Purpose of Submittal:

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

Supporting Information:

Report Attached
“MAKE WAVES” CAMPAIGN LAUNCH

The “Make Waves” brand campaign, which we previewed for the Board at the December meeting, launched on January 22 in billboards, print and digital concentrated in Seattle metro. The first phase of the campaign will run through this summer, and is designed to fulfill two main roles: to support the Western Foundation’s efforts to secure more funding for admissions scholarships, study abroad experiences and student research opportunities; and to tell Western’s story to prospective students in a new and exciting way. Both of these goals work in tandem with Western’s Strategic Plan.

Media Objectives: The print ad campaign will run in full-page and two-page spreads in three editions of the Alaska Airlines Beyond in-flight magazine (Mar, Apr and Jun); four editions of Seattle Magazine (Mar, Apr, May, Jun); five editions of 425 Magazine (Mar, Apr, May, Jun, Jul); and five issues of the Puget Sound Business Journal. Make Waves will also be featured on a dozen billboards in high traffic locations in downtown Seattle, Kirkland and the U-District through June. The first two billboards are currently up on the West Seattle Bridge and in the Kirkland retail core. Finally, Make Waves is also being activated through a digital video campaign on Facebook, Instagram, YouTube and Google Adwords.

Creative Objectives: Most higher education advertising looks exactly the same: professors in lab coats, ivy-covered brick buildings and scenes of campus at sunset, and smiling students wearing backpacks. Western is a different kind of university and needs a different kind of campaign to break out of the “sea of sameness” in higher education marketing.

Make Waves is our rallying cry and tagline for the campaign. It's meant to inspire students, alumni, donors, faculty and staff to make their mark on the world. The creative direction is bold, thought-provoking and inspiring. It's meant to catch your eye, grab your heart, and demonstrate that Western supports people with an appetite for ambition; people who want to learn about the world, and then change it.

The print and out-of-home ads pair singular, striking, vibrant images with witty and clever headlines. The body copy highlights what makes Western unique: the close relationships between students and professors.

What do we mean by “make waves?”

Western is a place for students with an appetite for ambition, supported by faculty members who are equal parts teacher, scholar and mentor, and donors dedicated to making a transformational impact on others' lives. Western is a place that brings together those who want to change the world with the people who are working to change it.
We have supporters sending students all over the world to learn new cultures and deepen their understanding.

Faculty members who break new ground with discoveries and disruptive technologies, teachers who create new pathways to learning for all students, and researchers who are dedicated to learning from the past to create lasting change and solving complex environmental challenges for a brighter future.

Western is a place for artists and innovators who inspire and provoke new thinking and perspectives, and for social activists who want to create a world that is more inclusive, equitable and accessible to all.

We are led by driven students – many who are the first in their families to go to college – who are making our communities better because a donor provided a scholarship to get them here.

Through close relationships with professors, a family-like atmosphere, and a fierce commitment to academic excellence, Western is a place that helps students channel their passion, develop their purpose – and with the support of faculty, alumni and friends – pursue that purpose with everything they’ve got.

Western is not just a place to get a degree. It’s a place where, together, we make waves.

**How does this campaign support the objectives of Western’s new strategic plan?**

This campaign is intended to support our goal of advancing inclusive success by positioning Western as an institution dedicated to pursuing justice and equity and fostering a caring and supportive environment where all members are respected and treated fairly; a university that produces alumni making positive impact in our communities, our state and the world; and most importantly, the campaign is designed to inspire alumni and donors to help us ensure that more talented students can pursue their highest aspirations regardless of their means.

**WESTERN ON THE WATERFRONT**

The interdisciplinary “ideation group” continues to meet monthly to work on a shared vision, revenue model and funding strategy for a compelling presence for Western on the Bellingham Waterfront.

Recently, we have conducted update and listening sessions with key community partners including the Downtown Bellingham Partnership, Team Whatcom (a group of leaders from the city, county, port and educational institutions devoted to regional economic development), the Bellingham Arts Commission, and the Mayor’s Neighborhood Advisory Council.

Western will also be taking part in a District Energy and Clean Tech Waterfront Summit hosted by Sustainable Connections on February 20. The goal of the undertaking is to convene the City and Port of Bellingham, master developer Harcourt Development, Puget Sound Energy and other key partners in the Waterfront district in identifying shared goals for implementing sustainable development opportunities identified in the Waterfront Master Plan and economic development efforts that support Clean Tech.

We look forward to learning from McKinstry, a national full-service, design-build-operate-and-maintain firm specializing in consulting, construction, energy and facility services. McKinstry advocates collaborative, sustainable solutions designed to ensure occupant comfort, improve
systems efficiency, reduce facility operational costs, and optimize profitability. They have recently joined forces with the city of Spokane and Eastern Washington University on its first zero energy building. The so-called Catalyst Building is a 150,000 square-foot innovation hub in Spokane's University District that will open doors for EWU students to connect with the regional business community. As the main tenant, EWU will move three programs from its College of Science, Technology, Engineering and Mathematics (CSTEM) in Cheney to the Spokane location – its computer science, electrical engineering and visual communication design programs. This move will add 50 faculty members and an additional 1,000 students to Spokane, bringing a total of 4,000 EWU students to the University District.

TRIBAL LIAISON

Finally, we are pleased to report that Laural Ballew started in her new position as Western’s first Executive Director of American Indian/Alaska Native and First Nation Relations and Tribal Liaison to the President on January 28.

Laural most recently served as department chair of Tribal Governance and Business Management at Northwest Indian College, a program which she created. An enrolled member of the Swinomish Tribe, Ballew has lived on the Lummi Nation reservation for the past 43 years. She received a bachelor’s degree, with a major in American Cultural Studies and a minor in Native American Studies, from Western in 2002. She earned a master’s degree in Public Administration from The Evergreen State College, and is studying for a doctorate in Indigenous Development and Advancement from Te Whare Wānanga o Awanuiārangi, in New Zealand.

We look forward to providing a more formal introduction of Laural at the April board meeting, where you will have an opportunity to learn more about Laural’s plans to serve the needs of our Native students, faculty and staff, to create deeper relationships with our indigenous neighbors, and to advance tribal and university policy initiatives.

Communications and Marketing

Our skilled professionals worked on a wide range of online and print, media relations, social media, video and graphic design projects, which included:


- Jackie Caplan-Auerbach, WWU associate professor of seismology and volcanology, was quoted in this National Geographic story on whether earthquakes can trigger volcanic eruptions. See: https://www.nationalgeographic.com/science/2019/01/can-earthquakes-trigger-volcano-eruptions-get-facts-geology/.

- A Skagit Valley Herald story on threats to environmentally important eelgrass in the waters of Padilla, Samish and Skagit bays cites research by Western, including by John Rybczyk, WWU professor of Environmental Sciences. See: https://www.goskagit.com/news/local_news/researchers-probe-into-region-s-blue-carbon/article_a20a3399-b7ed-5601-ba3d-466d6456b994.html.
And our office also assisted with response to media coverage of a student sit in at Old Main and at the President’s office. See this KOMO TV story at: https://komonews.com/news/local/wwu-students-stage-sit-in-over-handling-of-hate-crime-investigation

**In video and photography**, our staff led by Digital Media Production/Development Manager Suzanne Blais, provided video support for the University’s new brand campaign called “Make Waves.” Our office also welcomed new full-time videographer Faith Haney to our team as part of our expanded emphasis on visual story telling.

**In publications**, the most recent edition of Window magazine, “*A History of Western in 125 Objects*,” has been very well received by readers. The issue includes about 80 objects in the paper magazine, with many more online. See the whole collection at window.wwu.edu, where readers sort the items by clicking on tags such as “1950s,” “athletics,” “selected highlights” and “almost unbelievable.” Editor Mary Gallagher is continuing to put more content online, so if you have an item that sparks a story about Western’s past, send the photo and a few lines to window@wwu.edu.

Western’s daily electronic newsletter, **Western Today**, led by Assistant Director John Thompson, started a new series of weekly articles called “Tuesday Q&A” and “Research Friday.” Tuesday Q&A is an effort to engage faculty in discussions about contemporary topics of interest, viewed through the lens of their research expertise. For example, the first Q&A was a discussion on the history of border protection walls with three history professors, given the current national discussion of the proposed wall at the southern border. This story was the most well-read feature story of the school year to date. “Research Friday” is a weekly piece designed to shed light on faculty research opportunities and experiences; the first article explored Biology’s Eric DeChaine and his work last summer in Kamchatka.

**In marketing and social media**, Kessa Volland attended the Spreadfast Social Media Conference in Austin for several days of discussion about visual and viral storytelling from industry experts. She also traveled to Poulsbo and Bremerton with the WWU Extended Education team to assist with several marketing focus groups. December brought an uptick in Kessa’s usual social media duties due to the monitoring and reporting duties associated with the campus racist graffiti incident and subsequent student protest and sit in. In addition, she worked with the Carver branding team to host, review and choose a vendor for the upcoming project and continued work on the Make Waves campaign with the Brand Council.

**Graphic designers** Chris Baker and Derek Bryson worked on a wide range of design projects with offices across campus, including fliers, posters, banners and online and social media design work. Some notable examples included: the Martin Luther King Jr. Day Breakfast posters and associated Western Front ad; Secondary Education postcards; posters for the Winter Career Fair and Education & Health Career Fair; upcoming University Calendar; Academic Advising Center – Promotion for quarterly workshops and labs; International Student & Scholar Services – Global Gourmets Banquet promotional materials; Community Relations - Community Partnerships brochure; and programs at Canada House – Canada Week logo and event materials.
WESTERN TODAY

TOTAL HITS

55,590

TOP STORIES

- WWU’s Leo Bodensteiner working to solve the puzzle of the Skagit River steelhead
- Message from the president on unacceptable racist graffiti on campus
- Scholar’s corner: Megan Russell

SOCIAL MEDIA

TWITTER

FACEBOOK

INSTAGRAM

STATISTICS AT A GLANCE

- 21,726 Total followers
- 60 New followers
- 0.28% % gained
- 1,135 Engagements

- 48,213 Total followers
- 126 New followers
- 0.13% % gained
- 5,887 Engagements

- 18,007 Total followers
- 246 New followers
- 0.69% % gained
- 28,846 Engagements

FAMILY CONNECTION NEWSLETTER

NOVEMBER

- 12,682 Recipients
- 34% Open rate

DECEMBER

- 12,675 Recipients
- 26% Open rate
MEDIA STORIES

TOP STORIES

- What do Alaska’s earthquakes mean for Whatcom? Stay prepared, says WWU professor (Bellingham Herald)
- Why these three Seattle Times unsung heroes are worth celebrating (Seattle Times)
- Deadly Indonesian tsunami was not caused by an earthquake (The Verge)

CREATIVE SERVICES

GRAPHIC DESIGN

- Window Magazine - Winter 2019
- Community Relations - Community Partnerships brochure
- Education Abroad - Go Abroad Fair promotional materials
- University Residences - Stay Safe Western infographics

PHOTO & VIDEO

- Photo production for Window Magazine a History of Western in 125 Objects
- Video coverage of Volleyball West Regional Championships at Carver Gym
- Veterans Day ceremony coverage

67 Total Projects

43 Total Projects
Notable Projects and Connections

Community Relations Print Collateral
A new brochure has been designed to help promote Western as a supportive community and industry partner, and to give those unclear of how to navigate the university an easy contact entry point through Community Relations. It will be handed out to community partners and displayed at community events where Western is a sponsor or partner. A companion website is currently under construction.

Partnering with Whatcom County Wayfinding
Bellingham Whatcom County Tourism is leading a study to redesign and replace aging wayfinding signage throughout Bellingham and all of Whatcom County. Western is the largest single tourism organization in Whatcom County with an estimated 40,000-60,000 visitors annually. Community Relations is working closely with Bellingham Whatcom County Tourism to ensure that this large and comprehensive project includes wayfinding signage to campus from I-5, the airport, downtown, and the historic Fairhaven district. This improved signage will benefit the visitor experience and also increase Westerns' vital economic impact in the surrounding community by directing visitors to local businesses.

Examining the WWU Guest Experience
While examining wayfinding, Community Relations is also collaborating with representatives from the Office of Admissions and Parking Services to address challenges that guests have when visiting campus. This team is exploring intercampus signage, welcome signage, a visible monument on the south end of campus, and the parking and visitor experience.
SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center: 2018 CONTRACT DELIVERABLES

<table>
<thead>
<tr>
<th>ADVISING</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses Advised</td>
<td>325</td>
</tr>
<tr>
<td>Advising &amp; Support Hours</td>
<td>3310</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECONOMIC IMPACTS</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$12.8M</td>
</tr>
<tr>
<td>Businesses Starts</td>
<td>4</td>
</tr>
<tr>
<td>Business Buy/ Sells</td>
<td>2</td>
</tr>
<tr>
<td>Jobs Created &amp; Retained</td>
<td>315</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRAINING</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainings</td>
<td>13</td>
</tr>
<tr>
<td>Trainees</td>
<td>270</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESEARCH</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Projects</td>
<td>91</td>
</tr>
<tr>
<td>Support Hours</td>
<td>918</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADD’L SERVICES</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Clients Supported</td>
<td>209</td>
</tr>
<tr>
<td>Student/ Faculty Projects</td>
<td>36</td>
</tr>
<tr>
<td>Student/ Faculty Project Hours</td>
<td>878</td>
</tr>
</tbody>
</table>

WWU Small Business Development Center: Q4 2018 HIGHLIGHTS

- Hosted SBA Regional Administrator who visited six local businesses who have received support from the SBDC program.
- Hosted two-part “Superstar Supervision” training series attended by 48 SBDC clients.
- Published two articles:
WASHINGTON CAMPUS COMPACT

1) **Educational Equity Grant.** Washington Campus Compact submitted a renewal grant proposal for the College Access Corps program. Third year funding will be up to $850,028 to support college access programs of low-income K-12 youth across Washington, Oregon, and Idaho. Campuses can work with their K-12 partners to improve student success and focus programming on STEM and civic education, financial literacy, writing improvement, plus many other college preparation and support efforts.

2) **Poverty Alleviation Grant.** Washington Campus Compact submitted a renewal grant proposal for the VISTA program to support poverty alleviation efforts with emphasis on college access and success, improving food security initiatives, and STEM education support (VISTA).

3) **Legislative Session.** Washington Campus Compact is meeting with legislators to discuss the value and impact higher education is having on communities. Efforts will be made to procure resources to support the Student Civic Leaders Initiative. Student civic leaders will address the following critical issues on campuses and in communities through civic engagement programming: food/housing insecurity, opioid epidemic, mental health, breaking prison pipeline, and strengthening K-20 civic education.

4) **Students Serving Washington Awards.** The fourth annual Students Serving Washington Awards ceremony will be held on April 19, 2019 to recognize outstanding student civic leaders from across the state. Governor Inslee will also select the top three student civic leaders – one from each institution type: state four-year institutions, community/technical colleges, and private institutions.
Web Communication Technologies (WebTech)

The new Institutional website was deployed in December. [wwu.edu](https://wwu.edu). The site focuses on sharing Western’s wonderful stories and automatically pulls in news stories highlighted via Western Today and events published on the university events calendar, [calendar.wwu.edu](https://calendar.wwu.edu). The new design also meets the WWU accessibility requirements, is built to support search engine optimization (new visitor traffic has increased noticeably already), and it allows WWU to respond in a timely manner to events as they occur. It is a culmination of nearly a year of foundational work building a new design system, [webtechdemo/pattern-lab](http://www.wwu.edu/webtechdemo/pattern-lab), that will allow WebTech and the few other web developers across campus to deploy websites with greater efficiency as well as provide updates across the sites managed quickly.

WebTech, working with University Communications, produced a special 125 year anniversary digital Window magazine edition, found at [window.wwu.edu](https://window.wwu.edu). It provides increased engagement beyond the print publication in a fun presentation format.

Near the end of the month WebTech developed and deployed the Make Waves campaign landing pages, [makewaves](https://wwu.edu/makewaves) and [makewaves-apply](https://wwu.edu/makewaves-apply). These feature the campaign style developed by the Brand Council. We are excited to be conducting A/B testing on various features of the page to increase engagement and to be in greater collaboration with colleagues in the Foundation and Admissions.

Several more websites were converted to meet our accessibility and brand requirements, including the Research and Sponsored Projects office, [wwu.edu/rsp](https://wwu.edu/rsp). We also assisted the Associated Students university staff with the deployment of the new Viking Union website [vu.wwu.edu](https://vu.wwu.edu/) and we consulted on their new design for the AS website, [as.wwu.edu](https://as.wwu.edu).

Video captions are continuing apace and the messaging is finally resonating that captions also benefit all learners and audiences. We are making great strides on ensuring videos posted by departments and other WWU related entities are meeting this requirement. While the work remaining is daunting, our next challenge is improving PDF compliance and we are turning our attention to that over the next two months.

In collaboration with the library we are excited to pilot a website that supports viewing in two languages, English and Mongolian. This pilot will allow WebTech to solidify translation workflows and begin building the translation memory for bigger endeavors saving costs in the future.

The organic search engine optimization work continues apace. We are thrilled to be digging into the required improvements over the next several months. Optimization is a marathon, but we are picking up speed. We increased our presence on page one results by 1.95%, but page two and three by 25% and 24%, respectively. Page four results increased by 10%. That momentum should increase into significant percentage increase on page one results over the next two months.
The influx of new work remains consistent with that over the prior two periods. The demand is ever present and we continue to try our best to work as efficiently as possible. Not all requests come in via our ticket system, but our support inbox saw an uptick of 315 requests as well as individuals emailing staff directly. This increase, I believe, is due to WebTech assisting faculty with migrating their inaccessible websites onto systems that we can provide better support for. The process requires a lot of consultation. We again closed more tickets than opened, though by a small margin.