

**WESTERN WASHINGTON UNIVERSITY
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 & Marketing

DATE: August 19, 2021

SUBJECT: **University Relations and Marketing Report**

PURPOSE: Information Item

Purpose of Submittal:

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

Supporting Information:

Report Attached

**WESTERN WASHINGTON UNIVERSITY
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS
AND MARKETING**

This summer, the URM team has been busy supporting communications to employees and students as we prepare for a fuller campus this fall, including educating the community about the highly contagious COVID-19 Delta variant and promoting free vaccine clinics. We have also been busy producing video stories for the kickoff of our 2021-22 digital recruitment marketing campaigns while also undertaking summer melt strategies and targeted outreach focused on the so-called “defectors,” students who stopped out over the 20-21 academic year.

We’re pleased that more than 500 of the identified defector students have re-registered for fall 21, and while about 300 of those students had initiated the registration process before the start of our IP targeting efforts, we believe the campaign nonetheless had an impact as evidenced by the fact that 11 percent of traffic to our website in July came through that campaign. Please see below for a detailed breakdown of traffic by campaign source.

A major change we are tracking is a new Facebook and Instagram advertising policy that will affect many digital marketers, especially in the higher education space. Beginning August 23, Facebook and Instagram will restrict audience targeting directed at users under the age of 18 in the US to three criteria: age, gender, and location. [According to Facebook’s news center](#), this change was made to give young people a safer, more private experience on both platforms.

This means we will no longer be able to reach traditional age first-year students within this segment using detailed targeting (demographics, interests, and behaviors), custom audiences, lists, look-alikes, or retargeting.

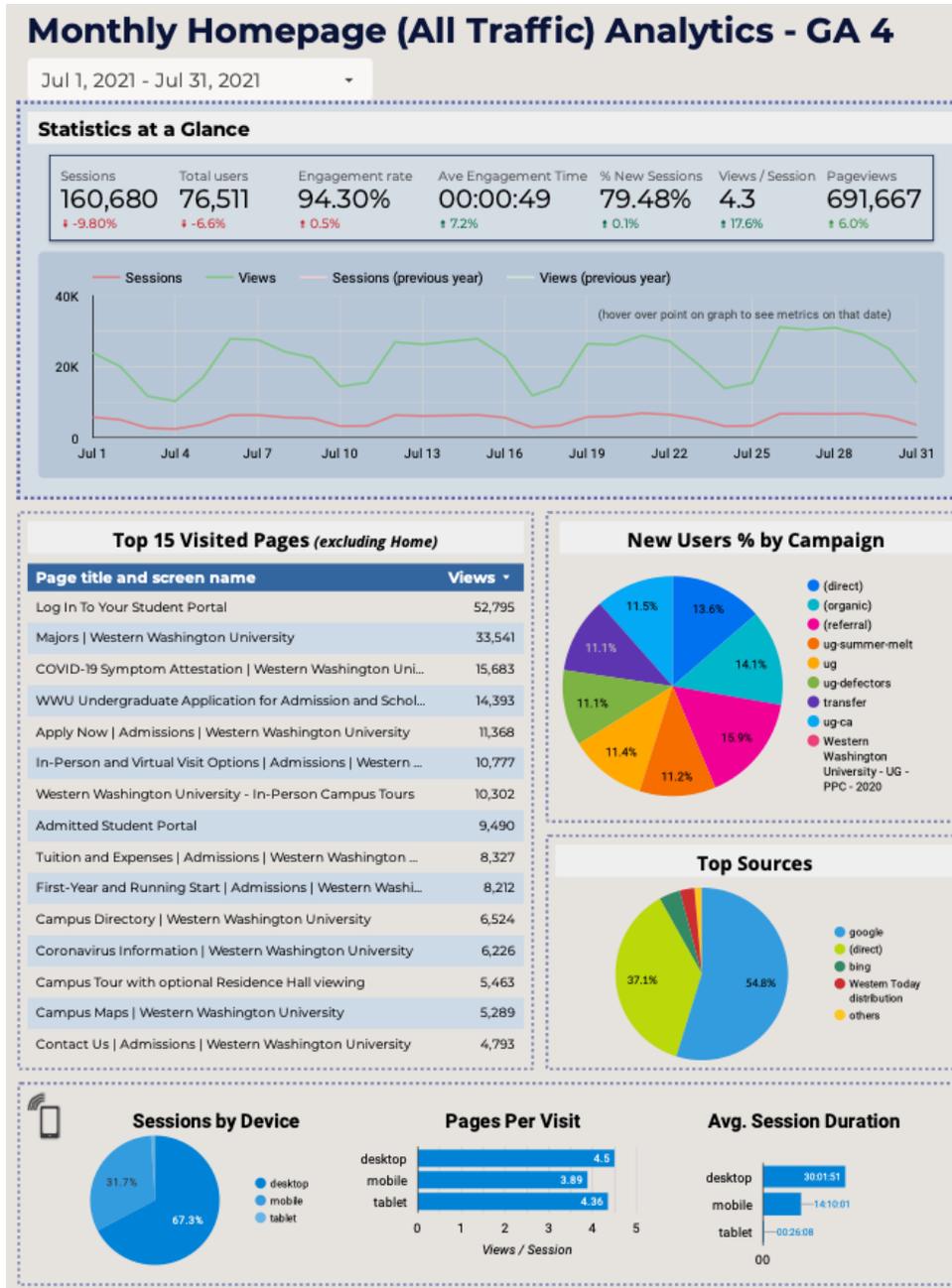
While we continue to evaluate the impact of this change, we still have quite a few ways to reach users within this segment including:

- Using data from previous applicants and admits to identify specific locations for audience targeting, such as ZIP Codes or cities that feeder high schools are in;
 - Incorporating aspects of interests, demographic, or behavioral criteria into specific ad messaging;
 - Linking our ads to landing pages with program-specific content, request for information forms and calls to action directly associated with ad messaging;
 - Adding hashtags into Instagram ads to reach users who search for content and new accounts to follow;
 - And increasing our efforts on other social media platforms that target prospective undergraduate students, such as Snapchat and TikTok, where more detailed targeting parameters and custom list targeting are still available.
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- For search and prospect lists, we will likely focus more on IP Targeting, which allows us to reach not only the prospective student but any other decision-makers in the household as well.
 - We are also launching a parent-targeted campaign, since we know that parents are involved in their child’s discovery and exploration of colleges, making them a vital influencer.
 - First-party lists of inquiries, applicants, and accepted students can also be utilized via Google Customer Match to reach these audiences on YouTube, Gmail, and display advertising.

In terms of organic content, we’ll also be expanding some of the tactics we’ve been using to reach the under-18 audience:

- Relying on influencer marketing by tapping into current students with large followings. We will also continue to ask students to share insights into academics and student life which fosters an authenticity that ads sometimes lack.

- Continuing to post high-quality, engaging content on a regular basis to create the expectation that there's always something new to discover about Western, and engaging with followers in comments and through content that encourages conversation and sharing which helps increase reach.



UNIVERSITY COMMUNICATIONS

Our office continued to provide broad, rapid and intensive communications support for Western's response to the COVID-19 pandemic. These efforts included:

- Assisted with important messages to campus on issues such as President Randhawa's recent message updating mask usage on campus. The decision was covered in the media.

See: <https://www.bellinghamherald.com/news/coronavirus/article253152293.html>

- Constant and rapid support for the Student Health Center, Admissions, University Residences, and other campus offices. Provided updated information, including responding to inquiries from students, employees, parents and the media, about Western's vaccine mandate, vaccine exemption process, updated mask requirements, and other COVID issues. Coordinated regular meetings and COVID messaging with a campus Communications Committee, which includes representatives from offices throughout campus.
- Assistant Director and Western Today Editor John Thompson has provided continuous updates on Western's response to the pandemic, including expert information on COVID, such as this recent interview with virologist and WWU Assistant Professor of Chemistry Gerry Prody about the Delta variant. See: <https://westerntoday.wvu.edu/features/inside-the-delta-variant-a-conversation-with-western-s-virologist-gerry-prody>.
- Publications Editor Mary Gallagher also provided updated and timely information on Western's pandemic response via Western's Family Connection newsletter, sent to thousands of Western parents and families. In addition, Mary directed and edited the Summer Edition of Window magazine that was just sent to more than 128,000 alumni. It includes stories about Washington Poet Laureate Rena Priest, Western's Stories Deployed program that provides a platform for veterans to tell their own stories, and an alum who launched an unusual resort in Alaska that caters to those who want to view the aurora borealis. We're also working with New Student Services/Family Outreach to send a series of welcoming and informative emails to returning and incoming families over the summer. See: <https://window.wvu.edu>

Western also continued to receive notable media coverage, including:

- Laurie Trautman, director of Western's Border Policy Research Institute, was quoted in several media outlets on effects of the U.S.-Canada pandemic-related border closure, including in the Seattle Times. See: <https://www.seattletimes.com/business/international-trade/with-travel-restrictions-barely-easing-u-s-canada-border-towns-stuck-in-economic-limbo/>
- Jackie Caplan-Auerbach, professor of Geology and associate dean of Western's College of Science & Engineering, was quoted in the Vietnam Explorer Channel on seismic signals and volcanic eruption. See <https://vnexplorer.net/a-burp-or-a-blast-seismic-signals-reveal-the-volcanic-eruption-to-cme-a2021223350.html>
- The Oregonian quoted Michael Medler, professor of Environmental Studies at Western, on Oregon's comprehensive and contentious wildfire response bill. See: <https://www.oregonlive.com/politics/2021/06/oregons-comprehensive-and-contentious-wildfire-response-bill-left-for-the-last-week-in-session.html>
- Social Media Coordinator Zoe Fraley is continuing her work on optimizing Western's YouTube channel to create a more branded and useful experience for new and prospective students. While this is an ongoing and evolving project as new content is added to the channel, many of the visible features are updated, including a re-organization of the homepage into featured sections, building out college playlists and creating branded thumbnails for all videos on the homepage. She also used social media to celebrate June graduates leading up to, on the day of, and following commencement, sharing lots of family videos for each of the three ceremonies as well as highlighting Presidential Scholars and Outstanding Graduates with daily posts. She is now in the midst of supporting Orientation

through social media and is building a plan for Western Welcome Week that will include daily Instagram Stories takeovers by important groups on campus such as the Associated Students, University Residences, Counseling & Wellness Services and the library so that new and returning students can hear from their peers in a fun, interactive way about the resources that are available on campus.

- University Communications graphic designer Chris Baker also provided a range of support, including design for the Summer Window magazine; branded office window graphics in the new WWU Community Commons space on the groundfloor of the new Stateside apartment building in downtown Bellingham; Geology Department photo graphics; travel time map for the campus transportation office; and design for University Residence’s revised housing agreement.



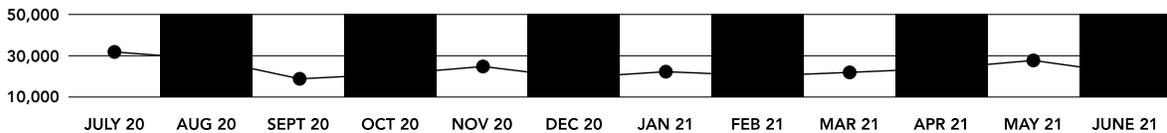
WESTERN TODAY

Total Sessions

50,554

Top Stories

- Meet the 2021 Presidential Scholars – [Link](#)
- The Vax Facts: Answering your questions on the COVID vaccines – [Link](#)
- Christopher ‘Caskey’ Russell named new Dean of Western’s Fairhaven College of Interdisciplinary Studies – [Link](#)



SOCIAL MEDIA

Twitter

Facebook

Instagram

STATISTICS AT A
GLANCE

22,277
Total followers

0
New followers

-1%
% gained

336
Engagements

50,627
Total followers

14
New followers

0%
% gained

8,583
Engagements

24,351
Total followers

285
New followers

1.2%
% gained

44,788
Engagements



OFFICE OF UNIVERSITY COMMUNICATIONS

JUNE 2021 – JULY 2021

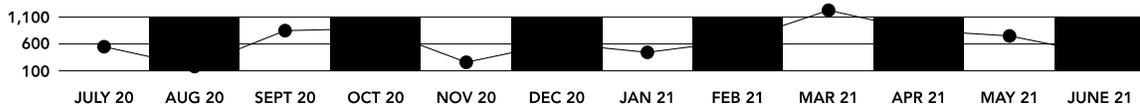
External Media

Total Stories

1,208

Top Stories

- House Republicans kept a woman in their third-highest post. What stops GOP women from climbing higher? – [Washington Post](#)
- Pressure builds to lift coronavirus restrictions on U.S.-Canada border – [Yahoo news](#)
- Confessions of a reluctant Hindu – [Wall Street Journal](#)



FAMILY CONNECTION NEWSLETTER

May

Sent: 10,977

Opened: 38.6%

Clicked: 10.8%

June

Sent: 10,994

Opened: 33%

Clicked: 6.6%

Top clicks: Get Ready to Rent event, Viking Vax Day, Coronavirus Information, Internship and Volunteer Fair, Vaccine Requirements for Fall.

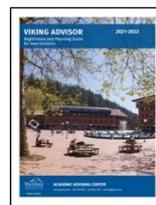
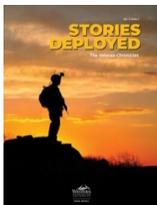
Top clicks: Spring Commencement, University Residences, Coronavirus Information.

GRAPHIC DESIGN

Total Projects 28

Featuring

- Stories Deployed Magazine
- Viking Advisors booklets
- Global Humanities and Religions Newsletter
- Campus Calendar



UNIVERSITY MARKETING

SUMMARY:

University Marketing is engaged in a range of work which includes digital marketing, collateral creation, video and photography, brand management, and marketing planning & project management.

DIGITAL MARKETING:

UM breaks down digital marketing into two main sections, campaign work that is coordinated with a third-party service provider, Carnegie Dartlet, and in-house placement of ads. In both cases, the UM team is responsible for strategy, creative production, asset coordination and budget reconciliation. The difference is based on the placement/routing of the advertising on the various platforms as well as tracking, in which in-house placement means that a member of the UM team works directly on the platforms to launch and track ad performance.

In both cases, part of our digital strategy includes monitoring how target audiences are engaging with the ads and landing pages. The UM team, in collaboration with WebTech, has successfully set up Key Metrics in the SiteImprove software, generating a real-time dashboard report which is reviewed monthly at the External Recruitment and Marketing committee meetings.

CAMPAIGN DIGITAL MARKETING:

Beginning September 2020, URM launched an undergraduate digital campaign in partnership with Admissions as the primary recruitment marketing campaign for WWU. This includes display, display retargeting, Snapchat, YouTube, Pay-per-click, Audience Select (list targeting), and

Facebook/Instagram advertising which runs for a six to nine-month cycle, depending on the platform. At-a-Glance (May 1 – June 30, 2021)

- Total Impressions = 5,284,443
- Total Ad Clicks = 21,385
- Total Conversions (Application or RFI button clicks) = 123

Key highlights:

Overall conversion volume increased 29% in May as a result of strengthened performance from the general undergraduate display retargeting campaign, driving a 74% increase month over month.

The Yield & Melt campaign began May 1, 2021, which includes IP targeting and Facebook list tactics for students who have applied but have not yet confirmed enrollment.

- The yield campaigns completed after a 3-month flight, driving 1,656 clicks and 21 conversions, 14 of those being Confirm Your Enrollment button clicks
- The Facebook/Instagram campaign drove 67% of total yield conversions

At-a-Glance (May 1 – June 30, 2021): Regional Undergraduate Campaign (Everett and Western on the Peninsulas)

- Total Impressions = 258,518
- Total Ad Clicks = 1,379
- Total Conversions (Application or RFI button clicks) = 70

At-a-Glance (May 1 – June 30, 2021): Regional Graduate Campaign (Everett only)

- Total Impressions = 208,587
- Total Ad Clicks = 600
- Total Conversions (Application or RFI button clicks) = 5

Key highlights:

- The continued success of the discovery campaigns led to conversion volume increasing 87% month over month
- The Facebook/Instagram campaigns completed on 5/31 and over their lifetime drove over 1.6 million impressions, 4,680 clicks and 38 conversions
 - The general retargeting campaign was the top converting tactic, driving 16 total conversions, 87% of which were apply related.

COLLATERAL CREATION (GRAPHIC DESIGN)

In March and April, the designers collectively worked on **100 projects** and produced **588 individual assets**.

Notable projects include:

- Undergraduate recruitment campaign digital ads
- WWU Family Calendar, New Student Handbook, New Family Handbook for New Student Services and Family Outreach

- Degree program collateral library updates
- International audience collateral library
- SMATE heritage/history thumbnails and banners
- Window Magazine user experience redesign

VIDEO AND PHOTOGRAPY:

For May and June, the video team focused on preparing for a number of high-profile, University-wide events. Chief among these was virtual Commencement. The team is also starting to do more field shooting and covering the building of Western's two new campus academic and residential halls. In addition, the team completed the new set of videos for our ongoing student recruitment campaigns.

Videography:

- On-site Elwha Dam restoration project filming for the transfer campaign video
- Videos for New Student Orientation
- Commencement
- International alum video shoot in Seattle

Photography:

- Give Day shoot
- Congressman Rick Larsen visit
- Marysville/Huxley fieldwork shoot with Professors Alex Tadio and Kathy Reidy Liermann
- Cherry Point and Bellingham Bay shoots with Professor John Rybczyk
- STARs (Student Admissions Representatives) portraits and action shots edited and finalized
- Scholarship "I Promise" shoot
- Child Development Center and Sunflower the Crane story
- Juneteenth Flag raising
- Planetarium shoot
- Alma Clark Glass residence hall

BRAND MANAGEMENT:

The creative team works with partners across campus to manage Western Washington University's brand. This includes the development of design elements and assuring adherence to Western's brand standards.

In March and April, the Creative Team:

- Completed brand identity work for:
 - College of Business
 - College of Humanities and Social Sciences
 - College of Science and Engineering
 - Fairhaven College of Interdisciplinary Studies
 - Office of Budget and Financial Planning
 - Office of Business and Financial Affairs
 - Office of Capital Planning and Development
 - Office of Environmental Health and Safety
 - SEA Discovery Center
- Brand identity work in progress for:
 - Entrepreneurship and Innovation Studies
 - Tribal Liaison Office

- Canada House
 - Border Policy Research Institute
 - Center for Canadian-American Studies
 - Salish Sea Institute
 - The Ray Wolpow Institute

COMMUNITY RELATIONS

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

MARS LAB PRESENTATION AT CITY CLUB:

WWU researcher Kristiana Lapo served as the presenter for Bellingham City Club on Wednesday, July 28. She shared her spectroscopy research done in the WWU Mars Lab and their exciting work with NASA's Perseverance Rover which landed on Mars in February 2021. City Club is a non-partisan civic organization that fosters dialogue and debate on important issues facing the community and includes a membership of more than 500 engaged community members. The virtual event was recorded and shared with City Club members, posted on social media, and broadcast on local cable access BTW 10. The Director of Community Relations moderated the discussion and serves on the program committee of City Club which expands opportunities to showcase WWU's exceptional faculty experts to the broader community.

HAND SANITIZER FOR A YEAR:

Last year, Community Relations worked with Chuckanut Bay Distillery to purchase needed hand sanitizer for campus. This effort provided WWU with much needed product while also generating timely financial support to a local business. Now, Chuckanut Bay Distillery has donated much of their remaining supply of hand sanitizer. In total, more than 100 gallons of hand sanitizer has been donated to WWU which will provide the supply needed campus wide for the entire 2021-22 academic year.

WWU COMMUNITY COMMONS:

Community Relations is serving as a key point of contact and project lead for the development of WWU's new Community Commons located in the new Stateside apartment complex in downtown Bellingham. The WWU Community Commons will serve as an accessible and vibrant space for campus and community partners to engage with flexible space for meeting and working. The space is being provided to the university rent-free for three years by project developer Spectrum Development. This space will be supported and staffed by Community Relations in collaboration with multiple campus partners including the Morse Leadership Institute, VU Leadership and Community Engagement, and Entrepreneurship and Innovation Studies. The grand opening ribbon cutting at Stateside will take place on August 24 and the WWU Community Commons will open mid fall quarter.

MOVE OUT MADNESS:

Community Relations worked in collaboration with the Office for Off Campus Living, Zero Waste Western, AS Recycle Center, and the City of Bellingham to offer two recycle locations for Move Out Madness on the weekend following spring commencement. This annual program provides a location for students to donate their furniture, clothes and other household items while discouraging illegal dumping. Additionally, Community Relations facilitated communication between neighborhood

association leaders and the City of Bellingham to make “Pack it in/Pack it out” yard signs available to residents.

CELEBRATION OF EXCELLENCE:

The director of Community Relations served as the narrator of the virtual [Celebration of Excellence Awards](#). He also led the Phil Sharpe Community Engagement Award committee which chose this year’s recipient.

COMMUNITY CONNECTIONS AND ENGAGEMENT:

Community Relations connected multiple community partners to campus programs including the Bellingham Juneteenth Celebration, Ferndale Chamber of Commerce, Washington Liquor Control Board, Whatcom Volunteer Center, Wild Buffalo, Salish Wealth Management, Whatcom Business Alliance, Whatcom Community Foundation, and Allstate.

TRIBAL LIAISON

PLANNING:

The Tribal Liaison was a member of the Legacy Review Task Force. The task force met during the winter and spring quarters to examine the history and significance of building and college names on Western’s main campus in Bellingham. The task force members spent many hours researching and reviewing archival materials and reviewing the processes used by other institutions for re-naming buildings. A forum was also held to seek out input from the Western community. A final report and recommendations on four highlighted buildings: Huxley College of the Environment, Mathes Hall, Haggard Hall, and the Viking Union was submitted in June 2021 to the President and the Board of Trustees.

The Tribal Liaison is leading the campus development process for the Longhouse House of Healing project. Planning is underway with Advancement staff regarding fundraising strategies to fill the gap on the \$500,000 needed on top of the \$4.5 million in state appropriations. Design planning is also underway with the campus architect and capital planning and with the City of Bellingham on the land transfer process in Sehome Arboretum. The Liaison is also creating an advisory structure including a tribal elders committee and a longhouse steering committee.

EVENTS:

Planning has begun with the Tribal Liaison and Community Relations for an Indigenous People’s Day celebration in October. More information to follow in the next report.

ADVISORY FUNCTIONS:

The Tribal Liaison continues to meet with Western staff and other organizations regarding tribal and Indigenous issues which impact the students, faculty and staff at Western. In the forefront is ongoing response on pandemic impacts among Indigenous communities, restorative measures following the discovery of several unmarked graves of Indigenous children at residential boarding schools in British Columbia, and advising on land acknowledgements and honoring a sense of place for Salish tribes.

RELATIONSHIP-BUILDING:

The Tribal Liaison continues to meet with the Tribal Leaders Congress on Education regarding current issues for Native students in K-12 and higher education.

The Tribal Liaison met with Lummi Tribal Chairman Lawrence Solomon to share an update on successful state funding for the longhouse. We expect that the Lummi Council will continue to support Western on this project.

The Tribal Liaison continues to support Northwest Indian College as a board of trustee. The relationship between Northwest Indian College and Western is recognized as an advantageous relationship for both institutions.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

BELLINGHAM HIGHLIGHTS

Businesses Served	Q2 2021	Q2 2020	YTD 2021
Business Counseling Received	164	191	269
Research or Students Projects	3	6	5
SBDC Sponsored Training Participants	0	865	203
Information or Resources Provided	36	127	74

Clients' Economic Impacts	Q2 2021	Q2 2020	YTD 2021
Capital Formation	\$2.5M	\$6.8M	\$6M
Business Starts	2	1	3
Jobs Created or Retained	59	17	160

Top Areas of Counseling: Start-up Assistance, Buy/Sell a Business, Managing a business, Financing/Capital

Rolling 12-month Demographics

- Top Industries: Service Establishment, Retail Trade, Accommodation and Food Services, Manufacturer or Producer
- Annualized Sales: \$288M
- Jobs Supported: 2,798

OUTREACH AND PROFESSIONAL DEVELOPMENT

Outreach

- Attended Meet Up Zoom Group "Women in Tech"
- Attended Whatcom Business Alliance Open House
- Attended Women's Professional Network Meeting
- Bellingham Bar and Restaurant Network
- Cindy Brooks, Economic Recovery Coordinator at North Olympic Peninsula Resource Conservation and Development Council - BIPOC Outreach
- Congressman Rick Larsen - 5-County ADO/Chambers Meeting
- Congresswoman DelBene Zoom Meeting - PPP, ERTC
- Downtown Bellingham Partnership - Economic Vitality Committee
- Elizabeth Boyle Consulting
- Ferndale Chamber Networking Meeting
- Ferndale Chamber Small Business Support
- Mauri Ingram, Whatcom Community Foundation - Community Reinvestment Act
- Meeting with Clients and Congressman Rick Larsen - PPP 2nd draws

- Meeting with Fernando Oriz of Solidarity Nation Accounting – Bilingual
- Meeting with Jenefeness Tucker - CBA South Seattle - Black Business Outreach
- Meeting with Joel Nania - SBA, Client Issue
- Outreach to BIPOC Business Population by Email and Phone
- Outreach to International Brotherhood of Electrical Workers
- Outreach to Sustainable Connections
- Outreach to UniteUs - How could SBDC and BIPOC community benefit from association with UniteUs
- Outreach to Yon Wyandt, Wyandt Accounting
- Prime Sports - Belles Sponsorship Night
- Professional Service Provider Meeting with Corky Booze, Commercial Brokers Association
- Professional Service Provider Meeting with Cynthia Martell, Practical Solutions
- Professional Service Provider Meeting with Jim Bjerke, Pacific Continental Realty
- Professional Service Provider Meeting with Lirio Perez, First Federal
- Professional Service Provider Meeting with Fernando Oriz, Solidarity Nation Accounting
- Professional Service Provider Meeting with Ralph Homan, Connex
- Professional Service Provider Meeting, Grace Peschek, Conor McDonald, Angela Korvas - BECU
- Safer Stronger Campaign Steering Committee
- Team Whatcom COVID-19 Economic Resilience Team
- Whatcom Community College - Business and Office Administration Spring Advisory Committee Meeting
- Whatcom Community Foundation - Impact Investing Committee
- Whatcom County Council Advisory Committee - Business and Commerce
- Whatcom County Racial Equity Commission - Community Visioning Summit
- Whatcom County Racial Equity Commission - Meeting with Founders
- Whatcom County Small Cities Partnership
- WWU Board of Trustees
- WWU SBDC Quarterly Advisory Meeting

PROFESSIONAL DEVELOPMENT GENERAL:

- All SBDC advisors participated in the WSBDK Spring Conference and Professional Development Meetings
- Research on structuring business sale and client reference materials
- ADEI workshop with WWU Senior Leadership
- Aspen Institute - Encouraging Job Quality in Small Businesses: Advising, Lending, and Procurement Approaches
- Comply Right Webinar - Rising Minimum Wage Rates and How they May Impact Your Business
- Global Meet Webinar: Crucial Factors to Consider Before Firing
- Met with Dr. Ray Bowman, California SBDC
- Mike Moyer - How to Split Equity with Cofounders
- Research for L&I Presentation on Agriculture Workers and Overtime Rules
- WiX Ecommerce
- WWU Webinar: Attracting a Workforce in Demand

PROFESSIONAL DEVELOPMENT EQUITY AND CULTURAL AWARENESS:

- Black Excellence Webinar by D.r Jennifer Harvey
- Deeper Dive Exploring Equity & Cultural Humility Part 2 - provided thanks to WCF's Resilience Fund
- Oregon State University Provost Lecture Series with Ibram X. Kendi, author of How to be an Antiracist

PROFESSIONAL DEVELOPMENT PANDEMIC RELIEF:

- Connecting Communities® Session, "A Year of Crisis, and Now What? Where Our Main Streets Go from Here"
- SBA Restaurant Revitalization Fund Webinar
- The Post-COVID Comeback by Jon Schallert, Destination Business Expert.
www.JonSchallert.com
- WSBDC Meeting: - Chuck DePew, National Development Council - Flex Fund

KITSAP HIGHLIGHTS

Businesses Served	Q2 2021	Q2 2020	YTD 2021
Business Counseling Received	43	60	81
SBDC Sponsored Training Participants	14	28	70
Information or Resources Provided	5	63	15

Clients' Economic Impacts	Q2 2021	Q2 2020	YTD 2021
Capital Formation	\$75K	\$420K	\$632K
Business Starts	0	0	1

Top Areas of Counseling: COVID-19 Financial/Capital or General Support, Start-up Assistance, Managing a Business

Rolling 12-month Demographics

- Top Industries: Accommodation and Food Services, Arts and Entertainment, Service Establishment, Retail Trade
- Clients' Annualized Sales: \$27.7M
- Jobs Supported: 561

HIGHLIGHTS:

- Facebook Live: With 1000+ views, US Congressman Derek Kilmer visited with Kitsap CBA, Jaime Forsyth, and three SBDC clients. April 8, 2021
- Following more than a year of impressive impact and outreach during the pandemic, the Kitsap SBDC has added new local partners: The Cities of Bremerton and Bainbridge Island have both approved 2022 funding for the Kitsap SBDC as of 6/29/2021. We look forward to additional municipalities joining in that support for 2022 and beyond.
- The Kitsap SBDC recently participated in the Kitsap BIPOC Forum, an initial outreach and conversation to reach out to business owners who identify as members of historically disadvantaged groups. Kitsap Economic Development Alliance has promised to continue this outreach on a quarterly basis.
- Jaime Forsyth, in her first full year as a Certified Business Advisor (CBA), received two awards at the Washington SBDC Annual Meeting, joining the "100 Jobs Club" and "\$1 Million Club" representing jobs saved and capital financing accessed for clients.

OUTREACH AND PROFESSIONAL DEVELOPMENT:

Outreach

- BIPOC Business Forum
- Bremerton Chamber CEO
- Bremerton Kiwanis
- Facebook live with Congressman Kilmer
- Fundraising presentation to Poulsbo City Council
- Kitsap Digital Hour (KEDA)
- Kitsap Commercial Investors and Brokers
- Kitsap Credit Union: Business Development
- Kitsap Immigrant Assistance Center
- Mayor of Bremerton - Greg Wheeler
- City of Poulsbo event: Girls Night Out
- Port of Bremerton
- Port Orchard Rotary - Guest Speaker
- Shuttered Venue Operators Grant: Statewide Webinar
- Silverdale Chamber – Guest speaker
- WEDA -SBA-SBDC Technical Assistance Training

Professional Development

- Census builder data for small businesses
- Dividing the Founder's Pie
- Kiva - Microlending for Small Business
- NFIB Small Business Tax Essentials
- Restaurant Revitalization Fund portal training
- SBA Community Navigator webinar
- The Post-COVID Comeback - The New Requirements to Build a Destination Business and Community
- Washington SBDC statewide spring conference

SMALL BUSINESS TRENDS AND OBSERVATIONS:

Access to Capital/Financing

- **Targeted EIDL and Supplemental Grants:** The SBA recently opened these grants up for any small business in a low-income area, with documented revenue loss of at least 30% for the Targeted EIDL (max. award \$10,000) or the Supplemental Targeted EIDL with a documented revenue loss of at least 50% (award of \$5000). Previously, this was only open to businesses that applied for the Economic Impact Disaster Loan in 2020. Recently, the SBA noted that the emails to that original group only have a 40% open rate.
- **Economic Impact Disaster Loan (EIDL):** As long as funds are available, this SBA program will continue through 2021
- **Small Business Flex Fund:** Washington State has opened this loan program on June 30 to provide no fee, low interest loans of up to \$150,000 for small businesses impacted by the pandemic. These loans will be administered through Community Development Financial Institutions (CDFIs). More information on this program can be found here: <https://smallbusinessflexfund.org/>
- **Restaurant Revitalization Fund (RRF):** While this grant fund was intended to make up for pandemic losses in 2020, it has run into a roadblock impacting some of the most in-need businesses. Because of lawsuits in Texas and Tennessee, grants that had been prioritized

for historically disadvantaged businesses were cancelled, because the distribution of funds were based on race or sex. This is an ongoing situation.

- **Employee Retention Tax Credit (ERTC or ERC):** We are still seeing CPAs who are still not familiar with this tax credit opportunity with a potential impact of \$33,000 per employee based on \$5000 retroactive to 2020 and \$7,000 per quarter in 2021.
- **Shuttered Venue Operators Grant (SVOG):** As of June 30, the SBA has “decisioned” 52% of the applicants. We hope that all our eligible Kitsap County venues will have good news to report...soon, if not already.
- **Business buy/sell activity** continues, and deals are still going through with SBA 7a loans, owner financing or self-financing from buyers. Interestingly, we are working with a number of clients in the food service/restaurant space on acquisitions and expansion of operations.
- **Talk of capital gains** rates going up has more baby-boomer business owners contemplating earlier retirements via selling their businesses, sometimes to employees. While Employee Stock Ownership Plans (ESOPs) and Co-ops are gaining in popularity, they may be too expensive or complex for small businesses with few employees. SBDCs can help navigate those options.
- **Startups:** New funding opportunities, such as the new Small Business Flex Fund, continue to require that businesses have been in business before the pandemic. Sixteen months after the beginning of the pandemic, this is limiting access to capital for businesses that were already gearing up prior to the pandemic or want to open a business in a currently vacant space.

WASHINGTON CAMPUS COMPACT

LAUNCHING NEW GRANT:

Washington Campus Compact/Western Washington University has launched the new grant, *Civic Leaders and Engagement Corps* on August 1, 2021. Campuses throughout Washington and Idaho have been selected as program partners. This funding will support projects addressing the following issues:

- Academic success and engagement of underrepresented K-12 students
- Academic success and engagement of underrepresented college/university students
- Food security in higher education and communities
- Mental health in higher education and communities
- Civic engagement and racial equity projects
- Environmental stewardship across Washington

DISAFFILIATION FROM NATIONAL CAMPUS COMPACT:

The Washington Campus Compact board voted to disaffiliate from National Campus Compact. The board deliberated on this decision for the past year. While some elements of affiliation with the national association were valuable, it became increasingly evident that the Washington Campus Compact and national Campus Compact were not aligned with a place-based service delivery model that has been central to growth and success for Washington Campus Compact. To advance our mission, we believe it is essential to have presidential leadership and programming at the local level to effectively implement community engagement and equity work.

Over the past several years national Campus Compact has been reorganizing towards a more centralized structure, away from place-based work and eliminating local presidential leadership in the Campus Compact network. This is counter to our philosophy on how to meet campus partner and community needs.

While national membership has declined significantly over the past several years, membership in Washington Campus Compact continues to grow. Currently there are 46 higher education institutions in Washington that are members: 100% of the four-year public institutions, 68% of private institutions, and 51% of community and technical colleges. Several Idaho campuses are also planning to join this upcoming year.

This is part of a trend as several other state affiliates are also choosing to disaffiliate this year. As a result of this disaffiliation, we will undergo a rebranding process in collaboration with our member institutions over the next year.

WEB COMMUNICATIONS TECHNOLOGIES (WebTech)

CORONAVIRUS MESSAGING:

Work continues in supporting coronavirus messaging to the campus and community. We are working with Prevention and Wellness, Student Health, and University Communications to simplify the coronavirus site pages into a singular landing page, linking off to relevant resources for student, staff, faculty, and visitors. This should make it easier for site visitors to find key at-a-glance coronavirus information and allow us to push updates more quickly as guidelines continue to evolve due to the delta variant.

SITE LAUNCHES:

In late June, Public Records moved out of the Risk, Compliance, and Policy Services website into its own [public records site](#). The site now provides a clearer pathway to university rules and policies and reflects the department's organizational move to the President's Office. We also launched a [Western Success Scholars website](#), a community support program for students who have experienced foster care or homelessness, and an info site for the [Business and Sustainability program](#).

WebTech continues supporting Window Magazine's website, which launched its latest July edition. Our team created a site for one of Window's July features, [Stories Deployed](#), which highlights stories of service written by Western veteran students, with support from the English Department's Kathryn Trueblood.

Western's Information Technology Services (ITS) had two major site launches between June and July. The [ITS site](#) serves as a central resource to learn about Western's network and application support services. ITS's Security Office also launched a [security-specific site](#) to support Western in its IT security practices.

We are fortunate to have one of our talented student web developers working with us over the summer to migrate a suite of Business & Financial Administration WordPress sites into one collective Financial Services site. This huge content migration should come with major improvements in usability and accessibility.

SEARCH ENGINE OPTIMIZATION PROJECT:

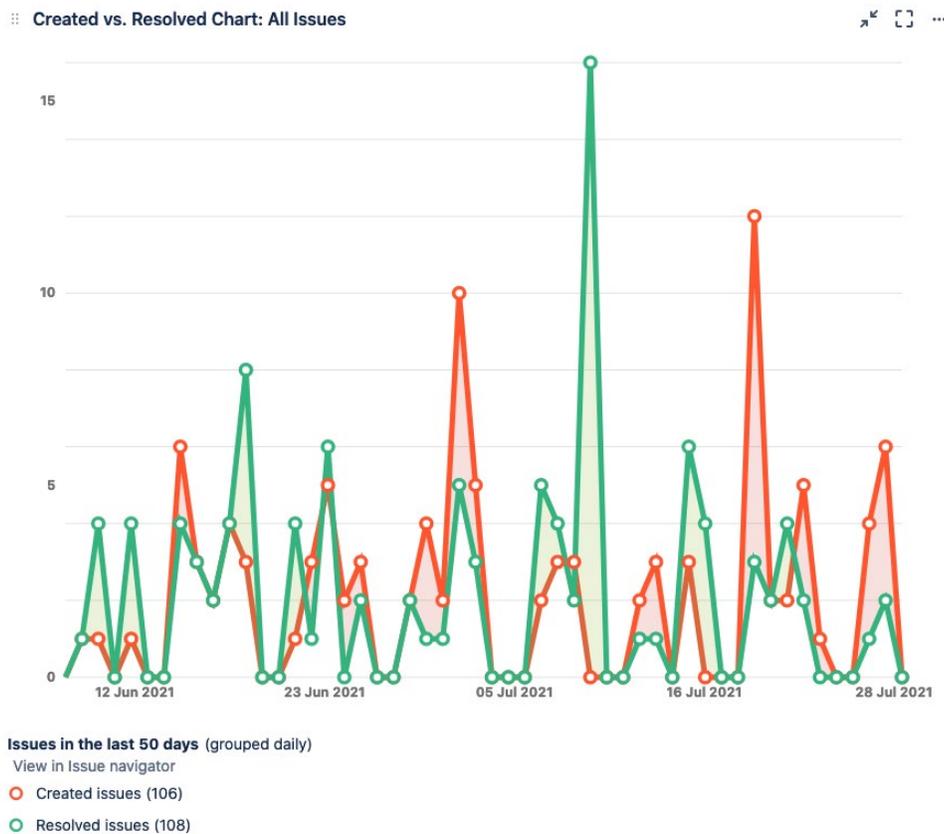
Over the summer, WebTech is addressing backend technical roadblocks that have been inhibiting our ability to show up in Google organic search results. With the support of Carnegie-Dartlet, the agency we use to activate and track our digital recruitment advertising efforts, we are also

developing a content strategy, performing keyword research, and rewriting and optimizing admissions-focused website content for increased search engine visibility. In tandem with this we are reworking the majors landing page, one of our most highly trafficked pages, with the goal of presenting offerings in a more visually appealing way and also improving the text to HTML ratio to increase search engine visibility.

NEW WEB TRAINING:

WebTech started providing beginner Drupal training, which continues to receive positive feedback from participants. The training focuses on staff who are new to site editing responsibilities, or who want to improve their editing skills. Participants learn how to use our site building platform Drupal and different ways to create content in a hands-on training session. By the end of the training, editors learn how to create informative yet engaging site content, using their own sites to practice and improve.

WEBTECH WORKLOAD:



Resolution and creation of tickets decreased slightly over the prior period, with 108 resolved issues and 106 issues created. A spike in closed issues on July 9th is due to a series of closed tickets for updates that improve web editing and user experiences overall.

Around 281 help emails were received within June and July. This is a dip from last report, due to summer being a slower than usual time of year for WebTech. In the remote work environment email has stayed consistently popular as a method of seeking support.