

**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
MEETING MINUTES
THURSDAY, February 6, 2014**

1. CALL TO ORDER

Chair Peggy Zoro called the regular meeting of the Board of Trustees of Western Washington University to order at 3:03 p.m., Thursday, February 6, 2014 at the Bell Harbor International Conference Center in the Mariana Conference Room at 2211 Alaskan Way in Seattle, Washington.

Board of Trustees

Peggy Zoro, Chair
Karen Lee, Vice Chair
Betti Fujikado, Secretary
Dennis Madsen
Dick Thompson
Ralph Munro
Sue Sharpe

Western Washington University

Bruce Shepard, President
Brian Burton, Associate Vice President for Academic Affairs
Eileen Coughlin, Senior VP, Vice President for Enrollment and Student Services
Richard Van Den Hul, Vice President for Business and Financial Affairs
Stephanie Bowers, Vice President for University Advancement
Steve Swan, Vice President for University Relations and Community Development
Johann Neem, Faculty Senate President
Carly Roberts, Associated Students President
Lisa Wochos, Assistant Attorney General
Sherry Burkey, Associate Vice President for University Relations and Community Development
Paul Cocke, Director of University Communications
Barbara Sandoval, Assistant to the President and Secretary to the Board of Trustees
Elissa Hicks, Assistant Secretary to the Board of Trustees
Maya Ackerman, Past WWU Student Trustee
Keith Boyd, President, WWU Alumni Board
David Cole, Past WWU Trustee
Dan Guy, President, WWU Foundation Board
Howard Lincoln, Past WWU Trustee
John Warner, Past WWU Trustee
Julie Hill, Manager, Corporate Partnerships, Western Foundation

2. WESTERN IN SEATTLE

The Trustees, invited Seattle area past Trustees and the current presidents of the Western Alumni Board and the Foundation Board, met jointly with the leadership of the University to discuss the role of Western's presence in the Seattle area. Shepard began the conversation by introducing the SCOT Analysis that was distributed and spoke to how Western sees itself now and in the future. President Shepard introduced Stephanie Bowers, Vice President for University Advancement who talked about the increased effort of the University to be present in metropolitan Seattle. Along with Bowers description of the new efforts of her offices she introduced the newly hired Manager of Corporate Partnerships, Julie Hill who is part of the Seattle office.

The panel discussed various aspects of Western's presence in Seattle. There were several discussion questions posed such as the program's goals, how its success should be measured, and what efforts should be the program's focus. Discussion also included what it is that makes Western excel.

Discussion turned to strategic ways to get the message out about Western's excellent reputation and student experience and how to help Seattle area students see Western as a viable alternative to the University of Washington and Washington State University. The panel posed various questions such as:

- How do we make Western a student's first choice instead of a fallback school?
- How can Western's underdog perception be used to help position the university where it wants to be?
- How can we use our graduates' connections to help us get the presence we need in Seattle?
- How can Seattle, as the Puget Sound area center of media, business and social networks be used to build Western's reputation?
- How can Western's tag line "Western Stands for Washington" be worked into the campaign and our Seattle efforts?

The focus of the conversation then moved to how the University recruits and draws not only high quality students but a diverse student population in order to continue to build on the richness of our student experiences. The group asked itself:

- How can we help make the transition for students easier as we move to a more diverse student body?
- How can internship and mentorship programs in the Seattle area be used as an opportunity for Western to showcase its excellent students.

There was general consensus that the group didn't have all the answers, but they all agreed that an increased presence in Seattle was needed and that Western was on the right path. The group concluded that continuing to showcase Western's excellence, outstanding programs and exceptional students was how the word would get out and that would continue to increase our presence throughout Washington and the country.

3. EXECUTIVE SESSION MAY BE HELD TO DISCUSS PERSONNEL, REAL ESTATE AND LEGAL ISSUES AS AUTHORIZED IN RCW 42.30.110.

At 4:40 p.m. Chair Zoro announced that the Board would convene in Executive Session for approximately thirty minutes to discuss (real estate, personnel, and legal matters.)

The Board returned to open meeting at 5:05 p.m. with no action to report, and adjourned the meeting until Friday morning.