

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES**

**REGULAR MEETING
August 19, 2010**

1. CALL TO ORDER

Chair Dennis Madsen called the regular meeting of the Board of Trustees of Western Washington University to order at 3:05 p.m., August 19, 2010 at Lakewood, 2410 Lake Whatcom Blvd., Bellingham, WA.

Board of Trustees

Ramiro Espinoza
Howard Lincoln
Dennis Madsen, Chair
Ralph Munro, Vice Chair
Phil Sharpe

Western Washington University

Bruce Shepard, President
Stephanie Bowers, Vice President for University Advancement
Sherry Burkey, Associate Vice President for University Relations
Eileen Coughlin, Vice President for Student Affairs and Academic Support Services
Scott Pearce, President, Faculty Senate
Catherine Riordan, Provost and Vice President for Academic Affairs
Steve Swan, Vice President for University Relations
Rich Van Den Hul, Vice President for Business & Financial Affairs
Colin Watrin, President, Associated Students

Guest

Jerry Thon, Vice President & President-Elect, Board of Directors, Western Washington University Foundation

2. SPECIAL REPORTS

A. Capital Campaign Readiness and Related Matters

Bruce Shepard, President, reported that the WWU Foundation Board and the Alumni Board are actively engaged in preparing for a Comprehensive Campaign by identifying and building relationships with those who can help. WWU has not had a campaign for many years and there is a lot of enthusiasm across the campus, despite the poor economy.

Stephanie Bowers, Vice President for University Advancement reported on the WWU Foundation's campaign readiness activities. Bowers said that our greatest opportunity is to encourage financial support for Western from annual fund donors, Alumni Association members, attendees of the Bellingham Business Forum, the Seattle Business Forum and other presidential events, as well as from WWU faculty and staff. The WWU Foundation Board, Alumni Board and the Board of Trustees can help us in this effort.

Bowers said there are seven key areas to consider:

1. 100 Conversations.
2. Readiness of WWUF Board - Campaign Planning Committee providing leadership.
3. Campaign for What? – Deans & VP have identified and prioritized initiatives.
4. Effectiveness - CASE statement being developed. Builds on new brand strategy for Western.
5. Prospective donor identification and engagement – in the midst of engagement strategies.
6. Advancement staffing and systems – looking at optimal organization structure
7. Economic climate and timing – used economic downturn to work effectively on preparations.

Bowers said that Western's priorities are consistent with emerging civic and community priorities. She said that based on the recommendations of the WWU Foundation Board and the Campaign Planning Committee, she expects the Campaign Feasibility Study to be conducted from October – December, 2010. A preliminary report will be presented at the December BOT meeting and final report at February 2011 meeting.

Bowers reported that the WWU Foundation has engaged The Collins Groups to help with our readiness audit, campaign preparations, writing of the CASE statement, and putting together the feasibility study. The Collins Group will meet and discuss the campaign with about 50 – 60 individuals who already support Western or are potential supporters. The timing of the campaign will be addressed by the feedback from the feasibility study.

Bowers and Deborah DeWees, Director of the Alumni Association, reported that a comprehensive survey inquiring about potential financial support for Western was sent to 92,000 Western alums. So far 10% have been completed and returned. Bowers reported that alums receive a WWU Alumni Magazine twice a year, as well as electronic newsletters. The "Windows on Western" magazine has representative stories from the various colleges that tell our alumni of what Western is today.

Jerry Thon, Vice President and President-elect of the WWU Foundation Board of Directors, said Western is deserving of funds from a capital (comprehensive) campaign. It serves students in a way that isn't comparable to other schools. It serves its community with athletic and PAC events and it serves as an employer for the region, as well as for the country. Thon feels that people will recognize what Western has done and will provide financial support.

Thon reported that Campaign Planning Meetings have been held for the past 18 months, and they are ready to get started on a campaign. In preparation for a campaign, the WWU Foundation has been restructured, the Western-at-Home Committee and the Western-in-Seattle Committee have been added, and the Alumni Association has had some major changes. The building blocks have been put into place and he is ready to go out and start asking for

donations. Thon says it is a good time to start a campaign despite the current economy. We are already in contact with some potential supporters and with the help of The Collins Group will be prepared to ask for donations.

Provost Riordan described the work that has been done in the academic division to align a campaign with the major initiatives in each of the colleges, the Branding Strategy and the upcoming Accreditation. Western's faculty, students and staff have been involved in many retreats and meetings to discuss our strengths. Along with feedback from the Deans, the WWU Foundation Board and the President's 100 Conversations, the following four Campaign Components were drafted:

1. Taking the Lead - Preparing Problem Solvers with a Global Perspective.
2. Taking the Lead - Transporting P-12 Education
3. Taking the Lead - Creating Change Makers in Science, Technology, and Sustainability
4. Taking the Lead - Providing Access to Undergraduate Degrees

Riordan asked attendees to vote on each of the four components as to whether they were:

- Urgent for Society
- Relevant for students and faculty
- Critical for Western's developing national reputation

In response to a question as to how all these components fit together when we solicit donations, Bowers said that people often have a particular interest in one of the components that they would be willing to support in one or two areas. Trustee Lincoln suggested that in addition to the four campaign components, the campaign should also include an opportunity for unrestricted campaign dollars. Bowers said that national trends show that people want to specify designations, e.g., a scholarship for a Chemistry student with a 3.5 GPA, so that they can see the impact.

In response to a question regarding raising funds for buildings, Bowers said Western doesn't have a history of developing funds for capital projects; they have all been totally funded by the State. At the beginning discussion of the campaign, it was thought that money would be raised for the waterfront, and it is possible that there still may be an opportunity to do that after a couple of years into the campaign. There are many other immediate needs around campus that need to be funded, in lieu of raising funds for capital projects.

Bowers said one of the next steps in preparing for the campaign is to gather stories of how Western has already been successful, how students are involved, what alumni are doing and have done, etc.

There was discussion of what a "Transformational Campaign" meant. Shepard said that for Western to become the very best university of its type in the country, we have to transform and take the next step, not do more of what we are already doing. Bowers said that it's an opportunity to transform in many ways – the way we work together, the way we think, and the way we do business. We are raising funds to take those things we already do well and make them great. Thon said the process itself of finding out what is important to the students, the faculty, and the community, is transformational.

Bowers reported the WWU Foundation has identified a couple of major donors and will solicit help in starting a conversation with these donors. Some are already aware that we are planning a campaign. Bowers noted a gift from a major donor will have a significant impact on our goal.

Shepard noted that once the campaign begins, he will be spending a significant amount of time away from campus meeting with donors and potential donors.

Thon said that it is easier to talk to a potential donor if one has already given their own donation. Members of the WWU Foundation Board and the Board of Trustees could provide leadership in this area.

Meeting adjourned at 5:00 p.m.