WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Stephanie Bowers
Vice President for University Advancement and
Executive Director, WWU Foundation

DATE: August 14, 2009

SUBJECT: **Alumni Association Report**

PURPOSE: Information Item

Purpose of Submittal:

Provide an update to the Board on Alumni Relations activities.

Supporting Information:

Report attached

OFFICE OF ALUMNI RELATIONS

News

The spring issue of the quarterly eNewsletter ***Western Wire*** was sent in June to more than 50,000 alumni, parents and donors with a 15.6% open rate.

Additionally, the inaugural eNewsletter issue for the College of Sciences and Technologies (CST) was successfully developed, designed, written and sent to its respective alumni and supporters in June. The eNewsletter saw a 19% open rate.

Alumni Association membership has seen a steady increase with a 37% growth over the last 16 months, bringing membership to 3,124.

A focused effort to increase the number of Western specialty vehicle license plates has resulted in a net growth of 16% in 12 months (560 to 653), equaling $2,604 additional scholarship dollars annually for a total of $18,284.

The Western Alumni online communities continue to grow and include MySpace with 3,393 members, Facebook with 1,698 members, and Linked-in with 1,828 members.

Alumni Events

Part of the role of the Alumni Association is to build pride, loyalty and lifelong connections to Western to strengthen the University. One way this is accomplished is through broad-based engagement opportunities.

Recent Programs include:

STUDENT PROGRAMMING
- June 9, 10 – Senior Celebration on campus
- June 12 – Outstanding Grad Ceremony
- June 13 – Commencement

BROAD-BASED ALUMNI PROGRAMS
- July 11 – Alumni Board of Directors meeting
- July 16, 17 – "Grandparents 'U'," Bellingham

Upcoming Programs:

STUDENT AND BROAD-BASED ALUMNI PROGRAMS
- August 21 – Senior Celebration on campus
- August 22 – Commencement
- August 29 – Alumni & Student Salmon BBQ send-off, Olympia
- August 30 - Alumni & Student Salmon BBQ send-off, Portland/Vancouver
- September 9 - "2nd Annual 'Get Your Blue On' BBQ," Bellingham
- September 22 – Alumni on Red Square

ALUMNI TRAVEL SERIES 2009
- September 25-27 – Western in Wine Country, Yakima