NEW MEMBERSHIPS
The WWU Alumni Association welcomed 383 new and renewing WWU Alumni Association members during September and October, including 120 young alumni members and 61 student members.

METRICS
Twitter WWU Alumni Association
3,208 followers
0.39% gain
745 engagements

Twitter WWU Foundation
342 followers
2.4% gain
32 engagements

Facebook WWU Alumni Association
6,808 followers
0.71% gain
7,716 engagements

Facebook WWU Foundation
728 followers
1.5% gain
369 engagements

Website WWU Alumni Association
24,704 visitors
95% gain

Website WWU Foundation
3,252 visitors
18% gain

TOTAL GIFTS TO THE FOUNDATION
The WWU Foundation received 2,023 gifts totaling $3,352,017

WWU ALUMNI ASSOCIATION ENGAGEMENT
Paint B’ham Blue for WWU
September 26, 2018

ATTENDANCE 2017 2018
Alumni & Staff 217 300
Students 1,768 2,110
Total Attendees 2,198 2,410

MEMBERSHIPS 2017 2018
Annual Student Memberships 37 49

Art Walk at the Western City Center
October 5, 2018
- Featured students from the Metro Art Access summer program in New York City.
- Total attendees: 190 (a record)

WWU Day at the Sounders: Sounders vs. San Jose Earthquakes
October 28, 2018
- Total attendees: 296
- Bringing together alumni, students and their parents.

TOTAL ATTENDANCE
Alumni & Staff: 296
Students: 296
Total: 592
FUNDING PRIORITIES

Seeking undergraduate Stipends and Graduate Assistantships
Research is one of the most effective tools for educating students in science and is a hallmark of the Western experience. Dedicated funds in these areas allow for student research over the summer (rather than employment unrelated to their studies) while providing critical experiential learning and improving time-to-graduate. Research stipends range from $6,000-$7,500 for the summer.

Cyber Security Program Enhancement
WWU’s cyber security program is exceedingly relevant amid a national shortage of cyber security professionals. The Western Cyber Range is the only cloud-based virtual laboratory in the state which provides a secure, isolated environment where students can practice cyber security skills. Program expansion requirements include the need for more student scholarships ($2,000 per year), additional lab space for the cyber range (capital project at Olympic College) and growth in faculty ($500,000 endowed professorships).

Faculty Computational Resources
High-powered analytical computers are essential for supporting teaching and research in biology and chemistry. The need for technologically advanced systems grows more acute each year as these departments fall behind where their computational capacity should be. A cluster of state-of-the-art computers will greatly enhance teaching, research, and attracting new faculty hires. $50,000 investment.
Paint B’ham Blue for WWU
September 27, 2018
Campus and Downtown, Bellingham

Paint B’ham Blue for WWU had its biggest year yet. Created for engagement and outreach, seeking to connect new students, their parents, WWU alumni and the community in a giant, welcoming event in downtown Bellingham, Paint has become a new tradition at Western. The event connects WWU Alumni Association members and students, and establishes a philanthropic sensibility early in their WWU lifecycle.

Jane Goodall at the Mount Baker Theatre
October 8, 2018
Mount Baker Theatre, Bellingham

The marquis was lit, the 1,517 guests were seated, and Jane Goodall took the stage at the Mount Baker Theatre. Goodall appeared in Bellingham courtesy of the Gordon H. and Alice C. Fraser Lectureship Fund Endowment. Psychology professor David Sattler was key in bringing Ms. Goodall to Bellingham.

Art Walk
October 5, 2018
Western City Center, Bellingham

Students who participated in Metro Art Access, a program in New York City, showcased their work from the summer program. They drew 190 guests—the largest number of Art Walk guests recorded.

Athletics Scholarship Dinner
October 9, 2018
Bellingham Golf & Country Club, Bellingham

Women's basketball sophomore Emma Duff spoke at the Athletics Scholarship Dinner. The gathering of 73 participants included donors, scholarship recipients, athletic coaches, and VIPs.

Western Business Summit
October 19, 2018
WWU Campus, Bellingham

The Western Business Summit brought 140 individuals, 30 alumni, 20 professionals, and a mixture of community members and students to Wilson Library to hear about diversity, inclusion, and equity in the context of business. Sponsered by the College of Business and Economics and the Center for Innovation in Education, this event included panelists Monica James of Bank of America, Temryss Lane of Lummi Nation and Pyramid Communications, Afsheen Saatchi of Starbucks Global Talent Acquisition, Daman Wandke of AbiliTrek, and Victoria Campbell of BECU.

Bellingham Leadership Forum
October 25, 2018
Bellwether Hotel, Bellingham

The annual Bellingham Leadership Forum brings together local business leaders, community members, WWU alumni and Western faculty, staff and students for an inspiring talk by a prominent business leader. This year’s event featured Alan Mulally, former C.E.O. of the Ford Motor Company. Mulally spoke of his time at both The Boeing Company and his transition to Ford. He described how lean processes encourage collaboration, increase productivity, and establish quality. The Forum sold out for the 17th consecutive year. This year, more than $57,000 was raised for scholarships—an all-time high—including the establishment of 13 new named annual scholarships. From its inception, the Bellingham Leadership Forum has raised in excess of $300,000 for student scholarships.

WWU Day at the Sounders
October 28, 2018
CenturyLink Stadium, Seattle

Every year, the WWU Alumni Association invites students, parents, and alumni to Seattle for a day at the Sounders. This year, the event sold out for the first time. The Association secured the Toyota Fan Deck for the day.

Seattle Holiday Reception
December 11, 2018
Benaroya Hall, Seattle

President’s Holiday Dinner
December 13, 2018
WWU Campus, Bellingham

Fall Commencement
December 15, 2018
WWU Campus, Bellingham

Reception at the Governor’s Mansion
January 31, 2019
Olympia, WA

WWU vs. Central Basketball Game
February 7, 2019
WWU Campus, Bellingham

Bellingham Scholarship Dinner
February 25, 2019
WWU Campus, Bellingham
IMPACT STORIES

Philanthropy’s Impact
Endowment encouraging cultural exchange: Early childhood education program (ECE) students and faculty visited Southwest University (SU) in Chongqing, China, and also hosted an exchange with students and faculty from SU to learn respective approaches to early childhood education. The Friends of Bernice Skeen Endowment allowed ECE students to enhance their learning through these summer study activities.

Lasting Impact of the LeCocq Family Scholarship: Joyce Lee
Joyce Lee, a 1996 accounting alumna, returned to campus recently to speak to accounting students. Joyce shared about her professional journey, including years of success at Clark Nuber. Upon receiving an offer for partnership, she also received an employment offer from the Marguerite Casey Foundation to serve as the CFO, which she accepted. While at WWU, Joyce was the recipient of the LeCocq Family scholarship (People’s Bank). The scholarship is still awarded today and Joyce remained in contact with the family for many years after leaving school.

Loyal Donor Surprises WWU with an Estate Gift
Ann Cowan (’69) made her first gift of $10 to WWU in 1992 through the phonathon. She made 23 total gifts over the course of the next 25 years. In September, the WWU Foundation received $660,000 in unrestricted funds from her estate. Our phonathon consistency, coupled with newsletters and event invitations inspired Ann to remember WWU in her estate.

Watermelon Snow Project Inspires Donor
The WWU Alumni Association Distinguished Alumnus from the College of Science and Engineering and Lifetime Achievement Award winner, Peter Hallson, visited campus in May. Peter is a passionate mentor to high school students interested in STEM fields, and brought a group of students to Western’s campus for a visit to STEM classes and labs. He also returned to lecture in biology classes. During his visit, Peter learned about the Watermelon Snow project headed up by Dr. Robin Kodner. Fascinated and inspired by her research, Peter generously donated $15,000 to fund three student research positions on her team—Kristen Thomas, Riley Marcus, and Nathan Roueche. Peter sits on the CSE Advancement Board and he and his wife Judith are long-time President’s Society members.

Watermelon snow, or pink snow, is caused by algae. Through her research, Dr. Kodner, citizen scientists, and her student researchers are learning more about the effects and lessons of watermelon snow and the relationship between this form of algae and global climate change. This project has received considerable media attention and will yield important research about global climate change and its effects on our mountain environments.

NEW STAFF

Ashley Fejeran, Donor Relations Administrative Assistant
Prior to coming to WWU, Ashley was at Portland State University’s Foundation, doing data and records management. Her background is in Library and Information Science, and she earned an MILS from the University of Washington in 2013. She’s looking forward to putting her information management skills to work in the Donor Relations department! She grew up in La Conner, WA, and graduated from WWU in 2007 with a degree in English Literature. She’s very excited to be back in Bellingham and to be working at WWU Advancement!

Tess Boyd, Assistant Director of Digital and Phonathon Campaigns
Tess and her husband Chris have recently moved back to Bellingham from Seattle, where she was working in fundraising at the Seattle Symphony. Tess loves to golf, hike and spend time with her Australian Shepherd, Boone.