

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by Steve Swan, V.P. for University Relations and Community Development

DATE: August 18, 2017

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

PURPOSE: Information Item

Purpose of Submittal:

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

Supporting Information:

Report Attached

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

COMMUNICATIONS AND MARKETING

The following is a briefing on a wide range of online, print, social media, video and graphic design communications and marketing produced since the last Trustees report.

- The media covered the trustees' vote on the budget and tuition, including this Bellingham Herald story: ["WWU 2017-18 operating budget includes tuition increases."](#) Western's partnership with Olympic College in developing a cyber range was covered by the Kitsap Daily News: ["Olympic College's new role in stopping cyber attacks and viruses."](#) And there was continuing media coverage of Western's involvement in the sustainable cities program, first in Edmonds and now in Stanwood: ["WWU students to study Stanwood flood impact."](#) The Skagit Valley Herald ran a story on Shannon Point Marine Center's partnership with local schools on: ["Kids learn what it takes to be scientists."](#)
- **In publications**, UCM continues to receive positive feedback on the [Spring/Summer edition of Window magazine](#), with a focus on the many connections – including current faculty/student research – on Mount Baker. Top stories online include a Q and A with WWU student and World Cup Skier Breezy Johnson, tips on visiting Mount Baker from alumnus and photographer Rhys Logan, and Ron Judd's exploration of Western's love of Mount Baker through the years. Positive feedback is also being received about the new **WWU Family Calendar**, a wall calendar that combines beautiful campus photos with WWU-related advice, tips and key dates. The calendar is being distributed to new families during Transitions and Summerstart. It's also on sale in the book store. The project is a collaboration with New Student Services/Family Outreach.
- [Western Today](#), Western's daily newsletter that goes out to all students, faculty and staff and to off campus stakeholders who sign up for it, is being upgraded, including the ability to easily share stories into social media, an improved image gallery, and improved site architecture and search capability. Rollout of the new version is scheduled for this summer/fall.
- **In marketing and social media**, UCM has been assisting a number of campus offices and departments with marketing planning, and collaborating with several stakeholders to develop social media campaigns focused on encouraging incoming and current students to utilize the services available to them as a part of the campus community. UCM also managed the final WesternCares campaign of the academic year, and also recently partnered with the Admissions marketing team on a project that to align the OurWestern Instagram with the Admissions student-takeover SnapChat account.
- [Western Window TV show](#), which is produced by Western students and managed by our office, is continuing to create great stories about Western students, faculty and alumni.
- Our **graphic designers** 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 WWU Family Calendar for New Student Services; logo design for the Salish Sea Studies Institute; marketing materials for the Go Abroad Fair; design of a full page ad for Western's MBA program for the Seahawks Official Yearbook; Carver building updates for the campus map; Housing Guide for University

Residences; posters for upcoming Career Fairs; five Small Business Development Center testimonial posters, and a banner for Commencement.

WESTERN WINDOW TELEVISION SHOW

[Western Window TV show](#), is produced by Western students and managed by University Communications and Marketing. The show features great stories about Western students, faculty and alumni. The show is aired on KVOS-TV and on some local cable outlets across the state.

Episode 50

This month's show, the 50th episode in the history of the program, is hosted by Chris Roselli of WWU's Front Door to Discovery program and Rahwa Hailemariam, a student at Western. Following is the story lineup for this episode:

- **A Lifetime of Achievement** – Lynda Goodrich is a Western legend – more than 400 wins over her 19 seasons as the women's basketball coach and nine team national championships during her 26-year run as athletic director ... and she's a Western alumna to boot.
- **Ignoring the Northwest Weather** – Western's cycling team is driven to perform and advance the sport – even during our oft-rainy winters.
- **Campus Hyper-lapse** – check out an amazing hyper-lapse – a time-lapse compilation where the camera moves between each shot – done by WWU students Morgan Stilp and Dominic Yoxtheimer.
- **Energy Symposium** – WWU recently hosted a symposium on the future of energy in the transportation sector, kicked off by Gov. Jay Inslee.
- **Earth Day: Locust Beach** – About 50 Western students and residents visited Locust Beach for a cleanup effort on Earth Day, removing everything from plastics to old furniture.
- **A New Movement** – Hip-Hop Theatre brings the rhythmic beats of traditional hip-hop and combines it with storytelling to form an entirely new and unique voice.

WESTERN TODAY

TOTAL HITS

84,095

TOP STORIES

- Chemistry's Tim Kowalczyk Receives \$300,000 NSF Grant to Research Photodynamic Cancer Therapy Agents
- Artist Revealed: WWU's Rebel Whiteboard
- WWU's David Shull to Gather Data This Summer on the Health of Bellingham Bay



SOCIAL MEDIA



TWITTER



FACEBOOK



INSTAGRAM

TOP POSTS OF THE MONTH



STATISTICS AT A GLANCE

19,702
Total followers
374
New followers
0.97%
% gained
1,119
Engagements

46,038
Total followers
510
New followers
0.56%
% gained
5,363
Engagements

15,443
Total followers
294
New followers
0.97%
% gained
19,294
Engagements

MEDIA STORIES

1,386
Total Stories

TOP STORIES

- Cybersecurity is hot, and these Washington colleges teach it (Seattle Times)
- Want a preview of the Carver renovation? Get a ticket to Saturday's WWU graduation (Bellingham Herald)
- WWU 2017-18 operating budget includes tuition increases (Bellingham Herald)



CREATIVE SERVICES

GRAPHIC DESIGN



57 Total Projects

FEATURING

- Window Magazine - Spring/Summer 2017
- WWU Family Calendar
- University Residences - Moving In guide
- MBA program ad for Seahawks 2017 Official Yearbook



PHOTO & VIDEO



21 Total Projects

FEATURING

- Images and video showing local and university collaboration on sampling Bellingham Bay seafloor
- Commencement returns to Carver
- Year in review video



FAMILY CONNECTION NEWSLETTER

- **May:**
12,172 recipients, 17.5 percent opens
- **June:**
12,023 recipients, 23.4 percent opens

WINDOW MAGAZINE

- Copies mailed in early June: 110,000
- Online-only edition subscribers: 367
- Website visitors in June: 882
- Top stories clicked:
Downhill, Fast: Profile of WWU student and World Cup skier Breezy Johnson, Baker, A Love Story, Get Out Here

FRONT DOOR TO DISCOVERY

The Front Door's main goal is to amplify community connections by actively engaging with the broader community. It does so by providing an accessible centralized connecting point for the community to access Western and its students and faculty.

New Community/University Connections



Business to Academic Partnerships

Summer is an ideal time to prepare projects for the upcoming school year. One example includes partnering Bellingham Manufacturer, Trayvax, with the Industrial Design Junior Cohort where WWU students will be tasked with creating and designing new products from leather waste, decreasing the business' waste output, reducing their costs, and increasing revenue. Of course, students will receive practical manufacturing experience preparing them for life after Western

Increasing Western's Presence in the Community Creates Opportunities and Builds Rapport

The Front Door to Discovery continues to be engaged in the community attending City Club, Chamber of Commerce Events, Viking Golf Classic, Sustainable Cities Presentations, Paint B'ham Blue Sponsorship Lunch, Team Whatcom Economic Development meetings, and the annual Snohomish County Networking Event at Boeing. These engagement opportunities build partnerships and work to continue to boost Western's reputation in the broader community.

Partnering Increases Western's Impact:

By being present in the community, the Front Door is able to make introductions and build excitement for WWU. Those introductions lead to conversations, which lead to partnerships that benefit Western and the community the university serves. New introductions this quarter include organizations like Apana, Lautenbach Industries, Microsoft, Bellingham Herald, RiverStyx Foundation, Islander Resort, Trailblazin' Productions, Western Summer Theatre, Overflow Taps, Stones Throw Brewery, and the Bellingham Food Bank.

GOVERNMENT RELATIONS

State Relations

The 2017 third special session adjourned on July 20, following the conclusion of the 105-day regular session on April 23 and three 30-day special sessions. Governor Inslee signed the 2017-19 operating budget on June 30 after the Senate and House of Representatives approved the budget earlier that day, averting a partial shutdown of state government that would have begun July 1. The Legislature adjourned on July 20 without passing a new 2017-19 capital budget.

Operating Budget

The 2017-19 operating budget that was signed into law on June 30, 2017 maintains current tuition policy for resident undergraduate students as specified under RCW 28B.15.067, permitting a 2.2% increase in resident undergraduate tuition for the 2017-18 academic year and a 2% increase for the 2018-19 academic year at four-year public higher education institutions. These permitted increases follow decreases in resident undergraduate tuition over the past two years. Services and Activities (S&A) fee increases are also limited to 2.2% in 2017-18 academic year and 2% in the 2018-19 academic year.

At WWU and other public institutions, the budget maintains current levels of the State Need Grant, a need-based financial aid program. The budget increases award amounts for students attending private non-profit four-year institutions. In 2017, approximately 23,500 students in Washington were eligible for the State Need Grant but did not receive it due to lack of funding. The new budget will decrease the number of unserved, eligible students by about 875 students annually.

The biennial budget also approves compensation and benefit adjustments for all public higher education employees that are roughly equivalent to a 2% general wage increase effective July 1, 2017, a 2% general wage increase effective July 1, 2018, and 2% general wage increase effective January 1, 2019. Actual amounts to each Western employee are subject to the various contracts and salary guidelines.

Western received \$1 million in funding for student success initiatives, a top legislative priority for the university. The new funds will be used for student support programs that improve retention and graduation rates, such as academic advising, tutoring services and mental health support. Western was the only four-year institution to receive student success funds in this year's budget.

Capital Budget

For the first time in state history, the Legislature adjourned without passage of a biennial capital budget with new appropriations, despite the House of Representatives and Senate each introducing new 2017-19 capital budget proposals since July 1. The most recent House proposal (EHB 1075) and Senate proposal (SB 5981) as of July 30 each include funding for many of Western's capital budget priorities, including:

- \$6.65 million for Classroom and Lab Upgrades;
- \$6.179 million for Minor Works Preservation Projects;
- \$6 million in partial design funding for the Sciences Building Addition and Renovation;
- \$1.5 million for Access Control Security Upgrades;
- \$3.188 million for Elevator Preservation Safety and ADA Upgrades; and
- \$3.614 million for Preventative Facility Maintenance and Building System Repairs.

Total: \$27.131 million - \$14.368 million in bonds, \$12.763 million in local building account funds.

It is still unclear when the Legislature will pass the final compromise 2017-19 capital budget, but until then, Western is only authorized to continue on-going projects included in the 2015-17 capital budget, per the Legislature's passage of ESSB 5965 on June 30, 2017.

A full report of the 2017 Legislative Session can be found at:

<http://www.wvu.edu/univrelations/docs/Government%20Relations%202017%20Legislative%20Session%20Report%20-%20FINAL.PDF>.

Federal Relations

While there has been a good deal of news coming out of Washington, D.C. in recent months, little of it has had to do with higher education. However, some actions and proposals do impact students. Among the most relevant were the following:

President Trump recently tweeted that the US military will not allow transgender individuals to serve in the military in any capacity. This is the second transgender policy the president has taken issue with. In February, the Administration withdrew federal protections for transgender students that allowed them to use whichever bathroom corresponded with their identity.

During a meeting with Democrats of the Congressional Hispanic Caucus, former U.S. Secretary of Homeland Security John Kelly said that he could not commit to the Administration defending the Deferred Action for Childhood Arrivals (DACA) program. CNN noted that "there is a pending lawsuit on the related program, Deferred Actions for Parents of Childhood Arrivals, that will come up in September and attorneys general from 10 States are threatening to add DACA to their complaints." Kelly said that he has been convinced by legal experts that DACA is unlikely to sustain a court challenge. On August 2nd President Trump announced his support for a bill designed to reduce overall legal immigration by half while putting in place a new points-based system for applicants for employment-based green cards that would privilege graduates of American universities. However the number of green cards issued would not increase.

On Thursday, July 27, the House Oversight and Government Reform Committee held a joint hearing of the Intergovernmental Affairs Subcommittee and the Health Care, Benefits, and Administrative Rules Subcommittee to discuss free speech on college campuses. During the hearing, Members and witnesses reflected an agreement on the importance of protecting free speech on campuses; agreed that protecting free speech should not be legislated by Congress, but rather left to colleges and universities themselves; and expressed agreement on the critical role colleges and universities play in challenging students and expanding their worldview.

Additionally, Members and witnesses discussed the concepts of hate speech and hate crimes. However, they concluded that differentiation between hate crimes and hate speech, while necessary, can be difficult to achieve when determined by the subjective standards of university administrator discretion.

SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center: Q2 – 2017 CONTRACT DELIVERABLES

ADVISING	Q2 2017	YTD 2017	YTD 2016
Businesses Advised	89	173	199
Advising & Support Hours	405	934	1341
TRAINING	Q2 2017	YTD 2017	YTD 2016
Trainings	1	7	5
Trainees	9	139	40
RESEARCH	Q2 2017	YTD 2017	YTD 2016
Research Projects	11	22	22
Support Hours	59	181	353
ADD'L SERVICES	Q2 2017	YTD 2017	YTD 2016
Non-Clients Supported	54	88	93
Student Projects	1	1	5
Student Project Hours	202	202	539

WWU Small Business Development Center: 2017 DEMOGRAPHICS

- **Top industries:** Construction, Health Care, Service Establishment
- **Top Areas of counseling:** Financing/ Capital, Managing a business, Buy/Sell Business
- **Active clients' total sales:** \$168M
- **Active clients' total jobs:** 3016

WWU Small Business Development Center: Q2 – 2017 CLIENT QUOTES

Bellingham: Construction

“This is all super helpful for me to have this kind of specific direction to head on all these things - I can't thank you enough!”

Bellingham: Construction

“Signed, sealed and keys in hand! We seriously couldn't have done it without you. Thank you.”

Ferndale: Manufacturing

“Your input and resourcefulness in answering all of my questions truly is amazing.”

Among the Q2 2017 highlights of activities regarding the SBDC are the following:

- Entered into a performance-based contract with the Northwest Workforce Council to identify worker upskilling funding opportunities in the small business community
- Attended SMX Advanced Search Marketing Expo in Seattle
- Attended WSBDC Spring Conference where CJ Seitz and Eric Grimstead were both recognized for generating over \$3M in capital formation in 2016
- Featured by The Bellingham Business Journal for [Western's Small Business Development Center announces 2016 impact](#)
- Featured by Western Today for [Western's SBDC Business Advisors Recognized for Economic Impacts](#)

WASHINGTON CAMPUS COMPACT

FY 2017 Grant Program Successes

- 1) **College Access Corps:** College Access Corps is an educational equity initiative leveraging federal and local resources to improve college access of low income 5th – 12th grade youth in Washington. Forty-three full-time AmeriCorps members were placed on 20 campuses in Washington to recruit, train, and place college students as college access coaches for low-income 5th-12 grade youth. ***WWU received nine members: four for the LinCS Program (working with economically disadvantaged youth), three for the Bridges Program (working with migrant students), and two for Huxley College (connecting economically disadvantaged youth with environmental education opportunities).***

Grant Amount: \$672,000 of federal funds, campus partners provided additional \$322,500 cash match

Total: **\$994,500**

Impacts:

- 1,717 college students provided college access coaching to 4,478 low-income youth
- 73% of youth reported increased academic engagement
- 3,377 volunteers were recruited

Note: Washington Campus Compact was awarded a \$771,000 federal grant for FY 2018 to continue (and expand) this program.

- 2) **VISTA:** VISTA is an educational equity/social justice initiative leveraging federal and local resources to alleviate poverty in Washington through campus community partnerships. Washington Campus Compact placed thirteen VISTA members at eleven campuses and community organizations in Washington to develop and support campus-based initiatives. VISTA projects focused on improving college access and success, and strengthening food security in local communities. ***WWU received three members – all three supported the LinCS Program in Woodring College of Education.***

Grant Amount: \$299,388 of federal funds, campus partners provided additional \$107,000 cash match

Total: **\$406,388**

FY 2017 Impacts:

- 8,194 disadvantaged youth were served
- 36 veterans and family members were served
- 2,646 volunteers were recruited and completed 16,555 hours of service
- 73% of community partners reported that working with the WACC VISTA Program increased their effectiveness, while 73% reported an increase in efficiency
- 85% of community partners stated that they had better volunteer management due to their involvement with the WACC VISTA program.

Note: Washington Campus Compact was awarded a federal grant for FY 2018 to continue (and expand) this program.

WEB COMMUNICATION TECHNOLOGY

This summer staff has been focused on improvements to existing websites and completing work that had been on the back burner for a variety of reasons. In addition Web Tech Director Max Bronsema has been working on a time-sensitive project with EOO and performing the work necessary for the State IT worker re-allocation process that is under-way. The former work is in response to a web site accessibility complaint WWU received from the Office of Civil Rights of the U.S. Department of Education. Western is one of more than 300 colleges and universities who were cited in the complaint. Western embraces the complaint and is approaching it as an opportunity to better serve its constituents.

A revised Communication Science Disorders site was released as well as an improved General University Requirements (GUR) page that had previously been an inaccessible PDF file. The new GUR page is viewable on mobile phones and other devices.

WebTech spent a significant amount of time collaborating with Human Resources and Business and Financial Affairs to provide the web front-end for their new talent management and recruitment system, PageUp. The resulting work can be seen at <https://careers.wvu.edu>. Additionally, several improvements were made to the long standing training application to improve performance and to comply with preferred name requests from the Registrar. The other collaborative project has been making improvements to the Central Authentication System (CAS) user interface in preparation for an upgrade on June 15th.

Looking forward, WT is actively building the new WWU Foundation and Alumni websites to allow them to not renew their contract with iModules. This will offer significant savings for that division. WT has also begun building the events calendar for Western with the goal of launching on September 1st.

