Purpose of Submittal:

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

Supporting Information:

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

**CASE Awards Sweep**

University Relations and Marketing has won an unprecedented five awards in the 2020 Best of CASE VIII competition, including two Gold Awards in the magazine and public service announcement categories and honors for writing, branding and website development.

Western’s university magazine [Window](#) won a Gold Award in the category of Print General Interest Magazines – Circulation of 75,000 or Greater. This marks the first time we have placed in this category among the region’s biggest universities including University of Washington, University of Oregon and the University of British Columbia.

“Honoring James Okubo” also won a Gold Award in the category of Video and Multimedia – Advertising Spots and Public Service Announcements. The Window magazine story about Okubo, “[Degree of Honor](#),” received an Honorable Mention in the CASE Platinum Awards – Best Articles of the Year competition.

Western’s branding campaign, “[Make Waves](#),” won a Silver Award in the category of Alumni, Student, Donor and Community Engagement -- Branding and Image Development/Identity Programs and Projects.

Finally, Western’s website, [wwu.edu](#), won a Bronze Award in the category of Electronic and Digital Media – Overall Website, a highly competitive category.

The annual awards from the Council for the Advancement and Support of Education recognize outstanding work in the fields of communication, marketing and advancement among colleges, universities and private K-12 schools in the Pacific Northwest U.S. and Western Canada.

**Early Results from the “Go Northwest of Ordinary” Out-of-State Recruitment Marketing Campaign**

This year, Admissions and URM have partnered on an out-of-state recruitment marketing campaign to generate leads, increase brand awareness and increase out-of-state applications. The $450,000-per-year campaign is being funded for the next three years through a combination of Foundation commitments and institutional reserves. Our goal is to secure at least 100 new out-of-state students per year which could increase tuition revenue from non-resident enrollment growth by $1.6 million per year.

We are working with leading higher ed marketing firm Carnegie Dartlet on a digital activation strategy targeting undergraduate students in geographies where we already have established inroads including California, Colorado, Texas, Oregon, Idaho and metro Chicago. The campaign began in late October and runs for 6.5 months via online display advertising with retargeting,
Facebook/Instagram, YouTube, Snapchat, Pay Per Click (search keywords), and IP Targeting, in which Carnegie matches our mailing list of search names and prospects to their home IP addresses to deliver specific ads to anyone in that residence. In tandem with this we are also targeting alumni households with college-age dependents.

Finally we are also undertaking an awareness campaign inside Denver International Airport just in time for peak holiday travel season via backlit floor-to-ceiling columns in high-traffic shopping and food pavilions, tension fabric banners over moving walkways, and video walls in multiple concourses.

All digital out-of-home creative executions are being developed in-house. We are following the same successful formula from last year’s “Make Waves” campaign in which we are relying heavily on authentic video-based peer storytelling and repurposing that storytelling throughout our multiple marketing channels. Creative is refreshed every 2-3 weeks across all channels. For this campaign, we have chosen to focus more heavily on stories that illustrate our unique sense of place, where students can study the ocean, rivers, forests and mountain environments minutes from campus. This also speaks to late Millennial and GenZ generations who point to climate change and environmental issues generally as their top concern.

While our new out-of-state recruitment marketing campaign just launched on October 21, the dashboard below shows the initial impact, including more than 2.1 million impressions across targeted platforms through November 22. An impression is the ad appearing on a user’s screen. Nearly 4,000 users clicked through to the landing page with 170 converting by following through with a call to action, including signing up for special invitations and information, searching 175+ majors, scheduling a visit, and applying.

Comparing that data to our own internal analytics in the second dashboard below, we are seeing roughly double our normal traffic from social and are projected to nearly quadruple that traffic by the end of November. On top of that, the display and pay per click ads have generated approximately 5,000 direct visits to our websites as of November 22. Most importantly, our Admissions team reports an early uptick in out-of-state applications in targeted geographies.
OFFICE OF UNIVERSITY COMMUNICATIONS

Our skilled professionals worked on a wide range of online and print, media relations, social media, video and graphic design projects, which included:


- The Seattle Times ran an extensive story on efforts to reclaim the Olympia oyster in Puget Sound, and quoted Marco Hatch, WWU assistant professor of Environmental Science, and retired Shannon Point Marine scientist Paul Dinnel, a leader in community-based efforts that are restoring the native oyster in area waters. See: [https://www.seattletimes.com/pacific-nw-magazine/the-tiny-but-mighty-olympia-oyster-regains-a-foothold-in-washington-waters/](https://www.seattletimes.com/pacific-nw-magazine/the-tiny-but-mighty-olympia-oyster-regains-a-foothold-in-washington-waters/)

- The Bellingham Herald ran a story about Western announcing a campaign to seek private funding for a portion of a new building on the Bellingham campus to expand its specialized programs in STEM fields. See: [https://www.bellinghamherald.com/news/local/article237123759.html](https://www.bellinghamherald.com/news/local/article237123759.html)


- The fall edition of **Window magazine** was just delivered. We’re also celebrating our first-ever Gold Award in the 2020 Best of CASE VIII competition. Window, edited by Mary Gallagher, won a Gold Award in the category of Print General Interest Magazines – Circulation of 75,000 or Greater, a category that includes the biggest universities in the region, including University of Washington, University of Oregon and University of British Columbia. The Window magazine story about James Okubo, “Degree of Honor,” by Ron C. Judd, also received an Honorable Mention in the CASE Platinum Awards – Best Articles of the Year competition.

- Kessa Volland, Media Marketing coordinator, worked on filling Western’s social media channels with the influx of events, communications and reminders that come along with the start of the school year. She also helped get the out-of-state recruitment campaign, “**Go Northwest of Ordinary,**” launched. Kessa and graphic designer Chris Baker also helped set up and arranged for installation of vinyl window clings, column wraps and light pole flags on campus featuring the “We Value” campaign. Western’s branding campaign, “**Make Waves,**” won a CASE Silver Award in the category of Alumni, Student, Donor and Community Engagement - Branding and Image Development/Identity Programs and Projects. Make Waves was developed by a University Relations and Marketing team including Donna Gibbs, Volland, Derek Bryson, Rhys Logan, Faith Haney and Suzanne Blais.
• Staff led by Suzanne Blais provided video support for the out-of-state recruitment campaign Go Northwest of Ordinary, which included completing three sets of video and two more in the final stages of production. “Honoring James Okubo” by Faith Haney also won a CASE Gold Award in the category of Video and Multimedia – Advertising Spots and Public Service Announcements. See: https://vimeo.com/345802187.

• John Thompson, Western’s chief science writer and University Communications assistant director, worked to unveil Gaia, Western’s new online journal of research, discovery and scholarship, at https://medium.com/gaia-wwu. Gaia is meant to showcase Western’s research stories, across all seven colleges and the graduate school, in long-form stories with stunning visuals. Those stories highlight not just STEM research, but scholarly and creative work from all disciplines. The site is hosted on Medium, a hyper-popular publishing platform; joining Medium is free, as is following Gaia.

• **Senior Graphic Designers** Chris Baker and Derek Bryson worked on a wide range of design projects with offices across campus, including fliers, posters, banners and online and social media design work. Some notable examples included: Go Northwest of Ordinary campaign materials; campus values campaign which included the library skybridge, library columns, Old Main lawn light posts and High Street banners; State of the University in Poulsbo materials for the President’s Office; animated social media ads for Fall Safety Messaging for University Residences; Mix Up event promotion for the College of Science and Engineering; Window magazine, 2019 WWU Financial Statements; First Year Student banner/poster for Student Outreach Center; Illustrations for global warming website; and posters and banners for the Go Abroad Fair.
Western Today

**Total Hits**

76,246

**Top Stories**

- WWU wins NASA contract to build new instrument to help Mars rover scientists
- WWU Sets Total Enrollment Record; Overall & First-Year Enrollment for Students of Color is the Highest Ever
- 4th Annual Paint B’ham Blue for WWU Coming Sept. 25

Social Media

Twitter

Facebook

Instagram

Statistics at a Glance

- **Twitter**
  - 22,511 Total followers
  - 114 New followers
  - 0.26% % gained
  - 77 Engagements

- **Facebook**
  - 49,615 Total followers
  - 95 New followers
  - 0.10% % gained
  - 16,897 Engagements

- **Instagram**
  - 20,692 Total followers
  - 841 New followers
  - 2.14% % gained
  - 51,988 Engagements

Family Connection Newsletter

**September**

- 15,532 Recipients
- 40% Open rate
- Top clicks include: Fall Family Weekend, Student Convocation, Registrar’s Calendar

**October**

- 13,104 Recipients
- 37% Open rate
- Top clicks include: Fall Family Weekend, FAFSA application, Internship Fair and LGBTQ+ Western events
MEDIA STORIES

1,444
Total Stories

TOP STORIES

- Western Washington University to offer Holocaust studies (The Chronicle of Higher Education)
- The tiny but mighty Olympia oyster regains a foothold in Washington waters (Seattle Times)
- Old North Church, a cherished symbol, opens up about its link to slavery (Boston Globe)

CREATIVE SERVICES

GRAPHIC DESIGN

PHOTO & VIDEO

OLYMPIC GOAT RELOCATION PROJECT

114
Total Projects

FEATURING

- New stacked Western logo and secondary WWU logo
- Window Magazine - Fall 2019
- Go Northwest of Ordinary campaign materials
- ‘We Value’ - campus values campaign

FEATURING

- We have been working hard on supporting the out-of-state campaign, Go Northwest of Ordinary. We are producing and shooting 2+ minute versions of multiple stories and for social media activation we are producing a :30, a :10, and a :10 vertical. We have completed three sets of videos and have two more in the final stages of production now.
https://vimeo.com/366547570
- We Throw Pool Parties For Salmon. https://vimeo.com/371944479
https://vimeo.com/366881866
COMMUNITY RELATIONS

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

State of the University Address, Poulsbo

Community Relations coordinated Western’s first State of the University Address in Poulsbo where President Randhawa shared his vision for Western on the Peninsulas. Sixty guests attended including State Representative Sherry Appleton, Poulsbo Mayor Becky Erickson and several members of the City Council, school district and community college leaders, and business leaders.

Engineering Partnering with Wood Stone

Community Relations connected Engineering professor Dr. Sura Alqudah with Wood Stone, a local manufacturer of commercial pizza ovens sold around the world. Students are working with Wood Stone to observe and identify inefficiencies in their manufacturing processes as a part of their capstone project.

Responding to WWU’s Neighbors

The director of Community Relations presented WWU news at a York Neighborhood Association meeting while addressing concerns related to Western’s impact on rental housing, parking, and trash remediation.

Preserving Marrowstone Music Festival

Hosted on Western’s campus and coordinated by the Seattle Youth Symphony Orchestra, Marrowstone Music Festival is one of the nation’s premier youth music festivals that also serves as an excellent recruitment opportunity for the university. Community Relations worked with the Marrowstone Music Festival to address concerns of rising annual university rental costs. Through collaboration with multiple campus partners, Western has helped Marrowstone better predict and reduce future costs so they can continue to host their festival on campus.

Trails to Taps Relay

For the second year in a row, WWU hosted the final leg of Bellingham’s Trails to Taps Relay Race, which supports local nonprofit, Lydia Place. Community Relations helped facilitate the campus routing and volunteers opening up campus to the community.

Additional Community Connections and Engagement

- Facilitated WWU Energy Institute Director Joel Swisher’s involvement on a panel with Whatcom County’s energy industry leaders, sponsored by the Bellingham Chamber of Commerce.
- Added Bellingham’s new Hotel Leo to WWU’s Hotel Partner listing.
- Represented Western at 15 community events that improve WWU good will and visibility in the community.
Facilitated WWU’s sponsorship of the Economic Development Alliance of Skagit County. President Randhawa will be a panelist in February 2020 at their Economic Forecast event along with representatives from WSU, University of Puget Sound and Skagit Valley College.

Community Relations now serves as Western’s campus liaison to the WWU Retirement Association enhancing their WWU partnerships and campus access.

Streamlined how Bellingham/Whatcom County Tourism supplies brochures to campus partners ensuring local tourism information is available to Western’s visitors.

SMALL BUSINESS DEVELOPMENT CENTER

WWU SBDC Whatcom County

<table>
<thead>
<tr>
<th>Q3-2019 Businesses Served</th>
<th>Clients</th>
<th>Non-Clients</th>
<th>Total Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>144</td>
<td></td>
<td>145</td>
</tr>
<tr>
<td>Research or Student Project Recipient</td>
<td>9</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participant</td>
<td></td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td></td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

Total Businesses Served in Q3 (unduplicated count): 181

<table>
<thead>
<tr>
<th>2019 YTD Businesses Served</th>
<th>Clients</th>
<th>Non-Clients</th>
<th>Total Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>266</td>
<td></td>
<td>266</td>
</tr>
<tr>
<td>Research or Student Project Recipient</td>
<td>35</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participant</td>
<td>8</td>
<td>175</td>
<td>183</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td></td>
<td>95</td>
<td>95</td>
</tr>
</tbody>
</table>

Total Businesses Served YTD (unduplicated count): 543

<table>
<thead>
<tr>
<th>Clients’ Economic Impacts</th>
<th>Q3 2019</th>
<th>YTD 2019</th>
<th>YTD 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$1.8M</td>
<td>$3.5M</td>
<td>$7.4M</td>
</tr>
<tr>
<td>Businesses Starts</td>
<td>2</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Business Buy/ Sells</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Jobs Created &amp; Retained</td>
<td>12</td>
<td>32</td>
<td>71</td>
</tr>
</tbody>
</table>

WWU Small Business Development Center: CURRENT DEMOGRAPHICS

- **Top Industries**: Service Establishment, Accommodation/Food Svc., Health Care, Manufacturer or Producer
- **Top Areas of Counseling**: Managing a Business, Financing/Capital, Buy/Sell Business, Start-up Assistance
• Rolling 12-Month Client’s Annualized Sales: $298.3M
• Rolling 12-Month Jobs Supported: 2780

WWU Small Business Development Center: HIGHLIGHTS

• Guest Lectured at WWU - “Business Planning for Audiologists”
• Presented “Rising Wages Workshop”
• Speaker at “Disaster Preparedness & Business Continuity Planning Workshop” (sponsored by the Port of Bellingham Regional Economic Partnership)
• Speaker at “Smart Business Leadership Series: Profit” (sponsored by Sustainable Connections and Community Food Co-op)
• Speaker at “Keeping our Cherished Community Businesses Alive – How a Local Business Went Co-op!”
• Speaker at the 2019 TAG Summit (Leadership Panel)
• Attended state-wide professional development conference in Winthrop

WWU Small Business Development Center: MEDIA

• Herb’s Cider: Video https://vimeo.com/327145089
• K’ul Chocolate: Video https://vimeo.com/337402456
• 12.5% Cut in Profits blog shared via bizfair.org and with several Chambers around WA State via the WSBDC network
• Rise in minimum wage could have impact on Whatcom economy – Bellingham Herald
• The benefits of connecting young and old(er) entrepreneurs – BBJ Today

WWU Small Business Development Center: NEW STAFF

• Madeline Rosenvinge, MBA graduate assistant
• Mariam Kamel, MBA graduate assistant
• Heather Theny, Administrative Coordinator

WWU SBDC Kitsap County

<table>
<thead>
<tr>
<th>Q3-2019 Businesses Served</th>
<th>Clients</th>
<th>Non-Clients</th>
<th>Total Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>37</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td>Research or Student Project Recipient</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participant</td>
<td>2</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td>0</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

Total Businesses Served in Q3 (unduplicated count): 70

WWU SBDC Kitsap County: CURRENT DEMOGRAPHICS

• Top Industries: Service Establishments, Retail, Health Care
• Top Areas of Counseling: Managing a Business, Marketing/Sales, Financing/Capital
• Q3 2019 Woman owned business: 31%
• **Q3 2019 Jobs Supported**: 64  
• **Q3 Client’s Annualized Sales**: $3.3M

**WWU Small Business Development Center Kitsap County: HIGHLIGHTS**

- Presented to the board meeting of the Kitsap Economic Development Alliance  
- Presented to the Board of Trustees of the Kitsap Regional Library  
- Taught entrepreneurship course to graduating class at the Northwest School of Wooden Boatbuilding  
- SBDC chosen by Kitsap Bank to be featured as their non-profit organization of the year

**WWU Small Business Development Center Kitsap County: MEDIA**

- Kitsap County SBDC featured in the Kitsap Regional Library quarterly newsletter, fall edition.  
- Appeared on local radio station to present information on the changes in employment law facing employers in 2020  
- **Opinion: Embrace innovation to drive economic diversity** - Puget Sound Business Journal

**WWU Small Business Development Center Kitsap County: NEW STAFF**

- Jaime Forsyth, MBA, Business Advisor

---

**TRIBAL LIAISON**

**PLANNING:**

President Randhawa, the Tribal Liaison and the Executive Director of Government Relations met with Representative Debra Lekanoff’s office to secure support for a Coast Salish-style longhouse on Western’s campus. Rep. Lekanoff has submitted a member request for $4.9 million in the 2020 supplemental session. We are truly grateful to Representative Lekanoff, who’s leadership and support will be instrumental in the funding and development of the longhouse. President Randhawa and VP Gibbs met with outgoing Bellingham Mayor Kelli Linville and Deputy Administrator Brian Heinrich to begin the process of securing a potential site location on land adjacent to the south end of campus near the Sehome Arboretum.

The Tribal Liaison and Rick Brenner, director of Facilities, Development and Capital Building Planning, met with Jones & Jones Architects to discuss the project and an architectural rendering in preparation for additional fundraising opportunities.

Attached is a project brief which will also form the basis for an informational webpage. The Tribal Relations office will add to the webpage as the campaign moves forward.
A letter of inquiry for the 2020 Washington Women’s Foundation Pooled Fund Grants was submitted on behalf of the Tribal Relations office for additional longhouse support. We should know more about the status of the grant in February. The Tribal Relations office will continue to research other grant opportunities to support the longhouse capital campaign.

EVENTS:

For the first time in university history, Western participated in an Indigenous Peoples Day event in collaboration with Northwest Indian College and Whatcom Community College on October 14, 2019. The Tribal Relations office is planning for this event to be held annually at Western.

TRAINING:

The Tribal Liaison continues to participate in New Employee Orientation sessions to share the goals and objectives of the Tribal Relations Office in support of diversity, equity and inclusion goals included in the WWU strategic plan.

ADVISORY FUNCTIONS:

The Tribal Liaison has met with Salish Sea Institute staff to support the Institute’s new Salish Sea minor curriculum.

The Tribal Liaison met with Daisy Padilla-Torres, Sr. Consultant for Woodring College of Education – Diversity, Retention and Recruitment. The meeting was to collaborate on pathway programs to Woodring for prospective students at Lummi Nation School and Northwest Indian College.

RELATIONSHIP-BUILDING:

The Tribal Liaison attended the Consortium for Innovative Environments in Learning held on October 25th & 26th at Quest University in Suquamish, BC. This event was attended by several regional and national progressive universities to engage in conversations about their obligations when working with Indigenous communities.

The Tribal Liaison had the privilege to present to Sharon Shewmake’s Urban Economics class on October 28, 2019. The topic for discussion involved tribal economics within the Lummi and Swinomish tribes. As a tribal member and community member it was an opportunity to present to students the first-hand truths of economic livelihood on a reservation in contrast to non-reservation-dwelling tribal members.

The Tribal Liaison attended the 30th annual Centennial Accord on November 6th and 7th, 2019 in Shelton, WA. This event was attended by tribal and state leaders from throughout Washington State. The annual meeting is for tribes and the state to develop joint strategies, overcome obstacles and achieve specific goals.

The Tribal Liaison also serves as a member of the Tribal Leaders Congress on Education, which works in association with the Centennial Accord to build collaboration and support with other tribal education departments and institutions within Washington State.
WASHINGTON CAMPUS COMPACT

Government Relations: Washington Campus Compact has been outreaching to legislators to educate them on how the Student Civic Leader Awards Initiative will be implemented on campuses and in communities across the state. We are engaging them in conversations about how they might like to participate in the training of the student leaders. Several have expressed strong interest and enthusiasm to have the opportunity to learn more about the students’ civic engagement projects. We will also invite them to attend the awards ceremony in April 2020.

Partnership Development: Washington Campus Compact has been outreaching to other civic-focused organizations to discuss possible collaborations. K-12 civic education groups are particularly interested in finding ways to partner to strengthen K-16 civic education initiatives in Washington.

National Conference in Seattle: The national Campus Compact conference will be held in Seattle in 2020. The conference theme is: The Promise of Full Participation: Democracy, Opportunity, Voice. In addition, a Summit of Presidents and Chancellors will be held and Raj Vinnakota, President of the Woodrow Wilson National Fellowship Foundation, will be the featured speaker. Critical issues regarding the role higher education serves in our democracy will be discussed with leaders from across the country.

WEB COMMUNICATION TECHNOLOGIES (WebTech)

We are happy to share the news that the WWU website earned a Bronze award in the electronic and digital media: overall website category for CASE 2020. CASE is the Council for Advancement and Support of Education, and this year, due to the size of Western’s student body, we competed for the first time against the region’s biggest institutions including University of Washington, University of Oregon and the University of British Columbia.

Drupal 8 Migration

WebTech has continued to convert websites from other platforms into Drupal 8 sites, this past period migrating the Equal Opportunity Office, the Foundation, and Admissions websites.

WebTech was asked to handle building a replacement for myWestern, the intranet for students, staff, and faculty, and that is on track to be available in December with system-wide deployment in January. About 30 Drupal 7 sites remain in our portfolio and we are focused on migrating those to Drupal 8 over the next year and a half to align with the end of security patches for Drupal 7, as well as moving these sites into the refreshed and strengthened brand treatment.

Content Quality

At the start of the Fall 2019 term WebTech began hiring work study students to assist departments across campus in fixing broken links. Broken links present a poor user experience to everyone, especially new students, and hurt organic search rankings as the pages appear unmaintained to computer algorithms. Three students have been hired to focus on this work and the results have reduced broken links across the enterprise from 2,354 to 1,271 in six weeks.
Their continued work on this persistent issue will continue to drive the number to something manageable over the rest of this term. The goal is to help students and staff find resources more easily and in turn have one less barrier to staying at Western.
Search Engine Optimization (SEO)

Search Engine Optimization (SEO) continues to be a focus of the office. Compared to the prior quarter, organic search traffic continued to increase slowly, 2.19%, even as the mix of acquisition channels increased due to paid marketing strategies in place. Year over year, the gains are 1.3% which is approximately 1,000 more unique visitors per month than the prior year. This is traffic that does not include existing students, staff, and faculty using the WWU network.

We have put significant effort into shaping optimized content based on locations such as Everett and Poulsbo for what those audiences search for based on data collected from SiteImprove. To that end, our location pages have increased by four spots with a handful now on page one of Google search results. Western Online continues to increase page rank and we have begun working with Admissions to better tailor our scholarship pages to garner more traffic.

WebTech has begun tracking engagement as a set of metrics that attempt to identify where specific pages succeed, and to work with stakeholders to improve the content. These metrics are rolled into a series of key performance indicators, of which this image is a sample.
Accessibility

Diligent work continues in addressing content issues and training the staff who work as content editors across campus to learn how to properly build webpages. Fifteen identified error types of 32 remaining on the Drupal and campusweb platforms currently effect less than 100 pages, many between 1 and 10 pages. Within the WordPress platform, 17 of 25 identified error types effect less than 100 pages.

The report due to the Office of Civil Rights (OCR) in December is currently under review by the Equal Opportunity Office. OCR requires the creation of a digital accessibility policy, and Western has received an extension on the original timeline so that more voices can be heard in the creation of such a policy.

Western continues to be a leader in this space, as our accessibility specialist Carly Gerard has been invited to present how our design system addresses accessibility from the beginning in a proactive rather than reactive method at the Accessing Higher Ground conference November 19-22.
The additional three work study students have helped triage our backlog. We have 81 issues to address which is nearly 25% less than normal even with creating 242 tickets over the last two months. We are happy to see a valued student employee graduate at the end of this term and hope the work study students will be able to absorb his workload.