

**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 and Marketing

DATE: April 13, 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

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

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

Bellingham Waterfront District Redevelopment

We have convened an ideation group of faculty leaders in engineering, environmental science, business sustainability, energy science and technology, and entrepreneurship and innovation studies to work on the next (and we hope last!) iteration of the development plan for Western at the Waterfront. Our goal is to produce a conceptual document for review by the Western Crossing Development board at its next meeting on May 2, and for review by the Port of Bellingham Commissioners before the end of June.

In preparation, the ideation group is meeting with Port staff, as well as potential industry and community partners, to discuss a shared vision for regional economic development. Later this month, the group will meet with Ken Johnsen, Western alumnus and president of Seattle's Shiels Obletz Johnsen. Ken has been involved in many of Seattle's transformational projects including Safeco Field, South Lake Union, and for the last three years he has led the design and engineering consultant team on Seattle's Central Waterfront Project. We look forward to hearing his advice and lessons learned.

The qualities the ideation group has defined for the Western Waterfront learning environment include:

- **Collaborative, experiential learning with private industry partners and mentors** that includes interdisciplinary experience in fields such as public policy, business, law, ethics, and communications;
 - **Engaging undergraduate students in research;**
 - **Sustainability focus** especially as it relates to our national and world economies, global security and health in the decades ahead;
 - **Entrepreneurship and innovation experience** such as the start-up of new ventures, dissemination of technology, and coursework in entrepreneurship;
 - **Global and cross-cultural perspectives** gained through experiences that promote involvement with globally complex issues, such as the energy/climate change nexus;
 - **Development of social consciousness through service-learning**, such as using the larger community as a "laboratory" for projects that foster an appreciation for serving human welfare and the needs of society.
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- **Strategic Plan and Annual Report**
With the 2018-24 strategic plan near completion, we are now moving forward with production of a comprehensive annual report (both print and online) that will be sent to a wide range of constituents including donors, key alumni, legislators and business partners. The annual report will provide a summary of the strategic plan and metrics, as well as sections on financial statements, endowment performance and giving impact. We expect to have the annual report completed in May.

- **Presentation Skills Workshops**

In an effort to improve our delivery of key messages in an engaging and consistent manner, we will be holding workshops with VPs and the President that will include particular emphasis on persuasive storytelling techniques and videotaped practice. Based on the success of these workshops, we will consider expanding to Deans and other key spokespeople and thought leaders.

- **Unified Brand Strategy**

Our work with DNA, one of Seattle's top brand strategy and advertising agencies led by Western alumnus Chris Witherspoon, continues as we are in the final stages of defining a differentiated brand position. Our next step is to validate the positioning with a host of on-campus and off-campus constituents including prospective students and their families, alumni, donors, faculty and staff members. This work will continue through the spring and we look forward to presenting the results of our work to the Board of Trustees at the June meeting.

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:

- Western student and elite downhill skier Breezy Johnson competed in the winter Olympics, leading to many news stories, including this extensive Seattle Times profile: <https://www.seattletimes.com/sports/olympics/wwus-breezy-johnson-made-her-first-olympic-team-this-year-but-shes-just-getting-started/> An op-ed by President Randhawa in the Bellingham Herald discussed student enrollment and housing (see: <http://www.bellinghamherald.com/article202680604.html>). The Kitsap Sun noted that money for a new four-year degree in early childhood education was approved by the Legislature through WWU in collaboration with Olympic College (see: <http://ux.kitsapsun.com/story/news/local/2018/02/21/house-democrats-propose-expanding-high-ed-kitsap/357324002/>); and the Anacortes American reported on the Legislature providing Western with \$1.3 million to offer a new four-year undergraduate major in marine sciences (see: https://www.goanacortes.com/all_access/article_25a21fb4-320c-11e8-a216-7fe88fd62690.html). Vandalism of several Jewish Studies books in Wilson Library led to media coverage, including this story in the Bellingham Herald: <http://www.bellinghamherald.com/news/local/crime/article206446724.html>
- **In publications**, we continued to see excellent reader response for our monthly [Family Connection Newsletter](#), with open rates of about 28 percent for both January and February. And we started preparing stories and videos for the spring edition of [Window magazine](#), which will include stories about wildfires and climate change, men's resilience, the Changemaker Fellows, and the 2018 Alumni Award recipients.
- **In marketing and social media**, our staff collaborated with staff and students from many campus offices, including from the Registrar's Office, the Multicultural Center, Off Campus Living, Human Resources, National Alliance for Mental Illness on Campus, Viking Union, Woodring, the Office of Sustainability, Prevention and Wellness, Libraries, and Political Science to assist with social media, Hootsuite onboarding, marketing planning and internal communications.

- **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. Work also continues on a method to distribute video content produced by the division to the university's colleges and departments via a new tagging and feed structure.
- Our **graphic designers** 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: Spring Career Fair posters; CEBR Economic Forecaster Newsletter; Housing Disability Accommodations brochure; Banner for Woodring Ershig Assistive Technology Center; Employee Recognition Ceremony graphics; logo for Northwest Center for Holocaust, Genocide & Ethnocide Education; preflight and prepare student publications Klipsun and Planet magazines; Journalism Alumni newsletter; Computer Science newsletter; initial design for viewbook revamp for the Graduate School; and MABEL – Template design for Drupal website.

WESTERN TODAY

TOTAL HITS

61,248

TOP STORIES

- WWU student Breezy Johnson is going to the Olympics
- Artist Ann Morris & Family Gift to WWU will Sustain Acclaimed Sculpture Woods
- Native American Author, Activist, Musician and Lawyer Gyasi Ross coming to WWU Feb. 20 and 21



SOCIAL MEDIA



TWITTER



FACEBOOK



INSTAGRAM

STATISTICS AT A GLANCE

21,168

Total followers

355

New followers

0.85%

% gained

3,169

Engagements

47,336

Total followers

165

New followers

0.18%

% gained

8,987

Engagements

16,675

Total followers

272

New followers

0.83%

% gained

42,957

Engagements

FAMILY CONNECTION NEWSLETTER

- January Family Connection Newsletter:
Sent to **13,516** people
28.7 percent opened
- February Family Connection Newsletter:
Sent to **12,768** people
28 percent opened

BREEZY JOHNSON OLYMPICS COVERAGE

- Social Media: **23** posts with a total of **5,363** reactions, shares and comments
- Western Today: **Two** stories with a total of **1,725** page views
- Home page image of Breezy: **460** clicks
- Extensive media coverage

MEDIA STORIES

1,491
Total Stories

TOP STORIES

- WWU ski racer Breezy Johnson has made it to her first Olympics (Seattle Times)
- Climate scientists unlock secrets of 'blue carbon' (Nature)
- This Man Broke 15 Bones When He Fell into a Glacier - Here's How He Survived (Reader's Digest)
- A 'landslide observatory': Scientists study Washington's Rattlesnake Ridge (Seattle Times)



CREATIVE SERVICES

GRAPHIC DESIGN



76 Total Projects

FEATURING

- Western Gallery - Back to the Sandbox promotion
- Registrar's Office - DegreeWorks branding
- University Residences - Housing Renewal mailer
- Communications and Marketing - Horizon Air print ad



PHOTO & VIDEO



21 Total Projects

FEATURING

- MLK Annual Celebration photo coverage
- Student interviews
- Area timelapse scenery



Community Relations

The Office of Community Relations **amplifies community connections** by connecting the community's needs with the resources and assets of Western. By **providing a centralized connecting point** for the community to access Western and its students and faculty, Community Relations **builds partnerships** that benefit both the university community and the people of Washington while **enhancing the university's reputation**.



Business to Academic Partnerships

Community Relations helps faculty and students bridge connections with the business community. These partnerships benefit academic curriculum, provide applied experience for students and build or expand partnerships with influential people who support Western.

One recent example involved faculty and staff touring insole and shoe manufacturer, Superfeet. Historically, Western has had sporadic connections with this company, and Community Relations is working to build a more comprehensive and mutually beneficial partnership. Led by one of Superfeet's original five founders, the three-hour tour initiated broad discussion about the various ways Western and Superfeet can work together. Staff from departments included MBA, University Advancement, Huxley, CSE, CBE, Advanced Materials, Science and Engineering and Athletics. Follow up conversations are taking place and we anticipate new pathways for partnership will be developed.

Increasing Western's Presence in the Community Creates Opportunities and Builds Rapport

Community Relations plays an important role ensuring that Western is not just visible in the community, but recognized as a key partner and leader. The Director of Community Relations serves as a recognizable representative of Western in the community by actively serving on a dozen boards and committees and representing Western and university leadership at multiple events. He also serves as a team member and contact to many community and business entities seeking connection to the university and represents Western as master of ceremonies at a variety of community events from Ferndale to Seattle.

Recently the Seattle/King County Economic Forecast Conference, the largest Economic Forecast event in the Pacific Northwest with approximately 800 business leaders and public officials in attendance, featured a greater presence from WWU. The University has historically played a small role, but increased its impact this year as Community Relations collaborated with

leaders in CSE, President's Office, CBE, CEBR, and the WWU Foundation to combine funds to be a major marketing sponsor of the event. Additionally, Western was the only university with students in attendance as both volunteers and presenters. This collaboration and support not only increased Western's visibility to the King County business community, but the Seattle Chamber of Commerce considers Western a viable partner.

Connections Increase Western's Impact

Community Relations serves as Western's key community connector not only by being visible in the community, but by being a trusted WWU go-to resource. Connections can include a local retiree or small business owner to large statewide initiatives. Introductions lead to conversations, which lead to partnerships that benefit Western and the state the university serves.

LifeDoor is a local startup company that made quite an impression at the Consumer Electronics Show in Las Vegas this year. In addition to receiving assistance from Western's Small Business Development Center, LifeDoor relied on Community Relations to connect with the Electrical Engineering faculty (future projects), Career Services Center (job postings), MBA Program (student projects) and the CEO and CTO of a successful local small business (mentorship). To the leadership at LifeDoor, Western is not only a potential supplier of a strong work force, but a connector to expertise and resources instrumental to successful business incubation and growth.

Another example is Western's growing involvement in the Cascadia Innovation Corridor, which is a collaboration between Microsoft, the Governor of Washington and the Premier of B.C. to build an economic corridor between Seattle and Vancouver, B.C. Driven by Community Relations and the Cascadia Connect Team, Western recently hosted Microsoft's Director of University Relations (a first) to discuss Cascadia Connect. Cascadia Connect is a Western proposed cross-border, university-to-university collaborative focused on supporting the Cascadia Innovation Corridor. Utilizing the strengths and assets of Western and other universities within the corridor, Cascadia Connect ensures Western plays an important role to the corridor's success. Additionally, Cascadia Connect can build beneficial academic ties between cross-border institutions establishing groundwork for future project and research partnerships.

Small Business Development Center

WWU Small Business Development Center: Q1 2018 HIGHLIGHTS

- Presented 2017 annual economic impacts and program outcomes to local funders:
 - City of Bellingham
 - Whatcom County Council
 - Port of Bellingham
- Launched rural advising program in collaboration with Northwest Business Development Association
- Hired a new Business Advisor to serve greater Whatcom County and rural communities
- Advisor Sherri Daymon completed the Small Business Development Center's advisor certification program

- SBDC clients: Overflow Taps, Brist Manufacturing and Corephysio were nominated for Whatcom Business Alliance's 2017 Small Business and Start-up Business of the Year awards
- Co-hosted Lunch & Learn Leadership Series with local professional coaches:
 - Giving Feedback: The Coaching Leader
 - Receiving Feedback: The Approachable Leader
 - Running Great Meetings: The Facilitative Leader
- Co-hosted Business Start-Up Seminar with WECU
- Co-hosted Government Contracting Essentials workshop with Procurement Technical Assistance Center advisor
- Attended Disney Business Excellence Seminar

Washington Campus Compact

March 16, 2018 Statewide Events

- 1) **Statewide Presidents' Meeting.** Washington Campus Compact held a statewide Presidents' Meeting titled, "The Future of Higher Education; The Future of our Democracy." Presidents from 4-year public, private, and community/technical colleges discussed issues impacting the future of higher education and the role higher education serves in preparing students for democratic engagement. Educational equity and student voice were main themes in the discussion.
- 2) **Civic Engagement Meeting.** Washington Campus Compact held a statewide Civic Engagement Meeting titled, "Educational Equity in Higher Education." Civic engagement practitioners convened to network and share best practices to improve educational equity in classrooms and across campus.
- 3) **Students Serving Washington Awards Ceremony.** Outstanding college student leaders who are making a difference on their campuses and in their communities through service, social entrepreneurship, and civic engagement were recognized at the annual Students Serving Washington Awards Ceremony. Western's Chris Roselli, Director of Community Relations, served as the MC. President Randhawa provided a welcoming address.

President Randhawa selected Western students Stephanie Arroyo and Maria José Palacios Figueroa to receive the Presidents' Civic Leadership Award. Maria also was one of four state finalists (4-year public institution category) for the Governor's Civic Leadership Award. Maria is a fourth-year student, double majoring in Spanish and Linguistics and minoring in Latin American Studies. A WWU IDEA Institute Fellow, Maria was nominated for her leadership in developing language programs that serve the campus and the community.

Web Communication Technologies (WebTech)

Winter quarter is always a busy time for campus and WebTech is no exception. Our workload doubled during winter quarter. Our ticket system logs approximately 90 new issues every two months, though winter quarter saw 189 issues. The increased bandwidth of the temporary

developer has allowed us to dig into a deeper set of issues and begin long-term projects thus generating more requests for assistance.

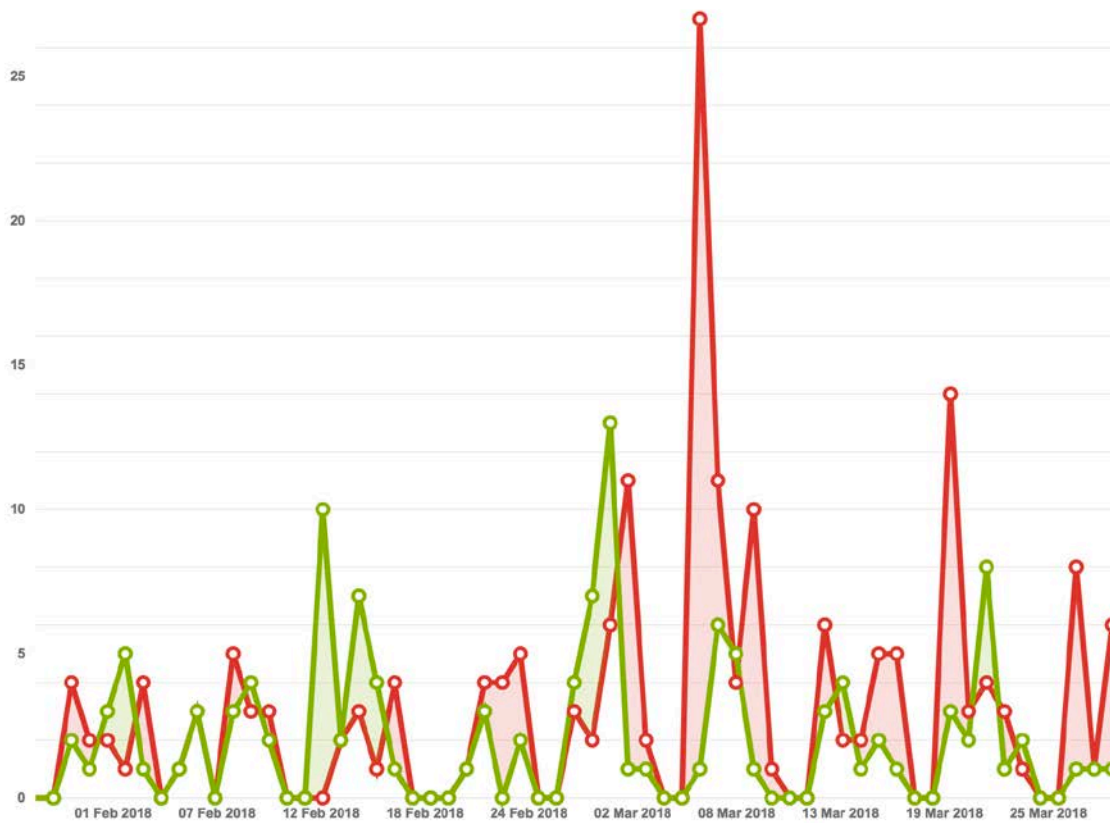
Efforts focused on adding features that enhance business processes and upgrading websites to address a variety of shortcomings. The [Minority Employee Council](#), [Family Connection Newsletter](#), and [Parking](#) websites have been upgraded or rebuilt to better serve their intended audiences.

WebTech developed a discussion mechanism for the [budget office](#) to handle internal discussions of emergent need and decision package requests. Also delivered this quarter is an interactive scheduling calendar for students seeking to engage with the [Prevention and Wellness Service](#) (PWS) office. This increases quality of service delivered by PWS and significantly reduces staff time spent managing calendars. We also refined the emergency messaging platform delivering updates to the main WWU website, decreasing the time an alert is seen, and increasing the reliability. Furthermore, WebTech has been coordinating improvements to the main website with the goal of increasing engagement and improving navigation for both prospective students and visitors to campus.

The transition away from our existing search platform went well. Search at Western is now powered by a new platform delivering more accurate search results and saving \$13,000 per year in licensing fees.

WWU continues to meet deadlines for digital accessibility remediation.

Created vs. Resolved Chart: Updated within the last 60 days



Issues in the last 60 days (grouped daily) [View in Issue navigator](#)

- Created issues (189)
- Resolved issues (124)

The two spikes in tickets being created were caused by a new project beginning for WebTech. Removing those two anomalies still shows the marked increase in volume being requested and delivered by WebTech.