Purpose of Submittal:

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

Supporting Information:

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

**Brand Strategy and Campaign Development**

Following completion of the brand positioning work, we are now moving forward on two possible advertising campaign directions, one to launch in early 2019 targeted at alumni, donors and potential donors, and another to launch in Fall 2019 targeted at prospective students. Both campaigns are intended to be broad enough to serve as a foundational framework for the brand while being flexible enough to extend into more specific messaging and campaigns targeted at individual constituencies who are at various levels of interest and engagement with Western. We look forward to presenting the first campaign – designed to support our student success initiative – at the December joint Trustee and Foundation board meeting.

**State of the University Address**

In an effort to engage a greater number of community partners in Western’s strategic plan, and to provide an update on our education attainment goals and commitments to state workforce growth, we are holding WWU's first-ever State of the University address in Bellingham on November 28 at the Lightcatcher Museum. The evening will kick-off with a pre-reception for state legislators, who will then be invited to join a larger group of city, county, tribal and business leaders for an address and a question and answer period led by President Randhawa. Our aim is to take this approach “on the road” in future years to Seattle, Poulsbo and other communities where we have strategic growth and constituent engagement priorities.

**Western on the Waterfront**

This academic year, we will continue to refine the vision for Western’s future on the Bellingham Waterfront with the addition of six new members to the faculty ideation team from CHSS, CFPA, Fairhaven and Woodring. Our work will focus on completing a comprehensive vision, undertaking validation with strategic industry and community partners, and a programmatic and capital needs feasibility analysis. Our aim is to present an update to the Board of Trustees in June, 2019, and present our vision at a public Port Commission meeting shortly thereafter.

**Tribal Liaison**

The search committee for Western’s first-ever Executive Director of American Indian/Alaska Native and First Nation Relations and Tribal Liaison to the President is hard at work evaluating nearly 80 applications received over the summer. We expect to invite finalists to campus this fall and to have the position in place before the end of December. This position is one that has been widely anticipated on campus, and the individual comes at a time of forward momentum and deepening relationships with our indigenous neighbors. To that end, President Randhawa and Sen. Kevin Ranker met with the Lummi Indian Business Council on September 27 to
discuss collaborating on the creation of a long house on Western’s campus. This was a welcome and important first step in a commitment to address Native American Student Union demands. We look forward to keeping you apprised as progress continues.

COMMUNICATIONS AND MARKETING

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

- The media covered the start of fall quarter at Western, including this Bellingham Herald story that included awards Western recently has received: https://www.bellinghamherald.com/news/local/article218755625.html. The New York Times ran an op-ed by Neal Tognazzini, associate professor of Philosophy at Western (see: https://www.nytimes.com/2018/08/25/opinion/sunday/take-things-for-granted.html). National Public Radio (NPR) quoted David Wallin, professor of Environmental Sciences at Western, about the move of mountain goats to the North Cascades (see: https://www.wnyc.org/story/via-truck-and-helicopter-mountain-goats-find-new-home/). WWU research associate Michael Kraft used an electron microscope to show the tar and soot generated from the summer wildfires that afflicted our area; stories ran in British Columbia and local media including the Olympian and Tacoma News Tribune (see Bellingham Herald story: https://www.bellinghamherald.com/news/local/article217944835.html). WWU Biology Professor Merrill Peterson’s Northwest field guide on insects led to stories in media including the Seattle Times (see: https://www.seattletimes.com/seattle-news/whats-that-bug-new-northwest-field-guide-makes-it-easy-to-find-out/); and Washington State Teacher of the year and Western alum Robert Hand was featured in area media including the Seattle Times, KING 5 TV and the Skagit Valley Herald (see: https://www.goskagit.com/news/local_news/teacher-s-philosophy-of-putting-students-first-helped-him-to/article_a69c79f3-c820-5d7d-bb43-4c4d304430c9.html). Our office assisted in response to the police investigation of a Western employee accused of video recording men in a shower during a semi-pro basketball game in Seattle; the employee was found dead of an apparent suicide in a Spokane hotel room (see: https://www.bellinghamherald.com/news/local/crime/article218309440.html).

- In publications, Editor Mary Gallagher has been hard at work collecting items for the next edition of Window magazine, “The History of Western in 125 Objects.” Mary is looking for things that help tell the story of Western and the people who have made a difference. (Please let Mary Gallagher know of any ideas.) Mary also has been strengthening our collaboration with New Student Services/Family Outreach, creating a special summer edition of the Family Connection newsletter for incoming families. They also worked together to produce the second Family Connection wall calendar, with a beautiful collection of photos along with key WWU dates and information. Mary wrote and helped publish about 70 short biographies of Western’s Outstanding Graduates and Outstanding Graduate Students, promoting the success of a wide variety of top students.

- In marketing and social media, in July and August Kessa Volland met with a variety of departments to develop and plan social media messaging for fall quarter and the year ahead. She helped refine snow/inclement weather messaging, rewrote a significant amount of copy for the redesign of the University Residences website and finalized the first draft of a university wide social media policy. Kessa continues to work with the
Brand Council on our brand articulation project and recently collaborated with the Admissions and Extended Education teams to absorb their social media accounts into the larger Western profile as a means of providing more unified messaging.

- **In video and photography**, our staff continued its emphasis on shorter video and expanding access via multiple social media and online channels to enhance viewership. Our staff covered the beginning of the fall term, including Student Convocation and Paint B'ham Blue (see: https://vimeo.com/292371231) and created a video on the Sculpture Woods gift.

- **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: Fall Career Fair and Law School Fair posters; finalizing the new CBE magazine "Catalyst;" new Bill McDonald Parkway banners; CEBR, “Economic Forecaster” and new Whatcom County Profile booklet; materials for upcoming Munro Institute; Community Relations - Community Collaboration & Partnership brochure; programs at Canada House – template designs for events; LGBTQ+ Western – branding and promotional materials for fall events; Graduate School – Viewbook, and Huxley College -Template design for Drupal website.
WESTERN TODAY

TOTAL HITS

68,060

TOP STORIES

- Jane Goodall to Speak at the Mount Baker Theatre Oct. 8
- WWU Names Outstanding Graduates
- LK Langley Hired as WWU’s Inaugural LGBTQ+ Director

SOCIAL MEDIA

STATISTICS AT A GLANCE

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<th>Twitter</th>
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<td>Engagements</td>
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FAMILY CONNECTION NEWSLETTER

Special Editions for Incoming Families
- Transfer families
  Sent to: 1,115
  Open rate: 36.4 percent
- Freshman families
  Sent to: 3,686
  Open rate: 21.2 percent

SOCIAL MEDIA VIDEOS

- Rebel Whiteboard
  Reach: 13,538
  Views: 4,486
- His Own Man
  Reach: 7,359
  Views: 2,291
- Outback Farm
  Reach: 6,865
  Views: 2,037
- Commencement Day
  Reach: 6,709
  Views: 2,072
MEDIA STORIES

981 Total Stories

TOP STORIES

- The 20 Best College Towns in America (Business Insider)
- What Western Washington University is doing to attract new students (Q13 Fox)
- What’s that bug? New Northwest field guide makes it easy to find out (Seattle Times)

CREATIVE SERVICES

GRAPHIC DESIGN

73 Total Projects

FEATUREING

- EdAbroad - Annual Go Abroad Fair
- Special Events - Print materials for Opening Convocation
- New Student Convocation Program
- Huxley - Template design for Drupal website

PHOTO & VIDEO

23 Total Projects

FEATUREING

- Photo and video coverage of Western community event College Quest
- Filming and video shooting for Western’s Sculpture Woods
- Photo shoots for Window Magazine, history of Western in 125 objects
COMMUNITY RELATIONS

<table>
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<tr>
<th>CONNECTIONS REPORT</th>
<th>Jul-18</th>
<th>Aug-18</th>
<th>Sep-18</th>
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<tr>
<td>Total Community-to-University Connections Made</td>
<td>62</td>
<td>40</td>
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<td>Community Outreach Events Attended</td>
<td>6</td>
<td>3</td>
<td>12</td>
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<td>WWU &amp; Community Programs and Projects</td>
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Notable Projects and Connections

Bellingham Sister City Summit

WWU's sponsorship and support of the Bellingham Sister Cities Summit was a great success. The event commemorated Bellingham’s 60 years of Sister City Partnership with Tateyama, Japan. Western’s participation helped establish many new local and international connections, while boosting Western’s local visibility as a convener of global connections and conversations. Western forged many strong potential partnerships with sister city leaders around the world that may benefit Western’s cultural programs, exchanges, and heritage collections. More than 30 Western faculty, staff and students volunteered over the summer to offer vital support for the event, aiding Bellingham/WWU relations in the process.

Bellingham SeaFeast

Founded in 2017, SeaFeast is Bellingham’s newest annual event. Celebrating Bellingham’s historic maritime heritage, active working waterfront, and connection to the Salish Sea, SeaFeast draws more than 10,000 attendees. Western has supported SeaFeast each year. Last year, Western provided valuable interns and volunteers. This year, in addition to interns, Western had a visible presence provided by Huxley College, Shannon Point Marine Center, and the Salish Sea Institute. Western and our unique touch tank were among the most popular booths and we anticipate supporting in a larger role next year, especially as this event continues to coincide with Move-in Weekend when family members and friends are in town to support new students.

Supporting an Entrepreneur’s Dream

A local entrepreneur and former restaurateur reached out to Western to support her hopes of opening a café staffed by people with disabilities. Understanding the challenges of opening a restaurant, Western's MBA program and two faculty have offered to support this community member by offering business support through their MBA capstone course this year.

Other Connections and Partnerships

Woods Coffee – Connection to find a student hired to be a Woods Ambassador on campus.

American Cancer Society – Bridge local ACS connection to WWU Relay for Life.

Brain & Spine Clinics – Introduce connection to Behavioral Neuroscience and CSD Faculty.

ProShop – Connect co-founder to Marketing Department for student internships.
Camp Saturna – Expand connections to Huxley College while exploring future partnerships.

Premier Dental Center – Connection with WWU’s Pre-Dental advisors.

Wise Buys – Connected to WWU Alumni Association to promote Western Wednesday promotions.

Vaasa, Finland – Mayoral connection with College of Business and Economics exploring exchange opportunities.

Tateyama Shirayuri Academy – Connecting with Culture and Language Programs to provide kindergarten teachers proficient in English.

SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center: Q3 2018 HIGHLIGHTS

- Rural Business Advisor, Asche Rider, attending the national America’s SBDC Conference in Washington D.C.
- Hired two WWU MBA graduate teaching assistances for the 2018-19 academic year
- Co-hosted “Whatcom County: Meet the Buyer,” a government contracting event, with Washington PTAC
- Co-hosted “Bellingham – Grow Your Business Internationally” with the Washington Export Outreach Team
- Presented about the WWU SBDC at the Point Roberts Community Advisory Committee
- Presented small business advising trends to Team Whatcom
- Met with Congressman Rick Larsen’s office
- Met with Congresswoman Susan DelBene’s office

WWU Small Business Development Center: Q3 2018 MEDIA

- The 2017-18 WWU SBDC graduate student assistants, Shane Reed and Janis Vander Ploeg-Wolfe, were featured as Outstanding Graduate Students in Western Today: https://westerntoday.wwu.edu/features/wwu-names-2017-18-outstanding-graduate-students.

WASHINGTON CAMPUS COMPACT

UPCOMING EVENTS
Washington Campus Compact will facilitate three key statewide events in the next two months.

1. ANNUAL MEMBERSHIP AND NETWORK MEETING
   Day/Date: Thursday, October 11, 2018
2. FOOD SECURITY FORUM

Day/Date: Friday, October 12, 2018
Topic: Hunger and food insecurity are prevalent across the state of Washington. In 2016, one in eight WA residents “did not get enough food to meet their basic nutritional needs” (Northwest Harvest, 2017). Faculty, staff, and community partners from around Washington state will share how they use civic engagement to address food security issues in their communities and on their campuses.

3. PRESIDENTS’ MEETING

Day/Date: Wednesday, November 14, 2018
Topic: The Future of Our Democracy and the Role Higher Education Serves in Preparing Students for Democratic Engagement. Presidents and chancellors will discuss the current campus climate and how we might approach preparing students for democratic engagement.

WEB COMMUNICATION TECHNOLOGIES (WebTech)

Summer kicked into high gear throughout August and September. We are happy to announce the hiring of Stephanie Mason, a recent graduate and first place winner in the Association for Computing Machinery’s international research competition, as our newest team member for the newly created front-end designer/developer position. The passion and creative problem solving she brings to the team is fantastic and the impact is resonating throughout our team and among those with which we work. The additional team member is also exciting as it increases our bandwidth, especially once projects needing immediate attention have been completed.

A handful of sites were migrated over this time period into our accessible template, International Global Engagement and the Career Services site are two examples. We worked with the LGBTQ+ director to develop a new digital presence for that office, and assisted numerous content editors around campus ensuring their sites were ready for the new academic year. This work is done concurrently with the accessibility improvements and remediation work, during the Summer we moved ahead of our vendors higher education industry average, a strong indicator of marked improvement in this area. We have a lot more work to do but all indicators are positive.

Thanks to lots of campus community volunteers, the enterprise search tool that replaced the Google Search Appliance (GSA), continues to improve. We are eager to incorporate further feedback from students during the new term.

Search Engine Optimization efforts are soon to begin in earnest. The pilot group has completed onboarding with BrightEdge and are all working towards certification. We will have our implementation strategy finalized by the end of October and will then be working to make significant gains in organic search results.
A significant amount of time during the past two months has been spent developing our new digital design system, the foundation of the soon to come revised institutional website. There are a lot of moving parts and we have been doing cutting edge work developing the system to both support future projects as well as being able to support existing platforms. We are aiming to have this work released by the end of October.

The full-time front-end designer/developer helped move us more toward an equal number of tickets created versus resolved.