the Board in June, where the portion of the Plan that pertains to State-funded projects was approved and comments were taken on the non-State projects.

The project proposals were submitted to the Office of Financial Management (OFM) in August. The Ten-Year Capital Plan and Two-Year Capital Request was submitted to OFM in September. The Governor’s proposed capital budget is anticipated to be released in December 2022 and the Senate and House are anticipated to release their proposed capital budgets in Spring 2023.

For more information regarding the process and development of the Plan, please visit the following website: [2023-25 Capital Budget Request | Capital Planning and Development (wwu.edu)](http://www.wwu.edu).
TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by Donna Gibbs, V.P. for University Relations & Marketing

DATE: October 14, 2022

SUBJECT: University Relations and Marketing Report

PURPOSE: Information Item

Purpose of Submittal:
A written report is provided on the recent activities of University Relations and Marketing.

Supporting Information:
Report Attached
The beginning of a new academic year is always a busy time, and this year is no exception, especially with a very full Bellingham campus for the first time since Winter 2020. A few highlights to note:

URM worked with the Downtown Bellingham Partnership and several local businesses and retailers to host a State Street Parking Lot Party on Saturday, September 24 as part of Western Welcome festivities. Adjacent to the popular Farmer’s Market, the event was free to students and the community at large and featured several local bands, a local art and retail fair, and food from 20+ downtown vendors. The Blue Room, an all-ages music venue run by Western students, hosted a stage featuring several popular local bands. The Downtown Bellingham Partnership was eager to find a way to fill the void left by the WWU Alumni Office’s former Paint Bellingham Blue event, and we are engaged in evaluating this year’s pilot event as a possible new annual downtown welcoming event for Western students in the years to come.

The private capital fundraising campaign for the “House of Healing” Coast Salish-style Longhouse is nearing completion thanks to a strong collaboration between University Advancement and the Office of Tribal Relations. With a $100,000 grant from the Whatcom Community Foundation and a $30,000 pledge from the Swinomish Tribe, we now stand at about $615,000 in commitments for the project, exceeding our goal of $500,000 in private contributions. Tribal Liaison Laural Ballew is engaged in additional conversations with the Tulalip, Lummi, Samish, and Nooksack Tribes which we expect will contribute even more to our efforts, giving us a cushion for potential construction cost overruns and inflationary pressure, and perhaps also providing some seed capital for programming.

Laural is also working with the Longhouse Elder Advisory committee on plans for a blessing ceremony on the Sehome Arboretum site for later this year. Meanwhile, we have completed an entry-upon-land agreement with the City of Bellingham that has allowed us to access the site to perform utility locates, surveying, soils investigations, archeological investigations, and hazmat determinations. On a parallel track, the design-build team has been engaged in ideation work with the Longhouse Advisory and Elder Advisory committees and we expect to wrap that work up this quarter, allowing us to complete the land lease agreement with the City by the end of the calendar year.

Following enrollment of the largest first-year class in university history, on par with our previous largest classes in Fall 2018 and 2019, we started our top-of-funnel marketing efforts for the Fall 2023 class on September 1. This year we are operating on a greatly reduced budget of $350,000 (compared to a $600,000 budget last year) due to the end of the previous three-year commitment of funding from the WWU Foundation and reduction in one-time pandemic stimulus funding. Consequently, at the start of the new recruitment cycle our overall impressions are down 58.8%. In addition, our cost per lead in the highly competitive Southern California market has risen to a whopping $379, compared to about $79/lead in state.

In a milestone move to expand enrollment at the nation’s most popular university, UCLA recently announced that it is buying two large properties owned by Marymount California University, a small Catholic institution in Rancho Palos Verdes that closed its doors in August. UCLA’s $80-million purchase of Marymount’s 24.5-acre campus and an 11-acre residential site in nearby San Pedro marks the university’s most significant expansion to help meet the burgeoning demand for seats. UCLA drew nearly 140,000 first-year applications for about 6,600 spots in fall 2021 and even more applications this year — sparking angst among the growing legions of rejected Californians and pressure from state legislators to reduce the number of out-of-state students.
With this kind of demand pressure, we continue to think that Southern California is worth our marketing and recruitment investment and have begun a project to develop a persona of the So Cal students who have applied and been accepted at Western, including zip codes, high schools, academic interests, socio-economic status and other measures that can help us more accurately target our reduced budget on likely prospects.

In addition, we are developing a California specific marketing landing page that plays up our 2022 U.S. News & World Report rankings that put WWU, for the first time, at the #2 spot among public universities in the entire Western region, tied with California State Polytechnic University, Pomona.

In the meantime, we are pleased to see that our highest engagement in out-of-state markets is coming from Arizona, and especially Phoenix. We first began a test to determine uptake in Arizona in the 2021-22 cycle. Other key metros delivering high engagement include San Francisco and Austin. We are hopeful that the WWU Foundation will grant our request to reup their financial commitment of our recruitment marketing efforts at $300,000 over the next two years, which would allow us to boost our budget to $500,000 for the current cycle, enabling us to secure our current out-of-state and in-state enrollment gains.

UNIVERSITY COMMUNICATIONS

University Communications

The Office of University Communications welcomed Jonathan Higgins as its new Director as of August 15. While it continues to fill a broad range of internal communications needs across campus, including crisis response, health messaging, and institutional communications, the team is prioritizing strategic story development, digital channel growth, and proactive media relations outreach. The development of a new WWU communications strategy also began in August. The new strategy is anchored in the university’s strategic goals and new core messaging which positions WWU as an institute of higher education with unmatched opportunities for undergraduate students to work hands-on with faculty, and which is taking a leading role in sectors that are now top of mind and critical to the global community. The full communications strategy and messaging will be socialized with campus leadership in fall quarter.

An updated University Communications website, along with a revised mandate, scope of work, and boilerplate description for the university is also now available at https://www.wwu.edu/university-communications

Earned Media and Story Mining

The office has implemented a new beat structure designed to provide greater reach to campus and more enterprise writing projects for the entire communications team, with all four members having responsibility for their assigned colleges and areas. The resulting stories will be filtered through the new workflow and metrics systems implemented last summer to better evaluate the return on investment of Western's earned media.

Social Media

In July, Zoe shared daily social media updates from the Honors College study abroad program in Ecuador, featuring fantastic photos and daily stories provided by John Thompson and Sean Patrick as they traveled with the group. Western launched its TikTok channel over the summer and began sharing content in the leadup to fall quarter start. This is a key space for Western to have a presence in order to reach a younger prospective student audience. Western is now also expanding its
presence on LinkedIn, building on our large community of employees, alumni and industry connections there to raise Western’s profile in the professional world.

To help students get oriented and excited for back to school, Zoe created videos for move-in, info fair, the first day of school and some slideshows that highlight campus resources for new students. These vertical videos help Western take advantage of Instagram’s Reels and build content for TikTok as we grow that channel.

Publications
In Publications, we’re in the final stages of production of the fall edition of Window magazine, which will feature compelling stories and photos chronicling the Honors College’s trip to Ecuador. We’re also working with WebTech to build a special site offering an immersive experience of the sights and sounds of the students’ life-changing adventure. This edition also features a story about energy-producing solar windows recently installed in the Western Gallery by an alum who helped with the early stages of research into the technology at WWU, and now works for the New Mexico company which licensed the technology and is working to scale mass production of the windows.

Families continue to respond well to the Family Connection newsletter, which had open rates of about 60 percent in both August and September. We’ll build on this momentum with content about academic resources in the October edition.

OFFICE OF UNIVERSITY COMMUNICATIONS

METRICS DASHBOARD

WESTERN TODAY

JULY – AUGUST 2022

Total Sessions

July 30,767
August 33,481

Top Stories

- Meet the COVID super dodgers – Link
- Photo gallery: Study Abroad in Ecuador with the WWU Honors College – Link
- In Memoriam: Karen Bradley – Link

SOCIAL MEDIA
STATISTICS AT A GLANCE

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Facebook</th>
<th>Instagram</th>
<th>LinkedIn</th>
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<td>51,961 Total followers</td>
<td>27,295 Total followers</td>
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<td>48 New followers</td>
<td>551 New followers</td>
<td>248 New followers</td>
<td>1,706 New followers</td>
</tr>
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<td>.2% % gained</td>
<td>1.1% % gained</td>
<td>.9% % gained</td>
<td>1.7% % gained</td>
</tr>
<tr>
<td>375 Engagements</td>
<td>3,487 Engagements</td>
<td>29,099 Engagements</td>
<td>1,746 Engagements</td>
</tr>
</tbody>
</table>

External Media

Total Stories

| July | 491 |
| August | 975 |
| Total | 1,466 |

Top Stories

- West Coast leaders gathering in Semiahmoo for climate action conference – The Northern Light
- Bellingham coffee roaster teams up with famous band to celebrate new album, national tour – The Bellingham Herald
- Opening statements begin in jury trial of man accused of shooting, killing WWU student – The Bellingham Herald

FAMILY CONNECTION NEWSLETTER

August

5,855 Recipients (families of incoming students)
60.4% opened
22.3% clicked

**Top Content:** NSSFO New Families page, Orientation, Housing Move-In, Counseling and Wellness Families, University Housing Check-Out Program, Fall Family Weekend.

September
8,169 Recipients (families of all students)  
58% opened  
97% clicked  
**Top Content:** Housing Move-In, Western Welcome events (West Fest, Convocation, Outdoor Film, Taste of Bellingham, Fall Family Weekend)

**UNIVERSITY MARKETING & BRAND STRATEGY**

The University Marketing team is a group of creative professionals dedicated to reaching external audiences through strategic marketing, branding and advertising. The team is responsible for the launch, education, coordination and protection of the Western brand, specifically with external audiences.

In addition to leading institutional brand and marketing campaigns, Western’s University Marketing team works collaboratively to support marketing needs of our schools, centers, institutes and administrative departments.

**Staffing and Talent**

Due to several staff departures, recruitments, and promotions, the University Marketing team has changed over the past few months. As of August 2022, the University Marketing team consists of the following members:

- Elizabeth Lambert, Director of Marketing and Brand Strategy
- Derek Bryson, Assistant Director of Creative Services
- Megan Havens, Project Manager
- Chris Baker, Senior Graphic Designer

The team will be initiating a search for two additional senior graphic designers this fall. These team members will be responsible for developing the creative assets for both paid recruitment marketing campaigns and campus marketing initiatives.

**Digital Media**

**2021-2022 Campaign Highlights**

Beginning in September 2018, University Relations and Marketing launched an undergraduate-focused digital marketing campaign in partnership with Admissions. The primary enrollment and brand awareness campaign for WWU, the campaign includes display advertising, display retargeting, Snapchat, YouTube, pay-per-click, Audience Select (list targeting), and Facebook/Instagram advertising. In both the undergraduate and transfer campaigns, either applications or requests for information were counted as conversions, while only requests for information counted as conversions for the graduate campaign.

**2021-2022 Campaign Results**

<table>
<thead>
<tr>
<th>Undergraduate Campaign</th>
<th>Transfer Campaign</th>
<th>Graduate Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Impressions: 36,808,781</td>
<td>Total Impressions: 6,986,825</td>
<td>Total Impressions:16,685,012</td>
</tr>
<tr>
<td>Total Clicks: 297,678</td>
<td>Total Clicks: 13,726</td>
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</tr>
<tr>
<td>Total Conversions: 4,752</td>
<td>Total Conversions:1,153</td>
<td>Total Conversions: 292</td>
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</tbody>
</table>
Western saw a 132% year-over-year increase in requests for information and a 825% year-over-year increase in registrations for campus visits. Display advertising was the top conversion-driving strategy, contributing 136 requests for information, 116 visit registrations and over 2,500 application conversions at a cost per applicant of $3.

Western and our digital marketing agency Carnegie-Dartlet continue to test the performance of the campaign on new and emerging platforms. Snapchat contributed the most direct conversions out of any paid digital strategy this year with 231 total conversions, with the most significant strength in the Yield campaign. Western also tested video pre-roll and YouTube buys. Ultimately, pre-roll was a more cost-efficient branding and awareness strategy.

### Creative Highlights and Click-Through Rates

<table>
<thead>
<tr>
<th>Pre-Roll</th>
<th>YouTube</th>
<th>Snapchat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find Your Place</td>
<td>Welcome Back Anthem</td>
<td>Shannon Point MACS program</td>
</tr>
<tr>
<td>In-State CTR: 13%</td>
<td>In-State CTR: 1%; Southern California CTR: .09%</td>
<td>In-state CTR: 1.08%</td>
</tr>
<tr>
<td>Out-of-State CTR: 6%</td>
<td>Solar Window</td>
<td>Conversions: 11</td>
</tr>
<tr>
<td></td>
<td>Out-of-State CTR: .21%</td>
<td>Find Your Place - Out-of-State CTR: 97%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conversions: 5</td>
</tr>
</tbody>
</table>

### Summer Melt

The final two months of the 2021-2022 campaign were focused on preventing “summer melt.” Summer melt is a scenario in which incoming students apply, are accepted, and say they plan to enroll in college—but ultimately choose to attend another institution or delay the start of college.

Some of the factors that contribute to summer melt include confusion with complicated forms and registration processes, limited support from families and friends, and a lack of communication with the college over the summer. Summer melt marketing - coupled with targeted admissions counseling and resource navigation - plays an important role in reinforcing students’ decision to attend Western.

Western’s #wwubound summer melt campaign was designed to reinforce feelings of excitement and anticipation with the incoming cohort of students while providing a connection with campus logistic and emotional support resources.

### At-a-Glance (July 1 - August 31, 2022) Undergraduate Campaign (Melt)

- Total Impressions: 596,062
- Total Clicks: 501
- Total Conversions (Application or Button Clicks): 61
Brand Management and Creative Services

In addition to providing the creative for campus-level campaigns, the University Marketing team works with academic and administrative teams across Western’s various campuses and locations to manage the University’s brand. This includes the development of design elements and ensuring adherence to Western’s brand standards.

In July and August, the University Marketing team created brand identities and creative services for the following Western offices:

- Bias Response Team
- Graduate School
- Institute for Critical Disability Studies
- Language and Culture Programs
- LGBTQ+ Western
- Multicultural Student Services
- New Student Services/Family Outreach
- Outreach and Continuing Education
- President’s Office
- Student Business Office/Transportation Services
- University Residences
- Western Libraries
- Woodring College
- WWU Athletics

COMMUNITY RELATIONS

Western Washington University Day at the NW Washington Fair

Thursday, August 18 was WWU Day at the Northwest Washington Fair. For the first time, WWU partnered with the Northwest Washington Fair to boost Western’s visibility in rural Whatcom County and beyond. Of the thousands who attended the fair that day, 563 attendees received a $2 WWU discount. 171 were students, faculty and staff who showed their WWU I.D. card and 392 were alumni who showed a coupon sent in an email. The sponsorship included two WWU videos shown on the fair’s jumbotron prior to main stage performances which included Flo Rida, Pat Benatar, Big & Rich, and For King and Country. WWU banners were hung at all entrances and reentry handstamps showcased WWU’s logo. Western was also granted exclusive 10’x30’ space near the main entrance.
where 1,725 fairgoers gladly took free WWU-branded reusable shopping bags which included a WWU informational insert. Western’s space also included gifts and clothing sold by the AS Bookstore. To top it off, Western’s mascot Victor E. Viking thrilled crowds young and old by posing for photos and even playing carnival games and riding the giant slide. The Northwest Washington fair is Whatcom County’s largest multi-day event and was founded in 1911.

**Cascadia Innovation Corridor Conference**

Community Relations worked with representatives from Microsoft and Challenge Seattle to gain special access to the Cascadia Innovation Corridor Conference which was held at Semiahmoo Resort on September 12 and 13. President Randhawa was added to the list of speakers which included Microsoft President Brad Smith and former Washington Governor Christine Gregoire.

**New Student Convocation**

The director of Community Relations supported this year’s revamped New Student Convocation with audio, video, livestreaming, staging, live and house music, and other facility support. 1,100 students attended this year’s welcoming event, which was held on Tuesday, September 20.

**Downtown Parking Lot Party**

Community Relations partnered with the Downtown Bellingham Partnership to support local businesses at the Downtown Bellingham State Street Parking Lot Party which was held on Saturday, September 24. More than 1,000 students and community members shopped, ate, and danced together at the event which included live music, food vendors and local business pop-ups giving students a taste of the food, art, shopping, music and community scene in downtown Bellingham.

**Moderator of City Club**

The director of Community Relations served as the moderator for Bellingham City Club’s 40th and 42nd District candidate forums. As a non-partisan community representative, Chris Roselli is often asked to moderate local political forums and he serves on the Program Committee for City Club.

**Indigenous Peoples’ Day**

The director of Community Relations is leading a community-wide advisory team representing multiple partners including local tribes, higher education institutions, the City of Bellingham and Bellingham Public Schools in the planning of this year’s Indigenous Peoples’ Day event which will be held at Whatcom Community College’s Syre Auditorium on Monday, October 10. The program will feature a documentary by a Lummi filmmaker called “Daughter of a Lost Bird,” an intimate portrait of a Native adoptee on her journey to find her birth mother and return to her Lummi homelands.

**Taste of Bellingham for Fall Family Weekend**

Community Relations is supporting WWU’s Fall Family Weekend on October 22 and 23 by partnering with seven restaurants in Downtown Bellingham to host a guided walking tour of downtown while sampling some of Bellingham’s delicious food options. Both days are nearly sold out with maximum capacity set at 120 guests.
TRIBAL LIASION

Longhouse Project

The Tribal Liaison has maintained deep involvement in the planning and development for the Coast Salish-style longhouse project along with the Longhouse Steering Committee and the Tribal Relations Longhouse Planning and Elders committees. We have met recently with Wellman & Zuck, Jones & Jones Architects, and Rolluda Architects to collaborate on a design model for the longhouse. This group is expected to meet monthly to accommodate several more work sessions for the longhouse planning process.

Events and Planning

To date, Western has secured $615,000 in donations and pledges for the longhouse project, exceeding our goal of $500,000. The Tribal Liaison continues to work with tribal leaders and make presentations to tribal councils to seek additional financial support. Thus far, the Tribal Liaison has visited with the Tulalip Tribe and is expecting to present to Lummi, Nooksack and Samish Nations soon.

The Tribal Liaison has begun planning for another successful Indigenous Peoples’ Day event scheduled for October 10, 2022, at Whatcom Community College’s Syre Auditorium featuring the documentary film, “Daughter of a Lost Bird.” This event will again be a collaborative effort with Northwest Indian College, Whatcom Community College, Bellingham Technical College, Bellingham Technical College, PeaceHealth, Bellingham School District, Swinomish Education, and Children of The Setting Sun Productions.

Training

The Tribal Liaison continues to support the Government-to-Government training with the Governor’s Office of Indian Affairs. Next up is a session scheduled for December 2022 with the University Relations and Marketing division.

The Tribal Liaison maintains a monthly meeting with Human Resources to inform new Western employees regarding the operations of the Tribal Relations Office. This practice facilitates informing the university community of current activities, protocols, and functions of the Tribal Relations Department.

Advisory Functions

The Tribal Liaison has begun the fall quarter as one of several advisors for the Native American Student Union. The group meets on a weekly basis, and they are currently making travel plans to attend the National Indian Education Association conference in Oklahoma City, Oklahoma.

The Tribal Liaison has begun meeting and working with the newly appointed Chief Diversity Officer, Jacqueline Hughes, and Litav Langley, Assistant VP of the ADEI unit within Enrollment & Student Services in order to develop procedures for affirmative partnership.

Relationship Building

The Tribal Liaison attended the Affiliated Tribes of Northwest Indians Annual Conference September 18 – 21, 2022 representing Western on the Education Committee. The conference provides the Tribal Liaison an opportunity to collaborate with other higher education institutions and to seek support from tribal leaders.
The Tribal Liaison continues to serve on the Northwest Indian College Board of Trustees to build capacity and institutional partnership.

The Tribal Liaison maintains a consistent affiliation with the Washington state Tribal Leaders Congress on Education by attending quarterly meetings. This group provides a forum for tribal leaders to work in collaboration with state agencies to advocate for legislative, policy and research efforts that increase educational opportunities for Native people throughout the state.

**SMALL BUSINESS DEVELOPMENT CENTER**

**WWU SBDC Bellingham August and September Highlights**

- The WWU SBDC team welcomed our newest advisor, Liliana Deck, Ed.D, on August 1. Liliana brings her transnational leadership in the private and public sectors working with local and global organizations with an emphasis on education, social services, and health care in Colombia, the United States, and beyond. At the SBDC, Liliana specializes in Latino-owned businesses, providing advising and business resources in Spanish.

- Kevin Hoult, the Manager of Strategic Initiatives, retired on September 30. Starting with the SBDC in 2006, Kevin has been critical to the growth and development of our center and was the first advisor of the Kitsap branch of the WWU SBDC.

- WWU SBDC Director CJ Seitz presented lessons learned from the business recovery efforts following the 2021 floods to the Northwest Workforce Council and at the Washington Economic Development Association conference.

**Outreach**

- Balance Accounting Services – professional service partner
- BIPOC Business Fair, hosted by Port of Bellingham and the WWU Procurement and Business Services Office
- Cha & Alexander Law Firm – professional service partner
- Ferndale Chamber of Commerce – new Director Megan Juenemann meet and greet
- Ferndale Chamber of Commerce lunch
- Hunter Hassig / Small Business Resources – professional service partner
- JB & A Accounting – professional service partner
- Lens on Law Enforcement Reform & Legislature Town Hall – hosted by Bellingham Chamber of Commerce
- Port of Bellingham, Broadband Initiative
- Sustainable Connections
- Team Whatcom
- WECU Business Lending Team – professional service partner
- Whatcom Business Alliance: Leaders of Industry Event
- Women’s Professional Network

**Presentations**

- Whatcom County Flood Business Recovery: Lessons Learned – presented to Northwest Workforce Council, CJ Seitz
Professional Development

- America’s Small Business Development Center annual Conference
- Buying or Selling an Existing Business – seminar by SCORE Seattle
- Embracing Different Cultures in the Business Environment
- Entrepreneurial Equity webinar
- Every Dollar Counts: Small Business Debt Collection and Credit Management Strategies
- Hablar de Negocios – statewide SBDC weekly meeting of bilingual advisors
- How to Design a Compelling Grant Proposal
- Inflation Strategies for Businesses in the Short and Long Term
- LEAN Canvas Business Plan webinar
- Review of updated ERTC guidelines
- Washington Economic Development Association conference
- Washington Economic Development Association - Emerging Leaders group
- Work Opportunity Tax Credit & Federal Bonding Program

VISUAL MEDIA PRODUCTION

Projects Undertaken

File Organization of current and legacy projects on the new media server (known as EVO). Thousands of previously created assets were organized by team members that have since left the university and were located on many physical drives. An effort was made to organize and tag the projects before the new director and visual journalist staff member arrived, but the workflow is now in much better shape due to workflow optimization, implementing file name conventions, and reducing the number of identical files living in multiple places within the ecosystem. This work has since reached the first level of completion, as the workflows we have enacted have greatly increased our location and use of previously made content. We will continue iterating on this system as the work continues to be generated. Recent ideas have popped up, like allowing a small partition of the server to be dedicated to WWU Athletics, so they can archive games and matches, and they would also be utilized by URM as promotional b-roll.

Optimizing and facilitating efficiencies to better share multimedia assets with campus partners for social media, Window Magazine, etc. This previously was done on a case-by-case basis and now workflow is taking shape on reducing the amount of effort to share such things. This system and workflow have now been used to share dozens of custom images and video clips for social media content and assets for partners. Recently, we have shot about ten events on campus and have been able to share print-quality imagery with partners on campus within an hour of the shots being taken. We used a novel workflow on WWU OneDrive for sharing near synchronous material from over a dozen locations within Ecuador and the Galapagos Islands to WWU Social Media channels and Western Today for daily updates on the nearly three-week program. This work continues to be valuable, as we shoot images across campus weekly and share them with collaborators in a nimble and efficient manner that also allows for high quality and more consistent presentation of WWU.

WWU Honors Ecuador & Galapagos Program is a recent project we recently returned from. Over 23,000 images and video clips were captured through the 19-day program. Material captured included students learning about cultural sites around the region, climbing volcanoes, geology field trips at national parks above 15,000 ft, canoeing through portions of the Amazon Basin, trekking through the jungle, meeting indigenous community members, and much more. The entire program will be shared with the public via an upcoming feature in Window Magazine, an interactive website
dedicated to the program, and video vignettes for use in the Winter 2023 recruitment advertising campaign.

Equipment organization, itemizing, and inventory. Every single asset purchased by URM for Media Production use is now in an inventory that previously did not exist. All items are also physically tagged, so if misplaced, a number can be called to arrange a return. This has now been fully implemented and leads to a quicker turnaround of content creation.

Building an OM 370 interview studio is an idea that recently emerged for enabling on-the-fly interviews and rapid content creation. The space will be flexible and have many uses, for both still photography, interview capture, and audio/podcast capture. It will use quite a few pre-existing
resources, mitigating the financial impact significantly of building a ground-up, custom-made studio space. It is expected to be partially online by the end of October 2022.

Projects Recently Completed:
“Western Recap” a new, short social media video series of recent events on campus & community Convocation “Western Recap”
Info Fair “Western Recap”
WestFest “Western Recap”
Meet the Provost: Brad Johnson
Solar Window Campus Install Vignette

Projects in post-production:
Title IX: 50 Years Later Interview Retrospective (In association with WWU Athletics)
Student Spotlight: Dani Iwami
Student Spotlight: Sealey Raymond
WWU Honors Ecuador & Galapagos Program

Projects in production:
"Less than :60” Light, Fun social media content series pilot (Interesting, notable, novel short videos about a range of topics of things happening all over campus)
Summer Course Field Work Asset Creation / Capture (Geology, 8MM Filmmaking, Glaciology, Flyfishing, Marine Biology)
WWU Rock Climbing Contest
WWU Building Repository

Projects about to begin:
Rank Choice Voting Explainer, with Professor of Political Science Todd Donovan (Oct 22)
Cyber Security Month Explainer with Director of Cyber Security Programs Erik Fretheim (Oct 22)
Energy Institute Recruitment Advertising Campaign (Spring 23)
Possible All-Electric SAE Formula Car (TBD)

WASHINGTON CAMPUS COMPACT

Student Civic Leaders Fellowship

Washington Campus Coalition has launched a call for proposals for member campuses to host Student Civic Leadership Fellows programs this fall. Student leaders from across the state will develop service projects to address critical issues on their campuses and in their communities. They will work in cohorts with students from other institutions to learn together as they serve and engage in their programs. Fellows will participate in service symposiums and professional development opportunities throughout the year and earn funding towards their education.

Grant Monitoring and Internal Audit Process Update

AmeriCorps asked Western Washington University to review criminal history checks conducted by WACC staff for our current AmeriCorps grant. Western’s Internal Audit team reviewed 172 files and identified seven files that did not meet 100% of the criteria for compliance. All background checks were completed and cleared but were missing a final step in the adjudication process (one final button in the software program). Of note, all compliance errors had been identified and corrected internally by program staff and none have been identified since the mid-year compliance review. Several new internal checks have been put in place to mitigate future compliance risk.
Research and Sponsored Programs provided the Internal Auditor’s report to AmeriCorps and AmeriCorps has deemed the report sufficient to resolve compliance concerns but is recommending
cost disallowances for the non-compliant checks. It is expected that the disallowance may be
negotiated now that the review is complete.

The Internal Audit team is finalizing their full report which will include best practice recommendations
and be provided to the Board of Trustees.

WEB COMMUNICATIONS TECHNOLOGIES

Summary

The start of the academic year brings energy to all aspects of the university. WebTech helped the
Office of Student Life, Multicultural Student Services, Enrollment Student Services - Access,
Diversity, Equity, and Inclusion as well as the Library and Border Policy Research Institute launch
new websites these past two months. The library launch is particularly exciting as it is one of the
most frequently used websites by students and the new site is faster, consistent in both look and feel
with other Western sites and will be easier to maintain by library staff.

In addition to full website builds, WebTech also led updates to the New Student Convocation, State
of the University, Western Welcome schedule, and Latine Heritage Month webpages. WebTech
continues to assist many departments with minor updates to their content as well while staffing
fluctuates in departments.

To kick-off the new year, the WebTech department volunteered with University Residences to help
students move in on the Friday of move-in week.

Web Traffic Analysis

The trend of strong engagement across Western webpages continued this past period with a 52.5%
increase in total page views. Historically, there is always a spike in page views as new students
check on webpages quite frequently during the first week of school. The homepage, majors landing
pages, the campus map, and web camera all showed increases at a minimum of 38% increase.
Again, new students and parents historically drive this large increase. Convocation, while in person,
still had a strong online presence with 8,422 visitors and 335 individuals watching the live stream.

The digital advertising campaigns generated the top percentage of new sessions on our websites
with a 28.2% increase across the varied strategies being deployed. Organic traffic from Google and
other search engines drove 11%+ of the new sessions.

WebTech Workload
WebTech continues to move forward handling requests from across campus. With the launch of six websites and several prominent pages, the increase in new and resolved issues charts appropriately. With the start of the term, WebTech handled an additional 39% increase in email to our general help line, totaling 589 emails. This volume is consistent with the start of a new academic year.