WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa

DATE: October 18, 2024

SUBJECT: **Various Written Reports**

PURPOSE: Information Item

Purpose of Submittal:

President Randhawa respectfully presents the following written reports for the Board's information from various divisions and offices around campus.

- **A.** Enrollment Management Summary
- **B.** University Advancement Reports
  - a. University Advancement Report
  - b. Sustainability Report
  - c. University Marketing and Communications Report
- **C.** Capital Program Report
- **D.** Tenure and Promotion Report
- **E.** Annual Security and Fire Safety Report

WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Melynda Huskey

DATE: October 18, 2024

SUBJECT: **Enrollment Management**

PURPOSE: Information Item

I. Enrollment

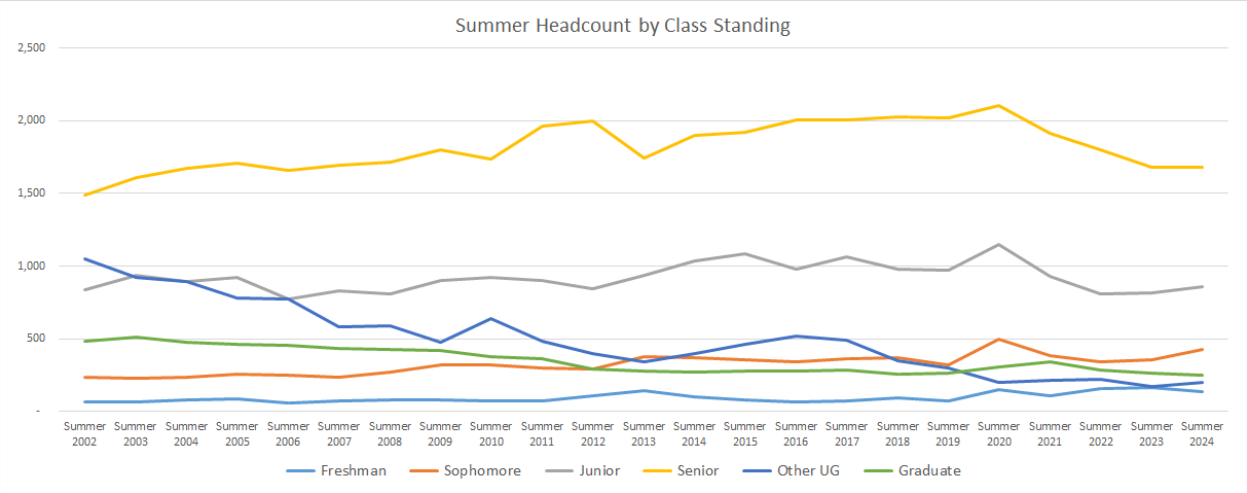
Stability is the story of this year's enrollment. While the challenges with the Free Application for Federal Student Aid (FAFSA) cut into our efforts to recruit new first-year students, overall we have maintained our enrollment levels to a great degree.

Enrollment Management is preparing for a winter quarter move from our home in the Division of Enrollment and Student Services to a new place on the organizational chart under Academic Affairs. The next few months will be spent managing transition issues and housekeeping matters and developing a plan for the separation from ESS and the integration into Academic Affairs.

Summer 2024 Enrollment

As census day for summer (Tuesday, August 20th) fell after the writing of the last report to the Board of Trustees, this report is the first opportunity to provide final census day numbers for summer enrollment.

Summer Enrollment - All Students						
Enrollment by Race/Ethnicity						
	Summer 2019	**Summer 2020**	**Summer 2021**	**Summer 2022**	**Summer 2023**	**Summer 2024**
Hispanic or Latino Ethnicity	339 (8.6%)	414 (9.4%)	377 (9.7%)	359 (9.9%)	361 (10.5%)	346 (9.7%)
American Indian or Alaska Native	66 (1.7%)	65 (1.5%)	54 (1.4%)	62 (1.7%)	55 (1.6%)	48 (1.4%)
Asian	409 (10.4%)	462 (10.5%)	466 (12.0%)	426 (11.8%)	411 (11.9%)	414 (11.7%)
Black or African American	83 (2.1%)	114 (2.6%)	129 (3.3%)	122 (3.4%)	101 (2.9%)	129 (3.6%)
Native Hawaiian or Other Pacific Isl	17 (0.4%)	15 (0.3%)	14 (0.4%)	9 (0.2%)	15 (0.4%)	18 (0.5%)
White	2,661 (67.4%)	3,054 (69.4%)	2,545 (65.5%)	2,364 (65.4%)	2,268 (65.7%)	2,340 (65.9%)
Two or more races: Other	47 (1.2%)	47 (1.1%)	48 (1.2%)	42 (1.2%)	39 (1.1%)	33 (0.9%)
International	62 (1.6%)	69 (1.6%)	48 (1.2%)	45 (1.2%)	49 (1.4%)	37 (1.0%)
Race and ethnicity unknown	262 (6.6%)	158 (3.6%)	203 (5.2%)	184 (5.1%)	151 (4.4%)	187 (5.3%)
Total	**3,946**	**4,398**	**3,884**	**3,613**	**3,450**	**3,552**
Students of Color	**961 (24.4%)**	**1,117 (25.4%)**	**1,088 (28.0%)**	**1,020 (28.2%)**	**982 (28.5%)**	**988 (27.8%)**
Non-Resident	**533 (13.5%)**	**469 (10.7%)**	**457 (11.8%)**	**429 (11.9%)**	**467 (13.5%)**	**509 (14.3%)**
First Generation	**1,147 (29.1%)**	**1,203 (27.4%)**	**1,049 (27.0%)**	**894 (24.7%)**	**750 (21.7%)**	**797 (22.4%)**
PELL-Eligible	**675 (17.1%)**	**719 (16.3%)**	**771 (19.9%)**	**704 (19.5%)**	**620 (18.0%)**	**628 (17.7%)**



Fall 2024 Enrollment

Census day for Fall 2024 was on Monday, October 7th, so we have hurried to get that information included in this report. As was reported in spring, we have turned a corner on our overall enrollment, thanks to exceptional recruitment efforts that yielded two of the largest classes in our history for the last two cycles. Though overall enrollment was threatened by the challenges of the FAFSA in our recruitment of new first-year students this year, we are on a positive trajectory, as this is the second quarter since before the pandemic where our overall enrollment is higher than that of the same quarter of the prior year. As of census day, we had 14,700 students enrolled. (Note that census day numbers will be adjusted slightly and up, as we identified a small group of students who encountered a registration issue and will need to be corrected. So, the final number will be slightly higher.) Total enrollment will climb for the next few years before we experience the impact of declining numbers of high school graduates.

Included in our counts for total enrollment are students who are taking Western classes as part of the WWU in the High School program. These students are IPEDS reportable, so they will appear in many reports and statistics. However, we are required to report them as a separate dataset to the state. This oddity in how we need to treat them differently at the national level v. the state level will likely cause some confusion early on, but we will try to be clear in noting what is included and why. At present we have 66 students enrolled across four WWU in the High School courses for Fall 2024. Without the WWU in the HS students, our total enrollment would be down a total of 17 students (0.1%) from Fall 2023.

Fall Enrollment - All Students

Enrollment by Race/Ethnicity

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Hispanic or Latino Ethnicity	1,617 (10.0%)	1,575 (10.4%)	1,596 (10.6%)	1,565 (10.6%)	1,602 (10.9%)	1,640 (11.2%)
American Indian or AK Native	311 (1.9%)	288 (1.9%)	270 (1.8%)	232 (1.6%)	202 (1.4%)	221 (1.5%)
Asian	1,721 (10.7%)	1,711 (11.3%)	1,725 (11.4%)	1,620 (11.0%)	1,586 (10.8%)	1,524 (10.4%)
Black or African American	433 (2.7%)	432 (2.8%)	491 (3.2%)	500 (3.4%)	470 (3.2%)	462 (3.1%)
Native HI or Other Pacific Isl	64 (0.4%)	66 (0.4%)	72 (0.5%)	72 (0.5%)	93 (0.6%)	97 (0.7%)
White	11,249 (69.7%)	10,463 (68.8%)	10,313 (68.2%)	10,096 (68.5%)	10,071 (68.7%)	10,087 (68.6%)
Two or more races: Other	197 (1.2%)	191 (1.3%)	188 (1.2%)	181 (1.2%)	155 (1.1%)	145 (1.0%)
International	198 (1.2%)	128 (0.8%)	148 (1.0%)	189 (1.3%)	174 (1.2%)	172 (1.2%)
Race and ethnicity unknown	352 (2.2%)	343 (2.3%)	322 (2.1%)	291 (2.0%)	298 (2.0%)	352 (2.4%)
Total	**16,142**	**15,197**	**15,125**	**14,746**	**14,651**	**14,700**
Students of Color	**4,343 (26.9%)**	**4,263 (28.1%)**	**4,342 (28.7%)**	**4,170 (28.3%)**	**4,108 (28.0%)**	**4,089 (27.8%)**
Non-Resident	**1,993 (12.3%)**	**1,745 (11.5%)**	**1,990 (13.2%)**	**2,084 (14.1%)**	**2,129 (14.5%)**	**2,174 (14.8%)**
First Generation	**4,977 (30.8%)**	**4,580 (30.1%)**	**4,253 (28.1%)**	**3,453 (23.4%)**	**3,366 (23.0%)**	**3,430 (23.3%)**
PELL-Eligible	**3,717 (23.0%)**	**3,370 (22.2%)**	**3,94 (20.5%)**	**2,887 (19.6%)**	**2,941 (20.1%)**	**3,704 (25.2%)**

* Fall 2024 total includes 66 'College in the High School' students

Nonresident numbers continue to reflect growing awareness of Western outside of the Washington market and strong interest in Western. Despite the fact that overall enrollment is down from our record high in Fall 2019, we have exceeded record highs in nonresident enrollment. Not only do we have the largest ever representation of nonresidents in our student body (14.8%), but we also have the highest total count of nonresidents in our student body of any fall quarter on record. This fall we have 2,174 nonresident students enrolled at Western, passing last year's record of 2,129 nonresidents. We have previously reported on the digital marketing campaigns critical in recent years to raising brand awareness in markets outside of Washington and to generating interest among high school students in key target regions. The Common App also provides many more nonresidents access to learning more about Western. It is important to note that we remain committed to ensuring that every opportunity to recruit Washington residents is pursued and that all Washington residents capable of succeeding at Western are given that chance. Our nonresident enrollment does not and will not displace a qualified Washington resident.

Students of color bring an important array of perspectives and experiences to bear on our learning environment. As we reported last year, the Supreme Court decision in June 2023, limiting the use of race in admission to colleges and universities, has caused some students of color to opt out of higher education, feeling less welcome. In the state of Washington, we have operated under race-neutral admissions practices for about 25 years as a result of a voter initiative passed in 1998, but the impact of the high court's decision continues to have reverberating effects. This fall, students of color make up 27.8% of our student body, down slightly compared to the last few years, but still higher than pre-pandemic levels. Especially noteworthy is the continuing growth in our Latino student population (11.2%, compared to 10.9% in Fall 2023 and 10.6% for each of the two years prior to that). The percentage of African-American students in our student body is comparable to that of the last two years and still above 3%. It is

noteworthy that the number and percentage of students who have not reported their race/ethnicity and will be reported as “unknown” has increased.

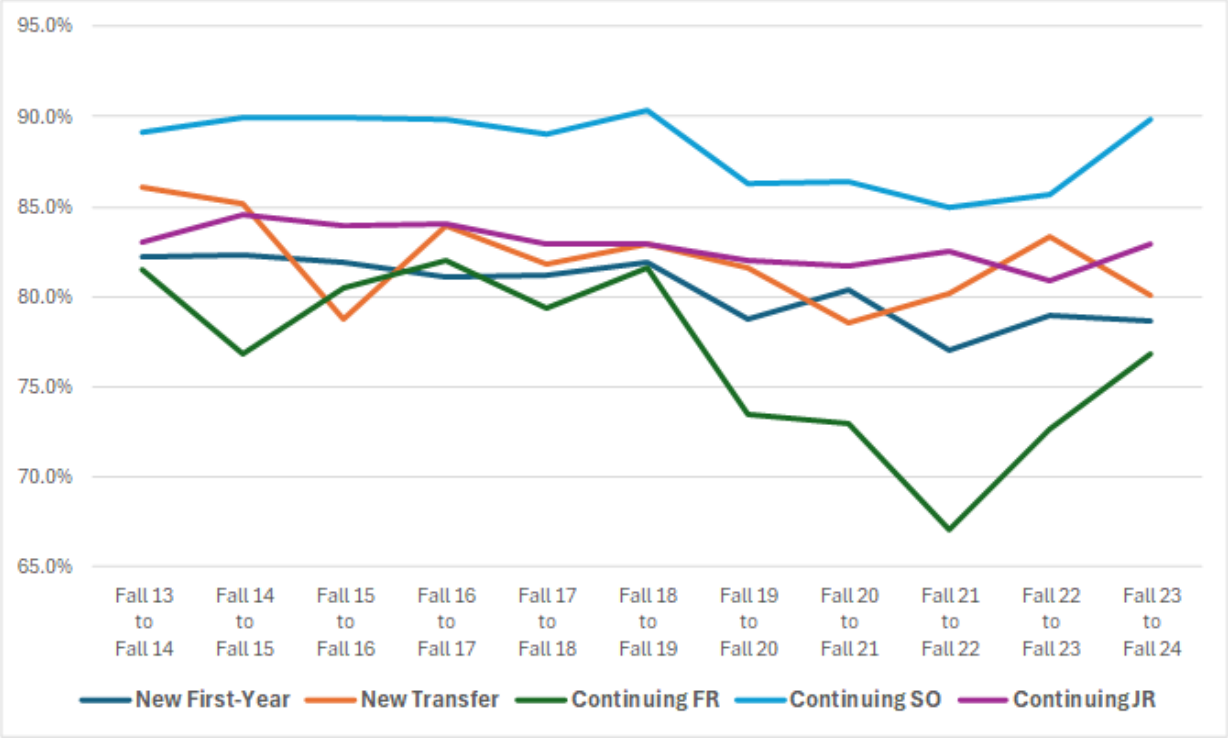
It is also evident from the table above that we are continuing to see depressed enrollment of first-generation students, though there is some increase in those numbers from last year. With the changes to the FAFSA and the broadening of Pell eligibility it will be difficult to make comparisons on enrollment of low-income students across years until we have a few years of data under the same methodology.

The divide between elite and flagship institutions and regional public institutions is growing. Though enrollment numbers are not official, the UW is reporting a stable year, as we would expect. Meanwhile, colleagues at several of Washington’s public 4-year institutions are reporting continuing declines in total enrollment. In a few cases, these schools enrolled slightly larger first-year cohorts this fall, but they are still far below their pre-pandemic class sizes and total enrollment. Whereas, we are comparing our Fall 2024 results to the two largest classes of new first-year students we have ever had. For schools that do not hold elite or flagship status, it is common to be in the unfortunate position of comparing new first-year student cohorts to the pandemic enrollment levels of the last four years. Many schools are not in a position to favorably measure themselves against their pre-pandemic enrollments.

There are mixed signals in **retention** this fall. After strong gains last year, we continue to see retention rates that are on an upward trajectory for students who were continuing with us from prior to Fall 2023. Unfortunately, the retention rates for those students who were new to Western in Fall 2023 have slipped from where those rates were for the cohort of the year prior.

(Table displayed on next page)

	Fall 13 to Fall 14	Fall 14 to Fall 15	Fall 15 to Fall 16	Fall 16 to Fall 17	Fall 17 to Fall 18	Fall 18 to Fall 19	Fall 19 to Fall 20	Fall 20 to Fall 21	Fall 21 to Fall 22	Fall 22 to Fall 23	Fall 23 to Fall 24
New First-Year	**82.3%**	**82.3%**	**81.9%**	**81.1%**	**81.2%**	**82.0%**	**78.8%**	**80.4%**	**77.1%**	**79.0%**	**78.7%**
New Transfer	**86.0%**	**85.2%**	**78.8%**	**84.0%**	**81.8%**	**82.9%**	**81.6%**	**78.5%**	**80.2%**	**83.4%**	**80.1%**
Continuing FR	81.5%	76.8%	80.5%	82.0%	79.4%	81.6%	73.5%	73.0%	67.1%	72.7%	76.8%
Continuing SO	89.2%	89.9%	89.9%	89.8%	89.1%	90.3%	86.3%	86.4%	85.0%	85.7%	89.8%
Continuing JR	83.0%	84.6%	84.0%	84.0%	82.9%	83.0%	82.1%	81.7%	82.5%	80.9%	82.9%



For the second year in a row, we have an increase in Student Credit Hours (SCH) and Full Time Equivalent (FTE) counts, and as a per student calculation. The biggest increase in credit load is among new transfer students. They are taking an average of 14.1 credits—higher than any of the past 5 years. New First-Year students have also increased their credit load to higher than it has been since Fall 2019. We also want to acknowledge valuable work done by our Academic Advising & Student Achievement Center, who spent time reaching out to new students whose course schedules in September reflected lower than optimal loads.

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Headcount	15,915	16,121	16,142	15,197	15,125	14,746	14,651	14,700
FTE	14,778.3	15,050.2	15,001.6	14,085.1	13,851.6	13,498.3	13,499.2	13,638.3
FTE per HC	*0.93*	*0.93*	*0.93*	*0.93*	*0.92*	*0.92*	*0.92*	*0.93*
SCH	218,315	222,442	221,954	207,719	203,845	198,911	199,121	201,065
SCH per HC	*13.72*	*13.80*	*13.75*	*13.67*	*13.48*	*13.49*	*13.59*	*13.68*

New first-year students total 3,019 as of census day this fall. In a year when we had the highest number of offers of admission in the institution's history, it gradually became evident—despite our best attempts—that we would not be able to overcome the challenges associated with the FAFSA rollout and its impact on students' and families' confidence in their ability to afford a college education. Nationally, FAFSA submission rates declined from 58.8% to 52.4%, reaffirming early estimates that the botched rollout of the new FAFSA would impact college going rates on the order of about 5%. In fact, our enrollment of new first-year students is down by 5.2% from Fall 2023, when we had our second largest class in history.

Fall Enrollment - New First-Year Students

Enrollment by Race/Ethnicity

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Hispanic or Latino Ethnicity	341 (10.9%)	280 (11.2%)	335 (11.7%)	385 (11.9%)	374 (11.7%)	381 (11.7%)
American Indian or AK Native	60 (1.9%)	56 (2.2%)	41 (1.4%)	52 (1.6%)	47 (1.5%)	63 (1.5%)
Asian	391 (12.5%)	321 (12.9%)	327 (11.4%)	344 (10.7%)	357 (11.2%)	296 (11.2%)
Black or African American	111 (3.6%)	88 (3.5%)	116 (4.0%)	143 (4.4%)	112 (3.5%)	106 (3.5%)
Native HI or Other Pacific Isl	14 (0.4%)	16 (0.6%)	18 (0.6%)	18 (0.6%)	27 (0.8%)	15 (0.8%)
White	2,098 (67.3%)	1,635 (65.6%)	1,970 (68.5%)	2,200 (68.3%)	2,185 (68.6%)	2,046 (68.6%)
Two or more races: Other	43 (1.4%)	40 (1.6%)	32 (1.1%)	43 (1.3%)	32 (1.0%)	43 (1.0%)
International	11 (0.4%)	2 (0.1%)	7 (0.2%)	8 (0.2%)	12 (0.4%)	13 (0.4%)
Race and ethnicity unknown	48 (1.5%)	56 (2.2%)	28 (1.0%)	29 (0.9%)	38 (1.2%)	56 (1.2%)
Total	**3,117**	**2,494**	**2,874**	**3,222**	**3,184**	**3,019**
Students of Color	**960 (30.8%)**	**801 (32.1%)**	**869 (30.2%)**	**985 (30.6%)**	**949 (29.8%)**	**904 (29.9%)**
Non-Resident	**436 (14.0%)**	**348 (14.0%)**	**513 (17.8%)**	**533 (16.5%)**	**514 (16.1%)**	**496 (16.4%)**
First Generation	**908 (29.1%)**	**719 (28.8%)**	**746 (26.0%)**	**555 (17.2%)**	**769 (24.2%)**	**751 (24.9%)**
PELL-Eligible	**742 (23.8%)**	**575 (23.1%)**	**579 (20.1%)**	**666 (20.7%)**	**691 (21.7%)**	**842 (27.9%)**

Important notes on New First-year Students

- This cohort ranks as the sixth largest first-year cohort in our history at 3,019 students.
- Similar to recent years, 93.2% of students who applied to start at Western this fall were admitted.
  (Fall 2023: 91.3% / Fall 2022: 92.7% / Fall 2021: 96.1% / Fall 2020: 93.5% / Fall 2019: 90.4%)
- The percentage of admitted new first-year students who matriculated (yield) is 23%. Yield has adjusted to this level with our move to the Common App, due to the increased visibility that being on the Common App gives us and the higher number of applications submitted by more casually interested students.
  WA Resident Yield: 27.6% (compared to 29.7% for Fall 2023)
  Non-Resident Yield: 12.4% (compared to 12.9% for Fall 2023)
- The percentage of new first-year students identifying as students of color is up slightly. (29.9% for Fall 2024, compared to 29.8% for Fall 2023)
- The percentage of new first-year students who are Washington residents is down slightly but still well over 80%. (83.6% for Fall 2024, compared to 83.9% in Fall 2023)
- The percentage of new first-year students identifying as first generation is up from last year and showing a full recovery from an unusual year in Fall 2022. (24.9% for Fall 2024, compared to 24.2% for Fall 2023 and 17.2% for Fall 2022)
- The percentage of new first-year students identifying as Running Start is comparable to what it was last year. (26.9% for Fall 2024, compared to 26.7% for Fall 2023)

With an updated scholarship model developed and in place for the Fall 2024 cohort, our overall level of confidence was especially high going into the yield season. All other

things being equal and with the all-time record number of admits boosting our expectations, the trajectory showed us within reach—if not on track to outright surpass—a first-year class of 3,300 students. Using the yield rate from the Fall 2023 cycle (24.5%), we would have expected 3,225 of the 13,162 admitted students to enroll. That would have been the largest class in our history. Looking at an average of recent yield rates, it would have been reasonable to expect a new cohort of first-year students of between 3,300 and 3,600.

The broader impact of the failures of the launch of the new FAFSA cannot be overstated. A damning report by the Government Accountability Office, summarized in the article "The Long-Awaited FAFSA Autopsy Is Here," by *Inside Higher Ed*, points to a number of technical, managerial, and structural elements that "turned a problematic launch into a yearlong debacle that damaged public trust in the federal aid system," leaving students and families to "rely on inaccurate estimates…to make decisions about which college they could afford."

Nationally, according to the FAFSA Tracker on the National College Attainment Network website, 8.8% fewer high school seniors submitted a FAFSA, similar to the state of Washington's own decline of 9.0% in FAFSA submissions. {See https://www.ncan.org/page/fafsatracker} Western fared better, with submissions declining by a more modest 2.6% among first-year admits. As yield rates are lower for non-filers—as compared with FAFSA filers—we should recognize the overall impact that 260 fewer submissions undoubtedly had on our path to enrolling potentially another record-breaking class. It is important to point out that it is in FAFSA submissions by *admitted* students that we see the impact of the FAFSA on new student enrollment.

New transfer student enrollment is very similar to that of the last two years. Across Bellingham and the other locations, Western has 891 new transfer students who have enrolled this fall. There is a small increase in the percentage of new transfer students who are students of color and a respectable increase in the percentage who are first-generation students and/or low income.

Fall Enrollment - New Transfer Students

Enrollment by Race/Ethnicity

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Hispanic or Latino Ethnicity	128 (11.1%)	134 (12.8%)	125 (11.7%)	103 (11.2%)	97 (10.8%)	109 (12.2%)
American Indian or AK Native	24 (2.1%)	22 (2.1%)	23 (2.2%)	19 (2.1%)	11 (1.2%)	16 (1.8%)
Asian	92 (8.0%)	92 (8.8%)	95 (8.9%)	73 (7.9%)	86 (9.5%)	75 (8.4%)
Black or African American	28 (2.4%)	27 (2.6%)	30 (2.8%)	40 (4.4%)	32 (3.6%)	24 (2.7%)
Native HI or Other Pacific Isl	6 (0.5%)	3 (0.3%)	7 (0.7%)	9 (1.0%)	8 (0.9%)	6 (0.7%)
White	815 (70.5%)	722 (69.0%)	731 (68.6%)	629 (68.4%)	641 (71.1%)	601 (67.5%)
Two or more races: Other	10 (0.9%)	10 (1.0%)	18 (1.7%)	11 (1.2%)	3 (0.3%)	5 (0.6%)
International	28 (2.4%)	19 (1.8%)	26 (2.4%)	24 (2.6%)	15 (1.7%)	12 (1.3%)
Race and ethnicity unknown	25 (2.2%)	18 (1.7%)	10 (0.9%)	11 (1.2%)	8 (0.9%)	43 (4.8%)
Total	**1,156**	**1,047**	**1,065**	**919**	**901**	**891**
Students of Color	**288 (24.9%)**	**288 (27.5%)**	**298 (28.0%)**	**255 (27.8%)**	**237 (26.3%)**	**235 (26.4%)**
Non-Resident	**93 (8.0%)**	**92 (8.8%)**	**137 (12.9%)**	**122 (13.3%)**	**100 (11.1%)**	**95 (10.7%)**
First Generation	**488 (42.2%)**	**417 (39.8%)**	**397 (37.3%)**	**166 (18.1%)**	**304 (33.7%)**	**326 (36.6%)**
PELL-Eligible	**358 (31.0%)**	**330 (31.5%)**	**286 (26.9%)**	**237 (25.8%)**	**254 (28.2%)**	**345 (38.7%)**

Important notes on New Transfer Students

- The percentage of admitted transfer students who matriculated (yield) is up to 57.7% (compared to 56.5% in Fall 2023).
- Representation of students of color in our new transfer student population is up slightly and still higher than our pre-pandemic levels, at 26.4% this year (compared to 26.3% for Fall 2023).
- More of our new transfer students are Washington residents: 89.3% (compared to 88.9% in Fall 2023).
- The percentage of new transfer students who are first-generation college students has continued to recover, at 36.6% (compared to 33.7% in Fall 2023).
- The percentage of enrolled new transfer students coming from Washington community and technical colleges is up slightly to 65.1% (compared to 63.2% in Fall 2023).
- About 79% of students who applied to transfer to Western this fall were admitted.

We have been working to make adjustments in the Admissions office to allow us to carve out resources to dedicate to our work on transfer admission and recruitment, as that has long been a shortcoming of our staffing structure. Some of that work is covered in the next section.

The FAFSA experience of this year's cohort provides an interesting juxtaposition against that of the first-year student population. Namely, a smaller percentage of this year's first-year admitted students (note that this is different from the *enrolled* student population referenced in the financial aid section of this report) submitted the FAFSA this year (73.3% vs. 76.2% for Fall 2023). For transfers, 67.5% of this year's admits submitted a FAFSA, compared with 61.9% last year.

Though the FAFSA woes were the same for new transfer students as they were for new first-year students, the behavioral difference was significant. We believe that the extra attention we gave to messaging students with detailed updates about the FAFSA rollout positively impacted submission rates for this group. Transfer students tend to be more focused and deliberate in their college search than high school seniors. Also—and more to the point of FAFSA submission—it is quite likely that transfer applicants' familiarity with the FAFSA at a previous institution provided them with added resilience and drive when working through issues encountered along the way. Surprising as it may be, the FAFSA experience among new transfer students enhanced and boosted yield.

The ten community colleges that are typically our largest feeders of transfer students have experienced steady declines since 2010 (and more pronounced declines during the pandemic). However, this past year was a different story. As you will see below, almost all of these community colleges reported increases in overall enrollment for Fall 2023 (many for the first time in years). Unfortunately for us, those enrollment gains were primarily in dual enrollment programs, professional and technical education, and upside-down degrees. The overall increases hide the fact that the number of students enrolled with the intent of pursuing studies that would allow them to transfer to another institution to continue on to a bachelor's degree has actually continued to falter. So, while we celebrate the wins in enrollment for our friends in the community colleges, their wins are not in areas that are likely to provide additional recruits for us.

Washington State Community College	Fall 2010	Fall 2011		Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	1-Year % Change	% Change in enrollment since 2010	% Change in enrollment since 2019
Whatcom	6,811	6,240	...	5,990	4,373	4,242	4,136	4,331	5%	-36%	-28%
Skagit Valley	6,213	5,590	...	5,345	4,274	3,921	3,998	4,189	5%	-33%	-22%
Everett	10,716	8,538	...	9,166	8,115	7,162	6,564	6,714	2%	-37%	-27%
Bellevue	18,680	18,099	...	14,804	12,513	12,545	11,473	12,129	6%	-35%	-18%
Cascadia	2,997	2,897	...	3,298	2,625	2,022	1,888	2,063	9%	-31%	-37%
South Puget Sound	6,426	5,999	...	5,590	4,774	4,428	3,957	4,615	17%	-28%	-17%
Pierce	12,823	11,509	...	9,659	8,468	7,612	8,964	7,829	-13%	-39%	-19%
Seattle North	8,349	7,853	...	7,129	5,882	5,632	5,623	6,056	8%	-27%	-15%
Shoreline	6,611	6,359	...	6,034	5,440	4,878	4,606	4,737	3%	-28%	-21%
Olympic	8,213	8,149	...	6,668	5,492	5,126	5,116	5,681	11%	-31%	-15%

We continue to work with our partner institutions, Olympic College and Peninsula College, on transfers into programs at the other Western locations. Further, we are continuing the Guaranteed Transfer Admission Program with those partner institutions and expanding it to other partner institutions.

Graduate student enrollment again reflects high interest and has remained fairly consistent for the last several years, with the exception being the record high in Fall 2021. Noteworthy is the fact that our graduate programs are attracting a growing number of nonresidents. This year, 23.8% of our graduate students are nonresidents.

Fall Enrollment - All Graduate Students						
Enrollment by Race/Ethnicity						
	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024
Hispanic or Latino Ethnicity	49 (6.9%)	59 (7.5%)	76 (8.4%)	78 (9.7%)	85 (10.8%)	76 (9.4%)
American Indian or AK Native	15 (2.1%)	14 (1.8%)	16 (1.8%)	21 (2.6%)	18 (2.3%)	14 (1.7%)
Asian	44 (6.2%)	72 (9.1%)	82 (9.0%)	64 (8.0%)	65 (8.2%)	61 (7.6%)
Black or African American	19 (2.7%)	19 (2.4%)	27 (3.0%)	20 (2.5%)	19 (2.4%)	17 (2.1%)
Native HI or Other Pacific Isl	2 (0.3%)	3 (0.4%)	2 (0.2%)	1 (0.1%)	3 (0.4%)	4 (0.5%)
White	534 (74.8%)	564 (71.7%)	652 (71.6%)	549 (68.5%)	525 (66.5%)	558 (69.2%)
Two or more races: Other	4 (0.6%)	4 (0.5%)	9 (1.0%)	8 (1.0%)	7 (0.9%)	8 (1%)
International	14 (2.0%)	11 (1.4%)	6 (0.7%)	19 (2.4%)	28 (3.5%)	28 (3.5%)
Race and ethnicity unknown	33 (4.6%)	41 (5.2%)	40 (4.4%)	41 (5.1%)	39 (4.9%)	40 (5%)
Total	**714**	**787**	**910**	**801**	**789**	**806**
Students of Color	**133 (18.6%)**	**171 (21.7%)**	**212 (23.3%)**	**192 (24.0%)**	**197 (25.0%)**	**180 (22.3%)**
Non-Resident	**149 (20.9%)**	**165 (21.0%)**	**185 (20.3%)**	**182 (22.7%)**	**177 (22.4%)**	**192 (23.8%)**

II. Recruitment

Transfer Efforts Highlighted

The Office of Admissions has invested in strengthening our on-campus presence with one of our most important regional partners, Skagit Valley College (SVC). Activities included participating in transfer fairs at the Mt. Vernon and Whidbey Island campuses as well as individual advising appointments, application and essay writing workshops, and information sessions with SVC STEM Scholars, TRIO, the Writing Center, the Counseling and Advising Center, and Phi Theta Kappa (PTK) honor society chapter.

Admissions staff also coordinated the first-ever Skagit Valley College Majors Fair which had representation from over 30 departments and all 7 colleges. Western saw a 9.6% increase in applications and a 5.2% increase in confirmations from SVC students this fall compared with 2023. The Office of Admissions will continue this collaboration with SVC in 24-25, kicking off with next week's transfer fair and majors fair, and plans are underway to explore similar opportunities with Whatcom Community College this fall.

In addition to hosting events for transfer students – which include in person and virtual info sessions, campus tours, group visits and large campus preview events in the fall and spring – Admissions coordinates and hosts the annual Transfer Advisors Workshop (TAW). The TAW, which has been held virtually since the pandemic, provided 59 advisors from 18 community and technical colleges updates about transfer admissions, advising, and student services and included presentations from all seven of Western's colleges last year. This year's TAW will be held in-person, as it was for several decades prior to the pandemic, to better highlight Western's distinctive campus.

After years of managing transfer admissions and recruitment with no dedicated transfer staff, the Admissions team has made some internal adjustments and created a new advisor role. On October 15, the Office of Admissions will welcome our first dedicated Transfer Admissions Advisor. A key function of the position will be to assist prospective students and applicants in understanding how their previous college coursework transfers to Western before they apply or confirm their enrollment. While broadly recognized as best practice, this has not been possible with staffing limitations in Admissions.

Admissions launched the Western on the Peninsulas campaign which focuses on the programs available in Bremerton, Port Angeles, and Poulsbo:

- Business Administration
- Cybersecurity
- Early Childhood Education with Certification Option
- Education
- Education for Inclusive Environments
- Environmental Science
- Environmental Studies
- Multidisciplinary Studies
- Natural Resource Management
- Sociology

The campaign, developed collaboratively with Western on the Peninsula colleagues, features a series of six emails, sent within 22 days of the student expressing interest in one of the above programs. The emails include a call to action to apply, meet with an advisor, and learn more about the programs. Emails highlight the Western advantage, program of interest information, application tips, financial aid resources, and student support resources.

Looking Ahead to Fall 2025 and Beyond

We again launched Western's application for admission on August 1st—the second year in a row to open so early. Our intent is to take advantage of the organic activity and publicity around the opening of the Common App, and it ensures that we are visible and available to all college-bound students searching as the application season opens. Applications are rolling in, and we anticipate a busy October, with the Early Action Deadline on November 1st.

As campus recently celebrated the arrival of the Fall 2024 cohort, our teams have been *Full Steam Ahead!* for Fall 2025. During this year's cycle, we seek to add momentum to statewide efforts, such as the Washington Guaranteed Admissions Program and elevate the conversations with local partnerships at Ferndale and Mt Vernon high schools.

Admissions' fall open house programs, *Fall Preview Days*, are taking place on the first three Fridays of this month. All three dates (October 4th, 11th, and 18th) have been booked to capacity, with nearly 1,100 guests making their way to campus to participate in several activities during the University's premier event of the season. In addition to campus tours and information sessions, visitors will also engage with faculty and staff from each of Western's seven undergraduate colleges, as well as representatives from several student support, service, and programmatic areas, such as Education Abroad, the Honors College, Disability Access Center, The Centers, University Housing, and Financial Aid.

We are closely watching for early reports related to the testing of the FAFSA for the upcoming year. We are hopeful that the work that is being done will resolve the remaining issues and that this year will not be marked by challenges that plagued last year for so many. The FAFSA is one of the most important tools in our work to enroll a new cohort of students, as it serves millions of students and families in their effort to maximize resources for higher education.

Looking at medium- and long-term efforts, we will be dedicating increased attention and planning to integrate data—in partnership with OSPI (Office of Superintendent of Public Instruction)—on all of the state's high school students, from high school freshmen and onward. We are particularly eager to engage in the outreach, messaging, and engagement work that having this data will allow. We anticipate access to contact information for over 350,000 students and their families. Our intent is to magnify the message of the college journey as an achievable and accessible one and to highlight Western as a welcoming and inclusive destination.

Additionally, we will begin assembling the building blocks of a collaboration with the College of Business & Economics (CBE) to develop a Direct-to-Major admissions process for Fall 2026, which we believe can help differentiate the Western experience in a crowded marketplace, while addressing downward trends highlighted by CBE leadership in terms of overall student interest in the college's programs.

We remain steadfast in our commitment to service, access, and innovation in our practices, which we are confident can help in the weathering of uncertainty and change in the seasons ahead. Broadly speaking, over the coming years, we anticipate increased competition for a gradually declining number of college-bound students across the national landscape. We hope to capitalize on college-bound student numbers in the next few years, while preparing for the impact of declining birthrates and the resultant decline in the number of high school graduates.

III. Registrar

Consolidated WWU Transcript for Fairhaven students

Beginning this fall, Fairhaven students will be able to have both an official transcript and complete narrative evaluations delivered in a single, secure, verified PDF document. Students previously ordered official transcripts and Fairhaven narrative evaluations separately, with the former prepared and delivered by the Registrar's Office and the latter by Fairhaven. Now, students will be able to order both at once through the Registrar's Office with delivery via our transcript ordering platform (as utilized by more than 95% of standard transcript orders in 2023-24).

Commencement

December Commencement 2024 will be held on Saturday, December 14th in Carver Gym on the Bellingham campus. We will host two ceremonies, and they will start at 10:00am and at 1:00pm. We expect each ceremony to run a little over one hour. Details can be found at https://registrar.wwu.edu/december-commencement. As we have done since returning to in-person ceremonies after the pandemic, students will not be limited as to the number of guests they can bring. We will again structure our ceremonies to be ticketless.

Doctoral diplomas

Beginning with our Fall 2024 graduates, the Registrar's Office will begin issuing doctoral diplomas in a larger, 11"x14" format, following a special request by our doctoral programs. Though there is no national standard associated with the sizing choices that universities make for graduate or doctoral degrees, many schools have adopted a single size for all degrees, as we had. As the graduates of our doctoral programs were particularly interested in differentiating their diplomas, we are glad to have been able to make this change for them. Bachelor's and master's degree diplomas will continue to be issued in our standard 8.5" x 11" format.

IV. Student Aid

Fall 2024 Startup

Despite the many challenges of the 2024-25 FAFSA rollout and staffing shortages, the Financial Aid team provided outstanding service to students during the start up to fall quarter and was able to keep lines to a minimum. Between September 16-30th, the team answered over 1,588 phone calls, assisted 619 walk-ins, responded to over 1,702 emails, and Financial Aid Counselors hosted 128 student appointments.

The financial aid team worked exceptionally hard this year to ensure that student financial aid files were completed and ready for Fall 2024 start up. We are pleased to report that financial aid disbursement went smoothly for Fall 2024. As of the day prior to the first day of classes, 7,985 students had received financial aid totaling $34,707,424. At this same time last year, $32,438,475 was disbursed to 8,031 students.

Pell Expansion for WWU Students

In addition to streamlining the FAFSA, one of the goals of the FAFSA Simplification Act, was to expand access to Federal Pell Grants. The Financial Aid team has seen a noticeable increase in Pell eligibility among WWU students. At this time last year, we had disbursed $4,354,720 in Pell to 2,374 students. For Fall 2024, we have disbursed $6,295,520 in Pell to 3,158 students. Despite the many complexities and challenges that the 2024-25 FAFSA rollout has presented, we are happy to see that many WWU students are benefiting from the changes to the federal methodology calculations.

2024-25 FAFSA Filing

FAFSA completion rates among Washington high school seniors continue to be of concern, with Washington state being ranked 48th out of 52 for the 2024-25 cycle. As of September 27, 2024, 39.7% of Washington high school seniors have completed the FAFSA. Nationally, FAFSA completion among high school seniors is at 52.4% which is down significantly from the 2023-24 cycle, where we saw a 58.8% completion rate at the same time last year. Though disappointing, this decline was expected given the challenges with the new FAFSA. Source*: NCAN's FAFSA Tracker* *https://www.ncan.org/page/fafsatracker*

New-first year students at Western continue to outperform the national averages. For the 2024-25 academic year, 86.3% of new-first year students have completed a FAFSA, compared to 83.6% at the same time last year for the 2023-24 year. FAFSA filing among the entire student body is also up slightly at 63%. The financial aid team continues to conduct outreach, to encourage students to complete the FAFSA and WASFA for the current year.

Looking Ahead to the FAFSA for 2025-26

The 2025-26 Free Application for Federal Student Aid (FAFSA) form will be available to the public by December 1, 2024. The U.S. Department of Education (ED) made the decision to delay the rollout of the 2025-26 FAFSA amid concerns that all errors in functionality that were identified during the last cycle have not yet been resolved. ED is conducting beta testing between October 1 through December 1, during which time, the 2025–26 FAFSA form will be available to individuals selected to participate in a limited beta release. Participation in the beta release is by invitation only. The purpose of the beta testing period is to allow ED more time to resolve known errors, identifying broken functionality, and fully test changes. Of course, delaying the release of the FAFSA to the general public for a second year is concerning, but we are hopeful that this testing period will provide for a much smoother experience for both students and financial aid professionals with the 2025-26 FAFSA.

New Student Outreach Efforts

The Financial Aid Department once again partnered with the Student Business Office and University Residences to create informational webinars for new students and their families in the lead up to fall quarter. The webinars, called "Financial Aid, Payments and Housing: Navigating a Successful First Year at WWU", were a big success in that we had high attendance and positive feedback from attendees. We held four sessions, two in the daytime and two in the early evening. Through these events, which were held on July 23rd, August 14th, August 27th and September 11th, we served 757 attendees and answered 272 questions from students and families.

We also provided financial aid staffing on move-in weekend. Financial aid staff set up an information table outside Old Main on Saturday, September 21st to assist students and parents with financial aid questions and paperwork submission.

New Reporting Requirements – GE/FVT

During the fall of 2023 the U.S. Department of Education (ED) released several regulatory packages that add new and expanded reporting requirements for institutions. These include Financial Value Transparency (FVT) and updated Gainful Employment (GE) rules. The regulations are intended to provide an additional transparency and accountability framework by which ED can assess "whether career programs meet the statutory requirement of preparing students for gainful employment in a recognized occupation." ED will use institutions' reports and other sources to calculate and publish the likely out-of-pocket costs, debt, and post-graduation earnings for students in both GE and non-GE programs.

The Financial Value Transparency (FVT) scope expands reporting requirements well beyond those programs identified as Gainful Employment (GE) programs. Under the July 1, 2024 regulation, institutions will be required to report **all programs** for both GE ***and*** **non-GE programs**. This includes the total number of recipients and non-recipients of Title IV and HEA funds enrolled in the program as well as student-level data for all recipients of Title IV and HEA funds. These reporting requirements are a significant expansion over the 2014 GE regulations that were rescinded July 1, 2019.

Unfortunately, and much like the rollout of the 2024-25 FAFSA, these new reporting requirements have been riddled with delays and errors. Originally, institutions were required to meet these new reporting requirements by October 1, 2024. However, in early September ED announced that the required lists (provided by ED) to complete this reporting were incorrect and asked schools to pause. On September 13th, the Department of Education announced an extension of the reporting deadline to January 15th, 2025. As of October 1, we have not yet received notification that these lists have been corrected and are available to resume our work toward meeting the reporting requirements.

V. New Student Services/Family Outreach

Orientation, Advising, and Registration (OAR) Programs for New Students

The 2024 Fall Advising & Registration (A&R) Sessions for new first-year, transfer, and post-baccalaureate students were fully completed prior to the start of fall classes. Over the course of five sessions, 729 new transfers and post-baccalaureates attended,

completing small group academic advising, departmental/major advising, and registering for fall quarter classes. Over 17 sessions for first-year students, 3,070 students completed their academic advising and course registration process. Fall A&R Sessions served a grand total of 3,799 new students.

Strategic outreach was conducted via the Registrar's Office, Admissions, NSSFO, and the Academic Advising & Student Achievement Center (AASAC) throughout the sessions. This included follow-up calls and communications the day of events to reduce "no show" rates, call campaigns and targeted outreach through the Registrar's office, and boosted messaging to students for action. Orientation packets for new students and families of first-year students were delivered in three stages. The first stage of mailings occurred in early July and captured the largest bulk of new first-year, transfer, and post-baccalaureate students, followed by a second round of mailing in mid-August, and the third mailing occurred the first week of classes to capture any remaining students who had not yet received materials.

The NSSFO and Academic Advising & Student Achievement Center teams are now focused on preparations for Winter 2025 and have set A&R Session dates in November, December, and January (four sessions total). Reservations for 2025 Winter A&R are set to open in early October. Additionally, the Spring A&R Sessions have also been set in February and March 2025 (four sessions total), and those reservations will open in late January 2025.

Western Welcome

Fall Western Welcome events covering about the first six weeks of fall quarter have provided a diverse array of events and programs. {See https://nssfo.wwu.edu/western-welcome.} We again recognized the early arrival of students for programs like Viking Launch, Western Outdoor Orientation Trips (WOOT), residence hall Move-In, and academic program activities, by kicking off Western Welcome on September 12th. Many departments hosted events that helped to anchor the programming this year, broadening the depth of outreach and engagement. Annual traditions and signature events continued, such as Convocation, Western Wednesday: First Night Out, late night socials at the Wade King Student Recreation Center and Viking Union, the return of Bike Fest with classes and group rides, the Outdoor Movie, Library and Learning Commons tours, and the Fall Info Fair.

In 2024, over 90 events throughout fall quarter have been coordinated from a wide array of departments and organizations around campus. A new set of themed events this year, called "DisOrientation" is hosted by the Disability Access Center and Disability Outreach Center; it will highlight Disability Awareness month and experiences of disabled students through events focused on community-building, resource navigation, campus accessibility, and adaptive activities at the Rec Center.

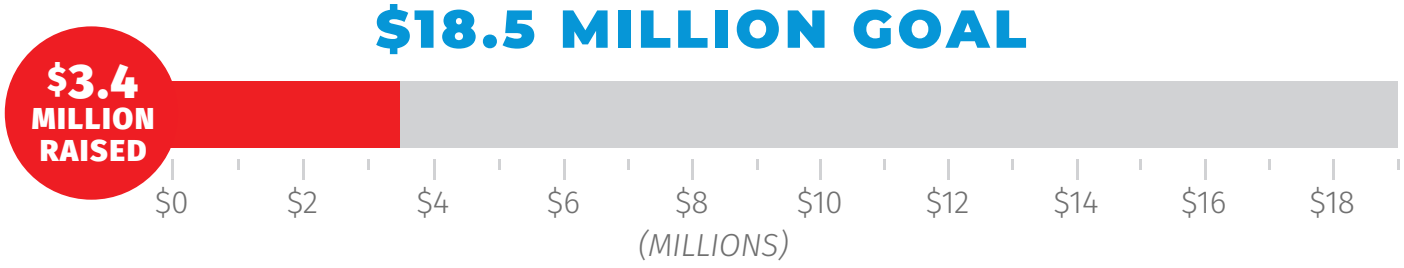
Also returning this year are significant events that center student identities and interests as themes, with an eye toward community building—events like Queerientation, Welcome B.L.A.C.K., UndocuAlly Training, La Bienvenida Latine Dinner, and open houses hosted by The Centers for Student Access, Community, and Intercultural Engagement (The Centers). As events continue into October, highlights

include Athletics events, Career Fairs, the Basic Needs Hub Open House, First Generation Celebration, and Halloween-themed social events.

Family Outreach

With the ownership of the overall Fall Family Weekend (FFW) event fully shifting to University Advancement, NSSFO still remains an active participant in the event, hosting the NSSFO Resource Fair held on the Saturday of FFW. The Resource Fair has proven to be a valuable opportunity for students, parents, families, and supporters to connect directly with staff and faculty from a variety of student services, campus resources, and academic departments. It is an opportunity to engage in a way that supports student health, well-being, personal development, and academic success. NSSFO will also pilot hosting a Resource Navigation room during the Fair where visitors can work one-on-one with NSSFO staff to help resolve questions, identify resource connections, and also learn more about general family/supporter resources available online and at Western. The pilot will help assess the need for active navigation support at that point in the quarter and allow us to determine what topics or resources are most requested. Fall Family Weekend is set for October 18-20, 2024.

UNIVERSITY ADVANCEMENT REPORT
OCTOBER 2024



UPCOMING EVENT

Fall Family Weekend coming soon

The Foundation for WWU & Alumni will be welcoming students and their families to WWU on October 18, 19, and 20. Attendees will enjoy a Foundation-hosted welcome gathering, information sessions, campus open houses, and a plethora of Bellingham community activities. We will also host the second annual Intergenerational Brunch where Western alumni who now have family members attending WWU can gather. We're looking forward to getting to know these future alumni and their families!

foundation.wwu.edu/event/fall-family-weekend

FUNDRAISING

Advancement leads fundraising training for deans

In September, we hosted the deans for two full days of fundraising training. On Sept. 9, we held a philanthropy workshop with our consultant BWF. This session included topics on presenting WWU to donors and guidance on how to fundraise effectively. On Sept. 13, as part of the Advancement Partners Program with Plus Delta Partners, we held sessions on the culture of fundraising, foundational principles, and the donor engagement process. We will follow up these sessions with coaching calls with our gift officers. Programs like this are helping everyone involved with our fundraising efforts be even more successful.

Western Welcomes Home

The **Western Welcomes Home** partnership between Bellingham-based real estate firm The Muljat Group and WWU has seen immediate success. Under the program, Muljat donates a portion of their compensation from qualified real estate sales to The Foundation. The donations from Muljat go to a fund that will prioritize scholarships for student athletes, single parents, and to help students who are struggling with food and housing insecurity. So far, the program has generated three gifts totaling more than $7,000!

ENGAGEMENT

Ask A Viking kicks off

The Foundation is partnering with Career Services to provide **Ask A Viking**, a service for students seeking mentorship, career guidance, and ideas on how to develop their professional skills. Participants email questions through Ask A Viking, and the questions are shared with WWU alumni who can choose to answer. It is a simple and powerful way to connect students with alumni and to continue to build engagement across the entire WWU community.

The Foundation sent emails asking alumni to update their contact information so students using Ask A Viking will be able to connect with them; more than 300 alums have responded already! To reach students, we handed out Ask A Viking stickers and branded power banks at multiple new-student events.

So far, the program has seen more than 30 requests for information from current students and recent grads, and 85 offers of help from alumni.

President's Summer Barbecues celebrate donors and friends

Our annual Summer Barbecues continue to be a popular way to build community and drive stewardship with key members of our community. This year, we reached more than 300 supporters at two barbecue events, one at Bellewood Farms in Lynden and another in Seattle aboard the historic MV Skansonia.

Summer Send-Offs a Success

In 2023, we held two Summer Send-Off events; this summer we quadrupled that number! The Foundation welcomed a total of nearly 300 registered attendees to eight events: Bellingham, Mount Vernon, Camano Island, Poulsbo, Olympia, Montesano, Winthrop, and Northern California. We met incoming students and their families to celebrate and give them a warm Western welcome! Many thanks to our hosts and special guests: Brad Johnson, Melynda Huskey, Holly Hill, Vini Samuel ('94) and Guy Bergstrom ('94), Brian Radford ('03), Todd ('83) and Gerrilynn ('83) Lindley, Kyle Schrader ('15) and Kylie Kolomyjez-Schrader, Carol ('78) and David ('73) Francisco, Lee Whittaker ('68), and Joshua Porter (thank you all!).

Vikings gather in NYC

To continue our outreach to alumni and supporters outside of Western Washington, we hosted a gathering for alumni who live in the New York metropolitan area. Christopher Bianco, dean of the College of Fine and Performing Arts, joined Foundation CEO Kim O'Neill to meet with alumni and friends at the iconic Campbell Bar in Grand Terminal. Attendees enjoyed the event so much they asked us for a way to stay in touch with one another; a special LinkedIn Group has been formed to help them keep connected.

The Foundation
for WWU & Alumni
Endowment Investment Fund

SUSTAINABILITY PERFORMANCE REPORT FY24

WESTERN WASHINGTON UNIVERSITY

MAKE WAVES.

DURING FISCAL YEAR 2024
UNIVERSITY ADVANCEMENT RAISED

$18,019,806

FROM

6,331 UNIQUE DONORS

INCLUDING

2,769 ALUMNI

AND HOSTED

155 EVENTS

ABOUT THE FOUNDATION FOR WWU & ALUMNI

The Foundation was established in 1966 as a vehicle to receive and encourage private giving to WWU. In the past year, donors have provided over $18 million to the University in the form of annual gifts, endowed gifts, estate gifts, and gifts in kind like real estate, equipment, and works of art. Gifts fund student scholarships, as well as provide support for programs, faculty, clubs, and teams.

In 2023, The Foundation for WWU & Alumni was formed when the Foundation merged with the WWU Alumni Association. The Foundation for WWU & Alumni serves all alumni, donors, and members of the WWU community from a single, streamlined organization.

The Foundation for WWU & Alumni is led by a group of dedicated, volunteer board members who advocate for the importance of private support to public institutions. These alumni, parents, and community leaders bring their professional experiences to promote the mission of WWU while stewarding the more than $140 million in assets under the Foundation's management.

Letter from the CEO of The Foundation for WWU & Alumni

Greetings WWU Campus Community!

Welcome to the first annual Sustainability Report for the Endowment Investment Fund (Endowment). We are eager to share our sustainable investing practice as it looks today, and to begin the work of tracking our impact and progress into the future.

In the past year, University Advancement staff has worked with the President's Sustainability Council and the Sustainability Engagement Institute to revisit and update our goals and contributions to campus sustainability initiatives and the Sustainability Action Plan. Reporting annually on the Endowment's sustainability performance is one of our commitments.

In the past year, we have additionally committed to sharing information regarding sustainable investing with the campus community and to that end, have built out the Foundation website to include the following:

- Information on the Endowment;
- Information on Russell Investments and the Outsourced Chief Investment Officer model;
- FAQs on Sustainable Investing;
- A summary of the Endowment Investment Policy.

We plan to keep the Investment Information and Sustainability Performance web page updated as we take on additional projects and reporting, and we welcome your questions and feedback.

The Foundation for WWU & Alumni plays an essential role in advancing the mission of WWU and supporting its goals. It is a great honor to serve this campus. Our projects in the coming fiscal year will include working with an investment consulting firm to evaluate our existing practices around sustainable and responsible investing and to create learning opportunities for the Foundation's Board of Directors to ensure we are operating in the ways that most fully serve the needs and goals of our exceptional university.

Sincerely,

Kim O'Neill

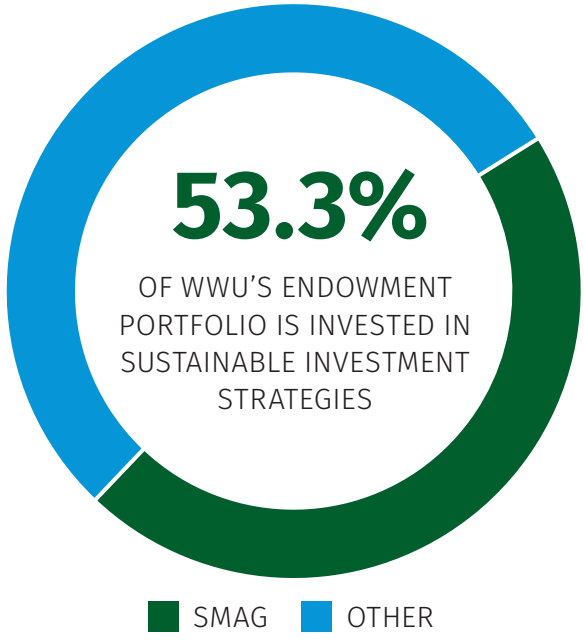
Vice President for University Advancement
President and CEO of The Foundation for WWU & Alumni

ABOUT THE ENDOWMENT

WWU's Endowment is comprised of gifts from thousands of donors, with the purpose to generate consistent and predictable income to support scholarships, programs, and faculty at Western Washington University. WWU's Endowment is invested to support Western Washington University in perpetuity and to achieve intergenerational equity.

The Fund's investment objectives are designed to ensure the Fund can generate regular income while also maintaining the long-term purchasing power of the portfolio. This is achieved by maximizing the value of the Fund while also balancing its exposure to investment risk. The Fund must also ensure the necessary amount of liquidity is available to support the Foundation's commitments to WWU. As of June 30, 2024, over half of the Foundation's endowment investment portfolio (53.3%) is invested in a Sustainable Multi-Asset Growth (SMAG) Fund. The remaining 46.7% of investment funds are spread across a diversified range of assets which include bonds, private equity investments, and real estate.

ENDOWMENT FUND BY INVESTMENT TYPE



The Endowment Investment Policy for The Foundation for WWU & Alumni sets forth guidelines for the management, standards of conduct, and investment targets for WWU's Endowment Fund. The Finance Committee of the Foundation's Board of Directors is responsible for developing the Endowment Investment Policy, for establishing investment policies and procedures, and is additionally responsible for the development of target asset allocations, benchmarks, investment strategies, guidelines, and restrictions for the Endowment Fund. Foundation Management (i.e., the President and CEO of the Foundation and the CFO of the Foundation) are responsible for ensuring the investment policies and procedures are followed as stated in the Endowment Investment Policy.

The Foundation has a fiduciary responsibility to ensure the portfolio is managed with the same degree of care and loyalty as with any personal assets. The Foundation has chosen to outsource this management to external managers who also serve as co-fiduciaries of the portfolio. Russell Investments of Seattle, WA, Commonfund of Wilton, CT, and Mason Investments of Reston, VA serve as the Endowment's investment managers and co-fiduciaries.

ABOUT THE SMAG FUND

In 2018, The Foundation for WWU & Alumni responded to the WWU campus community's requests for more sustainable investment options by working with Russell Investments to develop an investment fund for endowment assets that emphasizes environmental, social, and governance (ESG) factors and that reduces the portfolio's carbon footprint by 50% compared to its benchmark—a composite which is most heavily weighted by the MSCI ACWI IMI.

Over half of the endowment investment portfolio ($76.9 million) is currently invested in the Russell Investments Sustainable Multi-Asset Growth (SMAG) Fund, which considers environmental, social, and governance (ESG) factors in the security selection process and emphasizes holding stocks that reduce the carbon footprint of the portfolio by 50% compared to a market index. The Fund excludes investments in coal, tobacco, controversial and small firearms weapon companies, private prisons, and predatory lending companies; the Fund emphasizes investments in companies participating in the energy transition, such as companies related to wind power generation.

The Foundation for WWU & Alumni takes great pride in being the inaugural client for this fund in 2019 with a $50.0 million commitment. Today the fund has over $400.0 million of investments from various clients.

HOW DOES THE FOUNDATION MAKE INVESTMENT DECISIONS?

BOARD OF DIRECTORS

FINANCE COMMITTEE

- Responsible for the oversight and management of Endowment assets;
- Responsible for establishing investment policies and procedures, developing target allocations, benchmarks, investment strategies, guidelines, and restrictions;
- Presents to the Board, at least annually, a report of the investment structure and financial performance of the Endowment.

EXECUTIVE COMMITTEE

- Responsible for approving the Endowment Investment Policy;
- Responsible for reviewing, at least annually, the Endowment's investment structure and financial performance.

FOUNDATION MANAGEMENT

- Responsible for implementing the investment policies and procedures as directed by the Finance Committee;
- Responsible for providing quarterly reports of investment accounts;
- Responsible for monitoring all hired investment managers to ensure compliance with investment policies and objectives;
- Responsible for collection and investment of contributions and investment income, and payment of expenditures for the management of the Endowment.

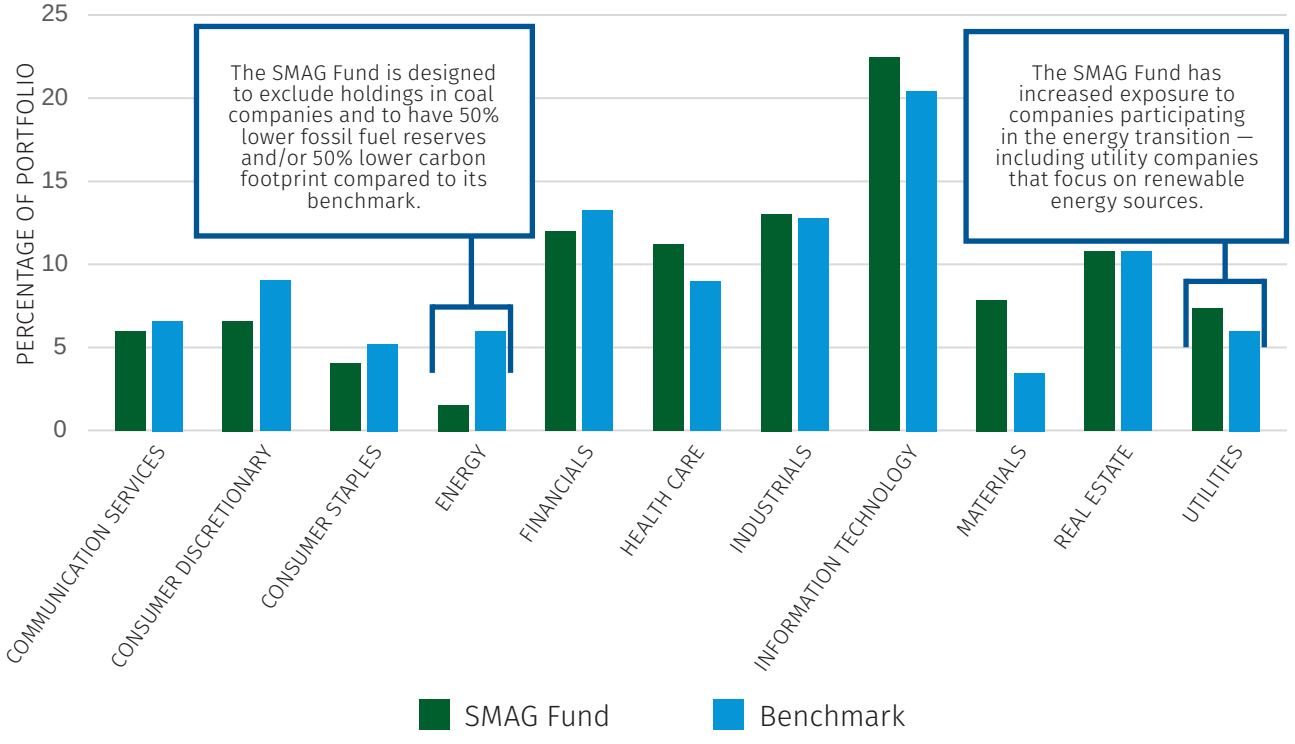
RUSSELL INVESTMENTS

- Engages in day-to-day investment activities of the Endowment Fund, per the guidelines set forth by the Foundation Board.

SUSTAINABLE MULTI-ASSET GROWTH FUND SUSTAINABILITY PERFORMANCE

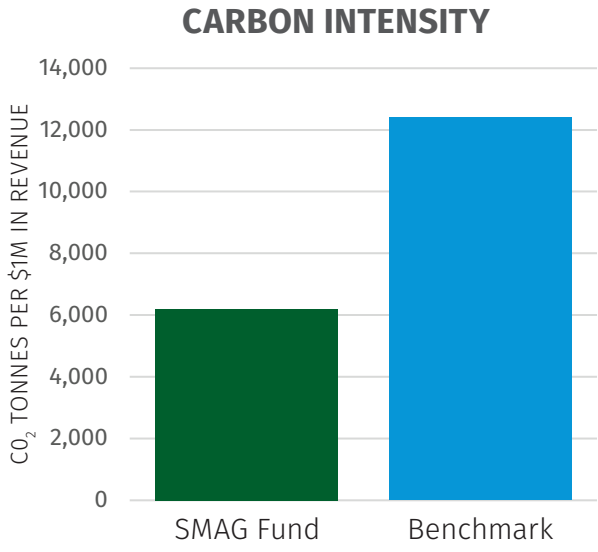
The SMAG Fund employs exclusionary screens to reduce the portfolio's carbon footprint, while simultaneously overweighting the portfolio with companies participating in the energy transition. The portfolio's sustainability performance demonstrates this approach to investing among several ESG measures.

SMAG FUND PORTFOLIO BY INDUSTRY COMPARED TO BENCHMARK



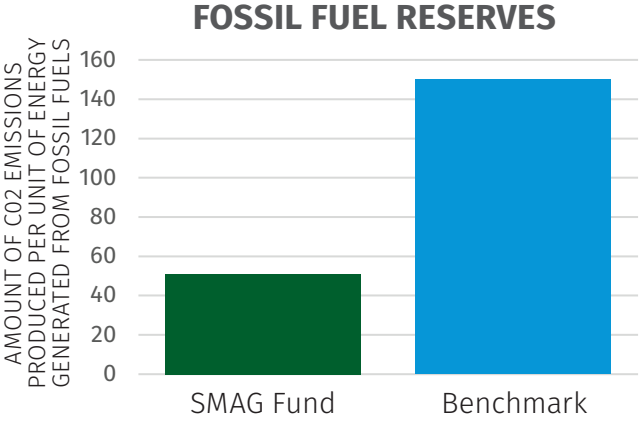
CARBON INTENSITY

Carbon Intensity measures the amount of CO2 emitted per unit of economic activity; lower carbon intensity indicates that the entity being measured is more efficient in terms of its greenhouse gas emissions. The SMAG Fund demonstrates its commitment to investing in sound environmental performers by its combined portfolio holdings having less than half of the carbon intensity of its benchmark.



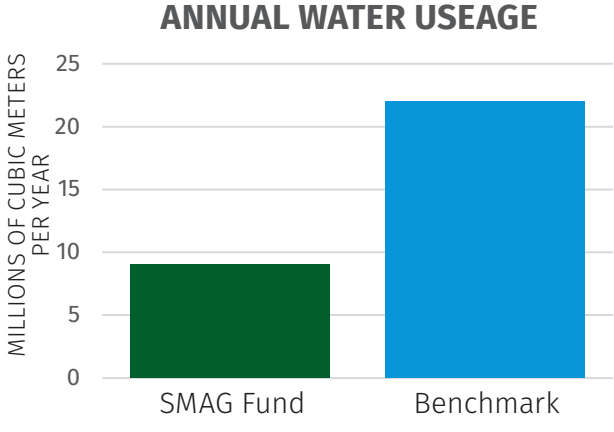
FOSSIL FUEL RESERVES

A company or portfolio's measure of fossil fuel reserves represent oil, gas, or coal assets that will likely become future carbon emissions. Portions of the SMAG Fund are aligned with broad indexes such as the S&P 500, which obligates the portfolio to have some exposure to fossil fuel reserves. SMAG's exposure, however, is only one-third of that of its benchmark.



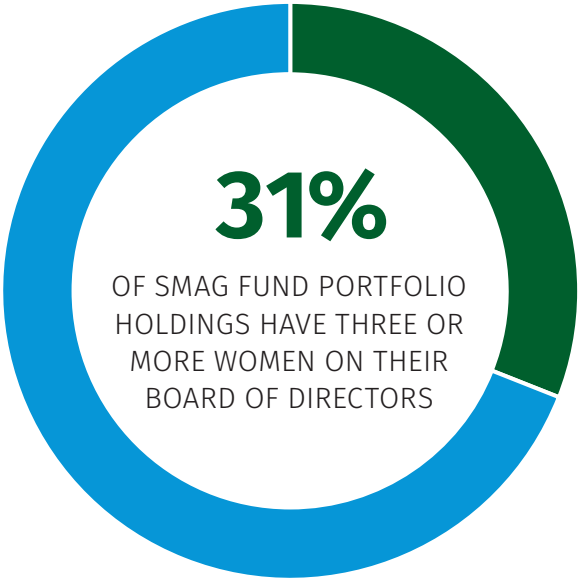
ANNUAL WATER USAGE

Water management practices among corporations are an important ESG consideration because of water scarcity issues and the high potential for pollution in discharging used water. The UN General Assembly and the Human Rights Council have recognized that without access to water, poverty, hunger, social exclusion, and poor health is exacerbated.[1] The SMAG Fund's holdings use only 42% of the water that is used annually by its benchmark portfolio.



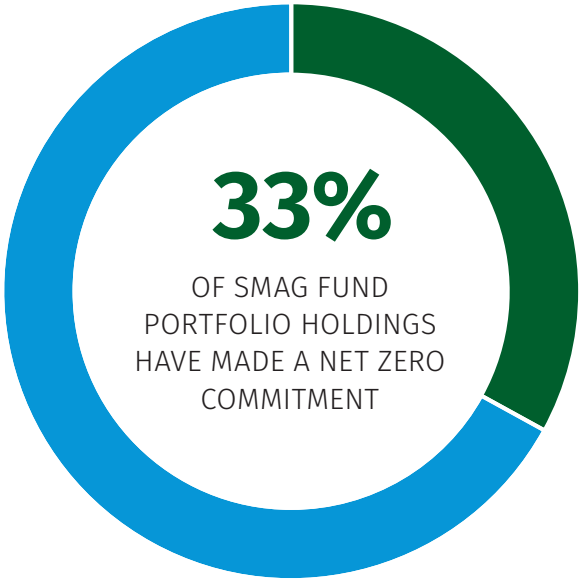
BOARD DIVERSITY

Just as diversity is an indicator of health in an ecosystem, so it is in matters of corporate governance. Research conducted by Ayman Issa and Jalala Rajeh Hanaysha in 2023 found that “a higher representation of women on boards is correlated with a reduction in the number of ESG controversies, particularly when there are three or more female directors.”[2] While the SMAG Fund has room to improve its number of holdings with three or more women on the board, it is currently keeping pace with its benchmark, also at 31%.



NET ZERO COMMITMENTS

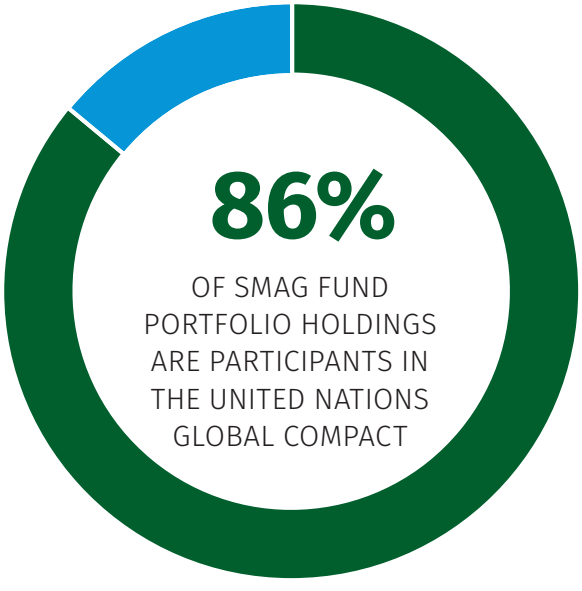
The United Nations Environment Programme (UNEP)'s 2023 Emissions Gap Report finds that greenhouse gas emissions continue to trend upward and that "relentless mitigation and low-carbon transformations" are "essential" to stay on target for the 1.5°C warming goal.[3]



While the UNEP focuses its work at the national and global level, businesses around the world are a critical piece of the emissions reduction equation. The companies that make a net zero commitment are publicly committing to reduce their greenhouse gas emissions by 45% by 2030, and then to reduce emissions further—to as close to zero as possible by 2050—while committing to offset any remaining emissions above zero. Corporations that make meaningful progress toward these commitments are essential for steering the course toward the imperative emissions reductions.

UNITED NATIONS GLOBAL COMPACT

Calling itself the "world's largest corporate sustainability initiative," the UNGC sets forth ten principles for companies to incorporate into their strategies, policies, and procedures. The ten principles cover responsibilities in the areas of human rights, labor practices, environmental stewardship, and anti-corruption policies.



Beyond integrating the ten principles into their business operations and highest-level decision-making processes, UNGC participants further agree to engage in partnerships that support broader UN goals, undertake advocacy measures to promote the UNGC and responsible business practices, report annually on efforts to operate responsibly and support society, and make a financial commitment to supporting the work of the UNGC.

OTHER INVESTOR-FOCUSED UN PROGRAMS

UNITED NATIONS PRINCIPLES FOR RESPONSIBLE INVESTING

The UN's Principles for Responsible Investment (PRI) is an initiative in partnership with the United Nations Environment Programme and the UN Global Compact. Asset owners, investment managers, and service providers who wish to align with the PRI are required to publicly declare support for the following six principles:

- To incorporate environmental, social and corporate governance (ESG) issues into investment analysis and decision-making processes;
- To be an active owner and to incorporate ESG issues into ownership policies and practices;
- To seek appropriate disclosure on ESG issues by the entities in which signatories invest;
- To promote acceptance and implementation of the Principles within the investment industry;
- To work with the PRI Secretariat and other signatories to enhance their effectiveness in implementing the Principles;
- To report on activities and progress towards implementing the Principles.

Russell Investments has been a signatory to the PRI since 2009. The Foundation for WWU & Alumni will be evaluating how the Principles can be integrated into our investment activities and reporting measures in the future.

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In 2015, leaders from around the globe adopted the 2030 Agenda for Sustainable Development which included seventeen specific goal areas for concentrated work. Each of the seventeen goals is broken down into targets, and each target uses indicators to measure progress.

The Sustainable Development Goals are frequently used by investment managers to guide ESG decisions and to help report on investment impact. The Foundation for WWU & Alumni will be evaluating how the SDGs can be integrated into our investment activities and reporting measures in the future.

ABOUT RUSSELL INVESTMENTS

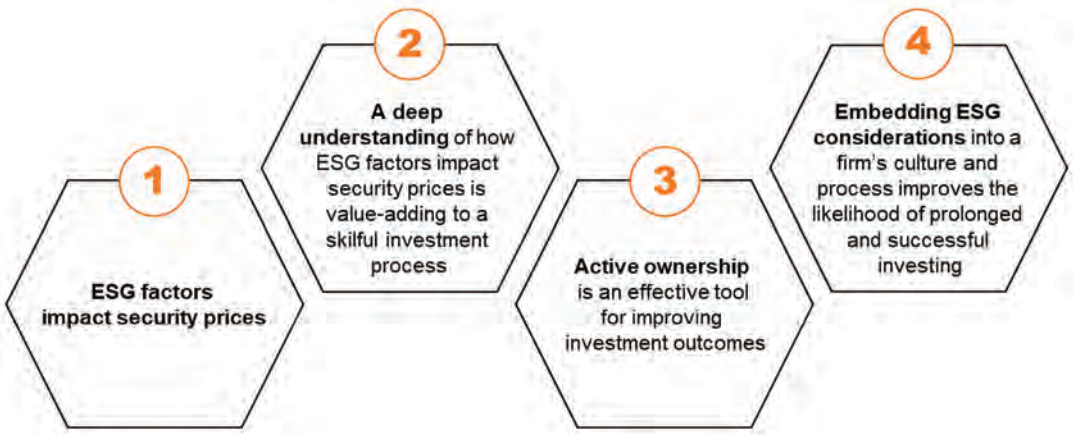
Since 2019, Russell Investments has managed the equity and bond allocation of WWU's endowment investment fund. During the 2018 RFP process, Russell Investments was identified as a leader and a values-aligned partner in terms of its ability to provide thoughtful and sustainable investment strategies.

Russell Investments is a leading global investment solutions partner providing a range of investment capabilities to institutional investors, financial intermediaries, and individual investors around the world. Since 1936, Russell Investments has been building a legacy of continuous innovation to deliver exceptional value to clients, working every day to meet client's investment objectives. Headquartered in Seattle, Washington, Russell Investments has offices worldwide, and has been a signatory to the United Nations Principles for Responsible Investment since 2009. Russell Investments is also a signatory to the CDP (formerly Carbon Disclosure Project), Climate Action 100+, and is a supporter of the Task Force on Climate-Related Financial Disclosures.

RUSSELL INVESTMENTS AND RESPONSIBLE INVESTING

Responsible investing is at the heart of Russell Investments' investment beliefs, and an integrated responsible investing practice is executed across the firm. This practice is founded on the following set of four core beliefs, codified in 2015:

EXHIBIT 1: RESPONSIBLE INVESTING BELIEFS



Source: Russell Investments, for illustrative purposes only.

Drawing on these core beliefs, Russell Investments' has developed formal policies on responsible investing, climate change risk, and sustainability risks, which are regularly reviewed to ensure they develop in accordance with market best practices. These policies are the foundation for Russell Investments' efforts to efficiently integrate ESG considerations into their investment activities. More information on Russell Investments approach to responsible investing can be found in their 2023 Investment Stewardship Report.

WHAT MEASURES ARE IN PLACE TO MAKE SURE RUSSELL INVESTMENTS IS MANAGING THE ENDOWMENT FUND WITH ESG MEASURES IN MIND?

Mutual funds that are available to the general public are required to set forth the investment objectives, strategies, risks, and other information about the fund's investment adviser in a document called a prospectus that is filed with the Securities and Exchange Commission. The information presented in the prospectus is intended to give an investor valuable information about how the fund will be managed.

Because the SMAG Fund is not available to the general public, it is not required to file a prospectus with the SEC. Instead, the fund operates with a private placement memorandum, which contains much of the same information as a prospectus, including its investment guidelines. These guidelines include the following:

- Pursuing a low-carbon investment objective, which includes holdings with less exposure to fossil fuels, smaller carbon footprints, and increased exposure to green energy.
- Excluding issuers [companies] involved in the following:
    - Manufacture of tobacco;
    - Manufacture of controversial weapons (described as cluster munitions and anti-personnel mines);
    - Deriving more than 10% revenue from the manufacture and/or sale of firearms;
    - Deriving more than 10% revenue from predatory lending activities;
    - Deriving more than 10% of revenues from thermal coal mining and coal power generation.

Russell Investments is required to follow these guidelines when managing the fund and employs a robust enterprise risk management system that receives real-time security level position detail to ensure that all portfolio holdings are aligned with the fund's guidelines and that none of the exclusions are violated. In addition, there are various internal controls and audits that are conducted to ensure compliance with the investment guidelines.

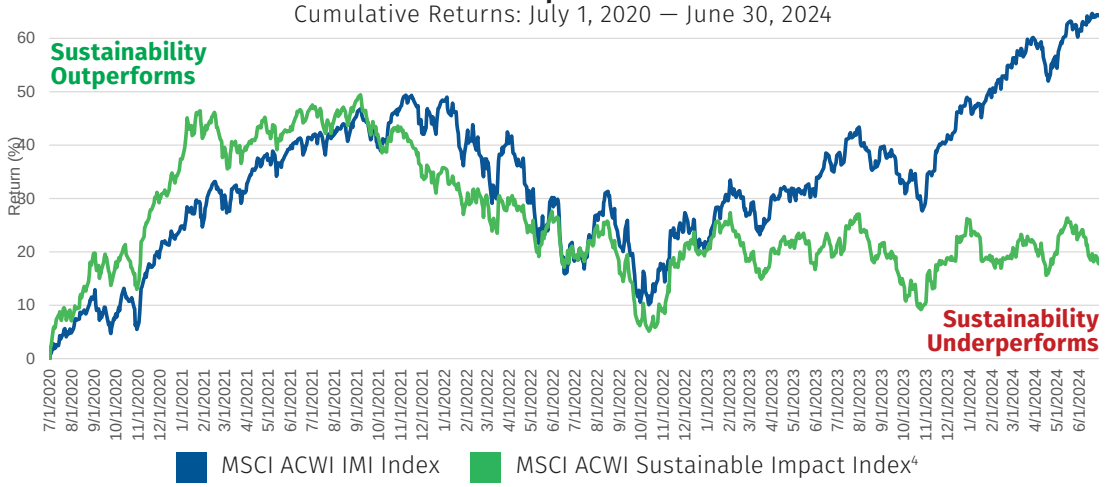
LOOKING AHEAD

The Foundation for WWU & Alumni plays an essential role in advancing the mission of WWU. The Foundation shares the university's values and exists solely to support Western. Simultaneously, the Foundation must ensure that its investment funds are managed in a way that provides the best opportunity for the endowments to thrive for decades. Managing ESG risks is a key component of this work, which is why in 2020, the Foundation Board's Finance Committee added specific language to its investment policy stating that it will consider sustainable or ESG-related investment vehicles as long as the sustainable or ESG vehicles approximate the risk and return profile of the original portfolio. Additionally, The Foundation is committed to including ESG criteria in all future RFP processes for outside investment managers.

SUSTAINABLE ENVIRONMENT

There has been a significant dispersion in returns from global equity vs. sustainable-focused strategies. Outperformance in non-sustainable sectors negatively impacted sustainable securities.

MSCI ACWI SUstainable Impact Index[4] vs. MSCI ACWI IMI
Cumulative Returns: July 1, 2020 — June 30, 2024



For fiscal year 2025, The Foundation for WWU & Alumni has engaged the consulting firm Aon Investments to review the Foundation's existing practices around sustainable and responsible investing. This partnership will include a review of the existing Endowment Investment Policy and Foundation governance structure and will develop goals and benchmarks for measuring the Foundation's responsible impact, including:

- Definitions of responsible investing and related terms;
- Education for Board Members around terminologies and approaches;
- Global trends, including thematic risks and opportunities such as energy transitions;
- Considerations regarding investment vehicle types and size;
- Fiduciary and regulatory developments;
- Investment landscape.

The Foundation is committed to reporting on this impact annually and looks forward to sharing such reports with our campus community and beyond.

WHAT IS SHAREHOLDER ENGAGEMENT?

Owning stock in a company gives an investor a tiny share of ownership in that company—and thus, the ability to have a say in issues that are brought forward to a vote by company management or by other shareowners. When an investor divests from its shares in a specific company, they give away their opportunity to have an influence in the direction and priorities of that company, and their ability to meaningfully engage with the company.

DIVESTMENT VERSUS ENGAGEMENT

Investors have several different ways to approach socially responsible and sustainable investing. Some investment managers may choose to screen out specific industries or companies from their investment portfolios or to divest from specific industries all together. Other investors choose to hold companies or industries in their portfolios so that they can engage with those companies on important environmental, social, or governance issues.

While divestment makes a bold statement, shareholder engagement strategies can increase the probability of making real change by persuading a company to be more transparent in its reporting, or in the ways it handles any number of ESG issues.

The Foundation's work with Aon Investments during FY 2025 will include educational content around divestment issues, shareholder engagement, and other sustainable and responsible investing strategies.

[1] Karoui, A. and Zerter, L. (March 2022). Water-Related Risks and Challenges: A Quantitative Research Perspective. Sustanalytics. https://connect.sustainalytics.com/hubfs/INV/Thought%20Leadership/SUST_261_RESEARCH_PAPER_WATER_SUMMARY.pdf

[2] Issa, A. and Hanaysha, J.R. (June 2023). "Breaking the glass ceiling for a sustainable future: the power of women on corporate boards in reducing ESG controversies," International Journal of Accounting & Information Management, Emerald Group Publishing Limited, vol. 31(4), pages 623-646, June.

[3] United Nations Environment Programme (November 2023). https://www.unep.org/news-and-stories/press-release/nations-must-go-further-current-paris-pledges-or-face-global-warming

[4] The MSCI ACWI Sustainable Impact Index is designed to identify listed companies whose core business addresses at least one of the world's social and environmental challenges, as defined by the United Nations Sustainable Development Goals. The categories include: nutritious products, treatment of major diseases, sanitary products, education, affordable housing.
SOURCE: Bloomberg. Data from 07/01/2020 — 06/28/2024. Past performance is not indicative of future results.

Kim O'Neill
Vice President for University Advancement
President and CEO of The Foundation for WWU & Alumni
Email: Kim.ONeill@wwu.edu | Office: 360.650.2055

UNIVERSITY COMMUNICATIONS

August-September 2024

University Communications activities in August and September centered around institutional issues management, planning for Fall Quarter 2024, including first-week activities such as the State of the University, Fall move-in, First Night Out, and supporting the development of a WWU Expressive Activity Guide in partnership with University Marketing, Web Communication Technologies and colleagues in ESS.

As the department has transitioned to University Advancement, with an additional line to the Office of the President, we look forward to more closely working with our colleagues in UA to serve the mission of the university and continuing our productive collaboration with colleagues in University Marketing, Video Production Services and Web Communication Technologies.

Issues management and preparation:

- With the Expressive Activity Guide now complete; the team is preparing for its communications to campus in October.
- Working with BFA and ESS to set up an incident reporting structure, now known as the Incident Advisory Group, which will elevate relevant campus incidents and issues to University Cabinet. This is in development.
- Through social media and other channels, continued monitoring for information related to expressive and political activities on campus.

We have also just published Annual CLERY / Safety Report with the Office of Student Life and are coordinating annual all-student communications on WWU's Drug and Alcohol Policy, Naxolone training and information, Domestic Violence Awareness month, Latine Heritage Month, and others.

Media relations: Through pitching efforts and direct faculty contacts, we enjoyed positive coverage of our academic initiatives, achievements and experts in local, national and international publications in the last several weeks. Most notably:

- Foreign relations, immigration and the environment to be discussed in WWU election series / Cascadia Daily News
- Why can't I get this song out of my head? / New York Times (featuring WWU psychologist, Ira Hyman)

- The Search for What Shook the Earth for Nine Days Straight / Quanta magazine (featuring WWU geologist Jackie Caplan-Auerbach)
- Dungeness crab are WA's most lucrative seafood, but we know little about them / Seattle Times (featuring WWU asst. Professor Jay Dimond)
- Climate change is already reshaping PNW shorelines. Tribal nations are showing how to adapt / Seattle Times
- Chemistry's Tim Kowalczyk named a Henry Dreyfus Teacher-Scholar for 2023-24 / WWU News

We also worked with Cascadia Daily News on coverage of the WWU State of the University address by President Randhawa, university budget shortfalls and early strategic reorganization work.

WWU News and Western Today

August and September total users: 24,161 (vs. 23,945 for previous reporting period)
August and September total views: 37,835 (vs. 38,161 for previous reporting period)

Highest WT email open rate: 37% (Sept. 16)

Most-read stories:

- In Memoriam: David Kincaid
- Photo gallery: Move In and Info Fair
- Maria Siguenza appointed to the WWU Board of Trustees

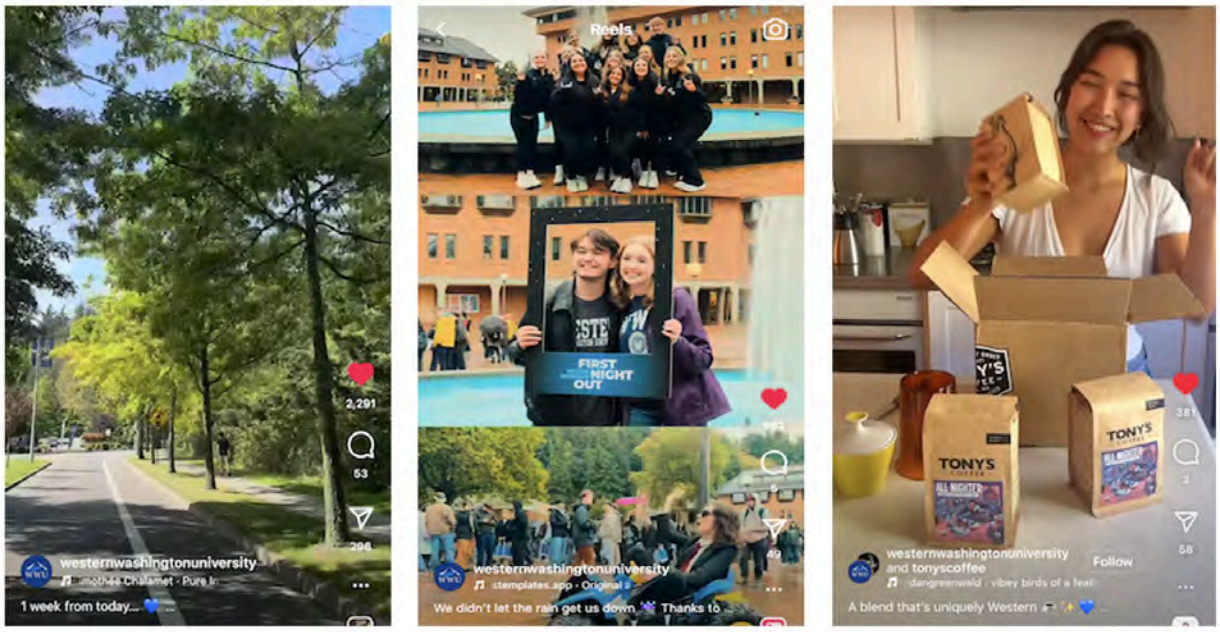
Social Media

Overall impressions and engagements are naturally lower over the summer months except for WWU's TikTok channel this year, due to organic and paid efforts facilitated by University Marketing and the UComm Social Media Manager – resulting in 1 million video views for WWU.

Follower growth remains good on each platform, with rapid increases in both Instagram and TikTok, especially as the school year started.

Our highest performing posts on Instagram include the swapping of campus sculptures, reaching 32k accounts (43% non-followers), and a reel driving up to campus, reaching nearly 40k accounts (26% non-followers).

WWU's LinkedIn remains the top of its "competitors" (UW, WSU, EWU) in engagement by more than 5%.



Highlight WWU social media posts – August-September

Performance for WWU Primary Social Media Channels
Period measured: 7/29/24 – 9/24/24

LinkedIn

- Total followers: 108,536k vs. 107,860k (7/28/24)
- New followers: 1.7k vs. 1.9k (Jun-July)
- Organic impressions: 155.6k vs. 212.5k (Jun-July)
- Engagement rate: 13% vs. 18% (Jun-July)
- (Source: LinkedIn Analytics)

Instagram (measured in 90-day cycles – period measured: Jun 27 – Sept 24)

- Total followers: 34.3k (+2% over previous 90 days)
- Total impressions: 765,034 (-48% over previous 90 days)
- Accounts engaged: 10.9k (-19% over previous 90 days)
- Accounts reached: 87.1k (-45% over previous 90 days)
- Non-followers reached: 61k (-10% over previous 90 days)
- (Source: Instagram Analytics)

Facebook (measured in 90-day cycles – period measured: May 1 – Jul 29)

- Total followers: 55,077 vs 54,900 (5/28/24)

- New followers: 603 (+1% over previous 90 days)
- Page reach: 296,649k (-35% over previous 90 days)
- Engagement: 87.8k (-26%% over previous 90 days)
- (Source: Meta)

TikTok

- Total followers: 4,426
- Video views: 1,012,515
- Reached audience: 994,963
- Engaged audience: 39,059
- Profile views: 6,762
- (Source: TikTok Analytics)

Publications

We are soon sending the 2024 President's Report to print, planning for an October 16 Window digital issue and an early December Window paper issue. The first two editions of the Family Connection newsletter for Fall 2024 were exceptionally well received, each with more than 49 percent open rates. For Window magazine, we've got several great stories planned for the fall digital and paper editions. With no digital editions during summer intercession, our top-clicks list was full of old stories that continue to do well on search results. For example, Window stories appear on the first page of Google search results for "goldilocks planet," "great rift valley human origins," and "how do food banks help the community."

Window magazine

Website	Monthly Window emails
Total visits: 4,314 Engaged visits: 95.5% Most-clicked: • Class Notes • Home • The Goldilocks Planet • The Great Rift Valley Cookout • The Surprising economic power of food banks	• Next Window email scheduled for Oct. 16

Family Connection Newsletter

August recipients (new families): 5,388 Opens: 53% Clicks: 21.7% Top links clicked: • NSSFO New Families Page • Campus Orientation Events • Welcome New Students • On-Campus Move-In • How to mail packages to campus	September recipients (all families): 13,685 Opens: 49.1% Clicks: 12.4% Top links clicked: • Western Welcome • Fall Family Weekend • On-Campus Move-In • Register for Western Alerts • Western Wednesday First Night Out

**Note: Engagement measured by users who do at least one of the following: Visit two or more pages; Spend more than one minute on window.wwu.edu; Click through to another WWU link or a WWU Foundation link; Scroll down at least 10 percent of the page; Click on a related story; Visit window.wwu.edu for the first time.*

UNIVERSITY MARKETING

The University Marketing team is a group of creative professionals dedicated to engaging Western Washington University's audiences through strategic marketing, branding and advertising. The team is responsible for advancing, managing, and protecting the Western brand. In addition to leading institutional campaigns, Western's University Marketing team works collaboratively to support the branding and marketing needs of our schools, centers, institutes, and administrative departments.

ADMISSION RECRUITMENT MARKETING

CARNEGIE DIGITAL MARKETING CAMPAIGN

AUGUST 1 - SEPTEMBER 25 CAMPAIGN PERFORMANCE

Strategy	Impressions	Clicks	Click-Through Rate	Total Conversions
Display	236,195	99	0.04%	155
PPC	74,790	12,524	16.75%	359
Snapchat	1,409,188	8,541	0.61%	70
TikTok	891,914	N/A	N/A	N/A
TOTAL	2,612,087	21,164	0.81%	584

TIKTOK SPARK ADS

In August, WWU and Carnegie began running TikTok Spark Ads, a native ad format that allows WWU to leverage organic TikTok posts and their features in our advertising. Spark Ads boost our existing content, ensuring that all views, comments, shares, likes, and follows gained from boosting the video during the promotion are attributed to your organic posts.

Spark Ads are a brand awareness strategy, focused on expanding the reach of our content rather than converting leads.They do not generate direct conversions in the form of RFI completions, applications, and visit registrations. However, we have seen an immediate positive effect on our views, engagement, and following. In just over a month, we've more than doubled our TikTok followers, and both the boosted and organic posts are garnering significantly more views. The most successful video to date, a WWU cheer squad performance of AC/DC's Thunderstruck, has now earned over half a million views and nearly 15,000 likes.

FIRST YEAR DISPLAY CREATIVE

TRANSFER DISPLAY CREATIVE

BRAND MANAGEMENT AND CREATIVE SERVICES

In August and September, the University Marketing team created brand identities and provided creative services for the following Western offices:

- Academy for Lifelong Learning
- Career Services Center
- Community Relations
- Compass 2 Campus
- Conference Services
- Disability Access Center
- Emergency Management and Business Continuity
- Facilities Development and Operations
- Financial Aid Department
- Government Relations
- Graduate School
- Health and Human Development
- Honors College
- Language and Culture Programs
- Munro Institute
- New Student Services/Family Outreach
- Peninsulas
- President's Office
- Print and Copy Center
- Professional and Continuing Education
- Registrar's Office
- SEA Discovery Center
- Student Publications
- The Centers for Student Access, Community, and Intercultural Engagement
- Tribal Relations Office
- University Communications
- University Residences
- Western Gallery
- Western Libraries
- WWU Athletics

First Night Out

WEB COMMUNICATION TECHNOLOGIES (WEBTECH)

Web Communication Technologies, affectionately referred to as WebTech, is a team of skilled web developers that provide tools to the entire Western community for them to maintain a successful presence on the web. Whether you run a single webpage within a site or manage an entire college, WebTech is your resource for making the site work the way you want for your students and staff. WebTech helps manage nearly 200 websites and applications across Western.

Recent Work Highlights

Working with Business Financial Affairs (BFA) WebTech sheperded the financial service websites, which were made up of four individual WordPress websites and merged them into one Drupal website with four sections, Financial Services, Accounting Services, Accounts Payable, and Treasury Services. The end result is an improved user experience on the web for the constituents these offices serve and easier maintenance of the sites for the BFA team.

We are pleased to share that Financial Aid has delivered a revamped scholarship center website.While much of the content is the same as before, it is now presented in a consistent format that follows the patterns of the financial aid website making it easier for students to find scholarships.

As the summer has wrapped up, a series of websites have launched. Academy for Life Long Learning, is now a standalone website, Compass 2 Campus received a migration to become a standalone website as well as a lot of new content, the Western Neurodiversity Center has a website and Innovation, Tech, and Creative Resources was completed showcasing amazing tools and spaces students have access to while attending Western. The Innovation, Tech, and Creative Resources content will be promoted by the Center for Economic Business Research alongside Housing and Dining.

General Web Traffic Trends

Across Western, between the start of August and the end of September, significant web traffic was observed. The Western homepage, the undergraduate application portal, admitted student portal, and undergraduate recruitment landing page all had more than 12,000 views. The campus maps page clocked over 11,000 views which holds true every year as new students work to navigate the campus. Compared to the last period, the maps page saw a 178.3% increase in traffic. The first day of classes our monitoring indicated the map was slowing down significantly requiring us to scale the server up to handle the load.

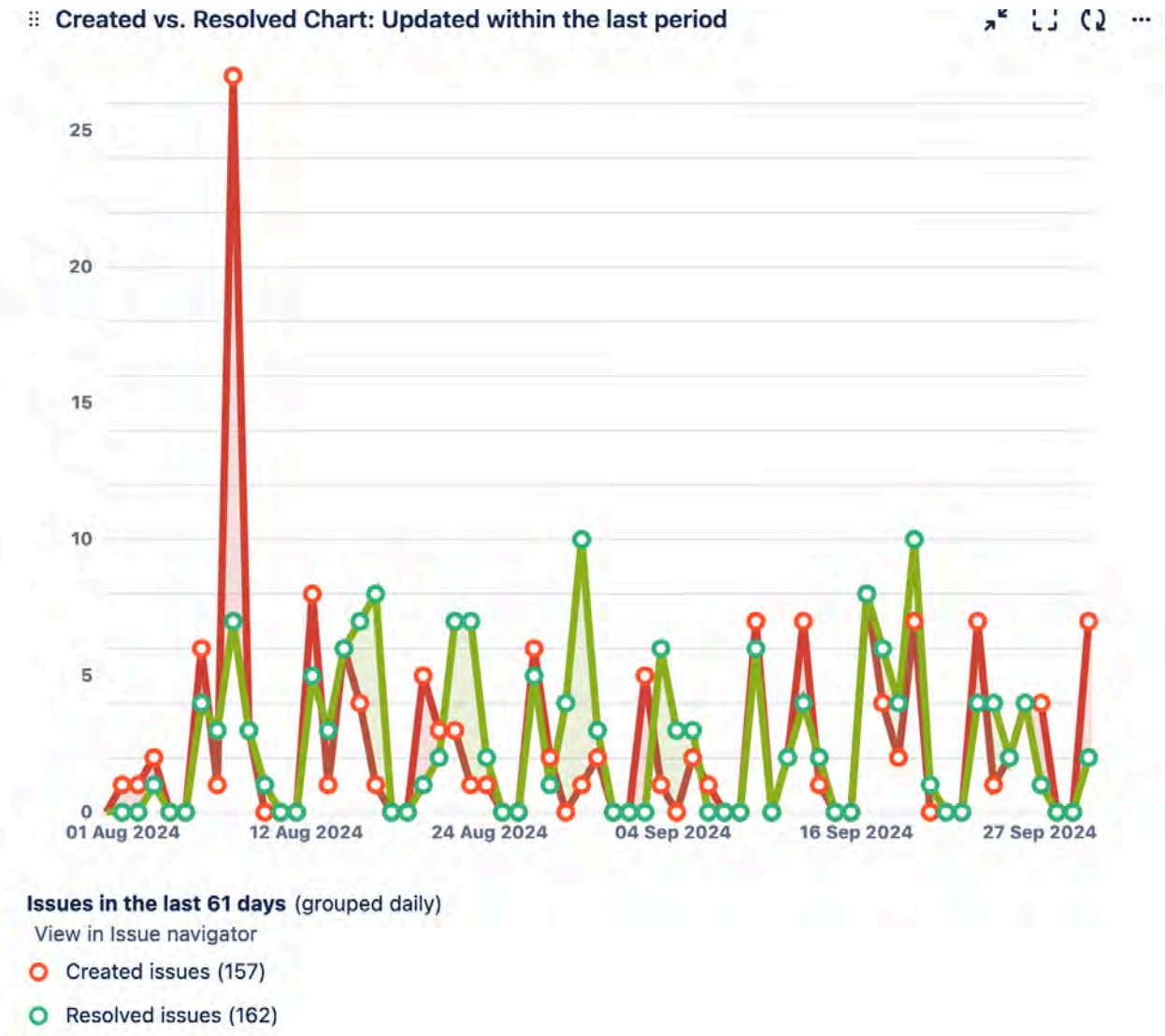
Top 20 Visited Pages *(excluding Home)*

Page title and screen name	Views ▼
Majors | Western Washington Univ...	48,958
Log In To Your Student Portal	33,161
WWU Undergraduate Application f...	21,913
Admitted Student Portal	20,537
Together, We Make Waves. | West...	12,254
Campus Maps | Western Washing...	11,119

Western Wednesday - First Night Out had strong traffic, with over 7,700 views. That was primarily generated traffic right around the days before, during, and after the event. Carnegie Digital, Western Today, and Google were the top sources of new sessions.

On the majors pages, the apply link continues to perform well, with 0.53% of new users activating the link to the apply page.

WebTech Work Load



WebTech continues to stay busy. Our goal is to try and resolve more than are created each period. The start of the term, much as with everyone else, gets extremely busy. A lot of the work and support requests come from email to webhelp@wwu.edu. We received 544 emails between August 1st and September 30th, compared to 406 last period. The work typically smooths out as the quarter progresses.

COMMUNITY RELATIONS

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

Western Wednesday: First Night Out

On Wednesday, September 25, 2024, the rainiest day on record, more than 800 students paraded from Red Square through city streets on their way to Downtown Bellingham to celebrate their First Night Out (FNO). An additional estimated 700 students arrived downtown on their own.

Although more an inch of rain fell, the weather didn't dampen spirits as an estimated 1,500 soaked students explored downtown and made memories as they played games, watched live music, learned about local organizations, participated in live interactive entertainment, ate free and discounted food from local business partners, explored the Whatcom Museum and Mt. Baker Theatre, and more. At the event, students were welcomed by A.S. President, Malachi Phillips, WWU President Sabah Randhawa, student athletes, and Bellingham Mayor, Kim Lund.

Community Relations worked with campus partners (Athletics, the Foundation for WWU and Alumni, CBE, University Marketing, and others) to expand marketing and promotion while simultaneously reducing budget spend by a third. Collaboration with the Downtown Bellingham Partnership and the City of Bellingham remains strong as 30 partnering downtown businesses stayed open late offering free/discounted food, merchandise, prizes, and games for students. Many stores have identified FNO as their top revenue generating day of the year. This event is a win/win for WWU, our students and the community and discussions are already underway about how to improve and grow the event next year. Hopefully in drier weather.

Western Wednesday: First Night Out has two primary goals: 1) Introduce new students to their downtown community improving retention. 2) Support Downtown Bellingham businesses boosting good will and economic impact. Last year's inaugural FNO event received an international "Circle of Excellence" award from the Council for the Advancement and Support of Education (CASE). A few photos of this year's event can be found on Cascadia Daily News.

WWU Banners Displayed in downtown Bellingham

Community Relations worked with partners in the City of Bellingham to display 80 WWU banners on downtown light poles in preparation for the beginning of the school year. These annual banners set the positive tone for WWU's town/gown relationship and build renewed excitement with not only students and families, but the Bellingham community too. Only three different banners are allowed to be displayed by the City of Bellingham - WWU banners in the fall, snowflake décor in the winter, and Pride banners in the spring. WWU's banners are displayed as a result of positive and ongoing collaboration with the City of Bellingham and will remain on display through November.

Tony's Coffee "All Nighter" Blend

Community Relations, University Marketing and University Communications have partnered together with Tony's Coffee on a new blend called, "All Nighter." Tony's Coffee has been a business partner with WWU for more than 50 years. This custom-made blend has flavor profiles selected exclusively by WWU students and is sold online, at the A.S. Bookstore and in select local grocery stores. Tony's All Nighter blend is also served in the dining halls on WWU's campus. The label for the new fair trade organic blend was designed by WWU alumna, Zoe Malee '24 with support from WWU instructor Cameron Jennings. This new product has been licensed with WWU where a portion of all sales will benefit WWU programs.

Trails to Taps Relay

For five years, Community Relations has worked closely with Whatcom Events to ensure WWU's campus is a part of the community's Trails to Taps Relay. The relay is a local race that promotes both of Bellingham's award-winning trail and park system and award-winning breweries. This year's race takes place on Sunday, October 13 and WWU's beautiful campus will be the highlight of the seventh leg of the race where racers are directed and cheered on by members of WWU's running club.

Indigenous Peoples' Day

Community Relations is coordinating the Community's annual Indigenous Peoples' Day event held on Monday, October 14, 2024 at Lummi Nation School in partnership with ten community organizations as a part of the Community Coalition for Cultural Recognition. The theme of this year's event is "One People" and is free to the community. This year's keynote speaker is award-winning singer, songwriter, and youth ambassador Ta'Kaiya Blaney. Students from Lummi Nation School will also speak, and guests will enjoy a traditional salmon dinner and performances from the Lummi Blackhawk Singers and Dancers. More than 1,000 people are expected to attend this growing annual event.

Moderating Bellingham City Club

On Wednesday, October 16, 2024, the director of Community Relations will serve as the moderator for Bellingham City Club's discussion on the four statewide ballot initiatives. The director of Community Relations is often asked to moderate political forums and debates as a nonpartisan representative of WWU. He also serves on the program committee for Bellingham City Club.

Bellingham Regional Chamber of Commerce "State of Education"

Community Relations is partnering with the Bellingham Regional Chamber of Commerce to offer an annual "State of Education" breakfast event for the regional business community held on October 24, 2024, at 8:30 a.m. State of Education will become an annual offering as part of the Chamber's Speaker Series. Panelists include President Sabah Randhawa along with Bellingham Public Schools Superintendent Greg Baker and Bellingham Public Schools Career and Technical Education Director Heather Steele. The event will provide President Randhawa an opportunity to share WWU's contributions to Washington's workforce development and the challenges and opportunities facing higher education. The Director of Community Relations serves as the Vice Chair of the Chamber's Executive Board.

The Longest Table

On Thursday, November 21, 2024 at 4:30 p.m., WWU will host The Longest Table which will provide an opportunity for students, faculty, staff, and community members to literally break bread together at the longest dining table ever assembled at Western. The Longest Table is intended to build community and togetherness at a time of division and strife around our country and the world while also informing attendees about the realities of food insecurity among students at WWU. The Longest Table is made possible through a partnership between WWU's Basic Needs program and Community Relations.

Board of Trustees Capital Program Report

October 17, 2024

FACILITIES DEVELOPMENT AND OPERATIONS

WESTERN WASHINGTON UNIVERSITY MAKE WAVES.

Kaiser Borsari Hall (Electrical Engineering and Computer Science)

The four-story, 55,000 square foot Kaiser Borsari Hall will offer unique opportunities to students across disciplines with its net zero energy and carbon design, state-of-the-art labs and experiential learning spaces, active learning classrooms, and collaboration spaces.

- General Contractor / Construction Manager: Mortenson Company
- Design Consultant: Perkins & Will
- Total Project Budget: $75,500,000 (amended)
- Actual Expenditures (as of 9/19/2024): $60,752,882
- Project Procurement: General Contractor/Construction Manager (GC/CM)
- Occupancy: Goal of opening for Winter Quarter 2025
- Construction Update:
    - Building Temporary Certificate of Occupancy (TCO) issued September 4, 2024
    - Substantial Completion September 9, 2024
    - Building furniture move-in complete
    - Computer equipment and other equipment move-in scheduled for October
- 17G and AIC parking lot turn-over scheduled in September

Figure 1: Governor Inslee and President Randhawa pose in front of the substantially complete Kaiser Borsari Hall

Figure 2: Lab benches being installed
Figures 3 & 4: SE exterior, Figure 5: Lantern room window

Student Development and Success Center

Located on the south end of campus between the Wade King Student Recreation Center and the Academic Instructional Center, the Student Development and Success Center will be a 33,000 square foot building designed to be physically and culturally accessible. It will consolidate student support and wellness services, collaboration and meeting spaces, and a welcome center in a single convenient and visible location.

- Design-Build Team: BNBuilders + Miller Hull
- Total Project Budget: $48,200,000
- Funding Committed: Approximately $6,300,000
- Project Procurement: Progressive Design-Build
- Update: Contract executed and notice to proceed into Phase 1, Design Validation Period. The Validation Period includes evaluation of Owner's Project Criteria, site and other investigations, program, budget, and schedule validation. The Validation Period concludes with a validation report and amendment adjusting the Phase 1 Not to Exceed Amount (if necessary), Phase 1 completion date and Target Budget.
- Project Schedule and Milestones (subject to validation phase amendment):
    - Phase 1, Design: Summer of 2021 through Fall of 2025
        - Validation Phase – August through November 2024
        - Design to 30% - November 2024 to March 2025
        - Design to 60% - March 2025 to August 2025
    - Phase 2, Construction: Fall 2025 through Winter 2027
        - Permitting: June 2025 through December 2025
        - Construction Documents: September 2025 through February 2026
        - Construction: Fall 2025
        - Substantial Completion: December 2026
        - Occupancy and Move-in: January 2027 through March 2027

Figure 6: Pre-design concept rendering of the Student Development and Success Center

House of Healing Coast Salish Longhouse

In partnership and close collaboration with Coast Salish tribal nations, Western Native American Student Union, and the City of Bellingham, Western is building a Coast Salish-style longhouse, called the House of Healing. Located in an open meadow at the edge of Sehome Hill Arboretum, the 4,200 square foot facility will include: a welcoming entry featuring Coast Salish carvings on the entry doors; a Gathering Hall / Sacred Space; a Teaching Kitchen supporting health, wellness, healing, and food sovereignty education; a Student Learning Center; and staff and support spaces. Exterior features include a gathering circle for sharing indigenous knowledge and hosting cultural events and teaching gardens with native and traditional plants.

- Design-Build Team: Wellman & Zuck + Rolluda Architects, Inc.
- Total Project Budget: $5,790,000
- Project Budget Committed: $5,080,000
- Project Procurement: Progressive Design-Build
- Update: Phase 2 construction contract amendment is executed and notice to proceed with construction has been issued. The building permit has been issued and construction activities began in August.
- Project Schedule and Milestones:
    - Phase 1, Design – Complete
    - Phase 2, Construction: Summer 2024 through Fall 2025
        - Construction Documents: August through September 2024
        - Construction: August 2024 through July 2025
        - Substantial Completion: July 2025
        - Occupancy and Move-in: August through October 2025

Figure 7: Blessing and groundbreaking ceremony

Figure 8: Site preparation underway for the House of Healing

Capital Development and Strategic Vision Plan

The consultant team from NAC Architecture and Walker Macy is performing detailed studies of development potential across the main campus, including infill building sites and improvements to campus vehicle, pedestrian, micromobility (individual wheels), and accessible circulation paths. NAC's detailed assessment of the highest needs buildings, using facilities condition reports and qualitative-need perspectives, will help identify the next major project after the Environmental Studies renovation for the ten-year plan. The Capital Development and Strategic Vision Plan is expected to be completed around the end of 2024 and will be presented to the Board for adoption at the December 2024 meeting.

Heating Conversion Project

A funding request for the project was included in the 2025-2027 capital budget request. Early design discussions have been focused on a nodal low temperature system, consistent with the feasibility study. Additionally, the design team is having conversations with the Port of Bellingham about opportunities to participate in a community thermal energy network. FDO staff are currently working with the owner's advisor to prepare the upcoming Project Review Committee application and will soon begin developing owner project requirements and Request for Qualifications documents. The delivery of this project is anticipated to be progressive design-build, with procurement of the firm occurring in Winter 2024/2025.

Traditional Design-Bid-Build Projects

Birnam Wood Siding & Bridges (Phase 2)

This project replaces siding and access bridges on stacks 1 and 2 and replaces siding at the laundry building in the Birnam Wood apartments. The general contractor is Dawson Construction, and construction began in June 2024. The bridges and north entrances are substantially complete and ready to accept occupants. The east, west and south elevations remain under construction with estimated final project completion in October 2024.

Birnam Wood Parking Lot 27R Repair (Phase 1)

Cascade Engineering Group has prepared a complete two-phase renewal for the parking lot at Birnam Wood. The phase 1 general contractor is PELLCO Construction, and construction began in July 2024. It is substantially complete, with minor punch list underway.

Multiple Building (MB) Security, Access Controls, and Fiber Upgrades

This project is providing new access controls in existing academic buildings and upgrading fiber backbone cabling between buildings. The project designer is Hargis Engineers, and the general contractor is Dutton Electric Company. The contractor has completed all fiber upgrades, and most of the new access controls are installed and operational. The project is scheduled for fall 2024 completion.

Fairhaven Hydronic Pipe and Valve Replacements

This project replaces failing heating water piping in Stacks 2, 4, 10, 11 and 12. CDK Construction is the general contractor. Substantial Completion has been reached, and Final Completion is pending outstanding punch list items.

University Residences Commons Generator Upgrades

This project is upgrading the backup generators at Viking Commons, Ridgeway Commons, and Fairhaven Academic to allow continued food service operations during a power outage. The project designer is K Engineers, and the general contractor is Dutton Electric Company. Construction officially began in February 2024, and Substantial Completion is scheduled for January 2025.

Edens Hall Electronic Safety and Telecom Upgrades

This project is replacing the existing fire alarm system and telecom cabling at Edens Hall with modern components and infrastructure. The project designer is K Engineers, and the general contractor is Dutton Electric Company. Construction began in May 2024. The new fire alarm system is nearing Substantial Completion with testing occurring this fall.

South Campus Infrastructure and Pedestrian Access Improvements

This project constructs roadway improvements, pedestrian improvements including sidewalks from Bill McDonald Parkway to the House of Healing, and utility extensions along portions of 25th Street and Arboretum Drive. This scope of work is related to and will be conducted concurrently with the adjacent project, PW774 House of Healing. Trimaxx Construction Inc., Sedro Woolley, WA, is under contract, and construction is underway. The extension of the sanitary sewer is complete, and upcoming work includes a water main extension and installation of a stormwater main and detention facilities. Construction is scheduled to conclude in October 2024. The consultant designer is Freeland and Associates, Inc., Bellingham, WA.

WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Provost and Executive Vice President Brad Johnson

DATE: October 11, 2024

SUBJECT: **Tenure and Promotion Report**

PURPOSE: Information Item

Purpose of Submittal:
The credentials and accomplishments of these faculty members have been examined by their peers, tenure and promotion committees, department chairs, college deans, as well as the Provost and Executive Vice President. Each person approved meets or exceeds the internal (college and all-university) and external (comparative, disciplinary, and professional) standards Western Washington University requires for tenure and/or promotion. This extensive review process confirms the merit of each faculty member's teaching, research or creative activity, and service to the University and the community.

Supporting Information:
Provided below are two tables that list the following:

1. Twenty-three tenure track assistant professors granted tenure and promoted to the rank of associate professor effective 9/16/2024.
2. Twenty-six tenured associate professors promoted to the rank of full professor effective 9/16/2024.

Tenure and Promotion - Effective September 16, 2024

Tenure and Promotion to Associate Professor (23)	
Rick Barnard	Mathematics Department
Lisa Beard	Political Science Department
Dharitri Bhattacharjee	History Department
Rebecca Borowski	Mathematics Department
James Cooper	Biology Department
Robyn Dahl	Geology Department
Yasmine Elglaly	Computer Science Department
Nick Galati	Biology Department
Caroline Hardin	Computer Science Department
Tarek Idriss	Computer Science Department
Christine Johnston	History Department
Mike Larsen	Chemistry Department
Darius Martin	Economics Department
R. Mata	Modern & Classical Languages - Lit Department
Charlene Nolan	Early Childhood, Elementary, & Multilingual Education Department
Betsy O'Donovan	Journalism Department
Yuan Pei	Mathematics Department
Kathryn Rupe	Mathematics Department
Jordan Sandoval	Linguistics Department
Emily Spracklin	Western Libraries
Shevell Thibou	Western Libraries
Cathy Wineinger	Political Science Department
Zhengyu Zhang	Communication Studies Department

	Promotion to Full Professor (26)
John Antos	Chemistry Department
Robert Berger	Chemistry Department
Christopher Califf	Decision Sciences Department
Xiaofeng Chen	Decision Sciences Department
Doug Clark	Geology Department
Kevin Covey	Physics - Astronomy Department
Ryan Dudenbostel	Music Department
Aquila Flower	Environmental Studies Department
Dipu Gupta	Theatre & Dance Department
James Helfield	Environmental Sciences Department
Angie Kasper	Music Department

Robin Kodner	Environmental Sciences Department
Tim Kowalczyk	Chemistry Department
Anna Lees	Early Childhood, Elementary, & Multilingual Education Department
Jiexun Li	Decision Sciences Department
Brooke Love	Environmental Sciences Department
Evan Mueller	Theatre & Dance Department
Casey Mullin	Western Libraries
Mark Neff	Environmental Studies Department
Clayton Pierce	Fairhaven College of Interdisciplinary Studies
Tracey Pyscher	Secondary Education Department
Mariana Smit Vega Garcia	Mathematics Department
Steve Smith	Accounting Department
Angela Strecker	Environmental Sciences Department
Lisa Turner	Art & Art History Department
Julian Wu	Modern & Classical Languages - Lit Department

WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Vice President Melynda Huskey, Enrollment and Student Services and Vice President Joyce Lopes, Business and Financial Affairs

DATE: October 18, 2024

SUBJECT: **2024 Annual Security and Fire Safety Update (Clery Act)**

PURPOSE: Information item

Purpose of Submittal:

To provide an update on our ongoing work to remain in compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, and to share how we are striving to align with best practices in doing so. The WWU 2023 Annual Security and Fire Safety Report, dated October 2024 (see link below), covers calendar, not academic, years, and the statistics include one year during the pandemic with fewer students living on-campus.

Background

In November 1990, the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (referred to as the "Clery Act") was signed into law. As a result, all institutions participating in federal student aid programs are required to:

- Prepare and distribute an annual security and fire safety report to all members of the university community which sets forth the law enforcement authority of university police, includes information on where and how crimes should be reported, and discloses three years' worth of crime trends including alcohol and other drug-related statistics, arrests and disciplinary referrals for the university, areas immediately adjacent to or running through the university, and certain non-university facilities including leased housing and remote classrooms; and
- Provide timely warning to the university community of crimes which may pose a threat to the safety and/or welfare of students and employees.

Steering Committee Updates

Following an outside consultant's report in 2019, Western formed a university wide Clery Compliance Steering Committee that meets regularly to move forward several ongoing projects. This year, the Steering Committee is chaired by the Assistant Vice President/WWU Chief of Police Katy Potts and the Executive Director for Student Life Michael Sledge. This committee is comprised of key stakeholders from the following areas: University Police Department, Athletics, Counseling, Health and Wellness, University Residences, Business Services, University Communications, Human Resources, Facilities Development and Operations, Office of Civil Rights and Title IX Compliance, and Western's Assistant Attorney General's Office.

Reference: WWU 2023 Annual Security and Fire Safety Report
Annual Security and Fire Safety Report | Enrollment and Student Services | Western Washington University (wwu.edu)