TO: Members of the Board of Trustees
FROM: President Sabah Randhawa by Donna Gibbs, V.P. for University Relations & Marketing
DATE: June 9, 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
As we race to the spring quarter finish line, it has been a busy time for recruiting in URM. We are welcoming two new leaders on August 15: a new director of University Communications and a new director of University Marketing & Brand Strategy. Interestingly, both candidates came through the search for the director of University Communications.

Our new Director of University Communications is Jonathan Higgins, who currently serves as VP of Marketing & Communications at Cognite, a global industrial software company based in Oslo, Norway. Jonathan has also served in senior corporate communications roles at Telenor, a leading telecommunications company in Bangkok and Singapore, and he began his career at the University of Duisberg in Essen, Germany after receiving his bachelor's degree at UW. This is a bit of a homecoming for Jonathan as his family lives in the Bellingham area.

I want to sincerely thank Assistant Director John Thompson for shepherding UComm through a challenging year in which he held two jobs and never let a ball drop through pandemic ups and downs.

I also want to thank Director of University Marketing Rebecca Beardsall for 10 years of outstanding service to Western, especially the last two years on the URM team during which she has taken our digital marketing efforts to new heights. That work has strongly contributed to a return to pre-pandemic enrollment levels.

Our new Director of University Marketing & Brand Strategy is Elizabeth Lambert, who was one of the UComm director finalists. Elizabeth has served as Senior Director of External Relations & Strategic Communications in the UC Davis Graduate School since 2016. Prior to joining UC Davis, she was the director of Enrollment Management Communications at University of the Pacific, where she led the crafting of its undergraduate and graduate recruitment marketing plans. Previously, she also served as director of Marketing and Recruitment at Drexel University Sacramento, and as classical music program host at Jefferson Public Radio. The search committee commented on Elizabeth’s equally impressive earned communications and paid marketing skills, especially with graduate digital recruitment campaigns and Slate CRM integrations.

I am excited to welcome these two highly-accomplished Marcom professionals to Western, especially coming in at the same time. I believe this will help break down silos between the two departments and ensure that our owned, earned and paid media strategies are working together to complement one another and achieve greater efficiency and reach.
Our office continues to provide broad, rapid and intensive communications support for needs across campus, including COVID messaging, crisis response and media liaison work.

In March and April, Social Media Coordinator Zoe Fraley worked with AS Communications Director Ryan Morris to put together the 20 Days of Giving campaign, which was shared through Western and AS social media channels and Western Today. The campaign was inspired by Sislena Ledbetter, associate vice president for Counseling, Health & Wellness, who wanted to offer the community some bright spots during the challenging winter quarter with a focus on giving as self-care. The 20 Days of Giving campaign, held the last two weeks of winter quarter and the first two weeks of spring, encouraged students and employees to engage in acts of kindness and connection on Western’s campus and beyond, including signing up for blood drives and community cleanups, getting to know new clubs, attending wellness-related events and making commitments to sustainability. Here are some stats on how people got involved with 20 Days of Giving:

- More than 40 people clicked links to sign up for blood drive appointments.
- More than 35 people clicked links to join Western’s Downtown Cleanup.
- 45 people clicked to learn more about opportunities to volunteer and mentor on campus.
- 150 clicked to learn more about different types of clubs on our Western Involvement Network (WIN) pages, with more than 5,000 clicks to explore club Instagram pages through stories shared on Western’s Instagram account.
- Nearly 50 people explored fundraising projects on Vikingfunder and learned about becoming a Give Day Ambassador.

Publications Editor Mary Gallagher has been supporting the Commencement team by preparing content for the redesigned Commencement program. We also just sent the most recent edition of Window magazine off to the printer and expect it to be delivered the week of June 6, when we also plan to launch our redesigned digital magazine. The magazine includes a cover story about Isamu Noguchi and his Skyviewing Sculpture at WWU, offering readers a new look at a campus icon they may think they already know all about. Other stories include a WWU alum in charge of growing the seedlings for the largest reforestation effort in the western U.S., and profiles of our 2022 Alumni Award recipients.
* Due to a software upgrade, the February and March session statistics are unavailable for Western Today.

**SOCIAL MEDIA**

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<thead>
<tr>
<th>Social Media</th>
<th>Twitter</th>
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<tr>
<td><strong>STATISTICS AT A GLANCE</strong></td>
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</tr>
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<td><strong>Engagements</strong></td>
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**FAMILY CONNECTION NEWSLETTER**

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<tr>
<td>Clicked:</td>
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</tr>
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</table>

**Top stories for March:** Housing Fair, June Commencement, Student Business Office.

**Top stories for February:** Handshake career networking site, Graduate Outcomes Survey, Off-Campus Rentals listing, Student Jobs listing.

**UNIVERSITY MARKETING**

University Marketing is engaged in a range of work which includes digital marketing, collateral creation, video and photography, brand management, and marketing planning & project management.

**Recruitment Campaign Digital Marketing**

Beginning September 2021, URM launched the 2021-22 undergraduate digital campaign in partnership with Admissions as the primary enrollment and brand awareness campaign for WWU. This campaign includes display advertising, display retargeting, Snapchat, YouTube, Pay-per-click, Audience Select (list targeting), and Facebook/Instagram advertising which runs for a six to nine-month cycle, depending on the platform. This year we also included a transfer campaign (launched Nov 2021); a graduate school campaign (launched October 2021) focused on general awareness, plus Weekend MBA and Rehabilitation Counseling (OCE supported programs). And after our success last year, we also included Financial Aid focused message running December 2021-February 2022 targeting parents.
At-a-Glance (March 1 – April 30, 2022) Undergraduate Campaign
- Total Impressions = 4,712,132
- Total Ad Clicks = 40,005
- Total Conversions (Application or RFI button clicks) = 509

At-a-Glance (March 1 – April 30, 2022): Transfer Campaign – Bellingham and Locations
- Total Impressions = 1,079,077
- Total Ad Clicks = 3,423
- Total Conversions (Application or RFI button clicks) = 136
Collateral Creation (Graphic Design)
In March and April, the designers collectively worked on **136 projects** and produced **935 individual assets**. Notable projects include:
- Klipsun Magazine support
- Commencement Program redesign
- Brand Articulation/Ideation for 22-23 Campaign
- Visit Ads for Undergraduate Recruitment
- Leadership Symposium Creative
- Scalable Logo System for Western
- Family Connections Newsletter Redesign
- Values Campaign Banners (Old Main Lawn, High Street, Bill McDonald St.)
- Guaranteed Transfer Admissions Ads

Brand Management
The creative team works with partners across campus to manage Western Washington University’s brand. This includes the development of design elements and assuring adherence to Western’s brand standards.

In March and April, the Creative Team:
- Completed brand identity work for:
  - Entrepreneurship and Innovation Studies
- Started and still working on brand identity work for:
  - Washington Campus Compact (rename and rebrand)
- Continued University’s SEO strategy and interdepartmental collaboration, utilizing a “one Western” approach.

COMMUNITY RELATIONS
Notable projects and connections that enhance WWU visibility, improve community access, and increase community-to-university partnerships.
APIDA Heritage Month
May was Asian Pacific Islander Desi American (APIDA) Heritage Month. WWU collaborated with higher education and K-12 institutions in Whatcom and Skagit Counties to host a virtual speaker series from May 17-19. The theme was “Raising our Voices: Our Collective Responsibility for Change.” Speakers for the three events included WWU Alumnus Byron Yee; author and screenwriter Paula Yoo; and a panel of trailblazing Washington State leaders featuring Sen. Manka Dhingra, Rep. Vandana Slatter, and King County District Court Judge Fa’amomoi Masaniai. Every guest shared their powerful stories as APIDA individuals and inspired the community to take action and create change. Nearly 2,000 people participated, including 1,500 Bellingham middle schoolers. Dozens of college students watched the events together in viewing parties at WWU and Whatcom Community College. All events were moderated by students from WWU, Bellingham’s Squalicum High School, Whatcom Community College, and Skagit Valley College. Recordings of the videos are available at www.wwu.edu/apida.

Memorial Day Parade
After a two-year hiatus due to COVID, WWU was back in Bellingham’s Memorial Day Parade on Saturday, May 28 with more than 60 students representing some of WWU’s diverse clubs, sports and programs. Alumni and fans of WWU cheered and clapped from the sidewalks. WWU’s Banner was carried by three of WWU’s national runner-up women’s basketball players followed by Analogue Brass, a New Orleans-style band made up of WWU Alumni. Additional WWU participants included WWU Cheer, Western’s mascot Victor E. Viking, the WWU Waterski Team, and Western’s Transportation Services.

Move Out
Community Relations partnered with the City of Bellingham, WWU’s Office for Off Campus Living, Office of Student Life, and surrounding neighborhood associations to launch a multi-pronged outreach campaign to inform students about city ordinances prohibiting the dumping of used furniture and other household goods on lawns, sidewalks and alleyways. The campaign also provides resources for places to properly store, donate, sell or dispose of unwanted items. In addition to campus posters and social media outreach, the City of Bellingham provided informational yard signs for neighbors to display. Western and the city also partnered with landlords ensuring they share similar messaging with tenants. This effort to reduce unsightly littering and dumping in neighborhoods has been well received by Western’s neighbors and will be utilized annually.

Juneteenth
Community Relations is coordinating Western’s flag-raising ceremony honoring Juneteenth. The event will feature a speech by Amy Westmoreland, WWU’s director of Multicultural Student Services. In addition to flying a new, larger Juneteenth flag in WWU’s Flag Plaza, WWU is also a sponsor of Bellingham’s annual Juneteenth Celebration located at Maritime Heritage Park. www.wwu.edu/juneteenth

WWU Day at the NW Washington Fair
August 18 is WWU Day at the Northwest Washington Fair. To boost Western’s partnerships and visibility in Whatcom County, Western is excited to partner with the fair by promoting the University through giveaways, advertisements and WWU’s mascot at the entrance. WWU Day at the Fair is also the same day nationally-known rapper Flo Rida performs.

TRIBAL LIAISON

Planning
The Tribal Liaison has participated as Co-Chair for the Longhouse Steering Committee which meets monthly. The Coast Salish Longhouse project has progressed significantly through the RFP process
with highly competitive submittals. The Search Committee was able to narrow down the interactive meetings to four finalists which occurred April 7, 8, 11 and 12. These design meetings were an opportunity for the committee to observe how well they network and to get an idea of their individual design and construction methods. The interviews also provided an opportunity to learn how well the architects and construction teams have worked with other Native communities with similar projects. The top candidate is Wellman Zuck/Jones & Jones/Rolluda.

All four proposals were impressive, and the search committee had no hesitation that any of the finalists could complete a successful longhouse project for Western. All four teams presented very well, and it was not an easy task to choose just one. The decision ultimately came down to qualitative factors including how well the teams responded to questions, and how well the team would work with elders and tribal planning committee members. John Paul Jones, a Native American himself, possesses an impressive reputation for culturally-sensitive architecture, including the design of the Smithsonian Institution’s National Museum of the American Indian, the longhouse at the University of Washington, as well as the Southern Ute Cultural Center & Museum, the Bainbridge Island Japanese-American Exclusion Memorial, and the Mercer Slough Environmental Education Center.

We also continue work in collaboration with University Advancement to close the funding gap with private philanthropic outreach. Most recently, we have completed an updated interlocal agreement with Whatcom County which paves the way for a contribution of $75,000 from the county.

The longhouse at Western is more than a structure, it is a landmark for Western to honor the voices of Natives students, staff, faculty and tribal people who have for decades dreamed of having a longhouse on Western’s campus. This building is a significant beginning for Western in building and sustaining relationships with tribal nations within the states of Washington, Oregon, Alaska and beyond. The opportunities this project can bring to Western’s community and Whatcom County is a tremendous step and it is an honor for the Tribal Liaison to be able to support this effort.

The WWU Board of Trustees and administration will take a monumental action with approval of the recommendation of the Wellman Zuck/Jones & Jones/Rolluda contract. We raise our hands up to the BOT and administration in support of this project.

In other planning updates, the Tribal Liaison has recently begun working with the Council of Presidents and other higher ed tribal liaisons in the state to discuss the possibility of applying the University of California Native American Opportunity Plan to Washington, likely through 2023 legislation. Our UW colleagues have already provided an early estimate of costs, and the working group convened by COP is developing plans to further operationalize the idea. We also look forward to engaging colleagues within our community and technical colleges.

**Events**

The Tribal Liaison attended the Affiliated Tribes of Northwest Indians Mid-Year Conference May 16 – 19, 2022 at the Silver Reef Casino on Lummi reservation. The Tribal Liaison made a presentation to the Education Committee with an update regarding the longhouse project which included participants from other higher education and tribal education people.

The Tribal Liaison was able to contact several tribal leaders and provide a brochure and letter requesting financial support for the longhouse. The Tribal Liaison will be visiting with Swinomish, Tulalip, and Suquamish tribal councils to present additional information to acquire potential funding opportunities from these tribes.

There were also Washington State Department of Commerce representatives present who also provided potential grant opportunities. The Tribal Liaison will follow up in the next several weeks with the Development office to research the potential financial opportunities.
Bellingham April/May 2022 Highlights

- The SBDC is partnering with the Northwest Workforce Council to implement a self-employment training program under the Washington Innovation Opportunity Act.

- As part of our ongoing efforts to serve under-represented populations in the business community, the SBDC is partnering with the Center for Inclusive Entrepreneurship’s Comadres program. This program provides mentorship and training for Latina entrepreneurs.

- CBA Kathy Bastow presented and mentored participants at the Northwest Indian College’s business plan workshop.

- Congratulations to our CBAs honored by the SBDC for their roles in helping small businesses access capital and retain jobs in 2021:
  - Sherri Daymon received the 100 Jobs Club and $1 Million Dollar Club awards
  - Kathy Bastow received the $1 Million Dollar Club award
  - Eric Grimstead received the $1 Million Dollar Club award

Outreach

- As local organizations are returning to in-person events, our advisors have increased their physical outreach in the community in April and May:
  - Bellingham Bar & Restaurant Network
  - Bellingham Regional Chamber of Commerce – Networking Breakfast, Legislative Lunch
  - Birch Bay Chamber of Commerce luncheon
  - BIPOC Business Support meeting
  - Blaine Chamber of Commerce luncheon
  - Business Recovery Task Force
  - Comadres, Center for Inclusive Entrepreneurship – presentation
  - Developed connections with Spanish-speaking small business liaisons at Department of Revenue, Washington Employment Security, and Washington State Labor and Industries
  - Flood Recovery Update meeting
  - Northwest Cooperative Development Center – hosted the first meeting of Cascade Cooperatives, a coalition of regional cooperatives
  - TEAM Whatcom meeting
  - Small Business Disaster Relief Fund meeting
  - Small Cities Partnership meeting
  - Sumas Small Business Promotion
  - Whatcom Community Foundation, Impact Investing Committee meeting
  - Whatcom County Business and Commerce meeting
  - Whatcom Racial Equity Commission: Stakeholder Group Meeting
  - Whatcom Women in Business – presentation

Professional Development – General

- Growth Wheel: Restaurant Startup Case Study
- SBA 7a Loan review
- Social Security 101
- Washington SBDC Spring Conference
- Ongoing meetings with local service providers to build our referral network

Professional Development – Equity and Cultural Awareness

- Conversations on Equity: Philanthropy’s Roel in Pursing Economic Equity
• Mental Health: Conquering Burnout
• Serving Small Businesses Through Diversity, Equity, and Inclusion
• Generational Differences in the Workplace: Challenges and Best Practices

Kitsap April/May 2022 Highlights
• Congratulations to our Kitsap CBA, Jaime Forsyth, who received the $1 Million Dollar Club award from the SBDC for helping small businesses access capital and retain jobs in 2021.

Presentations
• Port Orchard Bay St. Association
• South Kitsap Chamber of Commerce

Outreach
• Bainbridge Island Chamber of Commerce Business networking event
• Bremerton Chamber of Commerce - Monthly meeting
• Historic Downtown Poulsbo Association and Poulsbo Chamber - Networking event
• Kitsap Economic Development Association - Meeting with Executive Director
• Poulsbo Chamber of Commerce - Monthly meeting
• Port Orchard Chamber of Commerce - Business networking event
• Bremerton Chamber of Commerce - Business networking event
• South Kitsap Chamber of Commerce - Monthly meeting
• Silverdale Chamber of Commerce - Monthly meeting
• Bainbridge Island Economic Development Committee
• Kitsap Credit Union – Meeting with new Business Development Manager
• First Security - Meeting with new VP Community and Business Banking

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 created 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 a 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.

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 has 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.

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 can now lead to a quicker turnaround of content creation.
Implementing a new project to capture general footage and imagery of all buildings on campus as a repository and resource for the WWU community. We have begun shooting imagery for all four seasons for each building and campus location. The creation of the libraries themselves was an undertaking, as almost 200 folders were created that needed to be highly organized.

Adapting previously made material for marketing and storytelling use.

Projects in production:
- Student Spotlight: Sealey Raymond, Neuroscience undergrad
- Student Spotlight: Dani Iwami, women’s basketball team
- ISB Walkthrough Tour with Brad Johnson
- "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)
- WWU Rock Climbing Contest
- Lummi Island Sculpture Woods tour and interview with artist Ann Morris

Projects about to begin production:
- WWU Honors Ecuador & Galapagos Program
- All-Electric SAE Formula Car
- Solar Window Campus Install Vignette
- Student Move Out Tips & Tricks
- Pride Month Celebration Vignette
- Juneteenth Flag Raising Ceremony Vignette
- Commencement Weekend Vignettes
- Summer Course Field Work Asset Creation / Capture (Geology, 8MM Filmmaking, Glaciology, Flyfishing, Marine Biology)

WASHINGTON CAMPUS COMPACT

Summer Initiative for Student Civic Leaders: Washington Campus Compact, through our Civic Leadership and Engagement Corps program, is offering over $140,000 of education awards to students in Washington and Idaho who will participate in community-based internships or community engagement initiatives this summer. Each student who completes at least 300 hours, can earn $1,374.60 as an education award to help with future educational expenses. This opportunity is open to current students or recent graduates who meet AmeriCorps eligibility criteria.

This education award opportunity is ideal for students who may be seeking scholarships or funding to support community-based internships (paid or unpaid) or community engagement projects focused on any of the following community issues:
- Environmental Stewardship
- Housing/Food Insecurity (can include campus- or community-based)
- Medical/Mental Health (can include pre-med students, social work/counselors serving in clinics)
- Academic Success K-16 students (can include camps, summer programs, etc.)
- Civic/community engagement
- Breaking the prison pipeline
WEB COMMUNICATION TECHNOLOGIES (WebTech)

Summary

April and May consisted of improving many sites both behind the scenes and visually for users. The most noticeable change was the release of navigational icons on the institutional homepage. The goal of this was to increase traffic to important content that previously took more than one-click to access.

From 2/1/2022 through 3/18/2022 the following links were within the menu system.

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<td>Research</td>
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<td>Visit</td>
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The same pages are now created as clickable icons, this data is from the date of the release 4/1/2022 – 5/18/2022 to halfway through the next month.

<table>
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<th>Page Name</th>
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<td>Visit</td>
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Overall, traffic to pages rarely visited before the change increased dramatically. The pages for Parents and Families, Visit, and Alumni had all previously been within other menus. While majors traffic decreased it was slight and not concerning as the date ranges had more weekend days in them in the latter range. These new numbers nearly put these pages in the top 50 for all content at Western.

Also worth noting is that since these icons are not hidden in the menu, they are immediately available to mobile users. Here is a heat map showing engagement with the icon navigation on mobile between 4/1/2022 and 5/18/2022.
Web Traffic Analysis

Students and prospective students were actively visiting the admitted students portal (84,835 visits) between April 1st and May 24th and the majors landing page continued attracting visits (60,356). The pages for students to explore on-campus housing also saw 18,532 visits. Overall traffic across sites at Western was down slightly to 1,627,027 sessions. The staff recruitment page led with 61,391 views followed by faculty recruitment with 34,467 views.

WebTech Workload
WebTech for the first time prior to COVID saw a decrease in stated demand. That was lucky as vacations and illness have jostled the department. While the decrease is welcome it does not mean there is a lack of work. We still created 186 new issues, while resolving 148, in addition to fielding 474 emails to our generic help inbox.