TO: Members of the Board of Trustees

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

DATE: June 10, 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
Following is a summary of activities undertaken across the University Relations & Marketing division since the last Board of Trustees update. One particular item of note:

**Digital Marketing to Support Student Recruitment**

As we come to a close on our general campaign efforts to support both in-state and out-of-state student recruitment for the 2021-22 academic year, it is safe to say that our non-resident marketing efforts are making an impact.

<table>
<thead>
<tr>
<th>NON-RESIDENTS AS OF 5-12-21</th>
<th>FALL 2019</th>
<th>FALL 2020</th>
<th>FALL 2021</th>
<th>% CHANGE 2019-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>2,464</td>
<td>2,537</td>
<td>3,063</td>
<td>+24%</td>
</tr>
<tr>
<td>Admit Offers</td>
<td>2,280</td>
<td>2,414</td>
<td>2,951</td>
<td>+29%</td>
</tr>
<tr>
<td>Confirmations</td>
<td>489</td>
<td>393</td>
<td>596</td>
<td>+22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPARED TO FALL 2019</th>
<th>APPLICATIONS</th>
<th>OFFERS</th>
<th>CONFIRMATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>+5.2%</td>
<td>+9.5%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>Colorado</td>
<td>+30%</td>
<td>+33.6%</td>
<td>+18.9%</td>
</tr>
<tr>
<td>Oregon</td>
<td>+46.6%</td>
<td>+52.3%</td>
<td>+66.7%</td>
</tr>
<tr>
<td>Texas</td>
<td>+66.7%</td>
<td>+75.6%</td>
<td>+30%</td>
</tr>
<tr>
<td>Illinois</td>
<td>+106.7%</td>
<td>+110.3%</td>
<td>+50%</td>
</tr>
</tbody>
</table>

Overall applications (where top-of-the-funnel digital marketing has the most impact) including Washington state are encouraging too: 10,479 in Fall 19 vs. 10,490 in Fall 21. Interestingly, WSU, CWU and EWU are all reporting confirmations down 5-10% from Fall 2020. We, however, are nearly back to Fall 2019 levels. That is stunning growth and during a global pandemic, no less. Please refer to the Enrollment Management report for the most up-to-date details.

While we did not do targeted graduate non-resident marketing, our storytelling efforts focused on research at WWU had a residual effect. Our non-resident graduate apps are at their highest rates ever. This is obviously great news as we pull out of a pandemic depressed class in 2020.

Our efforts now turn to two summer projects: An IP targeting effort focused on primarily first year students and sophomores who stopped out over the past year offering an easy way to register for classes without having to pay an application fee; and summer melt efforts directed at 10,000 admitted but unconfirmed students and confirmed students. We will also undertake a “look alike” campaign directed at rising high school seniors for Fall 2022 in key markets.
UNIVERSITY COMMUNICATIONS

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

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

- Constant Support for Western’s Incident Management Structure (IMS), Student Health Center, Admissions, University Residences, and other campus offices for messaging, response to inquiries, media response and other communications requests.

- Assisted with important messages to campus on issues such as the vaccine mandate for students, faculty and staff for fall 2021. The decision was covered in the media. See: [https://www.bellinghamherald.com/news/coronavirus/article251198284.html](https://www.bellinghamherald.com/news/coronavirus/article251198284.html).


- Social media coordinator Zoe Fraley continues to work with community and campus groups to share information about COVID-19, with a new focus on promoting vaccination and sharing appointment opportunities for Western students through our social media.

Western also continued to receive notable media coverage, including:


- King 5 TV featured the artwork of Western alum Ryan Haight. See: [https://www.king5.com/article/life/people/ryan-haight-pixel-art/281-89d7746e-b3ba-4e45-a7ec-22bde26f969b](https://www.king5.com/article/life/people/ryan-haight-pixel-art/281-89d7746e-b3ba-4e45-a7ec-22bde26f969b)


- The Seattle Times has also expressed interest in a story on the Salish Sea report and we are currently working to connect the reporter with the report’s authors.
• In Publications, editor Mary Gallagher led planning, editing, production and distribution for the spring 2021 edition of Window magazine, including a story about the life of Alma Clark Glass through which Gallagher was able to make a connection with Glass’s granddaughter in Southern California. Through the Family Connection newsletter, Gallagher also continued to keep families up to date on vaccine clinics, the fall quarter vaccine requirement and other plans for fall quarter.

• Assistant Director and Western Today Editor John Thompson continues working alongside the office’s colleagues in Web Tech on an upgrade to Western Today, the university’s internal community messaging tool. The new version will be migrated to Drupal8, Western’s content management system, and will feature a new look and feel as well as improved handling of images and feeds. Upgrade work should be completed by the end of spring quarter with a soft rollout this summer and full usage is planned for fall.

• University Communications graphic designer Chris Baker also provided a range of design support, including for Window magazine; the University’s 2021-22 calendar; Academic Advising; Registration and Planning Guide for New Students; Study Abroad posters; student publications “Klipsun,” “Jeopardy” and “Occam's Razor,” and “Stories Deployed' book of Western military veterans’ writings.
## Twitter

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total followers</strong></td>
<td>50,613</td>
<td>24,066</td>
</tr>
<tr>
<td><strong>New followers</strong></td>
<td>123</td>
<td>300</td>
</tr>
<tr>
<td><strong>% gained</strong></td>
<td>.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>Engagements</strong></td>
<td>4,165</td>
<td>40,334</td>
</tr>
</tbody>
</table>

### External Media

**Total Stories:** 1,249

- A famous act of resistance counsels caution as we address right-wing violence – [Washington Post](https://www.washingtonpost.com)
- Going, going... goniometer! First Mode delivers measuring gizmo for Mars mission – [Yahoo News](https://www.yahoo.com)
- Cash-Strapped local governments turn to students for cybersecurity help – [Wall Street Journal](https://www.wsj.com)

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## FAMILY CONNECTION NEWSLETTER

### March

- **Audience:** 11,675
- **Opened:** 37.7%
- **Clicked:** 8%
- **Top clicks:** On-Campus Housing Renewal, Off-Campus Living/Housing Fair, Virtual Scholarship Fair, On-Campus Housing Planning Info.

### April

- **Emails sent:** 11,042
- **Opened:** 40%
- **Clicked:** 9.6%
- **Top clicks:** Career Center Events, On-Campus Housing Renewal, Announcement on Fall Reopening Plans, Coronavirus Information Page.
GRAPHIC DESIGN

Total Projects  Featuring
41

- Student Survey, result graphics
- Spring Window Magazine
- Woodring Brochures/Educational Leadership Department

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: recruitment 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 management. 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 addition, the UM team, in collaboration with WebTech, has successfully set up Key Performance Indicators 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 in-state and targeted out-of-state undergraduate digital campaign in partnership with Admissions as the primary “top-of-funnel” student recruitment tactic for WWU. This includes display, display retargeting, Snapchat, YouTube, Pay-per-click, IP targeting of key prospects, and Facebook/Instagram advertising which runs for a six to nine-month cycle, depending on the platform.

In March 2021, messaging focused on encouraging applications.

At-a-Glance (Mar 1 – April 30, 2021)
- Total Impressions = 8,450,371
- Total Ad Clicks = 42,948
- Total Conversions (Application or RFI button clicks) = 129

Key highlights over the lifetime of the campaign:

- Snapchat drove over 8 million impressions and 61,384 clicks.
- Lifetime view rate for YouTube exceeded the industry benchmark of 40% coming in at 50%. The video “Make Your Life a Work of Art” [INCLUDE LINK] performed the best.
- PPC drove 137 conversions.
- Facebook/Instagram Behavioral and Retargeting campaigns finished on April 7, 2021 and produced 270 conversions and nearly 6,000 clicks.

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

At-a-Glance (Mar 1 – April 30, 2021)

- Total Impressions = 543,086
- Total Ad Clicks = 1,159
- Total Conversions (Application or RFI button clicks) = 16

A few of our regional undergraduate campaign tactics ended in March. We launched Discovery campaigns in April to reach a new subset of prospects across Google Feeds (YouTube Mobile Feed, Gmail Social and Promotion tabs, and Google's Discover feed). Also in April, we launched new graduate-specific Facebook Ads utilizing behavioral targeting instead of list to reach a broader audience.

At-a-Glance (Mar 1 – April 30, 2021): Regional Undergraduate Campaign

- Total Impressions = 3,634,312
- Total Ad Clicks = 8,785
- Total Conversions (Application or RFI button clicks) = 53

At-a-Glance (Mar 1 – April 30, 2021): Regional Graduate Campaign

- Total Impressions = 866,816
- Total Ad Clicks = 2,083
- Total Conversions (Application or RFI button clicks) = 5

Collateral Creation (Graphic Design)

In March and April, the designers collectively worked on 102 projects and produced 367 individual assets.

Notable projects include:

- LGBTQ+ Pride Event marketing collateral
• Make Waves recruitment campaign digital ads
• Brand cohesive visual identity system for Western’s centers and institutes
• Created style guides for individual University clients
• Border Barometer Report
• Salish Sea Report
• Western on the Peninsulas Visit Page

**Video and Photography**

For March and April, the video team focused on preparing for a number of high profile University-wide events. Chief among these was Admission's Virtual Admitted Students Day as well as two projects for Alumni and the Foundation including the student scholarship event and alumni of the year event, as well as moving forward with upcoming virtual Spring Commencement. The team 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 a new set of videos for our ongoing student recruitment campaign.

**Videography**

- Covid Heroes Anthem edit for Celebration of Excellence awards [INCLUDE LINK]
- Welcome Back Anthem edit [INCLUDE LINK]
- Scholarship Video “Anthem” edit
- Interview shoots in studio
- Commencement shoot with Sabah, et. al.
- Alma Mater shoot/edit
- College videos shoot/edit
- Mars Redux edit
- New WWU animated logo (horizontal and vertical versions)
- Helped plan and execute our b-roll shoot of student ambassadors on campus.
- Edited the college profile videos
- Edited the Scholarship Celebration video
- Edited the Alumni Awards Celebration video(s)

**Photography**

- Photo shooting for large student stock shoot to increase assets for media and design works
- Editorial photo shoots for Window Magazine, portrait, wildlife and landscape
- Video Shoot support for COVID Heroes Anthem video shoots of 25+ people for visual profiles
- Video editing College Profile video pieces and B-roll shooting
- Area scenic and seasonal coverage of Spring blossoms and Bellingham surroundings.

**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:
  - Human Resources
  - Scholarship Center
  - College of Fine and Performing Arts
• Woodring College of Education.
• Started and still working on brand identity work for:
  o Entrepreneurship and Innovation
  o Tribal Office
  o Border Policy Research Institute
  o Center for Canadian-American Studies
  o Salish Sea Institute
  o The Ray Wolpow Institute
• Continued University’s SEO strategy and interdepartmental collaboration, utilizing a “one Western” approach.

COMMUNITY RELATIONS

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

Neighborhood Relations
Community Relations collaborated with the South Hill Neighborhood and the Music Department to address complaints of the WWU Band playing too loudly outdoors, which is required due to COVID safety guidelines. WWU music has graciously found a new outdoor location which isn’t too loud for the neighborhood and neighbors have recognized the challenges placed on students during the pandemic.

Community Relations also worked with the City of Bellingham to address a dump site on the edge of WWU’s Lincoln Creed park and ride facility. Clean up has taken place, the location has been added for regular trash pick-up and a new “No Dumping” sign has been installed by the city. We will continue to work with the city and monitor the area.

Community Relations assisted in connecting city leadership with university partners as we addressed illegal encampments for the houseless in nearby Laurel Park and the WWU park and ride.

Expanding Community Board Presence
The director of Community Relations serves on multiple community boards, commissions and advisory groups including Bellingham Whatcom County Tourism, Bellingham Regional Chamber of Commerce, Mayors Neighborhood Advisory Commission, Technology Alliance Group and the Domestic Violence Commission. This presence deepens positive relationships county-wide, enhances WWU visibility and opens doors to opportunities for mutually beneficial partnerships. The director of Community Relations has been invited to join two additional community boards: Downtown Bellingham Partnership and Bellingham City Club. Bellingham City Club is a local non-partisan civic organization of 500 members that fosters dialogue and debate on important issues facing the community. The Downtown Bellingham Partnership works with downtown businesses to enhance, promote and advocate for a vibrant city center.

Admitted Students Day
The Director of Community Relations served as a co-host for the 2021 Virtual Admitted Students Day which encourages admitted students to confirm their enrollment at Western.

Community Connections and Engagement
Community Relations connected multiple community partners to campus programs including Eden Health, Northwest Washington Fair, City of Bellingham, Aslan Brewing, Lummi Nation, Downtown Bellingham Partnership, Economic Development Alliance of Skagit County, Bellingham Whatcom County Tourism, Port of Bellingham, Puget Sound Energy, Happy Valley Elementary, and the Whatcom County Health Department.

TRIBAL LIAISON

Planning
The state funding request of $4.9 million for the longhouse was approved for $4.5 million. The Tribal Relations department will be working with the WWU Foundation to begin working on fundraising for the additional $500 – $600 thousand additional funding to complete this project. Planning meetings have begun for the development process in preparing for this significant project.

The Tribal Relations department submitted a grant proposal to the Washington Women’s Foundation and prepared for a site visit on April 29, 2021. The interview was a great opportunity for fund raising support and the group was very impressed to hear how Western recognized and established the Tribal Relations department. Unfortunately, due to so many qualified grant applicants WWU did not succeed in obtaining the grant support. This will not deter the Tribal Relations department from seeking other grants for financial support.

Events
The Tribal Liaison was invited to serve as a panelist for “Tea Time” Panel event on 4/9/21 sponsored by Diversity, Recruitment and Retention office. The panel consisted of women of color discussing their experience in higher education.

The Tribal Liaison attended the Affiliated Tribes of Northwest Indians Mid-Year Conference May 24 – 26, 2021. She serves on the Education Committee and shared with the committee the news of obtaining funding support for the longhouse. During this time the National Indian Education Association held a regional conference for tribes of the Pacific Northwest.

An event titled “Indigikitchen” sponsored by NASU/Men’s Resiliency Program/BWER/Tribal Relations held on May 15, 2021 for the NASU and NWIC students. Students were able to gather virtually and cook a meal with ingredients Indigenous to North American with Mariah Gladstone. The event included a history of Native American food systems, Native foodways, and perspectives on re-imagining and reconnecting to Native foods through hunting, foraging, and farming.

Training
The Tribal Liaison was invited by Northwest Indian College to present at the annual Vine Deloria Jr Symposium which was held on May 13-14, 2021. Her presentation consisted of her higher educational experience in a western institution serving Native students.

Advisory Functions
Coordinated with Natalie Baloy of Salish Sea Institute for lecture by Anna Cook of Swinomish 13 Moons Garden. This continued collaboration supports the inclusion of place-based knowledge and building relationships with Northwest Indian College and the Swinomish Tribe.

The Tribal Liaison continues to support Native American Student Union as an advisor. During the month of May the Tribal Relations department supported the Gifts of Gratitude event for students.
This event included 30 kits/bags of pantry essentials, canned goods, and small self-care items. This event was in support of 30 students of color.

**Relationship Building**

Tribal Liaison’s term with Northwest Indian College Board of Trustees has ended and she has resubmitted her application for her position to remain on the Board. She was interviewed by Northwest Indian College Board of Trustees for a second term and she recently learned she will serve another term as board member.

The Tribal Liaison continues to work on building a presence supporting WWU by attending Affiliated Tribes of Northwest Indians conference, as board member of NWIC, Tribal Leaders Congress on Education and National Indian Education Association.

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

**SBDC Bellingham Highlights**

<table>
<thead>
<tr>
<th>Businesses Served</th>
<th>Q1 2021</th>
<th>Q1 2020</th>
<th>Year 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Counseling Received</td>
<td>166</td>
<td>170</td>
<td>425</td>
</tr>
<tr>
<td>Research or Students Projects</td>
<td>1</td>
<td>6</td>
<td>42</td>
</tr>
<tr>
<td>SBDC Sponsored Training Participants</td>
<td>203</td>
<td>181</td>
<td>1,169</td>
</tr>
<tr>
<td>Information or Resources Provided</td>
<td>38</td>
<td>81</td>
<td>250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clients' Economic Impacts</th>
<th>Q1 2021</th>
<th>Q1 2020</th>
<th>Year 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Formation</td>
<td>$3.5M</td>
<td>$3M</td>
<td>$7.3M</td>
</tr>
<tr>
<td>Business Starts</td>
<td>1</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Jobs Created or Retained</td>
<td>101</td>
<td>151</td>
<td>391</td>
</tr>
</tbody>
</table>

- Top Industries: Service Establishment, Accommodation and Food Service, Retail Trade
- Top Areas of Counseling: Start-up Assistance, Buy/Sell a Business, COVID-19 Financial or General Support
- Rolling 12-Month Clients’ Annualized Sales: **$351M**
- Rolling 12-Month Jobs Supported: **3,586**

**Webinars**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/30/2021</td>
<td>The American Rescue Plan Act (ARPA) Q&amp;A</td>
<td>43</td>
</tr>
<tr>
<td>3/25/2021</td>
<td>Employee Ownership: A strategy for Business Resiliency and Succession</td>
<td>59</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>102</strong></td>
</tr>
</tbody>
</table>

**Professional Development - General**

- ASBDC webinar: Analytics of Your Client's Digital Footprint
- ASBDC Webinar: Tips, Hacks, and Planning for Better Social Media
• Aspen Institute - Encouraging Job Quality in Small Businesses: Advising, Lending, and Procurement Approaches
• Crucial Factors to Consider Before Firing
• How to Split Equity with Cofounders: Youtube by Mike Moyer
• SBA Webinar: Taking the Ecommerce plunge: When, Where and How to Sell Online
• WiX Ecommerce Webinar
• WSBDC Spring Conference
• WWU Webinar: "Gloves Off" Economic Forecast

**Professional Development – Equity and Cultural Awareness**

• Black Excellence Webinar by Jennifeness Tucker
• Ibram X. Kendi - WWU Provost Lecture Series
• Understanding Ethnic Business Communities in Whatcom County webinar

**Professional Development – Pandemic Relief**

• Connecting Communities® session, "A Year of Crisis, and Now What? Where Our Main Streets Go from Here".
• SBA Webinar: Shuttered Venue Operator Grant
• The Post-COVID Comeback by Jon Schallert, Destination Business Expert

**Outreach**

• Bellingham Bar and Restaurant Network - Attended meeting
• BIPOC outreach with Cindy Brooks, Economic Recovery Coordinator at North Olympic Peninsula Resource Conservation and Development Council
• Black Business Outreach with Jenefeness Tucker, CBA in South Seattle
• Congressional Outreach with Congressman Rick Larsen
• Congressional Outreach with Congresswoman DelBene
• Downtown Bellingham Partnership - Economic Vitality Committee
• Ferndale Chamber Networking Meeting
• Ferndale Chamber Small Business Support
• Meeting with BECU
• Meeting with Dr. Ray Bowman, Director, Economic Development Collaborative and SBDC of Ventura and Santa Barbara County
• Meeting with Elizabeth Boyle Consulting
• Meeting with Sustainable Connections
• Meeting with Whatcom County Small Cities Partnership
• Research Presentation - Understanding Ethnic Business Communities in Whatcom Co
• Safer Stronger Campaign - Steering Committee
• Team Whatcom COVID-19 Economic Resilience Team
• WBA Business Person of the Year Award - Presented Start Up Business of the Year
• Whatcom Community College - Business and Office Administration Spring Advisory Committee Meeting
• Whatcom Community Foundation - Community Reinvestment Act with Mauri Ingram
• Whatcom Community Foundation - Impact Investing Committee
• Whatcom County Racial Equity Commission - Community Visioning Summit
• Whatcom County Council Advisory Committee - Business and Commerce
• Whatcom County Racial Equity Commission - Meeting with Founders
• Whatcom County Small Cities Partnership

SBDC Kitsap Highlights

<table>
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<tr>
<td>Capital Formation</td>
<td>$557K</td>
<td>$0</td>
<td>$2M</td>
</tr>
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<td>Business Starts</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

• Top Industries: Service Establishment, Accommodation and Food Service, Retail Trade
• Top Areas of Counseling: COVID-19 Financial and General Support, Start-up Assistance, Marketing/Sales and Managing a Business
• Rolling 12-Month Clients’ Annualized Sales: $37.8M
• Rolling 12-Month Jobs Supported: 76

In the Media

Bainbridge Island Review: [BI Considers contract to help Local Businesses](#)

Professional Development - General

• Census Builder Data for Small Businesses
• Dividing the Founder's Pie
• Kiva 0% Microlending, with Additional Bump for Rural Businesses
• WSBDC Spring Conference

Professional Development – Pandemic Relief

• National Federation of Independent Business (NFIB) Small Business Tax Essentials
Restaurant Revitalization Fund Portal Training
The Post-Covid Comeback: The New Requirements to Build a Destination Business and Community

Outreach

- BIPOC Task Force
- Bremerton Kiwanis
- KEDA Annual Meeting
- Kitsap All Chamber Meeting on Hospitality Sector
- Kitsap Commercial Investors and Bankers
- Kitsap Credit Union Business Development
- Kitsap Immigrant Assistance Center
- Met with Bainbridge Island City Council
- Met with Bainbridge Island City Councilperson Leslie Schneider
- Met with Business Owners at Poulsbo Girls Night Out Event
- Met with Mayor of Bremerton, Greg Wheeler
- Met with Port of Bremerton Business Development Director, Arne Bakker
- Poulsbo Economic Recovery Task Force
- Presented on Facebook Live with Congressman Kilmer
- Presented Shuttered Venue Operator Grant Webinars
- WEDA - SBA - SBDC Technical Assistance Training

WASHINGTON CAMPUS COMPACT

All-Presidents’ Meeting
Washington Campus Compact held an all presidents/chancellors meeting on May 20, 2021 titled, “How Higher Education Is Changing and How Presidents Lead Through Change.” Thirty-one presidents from four-year public, private, and community/technical colleges participated. Presidents reflected on this past year, the challenges and rewards they faced as leaders, and discussed both short- and long-term changes they anticipated for higher education in the future.

Grant Awarded
Washington Campus Compact/Western Washington University was awarded up to $1,575,395 in FY 2022 to support the grant, Campus Civic Leaders and Engagement Corps. This funding is for the first year of a renewable three-year grant. 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
- Environmental stewardship across Washington
WEB COMMUNICATION TECHNOLOGIES (WebTech)

Summary

Work continued in supporting the coronavirus messaging to the campus and community. The College of Humanities and Social Sciences continued the work of migrating their department websites into the new format, with Political Science and Communications Studies moved.

The Small Business Development Center updated their website as well as the Marine and Coastal Sciences program. The Vice Provost of Undergraduate Education’s first-year programs have now all been consolidated into a First Year website, the goal being to make the process of finding information and how each program connects simpler.

Huxley College of the Environment and Academic Technology User Services both upgraded their websites in May, a culmination of several months of work for WebTech with each respectively.

We had to say goodbye to our phenomenal COVID relief funded temporary employee Mario Gonzalez as he reached the maximum number of hours for a temporary appointment. We will miss his perspective as well as his ability to help with the work at WebTech.

In an effort to increase communication with campus stakeholders WebTech has begun publishing monthly news that highlights recent work accomplished, new tools available for campus site editors, and shared best practices.

WebAIM in their annual assessment of the top 1,000,000 websites crawled ranked wwu.edu at 20,049 with zero errors detected. This is a dramatic improvement from past years where Western ranked well, but with detectable errors. It is important to note that this was a singular snapshot of one page and their methodology leveraged automated checks, but the result is worth noting.

WebTech Workload

Resolution of tickets increased slightly over the prior period, with 155 resolved issues. 152 new issues were created in the same time. The large increase in created tickets is due to a large demand for WebTech’s assistance in testing software on campus for accessibility barriers.