TO: Members of the Board of Trustees

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

DATE: June 15, 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
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:

- An event at Western’s Wilson Library attended by more than 250 people in response to acts of antisemitic vandalism led to media coverage on KIRO TV and this Bellingham Herald story, which was picked up by the Associated Press and ran regionally and nationally: [http://www.bellinghamherald.com/news/local/article208523549.html](http://www.bellinghamherald.com/news/local/article208523549.html).
  The research of Robin Kodner, assistant professor of Biology, on high-altitude algae-created watermelon snow was featured in this Skagit Valley Herald story: [https://www.goskagit.com/news/wwu-researcher-continues-watermelon-snow-project/article_2aecd2fe-5a5b-558d-b7df-fb10037d3b06.html](https://www.goskagit.com/news/wwu-researcher-continues-watermelon-snow-project/article_2aecd2fe-5a5b-558d-b7df-fb10037d3b06.html).
  The Bellingham Herald reported on the installation ceremony for the Arch of Healing and Reconciliation, at which President Sabah Randawa was the keynote speaker. See: [http://www.bellinghamherald.com/news/local/article209486804.html](http://www.bellinghamherald.com/news/local/article209486804.html).

- In publications, Editor Mary Gallagher just sent the Spring/Summer edition of Window magazine, which includes stories about wildfires and climate change, men’s resilience, the Changemaker Fellows, and the 2018 Alumni Award recipients, to more than 100,000 readers. Our magazine website includes more video content than ever. And we continued to see excellent reader response for our monthly Family Connection Newsletter, with open rates of about 25 percent.

- In marketing and social media, our office collaborated with staff across campus, helping to coordinate social media campaigns and interview Wellness experts for our Be Well video series. In addition, Kessa Volland, Marketing and Social Media Coordinator, took part in Brand Council meetings developing Western’s brand articulation, and participated on the university onboarding committee, which is taking an in-depth look at Western’s onboarding process and areas for improvement.

- 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. Our office produced this video about the “Hello Fellow Human” portion of the installation ceremony for the Arch of Healing and Reconciliation. Work is also under way on an annual package of stories about summer research fieldwork by Western’s faculty and students that will also utilize the office’s photo and video talent.

- Graphic designers Chris Baker and Derek Bryson 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: the President’s Report; Window Magazine; Athletics Hall of Fame Induction Ceremony program; Academic Advising Center promotional materials for workshops and labs; Veterans Services
sandwich boards; a refresh of the WWU Sculpture Collection guide; Viking Advisors class schedules; Bike Route map update; materials for the Annual Employee Recognition event; numerous event posters, and assistance with production of student publications Jeopardy and Occam’s Razor.
WESTERN TODAY

TOTAL HITS
68,855

TOP STORIES
- Western responds to antisemitism, book vandalism
- Buchanan Tower renovations starting this spring
- WWU students building zero-net-energy house from scratch

SOCIAL MEDIA

STATISTICS AT A GLANCE

TWITTER
- Total followers: 21,482
- New followers: 314
- % gained: 0.74%
- Engagements: 2,107

FACEBOOK
- Total followers: 47,459
- New followers: 123
- % gained: 0.13%
- Engagements: 7,011

INSTAGRAM
- Total followers: 17,067
- New followers: 392
- % gained: 1.19%
- Engagements: 35,713

FAMILY CONNECTION NEWSLETTER

- March Family Connection Newsletter:
  Sent to 12,592 people
  28.3 percent opened

- April Family Connection Newsletter:
  Sent to 16,537 people
  25.6 percent opened

Top clicks:
- WWU Scholarship Center
- AS Personnel Office
- University Housing Renewal
- AS Outdoor Center
- Lakewood
- Spring Career Fair
MEDIA STORIES

TOP STORIES

- WWU Community Steps up in Response to Messages of Hate (KIRO TV)
- Science and Tech Community Mourns Loss of Stephen Hawking (BBC)
- Vandalized Jewish Books Replaced at WWU (The Chronicle of Higher Education)

CREATIVE SERVICES

GRAPHIC DESIGN

- Julian Talamantes Brolaski poetry event poster
- The President's Office – Sandwiches with Sabah promotion
- The Puget Sound Economic Forecaster newsletter design
- Ray Wolpow Institute – Brochure design

PHOTO & VIDEO

- Video and Photo coverage for Governor Jay Inslee at the Shannon Point Marine center, as well as Senator Patty Murray’s visit to the Child Development Center
- Timelapse photography and videography of spring sunsets
- Portraits and editorial photography for Window Magazine

89 Total Projects

33 Total Projects
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 makes Western more accessible, benefiting 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.

The Director of Community Relations attends multiple events each month to network and seek connections with the business community. Two examples of many introductions made include Shuttle Systems and Defined Crowd. The founder and CEO of Shuttle Systems is seeking to work more closely with Western so he can create a pipeline for internships and jobs for graduates. Community Relations connected him with Health and Human Development professors Keith Russell and Gordon Chalmers along with Jenny Spurgin in Career Services. Conversations are underway to lay the groundwork of establishing a pathway for student internships and faculty partnerships for research purposes.

Defined Crowd is a company that provides voice activated AI software providers (Amazon Echo, Apple Suri, GM OnStar, etc.) with linguists and computational linguists who “teach” AI products multiple languages and dialects. He was unaware of Western’s exceptional programs and, until recently, only hired graduates from UW and well-known research-focused out of state schools. He is working with the Computer Science department and Career Services to establish a pathway for internships and employment.

Increasing Western’s Presence in the Community Creates Opportunities, 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 diverse 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.
Bellingham’s first ever *Bellinghamopoly* game will be released at the end of the summer 2018 by the Bellingham Regional Chamber of Commerce. Iconic businesses, parks and other locales are an important part of the game. As a major employer and historic part of the Bellingham community, Community Relations worked to ensure Western played an equally important role in the game. As a result, Old Main and the Viking Union will reside on the Boardwalk and Park Place squares. Western’s Sustainable Action Fund Fee will take the place of the Luxury Tax space. Additionally, one of the playing pieces will be a Viking helmet, and players could win money by drawing a WWU-themed Chance or Community Chest card. The game will be sold at local Woods Coffee shops, Village Books, Haggen and the WWU bookstore with proceeds of A.S. Bookstore sales going directly to WWU.

**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.

Western’s involvement with the region’s Cascadia Innovation Corridor continues to develop. Representatives from University of Victoria, Simon Fraser University, Royal Roads University, Microsoft, the Washington State Department of Commerce, Governor’s Office, B.C. Premier’s office, and others gathered on campus to discuss university-to-university partnerships that benefit the Cascadia Innovation Corridor. Additionally, former Governor Chris Gregoire recently requested to meet with staff on campus to discuss the university’s participation in the corridor. The growing leadership role Western is taking in this regional initiative allows the university to not only be more visible, but also best serve our mission to make a measurable impact in building a stronger Washington.

Bellingham was the third city in the United States to join Sister Cities International and is hosting a three-day summit from September 4-6 to celebrate the 60th anniversary of Sister City partnership with Tateyama, Japan. Western is proud to serve as a primary sponsor and partner of this exciting event that invites the mayors and/or leaders of all of Bellingham’s seven sister cities to our community. Those cities are Punta Arenas, Chile; Vaasa, Finland; Tsetserleg, Mongolia; Cheongju, Korea; Nakhodka, Russia; Tateyama, Japan; and Port Stephens, Australia. Western is hosting the first day of the summit where guests will be welcomed to Bellingham, tour campus and join Bellingham Mayor Kelli Linville in discussions about common challenges and successes. Topics discussed will include international issues like education, shared economies, housing, and energy with a goal of establishing long-term partnerships and exchanges with businesses and educational institutions between sister cities. Western faculty and staff from Extended Education, Leadership Institute, Anthropology, English, Modern and Classical Languages, and Business and Sustainability are participating in the planning and execution of this historic event spearheaded by Community Relations. The second and third day of the summit are sponsored by Saturna Capital and the local Sister Cities program and include tours of Whatcom County farms, businesses, city and port offices, a bus trip to Artist Point at Mt. Baker, and a visit to the Peace Arch. Once the event concludes, a Western student, assigned by Anthropology professor James Loucky, will spend six months working with Bellingham’s Sister Cities program to help ensure the goals of establishing long-term partnerships are met.
Two local community members have a goal of opening a café that actively hires people with disabilities as a way to provide them with a way to lead independent lives and build self-worth. As former café owners in Pullman, WA, these two business professionals need some guidance on their business plan and assistance with tackling the daunting process of opening a new business in a competitive industry. They reached out to Community Relations who connected them with Aric Mayer and Lucas Senger in Western’s MBA program who met with them, provided assistance, and talked about the possibility of paring them with a group of students in Spring 2019. This not only provides an opportunity for Western to serve the community and contribute to local economic development, but students will receive a unique real-world opportunity to learn.
SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center 2018 CONTRACT DELIVERABLES

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<th>ADVISING</th>
<th>Q1 2018</th>
<th>YTD 2017</th>
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<td>Businesses Advised</td>
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<td>116</td>
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<td>Advising &amp; Support Hours</td>
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<td>517</td>
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<tr>
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<td>Support Hours</td>
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<td>Non-Clients Supported</td>
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<td>75</td>
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<td>Student/ Faculty Projects</td>
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<tr>
<td>Student/ Faculty Project Hours</td>
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<th>ECONOMIC IMPACTS</th>
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<th>YTD 2017</th>
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<tr>
<td>Capital Formation</td>
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<td>Businesses Starts</td>
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<tr>
<td>Jobs Created &amp; Retained</td>
<td>5</td>
<td>0</td>
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WWU Small Business Development Center 2018 HIGHLIGHTS

- Presented Local Retail versus Online Retail seminar with the Port of Bellingham for the Ferndale Chamber of Commerce
- Collaborated with WWU IDEA regarding the Lummi Nation Incubator, Te’Ti’Sen Center
- Attended the Washington State Small Business Development Center spring conference for professional development and training

WWU Small Business Development Center: 2018 MEDIA

- Want a higher-paying job but don’t have the skills? A new program makes it easier — Bellingham Herald
- WWU’s SBDC working with Northwest Workforce Council on new workforce training program — Western Today
- Workforce Council program aids construction firms — Building Industry Association of Whatcom County
- Offering help to small businesses — Lynden Tribune p. 8
Web Communication Technologies (WebTech)

WebTech’s workload continued at the increased rate from winter quarter, our second two-month period in a row logging more than 130 new issues to fix. We dug through our backlog of work resolving 178 issues. This is good news even though we had a slight setback last report, the team is continuing to resolve more issues than are created. The continued support of our temporary developer has allowed us to handle the new normal workload and take on longer term projects.

Compliance work around web accessibility afforded us the opportunity to improve the websites for Shannon Point Marine Center, our Attorney General’s Office, the Institute for Global Engagement, as well as providing a new community focused look for the Small Business Development Center. A consistent strategy we have been using to enhance our web accessibility in addition to technical fixes has been to sunset legacy services and websites if a better alternative exists. Working with partners across campus we are undergoing extensive cleanup efforts and have removed approximately 80 legacy sites and applications that were no longer being used but taking up space on servers. This has been a great morale boost to staff in the office.

We are frenetically working on a set of new tools that will provide us a pathway for upgrading and redesigning the main university website and provide continued brand consistency across all of the digital platforms Western engages. We are excited for that work to begin appearing in new projects.
We trialed a new project-based workflow in early April, which was very successful. The two large green spikes correspond to that experiment. We plan to do more of that approach as we restructure workflows to allow for it.

Washington Campus Compact

1) **Pen to Paper Writing Retreat.** Washington Campus Compact will host the *Pen to Paper* writing retreat on August 26-28, 2018 at Dumas Bay Centre in Federal Way, Washington. This retreat is open to faculty, administrators, students, and community partners interested in publishing in the areas of service-learning or civic engagement. Journal editors will provide feedback to participants. There will be two tracks:

   a. Ready to Publish - for those who have a completed/nearly completed manuscript. These individuals are attending the Retreat to receive feedback from journal
editors and to learn more about the various avenues available to publish their work.

b. Ready to Write - for those whose research is complete/nearly complete and have a writing plan, but who have not yet begun the writing process. These individuals are attending the Retreat to fully plan their writing strategy and receive guidance as they begin the writing process.

2) **Food Security Institute.** Washington Campus Compact has been planning a Food Security Institute scheduled for October 11-12, 2018 in Pullman, WA. Faculty, administrators, and community partners interested in exploring the interconnectedness of food security issues in our communities and society are invited to submit a proposal to present. Food security challenges are complex, rooted in inequalities, and transcend the organizations established to address them. They cross all boundaries, including those between campus and community, and call out for a more collaborative approach and to work more intentionally to redress barriers to equality.

3) **Strategic Planning.** Washington Campus Compact will begin a strategic planning process to identify priorities for our state in the civic engagement field. Campus and community representatives will be invited to share ideas to address critical educational and community issues that could be addressed by strengthening civic engagement efforts and building stronger campus/community partnerships.