Divisional Overview

University Relations and Marketing

Vice President Donna Gibbs
University Relations & Marketing

University Relations & Marketing leads strategic marketing, communications and community relations activities that enhance awareness, strengthen our brand, and increase engagement with our many diverse audiences.

The division vice president provides institutional leadership and serves as a liaison with the Port of Bellingham on its Waterfront District re-development project.
University Relations & Marketing

Strategic Goals and Objectives:
• Build and sustain stakeholder partnerships and investment
• Cultivate relationships within and between the campus and our communities
• Foster public and government support for Western
• Foster a more inclusive culture
• Illustrate how Western serves the public good
• Increase campus and public understanding of the Western brand
• Promote learning and research opportunities for students, faculty, and staff
• Proactively and effectively tell Western’s story
• Promote and improve economic vitality in local communities and beyond
University Relations & Marketing

The Division is led by Vice President Donna Gibbs and includes the following departments:

- Community Relations
- University Communications
- University Marketing
- Digital Media Services
- Small Business Development Center
- Tribal Relations
- Washington Campus Compact
- Web Communications Technologies
University Communications

Media Relations

UCOMM distributes news releases to local, statewide, and national media. Per a long-established university practice, all news releases must be distributed via this office. The only exceptions are Athletics, and the Associated Students Publicity Center, which distribute news releases for their specific areas.

Emergency Communications

UCOMM is actively involved in planning for and responding to emergency communication needs. This office operates the RAVE emergency communications system, which includes capabilities for rapidly sending out mass mobile text messages, emails, social media messages, university homepage messages, desktop messages, digital signage and audio alerts.
Online and Print Publications

UCOMM is the major content provider for online, print and other information, including:

• **Western Today**, an online campus newsletter distributed Monday through Friday with a daily listing of news and announcements important to the campus community.

• **Window Magazine**, features stories showcasing the best of Western students, faculty, staff and alumni. It is distributed three times per school year to about 125,000 WWU alumni and friends of the university.

• **WWU Family Connection**, a monthly e-newsletter to all families throughout the year, produced by UComm and New Student Services/Family Outreach.

• Online campus-wide **events calendar**.
University Communications (continued)

Web Sites/Social Media

UCOMM is responsible for editorial content and oversight on the Western homepage and for the coordination of the use of social media by campus programs and departments across a range of platforms including Facebook, Instagram, Twitter and YouTube.
University Marketing

Branding and Marketing
The University Marketing team is responsible for ensuring the integrity of the Western brand and that its use is both consistent and integrated across the University. The Marketing team manages the University-wide brand design system and Design Conductor tools for designers across campus.

Recruitment and Brand Advertising
University Marketing oversees strategy, creative development and implementation of recruitment and brand advertising across digital, print and out-of-home placements.

Visual Story Telling
The Digital Media Services team focuses on video storytelling for paid marketing and internal communications vehicles.

Graphic Design
A team of graphic designers focus on creating designs for both paid and earned media placements for the division and for clients across the university.
Recruitment & Brand Advertising

Recruitment campaigns are implemented both in-state and out-of-state across a range of strategies including:

- Display Retargeting
- Pay-per-click
- Facebook & Instagram
- YouTube
- Snapchat
- IP Targeting
- Out-of-home advertising
- Print
Community Relations

The Office of Community Relations amplifies University connections by pairing the community’s needs with the resources and assets of Western.

Goals & Objectives:

• Develop collaborative university-to-community partnerships, making Western more accessible, and benefiting both the university and the people of Washington.

• Seek connections that lead to faculty research partnerships, student projects, community service and volunteer opportunities, and internship and job pathways.

• Provide a conduit for supporting business development, data analysis needs, and collaboration.

• Serve as the primary contact point for neighborhood residents concerning Western and its impact on the community.
Small Business Development Center

The Small Business Development Center (SBDC) provides free tools, training and resources to help small businesses grow and succeed.

- Since 1983, the SBDC has helped construct a statewide ecosystem to foster the spirit, support, and success of thousands of entrepreneurs and innovators.

- The Small Business Development Center at Western Washington is funded in part by the U.S. Small Business Administration (SBA), the City of Bellingham, the Port of Bellingham, Whatcom County, and the City of Blaine.

- In 2019, WWU added a second SBDC in Kitsap County funded in part by the City of Poulsbo, Kitsap Credit Union, Kitsap Bank, First Federal, and Kitsap Regional Library.
Tribal Relations

In 2019, the WWU Board of Trustees approved a resolution recognizing the historic importance of establishing a Tribal Relations position to represent the WWU president and trustees as a liaison and envoy to American Indian/Alaska Native and First Nations governments. This position advocates for the support and success of American Indian/Alaska Native students at Western.
Web Communication Technologies

WebTech provides web development services, templates and training for the Western community.

Goals & Objectives:

• Develop and support the institutional website
• Create tools and web templates for college, departmental, and personal sites
• Create marketing landing pages and conduct web analytics
• Collaborate with faculty and departments to develop and support software for special academic needs
• Provide design and usability support for campus-wide tools
• Recommend web standards for usable, accessible, modern websites
Washington Campus Compact

WWU sponsors the state-wide Washington Campus Compact which serves as a coalition of higher education institutions committed to advancing the public purposes of colleges and universities, educating students for civic responsibility, and working in partnerships to cultivate vital and sustainable communities across the state.
The Port of Bellingham and Western Washington University are united in creating a diversified, regionally and globally competitive, sustainable economy manifested in the **Waterfront District**.

We envision a district that provides living-wage jobs for Whatcom County residents by focusing on training for our current industrial base, increases per capita and business income, enhances the tax base, protects the environment, improves the quality of life of residents, and makes full use of the region’s human and financial capital and abundant natural resources.
Thank You

If you would like more information regarding University Communications & Marketing, please contact:

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