Purpose of Submittal:

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

Supporting Information:

Report Attached
The following is a briefing on a wide range of marketing, community development, media relations, content production, web development and graphic design initiatives produced since the last Trustees report. In addition, following are a few updates and new projects.

“MAKE WAVES” CAMPAIGN LAUNCH

The “Make Waves” brand campaign 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. Following are several examples of current print and outdoor advertising executions.

Early Indicators: We have heard several anecdotal comments from Seattle area alumni that they are proud to see their alma mater in highly visible placements on downtown Seattle billboards, in print placements in Alaska Beyond, Seattle Magazine, 425 Magazine and the Puget Sound Business Journal, and in digital campaigns supported by several college impact videos. In terms of digital analytics:

- Our 30-second launch anthem video surpassed 11,000 views on YouTube in only six weeks, with a 26% click-through rate.
- The click-through rate on digital content across all platforms (Facebook, Instagram, YouTube and Google Adwords) has averaged 11.5%, compared to an industry average of 2-3%.
- With only two of seven planned college impact videos distributed across all platforms, we have had more than 40,000 video views, more than 100 shares and 800+ reactions.
- In the last 30 days, general traffic to our main website is up in all Washington cities, and up markedly in Kirkland (11%), Edmonds (20%), Shoreline (113%), and Bremerton (21%). This data would seem to suggest that targeted print and outdoor advertising is having an impact on top-of-mind awareness of Western.
- All of this content engagement has, thus far, not had a dramatic impact on fundraising, but we expect that will change when the brand campaign is supported by more direct fundraising appeals in April and May.

WESTERN ON THE WATERFRONT

The Port of Bellingham Commission has recently expressed public frustration with the pace of planning for Western’s presence on the Bellingham waterfront, first at its public meeting on February 19 (the relevant discussion begins at 1:25:30) and again at its meeting on March 19 (the video replay of that meeting has been removed). It was also the subject of a recent article in the Bellingham Herald.
Subsequent to the February 19 Commission meeting, President Randhawa and Trustee Meyer met privately with Port Commissioner Ken Bell and Port Executive Director Rob Fix at which it was decided the two parties would develop an addendum to the existing Western Crossing Development Corp MOU that commits the two parties to work in good faith toward a shared vision that supports the Port’s economic development priorities by September 30, 2019. It was also agreed that the Port and University will establish a small working group that will meet regularly over the next six months. Provost Carbajal and Vice President Gibbs attended the first meeting of the working group with Commissioner Bell, Port Economic Development Director Don Goldberg and Waterfront Project Manager Brian Gouran on March 21.

Meanwhile, the interdisciplinary faculty ideation group continues to meet twice monthly to complete work on a revised vision for Western on the Waterfront. The ideation group expects to submit a final vision by the end of the current academic year.

**SBDC LAUNCH IN POULSBO**

University Relations & Marketing teamed up with University Advancement to kick-off a fundraising drive to establish a Western-sponsored Small Business Development Center in Poulsbo. Western has hosted the largest SBDC program in the state since 1983. Last year, the Whatcom County SBDC helped create or save more than 300 jobs and helped small businesses access nearly $13 million in capital to expand and launch new ventures.

The new Poulsbo SBDC will be located in the recently-opened Vibe CoWorks space. Western alumnum, Foundation board member and President and Chief Operating Officer of Kitsap Bank Tony George is leading the fundraising drive. We currently have adequate local funding for the first year, which allows us to leverage federal funds, and we feel confident in having funding for year two and beyond secured as our fundraising efforts continue. We expect to have the Center open in June with experienced provisional staff, while the search for permanent staff gets underway.

**2019 PRESIDENT’S REPORT**

Work has begun on the 2019 President’s Report, following our inaugural edition last year. This university annual report, sent to donors, legislators and other friends of the university, is intended to serve as a report card of sorts on our key priorities and success indicators in the 2025 strategic plan. This year, the report will feature stories and images of first-generation students, staff and faculty based on Woodring professor Dr. Lauren McClanahan’s First Gen Project. We expect the final report will be issued in May.
LEARN ABOUT THE WORLD AND BE CHANGED BY IT.

In order to create greater understanding between different cultures, people must educate themselves about political and social happenings outside their own backyard. That’s exactly what Senior Zoe Buchli is doing this year. She’s been awarded a prestigious Benjamin A. Gilman International Scholarship to study journalism and foreign correspondence in Morocco. She’s committed to delivering information about people’s lives outside of the U.S. and observing how governments around the world are conducting themselves.

LEARN HOW YOU CAN HELP MORE STUDENTS STUDY ABROAD AT WWU.EDU/MAKEWAVES
YOU DON’T NEED TO GO TO SPACE TO FIND MARTIANS.

Professor of Biology Merrill Petersen just published a 628-page field guide devoted solely to Northwest insects. Undergraduate students have been working closely with Merrill to deepen our understanding of these otherworldly little creatures. It’s this kind of close student-faculty relationship that has made Western the #1 undergraduate-focused public university in the Northwest for the last 20 years. Prepare your brain for Woff.

LEARN HOW YOU CAN SUPPORT STUDENT RESEARCH LIKE THIS AT WWW.EDU/MAKEWAVES
POWER YOUR BRAIN AND THE GYM.

Last year, Business and Sustainability majors teamed up to make a big change on Western’s campus. They reduced the electrical footprint of the student rec center by introducing electricity-producing exercise bikes. The project was funded by a Western Sustainability, Equity and Justice Fund grant, which supports innovative student projects like this. If you have a big idea, we’ll do everything we can to make it happen.

LEARN HOW YOU CAN SUPPORT STUDENT RESEARCH AT OUR COLLEGE OF BUSINESS AND ECONOMICS AT WWU.EDU/MAKE WAVES
THE FIRE IN OUR BELLY IS HOTTER THAN LAVA.

Professor of Geology Jackie Caplan-Auerbach doesn’t run from fire, she runs to it. Along with a team of students, she is studying an erupting underwater volcano in Hawaii (talk about hands-on learning). Through seismometer readings, they hope to better understand the nature of volcanoes and how to protect the regions that surround them.

LEARN HOW YOU CAN SUPPORT STUDENT RESEARCH LIKE THIS AT WWU.EDU/MAKEWAVES
WE THROW POOL PARTIES FOR SALMON.

Environmental Science Professor Jim Holfield is helping the migration of Chinook salmon by working with tribal governments to build river logjams that form deep, cold pools for the salmon to rest in. Our small class sizes allow undergraduate students to work closely with professors like Jim to help preserve our environment.

LEARN MORE ABOUT HOW YOU CAN SUPPORT HUXLEY COLLEGE OF THE ENVIRONMENT SCHOLARSHIPS AT WWW.EDU/MAKEWAVES
OUR NOISE POLICY: MAKE A LOT OF IT.

Hear that? It’s the sound of giving back. Audio Technology, Music, and Sociology students at Fairhaven College of Interdisciplinary Studies help run Bellingham Girls Rock Camp. They teach young girls how to shred on guitars, blast drums, belt lyrics, and capture it all in a professional recording. The camp uses music to inspire female empowerment and create social change. Yeah, it gets a little loud sometimes. But hey, that’s rock ‘n’ roll.

LEARN MORE ABOUT HOW YOU CAN SUPPORT SCHOLARSHIPS AT OUR FAIRHAVEN COLLEGE OF INTERDISCIPLINARY STUDIES AT www.equi/makewaves
USE YOUR VOICE IN THE LIBRARY

Is getting an education a political act? How does resistance to change and fear of the unknown impact your life? These are just a couple of the questions developed by students and explored through the Western Libraries Teaching-Learning Academy, where people from the university and surrounding communities come together to listen, understand and appreciate different perspectives. Students are the creators of the topics and facilitators of the discussion, because at Western, students can be teachers too.

LEARN HOW YOU CAN SUPPORT STUDENT VOICES AT WWU.EDU/MAKEWAVES
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:

- The Seattle Times – as well as many other media outlets – ran a story about prominent bands Death Cab for Cutie and ODESZA coming to Bellingham for an Alumni Weekend concert on May 18 to raise money for WWU’s Alumni Association Scholarship Endowment. See: https://www.seattletimes.com/entertainment/music/death-cab-for-cutie-odesza-announce-double-major-scholarship-concert-in-bellingham/

- An op-ed by WWU President Sabah Randhawa, along with other presidents of state public universities, on the value of higher education ran in the Olympian. See: https://www.theolympian.com/opinion/op-ed/article225376695.html


- An op-ed in the Seattle Times by Western English Professor Laura Laffrado focused on Ella Rhoads Higginson, an early 20th century Northwest writer with many ties to Western. See: https://www.seattletimes.com/opinion/laments-over-unbridled-growth-in-our-beloved-northwest-are-nothing-new/

- KIRO Radio ran a story about Western students, researchers and faculty members traveling to Mount Everest this spring to study the global effects of climate change. See: http://mynorthwest.com/1290931/wwu-students-mt-everest-climate-change/

- And our office also assisted with response to media coverage of the tragic death of a Western student following a car crash on the icy Mount Baker Highway. See: https://www.bellinghamherald.com/news/local/article226511020.html

- During the recent significant snowfall, our office provided weather alerts and messaging for several days to the Western community the university’s open, closed and delayed opening status.

- In publications, Editor Mary Gallagher is hard at work on the next two editions of Window magazine, one for spring and one in early summer. For the first time ever, we’re publishing three editions of Window magazine in one academic year. We’re also celebrating three regional awards from the Council for Advancement and Support of Education, which honored two of John Thompson’s Window magazine stories with a silver award: “Alaska Stories” about alumna novelist Eowyn Ivey, and “Megafire” about WWU faculty member Michael Medlar’s work in wildfire prevention policy. A third award, a bronze, went to our spring 2018 cover, a beautiful Pointillism rendering of Old Main by student Brandon Doak. See: https://westerntoday.wwu.edu/news/wwus-window-magazine-wins-trio-of-awards-at-recent-case-conference
In marketing and social media, Kessa Volland worked with the Brand Council to assist with launch of the Make Waves campaign, and helped form a sub-group to make additions to the Make Waves style-guide for continued campus use. She also worked on communications for the Housing/Dining Assessment, helped host an “Ask Me Anything” livestream on Facebook with incoming students, and finished the technical review of the university social media policy, which is now under 30-day review. Kessa also hosted a social media training and acted as a guest speaker for three different student groups/classes.

In video and photography, our staff led by Digital Media Production/Development Manager Suzanne Blais helped on-board and train our new full-time videographer, Faith Haney. Suzanne also worked as the direct liaison to WWU’s contracted production company, Hand Crank Films, on the seven Make Waves College Impact Videos. This included coordinating the shoots, helping to script, and giving direct feedback on the various script and video drafts. She worked with Faith to create a video for the WWU Small Business Development Center, which was used to help promote local fundraising for a Western-sponsored Kitsap County SBDC in Poulsbo. Staff also created promotional videos for various events on campus, in the community, and one used by President Randhawa while he was traveling abroad in the UAE and Pakistan.

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.” Those were very popular and produced the most-read feature stories of the school year thus far; the Q&A in particular proved to be a novel way to highlight the research of faculty in new ways. Planning is already under way for Q&A and research topics for spring quarter. See: https://westerntoday.wwu.edu/features/the-realities-of-climate-change-what-wwu-scientists-see-in-the-field

Graphic designers Chris Baker and Derek Bryson worked on a wide range of design projects with offices across campus, including: the Make Waves campaign print ads for various publications; brochure for a proposed new Poulsbo location for the Small Business Development Center; Study Mongolia templates for the library; templates for Border Briefs, Research Reports and email newsletter for Western’s Border Policy Research Institute; a nursing conference program; library ad space display and a retractable banner; Commencement program; Spring Career Fair posters; Small Business Development Center annual report; new logo design for Western’s Music Library; Woodring Education Leadership program, certificate and brochure, and design support for student publications, including the Planet, Klipsun, and Bellingham Review.
WESTERN TODAY

TOTAL HITS
74,315

TOP STORIES
- WWU offers counseling, support after death of student Madeline Hurd
- WWU ranked third nationally for student Fulbrights
- History has given us a wealth of walls to study: do they work?

SOCIAL MEDIA

STATISTICS AT A GLANCE

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<tr>
<th>TWITTER</th>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
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FAMILY CONNECTION NEWSLETTER

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<td>11,894</td>
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<td>Recipients</td>
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<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Open rate</td>
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MEDIA STORIES

TOP STORIES

- Death Cab for Cutie, ODESZA announce scholarship concert (Seattle Times)
- Year of the Woman in Congress leaves out Republicans (United Press International)
- A prolific vent in a Hawaiian volcano blew for 35 years—then it stopped (Washington Post)

CREATIVE SERVICES

GRAPHIC DESIGN

- Small Business Development Center - Poulsbo brochure
- Woodring - 2019 By the Numbers report
- Western Libraries - StudyMongolia website design
- Modern and Classical Languages - French Films event poster

PHOTO & VIDEO

- Event coverage and video for Global Gourmets Banquet
- Photos and media for Window Magazine
- Photo for new Executive Director of American Indian/Alaska Native and First Nations Relations and Tribal Liaison to the President
Community Relations

<table>
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<tr>
<th>CONNECTIONS REPORT</th>
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<th>Mar 19</th>
<th>AY 18-19</th>
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<td>Community Outreach Events Attended</td>
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</tbody>
</table>

**Notable Projects and Connections**

**Community Relations Website**

The Community Relations website has been completely revamped. The website serves as a centralized access point for local government, surrounding neighborhoods, civic and community-based organizations, and the local business community seeking to connect with Western. This not only makes Western more accessible to the community, but it also highlights Western’s many community resources and services all in one place. [www.wwu.edu/community-relations](http://www.wwu.edu/community-relations)

**Supporting local government**

The current Whatcom County Executive and the Bellingham Mayor are not running for reelection this year and it is anticipated that many candidates will enter both races. As a non-partisan state-funded institution, Western plays a careful and important role in supporting city and county campaigns by providing student interns, occasionally hosting forums, and engaging the community in civic involvement. Community Relations serves as a non-partisan conduit for candidates seeking interns who might be interested in internship opportunities supporting individual campaigns. Additionally, the Director of Community Relations has been asked to facilitate one local mayoral candidate forum to be held later this spring.

**Providing Volunteers for Junior Ski to Sea Race**

The Junior Ski to Sea Race is a local tradition where 900 3rd – 12th graders compete in teams as a part of the annual Ski to Sea festivities. Community Relations connected Jr. Ski to Sea organizers with the WWU Recreation department who will provide the dozens of volunteers needed to help coordinate the annual event.

**Recognizing Grace Borsari**

The 2019 Whatcom Business Alliance Awards Dinner awarded local business owner, Grace Borsari, co-founder of Alpha Technologies, with a Lifetime Achievement Award. Grace has been an ardent supporter of Western over the years, and Community Relations worked closely with the WBA and University Advancement to facilitate Western’s sponsorship and visible presence at the event to show our support and appreciation of Ms. Borsari.
Additional Community Support

Community Relations is always glad to help businesses, community members and nonprofits connect with WWU’s exceptional students and faculty who can help find solutions to their challenges. Recent examples include:

- Finding a student videographer for Chuckanut Builders;
- Connecting Splitvane Engineers with Scientific Technical Services to analyze casting specimens in iron;
- Providing a student violinist for a community member getting married;
- Finding a student web developer for the Sumas Historical Society and Museum and;
- Connecting the Sea to Shore Seafood Company with the Small Business Development Center to help with their business plan.

SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center: Q1 2019 HIGHLIGHTS

- SBDC advisors featured in local business media:
  - “Furloughed federal workers in Whatcom County find some help during the U.S. shutdown,” https://www.bellinghamherald.com/article224085485.html – Bellingham Herald
- Published “Know your numbers, Know your business” in the Bellingham Business Journal
  - http://bbjtoday.com/blog/know-your-numbers-know-your-business/36716/?utm_source=BBJToday&utm_campaign=2cc059fc92-Newsletter_daily&utm_medium=email&utm_term=0_5eb5d79635-2cc059fc92-228451297
- Presented at a fundraising luncheon hosted by Western and attended by Poulsbo and Kitsap County business and civic leaders to establish a new SBDC in Poulsbo. We expect to start initial operations in May.
- Presented 2018 Economic Impacts to local funders, the Port of Bellingham, City of Bellingham and Whatcom County
- Presented at the WECU Small Business Seminar
- Presented “Considering Customer Objections to Improve Your Company’s Service” at the Bellingham Executives Association
- Presented “How to Grow and Scale Your Business” at Sustainable Connections
- Met with professional service providers in financing, business consulting, insurance, commercial real estate
- Attended Opportunity Zone Forum
- Attended 2019 Benefits Legal Update
• Attended Employee Owned Business seminar
• Attended SHRM event on Corporate Social Innovation
• Attended Downtown Bellingham Partnership meetings
• Attended Small Cities Partnership meetings
• Attended Chamber meetings in Blaine, Birch Bay, Ferndale, Mt. Baker Foothills, Point Roberts and Sumas

TRIBAL LIAISON

Laural Ballew, aka Ses Yehomia, is a Swinomish tribal member and the new Executive Director of American Indian/Alaska Native and First Nation Relations and Tribal Liaison to The President starting on January 28, 2018. The Tribal Liaison has spent the past two months setting up the office, making acquaintances with the staff and becoming acclimated to the university.

The Tribal Liaison has met with the Native American Student Union club to assist them on an advising level for the upcoming spring pow wow in April. The Tribal Liaison met the Vice Presidents group, the Admissions staff, the Salish Sea Institute, faculty members and the Student Affairs Cultural Competency Committee for introductions and to offer services for advising with regard to tribal relations and tribal protocol.

The Tribal Liaison has developed a strategic plan which includes the following:

• Establishing an external and internal advisory board.
• Establishing recurring funding for the annual Native American Student Union spring pow wow.
• Completing the tribal enrollment and descendances proposal for clear documentation of tribal enrollment status.
• Funding and building a traditional Coast Salish longhouse on campus.
• Preparations for government to government training for WWU administrative staff in order to build upon effective tribal government relationships in order to better serve Native students.

The Tribal Liaison will spend the next several months visiting with tribal officials throughout the state to:
• foster and build effective working relationships with WWU;
• seek regional tribal support and recruitment in the promotion of Native student access and success;
• and for resource and research development for Native faculty, staff and students.

The first internal advisory committee for the Tribal Liaison office was held in March with Native faculty and staff. The group met to discuss the role of the group and to advise on the strategic plan of the Tribal Liaison. The group will reconvene in April after the start of spring quarter.

The Tribal Liaison facilitated a meeting for Huxley college professor, Nick Zaferatos and Northwest Indian College staff. This meeting was intended to support the establishment of a cooperative program between Northwest Indian College and Huxley College of the Environment to provide an elective concentration in the field of Community and Environmental Planning. This discussion is ongoing and will hopefully develop into a working model for additional collaborative agreements between the two institutions.
WASHINGTON CAMPUS COMPACT

1) **Legislative Session.** Washington Campus Compact is meeting with legislators to solicit support for the Student Civic Leaders Initiative. If funded, civic internships would be available for students to address the following critical issues on campuses and in communities: food/housing insecurity, opioid epidemic, mental health, breaking prison pipeline, and strengthening civic education. Students will learn about policies that impact these issues and seek out diverse perspectives on how to solve these and other critical issues. Budget provisos have been submitted in both the House and the Senate in support of this initiative.

2) **Statewide Presidents’ Meeting.** Washington Campus Compact will hold a statewide presidents’ meeting focused on how to prepare students for democratic engagement on April 19, 2019.

3) **Students Serving Washington Awards Ceremony.** Outstanding college student leaders who are making a difference on their campuses and in their communities through service, social entrepreneurship, and civic engagement will be recognized at the annual Students Serving Washington Awards Ceremony on April 19, 2019.

WEB COMMUNICATION TECHNOLOGIES

WebTech realigned and focused on internal tools and behind the scenes work to make further progress on the digital accessibility resolution effort. We added a new temporary staff member working full time through the end of June. This position will assist the university with fixing PDF files that are not up to the required accessibility standards.

WebTech is leading software development at DrupalCon North America in Seattle this April, to move forward AblePlayer. AblePlayer is a video player that allows for both audio description and video captions to be viewed at the same time. Vimeo and YouTube, the most popular ways to watch videos cannot handle audio descriptions in the same player so we are forced to send users to another copy of the video. We hope to have a release candidate available to the world by late April. Attached to this report is a web accessibility progress report that outlines what has been accomplished and what we have left to do prior to September 1, 2019.

The Graduate School has a new website, [https://gradschool.wwu.edu](https://gradschool.wwu.edu). It features the new WWU digital look and feel and aligns closely with their print collateral. Work will continue with the graduate school to enhance their degree pages. WebTech also is close to undertaking the internal launch of a new digital asset management tool replacing the legacy system, ContentDM. This provides enhanced research capabilities and provides a one-stop shop for staff on campus looking for images, videos, and other assets to use in their creative works. Finally, WebTech is working with Extended Education on revising their web presence focusing on the Peninsulas and is excited to launch a new look with enhanced usability later in April.

A lot of the work being done to drive organic search engine traffic is focused on the webpages that describe our majors and funnel interested students towards applying. This focused approach is beginning to pay dividends. At the beginning of February, 155 pages ranked on page one of search results, we now have 179, and we picked up 5 more keywords that are now ranked. This continual improvement shows that the approach is working. We expect further
improvements over the next period as further recommendations from Bright Edge, our SEO platform are implemented.

New requests continue to keep WebTech busy. A lot of new requests over these past two months has been focused on assistance with updating content on websites, not something WebTech traditionally has done for clients. We suspect that this due to the fact that departments across campus are not replacing webmaster positions or communications support functions. We continue to seek automated efficiencies.
Western’s public facing digital footprint is made up of three systems, CampusWeb, Drupal, and WordPress. This report summarizes where we are with each of those platforms as well as PDF and video accessibility compliance.

CampusWeb

In December of 2017 we had 225 sites on the platform. Since then:
- 114 sites have been deleted and another 14 will be
- 50 sites have been migrated to an accessible theme
- 8 sites are currently migrating
- 6 sites are approved for migration
- 13 are still under research and 16 sites remain to be dealt with

Faculty Sites (3,917 pages)

Last year we discovered 100 off brand faculty websites that link to our institutional website, comprising 3,917 pages. Through dogged communication there is movement on these.
- 6 have been migrated
- 4 are archived and 14 are scheduled to be archived
- 21 are migrating to another system
- 2 have been deleted
- 30 site owners have yet to respond to any communication

PDFs

WWU has over 15,000 PDFs on the public facing web. Of those, 9,016 of them have some sort of assessed issue that would affect accessibility. It is great to see 6,000 or so that are accessible. Of the remaining PDFs just, a tick over 5,000 belong to the Associated Students. They are working hard to fix those. Of the remaining 4,000 WebTech has hired a full-time employee through the end of June 2019 to help remediate and conduct outreach to the document owners.

Drupal & CampusWeb WCAG 2.0 AA progress (12,818 pages)

When we began this work in December of 2017 we had the following breakdown of issue types:
- 92 level A issues
- 7 level AA issues
- 15 level AAA issues

We now have 74 level A issue types, 6 AA, and 13 AAA remaining. Of the issues remaining 27 are errors and 14 of those types affect fewer than 100 pages.
Quality control has improved on these platforms though there remain 2,345 broken links and 486 identified misspellings.

**WordPress (WP) WCAG 2.0 AA progress (3,154 pages)**

Work began on WP sites in August of 2018 and at that time we had the following breakdown of issue types:

- 82 level A issues
- 5 level AA issues
- 13 level AAA issues

We now have 66 level A issue types, 5 AA, and 13 AAA remaining. Of the issues remaining, 42 are errors and 18 of those types affect fewer than 100 pages. This means that there are some underlying issues with WP that still must be fixed to make further progress.

Quality control is fairly good on these sites with 353 broken links and only 58 identified misspellings.

**Vendor Systems (6,138 page)**

We have realized that certain webpages are generated automatically by third party systems. These systems effectively lock Western out from making changes. We are working with our procurement team to ensure that contract renewals require accessibility audits. Additionally, we have a new compliance step added into the contract process for accessibility and an area in that tool to store accessibility related documents such as VPATs, user tests, and other documentation.

The vendor pages have 95 broken links and 26 misspellings.

**Video Captioning (1,934 videos on YouTube)**

There has been significant improvement on video caption compliance over the past year. The Center for Instructional Innovation and Assessment is at 98.59%, We Are WWU 100%, Journal of Educational Controversy, 95.92%, and the main WWU channel 90.11%. In these channels the videos not captioned are the ones posted prior to 2014 yet are still online for various purposes.

The Athletics department video channel is concerning. They have 410 videos and are constantly adding more but only two are captioned. They are mainly full-length sports games, so the cost to caption all 408 at this time would be roughly $50,000 ($2x60minx408)

YouTube captions are challenging as we have to wait for access to the video channels before being able to provide the captions. We are waiting on several accounts to provide us access or to even find the login themselves so that they can login.