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**

We are in the final stages of completing work on Western’s first large-scale brand advertising campaign in some time. We look forward to presenting the work in progress on Thursday, December 13. This campaign is intended to support the university’s student success initiative to raise funds for student research, study abroad and recruitment scholarships, yet be flexible enough to serve as a foundational framework for the Western brand. We are aiming to launch this in the Seattle metro market starting in late January and continuing through June (and ideally beyond with additional funding) in print and out-of-home placements and with a video campaign activated via Google, Instagram and Facebook.

Some strategic questions for Board members to consider:

1. Does this brand advertising campaign impress you as distinctive among regional university competitors’ efforts and uniquely Western?
2. Does the creative support academic priorities as defined in the student success initiative?
3. Do you believe this work will be noticed and connect with alumni and donors in King and Snohomish counties?

**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 held WWU’s first-ever State of the University address on November 28 at the Lightcatcher Museum in downtown Bellingham. The event was attended by approximately 60 elected officials and leaders of the business, non-profit, government, tribal and education sectors in Whatcom County. We heard from many community members who were pleased to have the opportunity to engage with university leadership on a social level, to hear a comprehensive update from President Randhawa, and to engage in a detailed question-and-answer period. They were especially pleased that the event was held in town and not on campus.

After this successful inaugural effort, our aim is to take this approach “on the road” next year to Seattle, Poulsbo and other communities where we have strategic growth and constituent engagement priorities. In a similar vein, we are currently engaged in planning a reception at Olympic College in Poulsbo in
March to kick off a process of planning engagement by leaders from both campuses based on the results of the Peninsulas feasibility study.

**Western on the Waterfront**

This quarter, we have continued 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. In winter quarter, we are holding a series of listening sessions with key community partners including the Downtown Bellingham Partnership, Team Whatcom, the Bellingham Arts Commission (Interactive Bellingham), Bellingham School District, the County Council Task Force on Homelessness, and the Chamber of Commerce, among others. We will also be taking part in a District Energy and Clean Tech Waterfront Summit conducted by Sustainable Connections later this month. The goal of the undertaking is to convene the City and Port of Bellingham, Harcourt Development, Puget Sound Energy and other key partners in identifying shared goals for implementing sustainable development opportunities identified in the Waterfront Master Plan, development regulations and economic development efforts that support Clean Tech. The group will also develop a memorandum of understanding as a framework for strategic partnerships.

**Tribal Liaison**

Three finalists for Western’s first-ever Executive Director of American Indian/Alaska Native and First Nation Relations and Tribal Liaison to the President visited campus in November. We expect to have the successful candidate in place at the start of the new year.
COMMUNICATIONS AND MARKETING

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

- We assisted media response to the proposal to place WWU ID-Vehicle Design program in moratorium. The **Bellingham Herald** carried this story: [https://www.bellinghamherald.com/news/local/article221563420.html](https://www.bellinghamherald.com/news/local/article221563420.html).


- And our office also assisted with campus advisory messages and media response to a string of racist vandalism on campus, including this **Bellingham Herald** story: [University Police arresting a WWU student in connection with the vandalism](https://www.bellinghamherald.com/news/local/article221563420.html).

- **In publications**, Editor Mary Gallagher is working on a huge project for Window magazine, “A History of Western in 125 Objects.” The print version and online will be out this week. Meanwhile, the **Family Connection Newsletter** continues to be a great source of information for families. The September and October editions were opened by 38 percent and 32 percent of recipients, respectively.

- **In marketing and social media**, Kessa Volland was busy promoting a significant number of campus events and communications on social media. She also worked with a number of different campus departments and programs to advance a unified solution for campus marketing slideshows. Kessa also onboarded several new Hootsuite (the software we use to schedule and monitor social media channels) users, taught a Social Media Basics class, and assisted the Carver Branding and University Brand Council efforts and coordinated several meetings of the Social Media and Marketing Committees.

- **In video and photography**, our staff led by Video Manager Suzanne Blais 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 interesting glimpses of student life, such as Western’s Quidditch team, and we produced the first in a series of college impact videos focused on a student research excursion to Hawaii to study existing undersea volcanoes.

- Western’s daily electronic newsletter, Western Today, led by Assistant Director John Thompson, continued to showcase Western’s many interesting stories, such as Western Professor Leo Bodensteiner, seeking to solve the mystery of the Skagit River Steelhead. Thompson also is working with WebTech and the faculty and administrators of the Marine and Coastal Studies major to provide content and imagery for their new website, which is now live and actively focused on recruiting the major’s first cohort.

- 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: Window magazine; Fall Commencement program; assistance to student designers with The Planet Magazine; Western on the Peninsulas – Template design for Drupal website; MBA Program – Posters for Fall/Winter Information Sessions; University Residences – Stay Safe Western infographic; and Programs at Canada House – Study Canada K-12 logo and event templates.
WESTERN TODAY

TOTAL HITS
70,486

TOP STORIES
• The story of a man, his dog, and the awesome commute they share each day
• Biology’s Merrill Peterson writes new Pacific Northwest insect field guide
• Costumes galore for WWU students, staff on Halloween
• Western ranked among nation’s 25 ‘greenest’ colleges

SOCIAL MEDIA

STATISTICS AT A GLANCE

21,711
Total followers

295
New followers

0.64%
% gained

1,696
Engagements

48,087
Total followers

294
New followers

0.31%
% gained

8,079
Engagements

17,761
Total followers

335
New followers

0.96%
% gained

33,885
Engagements

FAMILY CONNECTION NEWSLETTER

SEPTEMBER

12,886
Recipients

37.8%
Open rate

OCTOBER

11,399
Recipients

32.1%
Open rate
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by Donna Gibbs, V.P. for University Relations and Marketing

DATE: December 14, 2018

SUBJECT: University Relations and Marketing Report

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

Supporting Information:
Report Attached

TOP STORIES

- Via Truck and helicopter, mountain goats find their new homes (from NPR; features WWU’s David Wallin)
- Want election results? On the West Coast, patience is required (from the Washington Post; features WWU’s Todd Donovan)
- NASDQ is having a brutal month, and (WWU’s) Paul Meeks says the bottom isn’t in (from CNBC)

MEDIA STORIES

1,769 Total Stories

CREATIVE SERVICES

GRAPHIC DESIGN

83 Total Projects

FEATURING
- Graduate School viewbook
- University Residences Housing Guide
- LGBTQ+ Western logo
- Sustainable Transportation bike locker graphics

PHOTO & VIDEO

46 Total Projects

FEATURING
- Annual coverage and video production for Paint Bellingham Blue, Move-In, Info Fair and Convocation used in Western Today; social media platforms, marketing and Admissions.
COMMUNITY RELATIONS

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<tr>
<th></th>
<th>Jul-Sept 18</th>
<th>Oct-18</th>
<th>Nov-18</th>
<th>YTD</th>
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<tbody>
<tr>
<td>Total Community-to-University Connections Made</td>
<td>178</td>
<td>71</td>
<td>33</td>
<td>282</td>
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<tr>
<td>Community Outreach Events Attended</td>
<td>21</td>
<td>12</td>
<td>9</td>
<td>42</td>
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<tr>
<td>WWU &amp; Community Programs and Projects</td>
<td>9</td>
<td>6</td>
<td>5</td>
<td>20</td>
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</table>

**Notable Projects and Connections**

**Inaugural Bellingham State of the University Address**

Western hosted its inaugural State of the University Address located in downtown Bellingham. Elected officials, tribal, business and nonprofit leaders throughout Whatcom County attended this special event where President Randhawa shared Western’s 2025 strategic plan while recognizing the university’s partnerships with the surrounding community. The event was well received by our guests who were grateful that Western reached beyond campus to engage with the community at such a high level.

**Inaugural Taps to Trails Race**

Bellingham’s inaugural Taps to Trails foot race was the first community race to include Western’s campus as a part of its route. A total of 600 runners raced in 10 different legs that used the community’s park space and open land to run from brewery to brewery. This family-friendly event sold out quickly and the community was pleased to see WWU’s campus opening up to more community events.

**Internship & Volunteer Fair**

Community Relations connected Western’s Career Services Center with Whatcom County’s two largest nonprofit support agencies, the Whatcom Community Foundation and the Whatcom Volunteer Center to assist with their efforts in the annual Internship and Volunteer Fair. With their collaboration, nonprofit participation in this important annual fair increased 60%.

**Bellinghamopoly for Sale**

Bellinghamopoly, a Bellingham-themed board game is currently on sale. This fundraiser for the Bellingham Whatcom Regional Chamber of Commerce includes three WWU spaces (Old Main, Sustainable Action Fund, Red Square) two Community Chest cards, and a Viking helmet playing piece. They are sold at Haggen, Village Books, Woods Coffee, and the A.S. Bookstore.
Technology Alliance Group (TAG)

TAG reached out to Community Relations to find faculty and staff experts to fill a last minute panel for their annual summit in Bellingham. The panel was titled: Inclusion, Why More Room at the Table Makes Sense.” Nick Sanchez (Director of WWU’s Ethnic Student Center and expert on Equity issues in hiring), Biology Professor Kevin Covey and Computer Science Professor Yudong Liu (members of the College of Science and Engineering’s Equity, Inclusion and Diversity Committee) all volunteered to support this local organization. The session and conference was a success due to Western’s staff and faculty support.

Other Connections and Partnerships

Bellingham Whatcom Tourism – Expanding WWU’s reach in surrounding tourist information racks and encouraging increased collaboration between Tourism and Western’s offices who support community and out of town guests.

Gillette Solutions – Owner Kyle Gillette volunteered with IDEA Institute and spoke on a panel for the College of Business and Economics.

IDEX - Worked with faculty to coordinate a site visit and photoshoot. IDEX is a global leader specializing in life science fluidics, microfluidics, and optics with 90 locations worldwide. IDEX hires WWU graduates, provides summer internships for students, and maintains a strong relationship with Engineering and Business faculty. We coordinated a site visit to capture this growing university/industry relationship.
SMALL BUSINESS DEVELOPMENT CENTER

**WWU Small Business Development Center: Q3 – 2018 CONTRACT DELIVERABLES**

<table>
<thead>
<tr>
<th>ADVISING</th>
<th>Q3 2018</th>
<th>YTD 2018</th>
<th>YTD 2017</th>
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<tbody>
<tr>
<td>Businesses Advised</td>
<td>115</td>
<td>280</td>
<td>243</td>
</tr>
<tr>
<td>Advising &amp; Support Hours</td>
<td>599</td>
<td>3058</td>
<td>1731</td>
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<table>
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<tr>
<th>TRAINING</th>
<th>Q3 2018</th>
<th>YTD 2018</th>
<th>YTD 2017</th>
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<tbody>
<tr>
<td>Trainings</td>
<td>4</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Trainees</td>
<td>72</td>
<td>217</td>
<td>148</td>
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<table>
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<tr>
<th>RESEARCH</th>
<th>Q3 2018</th>
<th>YTD 2018</th>
<th>YTD 2017</th>
</tr>
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<tbody>
<tr>
<td>Research Projects</td>
<td>8</td>
<td>70</td>
<td>16</td>
</tr>
<tr>
<td>Support Hours</td>
<td>217</td>
<td>727</td>
<td>395</td>
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<table>
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<tr>
<th>ADD’L SERVICES</th>
<th>Q3 2018</th>
<th>YTD 2018</th>
<th>YTD 2017</th>
</tr>
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<tbody>
<tr>
<td>Non-Clients Supported</td>
<td>36</td>
<td>150</td>
<td>148</td>
</tr>
<tr>
<td>Student/ Faculty Projects</td>
<td>-</td>
<td>34</td>
<td>1</td>
</tr>
<tr>
<td>Student/ Faculty Project Hours</td>
<td>-</td>
<td>568</td>
<td>202</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ECONOMIC IMPACTS</th>
<th>Q3 2018</th>
<th>YTD 2018</th>
<th>YTD 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$362K</td>
<td>$7.1M</td>
<td>$2.3M</td>
</tr>
<tr>
<td>Businesses Starts</td>
<td>-</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Business Buy/ Sells</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Jobs Created &amp; Retained</td>
<td>42</td>
<td>57</td>
<td>46</td>
</tr>
</tbody>
</table>

**WWU Small Business Development Center: CURRENT DEMOGRAPHICS**

- **Top industries**: Service Establishment, Manufacturing, Retail Dealer
- **Top Areas of counseling**: Marketing/ Sales, Managing a business, Start-Up Assistance
- **Active clients’ total sales**: $225M
- **Active clients’ total jobs**: 2519

**WWU Small Business Development Center: Q3 – 2018 HIGHLIGHTS**

- In Q3 2018 the SBDC worked with 37 rural businesses and provided them with 101 hours of business advising, supported by 130 hours of research.
- Hosted SBA for an SBDC bi-annual site visit audit.

**WWU Small Business Development Center: Q3 – 2018 MEDIA**

- [Business specialist reaches out to Point Roberts](#) – All Point Bulletin
1. **Board Elections**
Two new board members were recently elected to the Washington Campus Compact board: President Sheila Edward Lange, Seattle Central College and Chancellor Sandra Haynes, Washington State University, Tri-Cities. The board consists of three presidents from each institution type as well as three other statewide leaders. Other board members include: President Sabah Randhawa (chair); President Mary Cullinan, Eastern Washington University; Acting President Allan Belton, Pacific Lutheran University; President Joseph Castleberry, Northwest University; President Andrew Sund, Heritage University; President Suzanne Johnson, Green River College; Dr. Yolanda Watson Spiva, President Complete College America; and Mr. Bill Basl, former Director of AmeriCorps.

2. **2019 Legislative Agenda**
Washington Campus Compact will continue to educate legislators on the value and impact of student civic engagement in our communities during the upcoming legislative session. The legislative agenda will focus on requesting funds to support civic engagement initiatives that address the following issues: food/housing insecurity, opioid epidemic, mental health, breaking the prison pipeline, and strengthening K-20 civic education. Request amount: $500,000 for the biennium.

3. **Strategic Planning**
Washington Campus Compact will begin an effort to collect information from communities and campus partners from across the state and region to identify:
- critical community issues facing our state/region
- priorities of partner institutions
- services/resources needed to support student civic engagement efforts
- assessment strategies to document community impacts
- trends for higher education in Washington and beyond
WEB COMMUNICATION TECHNOLOGIES (WebTech)

Fall term was highly productive with many projects completed and foundational work done for a variety of longer-term initiatives.

Digital accessibility continues to be a focus of our work as we realize our commitment to all students and fulfill obligations to the Office of Civil Rights (OCR). Across all public facing website platforms, we are nearly halfway completed with remediating websites and putting in place strong proactive practices to avoid committing issues moving forward. While great progress is being made WebTech does have concerns about remediating the remaining PDF files that have issues, getting all videos captioned, and fixing 80+ faculty scholarship and research websites that are unique and not part of WebTech's traditional purview by the deadline of next September.

A large part of the accessibility work involves releasing updated websites; one such recent example is Environmental Health and Safety, https://ehs.wwu.edu. The work allows us to collaborate with the departments to deliver both an accessible website and an improved user experience for all users. Six other sites have also been updated to be compliant within the past two months.

During the Fall the WebTech team has completed work on the web component library allowing developers across campus to quickly build brand and accessible compliant websites and applications by scaffolding upon the work found in the component library, http://www.wwu.edu/webtechdemo/pattern-lab/. The newly revised Huxley website, https://huxley.wwu.edu is a stellar showcase of how a site is built based on the components. This is the approach we are taking with all high-profile websites.

Organic search engine optimization work continued through Fall term. We are using a tool called a Link Equity Manager. It places three dynamic links that change based on machine learning throughout the institutional website. The Link Equity Manager has helped place 166 additional keywords onto page one of Google search results; about 95% of all Google traffic comes from page one results. Additionally, 105 keywords are now ranking on pages two and three and visits to the targeted pages are up 12%. The SEO team comprised of Admissions, Communications, WebTech, and CFPA staff will act on optimizing pages based on the search data collected during the Fall term.

Turning towards Winter term, WebTech is close to releasing a revamped transfer course equivalency guide tool that is heavily used by interested transfer students. The revamped application works on all browsers and phones and has a greatly enhanced user interface. Additionally, WebTech is eager to launch a brand new institutional website affording great opportunities to further share the exciting and engaging work students, staff, and faculty do here at WWU.
Western Washington University (“Western” or the “University”) began implementation of its proposed corrective action plan, titled “Accessibility Remediation Plan for Western Washington University’s Web Properties” (Corrective Action Plan), in February 2018. By letter dated March 5, 2018, the Office for Civil Rights of the U.S. Department of Education approved the proposed corrective action plan. The University officially adopted the Corrective Action Plan on April 4, 2018, and implementation of the Plan remains ongoing. Enclosed for reference are the University’s adoption of the Plan, and the adopted Plan (Attachments 1 and 2).

As required pursuant to section four of the Voluntary Resolution Agreement (“VRA”) in this matter, the University submits the following report documenting that the Accessibility Remediation Plan is being implemented according to the approved schedule. The University has submitted a previous report to OCR documenting implementation of the Plan, dated June 4, 2018.

Introduction

Western’s office of Web Communication Technologies (“WebTech”) is the central department leading Western’s accessibility remediation according to the Plan. Western continues remediating pages and systems in order to align with WCAG 2.0 AA standards. Outlined below are efforts underway to address identified deficiencies on the University’s public facing websites, including public PDF documents and public videos in need of captions, as well as the procurement of technologies.

When Western last submitted a report to OCR (dated June 4, 2018), the overall web presence accessibility measured an index of 64.8. This index is a computation provided by a tool WebTech uses. Six months later that index is now 76.6. The rate of remediation is increasing, as much of the communication work has been completed and processes are now in place to facilitate accurate remediation.

Improving the Web

Website Remediation and Research

Western has three primary platforms for delivering web content: CampusWeb, Drupal, and WordPress. Between June 4, 2018 and November 20, 2018, on CampusWeb, 124 websites have been removed, 52 websites have been converted to an accessible platform, and 12 more sites are slated for conversion. As of this report, WebTech is 51% complete with CampusWeb updates to ensure compliance. Drupal and WordPress
improvements are underway as well. WebTech is remediating Drupal 7 sites as well as building a fully compliant Drupal 8 platform which WebTech will use to build new sites.

Sustaining this effort requires more than dedicated WebTech staff. Focusing on improving awareness of accessibility concerns across campus has been central to Western’s strategy on ensuring accessible digital websites and applications. WebTech hosted a very successful alt text event with content creators invited from across campus where accessibility staff provided education on the proper use of alt text and worked with participants throughout the day to improve alt text on websites across campus on May 17, 2018. WebTech also created a how-to article on creating accessible email signatures, posted on the Western Digital Accessibility website: https://access.wwu.edu/creating-signatures-with-alt-text-images/

WebTech has enrolled every public site into SiteImprove, the accessibility and quality control monitoring platform used by Western. As indicated in the University’s June 4, 2018 report to OCR, WebTech has provided orientation training and remediation objectives to eight groups responsible for content around campus. These groups include Extended Education, the Viking Union, the Libraries, Admissions, Financial Aid, University Residences, Business and Financial Services, and Alumni and Foundation Relations. This allows WebTech to provide targeted assistance to those sites in the greatest need of remediation.

As of the report to OCR dated June 4, 2018, WebTech had fixed a total of 19 issues related to Drupal and CampusWeb. Between June 4, 2018 and November 16, 2018, WebTech has fixed 27 additional WCAG A and AA issues related to Drupal and CampusWeb. That is 30% remediated, shy of the goal of 50% at this time, however, a further 28 other issues are on the cusp of being fixed which will move WWU towards 62% compliance on those platforms. Additionally, between June 4, 2018 and November 16, 2018, WebTech has fixed a total of 37 issues on the WordPress platform. As of the report dated June 4, 2018, WebTech had fixed a total of 35 issues related to WordPress. That works out to 45% of all WordPress issues resolved at this time. Of the remaining issues, 32 have less than 200 pages affected, and so WebTech anticipates making rapid progress on those. A list of the issues fixed on the web platforms is included at Attachment 3; items are marked as fixed by WebTech as there are currently no occurrences of the issue on the websites identified for remediation or within new content that is being created.

During Summer 2018, 105 websites with accessibility issues were identified, which had not been identified in the initial research. All site owners were contacted on October 5, 2018 (see email at Attachment 4). These are websites created by University faculty. Since the email was distributed, six of those sites have been removed, 12 have been remediated, and the remaining 87 sites are currently scheduled to be shut down in 2019 if web developers do not remediate their websites.
Automated Testing

WebTech has built out a web component library for use by developers across campus to ensure accessible versions of common web features (for example, menus, buttons, lists, etc.). WebTech is leveraging the component library for all new work and when improving legacy components. The next step to strengthen adherence to WCAG 2.0 AA is to incorporate Nightwatch.js tests, prior to the code being compiled, that will flag when something is inaccessible prior to release to the web.

Training

WebTech continues the practice of providing open lab hours every Wednesday from 2pm-3pm, which includes the opportunity for faculty, staff, and students to drop by and bring any accessibility-related questions to WebTech. Also offered are additional lab hours hosted by WebTech’s Digital Accessibility Coordinator, who uses a screen reader, every Monday from 11am-12pm. Participants can use this time to gain a practical understanding of how web content interacts with a screen reader, and where content could be improved to create a better experience for everyone.

The University’s required accessibility training offered online continues to be available on the Western Digital Accessibility homepage, and is communicated by WebTech as a requirement to web developers/content creators requesting permission to create or edit webpages on Western’s web platforms. After a year of feedback, WebTech is also working on an advanced accessibility training that gets deeper into accessibility best practices for web developers, and provides code examples that can be used to create accessible code every time. Additional information will be submitted to OCR in the University’s report due December 31, 2018 related to training.

Western Libraries is addressing accessibility in a variety of ways in concordance with the University’s existing efforts under the VRA. On October 17, 2018, Western Libraries hosted a presentation by Terrill Thompson (Technology Accessibility Specialist, University of Washington) on procurement and accessibility, and 10 library staff attended (positions listed below):

- Scholarly Communications & Copyright Librarian
- Head of Research, Hacherl Research & Writing Studio
- Dean of Western Libraries
- Program Manager for CEDAR, Institutional Repository
- Collections Management Analyst
- InterLibrary Loan Specialist
- Libraries Communications Manager
- Head of Serials, Acquisitions, and InterLibrary Loan
- Electronic Resources Specialist
- Director of Technology & Discovery Services

This was a critical presentation as library procurement is different than the general university processes. The framework put in place for the University is now being
implemented by the library as well, leading to increased emphasis on accessibility throughout the entire procurement process.

**Remediating public PDF documents**

PDF remediation is on-going and progress continues to be made. Through on-going research, additional PDFs requiring mediation have continued to be identified. WebTech is now aware of 9,136 PDFs which have been identified as needing remediation. WebTech is currently reviewing and prioritizing 403 (4%) of these PDFs that do not have machine-readable text and are not tagged (see Attachment 5).

Of the remaining PDFs identified as needing remediation, seven (<1%) PDFs are tagged but do not have machine-readable text, and 3,039 (33%) PDFs have machine-readable text but are not tagged. 5,687 (62%) PDFs are both machine-readable and are tagged, but have other issues identified by the automated PDF assessment tool.

Through continuous discovery WebTech has uncovered a significant cache of additional PDFs, and has begun working with the stakeholders of those PDFs to ensure a remediation plan is in place. As of November 27, 2018, of the 14,674 PDFs crawled, 38% are remediated and accessible.

**Captioning**

Captioning of video content is on-going. WebTech is in discussions with video channel owners regarding the captioning requirement of WCAG 2.0 AA. The University looks forward to providing an update on progress in the next report due to OCR in six months.

Attachment 6 outlines the YouTube channels WebTech is aware of and the percent of videos within that channel that have been captioned (YouTube is one of a few video platforms used by staff, faculty, and students at WWU).

Much of the caption remediation is underway using 3Play Media as the primary caption vendor. Western is fully committed to remediating videos found on our websites. The majority of videos remaining (10%) in the primary WWU channel, require audio description. WebTech is working on building capacity to attempt this remediation at scale.

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1 Machine-readable text is text in a PDF that is readable by assistive technologies and editable by users. This is as opposed to images of text, which are not readable by assistive technologies and commonly the result of scanning to PDF from a hard copy document.

2 Tags: XML-based code that define the roles of certain content, similar to how HTML defines certain elements and their functions. McCall, *The Basics of Tagged PDF*. 
WebTech also has a list of self-service captioning and audio description resources for WWU users posted on the Western Digital Accessibility website: https://access.wwu.edu/resources/captioning/