I. Enrollment

This period is marked by excitement around new initiatives, enrollment planning, a lessening of academic distress among students, the buzz of retention efforts, and FAFSA challenges that are impacting families across the country.

Strategic Enrollment Management (SEM) Planning
Our Strategic Enrollment Management planning effort is taking shape this year, as current strategies are being assessed and new initiatives are being launched with our enrollment goals in mind. Each of the councils that are a part of the SEM structure are meeting regularly and taking necessary steps to address pressing issues while outlining the process for producing their contributions to the institutional enrollment plan. Conversations around retention strategies are continuing to take place across campus and deep into our organizational structure, as we look ahead toward the writing of the plan.

Winter 2024 Enrollment
The winter quarter began on Tuesday, January 9th, and census day fell on Monday, January 22nd, so we are able to report official numbers in this report.

For Winter 2024, total enrollment is 13,784, down by only 24 students (.17%) from the year prior. You will recall that Fall 2023 was down .6% from Fall 2022, so the Winter 2023 to Winter 2024 results are an improvement on that, reflecting an increase in fall to winter retention.

(See table on next page)
New first-year students continue to be a relatively small portion of our new student population for winter (49 for Winter 2024, down from 63 in Winter 2023—which was unusually high). Of note, 49% of our new first-year students this winter have identified as first-generation college students, and 40.8% of them identified as students of color. The majority of our new student population in winter is consistently transfer students, and we continue to experience declines in transfer applications, confirmations, and enrollments. For Winter 2024, we enrolled 207 new transfer students, down from 224 last winter. Of our new transfer students, 33.3% identify as first-generation college students, and 24.2% identify as students of color.

With our enrollment of new students down modestly, the gains that we see in total enrollment are among our continuing students—retention. In mapping enrollment from fall to winter for the last decade (and more), you will see that this year the fall to winter enrollment drop is 5.9% -- a marked improvement on the last few years.
The following line graph provides a visual representation of how each class is represented in the student body, tracking across winter quarters. You will see that the sophomore class has risen to nearly 20% of the total student population, while the senior class represents a decreasing portion of total enrollment. The impact of the smaller entering cohorts of Fall 2020 and Fall 2021 with the record-breaking, much larger cohorts for Fall 2022 and Fall 2023 can be seen in these lines.

Important in our review of winter enrollment is an assessment of academic performance in fall quarter. You will see below that a larger percentage of our fall students maintained good standing after fall quarter grades were released than in recent fall quarters. In fact, fall has not completed with academic standing results this strong since Fall 2018 (ignoring Fall 2020, when our grading policies were temporarily modified for the pandemic).

<table>
<thead>
<tr>
<th>All Students - Academic Standing</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
<th>Fall 2021</th>
<th>Fall 2022</th>
<th>Fall 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Standing</td>
<td>14,785</td>
<td>14,634</td>
<td>14,251</td>
<td>13,693</td>
<td>13,226</td>
<td>13,366</td>
</tr>
<tr>
<td>Warning - Academic Rules</td>
<td>1,131</td>
<td>1,284</td>
<td>766</td>
<td>1,178</td>
<td>1,244</td>
<td>1,035</td>
</tr>
<tr>
<td>Probation - Academic Rules</td>
<td>104</td>
<td>99</td>
<td>113</td>
<td>140</td>
<td>118</td>
<td>79</td>
</tr>
<tr>
<td>Continuing Probation</td>
<td>32</td>
<td>33</td>
<td>54</td>
<td>34</td>
<td>45</td>
<td>56</td>
</tr>
<tr>
<td>Drop - Academic Rules</td>
<td>62</td>
<td>87</td>
<td>6</td>
<td>70</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Withdrawal/unk</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>10</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>16,121</td>
<td>16,142</td>
<td>15,197</td>
<td>15,125</td>
<td>14,746</td>
<td>14,651</td>
</tr>
<tr>
<td>Percent Good Standing</td>
<td>91.7%</td>
<td>90.7%</td>
<td>93.8%</td>
<td>90.5%</td>
<td>89.7%</td>
<td>91.2%</td>
</tr>
</tbody>
</table>

Looking only at new first-year students for Fall 2023, the results are equally heartening.
This year, 96.8% of new first-year students who completed fall quarter in good standing (not on warning) returned for winter quarter. The below table shows the retention to winter quarter for new first-year students who ended fall in good standing vs. low standing.

<table>
<thead>
<tr>
<th>New First-Year Students - Academic Standing</th>
<th>Fall End of Term</th>
<th>2018/40</th>
<th>2019/40</th>
<th>2020/40</th>
<th>2021/40</th>
<th>2022/40</th>
<th>2023/40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Standing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrolled</td>
<td>2,655</td>
<td>2,562</td>
<td>2,139</td>
<td>2,359</td>
<td>2,627</td>
<td>2,693</td>
<td></td>
</tr>
<tr>
<td>Not Enrl, No Degree</td>
<td>97</td>
<td>109</td>
<td>89</td>
<td>97</td>
<td>99</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>% Enrolled</td>
<td>96.5%</td>
<td>95.9%</td>
<td>96.0%</td>
<td>96.1%</td>
<td>96.4%</td>
<td>96.8%</td>
<td></td>
</tr>
<tr>
<td>Low Standing/other</td>
<td>395</td>
<td>446</td>
<td>265</td>
<td>418</td>
<td>496</td>
<td>401</td>
<td></td>
</tr>
<tr>
<td>Enrolled</td>
<td>343</td>
<td>379</td>
<td>196</td>
<td>358</td>
<td>432</td>
<td>340</td>
<td></td>
</tr>
<tr>
<td>Not Enrl, No Degree</td>
<td>52</td>
<td>67</td>
<td>70</td>
<td>60</td>
<td>64</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>% Enrolled</td>
<td>86.8%</td>
<td>85.0%</td>
<td>73.7%</td>
<td>85.6%</td>
<td>87.1%</td>
<td>84.8%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,147</td>
<td>3,117</td>
<td>2,494</td>
<td>2,874</td>
<td>3,222</td>
<td>3,184</td>
<td></td>
</tr>
</tbody>
</table>

For all students who were enrolled in Fall 2023 and did not complete a degree or other credential, 94.6% enrolled in winter classes. This is comparable to results we have not achieved since Fall 2018/Winter 2019.

<table>
<thead>
<tr>
<th>Total Fall Enrollment</th>
<th>Fall Students Enrolled in Winter</th>
<th>Fall Credential Awarded</th>
<th>Fall Students Not Enrolled &amp; no credential</th>
<th>% Enrolled Winter, of those with no Fall Credential Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>16,121</td>
<td>14,589</td>
<td>730</td>
<td>802</td>
</tr>
<tr>
<td>Fall 2019</td>
<td>16,142</td>
<td>14,493</td>
<td>710</td>
<td>933</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>15,197</td>
<td>13,460</td>
<td>762</td>
<td>975</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>15,125</td>
<td>13,405</td>
<td>751</td>
<td>969</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>14,746</td>
<td>13,188</td>
<td>725</td>
<td>833</td>
</tr>
<tr>
<td>Fall 2023</td>
<td>14,651</td>
<td>13,239</td>
<td>660</td>
<td>752</td>
</tr>
</tbody>
</table>

Fall 2024 Enrollment Outlook
We are days away from the priority application date for first-year applicants (January 31st), so the level of application activity is peaking. Each day the applicant numbers change significantly, so the year-over-year comparisons may be misleading, with small changes in the calendar. (Last year the deadline fell on a Tuesday; this year it falls on a Wednesday.) Once we get into the first two weeks of February, better comparisons can be made. That said, we are still experiencing application volume comparable to the very high level achieved in last
year’s cycle. Note that the deadline to apply for transfer admission is still a month away (March 1st).

Totals as of January 24, 2024:

### New first-year students—Bellingham

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Admitted</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>10,698</td>
<td>9,560</td>
<td>640</td>
</tr>
<tr>
<td>2023</td>
<td>10,684</td>
<td>8,936</td>
<td>681</td>
</tr>
<tr>
<td>2022</td>
<td>8,518</td>
<td>7,554</td>
<td>579</td>
</tr>
<tr>
<td>2021</td>
<td>8,051</td>
<td>6,988</td>
<td>616</td>
</tr>
<tr>
<td>2020</td>
<td>7,832</td>
<td>5,425</td>
<td>512</td>
</tr>
</tbody>
</table>

### New transfers—Bellingham

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Admitted</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>454</td>
<td>185</td>
<td>46</td>
</tr>
<tr>
<td>2023</td>
<td>491</td>
<td>104</td>
<td>36</td>
</tr>
<tr>
<td>2022</td>
<td>506</td>
<td>188</td>
<td>77</td>
</tr>
<tr>
<td>2021</td>
<td>427</td>
<td>154</td>
<td>45</td>
</tr>
<tr>
<td>2020</td>
<td>411</td>
<td>89</td>
<td>13</td>
</tr>
</tbody>
</table>

### New transfers—other locations

<table>
<thead>
<tr>
<th></th>
<th>Applied</th>
<th>Admitted</th>
<th>Confirmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024</td>
<td>14</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2023</td>
<td>19</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>2022</td>
<td>24</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2021</td>
<td>60</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>2020</td>
<td>62</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Important notes on New First-Year Applicants

- First-year application numbers are comparable to Fall 2023, after huge increases last year.
- The percentage of first-year applicants who have been offered admission is up modestly, but again each day can produce larger sways in those numbers and the year-over-year comparisons at this time in the process.
- The percentage of first-year admits who identify as students of color is up slightly from what it was at this time in the cycle for Fall 2023. (36.1% this cycle, compared to 35.8% for Fall 2023)
- The percentage of first-year admits who identify as first-generation college students is up slightly from what it was at this time in the cycle for Fall 2023. (21.4% this cycle, compared to 20.8% for Fall 2023)
- The percentage of first-year admits who self-identified as Running Start students is up slightly from what it was at this time in the cycle for Fall 2023. (21.3% this cycle, compared to 19.5% for Fall 2023)

As we move into the post-deadline phase of our work, our attention will turn towards important yield activities. Confirmations are coming in at a comfortable pace, despite the fact that we are still early in the process and that students and families are challenged by the FAFSA experience this year. As we might expect, the FAFSA delays are impacting different parts of our admitted pool in different ways.
We are experiencing strong increases in confirmations from non-resident, first-year students (currently up more than 37% at this stage in the cycle). We adopted a more aggressive scholarship recruitment strategy this year (in part to combat what we knew were going to be challenges with FAFSA). That and the fact that a larger portion of our non-resident applicant pool is less reliant on FAFSA outcomes and aid offers in their decision process is allowing earlier commitment activity among this group.

The other side of the coin is hesitation to commit at this stage in the process among those who are more dependent on FAFSA-derived aid. A larger portion of our Washington resident population is more sensitive to the financial considerations of college choice, with many students relying on grant dollars—federal and state—that contribute to the overall makeup of families’ affordability packages. Technical and process delays associated with the FAFSA have created a frustrating experience for prospective students, effectively reducing the level of confidence that families have in making the commitment to enroll. At present, that is manifested in the fact that we have 14% fewer confirmations from in-state students at this point in the cycle than we did last year. This is recoverable, but the FAFSA issues are delaying our ability to get the information to students that will allow them and their families to make informed decisions.

In a January 23rd story on NPR, titled “The Education Department says it will fix its $1.8 billion FAFSA mistake,” Christina Tangalakis, manager of student aid at Glendale Community College, in California, painted a challenging scenario for many students, when inquiring, “How many students will be discouraged by what they see on paper and not even attend?”

You will remember that nearly 85% of Western’s incoming Fall 2023 first-year class submitted a FAFSA to Western (and 66% of transfers). The concerns expressed by Ms. Tangalakis’ are real and are being felt across the nation. I offer here a direct quote from the parent of one of our admitted students, in an email received earlier today, expressing frustration: “We are having so many problems with the FASFA form and are being blocked from moving forward with our submission.” - Rachel, mother of admitted student Max.

Internally, our social media team is monitoring activity associated with recent criticism of Western’s dining services. This represents a potential threat to enrollment. In an email exchange with the parent of an admitted student, an impression of Western’s food options was readily shared, expressing that “WWU’s food doesn't get good reviews,” and inquiring if there were “any plans to improve the food overall.” We are supporting campus partners as they work with our food service provider to turn the tide on the dining experience and how it is reflected to future students and their families.

Our consortium’s own Washington Guaranteed Admissions Program (WAGAP) has become a highlight of the state’s work to increase college-going rates among the state’s high school graduates, as is reflected by interest among legislators in codifying it into state law this session. The program has grown substantially since the 2021-2022 inaugural year, and we continue to work to increase participation among high schools and school districts. The Council of Presidents (WAGAP’s operating partner) recently reported that over 14,000 students—from 130 participating high schools—were contacted in the first three months of the academic year, eclipsing the entire communications outreach for all of 2022-23.

Further underscoring our commitment to post-secondary access and achievement, Western is working with Ferndale High School and Mount Vernon High School and establishing with those schools a supplement to the statewide guaranteed admission program. These two high schools are new participants in WAGAP this year. Our supplemental programming extends admission to additional students from those schools and includes special college application completion events, FAFSA submission nights, and celebratory activities. We are pleased to be taking these
steps to enhance our relationships with these schools in our region, presenting more opportunities to serve students and families during the admission and enrollment journey.

Early indicators are encouraging, with applications from both counties tracking ahead of last year (as of January 27th):

- Skagit County high schools: 154 compared to 151 (up 1.9%)
- Whatcom County high schools: 303 compared to 281 (up 7.8%)

II. Registrar

Diplomas
Western’s Fall 2023 graduates were the first to receive their diplomas in both a paper and a secure, digital format. Both paper and digital diploma issuance were handled in partnership with Parchment, Western’s existing credentialing partner for secure electronic transcript issuance and transfer.

Digital diplomas were first made available to students on January 5th, less than three weeks after the end of the quarter and about three weeks sooner than had been standard for print and mailed copies. Within the first hour of issuance, over 100 students had already claimed their digital copies and begun downloading them and linking them to social media sites like Facebook, Twitter, and LinkedIn. After three weeks, almost two-thirds of recipients—over 480 graduates—had logged in and accessed their digital diplomas before their traditional paper diplomas had a chance to arrive at their homes.

Digital diplomas provide our new Western graduates and alumni a faster, easier way to share a verified credential as they move on to professional or academic life after completing their Western degree. It is exciting to have this available to students and, based on our first term of issue, it is clearly a service they value, as well.

III. Student Aid

2024-25 FAFSA/WASFA Now Open
The 2024-25 FAFSA opened on December 30, 2023. The opening was part of a ‘soft launch’, that resulted in the FAFSA only being available for extremely limited windows of time during the first few days in January. Due to the numerous downtimes, there were some challenges and frustrations among students and parents who were unable to access the form. As of January 9th, the Department of Education ended the ‘soft launch’ of the FAFSA and reported that the form would be open continuously. Although, this has provided some relief, there are still many technical issues with the new form that continue to cause challenges in completing and submitting the form. The Department of Education is monitoring these known issues and is working to resolve them, while members of the WWU financial aid team continue to assist students through troubleshooting.

The launch of the 2024-25 WASFA was delayed and opened on January 5, 2024. Unfortunately, the WASFA also experienced some technical issues that has impacted some students’ ability to submit the application.

Although the FAFSA is now officially open, we continue to get regular notifications about changes and adjusted schedules. The Department of Education previously announced a delay in processing the files, which meant schools would not be receiving any FAFSA data until late January. As a result of these delays, the final Ellucian Banner software updates continue to be
delayed as well. On January 30th, all institutions of higher education received another notice—this one informing us that we will not receive any FAFSA data until early March. With the many delays, the financial aid team will have significant work to do in a very compressed timeline.

2024-25 FAFSA/WASFA Completion Efforts
Recognizing the significant delays and changes to the new FAFSA, the Financial Aid team has been hosting and participating in a number of FAFSA/WASFA outreach efforts to assist in completing the forms. Starting on January 12th, financial aid counselors have been hosting FAFSA Fridays which include both in person and online sessions for students to receive individual assistance in completing their FAFSA. We are pleased (though not surprised) that attendance has been more robust than in prior years. Additionally, through collaborative efforts with the Blue Group, Western Success Scholars, Black Student Coalition, WCE’s Diversity, Recruitment and Retention Office and various others, Financial Aid team members will be hosting in-person FAFSA & WASFA sessions for targeted student populations.

Financial aid counselors have also begun participating in FAFSA workshops in collaboration with Futures Northwest at the following high schools: Bellingham, Squalicum, Ferndale, Nooksack Valley, Meridian, Blaine, Lynden and Burlington-Edison, Sehome, Options, Concrete, and Mount Vernon. These events are held with ready computer access, thereby allowing students and parents/guardians to simply raise a hand to receive the help they need to complete and file electronically. We anticipate follow-up requests from high schools and will continue to provide assistance as it is requested.

Financial Aid has supported the work of WWU’s marketing team to launch this year’s FAFSA completion campaign. The campaign was redesigned to address the needs of the current year and seeks to educate students on the changes for the new FAFSA and encourage them to complete the FAFSA. Western’s marketing team has created a landing page with additional information. This has been a successful endeavor for the past few years and is again aiding in encouraging students to take the necessary steps to access financial resources to support their educational goals.

Legislative Bills Aimed at Increasing State Need Grant Eligibility
With great interest, we have been monitoring several bills during the current legislative session that are aimed at expanding eligibility for state need grants. SB 5999 would expand eligibility for the maximum Washington College Grant to students up to 70 percent of the state median family income, which is an increase from the current 65 percent. Additionally, SB 5904 would extend the timeframe students have to utilize the state grant programs. We are excited to see many efforts at the state level to increase grant funding opportunities for WWU students.

Student Loan Indebtedness Decreasing at WWU
Loan indebtedness is decreasing among WWU students graduating with a bachelor’s degree. The percentage of WWU students graduating with loan debt has dropped from 56% in 2015, to 41% in 2023. Additionally, the total average debt has decreased, despite continued increases in costs. In 2015 the average debt for WWU students was $22,357 while in 2023 the average debt was $21,162. Both figures are well below the national average. Nationally, 58% of students seeking a bachelor’s degree graduate with student loan debt that averages $32,829 (Source: https://educationdata.org/average-debt-for-a-bachelors-degree). These reductions are largely a reflection of both our institutional and state initiatives that have resulted from our commitment to reducing student loan borrowing.
**Student Employment Update**
The Student Employment Center worked collaboratively with the Human Resources Department to implement the new Washington State minimum wage. Effective Jan. 1, 2024, the minimum wage is $16.28/hour, having increased from $15.74 the year before. Additionally, the Student Employment Center will be working to make the necessary updates to the new Bellingham minimum wage that resulted from a voter-approved measure in November 2023. Starting May 1, 2024, minimum wage in Bellingham will increase to $17.28/hour.

**IV. New Student Services/Family Outreach**

**Orientation, Advising, and Registration (OAR) Programs for New Students**
The last Winter Advising & Registration (A&R) Session was on January 8th, with a total attendance of 240 new students (186 transfer and 54 first year). Reservations for Spring A&R Sessions opened in late January, featuring four session dates for new transfer and first-year students over February, March, and April. Additionally, one Summer A&R Session has already been scheduled for early May to complete the academic year cycle.

Fall A&R 2024 planning is well underway in a collective effort with the Academic Advising & Student Achievement (AASAC) staff and the Office of Admissions. We are working on planning for new first-year, transfer, and post-baccalaureate students. Early projections, while fluid estimates, serve a significant role in decision-making for the number of A&R Session dates to offer, capacity of sessions, large-volume publication print numbers, and other materials and resources for new students. Tentative dates have been set and will be shared once all partners have confirmed. Dates are typically published in mid- to late March, prior to the spring Admitted Student Day events hosted by Admissions. NSSFO participates robustly in the Admitted Student Day events with resource fair tabling, panel discussions, presentations, informational giveaways, and consultations with prospective and confirmed students and families.

**Strategic Planning & Assessment Development**
NSSFO recently completed a review and series of revisions to its departmental strategic plan. The plan is currently still in development, but it now more accurately and completely aligns with the point-in-time work NSSFO does with students and families, as well as the strategic plan for the ESS division, including subsets of plans (e.g., Okanagan Charter and Shared Equity Leadership Model). Additionally, 2024 is the year-in-cycle (3-year cycle) for NSSFO to complete a Council for the Advancement of Standards (CAS) in Higher Education review. The CAS review is currently scheduled to be completed February – April 2024, results of which will also influence and contribute to the final draft of the new departmental strategic plan.
UNIVERSITY ADVANCEMENT REPORT
FEBRUARY 2024

FUNDRAISING TO DATE
As of January 29, $9.4 million has been raised toward our overall goal of $28 million by June 30.

UPCOMING EVENTS
On March 8 at 7:30 PM in the Performing Arts Center, WWU, in partnership with CASCADIA International Women’s Film Festival, will host “Love Letters: A Film Screening and Conversation” with 2018 Distinguished Campus School Awardee Catharine R. Stimpson, her partner Elizabeth Wood, and director Greta Schiller. The screening and discussion will be in celebration of International Women’s Day. Stimpson is a noted author and foundational feminist scholar. Born in Bellingham, she has honored WWU with the decision to donate her archival papers to Western Libraries Archives & Special Collections. Her spouse, Elizabeth Wood, is one of the founders of new directions in modern musicology, and also a writer and novelist.

WWU Alumni Awards
The WWU Alumni Awards and Volunteer Recognition Celebration will be on May 10, 2024. This newly conceptualized event will focus on the accomplishments of Western graduates and celebrate the many contributions of volunteers who serve on boards across campus. The Foundation for WWU & Alumni is currently accepting nominations from alumni, faculty, staff, students and the general public in four categories: Alumni Achievement Award, Alumni Humanitarian Award, Alumni Distinguished Service Award, and Outstanding Young Alumni Award. The deadline to nominate is February 29, 2024.

PAST EVENTS
On January 4, The Foundation for WWU & Alumni joined with alumni and friends at a special pre-game event in Anchorage and then attended the women’s basketball game versus the SeaWolves. Attendees included WWU parent Don Stuart, whose son played soccer for WWU and now plays for Gibraltar, Joni Slagle (’78 and 2018
Hall of Fame inductee), both of whom were celebrating their birthdays! Also in attendance were WWU women’s basketball giants Keri Von Moos (’80), Suzanne Thomas, and Jo Metzger-Levin (’81, ’85, ’86 and 1990 Hall of Fame inductee).

Marketing Alumni Holiday Social
In December, WWU Marketing alumni, students, and faculty gathered in Seattle for the annual holiday social and networking event. A total of 90 guests, including Foundation board member Nabeel Chowdhury (’12) and 50 current students, celebrated together.

WWU Theatre Seattle Meetup
The College of Fine and Performing Arts theatre chair Rich Brown, dean Christopher Bianco, emeritus faculty Jim Lortz, and several current theatre faculty members celebrated WWU theatre alumni in the Seattle area. Brown updated the 71 attendees on all the recent accomplishments of the students and faculty.

IMPACT STORY
Tom Roehl’s Two Endowments
Unsurprising, perhaps, for a professor of international business, Tom Roehl of the College of Business and Economics has a passion for enhancing student experiences through study abroad. To that end, Roehl has established two endowments: the Junko and Tom Roehl Study Abroad Fund for Students in International Business; and the Roehl Family Scholarship for International Students.

“The study abroad endowment is intended for students studying in a non-English speaking country for longer-term study. It’s for those who don’t join a group of US or WWU students who study abroad together, but who register with one of our partner schools as a regular student,” Roehl says.

Dropping students into the deep end of studying abroad? That’s the Roehl Way.

The second endowment will go toward community college students born outside the U.S. with an interest in attending Western. Roehl’s goal is to provide some support for students who would benefit from going abroad but are financially challenged by the cost, and to create an exchange with students born overseas.

Roehl’s motto for his students (and his own life) is to “be comfortable being uncomfortable.” A professor with a sense of adventure, he moved to Japan right after receiving his master’s degree neither knowing a word of the language nor a person there. He jumped in and made a life for himself, learning about Japanese business and familiarizing himself with the culture. After teaching English abroad, he was a Fulbright scholar and wrote his PhD about Japanese business. He began his teaching career at the Foster School of Business at the University of Washington. He then taught for several years at the Ross School of Business at the University of Michigan where he taught courses on Japanese business and helped train executives in dealing with Japanese partners. In 1999, he came to Western to teach in the College of Business and Economics.
Roehl has been inspiring students to plunge out of their comfort zones into new experiences ever since. His course on projects teaches undergraduates how to source products for export, finding markets overseas that have potential for products with very few instructional parameters. The students work as consultants with CEOs of larger companies or with the founders of a smaller firms.

During his time at Western, his students have completed 175 projects, giving more than 500 students the real-world experience of international market research. He has twice won the Chase Franklin Award for teaching innovation in CBE.

While studying with Professor Roehl in his projects course, marketing major and IBUS minor Helen Olivares Fernandez worked with Saku Tea, a company that wants to market alternatives to caffeine for lattes.

“Something I really appreciated about this project was the freedom we had. We could go any route we wanted, and I think that’s really cool,” said Fernandez. “In other projects, I would like to take a different route but because of grade constrictions that might be slightly frowned upon. So I had the chance to take part in a team where I could do my part and have it shared with the team.”

“I hope more people take this class because it is unique in the process and tasks you get to do,” Fernandez said.
MAJOR / INTERMEDIATE CAPITAL PROJECTS

Electrical Engineering and Computer Science (Kaiser Borsari Hall)
Western is working with Perkins&Will, the design consultant, and Mortenson Company, the GC/CM contractor. Notice to proceed to start work was given to the contractor on April 14, 2023. Installation of the new staircase has begun in the Communications Facility (CF). Heavy Timber support beams, steel brace frames, and Cross Laminated Timber (CLT) wood panel installation was completed in November. The building is expected to be enclosed and dry by the end of February. The steel for the bridge connecting to CF is installed. The project crane was dismantled at the end of November. Upcoming work includes installation of curtainwall frames and glass window systems in the CF stairwell, completion of the permanent roof, the rough-in for mechanical, electrical, and plumbing systems, and the electrical room build-out. Permanent building power is scheduled to be available in June 2024. The building is scheduled for occupancy in Winter Quarter 2025.

Birnam Wood Siding & Bridges
Phase 1 was completed in the fall of 2023, and Phase 2 design is now underway. This phase of the project will replace the bridges and siding at Stacks 1 & 2, and the laundry building at Birnam Wood. The architect, Cornerstone Architectural Group, is expected to be ready for bidding in the Spring for summer 2024 construction.

Science, Math & Technology Education Building (SMATE) Envelope Remediation
This project was completed in December 2023, at the Science, Math, and Technology Education Building (SMATE); Tiger Construction replaced roofing, repaired leaks in the south façade, and replaced the glass curtainwall system at the south stairwell. The design firm was HKP Architects.
Fairhaven Recording Studio
This project has created a recording studio adjacent to the lobby of the Fairhaven Academic Building. The general contractor reached substantial completion in early January. Acoustic finishes and wall graphics will be completed by early in the spring quarter.

Multiple Building (MB) University Residences (UR) Access Controls & Telecom
This project will provide new access controls to existing doors and new telecom room power receptacles in multiple University Residences buildings across campus. The project was awarded to Valley Electric. The contractor has finished all major construction and is currently correcting items noted on the punch list. Construction began in June 2022 and is scheduled to be completed in the Winter of 2024.

Multiple Building (MB) Security, Access Controls, and Fiber Upgrades
This project will provide new access controls in existing academic buildings and upgrade fiber backbone cabling between buildings. The project designer is Hargis Engineers, and the general contractor is Dutton Electric Company. The contractor has completed all pathway and pre-work and is awaiting the access control components. The project is scheduled to be completed in summer 2024.

Fairhaven Hydronic Pipe and Valve Replacements
Phase 2 of this project replaced heating water valves and below-slab piping throughout Fairhaven stacks 1, 3, 6, 7, 8, and 9. Phase 2 work is complete and was performed by CDK Construction Services. The third and final phase is scheduled for summer 2024 and will have a similar scope of work in stacks 2, 4, 10, 11 and 12.

House of Healing
This project will provide a Coast Salish-inspired facility in an open meadow at the edge of Sehome Hill Arboretum. The project is currently in design with the Design Build team of Wellman-Zuck/Jones & Jones/Rolluda Architects. We anticipate submitting a request for delegated authority to approve the Phase 2 Contract Amendment establishing the Guaranteed Maximum Price to the Board at their February 2024 meeting. Construction is scheduled to start early spring 2024 and to be complete by end of summer 2025.

Figure 3: Architect's rendering of the House of Healing

Heating Conversion Project
The Request for Proposal for an Owner’s Advisor has begun, with proposals due January 30, 2024. The Owner’s Advisor will refine the plan, phasing, delivery methods, surveys, and geotechnical information in determination of the strategies to move the project into the design phase.

Student Development and Success Center
Facilities Development and Operations has been approved by the State to use Progressive Design Build (PDB) as the project delivery method. The Request for Qualifications process for the PDB teams is underway with Statement of Qualification submissions due on January 30, 2024.
**Capital Development and Strategic Visioning Plan**
The team from NAC Architecture and Walker Macy have begun work on the project. The consultant team is transitioning from a robust stakeholder engagement effort during Fall Quarter 2023, largely with staff and faculty leadership, into the early stages of development on the Plan itself. Engagement with students and the broad faculty/staff body is beginning with a survey and open house in February 2024. The plan is expected to be completed around the end of 2024.

**Predesign Studies: Environmental Studies Renovation & Academic Building at OC-Poulsbo**
The discovery stage began with leadership and stakeholder engagement in December and January. The predesign for the renovation of the ESC building will assess program needs and establish facility modernization goals. It will also outline a viable strategy for swing spaces or permanent relocations of programs, functions, and occupants to vacate the building ahead of and during the extensive construction period. The predesign for a WWU academic facility to be located on Olympic College’s Poulsbo campus will establish the program, facility, and technical needs to house Western’s Cybersecurity and Cyber Range programs and establish a physical presence for “Western on the Peninsulas” programs. The predesign reports will be due July 1, 2024, to OFM for funding consideration in the 2025 legislative session.

**2023-2025 Capital Budget**
The final 2023-2025 Capital Budget, ESSB (Engrossed Substitute Senate Bill) S200 includes the following appropriations for Western:

- Student Development and Success Center: $47,950,000
- Minor Works Preservation: $4,888,000
- Access Control Security Upgrades: $6,250,000
- Environmental Studies Renovation: $500,000
- Classroom, Lab, and Collaborative Space Upgrades: $1,500,000
- Minor Works Program: $3,000,000
- Heating Conversion Project: $10,000,000 (funded with the Climate Commitment Account)
- Preventative Facility Maintenance and Building System Repairs: $3,614,000

Western submitted a supplemental capital budget request consisting of $500,000 in additional funding for Minor Works Preservation and $1.5 million in additional funding for Classroom, Lab, and Collaborative Space Upgrades. The supplemental request also includes authorization of up to $4.9 million in certificate of participation (COP) financing to cover the fundraising gap for Kaiser Borsari Hall. The Board of Trustees approved the 2024 Supplemental Capital Budget Request at the August meeting. The Governor’s proposed budget includes the appropriation for the Minor Works Preservation and the authorization to use COP proceeds.

For more information regarding the process and development of the Plan, as well as a comparison worksheet that compares Western’s capital request to the various budgets, please visit the following website: [2023-25 Capital Budget | Facilities Development & Operations | Western Washington University](https://fdo.wwu.edu/2023-25-capital-budget)

Western has initiated the review and discussion of the 2025-27 Capital Request (Request) and 2025-2035 Ten Year Capital Plan (Plan). A draft of the Request and Plan will be presented to the Board at their April 2024 meeting.
TO: Members of the Board of Trustees
FROM: President Sabah Randhawa on behalf of Donna Gibbs V.P. University Relations & Marketing
DATE: February 9, 2024
SUBJECT: University Relations & Marketing Report
PURPOSE: Information Item

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

Supporting Information:
Report Attached
In December and January, we collaborated with members of WWU’s Facilities Development & Operations team in negotiations with a team from the City of Bellingham Parks and Planning departments to complete the ground lease for the House of Healing longhouse on a city parcel in the Sehome Hill Arboretum. Of particular note were detailed conversations on the proposed lot line that will enable outdoor educational, and ceremonial uses while keeping the overall footprint of the project to approximately 2 acres of the 180-acre park, as requested by the City of Bellingham to honor the commitment that the Arboretum remain an open space for public use.

We also engaged in detailed conversations on how to balance the need for the longhouse to be open for public use, while also honoring, first and foremost, the university’s educational mission and the culturally sensitive nature of the project for Native American and First Nations Peoples. We have made good progress and expect to present the final lease draft for review by the Sehome Hill Arboretum Board of Governors on February 5, followed by a review by the City of Bellingham Parks Board and a final vote by the City Council, allowing us to stay on track for a ground blessing ceremony on April 11 attended by several dignitaries including U.S. Representative Rick Larsen and Washington State Representative Debra Lekanoff, among others.

President Randhawa will meet with new Bellingham Mayor Kim Lund in mid-February to reconfirm our shared commitments on this project and discuss other shared priorities.

The final days of 2023 were also consumed with helping our colleagues in Enrollment Management and the Admissions Office respond to the delayed launch of the simplified Federal Application for Student Aid (FAFSA) form. The FAFSA has traditionally opened on October 1, but this year’s launch was delayed until December 31 to allow the U.S. Department of Education to complete work on the modified form.

In November, University Marketing created a new landing page focused on educating students and their families about the changes to the FAFSA. The new page also allowed students and their families to sign up for updates and reminders. The page has been updated to reflect the changes in the FAFSA form’s status and to highlight emerging information. As of January 23, nearly 500 students and parents have signed up for FAFSA updates.

In December, WWU began running a campaign focused on FAFSA education and completion. The campaign launched with targeted display ads and website pop-ups that direct students and their families to the wwu.edu/financial-aid landing page to learn more. After the FAFSA opened on December 31, WWU began running a follow-up campaign encouraging students and families to complete their FAFSA before the February 28 deadline. For the first time in 2023, we also engaged in an on-campus campaign to offer financial aid counseling resources to continuing students and family members through the WWU Families newsletter.

We have also begun work on a new WWU-Peninsulas website and marketing landing page as a necessary prerequisite for more robust and targeted digital outreach to build enrollments for Fall 2024 and beyond. As new 2+2 programs make their way through the internal faculty approval process and external review by the Northwest Commission on Colleges and Universities (NWCCU), our immediate outreach efforts will be limited to direct messaging to current Olympic and Peninsula College students with more broad-based efforts starting after all necessary approvals are completed.
Industry trends are showing that LinkedIn is attracting more traditionally college-aged student users, and in recent months, WWU's new followers have been reflecting this trend, with roughly 1 in 3 new followers identifying as WWU students.

Our content strategy will shift to include more WWU stories, events, and insights that appeal to our students. Specifically, we will be working regularly with the Career Services Center to create content centered around professional development, career advice, trends, etc. that are most useful to students and young alumni. In addition, we are also looking at targeting specific LinkedIn profiles through limited boosting campaigns highlighting stories that appeal to students and recent alumni.

Overall, WWU’s social media platforms continue to grow as we find more engaging ways to connect our audiences to our best student, faculty, staff, and alumni stories, impactful university news, and various earned media articles. The engagement on both Instagram and LinkedIn at between 5-15 percent are performing well above higher education benchmarks of 1-3 percent engagement. Additionally, the three primary channels – Instagram, LinkedIn, and Facebook continue to log close to two million organic impressions. Facebook and Instagram reflect the previous 90 days and LinkedIn reflects the previous 60 days.

WWU’s LinkedIn channel is second out of all four-year public institutions in Washington state in terms of engagement rate, second only to Washington State University. Over the past year, WWU’s LinkedIn channel’s engagement has been either first or second place among state peers.

WWU’s earned media outreach in November and December centered on research and standout faculty and student profiles, as well as promoting important community engagement initiatives and programs. WWU’s Capital Development and Strategic Visioning program, initiatives during Native American Heritage Month, Fall Commencement, National Science Foundation grants, local environmental studies with community impact, and Kaiser Borsari Hall’s global recognition were all highlighted and covered by WWU channels and by local, state, and some national media.

Work has also been completed in collaboration with our colleagues in Web Communication Technologies to make the archive functionality of the WWU News portal more robust. Users can now easily search for any content that has been tagged by college, department, center, topic, or by individuals in the stories, allowing those offices to quickly gather all the Western Today/WWU News content for their uses including alumni newsletters, advisory board outreach, and other direct constituent communications. Visit news.wwu.edu to view the WWU News Portal.

The Fall 2023-Winter 2024 print edition of Window magazine was distributed in the last week of November to more than 130,000 recipients. Complementing the print edition, Window’s digital edition was distributed in early December and in mid-January to 148,000 and 149,000 subscribers, respectively. The digital site for Window Magazine continues to see high engagement rates at more than 80% (this means that users on the site spent more than one minute there, navigated to at least two pages, clicked on related stories or clicked through to WWU or the WWU Foundation websites). Visit window.wwu.edu to view the latest features.
The Family Connection Newsletter maintains open rates near 50 percent. FAFSA delays and counseling resources for students and families, scholarship opportunities, and housing and transportation information rounded out its most popular topics among families of WWU students.

WESTERN TODAY / WWU NEWS PORTAL
Total Sessions
38,615

Nov-Dec 2023 Data
WWU News November sessions: 22,701
WWU News December sessions: 16,426
Total sessions: 38,615 (vs. 44,840 sessions for the previous reporting period)
Highest Western Today email open rate: 29%

Most-read stories
Participants needed for a study on the use of ChatGPT in learning and higher education (1,205 views)
Applications for WWU's Sustainability Pathways summer program in the Methow Valley are now open (994 views)
What to expect when it snows at Western (867 views)

Earned Media
1,418
Total media mentions
- November stories: 801
- December stories: 617
- Total stories (Nov.-Dec.): 1,418 (vs 1,349 Sep.-Oct.)
- Key media mentions: The Economist, Politico, Quanta Magazine, Seattle Times

Top Stories
- The excitement of 70,000 Swifties can shake the Earth / The Economist (U.K.)
- It's only a matter of time before a tsunami hits the Northwest. Why is it missing from FEMA's risk analysis? / Politico
- The Scientist Who Decodes the Songs of Undersea Volcanoes / Quanta Magazine

Visit news.wwu.edu for more WWU stories and coverage information
Social Media
Most engaged post on Instagram in the last 90 days with a 16.4 percent engagement rate:
https://www.instagram.com/p/C2NvveCygep/

Most engaged post on LinkedIn in the last 90 days with a 47 percent engagement rate:

Performance for WWU Primary Social Media Channels
Period measured: 11/21/23 – 1/21/24

LinkedIn
- Total followers: 104,861k vs. 104k (11/21/23)
- New followers: 2k vs. 2.5k (Oct-Nov)
- Organic impressions: 267k vs. 280k (Oct-Nov)
- Engagement rate: 10.6% vs. 6.8% (Oct-Nov)
  (Source: LinkedIn Analytics)

Instagram (measured in 90-day cycles – period measured: Oct 24 – Jan 21)
- Total followers: 32.2k (+2.6% over previous 90 days)
- Total impressions: 1,498,459 (-22% over the previous 90 days)
- Accounts engaged: 16.5k (+5.7% over previous 90 days)
- Accounts reached: 76.1k (-41.1% over the previous 90 days)
- Non-followers reached: 52.1k (-25% over the previous 90 days)
  (Source: Instagram Analytics)

Facebook (measured in 90-day cycles – period measured: October 25 – Jan 22)
- Total followers: 54,555 vs 54,335 (11/21/23)
- New followers: 611 (-15% over the previous 90 days)
- Page reach: 350.8k (+77% over previous 90 days)
- Engagement: 52.3k (-12% over the previous 90 days)
  (Source: Meta)

Wind Magazine
Print Magazine
Physical copies sent to USA addresses November 20-30, 2023: 134,483.
Visit window.wwu.edu to view the magazine.

Website
Total visitors: 6,920
- Engagement rate: 89.5 percent
- Engagement measured by users who do at least one of the following:
  - Visit two or more pages.
  - Spend more than one minute on window.wwu.edu.
  - Click through to another WWU link or a WWU Foundation link.
  - Scroll down at least 10 percent of the page.
  - Click on a related story.
  - Visit window.wwu.edu for the first time.

Top-viewed stories:
- She Was Beautiful, Loyal and Tough
- Immersive Future of Language
- Aperture of Empathy
- Amazon to the Galapagos
- In Her Father’s Memory
**Digital Window Magazine**

**December Recipients: 148,732**
- Opens: 38,685 / 26 percent
- Clicks: 592 / 2 percent

Most-clicked stories
  - Western Wrapped
  - Immersive Future of Language
  - Video: Glacier Research with Drones
  - Water Watchdogs
  - Video: Institute for Watershed Studies

**January Recipients: 149,045**
- Opens: 26,800/18 percent
- Clicks: 502/2 percent
- Most-clicked stories
  - Plastic Trash Upcycler
  - Where the Whales Are
  - Video: Caitlyn Blair and the Salish Sea
  - Video: Russian Pianist Mikhail Voskrosensky
  - Event: Protecting the Salish Sea

**Family Connection Newsletter**

**November recipients: 12,567**
- Opened: 47.6 percent
- Clicked: 6.5 percent

Top content:
  - Financial Aid
  - Scholarship Center
  - Regional Transportation Information
  - Student Transportation Information
  - Housing During Holiday Breaks

**January recipients: 11,717**
- Opened: 42.4 percent
- Clicked: 4.9 percent

Top content:
  - Off Campus Living
  - Financial Aid FAFSA FAQs
  - Ready, Set, Rent! Online course
  - Scholarship Center
  - Financial Aid FAFSA Fridays

---

**UNIVERSITY MARKETING**

The University Marketing team is a group of creative professionals dedicated to engaging Western Washington University’s audiences through strategic marketing, branding and advertising. The team is responsible for advancing, managing, and protecting the Western brand. In addition to leading institutional campaigns, Western’s University Marketing team works collaboratively to support the branding and marketing needs of our schools, centers, institutes, and administrative departments.
Lauch of the New FAFSA
For the past three years, WWU has devoted a portion of the digital marketing budget to the promotion of the Free Application for Federal Student Aid (FAFSA) and the Washington Application for State Financial Aid (WASFA) to prospective students. This year’s overhaul of the FAFSA processes and systems used to award federal aid revealed a need to expand this effort to include current students and families. University Marketing worked with Financial Aid to plan and deploy additional strategies aimed at clarifying the process and eliminating confusion with our students and their families.

The FAFSA has traditionally opened on October 1, but this year’s launch was delayed until December 31 to allow the U.S. Department of Education to complete work on the modified form. In November, University Marketing created a new landing page focused on educating students and their families about the changes to the FAFSA. The new page also allowed students and their families to sign up for updates and reminders. The page has been updated to reflect the changes in the FAFSA form’s status and to highlight emerging information. As of January 23, 452 students and parents have signed up for FAFSA updates.

In December, WWU began running a campaign focused on FAFSA education and completion. The campaign launched with targeted display ads and website pop-ups that direct students and their families to the wwu.edu/financial-aid landing page to learn more. After the FAFSA opened on December 31, WWU began running a follow-up campaign encouraging students and families to complete their FAFSA before the February 28 deadline.

After the start of the Winter Quarter, University Marketing worked with Financial Aid to develop several assets to bolster student outreach efforts. Creative Services developed a set of digital signs and flyers highlighting the extended FAFSA deadline and the new FAFSA Friday events. The signs and flyers will be displayed across campus through the February 28 deadline.

FAFSA Display Creative (Animated Ads)
FINANCIAL AID HELP FOR FAMILIES.

Let WWU help you get the most out of your aid application.
Submit your FAFSA

NEED MONEY FOR COLLEGE? Don’t miss your chance to apply!

Submit your FAFSA by February 28.
Get Started

Facebook/Instagram Campaign Creative (In-Feed Ad)

Western Washington University
Sponsored

A friendly reminder from Western Washington University: please file for financial aid. Your student (and wallet) will thank you!

WWU.EDU
Get More $$$ for College
WWU is here to help!

Learn More
On-Campus Digital Signage and Flyers

The digital marketing campaign for FAFSA is performing well, with Meta (Facebook/Instagram) delivering a very high click-through rate and a high number of conversions. Last year’s Meta campaign, by comparison, only generated 12 conversions over its run. The addition of the RFI form as an opt-in for more information likely had a role in the dramatic jump in conversions.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click-Through Rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>4,369,221</td>
<td>11,472</td>
<td>0.26%</td>
<td>6</td>
</tr>
<tr>
<td>IP Targeting</td>
<td>1,114,515</td>
<td>1,250</td>
<td>0.11%</td>
<td>0</td>
</tr>
<tr>
<td>Meta</td>
<td>213,063</td>
<td>1,367</td>
<td>0.64%</td>
<td>58</td>
</tr>
</tbody>
</table>

Admissions Recruitment
First-Year Undergraduate
In November, WWU launched a digital marketing campaign centered around “A New Life for Ocean Plastics” story, which explores how Polymer Materials Engineering students and faculty played a role in Alaska’s Ocean Plastics Recovery Project. The campaign is set to continue through the January 31 Regular Decision Deadline and will reach both in-state and out-of-state prospective students through display, Snapchat, pre-roll advertising, and generate conversions in the form of requests for inquiry (RFI), visit registrations, and applications from the campaign landing page.
Transfer
In November, WWU launched its digital campaign aimed at in-state transfer students. This year, the University Marketing team created a set of ads showcasing Western’s Bellingham campus and student life.

The campaign will run through February 29 and consists of display, mobile location targeting, PPC, and Snapchat advertising.

### NOV 1. - JAN. 20 FIRST YEAR UNDERGRADUATE CAMPAIGN PERFORMANCE

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click-Through Rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll</td>
<td>18,775,447</td>
<td>17,342</td>
<td>0.06%</td>
<td>2</td>
</tr>
<tr>
<td>Snapchat</td>
<td>6,598,372</td>
<td>23,617</td>
<td>0.35%</td>
<td>64</td>
</tr>
<tr>
<td>IP Targeting</td>
<td>1,866,759</td>
<td>2,486</td>
<td>0.13%</td>
<td>3</td>
</tr>
<tr>
<td>Display</td>
<td>980,511</td>
<td>454</td>
<td>0.05%</td>
<td>296</td>
</tr>
<tr>
<td>PPC</td>
<td>70,527</td>
<td>10,645</td>
<td>15.09%</td>
<td>279</td>
</tr>
</tbody>
</table>
NOV 1. - JAN. 20 TRANSFER CAMPAIGN PERFORMANCE

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click-Through Rate</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Location Targeting</td>
<td>639,149</td>
<td>702</td>
<td>0.11%</td>
<td>4</td>
</tr>
<tr>
<td>Display</td>
<td>328,139</td>
<td>151</td>
<td>0.05%</td>
<td>11</td>
</tr>
<tr>
<td>Snapchat</td>
<td>278,426</td>
<td>4,797</td>
<td>1.72%</td>
<td>2</td>
</tr>
<tr>
<td>PPC</td>
<td>7,475</td>
<td>1,408</td>
<td>18.83%</td>
<td>50</td>
</tr>
</tbody>
</table>

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

In December and January, the University Marketing team created brand identities and provided creative services for the following Western offices:

- Academy for Lifelong Learning
- Accounting Services
- Anthropology Department
- Bias Response Team
- Career Services Center
- Community Relations
- Community Service Center
- Conference Services
- Emergency Management and Business Continuity
- Enrollment and Student Services
New Branded Template System
Starting February 1, 2024, a new document creation tool will be made available. Using the Canva platform, users will have access to several Western-branded documents in both print and digital formats. The platform allows for flexible editing within a user-friendly interface. Along with the templates, the Canva account will include access to the Western brand kit for easy access to WWU’s logos, fonts, and color palette.

In addition to the Canva templates, Creative Services is offering greater flexibility in branded document creation by developing templates for the Microsoft Suite and the Adobe Creative Suite. These alternative templates will be made available to those who would prefer using their existing software applications rather than using Canva.

VISUAL MEDIA PRODUCTION

Optimizing and Facilitating Efficiencies
The VMP Team continues to hone workflows on our EVO NAS Media Storage system. The entire server is 100 terabytes, and, in the past, we could use at most 60% of that space. In collaboration with Academic Technology & User Services (ATUS) and the Digital Media Center, we have come to an agreement for URM to utilize the entire server for our workflow and futureproofing our assets. This will also include a physical move of servers to a new area at Bond Hall. This will allow for quicker connection speeds and create better information security.
Studio Upgrades
The OM 370 Suite is becoming unlike any other suite on campus as it will be providing multiple studios, offices, secure gear rooms, and editing desks in a single suite, in the middle of Old Main. We have made a series of software and hardware upgrades that allow us to have a studio that is both a 4K recording system and will also have chroma key and artificial background ability. Additionally, we have upgraded our cameras in Studio A (OM370B) to be 4K resolution. We also purchased new editing computer systems and are utilizing our previous machines for asset ingestion and a student worker editing station. All of these computers also have access to our media server, and all can be connected simultaneously. We now have five LED lights in the Studio to mitigate heat issues and also allow for more consistent light color. These upgrades will have a significant positive impact on the types of projects that we can create, further increasing both our efficiency and quality. Studio B (OM370D) is next up, and this will be a purely photo-based space with paper backgrounds using equipment recycled from the first iteration of Studio A. We pride ourselves on almost nothing going to waste or being sent to disposition. This keeps our costs low and our footprint light.

Creating Content
VMP submitted 13 projects from 2023 to the Northwest Chapter of the National Academy of Television Arts and Sciences (NATAS) EMMY Awards. This is a great accomplishment in its own right to be able to submit so many diverse entries across a range of categories. This increases our overall submissions from the previous year of three. We continue to be one of the only schools in our chapter to submit projects to the EMMY’s, alongside a couple of R1 universities and large TV networks. We will be notified of possible nominations in April.
Fall/Winter Productions

Projects Recently Completed:
- MLK Day Opening Presentation
- Western Wrapped 2023
- Getting to Know: Mikhail Voskresensky (Visiting Pianist)

Projects in Production/Post-Production
- Alum Spotlight: Caitlyn Blair (Salish Sea Minor Graduate)
- Faculty Spotlight: Richard Hodges (appearing in the Seattle Opera production of X: The Life & Times of Malcom X & Vocal Studies Professor)
- Student Spotlight: Melaku Akawold (Music / Woodring Student)
- Northwest Avalanche Center x WWU – Snow School
- WWU Energy Studies: Oliver Singbo (from Benin in West Africa, working on an off-grid solar project to help his home village)
- Above Bellingham 2.0 (Drone video, showcasing the WWU community)
- Sculpture Garden Short Documentary
- WWU Building Repository

Future/Potential Projects About to Begin
- Outdoor Center Field Experiences
- Longhouse Planning & Building Documenting
WEB COMMUNICATION TECHNOLOGIES (WEBTECH)

Summary December - January

Though campus quiets down during much of December and early January, WebTech work continued apace. The most prominent change for users of websites implemented during this period was switching search engine providers to a Google service named Custom Search Engine (CSE). The CSE is providing more relevant and accurate search results than our prior vendor and through collaboration with Google it is offered at no cost to Western and other institutions of learning. This change has been a focus of WebTech to better support student retention by making resources and offices on campus via web searches more effective.

CampusWeb was shut down. This is the culmination of a project which began in the middle of 2021 in collaboration with Enterprise Infrastructure Services (EIS), the goal of which was to either move, fold-into another website, or to turn off over 200 little-used websites. This creates a less fragmented browsing experience for users, makes it easier to maintain a consistent brand and voice, and improves security. The final sites to migrate were ten faculty teaching sites, the Teaching Handbook, and the Design department website.

Campus Recreation completed a major migration from WordPress to Drupal and brought the employee wellness website into their site as well. This change is making it much easier for Campus Recreation staff to maintain the content on the site as well as developing new content.

Behind the scenes from most, we were able to deliver an updated tool for faculty that makes it easier to request Canvas course shells and Panopto video services for their courses. This should allow the teaching and learning team within ATUS to offer more support to faculty. We also helped the Career Services Center synchronize what they post on the Western Involvement Network (WIN) with their website, so they only have to make updates in one place, increasing their efficiency and reducing the possibility of any misinformation in one spot.

WebTech also worked alongside the Martin Luther King Jr. Day committee to produce the MLK webpage linked to from many sources around the county, mentioned on the radio, and shared in local papers. We also helped the Time, Place, and Manner website use a more on-brand theme along with the Institute for Watershed Studies site.

We collaborated with the College of Business and Economics to develop the initial Merriman Financial Literacy Program website. This will be the launching point for students, staff, and faculty to engage with current and future course and resource offerings.

Institutional Website Traffic

In contrast to the last reporting period, web traffic was down across the Slate admissions portal throughout December compared to this time last year. This is due to the delayed rollout of FAFSA this year. Typically, Admissions runs email and SMS outreach during this period, but this year did not as there was no FAFSA to fill out until December 31. Within Admissions the cost of attendance page has seen a 20.29% increase in traffic, the transfer page is up 1.92%, while the first-year out-of-state scholarship page is seeing a 19.82% increase, as well as the net price calculator increased 17.03%.

Looking beyond just the overall traffic visiting WWU, Western’s typical top-trafficked page showed good growth year over year as measured by visits and engagement with the content. The majors landing page is up 9.32% y-o-y, the Make Waves campaign landing page is up 14.75% and Work at Western is up 10.46%. The Make Waves Locally campaign is up 68.85% and the MLK event page this year saw a 22.16% increase in y-o-y traffic.
The major with the most increased traffic is Biology, showing a 25.46% increase. Engineering is up 14.94% and Business Administration saw an 11.67% increase.

Across all Western websites, traffic did increase .5% and average engagement time increased 29.8% to 1 minute and 30 seconds.

**WebTech Workload**

![Created vs. Resolved Chart](chart)

Issues in the last 56 days (grouped daily)
View in Issue navigator
- Created issues (128)
- Resolved issues (137)

Our work queue relaxed over the holiday period. We resolved 137 issues and created 128 new issues this period. The WebTech inbox received 201 fewer emails than last period, totaling 347 further requests for support.

**UNIVERSITY RELATIONS**

**COMMUNITY RELATIONS**

Notable projects and connections that enhance WWU visibility, improve community access, and increase community-to-university partnerships.

**Martin Luther King Jr. Day**

January 15, 2024, marked the fourth consecutive year that WWU led a growing group of community partners to fund, organize and execute Bellingham and Whatcom County’s key MLK Day of Service event. The community partnership is called the Community Consortium for Cultural Recognition and includes WWU, Whatcom Community College, Bellingham Technical College, Northwest Indian
College, Bellingham Public Schools, Ferndale School District, Peace Health and the City of Bellingham. The Consortium is convened by Western’s director of Community Relations. This year’s Martin Luther King Jr. event was held at Bellingham’s Sehome High School. A recording of the event is available for viewing on the MLK Day web page at www.wwu.edu/mlk.

Event Highlights
- 400 people attended which is an increase of 160% over last year. Key attendees included Bellingham’s Mayor, City Council members, business leaders, K-16 students, and community members.
- A free community breakfast was offered to all attendees and featured performances by the Lummi Blackhawk Singers and Dancers.
- Tabling by six local vendors including black-owned businesses and local nonprofits.
- 40 youth attended age-appropriate youth programming for those ages six to 22 sponsored by the local nonprofit Whatcom C.A.R.E.
- Artwork was displayed by 35 third graders at Bellingham’s Happy Valley Elementary.
- Two local student MCs – a senior at WWU and a Running Start student at WCC.
- Two inspiring keynote speakers - A freshman at WWU and a teacher from the Bellingham School District.
- Due to the event’s success and the Consortium’s ongoing local community impact, the Chuckanut Health Foundation has committed to joining as the Consortium’s ninth partner which will allow for additional resources for future programs.

Expanded Community Service Expanded Community Service Opportunities
- An inaugural community food drive distributed a total of 600 lbs of food to the food pantries at WWU, Northwest Indian College, Whatcom Community College, and Bellingham Technical College.
- A hygiene drive brought in hundreds of hygiene products supporting Squalicum High School’s Latinos in Action student club. Items are being distributed to those in need.
- 150 attendees of all ages worked together to make 50 blankets for the homeless which are being distributed to those in need by the local nonprofit Road2Home.
- 50 attendees worked together to assemble 100 kits for the homeless. The kits were donated to the local nonprofit Road2Home to be distributed to those in need.
- 15 attendees cleaned up the emergency cold weather shelter at Bellingham’s Civic Field, more than the 12 requested by the shelter’s facilitator.

WWU’s Holiday Season Community Presence
The director of Community Relations attended numerous holiday functions and end-of-year celebrations on behalf of WWU. Examples include Bellingham Mayor Fleetwood’s farewell party, Neighborhood Association holiday gatherings, Chamber of Commerce end-of-year celebration, Downtown Bellingham Partnership CEO farewell, and Bellingham Whatcom County Tourism holiday party.

TRIBAL LIAISON

Events and Planning
The priority for the Tribal Relations Department continues to be guiding the planning and development of the House of Healing longhouse project. The base scope and building portion of the project continue to be processed by the contractors and design team. We remain committed to being able to break ground in April and open the facility in the fall of 2025.
In December, the longhouse design team prepared a mock-up of the proposed kitchen for the longhouse. This process enabled Native American Student Union students, faculty, staff, and community members to provide effective feedback for the build team. This was an exciting and fun process for all participants involved with this project.

The Tribal Liaison is working with Hafthor Yngvason, Western Gallery director, and Michael Sweney of the Washington State Arts Commission on the House of Healing longhouse artwork, including commissioning a Native artist to carve two doors for the entryway of the longhouse and/or two poles for the entryway.

The Tribal Liaison has entered a proposed project in collaboration with James McCafferty, director of the Center for Economics and Business Research at WWU, and the Washington State Department of Commerce on a study that analyzes how the economic impact of reduced oil refining in Washington state is likely to impact Washington refineries, refinery workers and local communities including several local tribal communities. This study is to be finalized by December 31, 2024, and distributed to the energy and environment committees of the state legislature.

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

**Advisory Functions**
The Tribal Liaison continues to be actively involved in consultation with students, staff, faculty, and administrative leaders regarding issues and policies regarding tribal nations and pathways for building inclusive and collaborative relationships.

**Relationship-Building**
The Tribal Liaison is working with Maxine Alex in the Tribal Consultation Program, Office of Native Education, in planning for a Government-to-Government Training conference at WWU in July 2024.

### SMALL BUSINESS DEVELOPMENT CENTER

**WWU SBDC BELLINGHAM Q4 HIGHLIGHTS**

<table>
<thead>
<tr>
<th>Businesses Served</th>
<th>Q4 2023</th>
<th>Q4 2022</th>
<th>YTD 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>155</td>
<td>141</td>
<td>466</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participants</td>
<td>17</td>
<td>7</td>
<td>52</td>
</tr>
<tr>
<td>Research or Students Projects</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td>68</td>
<td>67</td>
<td>271</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clients’ Economic Impacts</th>
<th>Q3 2023</th>
<th>Q3 2022</th>
<th>YTD 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$356K</td>
<td>$90K</td>
<td>$11.3M</td>
</tr>
<tr>
<td>Business Starts</td>
<td>10</td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td>Jobs Created or Retained</td>
<td>17</td>
<td>20</td>
<td>996</td>
</tr>
</tbody>
</table>

**Top Areas of Counseling:** Start-up Assistance, Managing a Business, Buy/Sell Business, Human Resources/Managing Employees, Financing/Capital

**Rolling 12-month Demographics**

**Top Industries:** Retail, Accommodation & Food Services, Health Care & Social Assistance, Service Establishment, Manufacturing
Annualized Sales: $174M
Jobs Supported: 1,566

Highlights
Welcoming Allijah Motika
The WWU Small Business Development Center (SBDC) is pleased to announce Allijah Motika has joined our team as Marketing Coordinator and Program Specialist. Allijah supports both the Whatcom and Kitsap centers’ marketing and outreach efforts while providing resources for community inquiries and new-client assistance. Coming to us from the Viking Union at WWU, Allijah’s background in marketing and customer service made him a perfect fit to assist our team in reaching and serving small business owners across Kitsap and Whatcom counties.

Spanish-language Resource Partnership with Sustainable Connections
Our team has partnered with Sustainable Connections to provide guidance and resources to small business owners navigating the changing regulations following the City of Bellingham’s single-use plastics ordinance. Community Business Development Director and Certified Business Advisor Liliana Deck teamed up with Katy Tiernan of Sustainable Connections to develop and produce a Spanish-language video to explain the changing regulations. The “Residuos Y Más: Plásticos Desechables” video is available at: sustainableconnections.org/single-use-plastics/.

Cybersecurity in Government Contracting
WWU SBDC Executive Director CJ Seitz joined Cara Buckingham of Washington APEX Accelerator to cohost a cybersecurity workshop on October 19, 2023. Kelly Sowards of Impact Washington and Brent Lundstrom, director of the Cybersecurity Center for Excellence at Whatcom Community College, joined Cara to provide an overview of cybersecurity vulnerabilities, specific regulations, and useful resources for small businesses contracting with the government.

Washington State SBDC Biannual Conference
WWU SBDC advisors joined their colleagues in the bi-annual statewide SBDC conference in Ellensburg, WA in October. Advisors from around the state shared resources, and best practices, and discussed methods to enhance the quality and effectiveness of our services.

WWU SBDC KITSAP Q4 HIGHLIGHTS

<table>
<thead>
<tr>
<th>Businesses Served</th>
<th>Q4 2023</th>
<th>Q4 2022</th>
<th>YTD 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>56</td>
<td>52</td>
<td>160</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participants</td>
<td>40</td>
<td>13</td>
<td>121</td>
</tr>
<tr>
<td>Research or Students Projects</td>
<td>0</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td>97</td>
<td>18</td>
<td>282</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clients’ Economic Impacts</th>
<th>Q4 2023</th>
<th>Q4 2022</th>
<th>YTD 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$174K</td>
<td>$80K</td>
<td>$2M</td>
</tr>
<tr>
<td>Business Starts</td>
<td>3</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Jobs Created or Retained</td>
<td>21</td>
<td>32</td>
<td>118</td>
</tr>
</tbody>
</table>
**Top Areas of Counseling:** Managing a Business, Start-up Assistance, Financing/Capital, Business Accounting/Budget, Human Resources/Managing Employees

**Rolling 12-Month Demographics**

**Top Industries:** Retail, Health Care & Social Assistance, Construction, Professional/Scientific/Technical Services, Accommodation & Food Services

**Clients’ Annualized Sales:** $34M

**Jobs Supported:** 501

**Highlights**

**Cybersecurity Awareness**

Certified Business Advisor Melissa Tanno joined Angela Henderson of the WWU Cyber Range in presenting to the Greater Kingston Chamber of Commerce. The presentation reviewed cybersecurity vulnerabilities and mitigation strategies for small businesses. As the cybersecurity threat continues to evolve, our team will remain a resource to support the small business community.

**Kitsap Community Resources/ BE$T Program**

The WWU SBDC continuously partners with Kitsap Community Resources, especially with the BE$T entrepreneurship education and support program. At the invitation of Business Education and Support Manager Jon King, Joyce Oswald presented an overview of federal tax planning and IRS resources to the current BE$T cohort.

**WASHINGTON CAMPUS COALITION FOR THE PUBLIC GOOD**

**Re-Compete Grant Proposal Submitted**

Washington Campus Coalition for the Public Good submitted an AmeriCorps grant proposal that, if funded, will focus on:

- Providing 10,000 underrepresented and underserved (low-income, communities of color, people with disabilities, LGBTQIA+, formerly incarcerated, rural, marginalized) individuals with interventions to improve enrollment and persistence in postsecondary education.
- Providing 5,000 underrepresented and underserved K-12 students with interventions to improve academic engagement.
- Providing 1,500 underrepresented and underserved individuals with interventions to improve access to quality healthcare services.
- Collecting and distributing 115,000 pounds of food to underrepresented and underserved individuals on campuses and in communities.
- Providing 3,000 underrepresented and underserved communities with education and training in environmental stewardship.

Funding would be for three years. The first-year grant request is for $3,084,986 to serve Washington and Idaho campuses and communities. Notification of funding will be sent in April 2024.
TO: Members of the Board of Trustees
FROM: President Sabah Randhawa on behalf of Vice President Melynda Huskey
DATE: February 9, 2024
SUBJECT: Mid-Year Housing and Dining Report
PURPOSE: Information Item

Purpose of Submittal:
To provide the annual programmatic and fiscal report to the Board on the University’s Housing and Dining System.

Supporting Information:
Mid-Year Housing and Dining Report
WESTERN WASHINGTON UNIVERSITY
ENROLLMENT AND STUDENT SERVICES

Mid-Year Housing and Dining Report
February 2024

EXECUTIVE SUMMARY

APPENDIX I: Occupancy
APPENDIX II: Housing and Dining System Financials (through December 2023)
APPENDIX III: Residential Facilities
APPENDIX IV: Dining Services
APPENDIX V: Residence Life
EXECUTIVE SUMMARY

Western’s Residential Communities — Campus housing, an auxiliary enterprise, provides competitively-priced housing in an affordable, safe, developmentally appropriate, and educationally-focused environment.

OCCUPANCY (Appendix I)

Fall 2023 Note: We returned to our regular practice of comparing this Fall (Fall 2023) to last Fall (Fall 2022).

Academic Year 2023-2024

- Opening Numbers: Fall 2023 Peak Report Occupancy was 4,133, a decrease of 17 students from Fall 2022 Peak.
  - Fall 2022 Peak occupancy was 4,150.

- Academic Year 2023-2024: Fall 2023 occupancy of 4,133 compared to Winter 2024 of 4031 resulted in a fall-to-winter decrease of 102 for this year.
  - Fall 2022 Peak occupancy of 4,150 compared Winter 2023 Peak of 4,014 making a fall-to-winter decrease of 168.

- Students residing on campus Fall 2023 included:
  - 2,714 First-Year Freshmen in Housing = 85% of all first year freshmen (1% decrease from 2022)
  - 232 in Housing = 28% of all first-year transfers (6% decrease from 2022)
  - 1,197 in Housing = 29% of all students of color (1% decrease from 2022)

- Disability Accommodations
  - Fall 2023: 6% of all residents had accommodations on file from DAC (256 of 4,133).
  - Fall 2022: 5% of all residents had accommodations on file from DAC (193 of 4,150).
  - Fall 2021: 2% of all residents had accommodations on file from DAC (91 of 3,781)

- OCAS Initiatives
  - Improved Transfer Process: Many students seek a room transfer to improve their mental health, meet new people, or to relocate to a space that meets their disability accommodation. Recent years have seen an uptick in student mental health concerns as well as disability accommodations. In response, OCAS streamlined the transfer request process, creating an online transfer request process via the self-serve housing portal. This new process allows for more efficient use of staff time, as students receive automated updates on their status of their transfer, and one dedicated staff member can facilitate this process.
  - Meal Plan System Integration: Meal plans are a central part of the on-campus resident experience. Students highly value the ability and flexibility to change their meal plan to best suit their routine and budget. Previously, when a student changed their meal plan, this information had to be manually updated in the transaction system which could sometimes take multiple days and is very time consuming for University Residences staff. With the adoption of Chartwells Dining and the Transact transaction system, OCAS collaborated with the Housing Business Office, Enterprise Application Services, and Enterprise Infrastructure services to begin developing an integration between StarRez and Transact. When completed
(expected Winter 2024), meal plan changes will be automatically reflected in the transaction system in 30 minutes or less, allowing students to begin using their new plan almost immediately and with minimal staff intervention.

**HOUSING & DINING SYSTEM FINANCIALS (Appendix II)**

The Housing and Dining System’s FY24 six-month financial performance is comparable to FY23 with a slight increase in overall operating revenue (2.9%) and a slight decrease in overall operating expenses (-5.5%). Occupancy and meal plan enrollment numbers are trending at similarly elevated levels (over 95%) to FY23. Non-debt funded renovation and maintenance projects increased by $2.8M (210%). The system has no active debt financed projects in FY24 and new debt funded projects are projected to resume in FY28.

Year-to-Date Revenue (July 2023- Dec 2023)
- Revenue from Operations to date is $31.38M which is $884K (2.9%) above FY23.

Year-to-Date Operating Expenses (July 2023- Dec 2023)
- Operating expenses to date are $17.6M which is $1M (-5.5%) less than FY23.

Year-to-Date Net Operating Revenue (July 2023- Dec 2023)
- Net Operating revenue to date is $13.8M which is $1.9M (16.1%) more than FY23.

Year-to-Date Non-Operating Expenses (July 2023- Dec 2023)
- Non-Operating Expenses (debt service, non-debt funded projects and renovations, and debt funded projects) are $8.4M which is $2.2M (35.6%) more than FY23.

**RESIDENTIAL FACILITIES (Appendix III)**

- 5 projects worth $7.2M related to security and life safety upgrades to building electronic door access, fire alarm and mass notification, and emergency / standby generator power systems.
- 11 projects worth $13.9M repairing and replacing aging building envelope and utility systems.
- Project worth $5.0M to enhance residential network services to current technology.
- 36 projects worth $1.1M focused on Facilities Excellence to upgrade residential community amenities (television / media rooms, bike storage, laundry equipment, furniture) and to refinish bathroom showers / tubs.
- University Dining Services (UDS) projects worth $2.5M to revitalize food service spaces used by Chartwells.

**DINING SERVICES (Appendix IV)**

- Starting September 1, 2023 saw a new campus dining provider, the first time in 13 years. Chartwells replaced Aramark.
- After a relatively satisfactory opening and fall 2023 beginning, a series of staffing shortages, significant personnel challenges, and quality-controlled items surfaced.
- Efforts are underway, in collaboration with Chartwells’ most senior leadership, of re-aligning Chartwells operations with Western’s expectations in a manner centering health and safety of community members.
RESIDENCE LIFE (Appendix V)

- ADEI initiatives this academic year includes development of Latiné Housing, which will open in Alma Clark Glass in Fall 2024. Additionally, Inclusion Assistants have begun community conversations to outreach to underrepresented students living in residential communities across campus.
- Professional staff began academic success conversations with residential students placed on academic warning from fall 2023 in early January to address progress and strategies for success. Residence Life staff will provide outreach to over 400 students on academic warning through this initiative.
- Residence Life continued to adapt our Fall training for over 100 student staff members in centering work responsibilities around academic success, clarification on role expectations and responsibilities and a variety of learning modalities such as large group, small group, practical, online and CANVAS trainings. We met those goals by the following metrics
  - Centering Academic success in the job – built in academic check ins with supervisors to existing progress reports so we can have early intervention to any student staffer struggling.
    - Fall 2023 staff average GPA 3.4
    - 25 staff had a 4.0 GPA
    - Only 3 out of 124 staff fell below a 2.0.

APPENDIX I: OCCUPANCY

*Note: Covid-19 Isolation/Quarantine Restrictions in place*

(Peak = Third Wednesday of the Housing Quarter)

<table>
<thead>
<tr>
<th></th>
<th>Operating Beds</th>
<th>Operating Heads</th>
<th>Beds Rented</th>
<th>% Beds Filled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2023 Peak</td>
<td>4,342</td>
<td>4,133</td>
<td>4,134</td>
<td>95.2%</td>
</tr>
<tr>
<td>Fall 2022 Peak</td>
<td>4,342</td>
<td>4,150</td>
<td>4,152</td>
<td>95.6%</td>
</tr>
<tr>
<td>Fall 2021 Peak</td>
<td>4,438</td>
<td>3,781</td>
<td>3,831</td>
<td>86.3%</td>
</tr>
<tr>
<td>Fall 2020 Peak*</td>
<td>1,400</td>
<td>1,051</td>
<td>1,051</td>
<td>75.0%</td>
</tr>
<tr>
<td>Fall 2019 Peak</td>
<td>4,045</td>
<td>3,953</td>
<td>3,953</td>
<td>97.7%</td>
</tr>
<tr>
<td>Winter 2024 Peak</td>
<td>4,342</td>
<td>4031</td>
<td>4031</td>
<td>92.84%</td>
</tr>
<tr>
<td>Winter 2023 Peak</td>
<td>4,342</td>
<td>4,014</td>
<td>4,017</td>
<td>92.5%</td>
</tr>
<tr>
<td>Winter 2022 Peak</td>
<td>4,438</td>
<td>3,714</td>
<td>3,764</td>
<td>84.8%</td>
</tr>
<tr>
<td>Winter 2021 Peak*</td>
<td>1,400</td>
<td>1,072</td>
<td>1,072</td>
<td>77.2%</td>
</tr>
<tr>
<td>Winter 2020 Peak</td>
<td>4,045</td>
<td>3,785</td>
<td>3,787</td>
<td>93.6%</td>
</tr>
<tr>
<td>Winter 2019 Peak</td>
<td>4,144</td>
<td>3,851</td>
<td>3,856</td>
<td>93.0%</td>
</tr>
</tbody>
</table>
Year-to-Date Revenues (July 2023-Dec 2023)

- Total System revenue to date (including student fees, commissions, conferences, and one-time revenues) is $31.4M or 2.9% higher than FY23.
- Room and Meal Plan revenue is $27.7M or 5.1% higher than prior year due to an increase in fee rates. The BoT approved room and board fee increase is 4.73% on FY23 rates.
- Conference and Facility Rental revenue is $251K which is a 172% increase from $92K in FY23. Conferences are returning to campus after several down years during and following COVID-19 pandemic.
- Meal Plan revenue is $7.1M which is a 5.6% increase from $6.7M in FY23.
- Housing revenue is $13.4M which is a 4.5% increase from $12.9M in FY23.
- Commission revenue is $214K which is a -335% decrease from $931K FY23, due to the transition to new dining vendor. Reconciliation payments were made to Western in FY23 and Western made settlement payments to previous vendor in FY24.

Year-to-Date Operating Expenses (July 2023 - Dec 2023)

- Total System Operating expenditures are $17.6M which is a decrease of $1.0M (-5.5%).
- Salary and Benefit expenditures are $4.1M which is an increase of $205K (5.3%) due to across-the-board salary increases to staff and an increase in the local minimum wage for our student staff.
- Goods and Services expenditures are $13.7M which is a decrease of $1.2M (8.22%).
- Actual Contracted Food Service expenditures are $5.7M which is an increase of $666K (13% higher) which reflects the change in business model with our new dining vendor.
- Total Utility expenditures are comparable to the previous FY23.
- Operating Maintenance expenditures are $3.17M which is an increase of $399K (14.41%) due to additional residence hall maintenance performed this fall.

Net Operating Revenues (July 2023- Dec 2023)

- Net Operating revenue to date is $13.8M which is $1.9M (16.1%) more than FY23.
Non-Operating Expenses (July 2023- Dec 2023)

- Debt Service Payments are $3M which is comparable to last year.
- Non-debt funded renovation and construction expenditures are $5.4M which is $2.8M (210%) more than last year. These expenditures reflect planned project work to renovate Birnam Wood Apartments this year.
- There are no active debt financed projects in FY24. Renovations on Buchanan Towers were completed in FY23. Additional bond funded projects are planned to commence in FY28.

System Net Revenue (July 2023- Dec 2023)

- System Net revenue decreased to $5.4M compared to $6.15M (-12.3%) last year which reflects the additional planned renovation expenses to Birnam Wood Apartments.

APPENDIX III: RESIDENTIAL FACILITIES

- Project Design / Study efforts in progress:
  - Project worth $2.0M in design to replace outdated fire alarm / mass notification system at Edens Hall. In addition, wall mounted circuit provisions support future Wireless Access Point (WAP) device installation increasing network bandwidth for residents. Work is planned to be completed in Summer 2024.
  - Phase 2 project worth $4.2M in design to replace Birnam Wood Apartments external siding (Stacks 1 and 2 along with the Remote Laundry Building) and deteriorating bridges (Stacks 1 and 2) supporting continued renewal efforts of aging infrastructure. Work is expected to start in Spring 2024 and to be completed during Fall 2024.
  - Project worth $4.5M in design (state funded) to repave / upgrade deteriorated Birnam Wood parking lot amenities. Phased work planned to be done in the Summer 2024 (Phase 1) and Summer 2025 (Phase 2).

- Public Works / In-House construction in progress:
  - Emergency repair project worth $0.7M (split funded with the state) in progress to address continued sanitary sewer line deficiencies at the Fairhaven complex mitigating environmental concerns. Phase 1 repair efforts were completed in Fall 2023 (Residential Stacks 1 thru 3). Phase 2 repairs planned for Winter 2024 (Residential Stacks 5 plus Stacks 9 through 12) and Phase 3 repairs planned for Summer 2024 (Residential Stacks 4 plus Stacks 6 through 8 along with the Academic Building).
  - Projects collectively worth $5.0M in progress to upgrade residential network IDF/MDF room spaces to facilitate needed power / fiber connectivity requirements and to install network gear to replace obsolete units ultimately providing residents with faster, more reliable network services. Phase 1 work for all North residential communities along Fairhaven was completed in Summer 2023. Phase 2 work for the Ridgeway complex along with Birnam Wood Apartments will be completed in Summer 2024.

- Public Works / In-House construction completed:
  - Phase 1 project worth $4.7M was completed in Fall 2023 to replace Birnam Wood Apartments external siding (Stacks 3 and 4 along with the Community Building),
windows (Community Building), and deteriorating bridges (Stacks 3 and 4) supporting continued renewal efforts of aging infrastructure.

APPENDIX IV: DINING SERVICES

- Projects worth $1.9M in design to support food service dining halls and retail location upgrades to be performed between Winter 2024 and Summer 2024 providing campus patronage enhanced dining experiences.

- Project worth $1.6M in progress to upgrade emergency generator and standby power distribution system capabilities at all residential dining hall facilities (Viking Commons, Ridgeway Commons, Fairhaven Commons) to support sustained food service operations in the event of an extended power outage or other contingency scenarios. Work is expected to be completed by Winter 2025.

- 15 projects worth $135K were completed by Fall 2023 opening to ensure campus food service dining halls / retail locations were upgraded as needed to support inaugural University Dining System (UDS) vendor operations by Chartwells.

- Projects worth $0.7M was completed in Summer 2023 to repair / replace roofing systems at Viking Commons and Ridgeway Commons and to upgrade failing grease interceptor unit at Ridgeway Commons increasing residential dining facilities reliability.

APPENDIX V: RESIDENCE LIFE

Residential Education/Leadership

- During the Fall 2023 quarter, residential staff completed intentional conversations with over 93% of on campus residents. The average duration of all conversations was 30 minutes each and addressed topics such as transition to college, wellness, goals for academic and personal success, and how to get connected at Western. All conversations are focused on the three URISE goals of:
  - Inclusive community building
  - Career preparedness
  - Personal wellness

- The National Residence Hall Association (NRHH) is planning a student leadership conference for February 2023. NRHH has partnered with local community organizations such as Skookum Kids to provide service opportunities to students living in the residence halls. Opportunities to further collaborate on service projects with the Viking Union are in development.

Accessibility, Diversity, Equity, and Inclusion

- Residence Life is working on several critical initiatives to incorporate the values of ADE&I into daily practice. Initiatives in the Fall 2023 quarter include:
The advisory committee for Latiné Housing has met throughout the Fall 2023 quarter to develop the Latiné Housing program, which will be called La Communidad. La Communidad will open in Alma Clark Glass in the Fall of 2024.

Pride Housing and Black Affinity Housing expanded the number of rooms available to accommodate the high demand. Residence Life has partnered with LGBTQ+ Western, the Black Student Coalition, and VU Multicultural Center to collaborate on several programs for affinity housing residents.

**Health and Residential Environment**

- Fall 2023 witnessed a moderate increase in alcohol transports and cases where paramedics evaluated students for alcohol toxicity or health related concerns due to alcohol consumption. However, no individual got to the point this fall of having housing contract termination for non-compliance or repeat violations.
- Overall Alcohol and Drug cases are still lower than pre-COVID numbers
  - 74 Total Alcohol Incident Reports (69 unique students with only 2 students having repeat alcohol charges)
    - 40 students were found “responsible” for “Alcohol, Possession or Use.”
    - 50 Total Drug, Possession or Use cases (46 unique students with only 1 student having repeat drug charges)
    - 22 students found “responsible” for “Drugs, Possession or Use”
- Fall 2024 has also seen an increase in vandalism cases – particularly in Kappa Hall. Staff have been actively documenting incidents, as well as engaging in community conversations around the issues (including impact on students and staff). Finding information on who is responsible has been challenging.
- Fall 2024 CARE cases generated by Residence Life have been on par with Fall 2023, Mental Health concerns continue to be our largest number of cases.
  - We continue to outreach/case manage to all these students to follow-up, create action plans, and provide referrals to campus and community resources.
  - We have also engaged in proactive outreach during the Fall and (now) Winter quarter openings to reach out to all returning students who have multiple past Care cases. This outreach reintroduces the students to our Care Specialist support team and provides campus resources and ways to reach out when/if needed. We have seen a reduction in the number of Care cases among returning students.
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>3</td>
</tr>
<tr>
<td>HIGHLIGHTS</td>
<td>3</td>
</tr>
<tr>
<td>COMMON THEMES</td>
<td>4</td>
</tr>
<tr>
<td>ABOUT THIS REPORT</td>
<td>4</td>
</tr>
<tr>
<td>CONTRIBUTORS</td>
<td>5</td>
</tr>
<tr>
<td>SUSTAINABILITY AND GREENHOUSE GAS REPORTING</td>
<td>6</td>
</tr>
<tr>
<td>CURRICULUM AND RESEARCH</td>
<td>8</td>
</tr>
<tr>
<td>CAMPUS AND COMMUNITY ENGAGEMENT</td>
<td>12</td>
</tr>
<tr>
<td>BUILT ENVIRONMENT</td>
<td>19</td>
</tr>
<tr>
<td>STUDENT LIFE</td>
<td>25</td>
</tr>
<tr>
<td>DINING SERVICES</td>
<td>33</td>
</tr>
<tr>
<td>GROUNDS</td>
<td>35</td>
</tr>
<tr>
<td>PROCUREMENT</td>
<td>38</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>41</td>
</tr>
<tr>
<td>WASTE</td>
<td>46</td>
</tr>
<tr>
<td>INVESTMENTS</td>
<td>51</td>
</tr>
</tbody>
</table>
Executive Summary

On behalf of the Sustainability Engagement Institute, we respectfully submit this 2023 progress report on Western Washington University's 20-year Sustainability Action Plan (SAP). Educational scholar, Ernest Boyer, believed that the role of higher education is to promote the public good. The world's climate crisis necessitates bold action from higher education entities, and Western Washington University is well-positioned to take leadership.

The intentions of this report are to celebrate the sustainability and climate change work many members of the Western community have dedicated their time, attention, and resources to, and to encourage more of the Western community to work towards Western’s shared sustainability goals moving forward. Addressing sustainability and climate change challenges must be the work of everyone. This work requires collaboration, innovation, creativity, experimentation, and grassroots through leadership support.

This report outlines progress provided by contributors to the Sustainability Engagement Institute and the President’s Sustainability Council. To learn more, ask a question, or get engaged, visit the SEI website at https://sustain.wwu.edu/, or send us an email at sustain@wwu.edu.

Highlights

This report includes significant progress made in many aspects of Western’s SAP. A few of these points of progress are highlighted below:

- 145 students enrolled in sustainability-related majors, minors, or certificate programs.
- In partnership with tribal organizations, Western hosts a number of programs focused on indigenous-settler relationship-building and healing, and integrating sustainability and tribal sovereignty into education systems.
- The Sustainability, Equity, and Justice Fund (SEJF) funded 17 grants amounting to $338,000. More than half of these proposals were led by students.
- Western continued to support student, staff, and faculty community learning opportunities through the Sustainability Pathways fellowship program, the Climate Leadership Certificate program, Community Engagement Fellows, and the Students in Community program.
- Western began managing two community farms, which has included initiating a seed-saving project, providing produce to a local community health center’s free farm stand, and connecting with nearby neighborhoods.
- Western continued to establish itself as a leader in researching and advocating for social, environmental, and economic improvements in the Salish Sea region and along the Canada-U.S. border.
- Western purchases 95% of its electricity from renewable sources through Puget Sound Energy’s Green Direct program. FDO is continuing to develop a community solar project at the Administrative Services Building, and is analyzing purchasing additional green power to cover 100% of Western’s electricity usage.
- Western committed to and began planning for hosting the regional Washington Oregon Higher Education Sustainability Conference (WOHESC), which will be occurring in March 2024.

---

Western received funding to install three micromobility counters on campus and has committed to developing and integrated University Transportation Plan beginning in 2025.

Western has successfully transitioned most of its grounds management fleet to electric equipment, and has continued transitioning its vehicle fleet to electric by adding battery electric vans and a battery electric truck to its fleet in FY2023.

Western is developing a sustainable purchasing guide, which will provide purchasers with product diversity classifications, company sustainability statements, and eco-certifications or ecolabels.

Common themes

In collecting feedback from those working on implementing the SAP, we heard some common themes come up from these practitioners.

- **Lack of leadership support and funding**: many individuals and groups mentioned that lack of funding and perceived lack of leadership support are the biggest barriers to progress on Western's SAP.

- **The COVID-19 pandemic**: the COVID-19 pandemic brought significant changes to Western's programs and operations, and to the needs of its students, staff, and faculty. In FY2023, many programs that were operating before the COVID-19 pandemic have restarted or regained momentum. However, there are some programs that were put on hold during the COVID-19 pandemic that have still not been restarted. In FY2023, Western also responded to new ways of operating and meeting student, staff, and faculty needs that have changed or become more apparent since the COVID-19 pandemic began.

- **Food insecurity**: numerous groups mentioned food insecurity as a significant, persistent sustainability issue that Western students are facing and that groups on campus are working to address. However, food security is not a part of Western's SAP, so progress on food insecurity work has been included in this progress report at the end of the Campus and Community Engagement section. This is a topic that could be included in a future update to the SAP.

About this report

This report outlines known progress made in FY 2023 (July 2022 – June 2023) on Western's 20-year SAP, adopted in 2017. Western’s Sustainability Engagement Institute (SEI) collects feedback on SAP progress from members of campus annually, as it has done in this report (previous annual reports can be found here).

This year's progress report includes contributions from 15 groups at Western. These contributors are among the many individuals and groups doing the on-the-ground work to make Western's commitments to social, environment, and economic sustainability a reality. Contributors' titles are included in parentheses following the narrative about progress that they have reported. In some cases, contributors noted that objectives were high priority, or were in need of leadership support or additional funding. These objectives have been marked with the following symbols. These symbols do not indicate all objectives that are in need of additional resources and support, just those that were noted by contributors.
more resources needed
additional leadership support needed
high priority

Some of the objectives in this report are marked with the statement “no known progress in FY2023”. This statement does not necessarily mean that no progress on these objectives has been made. It simply means that, in the outreach that the SEI did in collaboration with the President’s Sustainability Council, nothing was reported in these areas. If readers are aware of progress on not included in this report, please reach out to sustain@wwu.edu to report on them.

Contributors

- The President’s Sustainability Council
- Sustainability Engagement Institute (SEI)
- Facilities, Development & Operations (FDO)
- Transportation Services
- Travel Services
- Sustainable Pathways
- Foundation for WWU & Alumni
- The Center for Community Learning (CCL)
- Office of Tribal Relations
- Institute for Energy Studies
- College of the Environment
- College of Business and Economics (CBE)
- Human Resources
- The Boarder Policy Research Institute (BPRI)
- Entrepreneurship & Innovation Academic Programs
- Procurement and Contract Administration
- University Residences
Sustainability and Greenhouse Gas Reporting

In FY2023, Western recertified itself through the Sustainability Tracking Assessment and Rating System (STARS), a program the Association for the Advancement of Sustainability in Higher Education (AASHE) operates. The program acts as a comprehensive and standardized means for universities across the United States and Canada to measure and compare their unique sustainability programs and performances relative to other institutions. Western received a Silver ranking in 2023, in line with the ranking it received in 2019 and 2013. Western’s STARS report is available here.

Western tracks its greenhouse gas emissions through SIMAP, an internationally used campus-specific greenhouse gas tracking platform. Although SIMAP methodologies and Western’s tracking methodologies have changed since Western began using the platform to track emissions in 2013, this data provides a general picture of how Western’s emissions compare over time. FY2023 data is still being reported, so the following graphs show data up to FY2022.

Western’s main source of carbon emissions come from fuel- and energy-related activities (FERA), which are upstream emissions for natural gas activities from assets not owned or controlled by Western but that the Western indirectly affects in its value chain (scope 3 emissions). The next largest source of carbon emissions comes from Western-related commuting and travel (see Western’s carbon emissions, 2022 graph).

Western’s carbon emissions are broken down into scope 1, 2, and 3 emissions. Scope 1 emissions are direct GHG emissions that are released from sources that are owned by Western, for example, emissions associated with Western-owned furnaces or vehicles. Scope 2 emissions are GHG emissions associated with Western’s purchase of electricity, heat, or

---

cooling. As described above, scope 3 emissions are emissions released from assets that are not owned or controlled by Western, but that Western contributes to through other activities, such as purchasing, commuting, travel, or waste generation. The graph below shows changes in Western's scope 1, 2, and 3 emissions tracked on SIMAP from FY2015 – 2022.

Western’s Carbon Emissions, 2015-2022 as Tracked on SIMAP

---

Curriculum and Research

Goal 1: Western’s curricula provide all students opportunities to nurture and create the conditions for a thriving society, economy, and environment (SEE).

1.1: Increase enrollment to 50 students in the Sustainability Studies minor.\(^4\)

*Intended completion date: fall 2021*

- In 2023, 145 students were enrolled in a sustainability-related program. Western added a Food Security and Policy Minor in 2023, and Western is working on a major update to the Business and Sustainability degree in Winter/Spring 2024.

<table>
<thead>
<tr>
<th>Sustainability-related program</th>
<th>Number of students enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Planning and Sustainable Development</td>
<td>52</td>
</tr>
<tr>
<td>Business and Sustainability Major</td>
<td>46</td>
</tr>
<tr>
<td>Urban Sustainability</td>
<td>20</td>
</tr>
<tr>
<td>Disaster Risk Reduction</td>
<td>5</td>
</tr>
<tr>
<td>Environmental Education Minor</td>
<td>4</td>
</tr>
<tr>
<td>Environmental Justice minor</td>
<td>4</td>
</tr>
<tr>
<td>Climate Change minor</td>
<td>4</td>
</tr>
<tr>
<td>Sustainability Studies minor</td>
<td>4</td>
</tr>
<tr>
<td>Sustainable Design minor</td>
<td>4</td>
</tr>
<tr>
<td>Food Security minor</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
</tr>
</tbody>
</table>

1.2: Every major has curricular options that include sustainability content.

*Intended completion date: 2020*

- As of 2023, every college at Western has at least one sustainability-related class. However, every department does not yet have a minimum of one sustainability-related class. The Sustainability Fellows program works towards achieving this objective by supporting faculty in developing new sustainability curriculum. (SEI)
- Students participating in the Sustainability Pathways fellowship and the Climate Leadership Certificate, described in more detail in objective 1.3 and 1.4, complete a 3-credit Campus Sustainability Planning Studio Course. Both programs are open to all majors and are interdisciplinary. (Sustainable Pathways)

1.3: Identify and promote opportunities for engaged learning in the area of sustainability.

*Intended state date: 2020*

\(^4\) Since the Sustainability Action Plan was adopted in 2017, new curricular options in sustainability have emerged and expanded. We now report on enrollment in all sustainability-related programs.
• Learning Environment Action Discovery (LEAD), a longstanding eco-restoration and service-learning program at Western that is co-directed by College of the Environment graduate students, furthers sustainability education in both the curricular and co-curricular environment, through a spring quarter seminar class and regular volunteer work parties. (College of the Environment)

• Sustainability Pathways supports undergraduate students pursuing careers in the emerging green economy while advancing sustainability initiatives in the Methow and Okanogan Valleys of North Central Washington. The 11-week residential program pairs paid practicum work experiences in a wide range of sustainability fields with aligned coursework in community-based project management. Sustainability Pathways awarded over $60,000 in FY2023, bringing capacity to 19 organizational partners in the Methow and Okanogan Valleys while providing immersive experiential learning for students. The students and program partners come from interdisciplinary fields connected to sustainability. This structure helps students develop and apply systems thinking skills. Professional practicum experiences included town planning, ecological restoration, public health, regenerative agriculture, circular economy development, zero waste, rare carnivore research, among others. The third cohort completed their fellowships in August 2022 had 18 students. (Sustainable Pathways)

• The Border Policy Research Institute (BPRI) was awarded a partnership grant with collaborators at Simon Fraser University to conduct a 2-year study on the equity impacts of the Canada – US pandemic border restrictions. (BPRI)

1.4: Expand sustainability-related student research opportunities, Independent Study Projects (ISP), to all interested students.

Intended start date: 2020

• The Climate Leadership Certificate program, started in 2021, includes an independent study or senior project component that allows those students to pursue sustainability research and leadership of their choosing on an annual basis (4-8 credits/student).

• Students are eligible to work on sustainability projects for their Climate Leadership Certificate or SEJF grant application through ISP credits, typically overseen by either the Sustainability Engagement Institute’s Associate Director or the Business & Sustainability program. In 2023, students worked on variety of ISP projects, including determining the feasibility of installing an anaerobic digester on campus. (SEI)

• Students participating in the Sustainability Pathways fellowship all complete the 3-credit Campus Sustainability Planning Studio Course which is centered around a needed community-engaged project sponsored by an organization in the Methow Valley. The project teams are interdisciplinary and develop project management skills while completing the necessary background research, analysis, and ability to generate recommendations and materials to advance their projects. Final reports and presentations are delivered for the course, sponsors, and interested community members. Examples of past projects can be viewed on the Campus Sustainability Planning Studio website. (Sustainable Pathways)
Goal 2: Western supports scholarship and teaching that contribute to the understanding and promotion of sustainability.

2.1: Commit resources to promote Washington Higher Education Sustainability Conference (WAHESC).\textsuperscript{5}

\textit{Intended state date: 2020}

- Through a grant from the SEJF, 13 students were able to attend the Washington Oregon Higher Education Sustainability Conference (WOHESC) at Oregon State University in 2023.
- As of 2024, it is unclear whether SEJF funds can continue to support this objective. Additional funds are needed.

\textit{Students and SEI staff attending the Washington Oregon Higher Education Sustainability Conference (WOHESC) at Oregon State University in March 2023. (Photo source: SEI)}

2.2: Provide funding for three faculty and staff across disciplines to attend conferences that promote sustainability.

\textit{Intended start date: 2018}

- An SEJF-funded grant project allowed faculty and students from the Morse Leadership Institute (MLI) to travel to the International Leadership Association global conference in Vancouver, BC, in 2023. This conference provided an opportunity for the faculty members to present about MLI's Community Engagement Projects, which are student-
Goal 3: Western recruits and retains faculty and staff who focus on sustainability.

3.1: Maintain annual funding of a total of $10K for up to ten Sustainability Fellows.
   - The Sustainability Fellows program supported five faculty fellows in 2023. The program is in hiatus in 2024, and will return in 2025. (SEI). This program is a faculty learning community, facilitated by the SEI Director, to “train” teaching faculty to infuse sustainability into their disciplinary curricula.

3.2: Create a tenure-track faculty line devoted to sustainability.  

   Intended completion date: next biennium (2019-2021)
   - Due to budgetary constraints, there is no progress on this objective. To the best of our knowledge, it is unlikely that there will be funding to achieve this objective in the next five years. (SEI)

3.3: Increase faculty capacity to offer sustainability-related curriculum

   Intended start date: 2019
   - The Sustainability Fellows program (objective 3.1) increases faculties' capacity to offer sustainability-related curriculum, and SEI's director offers informal support to faculty who reach out for assistance in developing sustainability-related curricula. (SEI)

Goal 4: Western is home to an institute for sustainability (the Sustainability Engagement Institute – SEI).

4.1: Develop a 5-year strategic plan for the SEI.

   Intended completion date: 2019
   - In progress. (SEI)

4.2: Begin fundraising campaign for SEI.

   Intended state date: 2019
   - The SEI director is in contact with the Foundation staff regarding grant writing and fundraising. (SEI)
Campus and Community Engagement

Goal 1: Western is internally organized to support university and community engagement to advance sustainability.

1.1: Complete a university-wide public engagement alignment process to enhance Western's structure and function for public engagement.  
*Intended completion date: Fall 2019*

- No known progress has been made on this objective. The objective is high priority for those working in public engagement at Western, but there has been little support from leadership to focus on this objective. Other universities have developed similar systems that Western could model a public engagement alignment process after.

1.2: Commit to a university-wide system for qualitative and quantitative assessment of public engagement efforts.  
*Intended completion date: fall 2019*

- No known progress has been made on this objective. Objective 1.1 should be completed before this objective is addressed.

1.3: Follow recommendations of alignment process to incentivize community engagement for faculty, staff, and students throughout the university.  
*Intended start date: fall 2021*

- No known progress has been made on this objective. Objective 1.1 must be prioritized before focusing on this objective.

Goal 2: Western's culture and community engagement efforts reflect a strong commitment to sustainability.

2.1: Redevelop student, staff, faculty, and visitor orientation programs to emphasize Western's commitment to education for sustainability.  
*Intended start date: spring 2017*

- New staff orientation includes a presentation on community partnerships by Center for Community Learning (CCL). (Human Resources, CCL)
- Staff and faculty orientation include links to sustainability initiatives, including information about getting to campus using sustainable transportation. (Human Resources, AVP for AA, SEI)
- See progress for objective 2.2 below for information regarding student orientation programs.

2.2: Expand courses and co-curricular programs for first-year students that teach about local and regional sustainability issues through community engagement.  
*Intended start date: fall 2018*
• First year interest group programs (FIGs) include a number of sustainability related streams, including Environmental Justice, the Salish Sea, Diverse Voices/Distinct Voices, Global Citizenship, Leading for a Sustainable Future, Climate Change Cognition, Marketing for Social Change, and Clean Energy Transitions (https://firstyear.wwu.edu/first-year-interest-group-courses)

• First year students are also able to participate in a number of Viking Launch courses that focus on sustainability, including Introduction to the Science of Sustainable Energy, Digging into Bellingham, and Mount Baker Geology (https://firstyear.wwu.edu/viking-launch-courses)

• New Student Experience Seminars are designed to support new students establish their place and direction at WWU. These seminars aim to develop students’ social and financial wellbeing on campus (https://firstyear.wwu.edu/new-student-experience-seminars).

• Prior to the COVID19 Pandemic, Western had a robust Sustainability Student Representatives (SReps) program in its first-year residence halls. In this program, students received credit and funding to lead activities with and communicate sustainability best practices to other first-year students. This program has been discontinued due to lack of funding. However, multiple contributors noted the importance of this program in establishing sustainability as a priority early on in students’ time at Western and supported bringing this program back.

2.3: Improve interpretation of Western-owned grounds to enhance understanding and appreciation of the unique cultural and environmental history of the area.  
Intended start date: 2020

• Facilities Development and Operations (FDO) is evaluating a tree identification and mapping program to better share the various species on campus with the public. (FDO)

• Western has made headway on the development of the traditional Coastal Salish Long House, the House of Healing, on campus. (FDO)

• The Sehome Arboretum Board of Governors is updating the arboretum website to better share the history of the Sehome Arboretum. (FDO)

2.4: Establish sustainability-related interactive experiences, cooperatively designed, and supported by WWU and community partners, to help build relationships among members of Western, and with the broader community.  
Intended start date: 2019

• The Viking Supported Agriculture program, a community supported agriculture program serving the campus community, expanded operations to both summer and fall/winter farm subscriptions in 2023. (SEI)

• An SEJF-funded grant project, Furniture Fest, established a program aimed at reducing waste in Bellingham by redistributing quality furniture to students in need; this project team partnered with local community partners, such as SSC and Re-Store, developing and strengthening relationships in efforts to collaborate on common goals (SEI).
• CCL began initiating and co-hosting a series called Connect & Learn Downtown, which was a monthly forum series in collaboration with Spring Church, Reconciliation Anglican Church, and First Baptist Church. CCL began this series in response to the numerous challenges and rapid changes occurring in downtown Bellingham. (CCL)

• Community Engagement Fellows, a longstanding program that connects educators and community partners across organizational boundaries, returned to in-person cohorts after a 2.5-year hiatus due to the COVID-19 pandemic. CCL supported five cohorts (three in downtown Bellingham, one at the Deming Library, one at Northwest Indian College), including over 75 Fellows. (CCL)

• CCL hired a program coordinator focusing on community-based food justice and food systems education. CCL began managing both the York Community Farm and City Sprouts Farm in the Birchwood neighborhood. Several students are part of the urban farm team during the summer and academic year. The urban farm team’s accomplishments include:
  o Initiating a seed-saving project.
  o Conducting York neighborhood survey about the farm in collaboration with Power, Privilege, and Environment course.
  o Providing produce to SeaMar Community Health Center’s free farm stand.
  o Helping Western SEJF grant recipients with native plant restoration at York Farm.
  o Supporting Birchwood Harvest Celebration Days.
  o Improving York Farm infrastructure, including new compost bays and picnic tables, and removing an old greenhouse. (CCL)

• BPRI has undertaken a series of research projects through in partnership with the University of Victoria that focus on the British Columbia-Washington cross-border region. The themes span multiple aspects of cross-border collaboration, including:
  o Transboundary Flood Emergency Management Networks in the Salish Sea: this project seeks to understand how emergencies, crises, and disasters are managed in the Salish Sea transboundary environment at the prevention, response, and recovery stages, using the Nooksack River flood events as a focus.
  o A forthcoming book chapter for Companion to North American Trade and Integration on Cross-Border Regionalism along the Canada-US Border will explore multi-level partnerships and collaborations, which include subnational governments (cities, counties, and states/provinces), and private sector initiatives. The chapter highlights the strengths and vivacity of regional actors in pursuing cross-border governance and collaboration from the ground up.
  o Stories from the Canada – U.S. border during COVID-19: this project is an online mapping project that collects personal stories of people who live in the borderlands and how their daily lives were impacted by the border restrictions. (BPRI)

• BPRI is working with partners at the Future Borders Coalition and Pacific NorthWest Economic Region (PNWER) regarding research to support the upcoming FIFA World Cups, to be hosted by Seattle and Vancouver, including analyzing how to streamline
border processes and collaboration to facilitate increased flows and bi-national tourism during this major sporting event hosted on both sides of the border. (BPRI)

- BPRI participates in the Cascadia Innovation Corridor (CIC) initiative, which has expanded over the last several years and shifted away from a focus on the tech sector to developing the ‘world’s most sustainable cross-border mega-region.’ This is a very broad goal, but the relevance for this discussion was the momentum and high-level interest in more cross-border integration between Western Washington and British Columbia. BPRI participated in two events in 2023 supporting this initiative, a celebration at Peace Arch Park, which highlighted the region's longstanding cross-border collaboration, and a roundtable with Washington’s Lieutenant Governor, Denny Heck, which brought together key stakeholders to discuss goals and the values of strengthening collaboration and integration between Washington and British Columbia. (BPRI)

- BPRI participated in a fireside chat with the Deputy Minister of Transport Canada in 2023, in which BPRI discussed many cross-border issues related to cross-border trade recover post-COVID, supply chain recovery, environmental issues like flooding, forest fires, and climate change and their impacts on transportation, and how Transport Canada is working with stakeholders and U.S. Government partners to respond to these issues.

---

Students hosting an end-of-summer event to redistribute furniture to incoming WWU students. (Photo source: SEI)

2.5: Create a system for continually learning about (listening and dialoguing) evolving local to global sustainability opportunities and challenges.
**Intended completion date: 2020**

- Western’s Outreach and Continuing Education offers numerous sustainability-related courses and experiential learning opportunities for community members, including adults and youth. These included **place-based community learning classes**, **sustainability-related courses and programs for professionals**.
- CCL offered Engaging Places Tours, which provided meaningful, place-based learning opportunities for members of the public and Western students, faculty, and staff. In 2023, the program grew to include work parties. CCL partnered with the following community groups in FY2023 to host these tours: Whatcom Museum, ReSources, Common Threads Farm, Kulshan Community Land Trust, and City Sprouts Farm. (CCL)
- CCL also hosted monthly Place Matters gatherings for community members interested in place-based learning. (CCL)
- College of the Environment continues to host the Environmental Speaker Series, and the Institute for Energy Studies hosts the Energy Speaker Series.

2.6: Support the efforts of regional campuses to enhance their sustainability activities.

- SEI meets with other universities in the regional to discuss sustainability initiatives, share resources, and learn from one another.
- Western participates in two university reporting systems, Sustainability Tracking, Assessment & Rating System (STARS), a campus sustainability scoring program, and SIMAP, a university campus focused carbon and nitrogen-accounting platform, both of which Western reported on in 2023. SEI actively participates in forums through the Association for Advancement in Sustainability in Higher Education (ASHEE), and WOHESC. SEI is hosting the WOHESC conference in 2024. (SEI)

**Goal 3: Western’s sustainability resources are easily accessed by the public.**

3.1: Enhance web materials that enable the public to access sustainability resources.

**Intended start date: fall 2017**

- SEI continues to have a student employee dedicated to updating sustainability resources online. SEI also has a staff who supports the sharing of campus sustainability resources on social media and through email newsletters. (SEI)
- FDO maintains **campus energy dashboards**, and is looking to upgrade these dashboards. (FDO) Western publishes publicly available research and data on sustainability-related issues. (SEI)

3.2: Increase use of vibrant, visible, and accessible venues across the Salish Sea Region for community sustainability events

**Intended start date: fall 2018**

- In 2023, Western committed to and began planning for hosting the WOHESC conference, taking place March 4–6, 2024. (SEI, College of the Environment)
- CCL hosted the Community Engagement Fellows workshop in May, which focused on teaching system convening methods and modeling the social learning practices of Community Engagement Fellows. Participants came from universities in Australia, California, Oregon, and Washington. The workshop included an evening event with
over 75 local people and our workshop participants. CCL explored possibilities for
decolonization and cultural healing at the mouth of Xwotquem (Whatcom Creek). (CCL)

- CCL is managing two community farms, further described in objective 2.2, that act as
  vibrant, visible, and accessible venues in Bellingham. (CCL)
- The Outback Farm continues to act as a venue for social gatherings for the campus
  and the greater Bellingham community.

**Goal 4: Western engages respectfully with Coast Salish Peoples in recognition that the university occupies traditional Coast Salish lands.**

4.1: Create a university-wide tribal advisory committee to advise the President and University community on issues such as curriculum, campus life and gathering spaces, interactive facilities and operations, and engagement opportunities. **Intended start date: 2018**
- No known progress.

4.2: Establish a permanent tribal liaison position to build relationships between Western and the Coast Salish communities. **Intended completion date: 2018**
- Complete. Laural Ballew, Western’s Tribal Liaison, works to ensure that Western engages respectfully with Coast Salish peoples in recognition that the university occupies traditional Coast Salish lands.

4.3: Expand and enhance institutional partnerships and collaborations with tribal institutions. **Intended start date: fall 2017**
- Co-facilitating the NXT Gen cohort of CE Fellows with indigenous-led Whiteswan Environmental (WE)--focused on indigenous-settler relationship-building and healing--was especially challenging and rewarding. The cohort was quite large (~20-25 in-person) and hybrid (~5-8 online members) with several WE facilitators online. We included 3 field experiences to local indigenous sites. In August, we’re co-hosting a multi-day transboundary workshop in the San Juan Islands with WE. (CCL)
- Western is in the development process of the House of Healing, a traditional Coastal Salish Long House, on campus.
- During FY2023, Sustainability Pathways convened a Sustainability & Sovereignty community of practice for high school Career and Technical Education teachers and administrators interested in integrating sustainability and tribal sovereignty education into their programs. The community of practice became a collaboration with the Washington State Office of Superintendent of Public Instruction Office of Native Education, the Confederated Tribes of the Colville Reservation Youth Development Program, North Central Educational Services District, and Methow Valley School District, with 9 school districts and 6 community education/youth services organizations participating. (Sustainable Pathways)

**Other progress: Food insecurity**
Food security is a major sustainability issue that the Western community and the regional community is currently facing but is not included in Western's 20-year Sustainability Action Plan. Many groups on campus are making significant strides to address food insecurity within the campus community.

- A Food Insecurity working group has been developed, which includes members Leadership & Community Engagement, Student Life, the Food Insecurity Network student group, and SEI.
- There are seven food pantries on campus that are heavily used by students, particularly since the COVID-19 pandemic began. More information on the food pantries can be found [here](#).
- Viking Supported Agriculture has expanded to provide both summer and fall/winter farm subscriptions. (SEI)
- CCL's new community farms and the Outback Farm help to provide students with space to learn about agriculture and food insecurity.
- Members of the Students for Climate Action club focused efforts to address food insecurity on campus in FY2023.

Despite all of the progress being made on this topic, food insecurity is a significant, long-term issue that requires additional leadership support and long-term funding.

*Members of the Students for Climate Action club at their free produce pop-up stand during Earth Week in April 2023. (Photo source: SEI)*
Built Environment

Goal 1: Carbon Neutrality: Reduce the carbon intensity of university energy supply sources and achieve 100% net university carbon reduction.

1.1: In the short term, identify and implement financially viable carbon reduction projects to reduce carbon emissions by 15%, per state requirements. 
*Intended completion date: 2020*
- This objective has been met. Western’s next state mandated goal is a 45% Greenhouse Gas (GHG) reduction by 2030. In 2023, we reported on emissions through SIMAP GHG reporting, State Agency GHG reporting, and the Clean Buildings Act. (FDO)

1.2: In the mid-term, where reduction is not yet technologically feasible, seek and commit to credible carbon offsets for all continuing direct hydrocarbon.
*Intended completion date: 2030*
- Western purchases 95% of its electricity from renewable sources through Puget Sound Energy’s Green Direct program. FDO is continuing to develop a community solar project at the Administrative Services Building, and is analyzing purchasing additional green power to cover 100% of Western’s electricity usage. (FDO)

---

The Skookumchuck Wind project, a renewable energy project that is part of Puget Sound Energy’s Green Direct Program, which Western purchases 95% of its electricity from.⁶

---

1.3: In the long term, achieve carbon neutrality, first through reduction and secondly through offset.

*Intended completion date: 2035*

- Exterior LED lighting retrofits were completed at Fairhaven Complex and Ridgeway Complex, replacing 177 lamps on exterior wall packs with LEDs. Dark Sky Compliant LED retrofits were completed on 45 light poles in many parking lots on campus. (FDO)
- The residence halls continue to participate in The Go for the Green competition, an annual competition to promote energy conservation and sustainability.
- The annual Go For The Green competition that occurs in the university residence halls reduced energy consumption across 7 residential communities by a total of 13,259 kWh in electrical usage and 1,301.1 MMBTU in steam usage during a one-month (February 2023) duration compared to the average usage between February 2018, February 2019, and February 2020.
  - Note: Buchanan Towers residence halls were discounted in the evaluation due to renovation and Birnam Wood Apartments were also excluded due to a lack of full metering capabilities.
  - Metering for Go for the Green was captured in collaboration with Facilities Development and Operations staff and translated to digesting metrics for competition purposes.
  - With an 11% overall reduction in energy for February and 10% of the residents pledging to adopt sustainability practices, Mathes Hall won the 2023 Go for the Green competition. (University Residences)
- American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE) Level 2 Energy Audits were completed on 12 of the largest buildings on campus and FDO is evaluating the recommended energy efficiency measures from these audits. (FDO)
Goal 2: Maximize cost-effective energy efficiency investments in university buildings, while steadily improving building performance and occupant comfort and health.

2.1: Continue to reduce the need for new construction by prioritizing the use of current facilities.
   - No known progress in FY2023.

2.2: Develop energy performance targets and sustainable design standards.  
*Intended completion date: 2018*
• No known progress in FY2023.

2.3: Minimize light pollution while maximizing energy efficiency in exterior lighting. 
*Intended completion date: 2025*

• As reported in objective 1.3, exterior LED lighting retrofits were completed at Fairhaven Complex and Ridgeway Complex, replacing 177 lamps on exterior wall packs with LEDs, Dark Sky Compliant LED retrofits were completed on 45 pole light many parking lots on campus, ASHRAE Level 2 Energy Audits were completed on 12 of the largest buildings on campus and recommended energy efficiency measures are being further evaluated (FDO)

![Before and after photos of LED lighting retrofits described in objective 1.3 and 2.3. (Photo source: FDO)](image)

2.4: Adopt policies or guidelines designed to minimize energy use and emissions from non-fixed assets such as refrigerators, freezers, custodial, and other mobile equipment. 
*Intended completion date: 2025*

• As part of FDO’s compliance with the Washington Clean Buildings Performance Standard, FDO will be developing operation and maintenance plans for non-fixed assets in FY2024. (FDO)
2.5: Employ clean, renewable energy sources on- or off-campus to offset existing and new demands.  
*Intended completion date: 2030*

- Western offsets 95% of electricity usage through a Green Direct contract with PSE, as explained in objective 1.2. In 2023, this was met through wind power but will increasingly include solar energy. A community solar project is in development on the Administrative Services building. Kaiser Bosari Hall will have a large solar array designed to offset 100% of its energy usage when it is built. (FDO)

2.6: Design a university plan to support deep, holistic renovations and energy efficiency investments.  
*Intended completion date: 2035*

- A feasibility study was conducted to transform the district heating system from natural gas boilers and steam distribution to a low carbon source using hot water distribution. A request for proposal (RFP) process is underway to hire an owner's representative to assist in the design and planning process. (FDO)

2.7: Design, construct, renovate, and operate buildings using a closed-loop process involving minimal to no waste in all processes.  
*Intended completion date: 2035*

- No known progress in FY2023.

**Goal 3: Green Building Certification: Acquire third party certification of the environmental performance of new and existing university buildings through the USGBC’s LEED certification or equivalent process.**

3.1: Complete the USGBC’s LEED Gold certification or equivalent for all new and fully renovated university buildings.  
*Intended start date: 2018*

- No known progress in FY2023.

**Goal 4: Utilize accepted Low Impact Development (LID) practices as standard to reduce rainwater/storm-water volume, improve outgoing water quality, and make on-campus use of collected rainwater.**

4.1: Apply LID to all new construction, major renovation and other projects that increase paved surface area or otherwise significantly change university grounds.  
*Intended completion date: 2035*

- No known progress in FY2023.

**Goal 5: Build and maintain publicly accessible databases of energy use, water consumption, and carbon emissions for all university buildings.**

5.1: Build and maintain a publicly accessible database of available information for ongoing energy consumption and emissions for all university buildings.
Intended completion date: 2018
- Complete. FDO is currently seeking a new energy management platform with more robust dashboard features. (FDO)

5.2: Build and maintain a publicly accessible database of available information for ongoing water consumption for all university buildings.
Intended completion date: 2018
- Complete. FDO is currently seeking a new energy management platform with more robust dashboard features. (FDO)

5.3: Build and maintain a publicly accessible database of available information for ongoing carbon emissions for all university buildings.
Intended completion date: 2018
- Complete. FDO is currently seeking a new energy management platform with more robust dashboard features. (FDO)

Goal 6: Develop an active learning, living laboratory within Western’s built environment.

6.1: Expand support for courses and co-curricular programs for students that teach about local and regional stewardship solutions through skill development and campus and community engagement.
Intended start date: fall 2017
- An SEJF funded grant project, "Project ZeNETH Construction Phase," funded the construction of a net-zero, energy efficient mobile tiny house on campus, which will serve as a tangible design project and test bed for students in courses related to design, urban planning, business and sustainability, biology, electrical engineering, and more. (SEI)
- Multiple Institute for Energy Studies (IES) courses offer opportunities for students to develop skills about local and regional stewardship solutions since the Institute’s founding in 2012. New additions in 2023 include an Energy Assessment Program (EAP), led by IES Professor Nipun Goel, in which students will conduct no-cost energy efficiency assessments for local facilities (such as schools and small- and medium-sized industries). Students will gain hands-on experience and help address local and regional climate and energy goals. Professor Froylan Sifuentes also joined the Puget Sound Energy Resource Planning and Advisory Group, which enabled him to bring timely, real-world experience with local utility resource planning into his teaching. (Institute for Energy Studies)
Student Life

Goal 1: Students have a solid foundation for understanding cultural and global interdependence.

1.1: Increase participation in programs that connect students to sustainability in the local, regional, and global community beginning fall 2017.

- The SEJF grant program funded a project, "LEAD Reforestation Demonstration Project," which brought the Western community together through the planting of a native climax mini-forest on campus. This project was led by LEAD, and allowed students and volunteers to better understand global environmental interdependence and be empowered to engage in local actions that contribute to global solutions. (SEI)

- CCL hosted "Cultivating Communities of Practice" workshop in July 2022 in collaboration with Beverly and Etienne Wenger-Trayner – world leaders in social learning theory and practice. CCL is currently the only host for their workshops in North America and will be co-hosting and co-facilitating another workshop in July 2023. Travis Tennessen became the first “honorary member” of the Wenger-Trayner’s Social Learning Lab because of the CCL's innovative social learning work. The “design clinic” process that the CCL has refined was featured as a recommended social learning practice in Wenger-Trayner et. al’s newly published Communities of Practice within and across Organizations: A Guidebook (2023).

- CCL hosted Dominic Savio, from Uganda, in November for two days in Bellingham. Dominic is our co-convener of the Community Engagement Fellows: Africa program, which CCL facilitated in fall and spring for African community leaders from 10+ countries. CCL introduced him to a variety of colleagues in the CE Fellows network and discussed ways to advance our partnership. In 2023-2024, CCL will explore ways to create joint learning opportunities for Western students, faculty, and staff and our CEF: Africa network. (CCL)
• CCL further formalized and restructured the Students in Community program, which involved 11 students this year. These work-study student employees serve at a CCL community partner organization, contribute to CCL-hosted events, and provide community learning opportunities for each other and the campus. This program provides students with a strong sense of belonging, an opportunity for authentic community and challenging work. This program holds great promise for student retention, mental health, career discernment, and community impact. (CCL)

1.2: All first-year Western students, including transfers, will engage in co-curricular programs around social, economic, and environmental (SEE) justice as part of their first year of experience at Western.

*Intended start date: fall 2020*

• First year interest group programs (FIGs) include a number of sustainability related streams, including Environmental Justice, the Salish Sea, Diverse Voices/Distinct Voices, Global Citizenship, Leading for a Sustainable Future, Climate Change Cognition, Marketing for Social Change, and Clean Energy Transitions ([https://firstyear.wwu.edu/first-year-interest-group-courses](https://firstyear.wwu.edu/first-year-interest-group-courses))
• First year students are also able to participate in a number of Viking Launch courses that focus on sustainability, including Introduction to the Science of Sustainable Energy, Digging into Bellingham, and Mount Baker Geology (https://firstyear.wwu.edu/viking-launch-courses).

• New Student Experience Seminars are designed to support new students, including first generation new students, in establishing their place and direction at WWU. These seminars aim to develop students’ social and financial wellbeing on campus (https://firstyear.wwu.edu/new-student-experience-seminars).

• Western is developing first year programming specifically for first generation students. This program will have multiple tracts, including a sustainability tract. This program will be offered in 2024.

• First-year residents are invited to engage in a 9-month sustainability co-curriculum in the residence halls, with three quarterly themes: solid waste reduction, energy consumption, and water resources, as described below. (University Residences)
  o Solid waste reduction:
    ▪ See objective 1.3 in Waste Objectives as it relates to the Residence Hall Reuse Program, integrating residents into the sustainable practice of reusing in a cyclical borrowing program, diverting dorm-specific living essentials from the landfill during on-campus move-in.
      ▪ The Residence Hall Reuse Program prioritizes reservations to students that fall into the categories of PEL Grant-eligible, First-Generation, out-of-state, and international. Reservations for the program are opened to the general audience once priority groups have secured access to in-demand items, prioritizing the affordability and accessibility goals of the program. In-store checkout was made available after the AS Info Fair for reserved items that has unsuccessful checkouts (no-show pick up appointments) and residents who did not take advantage of reservations before arriving on campus.
      ▪ Students regularly engage in education on proper waste sorting with digestible material:
        • Fliers were distributed to all residents upon moving in, located in their welcome bags detailing participation opportunities and
        • Students engaged with effective compost sorting at the annual AS Info Fair, learning what is and is not compostable.
        • Increased signage at drop-off depots and digital maps of drop-off locations supported the proper disposal of compost in the residence halls.
        • Sorting guides and Compost 101 infographics were placed in residents’ rooms to share the importance and effective strategies for composting in such spaces.
      ▪ During Fall 2022, the Sustainability Extravaganza event was hosted to instill confidence in proper sorting on campus, with the collaboration of the AS Recycle Center and Zero Waste Western, through interactively simulating waste sorting. Additionally, the event promoted other campus partners’ work with sustainable practices.
During Fall 2022, Housing Sustainability hosted an event in collaboration with the WWU Makerspace to teach residents how to sew their own reusable utensil pouch, providing the materials and second-hand utensils to reduce single-use utensil use while eating on and off campus.

During Fall 2022, Housing Sustainability hosted sustainable pumpkin carving in collaboration with University Residences and New Student Services and Family Outreach as a part of Fall Family Weekend. The event encompassed:

- An educational zine (micro magazine) that included facts regarding the waste of jack-o-lanterns, ways to repurpose pumpkin scraps, and how to sustainably carve a jack-o-lantern during the event hosted by Residence Life.
- Composting resources provided during the event to divert food scraps from the landfill.
- Following the event, Zero Waste Western provided an interactive “Pumpkin Smash” to encourage students to compost their jack-o-lantern after the holiday, diverting food waste from the landfill.

See objective 2.5 of Waste Objectives regarding the efforts of the Residence Hall Reuse Program as part of the 9-month sustainability curriculum.

- Energy consumption:
  - The annual Go For The Green competition encouraged residents to reduce energy consumption with small behavior changes. 289 residents pledged during tabling engagements to: wash laundry on cold, turn off the lights when leaving a room, bundle up before turning up the heat, take shorter and colder showers, and unplug electronics when not in use.
  - These practices were informed by collaborations with Facilities Development and Operations insight on high-impact practices.
  - The Go For The Green website and posters distributed in residence communities detailed the importance of reducing energy consumption and how it will support them after they no longer live on campus.
  - Residents who reduced their consumption the most compared to previous years’ baseline data one an all-you-can-eat dessert bar, incentivizing action, and participation.

- Water resources:
  - During Spring 2023 Earth Fair, Housing Sustainability hosted a table repurposing water bottles from the AS Lost and Found to promote the reduction of single-use water bottles purchased on campus and the use of water bottle refill stations with the distribution of location maps.
  - With a focus on resource-intensive consumerism, Housing Sustainability hosted a Spring Clothing Swap, diverting unwanted items from the landfill, encouraging the exchange of used goods, and reducing the need for resources in the production of new items.
Additionally, the event asked residents to donate non-perishable food and hygiene products to be redirected through the WHOLE pantry.

- Housing Sustainability supported the efforts of the Dining Dollars Project, a student-founded program intended to allow students to redirect unused dining funds to purchase non-perishable items from on-campus eateries for peers, increasing food security.

Go for the Green flyer, tabling, and final event. (Photo credit University Residences)

1.3: Begin and/or enhance collaborations with other local education institutions in developing and supporting SEE justice co-curriculum: local schools, Whatcom Community College (WCC), Northwest Indian College (NWIC), and Bellingham Technical College (BTC).

**Intended start date: 2020**

- During FY2023, Sustainability Pathways convened a Sustainability & Sovereignty community of practice for high school Career and Technical Education teachers and administrators interested in integrating sustainability and tribal sovereignty education into their programs. The community of practice became a collaboration with the Washington State Office of Superintendent of Public Instruction Office of Native Education, the Confederated Tribes of the Colville Reservation Youth Development Program, North Central Educational Services District, and Methow Valley School District, with 9 school districts and 6 community education/youth services organizations participating. (Sustainable Pathways)

**Goal 2: Through structured community and campus-based co-curricular learning experiences, students gain knowledge and insight of sustainability in practice.**

2.1: Enhance and increase co-curricular opportunities for student participation in campus-based sustainable practices.

**Intended start date: fall 2017**

- Campus Sustainability Planning Studio and CCL co-hosted Learning Together Through Climate Upheaval monthly forum series in collaboration with the Sustainability Engagement Institute and Explorations Academy. The group hosted six forums, each
focusing on work being done locally and opportunities for involvement related to one of the United Nations Sustainable Development Goals. (CCL and SEI)

- Residence Hall staff received training and continued education regarding the 9-month sustainability co-curriculum during regular engagements with Housing Sustainability, educating and empowering hall staff to engage in conversation regarding participation in sustainable practices. (University Residences)
  - These engagements were also followed up with emails detailing information that could be used in sessions with their residents to educate and advertise engagement opportunities.

- Engaging residents in co-curricular opportunities with campus-based sustainable practices is bolstered by Housing Sustainability's 12-month consistent collaboration with Facilities Development and Operations, the Sustainability Engagement Institute (SEI), and the AS Recycle Center. (University Residences)
  - Education opportunities with campus-based sustainability practices included the SEI’s Earth Fair for Earth Day, cross-promotion of events with the Zero Waste Western, AS Recycle Center’s Recovery Drive, the opportunity for engagement with cross-campus partners at the Sustainability Extravaganza, and promotion of the quarterly Swipe Out Hunger, Dining Dollars Project, and sustainable dining practices.
  - Additional partnerships with various campus and student groups are integrated as needed. These partnerships, such as being included into the efforts of the Sustainability 471 course save Western University Residences money and increase promotion of University Residences programmatic value.

2.2: Increase student participation in service learning and civic engagement that connects to SEE sustainability.

*Intended start date: fall 2017*

- Ten students serve (in both voting and non-voting capacities) on the SELF committee, developing skills in civic engagement while voting to approve funding for grant projects, updating rules of operation, and adapting to the ever-changing sustainability needs on campus (SEI)
- Two students sit on Western’s President’s Sustainability Council.
- The Climate Leadership Certificate program, started in 2021, includes an independent study or senior project component that allows those students to pursue sustainability research and leadership of their choosing (4-8 credits/student).
- The Morse Leadership Institute offers classes and student research opportunities that focus on interdisciplinary sustainability topics.
- College of Business and Economics (CBE) started the Entrepreneur-Innovator-Changemaker's Story Projects (ESP), a 10-year voyage of discovery to seek out, explore, collect and share lesser-known human-centered, experiential stories of entrepreneurs, innovators and changemakers as they individually and collectively self-discover, understand, grow, change and impact themselves and the world around them based in the U.S.’s Sustainable Development Goals. (CBE)

2.3: Improve sustainability literacy throughout co-curricular learning.

**Intended start date: 2018**

- No progress in FY2023. Western used to assess sustainability literacy of its student body through the Western Educational Longitudinal Study (WELS) survey. However, sustainability literacy questions were recently removed from this survey, and, as a result, Western no longer has a way to measure improvements in sustainability literacy.

2.4: Increase the number and quality of opportunities for undergraduate and graduate students to engage in co-curricular SEE sustainability focused projects, research, and grants.

**Intended start date: 2020**

- In FY2023, 17 grant projects were funded through SEJF; more than half of these proposals were led by students. All of these grants add up to over $338,000 in funding awarded for projects aimed at positively impacting students on campus. (SEI)
- The Climate Leadership Certificate program offers students opportunities to complete summer practicums with organizations in the Bellingham area and in the Methow Valley. Students can focus their final projects on co-curricular, community-based topics. In 2023, Climate Leadership Certificate students completed final projects on mapping wetland restoration in Bellingham, zero waste events in Bellingham, and addressing food insecurity and adapting local food systems in Bellingham. (SEI)
- CCL further formalized and restructured the Students in Community program, which included 11 students in FY2023. These work-study student employees serve at a CCL community partner organization, contribute to CCL-hosted events, and provide community learning opportunities for each other and the campus. This program provides students with a strong sense of belonging, an opportunity for authentic community and challenging work, and holds great promise for student retention, mental health, career discernment, and community impact. (CCL)

2.5: Increase and further develop co-curricular education and outreach programs targeting sustainable living practices.

**Intended start date: 2018**
The SEJF project, Furniture Fest, a student-led initiative housed within the Office of Off-Campus Living, helps students develop sustainable living practices by recycling and reusing furniture that would otherwise end up in landfills. Look at residence hall programs, all residence units have compost bins. (SEI)

**Goal 3: Social, Economic, and Ecological (SEE) sustainability principles are integrated in student career and lifelong practices.**

3.1: Cultivate student capacity and efficacy in creating positive change in SEE sustainability.  
*Intended start date: 2025*

- The sustainability-related majors and minors, Sustainability Pathways program, and the Climate Leadership Certificate program, described in detail in the Curriculum and Research section, all aim to build students’ capacity and efficacy to create positive change in their careers and in lifelong practices.
- Western also hosts a sustainable jobs career fair every year in February.

3.2: Increase the number of pathways into SEE sustainability-based careers available to Western students.  
*Intended start date: fall 2017*

- SEJF funded three projects in FY2023 that allowed students to attend regional and/or national conferences, including the American Planning Association’s national conference pictured below. Students had an opportunity to network with like-minded professionals, expand their perspectives and build professional opportunities.
- As mentioned in objective 3.2, Western also hosts a sustainable jobs career fair once per year.

3.3: Graduating students have a demonstrated commitment to lifelong SEE sustainability.  
*Intended start date: 2035*

- SEI runs a sustainability pledges program that can be accessed [here](#).
Dining Services

In Fall 2023, Western switched dining vendors from Aramark to Chartwells. Because of this transition, we were not able to collect any information on FY2023 progress in Dining services. Chartwells and the Western Dining Services teams are prepared to report on progress in the following areas for fiscal year 2024. There is limited known progress in any of the Dining Services goals or objectives. The goals and objectives are explained below.

**Goal 1: Research and explore new and emerging technologies, practices, and policies to increase sustainable performance in existing and new dining facilities.**

1.1: Create a more efficient model to deliver food service to campus.  
*Intended completion date: 2019*

1.2: Achieve sustainable maintenance and renovation practices, and equipment purchasing.  
*Intended completion date: 2035*

1.3: Reduce resource consumption (such as water, energy) by 10% of current baseline.  
*Intended completion date: 2035*

**Goal 2: Increase environmental best practices for dining service providers and vendors.**

2.1: Ensure 100% packaging of goods that University Dining Services produces is compostable/recyclable.  
*Intended completion date: 2020*

2.2: Increase local/regional food purchasing; WA, OR, ID, BC to 25%.  
*Intended completion date: 2020*

2.3: Increase REAL food purchases to 25% by 2020.  
*Rationale: The University formally signed the Real Food Challenge in April 2016. We will continue working with student groups to meet our objective.*

2.4: Implement a vendor environmental practices survey  
*Intended completion date: 2020*

**Goal 3: Provide resources and opportunities for the campus and community to increase understanding and engage in sustainable food practices.**

3.1: Continue educating campus and surrounding community about healthy and sustainable consumption practices.
   - Food insecurity has been a significant focus on the campus community in FY2023 and into 2024. Additional information on food insecurity can be found in the Campus and Community Engagement section.
3.2: Develop a mutually-enhancing relationship between Outback and University Dining Services.  
*Intended start date: 2017*

3.3: Explore funding options for offsetting increased costs to students as UDS works to meet Real Food Challenge and other local, regional food commitments.  
*Intended start date: 2017*

3.4: Continue to engage with the local and regional community to develop a sustainable food system model that links local producers with larger consumer entities.

**Goal 4: Become zero-waste in all campus dining locations.**

4.1: Develop a recycling and compost program for all retail (dining) locations and their offices that results in zero waste.  
*Intended completion date: 2020*

4.2: Develop a recycling and compost program for all residential dining halls and their offices that results in zero waste  
*Intended completion date: 2020*

4.3: Develop a recycling and compost program for all catering sites and their offices that results in zero waste.  
*Intended completion date: 2020*

4.4: Establish a monitoring system to identify base-line waste metrics.  
*Intended completion date: 2025*
**Grounds**

**Goal 1: Reduce the consumption of natural resources in grounds maintenance.**

1.1: Develop and implement the use of a preferred plant species list to reduce water consumption for each landscape type–formal, semi-formal, and native.  
*Intended start date: fall 2017*

- This specific objective has been met. Additional work on this topic includes two separate SEJF grant projects - "LEAD Reforestation Demonstration Project" and "Native Landscapes Phase II: Art Annex". Both of these focused on planting native species on campus in efforts to reduce water consumption for both plots of land. (FDO)

1.2: Develop a dashboard of irrigation water consumption per irrigated area.  
*Intended completion date: fall 2017*

- This objective is complete. However, FDO is exploring replacement software systems. (FDO)

1.3: Evaluate the viability of rain and soil moisture sensors to reduce excess water consumption.  
*Intended start date: fall 2017*

- Complete. (FDO)

1.4: Increase and enhance the use of compost and yard debris used on campus for moisture retention and weed suppression.  
*Intended start date: 2018*

- FDO composes Western leaf debris starting in October and continually turns the pile through winter to help break down the organic material. By May, FDO usually has a good 30-40 yards of Leaf Compost. FDO will periodically start a new compost pile with spent annuals and perennial die back. This pile is also used but not as frequently as the leaf debrief because the pile is often compromised by weed seeds that float about during the grow season. (FDO)

**Goal 2: Reduce air and noise pollution using sustainable landscape equipment.**

2.1: Evaluate all equipment requests to determine whether a viable electric alternative exists.  
*Intended start date: 2017*

- This objective is implemented and ongoing. FDO has implemented an all-electric fleet of combi motors. These combi motors have attachments that are frequently used for weed trimmers, stick edging, hedge trimmers, brushes, and blades. FDO has also introduced four electric backpack blowers. FDO has four handheld electric blowers that are used for quick applications and clean ups. FDO tests electric walk-behind and riding lawn mowers but has found that these models are not quite at the level needed for Western’s use. FDO is waiting for the technology to improve on these models
before replacing gas mowers. Once there are commercial grade electric mowers that can handle the workload like FDO's gas mowers, FDO will then push to replace the mower fleet with electric mowers (see objective 2.2 for more details). (FDO)

2.2: Reduce carbon impact of vehicles and equipment to the Outdoor Maintenance shop as budget allows.
- Four battery powered backpack blowers (described in objective 2.1) have been fully implemented with great success. Areas where battery powered push mowers could be used have been identified with plans to move toward these options in FY2024 and FY2025. FDO has purchased a Battery Electric Vehicle (BEV) pickup truck (described in the Transportation section) and supposed outdoor maintenance at Western. (FDO)

Goal 3: Reduce pesticide use through Integrated Pest Management.

3.1: Continuing education classes in Integrated Pest Management for all gardeners, annually.
- Pest management continues to be an important part of the grounds management operations and continuing education. Gardeners participate in education/recertification with Washington State University’s Integrated Pest Management program at Whatcom Community College. (FDO)

3.2: Establish baseline of pesticide reduction.
*Intended completion date: 2018*
- All pesticides and fertilizers are tracked through AiM for reporting and management purposes. The use of herbicides has greatly decreased in the past years. There are certain applications where using an herbicide is absolutely paramount in controlling aggressive noxious weeds. Besides treating Japanese Knotweed and Lesser Celendine with Glyphosate (as recommended by the Whatcom Noxious Weed Board), FDO does as much as possible to reduce weeds using mulching, planting beneficial plants to outcompete weeds, and using horticultural vinegar and mechanical controls. (FDO)

Goal 4: Enhance stormwater treatment and reduce pollutant runoff from impervious surfaces across campus.

4.1: Continue to protect water quality by complying with all DOE-required stormwater maintenance activities.
- Western is compliant in stormwater maintenance activities. Western owns its own street sweeper and completes regular street cleaning to reduce storm water pollutants from impervious surfaces. FDO is coming up with a plan to get the Happy Valley bioswales working so that FDO can regularly maintain them.

4.2: Establish regular street-sweeping contract to reduce potential pollution runoff to surface waters.
*Intended completion date: 2020*
- This objective is complete. FDO purchased street sweepers and uses the street sweeper to reduce contaminate runoff. FDO also tested a battery powered street
sweeper for the new South College Drive area, and is evaluating the benefits and costs of that system. This battery powered unit is currently cost prohibitive. Continual research is being done to identify other options to fill the need for a compact sweeper in addition to FDO’s full-size unit. (FDO)

**Goal 5: Provide education on sustainable practices and utilize campus grounds to foster environmental stewardship.**

5.1: Continue goal of employing at least six (6) seasonal student employees in the Outdoor Maintenance shop.
   - FDO has been employing four seasonal student workers per quarter. They have been a crucial part of the outdoor maintenance team and strategy to maintain campus. (FDO)

5.2: Continue to improve the educational component of the student employee program.
   - Every quarter, FDO works with students to educate them on our horticultural practices, plant identification, and general landscape maintenance and management. (FDO)

5.3: Make available educational opportunities on and around Western-owned grounds to enhance understanding and appreciation of the unique environmental setting of Western and its relationship to other global ecosystems.
   - Two separate SEJF grant projects - "LEAD Reforestation Demonstration Project" and "Native Landscapes Phase II: Art Annex" - focused on planting native species on campus, all while providing educational opportunities to promote an understanding of restoration, stewardship, and the local environment. FDO works closely with SEJF grant proposals that focus on this topic. There is one SEJF project that was recently approved to replace unused lawn areas with native plantings. There will be a plaque installed with information on the plants and a QR code that the public can scan for more information. (FDO, SEI)

*Members of the Students for Climate Action club focused efforts on addressing food insecurity on campus in FY2023. (Photo source: SEI)*
Procurement

**Goal 1: Encourage the use of sustainable businesses.**

1.1: Develop “Sustainable Purchasing Guidelines” within Procurement processes, inclusive of lifecycle accountability, vendor information, embodied energy and emissions, and social equity practices.

- In partnership with the SEI, the Procurement Office has established a model list of products and services with their associated environmental and equity concerns, as well as a cross-reference to State of Washington Green Purchasing guidelines and State requirements associated with those products. This model list is to provide content and preparation for a Sustainable Purchasing Website. (Procurement and Contract Administration)
- Procurement has issued a request for proposal for a Supplier/Vendor Onboarding and Management System that incorporates required and preferred features to obtain data from university suppliers and vendors to complete reporting of supplier/vendor diversity classifications, company sustainability statements, and eco-certifications or ecolabels that apply to goods and services supplier/vendors provided to Western. There are systems that address higher education needs regarding sustainability by providing customization and flexible reporting tools, and/or additional partnerships to vet suppliers/vendors regarding sustainable business practices. (Procurement and Contract Administration)

1.2: Acknowledge the importance of purchases from local and regional business.

- Business Services has developed a Local Vendor Website in order for campus purchasers to search for a local business that provide goods and services they require. (Procurement and Contract Administration)
- Business Services continue to partner with the Washington State Office of Minority and Women Owned Business Enterprises (OMWBE), including regular meetings and sharing bid opportunities. (Procurement and Contract Administration)

**Goal 2: Increase the percentage of use of sustainable products and natural resources throughout our supply chain.**

2.1: Increase the use of recycled and reclaimed products.

- Western’s Procurement and Contract Administration has been working on reducing the use of individual printers on campus, and replacing them with fewer large printers to be shared across a group of users. (Procurement and Contract Administration)
- Procurement and Facilities Procurement staff have been focusing on reducing packing materials in delivered goods. (Procurement and Contract Administration)
- An SEJF-funded project, "Furniture Fest," combated furniture waste that accumulates on the streets whenever students move out of their housing, by collecting furniture, refurbishing it, and redistributing it to future students for free. (SEI)
Goal 3: Increase the number of sustainable materials and supplies available in the bookstore for students and greater campus.

3.1: Increase percentage of purchases from local and regional businesses by 10%.  
*Intended completion date: fiscal year 2018*

- In addition to the OMWBE protocols developed in 2022, Business Services has developed a local vendor website for campus purchasers to look for local providers (as described in objective 1.2). (Procurement and Contract Administration)
- A team from Business Services reached out to local businesses to encourage them to register with OMWBE and to work with Western. (Procurement and Contract Administration)
- Westing is working with the new Western dining provider (Chartwells) to establish contracts with local food vendors to offer more options to campus event organizers. (Procurement and Contract Administration)

3.2: Increase sustainable textbook options by 10%.  
*Intended completion date: fiscal year 2018*

- No known progress in FY2023.

3.3: Develop key criteria to evaluate suppliers when we consider the introduction of new products and the replenishing of existing ones.  
*Intended completion date: fiscal year 2018*

- Sustainability statements and questions have been incorporated into Procurement RFP processes.
• RFP for Supplier / Vendor Onboarding and Management System included questions about functionality to vet suppliers/vendors with regard to their sustainability practices. The University hopes to have a System that provides vetting and/or allows customization of collection of supplier/vendor data with regard to sustainability.

3.4: Continue to improve the visibility of the bookstore’s sustainable offerings.
  • No known progress in FY2023.

Goal 4: Prioritize methods of accessing library materials that have a smaller carbon footprint.

Library Services is currently restructuring their sustainability goals to better align with borrowing and acquisition practices that have the lowest carbon footprint and are the most ethical, therefore, the objectives below are on hold for FY2023.

4.1: Encourage faculty to request and use materials purchased in e-form rather than paper.

4.2: Encourage faculty to use resource sharing opportunities like document delivery and Inter-Library Loan (ILL), rather than ordering materials.

4.3: Encourage publishers to use more sustainable materials in their publications.

Goal 5: Designate the Facilities Management Fleet Services as the institutional office responsible for coordinating and supporting all university vehicle (specialized, departmental, and fleet) purchase and life-cycle decisions.

5.1: Consolidate the coordination of university vehicle purchases and life cycle management.
  • FDO considers vehicle sustainable vehicle purchasing and fleet management, as described in the Transportation section and in the Grounds section.
  • FDO has developed an electrification plan including infrastructure improvements needed for charging and full fleet conversion.

5.2: Develop a vehicle procurement guide as part of the greater university e-procurement process.
  • No known progress in FY2023.
Transportation

Goal 1: Western recognizes its role as a member of the larger transportation community and engages in local, regional, and state transportation issues and solutions.

1.1: Develop an integrated University Transportation Plan, including all components of campus transportation.  
*Intended completion date:* fall 2018.
- A Western transportation plan or transportation demand management (TDM) plan is scheduled to begin in 2025. (Transportation Services)

1.2: Pursue Western representation on the City of Bellingham Transportation Commission for sharing data, providing input on planning processes, and cooperation on shared goals.  
*Intended start date:* 2017
- This objective was deemed to currently not be an appropriate objective by Transportation Services because the Transportation Commission is a mayor appointed position. Western and City of Bellingham Public Works staff met ad hoc to discuss cooperation, shared goals, and City of Bellingham Pedestrian and Bicycle Master Plan updates. These groups are working towards regular quarterly meetings. (Transportation Services)

1.3: Pursue an integrated relationship between Western and Whatcom Transportation Authority (WTA) executive and planning staff, and the WTA Board, establishing a framework for collaboration on current and future goals.  
*Intended completion date:* 2017
- Quarterly meetings between WTA and Western occurred in FY2023. Shelby Zimmerman, Director of Transportation at Western, attended WTA’s Rapid Transit work group meetings and met with WTA for monthly operational updates and several ad hoc meetings. (Transportation Services)

1.4: Include Western employee and student transportation options in community resilience and disaster preparedness planning, and in communication to the broader campus community.  
*Intended completion date:* 2020.
- Transportation Services is working on completing this objective with Western’s Director of Emergency Preparedness. (Transportation Services)

1.5: Identify and measure the current efficacy of transportation options for equitable access to local institutions of higher education, including Western’s extension campuses.  
*Intended completion date:* 2025
- An SEJF-funded grant project, "Campus Micromobility Counters," funded the installation of three micromobility counters on major bike routes on Western’s main campus in an effort to collect data on micromobility ridership; the goal is to allow campus and regional planners, as well as decision makers, to have the data necessary...
to understand current use patterns and determine how changes to programming and infrastructure can affect ridership. (SEI)

- A student travel survey will take place in February 2024. The most recent survey to identify and measure current efficacy was completed in 2018. (Transportation Services)

![Future location of campus micromobility counters, which will be installed in Spring/Summer 2024. (Photo source: SEI)](image)

1.6: Begin advocacy at the state level for regional connectivity that supports reduced student reliance on automobile travel.

**Intended completion date: fall, 2017**

- This objective was deemed to currently not be an appropriate objective by Transportation Services because this objective is the responsibility of both WTA and Skagit Transit. These entities are the transportation authorities for their respective counties. While Western Transportation Services coordinates with both agencies on this, it is the agencies’ responsibility to advocate at the state level for regional transportation.

**Goal 2: Improve safety for users of all transportation modes through education and infrastructure improvements, prioritizing by vulnerability.**

2.1: Adopt Vision Zero for campus.

**Intended completion date: fall, 2018**

- This objective was deemed to currently not be an appropriate objective by Transportation Services because Vision Zero would need to be adopted by the City of Bellingham, and it currently utilizes "Complete Streets" methodology. (Transportation Services)

2.2: Identify and develop a list of pedestrian and bicycle access and safety improvements to campus infrastructure, including service roads.

**Intended completion date: June 2018**

- Transportation Services has received a Western SEJF grant to install 3 bike counters (2 south campus, 1 north campus). (Transportation Services, SEI)

- ADA upgrades to address curb cuts and stairs were completed in summer 2023. Rectangular rapid flashing beacons were installed on Bill McDonald Parkway near Buchanon Towers, and bike lanes on South College Drive were installed in FY 2023. (Transportation Services)
Western's Transportation Services has participated in City of Bellingham's Pedestrian and Bicycle Master Plan Update, which will identify improvements that will be made over the next 10 years. (Transportation Services)

Goal 3: Reduce climate impacts of employee and student Western-related ground travel.

3.1: Reduce employee drive alone commute rates by 10% annually over the next five years improving bus, bicycle, walking, and carpooling options.
  - Employees have free bus passes on their Western Cards that can be used for all fixed routes in WTA and Skagit Transit buses and WTA paratransit trips. Western has priority carpool parking. Employees can purchase pay-by-day permits to encourage alternative transportation one or more days a week. Employees can work hybrid, remotely, or flexed schedules to reduce commutes (4-10's or 9-80). Employees have the opportunity to participate in Smart Trips and Love to Ride programs, which encourage alternative transportation through incentives. Every new employee receives a personal email encouraging alternative transportation. In 2023, neighborhood guides were developed and published on Western's Transportation Website on ways in which to get to Western by bike or bus. (Transportation Services)
  - Measurement of progress on this objective is currently unknown. However, an employee survey will be conducted (per Washington state law) in spring 2024. (Transportation Services)

3.2: Reduce commuter student-driving rates by 10% annually for the next five years improving bus, bicycle, walking, rideshare and car-share, and carpooling options.
  - Students taking six or more credits on campus are automatically charged the Active Transportation Fee and provided a WTA bus pass, Skagit Bus pass, and access to the Starlight Shuttle. All other students can opt-in to this fee and be granted access to these services. (Transportation Services)
  - Western-supported bike events have encouraged biking to and from campus (Bike Month, Bike to Work and School Day, bike classes, and group rides). (Transportation Services)
  - Measurement of progress on this objective is unknown. However, a student survey will be conducted in February 2024. The last student survey was completed in 2018 and, due to the COVID-19 pandemic, was not continued on its 3-year schedule. (Transportation Services)

3.3: Reduce impacts of regional university-related ground travel 10% annually over the next five years.
  - In 2023, Travel Services adopted new travel budget restrictions and requirements for supervisors who approve travel that included a requirement to implement alternatives to travel, such as video and teleconferencing, and encourage carpooling and public transportation. (Travel Services)

Goal 4: Reduce climate impacts of Western-related air travel.
4.1: Collect and make publicly available, data on all air travel.  
*Intended completion date: fall, 2018*

- Western's air travel data is collected and tracked through its SIMAP platform. Efforts are underway to make this information more publicly available. Air travel from 2013-2023 are included below:

<table>
<thead>
<tr>
<th>Miles of Air Travel, 2013-2023 as tracked on SIMAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air for Faculty/Staff</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>2023 6,748,281</td>
</tr>
<tr>
<td>2022 4,740,235</td>
</tr>
<tr>
<td>2021 246,415</td>
</tr>
<tr>
<td>2020 5,382,892</td>
</tr>
<tr>
<td>2019 6,116,205</td>
</tr>
<tr>
<td>2018 5,469,721</td>
</tr>
<tr>
<td>2017 2,697,748</td>
</tr>
<tr>
<td>2016 3,372,166</td>
</tr>
<tr>
<td>2015 2,465,844</td>
</tr>
<tr>
<td>2014 2,929,372</td>
</tr>
<tr>
<td>2013 3,969,671</td>
</tr>
</tbody>
</table>

4.2: Provide options to travelers for off-setting carbon.  
*Intended completion date: 2020*

- No progress in FY 2023.

4.3: Pursue a carbon off-setting system that benefits the local community.  
*Intended start date: 2020*

- No progress in FY 2023.

**Goal 5: Annually decrease impacts of university fleet vehicles.**

5.1: Reduce the GHG emissions of the university fleet [by 10%].  
*Intended completion date: fall, 2018*

- In FY2023, FDO received its first battery electric vehicles (BEV) vans and the BEV pickup truck, which are now in use on campus. Western continues to optimize vehicle use while focusing on a central management process. Currently, FDO is reviewing grant opportunities that would allow additional charging stations to be installed at the Physical Plant as the battery electric fleet continues to grow. (FDO)
5.2: All Western-owned vehicles continually meet WA State requirements for greenhouse gas emissions.

- Western-owned vehicles are continuing to meet Washington State requirements for greenhouse gas emissions. (FDO)

5.3: Collect information for all university fleet vehicle usage and energy consumption.

*Intended completion date: 2018*

- All information for Western fleet vehicle usage and energy consumption is tracked by FDO. (FDO)

5.4: Carbon neutrality for every university-owned vehicle.

*Intended completion date: 2035*

- As described in objective 5.1, two BEV Ford Transit vans have been delivered and are in use within the trades at FDO. One Ford BEV pickup has been delivered and is in use within FDO as a shared support vehicle. In FY2022, Four Nissan Leafs were purchased and are being used by FDO as shared support vehicles. (FDO)
Waste

At the time this report was written, SEI had not received progress information from any waste management services. If progress is submitted, this report will be updated and posted to the Sustainability Action Plan webpage.

Goal 1: Create uniform waste collection receptacle standards across Western, providing compost, recycling, and landfill bins.

1.1: Provide portable recycling and composting receptacles with appropriate signage for all events hosted on Western property and by Western-affiliated groups.
   Intended start date: fall, 2018
   • No known progress for FY2023.

1.2: Eliminate paper towel waste.
   Intended completion date: 2020
   • No known progress for FY2023.

1.3: Expand and improve collection of non-traditional recyclable materials.
   Intended start date: fall, 2020
   • The annual Recovery Drive hosted in the residence halls, as a collaboration between the AS Recycle Center and Housing Sustainability, offered an opportunity to divert unwanted items during residential move out to various community resource hubs and the Residence Hall Reuse Program.
     o The Residence Hall Reuse Program collected items into a circular borrowing program, increasing the affordability and accessibility of higher education at WWU. During the 2022-23 academic year, the Residence Hall Reuse Program collection accrued a total of 600 items diverted from landfills, added over $3,000 worth of inventory through collected donations totaling over $20,000 worth of inventory: expanding the program from 379 available items to 411 and from 46% to 83% of inventory in use by residents.
       • Note: Not all items collected were circulated for borrowing, as the curated inventory accepts high-demand items. The remaining donations were distributed to community partners such as Wise-Buys, DVSAS, and the Tiny Home Village. (University Residences)
   • During the 2022-23 academic year, Housing Sustainability collected abandoned bikes from on-campus residential communities to integrate into the circular borrowing program, increasing accessibility and affordability of higher education. (University Residences)
1.4: Divert waste from the landfill by providing opportunities for campus to recycle and compost effectively and efficiently.

*Intended completion date: 2025*

- Data from bi-weekly waste audits assessed the capacity and contamination of compost toters; analysis to be used in rightsizing the frequency of collection and improving the efficacy of composting to avoid contamination hindering the possibility of composted food scraps being repurposed. These efforts are directly applicable to a reduction in financial expenditure for waste collection services.
Data identified around 37% contamination and common contaminants such as misplaced trash bags, single-use food packaging, metal/plastic-lined paper cartons, etc. (University Residences)

- Residence halls increased waste signage at waste depots and paper towel composting locations (kitchenettes, restrooms, etc.) and have improved the composting efforts in on-campus residential communities. (University Residences)
- The opt-out residential composting program was complemented with in-room education for more effective waste sorting. (University Residences)

1.5: Identify funding sources to expand Big Belly recycling program.
*Intended completion date: 2017-2019 biennium*
  - No known progress for FY2023.

**Goal 2: Institutionalize management practices and policies for waste collection.**

2.1: Create mechanisms to connect the different departments that manage waste.
*Intended completion date: fall, 2020*
  - No known progress for FY2023.

2.2: Institute quarterly waste management meetings across stakeholders to address issues and propose improvements to waste reduction systems.
*Intended start date: fall 2017*
  - No known progress for FY2023.
2.3: Formalize, with Facility Design and Capital Budget staff, Big Belly recycling stations as a university standard for outdoor bins.  
*Intended start date: 2018*  
- No known progress for FY2023.

2.4: Formalize Western’s Ban on Single-Use water bottle sales.  
*Intended start date: fall, 2017*  
- No known progress for FY2023.

2.5: Create an engaged citizenry, consistent expectations, and student buy-in to waste reduction.  
*Intended start date: fall, 2020*  
- As part of the Residence Hall Reuse Program, participating residents gain an understanding of how circular borrowing can impact their consumption habits and diversion of unwanted items from alternative waste streams. With 225 participating residents and capturing the demand of 660 residents, the consistent growth of the Residence Hall Reuse Program exemplifies the reliance on such a program and encourages the institutionalization of like programs. See the additional verbiage in Objective 1.3 of Waste Objectives as it relates to the Residence Hall Reuse Program. (University Residences)  
- The Residence Compost Program in-room materials and new installation of supplemental educational resources (Compost 101 and Sorting Guide) in the living spaces provide a consistent expectation as an opt-out program, where residences and equipped with the materials and knowledge to integrate sustainable practices for diverting food waste from the landfill. (University Residences)

2.6: Manage waste wisely at all events hosted on Western property and by Western-affiliated groups by fall 2020.  
- No known progress for FY2023.

2.7: Initiate systematic waste data-collection.  
*Intended start date: winter, 2019*  
- No known progress for FY2023.

2.8: Implement a Zero Waste Certification program.  
*Intended start date: winter, 2020*  
- No known progress for FY2023.

**Goal 3: Provide opportunities for waste reduction education to Western faculty, staff, students, and visitors on accepted waste reduction practices.**

3.1: Continue to create and improve opportunities for students to be directly involved with Zero Waste Western.
• Climate Leadership Certificate students researched the prospect of bringing an anaerobic digestion system to Western, and researched waste management challenges in Western’s on-campus housing. (SEI)

3.2: Provide waste reduction training to all staff and faculty.
*Intended start date: 2020*
  • Students, in partnership with On-Campus Housing, have been working on designing and implementing a waste training course that eventually everyone at Western will be required to take; the first iteration of the course will be taken by staff members of certain offices around campus, to test for efficacy.

**Goal 4: Reduce electronic and hazardous waste.**

4.1: Develop a framework for a university-wide centralized chemical purchasing system.
*Intended completion date: 2022*
  • No known progress for FY2023.

4.2: Reduce quantity of hazardous academic lab waste per student.
*Intended completion date: 2030*
  • No known progress for FY2023.

4.3: Improve university-wide usage and replacement of computers, especially in general use computer labs.
*Intended completion date: 2022*
  • No known progress for FY2023.
Investments

Goal 1: Increase awareness and adoption of environmental, social, and governance (ESG) criteria in the selection of WWU investments.

1.1: Give due consideration to ESG criteria exercised by the companies and/or funds in which University investments are made.
   - No known progress in FY 2023.

1.2: Make investment holdings information publicly available, including but not limited to fund performance against ESG metrics (as available).
   - No known progress in FY 2023.

Goal 2: Through its decision-making and communication processes, the university will ask the Foundation Board to consider including additional investment criteria, including ESG, in its selection of investments or investment managers, and communicate those decisions to the university community.

2.1: Support the Foundation in publicizing its Climate Aware Investment option to prospective donors.
   Intended start date: end of 2018
   - No known progress in FY 2023.

2.2: Ask the Foundation Board to consider setting a goal to have a meaningful amount of endowment holdings invested in the Climate Aware Fund.
   Intended start date: June 30, 2021
   - No known progress in FY 2023.

2.3: Ask the Foundation Board to consider requiring investment advisors to include ESG criteria as part of their due diligence process when hiring investment managers that may manage Foundation funds, either directly or indirectly.
   Intended completion date: end of 2018
   - This objective has been met. (The Foundation for WWU and Alumni)

2.4: Ask the Foundation Board to consider mandating that any investment advisor responding to a Request for Proposals (RFP) be a signatory to the United Nations Principles for Responsible Investment (UNPRI).
   Intended completion date: end of 2018
   - The current management company of the Foundation's portfolio, Russell Investments, is a signatory to the UNPRI and Carbon Disclosure Project (CDP) and supports the Task Force on Climate-Related Financial Disclosures (TFCD). (The Foundation for WWU and Alumni)
2.5: Ask the Foundation Board to consider inclusion in any agreement with an investment advisor that if the advisor ceases to be a signatory to UNPRI or follow those principles, the Foundation may terminate the agreement.

*Intended completion date: end of 2018*

- No known progress in FY2023.

2.6: Ask the Foundation Board to consider, at such time as the Foundation makes investments itself, becoming a signatory to UNPRI.

- The Foundation does not (and likely will not) make investments itself. (The Foundation for WWU and Alumni)

**Goal 3: Students understand both Western's and the Foundation's investment processes.**

3.1: Advance educational opportunities for greater student learning in the management and oversight of endowments and sustainable investing.

- No known progress in FY2023.

3.2: Provide learning opportunities for students to evaluate the critical difference(s) between various types of sustainable investing and traditional investments.

- No known progress in FY2023.