



**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
AGENDA**

Thursday, August 17, 2023

Location: Olympic College, Building 1
Executive Session in Room 221, Open Session in Room 119-120,
Audiocast: <https://wp.wvu.edu/live/>
Time: 11:00 a.m.

1. **CALL TO ORDER**
11:00-11:01

2. **EXECUTIVE SESSION (Room 221)**
11:01-11:20

Authorized by RCW 42.30.110(1)(g)

3. **EXECUTIVE SESSION (Room 221)**
11:20-11:45

Authorized by RCW 42.30.110(1)(g)

BREAK FOR LUNCH 11:45-12:30

4. **BOARD SELF-EVALUATION (Room 119-120)**
12:30-1:00

Presentation: Faith Pettis, Board Chair
Rebecca Hansen-Zeller, Secretary to the Board of Trustees

5. **PLANNING FOR 2023-24**
1:00-1:30

Presentation: Faith Pettis, Board Chair
Rebecca Hansen-Zeller, Secretary to the Board of Trustees

BREAK 1:30-3:00

6. WESTERN WASHINGTON UNIVERSITY ON THE PENINSULAS

3:00-4:30

Presentation: Brad Johnson, Provost and Executive Vice President
Jenise Bauman, Associate Prof. and Academic Program Director, College of the Environment, Salish Sea Region
Erik Fretheim, Director, Cybersecurity Programs

FRIDAY, August 18, 2023

Location: Olympic College, Building 1, Room 119-120

Audiocast: <https://wp.wvu.edu/live/>

Time: 8:00 a.m.

7. CALL TO ORDER, APPROVAL OF MINUTES

8:00-8:05

- a. Board of Trustees Regular Meeting, June 8-9, 2023
- b. Board of Trustees Special Meeting, June 20, 2023
- c. Board of Trustees Special Meeting, June 30, 2023

8. PUBLIC COMMENT

8:05 – 8:15

9. BOARD CHAIR REPORT

8:15 – 8:35

- a. **RESOLUTION 2023-05: WELCOMING TRUSTEE MAX STONE**

10. UNIVERSITY PRESIDENT REPORT

8:35– 8:45

11. FACULTY SENATE REPORT

8:45 – 8:55

12. ASSOCIATED STUDENTS REPORT

8:55-9:05

13. BOARD FINANCE, AUDIT, AND ENTERPRISE RISK MANAGEMENT COMMITTEE REPORT
9:05-9:15

Presentation: Trustee Sue Sharpe, Committee Chair

14. BOARD ACADEMIC AFFAIRS AND STUDENT SUCCESS COMMITTEE REPORT
9:15-9:25

Presentation: Trustee Mo West, Committee Chair

DISCUSSION ITEMS

15. WESTERN WASHINGTON UNIVERSITY BEYOND BELLINGHAM
9:25-10:25

Presentation: Brad Johnson, Provost and Executive Vice President
Robert Squires, Vice Provost for Outreach and Continuing Education
Holly Hill, Director of Western Locations, Outreach and Continuing Education

BREAK
10:25-10:40

ACTION ITEMS

16. APPROVAL OF 2024-25 SUPPLEMENTAL OPERATING BUDGET REQUEST
10:40-10:55

Presentation: Joyce Lopes, Vice President for Business and Financial Affairs
Faye Gallant, Assistant Vice President for Strategy, Management and Budget

17. APPROVAL OF 2024 SUPPLEMENTAL CAPITAL BUDGET REQUEST
10:55-11:10

Presentation: Joyce Lopes, Vice President for Business and Financial Affairs
Brian Ross, Director of Capital Budget and Public Works Procurement,
Facilities Development and Operations

18. APPROVAL OF SUMMER QUARTER DEGREES
11:10-11:15

Presentation: Brad Johnson, Provost and Executive Vice President

INFORMATION ITEMS

19. REPORTS

11:15-11:25

- a. Enrollment Management Summary
- b. University Advancement Report
- c. Capital Program Report
- d. University Relations and Marketing Report
- e. Affirmative Action Programs Report

20. TRUSTEE REMARKS

11:25-11:35

21. DATES FOR NEXT REGULAR MEETING: October 12-13, 2023 in Bellingham, WA

22. ADJOURNMENT

1. CALL TO ORDER

**02. EXECUTIVE SESSION AS AUTHORIZED BY RCW
42.30.110(1)(g)**

**03. EXECUTIVE SESSION AS AUTHORIZED BY RCW
42.30.110(1)(g)**

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: Faith Pettis, Board Chair

DATE: August 17, 2023

SUBJECT: **Board Self-Evaluation**

PURPOSE: Information Items

Planning for 2023-2024:

Faith Pettis, Board Chair, and Rebecca Hansen-Zeller, Secretary to the Board of Trustees, will share the results from the Board Self-Evaluation. Materials to be distributed at the meeting.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Faith Pettis, Board Chair
DATE: August 17, 2023
SUBJECT: **Planning for 2023-24**
PURPOSE: Information Items

Planning for 2023-2024:

Faith Pettis, Board Chair, and Rebecca Hansen-Zeller, Secretary to the Board of Trustees, will lead a discussion about planning for Board meetings and Board engagement for the coming year ahead.

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: August 17th, 2023

SUBJECT: **Western Washington University on the Peninsulas**

PURPOSE: Discussion Item

Purpose of Submittal:

In this interactive session, Dr. Jenise Bauman and Dr. Erik Fretheim will present an both an overview and specific content information on two current Western on the Peninsulas (WotP) programs: Environmental Sciences/Studies and Geographic Information Science; and the CyberRange Poulsbo operations, respectively. The purpose of the presentations is to familiarize Board members with selected current WotP programming.

Background:

As a part of the design and execution of new expanded programming on the peninsulas, the evaluation and integration of current programming is a key intermediate step moving forward. Two programmatic elements that have an established presence on the peninsulas and which have been designed and implemented to make connections with target populations, and which also serve the broader region utilizing a unique model, are programs from Environmental Studies/Sciences and the CyberRange Poulsbo. These presentations will provide background and specifics, including integrated research and broader outreach, as well as impacts of these unique programs.

Strategic Questions:

1. What are some current programs running on the peninsulas, and what are their impacts?
2. Do the WotP programs currently being offered have strategic connections to the planned expansion of Western programs in the region?

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: President Sabah Randhawa
DATE: August 18, 2023
SUBJECT: **Approval of the Minutes**
PURPOSE: Action Items

Purpose of Submittal:

Approval of the Board of Trustees Meeting Minutes.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the president, approve the following minutes:

- a. Board of Trustees Regular Meeting, June 8-9, 2023
- b. Board of Trustees Special Meeting, June 20, 2023
- c. Board of Trustees Special Meeting, June 30, 2023

Supporting Information:

Minutes of June 8-9, 2023 Regular Meeting
Minutes of June 20, 2023 Special Meeting
Minutes of June 30, 2023 Special Meeting



**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES MEETING
JUNE 8 and 9, 2023**

1. CALL TO ORDER

Chair Meyer called the meeting to order at 2:31pm in the Old Main Board Room 340 in Bellingham, WA.

Board of Trustees:

John Meyer, Chair
Faith Pettis, Vice Chair
Chris Witherspoon, Trustee
Sue Sharpe, Trustee
Mo West, Trustee
Keara Ryan, Trustee

Western Washington University

Sabah Randhawa, President
Brad Johnson, Provost and Executive Vice President
Joyce Lopes, Vice President for Business and Financial Affairs
Melynda Huskey, Vice President for Enrollment and Student Services
Dan Records-Galbraith, Director CRTC
Becca Kenna-Schenck, Chief of Staff
Jacqueline Hughes, Chief Diversity Officer & Executive Director for the Office of Equity
Kim O'Neill, Vice President for University Advancement & Foundation CEO
Faye Gallant, Assistant Vice President for Strategy, Management and Budget
Donna Gibbs, Vice President for University Relations & Marketing
Jack Herring, Associate Vice President for Academic Affairs
Juli Nicolls, AAG
Rebecca Hansen-Zeller, Secretary to the Board of Trustees
Annie Byers, Administrative Assistant to the President's Office and Board of Trustees

2. EXECUTIVE SESSION AS AUTHORIZED BY RCW 42.30.110(1)(g)

Chair Meyer called for a 30-minute Executive Session at 2:33pm. The Executive Session ended at 2:53pm. The Board then took a break until 3:06pm.

3. BUDGET TRENDS AND PRIORITIES

Provost Johnson and Vice President Lopes presented the University's strategic budgeting process, including information about trends and priorities as they relate to FY2023-2024 operating and the FY2023-2025 capital budget.

4. EXEMPT SESSION AS AUTHORIZED BY RCW 42.30.140(4)(a)

4:30-5:00

Chair Meyer called for a 30-minute Exempt Session at 4:28pm. The Exempt Session ended at 4:59pm.

The Board of Trustees adjourned for the day at 5:00pm.

5. CALL TO ORDER, APPROVAL OF MINUTES

Chair Meyer called the meeting to order at 9:03am in the Old Main Board Room in Bellingham, WA.

Board of Trustees:

John Meyer, Chair
Sue Sharpe, Trustee
Ash Awad, Trustee
Chris Witherspoon, Trustee
Mo West, Trustee
Chase Franklin, Trustee (via Zoom)
Faith Pettis, Vice Chair
Keara Ryan, Trustee

Western Washington University

Sabah Randhawa, President
Brandon Dupont, Vice President and President-Elect of the Faculty Senate,
Melissa Nelson, AAG
Jacqueline Hughes, Chief Diversity Officer & Executive Director for the Office of Equity
Kim O'Neill, Vice President for University Advancement & Foundation CEO
Melynda Huskey, Vice President for Enrollment and Student Services
Donna Gibbs, Vice President for University Relations & Marketing
Brad Johnson, Provost and Executive Vice President
Joyce Lopes, Vice President for Business and Financial Affairs
Jack Herring, Associate Vice President for Academic Affairs
Shelli Soto, Associate Vice President for Enrollment Management
Rebecca Hansen-Zeller, Secretary to the Board of Trustees
Annie Byers, administrative Assistant to the President's Office and Board of Trustees

Motion 06-01-2023

Trustee Keara Ryan moved that the Board of Trustees approve the regular meeting minutes from April 13 and 14, 2023.

Trustee Mo West Seconded. The motion passed 8-0.

6. PUBLIC COMMENT

Sarah Neugebauer and Laura Gold Rasmussen spoke as members of WFSE Local 1381, which represents 370 campus employees. Their comments spoke to the proposed change in practice related to use of vacation hours upon separation from the University.

7. BOARD CHAIR REPORT

Chair John Meyer shared reflections on his time as Chair within the context of a global pandemic. He recognized the Board and University leadership for their many accomplishments and said that he was proud of how everyone worked together.

RESOLUTION 2023-04 RECOGNIZING THE SERVICE OF TRUSTEE KEARA RYAN

The Board of Trustees presented the following Resolution to honor Trustee Keara Ryan's service.

WHEREAS, KEARA RYAN of Snoqualmie, Washington had the distinction of being the twenty-fourth student appointed by the Governor to the Western Washington University Board of Trustees, serving from July 1, 2022, through June 30, 2023; and

WHEREAS, KEARA RYAN has contributed to the increased stature and mission fulfillment of Western Washington University through her insightful and articulate engagement in numerous policy discussions and decisions affecting the University, both in meetings of the full Board and as a member of the Board's Academic Affairs and Student Success Committee; and

WHEREAS, KEARA RYAN delivered an outstanding Convocation speech to welcome students to the 2022-23 Academic Year and highlighted her work in pursuit of women's rights and commitment to erasing period poverty; and

WHEREAS, KEARA RYAN excelled in her role as Director of Civic Engagement for the Associated Students and organized Western Washington University students to lobby the state legislature for student priorities; and

WHEREAS, KEARA RYAN was elected as President of the Associated Students of Western Washington University for the 2023-2024 academic year and will continue to work with the Board of Trustees in her new role; and

NOW, THEREFORE BE IT RESOLVED by the Board of Trustees of Western Washington University that KEARA RYAN is hereby honored for outstanding service and dedication to the University and is extended the gratitude and best wishes of the entire University community.

MOTION 06-02-203

Trustee Faith Pettis moved that the Board of Trustees approve Resolution 2023-04 recognizing the service of trustee Keara Ryan

Trustee Mo West Seconded. The motion passed 7-0, with Trustee Ryan abstaining.

Trustees offered their thanks and well wishes for Trustee Keara Ryan.

8. UNIVERSITY PRESIDENT REPORT

Sabah Randhawa began by thanking Chair John Meyer for his leadership and commitment to Western Washington University. He offered appreciation for John's consistent leadership while WWU weathered the pandemic.

Sabah also announced that we've come to a tentative agreement with the Faculty union and he thanked the negotiating teams on both sides. He invited Kim O'Neill to speak about Give Day. She gave a fundraising report that noted \$1.1 million raised from a record number of donors.

9. FACULTY SENATE REPORT

Brandon Dupont, Vice President and President-Elect of the Faculty Senate, reported on hiring for staffing the Faculty Senate. He also reported on an outstanding graduate policy change that eliminates the Z grade. The Senate recently approved an ad hoc committee to work on course evaluation questions. He noted that Faculty Senate members have been involved in the Dean searches. Next year, the Faculty Senate will work on reconstituting the committees, reviewing the Faculty Handbook, and establishing new leadership in the Senate Executive group.

10. ASSOCIATED STUDENTS REPORT

Sargun Handa was not in attendance.

11. BOARD FINANCE, AUDIT, AND ENTERPRISE RISK MANAGEMENT COMMITTEE REPORT

Trustee Sue Sharpe, Committee Chair, reported that at the last FARM committee meeting they discussed the budget development process and current budget proposal. They also discussed feedback for the consultants who are working on the Strategic Visioning and Capital Development Plan. The committee looked at the University Reserves policy and underscored the importance of strong reserves. The committee also decided to issue an RFP for a new external auditor to take a fresh look at our practices.

12. BOARD ACADEMIC AFFAIRS AND STUDENT SUCCESS COMMITTEE REPORT

Trustee Mo West, Committee Chair, reported that at the last AASSC meeting, the committee was briefed on the WAC change to a No-Smoking Campus. The committee also heard the final legislative session report and was given a preview of the strategic budgeting priorities. The committee discussed the formation of a Student Advisory Committee.

ACTION ITEMS

13. APPROVAL OF 2023-2024 UNIVERSITY BUDGET AND RELATED MATTERS

a. 2023-24 ACADEMIC YEAR TUITION RATES & MANDATORY FEES

Joyce Lopes, Vice President for Business and Financial Affairs; Faye Gallant, Assistant Vice President for Strategy, Management and Budget; and Melynda Huskey, Vice President for Enrollment and Student Services, presented the 2023-24 Academic Year Tuition Rates and Mandatory Fees.

MOTION 06-03-2023

Trustee Ash Awad moved, that the 2023-2024 annual tuition operating fee and capital building fee rates for state-funded resident undergraduate students be raised by 3.0%, and all other state-funded students including: non-resident undergraduate, resident and nonresident graduate, resident and non-resident MBA, resident and non-resident Clinical Doctorate of Audiology program, resident and non-resident Clinical Mental Health and School Counseling, and the resident and non-resident Speech Pathology program be raised by 3.5%.

FURTHER MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the President and various constituent review committees, approve the 2023-2024 mandatory student fee levels for the following fees:

Services & Activities Fee (4.0% or \$2.40 per quarter increase for students taking 10 credits or more, pro-rated for students taking less than 10 credits)

Student Recreation Fee (4% or \$4.38 per quarter increase for students taking 10 credits or more, pro-rated for students taking less than 10 credits)

Student Health Services Fee (15.2% or \$21.00 per quarter for students taking 6 or more credits)

Student Technology Fee (No increase)

Non-Academic Building Fee (4.0% or \$2.00 per quarter increase for students taking 6 credits or more)

Sustainable Action Fee (No increase)

Active Transportation Fee (No increase for students taking six or more credits, new charge of \$3.00 per quarter for students taking five or fewer credits)

Legislative Action Fee (No increase)

Multicultural Services Fee (No increase) and distribution for the Services & Activities Fee as proposed in the attached documents.

FURTHER MOVED, that high school students participating at Western Washington University will not pay tuition or mandatory fees, as authorized this legislative session by 2SSB 5048, "Eliminating college in the high school fees".

Trustee Mo West Seconded. The motion passed 7-0, with Trustee Ryan abstaining. Board members noted that for future Associated Student budgets, they'd like a more detailed presentation on how the money is being spent to impact all students.

b. APPROVAL OF SELF-SUSTAINING ACADEMIC YEAR TUITION AND SITE FEE REQUEST FY24

Brad Johnson, Provost and Executive Vice President; Joyce Lopes, Vice President for Business and Financial Affairs; Faye Gallant, Assistant Vice President for Strategy, Management and Budget; and Robert Squires, Vice Provost for Outreach and Continuing Education presented the FY24 Tuition and Fee requests.

MOTION 06-04-2023

Trustee Ash Awad moved, that the 2023 - 2024 Self-Sustaining Academic Year Tuition Rates be raised to the following rates,
Undergraduate Course/Workshop \$298 per credit, Graduate Course/Workshop \$385 per credit,
Graduate Audiology Course/Workshop \$620 per credit,
Graduate—Clinical Mental Health and School Counseling \$423 per credit,
Graduate – MBA Program (Bellingham) Course/Workshop \$441 per credit,
Graduate – Pathology Course/Workshop \$582 per credit,
Self-Pace Course/Workshop \$165 per credit, Credit Option: Variable Fee \$50 to \$100, Undergraduate Degree Program Courses \$345 per credit, Graduate Degree Program Courses \$414 per credit, and Weekend MBA \$757 per credit. The Human Services Distance Learning per credit tuition rate will be removed as it has received state-support.

FURTHER MOVED, that the Global Pathway Undergraduate Program tuition rate be approved at a flat rate of \$5,000 per quarter (no change from prior year).

Vice Chair Faith Pettis Seconded. The motion passed 8-0.

c. APPROVAL OF FY2023-2024 ANNUAL STATE OPERATING BUDGET

Joyce Lopes, Vice President for Business and Financial Affairs and Faye Gallant, Assistant Vice President for Strategy, Management and Budget, presented the Annual State Operating Budget for FY2023-24.

MOTION 06-05-2023

Trustee Chris Witherspoon moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the 2023-2024 annual state operating expenditure budget of \$221,577,529, to be supported by projected revenues of \$219,367,811 and use of reserves of \$2,209,718.

Vice Chair Faith Pettis Seconded. The motion passed 8-0.

d. INTERCOLLEGIATE ATHLETICS BUDGET

Melynda Huskey, Vice President for Enrollment and Student Services; Steve Brummel, Interim Athletics Director; and Linda Beckman, ESS Division Director for Financial and Capital Resources presented the Intercollegiate Athletics Budget.

MOTION 06-06-2023

Trustee Chris Witherspoon moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the 2023-2024 intercollegiate athletics operating budget of \$6,323,132 consisting of tuition and S&A fees in the amount of \$3,759,508 and waiver allocations, self-sustaining and other revenues of \$2,563,624, and with the intention to fund the operating deficit for intercollegiate athletics, as defined by Substitute Senate Bill 6493, by continued use of tuition and fee revenues as it has in the past.

Trustee Mo West Seconded. The motion passed 8-0.

The Board took a break at 10:28am and reconvened at 10:49am.

14. APPROVAL OF 2023-2025 CAPITAL BUDGET

Joyce Lopes, Vice President for Business and Financial Affairs; Steve Hollenhorst, Acting Associate Vice President for Facilities Development and Operations; Rick Benner, University Architect & Senior Director, Planning and Development, Facilities Development & Operations; and Brian Ross, Director, Capital Budget and Public Works Procurement, Facilities Development and Operations, presented the Capital Budget.

MOTION 06-07-2023

Trustee Sue Sharpe moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, accept the 2023-2025 Capital Budget totaling

\$77,702,000 in appropriations and approve the distribution in accordance with Link A.

Trustee Mo West Seconded. The motion passed 8-0.

15. APPROVAL OF CONSULTANT CONTRACT FOR STRATEGIC VISIONING AND CAPITAL DEVELOPMENT PLAN, SP091

Joyce Lopes, Vice President for Business and Financial Affairs; Steve Hollenhorst, Acting Associate Vice President for Facilities Development and Operations; Rick Benner, University Architect & Senior Director, Planning and Development, Facilities Development & Operations; and Brian Ross, Director, Capital Budget and Public Works Procurement, Facilities Development and Operations, presented the consultant contract to the Board of Trustees.

MOTION 06-08-2023

Trustee Mo West moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, award a consultant contract to NAC, Inc., Spokane, WA, for a fee of \$688,835 (including reimbursables), to provide services for the Strategic Visioning and Capital Development Plan.

Trustee Ash Awad seconded. The motion passed 8-0.

16. APPROVAL OF SPRING QUARTER DEGREES

Brad Johnson, Provost and Executive Vice President, recommended the candidates to be awarded degrees.

MOTION 06-09-2023

Trustee Keara Ryan moved, that the Board of Trustees of Western Washington University, on recommendation of the faculty and subject to the completion of any unmet requirements, approves awarding undergraduate and graduate degrees to the candidates listed in the files of the Registrar and Graduate Dean, for Spring Quarter 2023, effective June 10, 2023.

Trustee Mo West seconded. The motion passed 8-0.

17. APPROVAL TO AMEND SECTION 001 IN CHAPTER 516-52 WAC

Joyce Lopes, Vice President for Business & Financial Affairs; and Darin Rasmussen, Assistant Vice President, Risk, Ethics, Safety & Resilience, presented the changes to the WAC related to smoking on campus. The revisions will prohibit smoking on campus.

MOTION 06-10-2023

Trustee Mo West moved, that the Board of Trustees of Western Washington University, upon recommendation of the President, approve the permanent rule change to WAC 516-52-001, Smoking on Campus as submitted.

Trustee Chris Witherspoon seconded. The motion passed 8-0.

18. APPROVAL OF REVISED AGREEMENT BETWEEN WESTERN WASHINGTON UNIVERSITY, AND THE FOUNDATION FOR WESTERN WASHINGTON UNIVERSITY AND ALUMNI

Sabah Randhawa, President; Kim O'Neill, Vice President for University Advancement, CEO WWU Foundation; and Mark Brovak, Associate Vice President for University Advancement, Finance and Operations outlined key provisions of the revised agreement.

MOTION 06-11-2023

Trustee Chris Witherspoon moved, that the Western Washington University Board of Trustees approve the revised agreement between Western Washington University, and The Foundation for Western Washington University and Alumni.

Trustee Faith Pettis seconded the motion. The motion passed 8-0.

19. ELECTION OF BOARD OFFICERS

John Meyer, Chair of the WWU Board of Trustees, presented the slate for Board elections. Elected officers will serve until July 2025.

MOTION 06-12-2023

Sue Sharpe moved, that the Board of Trustees of Western Washington University elect the following trustees to two-year terms as Board officers, to be effective at the close of this meeting.

Faith Pettis, Chair
Chris Witherspoon, Vice Chair

Trustee Mo West seconded the motion. The motion passed 8-0. Sabah Randhawa will remain designated in the position of Secretary.

20. COMMENTS FROM CHAIR-ELECT

Chair-elect Faith Pettis thanked John Meyer for his leadership and announced new committee assignments.

Academic Affairs and Student Success Committee (AASSC):

Mo West, Committee Chair

John Meyer

Faith Pettis

Student Trustee

Finance, Audit, and Enterprise Risk management (FARM):

Sue Sharpe, Committee Chair

Chase Franklin

Ash Awad

Chris Witherspoon

Executive Committee:

Faith Pettis

Chris Witherspoon

John Meyer

INFORMATION ITEMS

21. REPORTS

- a. Enrollment Management Summary
- b. University Advancement Report
- c. Capital Program Report
- d. University Relations and Marketing Report
- e. Annual Report of Student Declared Majors
- f. Fellowship and Scholarship Recipients for 2023

The reports were reviewed by the Trustees.

22. TRUSTEE REMARKS

Trustees thanked John Meyer for his service as Chair.

Ash Awad commended Sabah and his team. He reported that WWU received praise from the WA Roundtable recently for innovation and openness to working with private entities.

24. DATES FOR NEXT REGULAR MEETING: AUGUST 17-18, 2023

The next Regular meeting will be held at Olympic College in Poulsbo on August 17-18, 2023.

25. ADJOURNMENT

The meeting adjourned at 12:27pm.



**WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
SPECIAL MEETING MINUTES
JUNE 20, 2023**

1. CALL TO ORDER

Chair Pettis called the meeting to order at 9:01am. The meeting was held in a hybrid format on Zoom and in the Old Main Board Room 340 in Bellingham, Washington.

Board of Trustees:

Faith Pettis, Chair
Chris Witherspoon, Vice Chair
John Meyer, Trustee
Sue Sharpe Trustee
Mo West, Trustee

Western Washington University:

Brad Johnson, Provost and Executive Vice President
Melynda Huskey, Vice President for Enrollment and Student Services
Joyce Lopes, Vice President for Business and Financial Affairs
Melissa Nelson, AAG
Rod Younker, Partner, Summit Law Group
Austin Cooper, Director of Faculty Relations
Becca Kenna-Schenk, Chief of Staff
Matthew Roelofs, Lead Negotiator for UFWW
Vicki Hsueh, Negotiator for UFWW
Rebecca Hansen-Zeller, Secretary to the Board of Trustees
Annie Byers, Administrative Assistant to the President's Office and Board of Trustees

2. EXEMPT SESSION AS AUTHORIZED BY RCW 42.30.140(4)(a)

Chair Pettis called an Exempt Session at 9:33am for 15 minutes.

Open session resumed at 9:49am.

3. ACTION ITEM: CONSIDERATION OF COLLECTIVE BARGAINING AGREEMENT BETWEEN WESTERN WASHINGTON UNIVERSITY AND UNITED FACULTY OF WESTERN WASHINGTON

After discussion in Exempt Session with Rod Younker, the Board reconvened in public session to vote on the 2023-25 Collective Bargaining Agreement with united Faculty of Western Washington (UFWW).

MOTION 06-13-2023

Trustee John Meyer moved, that the Board of Trustees of Western Washington University, on recommendation of the President, approve the 2023-25 Collective Bargaining Agreement between Western Washington University and United Faculty of Western Washington (UFWW).

Trustee Mo West seconded. The motion passed 5-0.

4. CLOSING COMMENTS AND ADJOURN

Chair Pettis extended thanks to members of both bargaining teams and thanked them for having difficult and productive conversations. She noted that the Board would like to see compression and equity issues addressed in the next round of bargaining.

The meeting adjourned at 9:56am.



WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
SPECIAL MEETING MINUTES
JUNE 30, 2023

1. CALL TO ORDER

Chair Pettis called the meeting to order at 2:02pm on Zoom.

Board of Trustees:

Faith Pettis, Chair

Chris Witherspoon, Vice Chair

John Meyer, Trustee

Sue Sharpe Trustee

Ash Awad, Trustee

Western Washington University:

Sabah Randhawa, President

Jeffrey Grant, Complex Litigation Division, Office of the Attorney General

Kerena Higgins, Assistant Attorney General

Rebecca Hansen-Zeller, Secretary to the Board of Trustees

2. EXECUTIVE SESSION AS AUTHORIZED BY RCW 42.30.110(1)(i)

Chair Pettis called the Board into Executive Session at 2:03 to last 45 minutes.

3. CLOSING COMMENTS AND ADJOURN

The Board returned to public session and the meeting adjourned at 2:43pm.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: Sabah Randhawa, President

DATE: August 18, 2023

SUBJECT: **Public Comment Period**

PURPOSE: Information Item

Purpose of Submittal:

RCW 28B.35.110 requires that the governing boards of regional universities provide for public comment at meetings and follow procedures for open public meetings in the Open Public Meetings Act.

Persons wishing to comment will sign in between 8:05 – 8:15 a.m. the day of the Board of Trustees meeting. The signup sheet will be given to the Board Chair at 8:00 a.m.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Faith Pettis, Chair, Board of Trustees
DATE: August 18, 2023
SUBJECT: **Board Chair Report**
PURPOSE: Information Item

Purpose of Submittal:

Board Chair Faith Pettis will report to members of the Board and President Randhawa and his staff on topics related to the Board of Trustees.

- a. Resolution 2023-05 Welcoming Trustee Max Stone



RESOLUTION NO. 2023-05

**A RESOLUTION OF THE BOARD OF TRUSTEES OF
WESTERN WASHINGTON UNIVERSITY**

WELCOMING TRUSTEE

Max Stone

WHEREAS, beginning on July 3, 2023, Governor Jay Inslee appointed **MAX STONE** of Surrey, British Columbia to serve a one-year term ending on June 30, 2024 on the Western Washington University Board of Trustees; and

WHEREAS, **MAX STONE** is a student in good standing at Western Washington University pursuing a bachelor's degree with majors in History and Philosophy, and minors in Holocaust and Genocide Studies and Honors Intradisciplinary Studies; and

WHEREAS, **MAX STONE** brings to his appointment as a trustee a record of involvement in activities at Western including serving as president of the Men's Rugby Club and the Philosophy Club; and

WHEREAS, **MAX STONE** was nominated by an Associated Students committee to serve as a student member of the Western Washington University's Board of Trustees; and

WHEREAS, **MAX STONE** has declared his commitment to serve as a member of the Western Washington University Board of Trustees;

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees of Western Washington University officially extends a warm welcome to **Max Stone** as he begins his term on the Board.

PASSED AND APPROVED by the Board of Trustees of Western Washington University at its meeting on August 18, 2023.

ATTEST:

A handwritten signature in black ink, appearing to read "Faith Li Pettis".

Faith Li Pettis, Chair

A handwritten signature in black ink, appearing to read "Chris Witherspoon".

Chris Witherspoon, Vice Chair

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: Sabah Randhawa, President

DATE: August 18, 2023

SUBJECT: **University President's Report**

PURPOSE: Information Item

Purpose of Submittal:

President Randhawa will present brief reflections on issues of interest to the Board.

Report from Faculty Senate
Brandon Dupont

August 18, 2023

Dear Trustees,

While the Senate has not met since my last update to the Board of Trustees in June, we have been busy preparing for the upcoming year, so I am pleased to share our progress in some key areas.

One of my main priorities as Senate President is to reconstitute the Senate's standing committees, some of which have been inactive for several years. The Senate cannot function effectively without a robust and well-supported standing committee structure, so this is a high priority as the academic year begins. I am committed to re-establishing the committees, providing them with adequate staff support, and maintaining clear and regular communication with them. In pursuit of these efforts, I have held several meetings this summer with former and/or current members of some of these committees.

- (1) Senate Library Committee (SLC): In June, I met with Madeline Kelly (who was then the Interim Dean of the WWU Library) and Mark Neff (former chair of the Senate Library Committee) about reconstituting that committee. We have developed a list of members who have agreed to serve this year, so I expect the committee will begin holding regular meetings in the fall quarter. Some priorities for SLC this year include improving communication regarding open access resources and discussing ways for the faculty to benefit from the Teaching Learning Academy and the Research and Writing Studio.
- (2) Academic Technology Committee (ATC): The ATC has been meeting, but without any substantive communication or support from the Faculty Senate. In July, I met with Derek Moscato (chair of ATC) about their work and how the Senate can be more supportive of it going forward. I will be attending the ATC's first meeting in the fall quarter to have a broader discussion about these topics, and the ATC chair will attend Faculty Senate meetings as needed throughout the year. I hope to include ATC in discussions about the implications of Artificial Intelligence for university faculty and students, including whether we need to revise the Academic Honesty policy in light of these rapidly emerging technologies.
- (3) Senate Extend Education Committee (SEEC): Bill Lyne (former chair of SEEC) and I have communicated about ways to reconvene the SEEC in the fall quarter. I have reached out to several potential members, and I hope to have a full committee in place by the beginning of the fall quarter. I see the SEEC as playing a particularly important role in the pilot program for the College in the High School classes.

(4) Equity, Inclusion, and Diversity Council: Several years ago, the Social Justice and Equity Committee (SJEC), which began as a Faculty Senate committee, was placed under the Provost's Office. The Senate still has an Equity, Inclusion, and Diversity Council, but it has been inactive, apparently since the time the SJEC was removed from the Senate structure. In July, I met with the outgoing co-chair of the SJEC to discuss whether it made sense to try to reconstitute the Senate committee. This is something that will require further discussions at the Senate Exec early this year. On a related note, I have also begun a series of regular conversations with Dr. Jacqueline Hughes, the Chief Diversity Officer, about ways that we can work together on the important DEI efforts that are underway across campus. Any newly reconvened Senate DEI committee would need to coordinate with her office.

I am also grateful to Jamie Lawson, the Catalog and Curriculum Specialist, who stepped in this summer to create a new Faculty Senate website. This has been long overdue and is an important step in creating better communication between the Senate and the campus community. We will be rolling out this website and a new Faculty Senate newsletter at the beginning of the fall quarter.

Shelli Soto (Associate VP for Enrollment Management) and I have also continued to meet regularly to discuss a variety of issues that must be addressed by the Faculty Senate. Given the connections between the work in her office and the work of the Senate, it will be important to continue these discussions throughout the year. I am also working with Shelli as part of the Strategic Enrollment Management process that she is leading.

There are several other things on which I hope the Senate can make progress this year:

- Forming an ad hoc committee to review and suggest revisions to the Faculty Handbook. Several years ago, the Board of Trustees noted that there were sections of the Faculty Handbook that should not require regular BOT approval. Moreover, the Faculty Handbook has not been revised since 2008, so some of the practices described therein are outdated and other sections overlap with the Collective Bargaining Agreement (CBA). The ad hoc committee will therefore engage in a comprehensive review of the Faculty Handbook and propose to the Faculty Senate any modifications and/or updates that it sees as desirable. Those proposed revisions will be reviewed by the Faculty Senate Executive Council, and the full Faculty Senate which will vote on whether to recommend approval to the Board of Trustees.
- Discussing possible reforms to the Writing Proficiency (WP) system – During the spring quarter, I met with the chair of CUE and the chair of ACC to discuss revisions to the way we award Writing Proficiency (WP) points. I would like CUE and ACC to review and make recommendations to the Senate on the issue of separating the WP credits from the course credits. This is motivated by the fact that students in some WP classes,

particularly the WP1 classes, can earn a failing grade on the assigned paper but still pass the course overall, thereby earning WP credit even when the writing component was insufficient.

- Ensuring that Faculty Senate is updated on and involved in discussions of the College-in-the High School pilot program. I see this as an important role for the Senate's Extended Education Committee.

Let me close by saying that I very much look forward to working with the Board of Trustees to advance the interests of our faculty, our students, and the entire university community in the coming year.

Thank you,

Brandon Dupont

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of the Associated Students

DATE: August 18, 2023

SUBJECT: **Associated Students**

PURPOSE: Associated Students Report

Purpose of Submittal:

AS President Keara Ryan will brief the Board of Trustees on recent activities of the Associated Students.

Dear Trustees,

Thank you for the opportunity to present an update from the Associated Students of Western Washington University (ASWWU) Student Government. This report offers insights into our current focus areas, objectives for the upcoming academic year, and an introduction to our newly elected Executive Board members.

Given the ongoing nature of summer and the concentrated time dedicated to training, this report centers on my vision for the upcoming academic year and provides a glimpse into our Executive Board's aspirations.

I. Objectives for the Academic Year:

As the President of ASWWU, I have two principal objectives for my term: enhancing transparency and fostering accountability within our student government.

1. Transparency:

Recognizing that a small percentage of the student population participated in the last AS election, we are committed to amplifying participation and transparency between the student body and the student government. Our focus centers on refining communication channels between the Executive Board, Senate, and the student body. To facilitate this, we intend to institute monthly video or written reports to apprise the student body of the actions and initiatives undertaken by their elected student leaders. We anticipate that these updates will achieve dual purposes: enhancing student engagement and ensuring responsible leadership. While this endeavor may appear formidable to those of us who are more camera shy, we are steadfast in our resolve to bridge this communication gap.

2. Accountability:

We are set to begin the academic year by assisting the President in renewing the AS Charter. Subsequent to this crucial step, our efforts will be directed toward revamping both internal and external operational processes, including the constitution and by-laws. Given the necessity for student body approval to amend the constitution, this comprehensive process will span a year. During this period, we will collaborate closely with professional staff, administrators, and students to optimize the governance structure of the student government. Recognizing the prevailing concern of limited accountability mechanisms, we aim to institute measures that will address this issue. Presently, the only avenues for holding elected student officials accountable are impeachment or a recall election, both of which are intricate and burdensome procedures. To circumvent this, my colleague Gabe Wong and I are developing a set of pre-emptive expectations for elected leaders, followed by strategies to ensure adherence. We are currently unsure if these expectations will be part of our by-laws, similarly to other institutes in Washington States, or part of a student government code of conduct.

II. Executive Board Member Introduction:

To provide a glimpse into our Executive Board's aspirations, here is a brief introduction of each member along with their goals for their respective roles:

Vice President for Activities

Hello, I'm Noah Schexnayder, the AS VP for Activities. I'm happy to represent our student body and work on improving our university. I believe that clubs and activities are a vital part of our campus. They allow students to socialize, expand their horizons, or organize for causes that they believe in; I'm glad that I can help support clubs in my position and make sure everyone has a place at Western.

Vice President for Diversity

My name is Morgan Whitt and I am a third year here at Western, majoring in Environmental Studies with an emphasis on Justice and Community Resilience along with Minors in Political Science and Education, Social Justice. My main goal for the year is to work towards productive collaborations with organizations on campus (ESC, MCC, LGBTQ+ Center, BSC, Blue Group) and any other organizations that help support our students. Student voices and representation are what matters most to me since I can only speak on what I have been educated on and gaining the viewpoints as well as values that our students hold across campus is vital to my position. It is my job to give our students the voice they deserve while representing the diverse backgrounds they all come from.

Vice President for Governmental Affairs

My name is Erin Godwin, I am a senior here at WWU. My major is political science, and my minor is in leadership studies. My primary goal as the AS VP of Governmental Affairs is to engage the student body in the political process. I want students to vote, to know who and what they are voting for, and how to follow up on those people and policies. I would like to educate students on the role of government in our everyday lives so they can put this knowledge to use long after they've graduated from Western

Vice President for Student Services

My name is Sophie Snyder (she/her). This is my second year in this position, and I have learned that there is a lot of unifying and an increased commitment to communication between student government, administration, and students that needs to be fostered. Fostering this would be my number one goal for this year. A secondary goal of mine is to examine student fees with a closer lens."

Vice President for Sustainability

Hello! My name is Liam Pratt, and I am this year's AS Vice President for Sustainability. I have been interested in this position since I transferred to Western last Winter, and now that I hold this role I am excited to try and distinguish Western as a regional leader in sustainability causes. Having been heavily involved in the University of Washington's divestment effort this last Fall, I have been very happy to see our portfolio slowly but surely shift to align with our sustainability goals, and hope to work collaboratively with the Board as well as the foundation to boost the transparency around our investments.

Student Senate President

I'm Gabe Wong, the recently elected President of the Student Senate. I'm an out-of-state third-year student studying Women, Gender, and Sexuality Studies and Energy Science. I ran for this office because after a year as an At-Large Senator I saw that the Senate was still in its infancy, but that it has great potential – a potential I want to help realize.

As I said in my inaugural speech, my focuses this year are structures and community. My primary goal is for the university to be a place where student voices are heard and respected and that students feel some ownership over their institution. I wish to ensure that structures exist for this purpose and that those structures are effective and just.

To reach that broad goal I hope that this year the AS Government can clarify its relationship to those other parts of the university the AS interacts with and establish other relationships where necessary. Clarity will be a big thing for me in an effort to address the lingering "information problem" caused by the use of MS Teams and the highly cyclical nature of student government. At the core of student government should be a connection to students: I hope to continue the work of last year's Senate by pursuing the representative and outreach aspects of the senate.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: Sue Sharpe, Chair, Board Finance, Audit, and Enterprise Risk Management Committee

DATE: August 18, 2023

SUBJECT: **Board FARM Committee Report**

PURPOSE: Information Item

Purpose of Submittal:

Chair Sharpe will report to members of the Board of Trustees and the university president and his staff topics related to the Board FARM Committee.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Mo West, Chair, Board Academic Affairs and Student Success Committee
DATE: August 18, 2023
SUBJECT: **Board Academic Affairs and Student Success Committee Report**
PURPOSE: Information Item

Purpose of Submittal:

Chair West will report to members of the Board of Trustees and the university president and his staff topics related to the Academic Affairs and Student Success Committee.

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 with Vice Provost for Outreach and Continuing Education Robert Squires and Holly Hill, Senior Director, Western Locations.

DATE: August 18, 2023

SUBJECT: **Western Washington University Beyond Bellingham**

PURPOSE: Discussion Item

Purpose of Submittal:

In this item, Brad Johnson, Provost and Executive Vice President, Robert Squires, Vice Provost, OCE, and Holly Hill, Senior Director, Western Locations/OCE, will discuss College in the High School, Western on the Peninsulas and other location-based programs, and OCE strategy for enhancing inclusive success and regional credential attainment beyond Bellingham.

Background:

In Fall Quarter 2023, Western will provide high school students with Western courses at their local high schools. This represents the beginning of the state-funded WWUHS program, designed to help reduce the cost of education for high-school students and support their attendance at university. Further to engagement with regional high schools, Western is also embedded in various locations around the Puget Sound with degree programs that serve place-bound local communities. As Western expands its footprint with Western on the Peninsulas and develops a more flexible model of program delivery tailored to the employment opportunities in the region, this network of programs will align to support regional recruitment strategy and enrollment goals. Beyond Bellingham, OCE is also focused on serving working adult learners seeking to upskill or change career, re-engaging individuals who have some college, but no degree, and increasing the diversity of students in programs through international recruitment. The strategy for OCE engagement in support of credential attainment and revenue development will be addressed in this context.

Strategic Questions:

1. In the coming academic year, a WWUHS faculty committee will be exploring how to ensure equitable access and student success for College in the High School students at Western. Are there specific areas of focus that the trustees might suggest as part of the committee's work?
2. For WWU Peninsulas and other location-based programs, how can a cohesive management framework be best executed across different locations to address administrative, programmatic, and logistical variations?
3. What suggestions or advice may the trustees have in regard to OCE's Beyond Bellingham Strategy for FY24 and FY25 in order to ensure sustainable growth and contribution to the university's mission?

**WESTERN WASHINGTON UNIVERSITY
SUPPORTING INFORMATION
SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:

Brad Johnson, Provost and Executive Vice President
Joyce Lopes, Vice President for Business and Financial Affairs
Faye Gallant, Assistant Vice President for Strategy, Management and Budget

DATE: August 18, 2023

SUBJECT: **Supporting Information for Board Approval of the 2024-2025
Supplemental Operating Budget Request**

Overview

The proposals pending approval by the Board of Trustees to be submitted to the Office of Financial Management (OFM) for the 2024-2025 Supplemental Operating request are:

Overview

1. Strategic Outreach Initiatives
2. Electrical and Computer Engineering Expansion
3. College in the High School

Proposal #1 – Strategic Outreach Initiatives \$982,442

Western excels at supporting prospective and admitted students once they have been identified. For example, through dedicated efforts to support admitted students, 84% of Western’s 2023 entering class completed the FAFSA. However, further capacity is needed to identify prospective students and cultivate their interest in and access to higher education. To best serve surrounding communities and foster college going culture among first generation and low-income students, Western intends to expand outreach capacity and bolster the long-running Compass 2 Campus program. To combat declines in postsecondary enrollment and increase availability of credentialed workers in Washington state, outreach initiatives are critical to cultivating student interest in higher education, specifically for first generation and low-income students.

Strategic Outreach and Partnerships	HC	FTE	2024-25 Amount	Recurring Annual Total
<i>Positions</i>				
Instructional Faculty	4.00	2.50	\$264,883	\$264,883
Executive Director	1.00	1.00	\$167,863	\$167,863
Program Manager / Program Coordinators	2.50	2.50	\$213,329	\$213,329
Student Salaries (Graduate Assistants, Hourly Student, etc.)	31.00	15.50	\$178,948	\$178,948
Positions Total	38.50	21.50	\$825,024	\$825,024
<i>Goods and Services</i>				
Operating Budget (Supplies and Materials)			\$60,000	\$60,000
Technology			\$3,000	\$3,000
Travel			\$25,000	\$25,000
University Indirect Expenses			\$69,419	\$69,419
Goods and Services Total			\$157,419	\$157,419
<u>Strategic Outreach and Partnerships Total</u>	<u>38.50</u>	<u>21.50</u>	<u>\$982,442</u>	<u>\$982,442</u>

Proposal #2 – Electrical and Computer Engineering Expansion \$885,610

Western is committed to expanding its academic offerings and addressing critical workforce needs in Electrical and Computer Engineering (EECE). By incorporating inclusive recruitment and retention strategies, these programs will provide opportunities for historically marginalized students, foster academic excellence, and strengthen partnerships with regional organizations. The EECE program’s industrial advisory board and the program’s industrial partners have both expressed strong interest in a graduate degree in EECE, particularly one with modern, flexible modalities that would permit their employees to pursue a local graduate degree parttime while working and could leverage recently acquired faculty expertise in hybrid course delivery. This request is the third phase of an expansion, building on the state support for the first two phases and aligning with the construction of the new Kaiser Borsari Hall.

Multi-Modal Master’s Program in Electrical and Computer Engineering	HC	FTE	2024-25 Amount	Recurring Annual Total
Positions				
Assistant Professor	5.00	3.75	\$752,884	\$752,884
Graduate Teaching Assistants	2.00	2.00	\$35,888	\$35,888
Position Totals	7.00	5.75	\$788,772	\$788,772
Goods and Services				
Operating Budget (Supplies and Materials, Equipment)			\$10,000	\$10,000
Travel			\$12,500	\$12,500
University Indirect Expenses			\$74,338	\$74,338
Goods and Services Total			\$96,838	\$96,838
Expenditure Total			\$885,610	\$885,610
Estimated Tuition Revenue Offset			\$0	-\$86,394
Multi-Modal Master’s Program in Electrical and Computer Engineering Total:	<u>7.00</u>	<u>5.75</u>	<u>\$885,610</u>	<u>\$799,216</u>

Proposal #3 – College in the High School \$125,000

In alignment with the formula established by Senate Bill 5048 in the 2023 legislative session, Western requests funding for College in the High School (CiHS) programming for CiHS courses offered during the 2023-2024 academic year. Research has consistently shown that student participation in college classes while in high school positively impacts student achievement and increases the likelihood of pursuing higher education, particularly for low-income students, students of color, and first-generation students.

The budget request applies the formula of \$5,000 per class for an estimated five classes (\$25,000) in FY24, as well as \$25,000 recurring operating budget and \$75,000 one-time program startup expenses.

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:
Brad Johnson, Provost and Executive Vice President
Joyce Lopes, Vice President for Business and Financial Affairs
Faye Gallant, Assistant Vice President for Strategy, Management and Budget

DATE: August 18, 2023

SUBJECT: **Approval of 2024-2025 Supplemental Operating Budget Request**

PURPOSE: Action Item

An overview will be provided for the 2024-2025 Supplemental Operating Budget Request by:

- Brad Johnson, Provost and Executive Vice President
- Joyce Lopes, Vice President for Business and Financial Affairs
- Faye Gallant, Assistant Vice President for Strategy, Management and Budget

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:

Brad Johnson, Provost and Executive Vice President
Joyce Lopes, Vice President for Business and Financial Affairs
Faye Gallant, Assistant Vice President for Strategy, Management & Budget

DATE: August 18, 2023

SUBJECT: Approval of 2024-2025 Supplemental Operating Budget Request

PURPOSE: Action Item

Purpose of Submittal:

Board approval is required for Western's 2024-2025 Supplemental Operating Budget Request for submission to the Governor's Office of Financial Management.

Proposed Motion:

***MOVED*, that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the 2024-2025 Supplemental Operating Budget Request of \$1,993,052. With concurrence of the Board Chair, the President may make adjustments to the approved budget request in response to subsequent instructions from the Office of Financial Management, to advance consistency among the submissions of Washington's six public baccalaureate institutions, or other adjustments as appropriate.**

Supporting Information:

Attached

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:
Vice President Joyce Lopes, Business of Financial Affairs

DATE: August 18, 2023

SUBJECT: **Approval of 2024 Supplemental Capital Budget Request**

PURPOSE: Action Item

Purpose of Submittal:

Western Washington University (Western) is proposing to submit the following in the 2024 Supplemental Capital Budget Request (Request):

1. **Minor Works – Preservation** (\$500,000 – Local Funds)
2. **Classroom, Lab, and Collaborative Space Upgrades** (\$1,500,000 – State Issued Bonds)
3. **Electrical Engineering and Computer Science Building (Kaiser Borsari Hall)**
(Maximum \$4,900,000 – Certificate of Participation Sale)

Proposed Motion:

MOVED that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the 2024 Supplemental Capital Budget Request totaling \$6.9 million for: Minor Works – Preservation (\$500,000); Classroom, Lab, and Collaborative Space Upgrades (\$1.5 million), and Electrical Engineering and Computer Science Building (maximum \$4.9 million).

Supporting Information:

The following is a synopsis of each project in the Request:

Minor Works - Preservation

Of the \$25 million requested, Western received \$4.888 million for Minor Works - Preservation projects in the 2023-2025 Capital Budget. The additional \$500,000 proposed in the Request is needed to further preserve the useful life of our existing assets and preclude expensing preservation projects from the operating budget. The additional funding will be used to upgrade the elevator in the Humanities Building and construct a pole barn at the Physical Plant needed to store the large vacuum truck and other equipment sensitive to

freezing during the winter months. Without the additional funds, Western would need to use operating funds to implement these improvements due to the urgent need and Western's inability to defer this work. The \$500,000 in funding is proposed using Western's local capital fund account.¹

Classroom, Lab, and Collaborative Space Upgrades

Of the \$10 million requested, Western only received \$1.5 million for Classroom, Lab, and Collaborative Space Upgrades in the 2023-2025 Capital Budget. The additional \$1.5 million proposed in the Request will further modernize, update, and improve our general use classrooms, class labs, and collaborative and study spaces. This will further improve Western's mission of providing a 21st century educational environment. The funding proposed is from State-issued General Obligation Bonds.

Electrical Engineering and Computer Science Building (Kaiser Borsari Hall)

Western is requesting authorization to utilize debt from a State-issued Certificate of Participation (COP) sale. The COP would only be utilized if the Foundation fundraising campaign falls short of the \$19.01 million goal for the Kaiser Borsari Hall project. Currently, the Foundation is approximately \$4.9 million short of meeting this goal. The authorization in the Supplemental budget will not obligate Western to participate in this sale. Additionally, if the Foundation gap is reduced, Western can also utilize a reduced amount in the COP sale from the amount included in the Request. The debt service for the COP is proposed to be from the local capital fund account. If the full \$4.9 million is needed, Western would expect to pay approximately \$393,000 per year assuming an interest rate of 5% (note: the COP is tax-exempt) and a term of 20 years.

Links:

- A. Budget Comparison worksheet that compares Western's capital request to the Governor's proposed budget, various legislative proposed budgets, and the final budget (also includes breakdown between bonds, local funds, and grant funding in each budget): <https://cpd.wvu.edu/files/2023-05/FINAL%202023-2025%20Capital%20Budget.pdf>
- B. Project Proposals and 2023-2033 (Ten Year) Capital Plan that were submitted to the State: <https://cpd.wvu.edu/2023-25-capital-budget>

¹ *The local fund account consists of building tuition fees and State Treasury Board investments. Per the latest projections, the local capital fund account has approximately \$1 million in capacity to fund the \$500,000 request for Minor Works Preservation and the maximum \$393,000 in FY25 for debt service on the COP.*

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa and Provost and Executive Vice President
Brad Johnson

DATE: August 18, 2023

SUBJECT: **Approval of Summer Quarter Degrees**

PURPOSE: Action Item

Purpose of Submittal:

Board of Trustees responsibility to approve awarding of degrees

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, on recommendation of the faculty and subject to the completion of any unmet requirements, approves awarding undergraduate and graduate degrees to the candidates listed in the files of the Registrar and Graduate Dean, for Summer Quarter 2023, effective August 19, 2023.

Supporting Information:

Lists on file with the Registrar and Graduate Dean.

<i>Students</i>	<i>August 2023</i>	<i>Comparison: August 2022</i>
<i>Undergraduates</i>	394	383
<i>Masters</i>	58	47

**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: **August 18, 2023**

SUBJECT: **Enrollment Management Summary**

PURPOSE: Information Item

I. Enrollment

Western is positioned well as to enrollment as we emerge further from the pandemic, and we are thinking creatively about enrollment strategies for the coming year and beyond. We are seeing high enthusiasm from a robust cohort of new first-year students for fall, and there is strong interest from students in our graduate programs. This comes alongside continuing challenges for transfer enrollment and a smaller (but stable) overall enrollment as our pandemic cohorts progress through their studies.

Strategic Enrollment Management (SEM) Planning

Our Strategic Enrollment Management planning effort continues, with President Randhawa engaging more deeply and directly in enrollment discussions this summer. Conversations around retention strategies are taking place across campus and deep into our organizational structure, with a sense of urgency that is exciting. One challenge, as things are moving so quickly, will be to corral those office or department-level strategies and incorporate them into the larger institutional effort on SEM planning. In September and October, we will host open forums for folks to bring their conversations about retention into larger circles.

We are working with university leadership, the Budget Office, and ESS leadership to prepare for the setting in October of tuition, fees, and housing and dining rates for Fall 2024. With the passing of SB 5079, the State's Office of Financial Management will calculate and transmit the maximum annual increase in tuition operating fees for resident undergraduate students by Oct 1st of each year for the following academic year. This represents a significant shift in our ability to provide students and families with accurate and firm costs for the coming year rather than estimates (as has long been the case in Washington). For many years, it has been common practice for universities across the country to set their rates early during the year prior, leaving Washington schools and families at a disadvantage. That will no longer be the case.

Summer 2023 Enrollment

As of August 2nd, we had 3,450 students enrolled in summer courses, as compared to 3,618 as of the same time in Summer 2022 (approximately a 4.6% decline) and 3,897 in Summer 2021. FTE levels are down as well—1,863 this year compared to 1,926 in 2022. Credits per student are up from last year but down from the year prior. The average number of credits per student this summer sits currently at 7.88 credits per student, compared to 7.72 last year and 7.97 in Summer 2021. Though we are six weeks into summer term, census day has not yet passed. It falls on Tuesday, August 15th this year.

Fall 2023 Enrollment Outlook

New student enrollment is a critical piece of the enrollment outlook, and the next section provides some insight to that work. Total enrollment will continue to be impacted by the pandemic as our smaller new student cohorts of 2020 and 2021 cycle through to graduation, while we are graduating some of our larger pre-pandemic classes. With the larger cohorts we have recruited last year and this year, the overall enrollment numbers will begin to shift, but this year those two years of larger cohorts will simply allow us to maintain overall enrollment at a level similar to that of the 2022-23 academic year. The increasing mental health challenges that students are experiencing and the continuing impact of learning loss are significantly impacting academic work, and we continue to see academic distress among our students that is further impacting retention and enrollment.

The number of continuing students who have registered for fall classes this year is almost the same as it was at this point in the summer for the Fall of 2022.

II. Recruitment

Fall 2023 Recruitment

In eight weeks with the start of fall quarter, we anticipate having the second largest cohort of new first-year students in the institution's history. Of course, Fall of 2022 was the record at 3,225. As of early August, we are seeing strong performance across several indicators. Reservations for Advising & Registration sessions are up (3,124 this year compared to 3,089 at this time in the cycle for Fall 2022). We are also watching activity on housing contracts with University Residences, FAFSA completion rates, and submission of measles vaccination records to inform our progress (all slightly down). There is a heightened sense of enthusiasm among our new first-year students this year as they engage with our teams—a great opportunity for longer-term retention and persistence to graduation.

Our recruitment strategy and a variety of initiatives, including the successful deployment of the Common App platform, have put us in a good position this year, despite a smaller scholarship budget. We have deployed more targeted messaging through marketing and communications efforts, and off-campus recruitment and on-campus activities have been operating at full capacity.

Totals as of August 2, 2023, and for the same week in prior years:

New first-year students—Bellingham

	Applied	Admitted	Confirmed
2023	14,237	12,999	3,395
2022	11,858	10,992	3,451
2021	10,574	10,167	3,093
2020	10,206	9,538	2,845

New transfers—Bellingham

	Applied	Admitted	Confirmed
2023	1,953	1,514	946
2022	2,076	1,599	988
2021	1,972	1,633	1,092
2020	2,030	1,659	1,038

New transfers—other locations

	Applied	Admitted	Confirmed
2023	86	76	65
2022	125	99	87
2021	225	154	134
2020	250	157	151

Important notes on New First-year Students for Fall 2023

- The percentage of offers to new first-year students is up significantly (18.3%), and applications from new first-year students are up (20.1%).
- The percentage of applicants who have been offered admission (admit rate) is down modestly, meaning that selectivity is slightly up. (91.3% currently, compared to 92.7% for Fall 2022)
- The percentage of admitted students who have confirmed their intent to enroll (yield rate) is down some, with many more admitted students—a result of the larger applicant pool and the Common App. (26.1% currently, compared to 31.4% for Fall 2022)
- The percentage of first-year confirmed students identifying as students of color is down slightly from what it was at this time in the cycle for Fall 2022. (30.0% this cycle, compared to 31.4% for Fall 2022)
- The percentage of first-year confirmed students identifying as first generation is recovering from a down year last year and is up from what it was at this time in the cycle for Fall 2022. (24.9% currently, compared to 18.1% for Fall 2022)
- The percentage of first-year confirmed students identifying as Running Start is comparable to what it was at this time in the cycle for Fall 2022. (26.3% this cycle, compared to 26.4% for Fall 2022)

In an effort to firm up commitments through the summer and prevent melt, the admissions team has been engaged in a variety of endeavors—digital outreach campaigns, chief among them. We have encouraged social media engagement with incentives for a student to post about why they are excited to go to WWU, and Admissions Counselors are continuing to engage in individual outreach. Additionally, and in partnership with the Office of Financial Aid, we leveraged \$155,000 in additional recruitment scholarships to assist 84 students most at risk of cancelling their confirmation.

There has been significant media attention on the topic of the use of race and ethnicity in college admissions, following the recent decision by the Supreme Court, effectively banning the practice. Since the state of Washington had been operating under similar restrictions since 1998, this decision is likely to have minimal impact on our work.

However, we must recognize how the underlying message from the decision is likely to affect students from marginalized backgrounds. When the national position on such issues is expressed through ruling or law in this way, it leaves many students of color feeling isolated and unwanted by institutions of higher education, leading some to forego plans to pursue a college degree. We remain committed—through our outreach, marketing, and networking—to ensure that Western’s values of access, diversity, equity, and inclusion, remain at the forefront of the services that we deliver to the many communities across the state.

Our enrollment of **new transfer students** continues to be impacted by a number of external challenges. The table below illustrates our performance—and challenges—in the current environment, with attention to applications received by traditional “feeder” institutions, compared with Fall 2018.

Transfer Applications Received*					
Sector	Institution	Fall 2023	Fall 2018	Chg N	Chg %
2-Year	Whatcom CC	157	269	-112	-42%
	Skagit Valley College	105	113	-8	-7%
	Bellevue College	98	154	-56	-36%
	Everett CC	95	107	-12	-11%
	Olympic College	48	50	-2	-4%
	Shoreline CC	45	64	-19	-30%
	Cascadia College	42	60	-18	-30%
	South Puget Sound CC	39	45	-6	-13%
	Edmonds CC	38	62	-24	-39%
	Green River College	36	60	-24	-40%
Clark College	23	52	-29	-56%	
4-Year	Washington State U	55	60	-5	-8%
	Central Washington U	41	53	-12	-23%
	U Washington Seattle	29	43	-14	-33%
All	Total-Top Feeders	963	1192	-229	-19%
All	Total-All others	991	1020	-29	-3%
	GRAND TOTAL	1954	2212	-258	-12%

* 8/2/23 report for F23; final count for F18

Important notes on New Transfer Students for Fall 2023

- The percentage of new transfer students who are registered for fall classes and come to us from Washington community and technical colleges continues to decline. (62.7% this cycle, compared to 63.7% for Fall 2022)
- The percentage of new transfer students who are registered for fall classes and identify as students of color is down slightly from what it was at this time in the cycle for Fall 2022. (26.6% this cycle, compared to 26.9% for Fall 2022)
- The percentage of new transfer students who are registered for fall classes and identify as first-generation is up considerably from what it was at this time in the cycle for Fall 2022. (29.9% this cycle, compared to 17.1% for Fall 2022)

Attention is correctly placed on the Washington community and technical colleges, as that has been the traditional source of transfer students. As a reminder, we have been relying on significant numbers of transfers from four-year institutions in Washington and from both two-year and four-year institutions outside of the state to mitigate the impact of declining enrollments in the community college sector. Typically, those students (from schools other than Washington community and technical colleges) represent nearly 40% of the transfer cohort on the Bellingham campus, so the lagging number of transfers from those “other” institutions signals more stress on overall transfer enrollment.

FAFSA/WASFA submissions are another important indicator of interest and commitment to Western.

As of August 2, 2023, 81.6% of our confirmed new first-year students have filed a FAFSA—a slight improvement from this time in the Fall 2022 cycle. More high school seniors across the country are completing the FAFSA this year. In Washington, 7.4% more high school seniors have applied for financial aid compared with last year’s high school class—a positive sign of student and parent engagement, and a good sign for the state. However, when looking at nationwide statistics for 2023 high school seniors, our state still ranks 47th in the percentage of

students (42.4%) submitting an application for financial assistance. Source: *FAFSA Tracker*, sponsored by the National College Attainment Network at <https://formyourfuture.org/fafsa-tracker/>.

Fall 2024 Outlook

We are thrilled to report that, on August 1st, we launched the application for next fall's entering class, and in the first four days that the application was open, nineteen students submitted their applications for Fall 2024! Campus tours are operating at full capacity, and the admission counseling team is fully engaged in implementing plans for fall, with counselors preparing for their fall travel to take Western's message to high schools and community colleges near and far.

In addition to rolling out elements of the Strategic Enrollment Management plan, other aspects of work in the coming year will impact recruitment for Fall 2024 and beyond:

- Expanding the Washington Guaranteed Admissions Program alongside peer institutions and the Council of Presidents;
- The implementation of data sharing and messaging for prospective 9th-12th graders from across Washington;
- Piloting outreach programs for younger students (6th-8th grades) through partnered agreements (e.g., AVID, TRIO, community-based organizations);
- Supporting broader rollout of a new FAFSA and managing the late release of the 2024-25 FAFSA by the Department of Education;
- Expanding use of the Common App to international applicants; and
- Integrating additional features and functionalities of Slate CRM.

III. Registrar

Commencement

In our June Commencement ceremonies on June 9, 10, and 11, we celebrated the graduation of nearly 2,900 students from the Winter 2023, Spring 2023, and Summer 2023 terms. We had 2,265 graduates participate in our ceremonies, and they brought almost 20,000 guests to campus over the course of three days and eight ceremonies. Capacity in Carver was exceeded in several ceremonies on Saturday and Sunday, as students attended commencement at higher rates than we would normally expect, and they brought more guests with them to campus. Ultimately, the number of guests who viewed a ceremony from the overflow space in SMATE was small in all but two ceremonies. In three of the ceremonies, close to 50 guests watched from SMATE. One ceremony on Saturday had 120 guests viewing from SMATE, and our largest ceremony (the last one on Sunday) resulted in almost 300 viewing from our overflow space. Though some guests had to be directed to an alternate space, we continue to believe that graduates are best served by the ticketless approach to commencement. This important milestone should be celebrated in an environment where the graduate is surrounded by their friends and family, and we are our best when we honor the accomplishments of our graduates in an open and inclusive fashion.

Web4U: Banner 9 Self Service

Student tools—like course registration and student communications—in Web4U were enhanced with the implementation of the newest version of Banner during the spring quarter. The enhanced Web4U registration system meets web accessibility standards and provides users with a mobile-friendly interface. The work to fully implement the newest version of Banner continues this summer with enhanced tools in Web4U for grade submission, class rosters, and personal profiles. More information about the grading module and its importance in allowing us to meet our regulatory requirements for management of certain aid types can be found in the “Student Aid” section of this report. Collection of last date of attendance at the time of grade

entry also ensures that faculty are being asked for this information at the time when they are most attuned to student performance in any given class and keeps us from imposing on faculty to provide information about student participation weeks after the end of the term and when they may or may not be under contract.

IV. Student Aid

Direct Reportage of Last Date of Participation from Faculty to Registrar's Office

At the end of each quarter, the financial aid team is required to review academic performance and, in some cases, initiate the return of aid from students who did not successfully complete all of their attempted credits. The rules governing calculations of the return of aid are complex, and a key consideration for several aid types is the amount of time that the student remained participatory in the course(s) that was not successfully completed.

Effective Summer 2023, Western faculty began reporting the last date of participation with their grade submission. For students who have not earned passing grades in a class, the instructor is now prompted to submit the last date of participation in that course while they are submitting grades for that course. We are pleased to report that this process improvement has increased the timeliness and efficiency of processing aid recalculations related to non-passing grades and retroactive payments by Financial Aid. Previously, Financial Aid personnel had to reach out to faculty members individually to collect the last dates of participation for hundreds of students each quarter. Capturing the last date of participation during grading will reduce the workload for Financial Aid and faculty, as well as decrease the 'pester factor' associated with all those calls/emails to faculty members. It will also allow us to better serve students, and we anticipate that better records will result in our being able to ensure that they are able to keep all of the aid to which they are entitled.

New Partnership with ELM Services

Financial Aid invited ELM Services to present their student loan management platform to Financial Aid staff members who play a key role in the administration of private student loans at Western. ELM streamlines loan processing and provides schools and lenders with a centralized system. Use is free of charge to schools. Although ScholarNet (also free) will continue to perform most private loan processing for Western, the decision was made to add ELM as a partner to more effectively serve students who wish to borrow through state loan programs that currently partner solely with ELM. We anticipate that Financial Aid will be fully functional using ELM in time for fall.

2023-24 FAFSA Reminders E-mailed to 7,800 Non-FAFSA Filers

Financial Aid sent an e-mail on August 3rd, urging 7,800 Western students with an active matriculation record for Fall 2023 to complete their 2023-24 FAFSAs as soon as possible, in time for fall quarter. Students were encouraged to use the convenient IRS Data Retrieval Tool available on the FAFSA website to import federal income tax data to their FAFSAs and were provided with WWU Financial Aid contact information in case they need assistance. We are pleased to see that students are responding to our e-mail blast, calling and visiting the Financial Aid Services Center in larger numbers.

QuickStart to College Financial Aid Workshop

In collaboration with Admissions and Futures Northwest, the Financial Aid Scholarship Center provided a two-hour financial aid workshop for approximately forty rising high school seniors at QuickStart to College on August 7th. QuickStart is a free summer camp program designed to encourage and inspire high school students to prepare for college selection, as well as complete financial aid and scholarship applications. Students were engaged in a game of financial aid

jeopardy and provided one-on-one guidance to set up their Federal Student Aid IDs. In addition, Scholarship Center personnel taught them how to conduct scholarship searches.

2024-25 Financial Aid FAFSA and WASFA Outreach

FAFSA (Free Application for Federal Student Aid) and WASFA (Washington Application for State Financial Aid) outreach programming is about to begin for the next academic year, in coordination with Futures NW and area high schools. However, unlike in past years, the U.S. Department of Education will be unable to make the FAFSA available until an unspecified date in December 2023 instead of October 1, 2023. The U.S. Department of Education attributes this to “the most ambitious and significant redesign of the federal student aid application ... in decades”. In all probability, the WASFA will be delayed as well, because it mirrors many FAFSA data elements. Therefore, the timing of FAFSA and WASFA outreach will need to move forward but will be adapted to coordinate with the availability of these applications.

Preparations Underway for “FAFSA Simplification”

The FAFSA Simplification Act, passed by Congress on December 27, 2020, includes a sweeping redesign of the processes and systems used to award federal student aid. The U.S. Department of Education describes this as “the first major redesign of the FAFSA system in over 40 years”. Although the law is expected to make it easier for students and their families to complete and submit the FAFSA, implementation will be anything but simple for colleges and universities nationwide.

As previously stated, the FAFSA will not be available to students and families until December 2023 (we are hearing late December), instead of the regular October 1st start date. Historical data suggests that in years when the FAFSA is not available until later, FAFSA submission rates are as much as 5% lower. Ellucian, Western’s financial aid software provider, will of course re-code programming to support FAFSA Simplification, but Systems staff members within Western’s own Financial Aid team and Enterprise Application Services will ultimately be responsible for reconfiguring systems set up to make the software work for Western.

Of particular note, Ellucian does not support all monitoring and tracking functions associated with administration of financial aid programs, including state financial aid programs such as the Washington College Grant, Bridge Grant, Passport to College, State Work Study and a variety of state scholarship programs. Therefore, institutional programming will need to be rewritten to support the accurate and timely delivery of state aid. The timeframe for recoding will necessarily have to be shortened due to delayed receipt of the 2024-25 FAFSA layout. Whether financial aid offers can go out in accordance with established timeframes (new students usually being packaged in March) has yet to be determined.

Although the number of Pell-eligible students is expected to increase, some continuing students will lose their Federal Pell Grant eligibilities. Financial Aid will identify these students and determine the feasibility of substituting institutional aid in support of their retention and graduation.

The language associated with federal student aid programs will change. For example, the concept of an EFC (expected family contribution) will be replaced with “SAI” (student aid index). There will be changes to cost of attendance requirements, federal awarding methodology, file review, definitions of acceptable documentation, application of professional judgment by Financial Aid Counselors, reportage to the U.S. Department of Education, and the attending need to create new financial aid policies and procedures to comply with FAFSA Simplification legislation.

The attached FAFSA Simplification [checklist](#) published by the National Association of Student Financial Aid Administrators illustrates the magnitude of associated regulatory changes.

During the 2023-24 aid year, financial aid offices nationwide will be administering financial aid in accordance with previous federal student aid requirements for 2023-24 while implementing and administering the new set of FAFSA Simplification requirements for 2024-25.

The chief aid administrators at the Washington four-year public institutions will no doubt keep one another apprised of progress and awarding timelines at their respective schools. We will stay connected to those conversations through the Council of Presidents work group.

V. New Student Services/Family Outreach

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

The 2023 Fall Advising & Registration (A&R) Sessions for new first-year, transfer, and post-baccalaureate students kicked off in July. Over the course of five virtual sessions, 746 new transfer and post-baccalaureate students participated in small group academic advising, departmental/major advising, and a 30-minute individual appointment with an advisor to complete course registration for Fall 2023 classes. While reservations for sessions were down from last year, the proportion of no shows also went down, and our total attendance in 2023 was nearly identical to 2022 (746 in 2023; 750 in 2022).

Fall A&R Sessions for new first-year and running start students kicked off on July 31st, with a run of 16 virtual sessions planned over four weeks (July 31st – August 24th) and a final 17th session the Monday before classes begin in September. More than 3,100 new first-year students have made a reservation for an A&R session at this point. We are tracking slightly ahead of last year (up about 60) in terms of reservation activity. The first thirteen sessions are nearly all full. As we begin the first-year sessions, we are working with any early no shows to reschedule them into first available sessions more quickly so that we can be as efficient as possible with session seats.

A note on the Chart Your Course Orientation events that were to be held on campus in July and August: we determined it best not to move forward with those events this year for a variety of reasons amidst campus and personnel transitions happening over the summer. NSSFO did collaborate with University Marketing to design a new visual identity around the phrase “Chart Your Course” to be used with Orientation programming and publications – website: <https://nssfo.wvu.edu/welcome-new-students>.

We have also redesigned our Orientation materials for both new students and families, shifting to “evergreen” postcards with key steps, QR codes, and instructions, which will significantly reduce costs and waste in printing. All new students will receive an Orientation packet by mail, which includes a WWU Family Calendar, WWU-themed window clings, and the instructional postcard in a recyclable pre-printed envelope with WWU branding. First-year student packets will also automatically include additional family-themed materials and informational postcard for parents/family members. This revisioning around our Orientation materials has reduced print and mailing costs and allowed us to better address issues of sustainability with the use of more eco-friendly mailing products. By streamlining the materials being mailed, NSSFO will also have the first round of mailers (the significant bulk of all new students) out by the first week of August, which is significantly earlier in delivery than the past two years.

Western Welcome

Planning for the 2023 Western Welcome events has also started, with many departments planning early this year. Western Welcome covers approximately the first six weeks of fall quarter and features a wide array of events, student activities, connections and meet-ups, and several signature campus events. Notably, Convocation will be on Tuesday, September 26th and is the official academic welcome and kick-off to our new students' academic journey. Throughout the first couple of weeks, students can enjoy late night social events at the Rec Center and Viking Union, the annual Outdoor Movie on the Comm Lawn, Associated Students Info Fair, and weeklong Bike Fest and Cycling Classes. Redesigned this year, Western's Community Relations office will be taking over hosting "Western Wednesday: First Night Out" (formerly "Paint B'ham Blue") on Wednesday evening after the first day of classes. New for this year is a vibrant series of programs coordinated by the ESS ADEI Unit, including a welcome and orientation for new students, "Queerorientation" for LGBTQ+ students and friends, and "Welcome Black: BSC Orientation" hosted by the Black Student Coalition. Additional events still in the planning stages will honor National Coming Out Day and International Pronouns Day, both in October.

NSSFo will begin developing the Western Welcome website - <https://nssfowwwu.edu/western-welcome> - launching in mid-August as a primary landing page for events, as well as draft communications for new students and families to generate excitement and familiarity with events. NSSFo also works with University Communications & Marketing to connect event information to their team for broader marketing purposes in newsletters and social media.

The Western Welcome Collaboration Team uses and applies these guiding goals as the base for evaluating programs and activities that will represent the Western Welcomes framework:

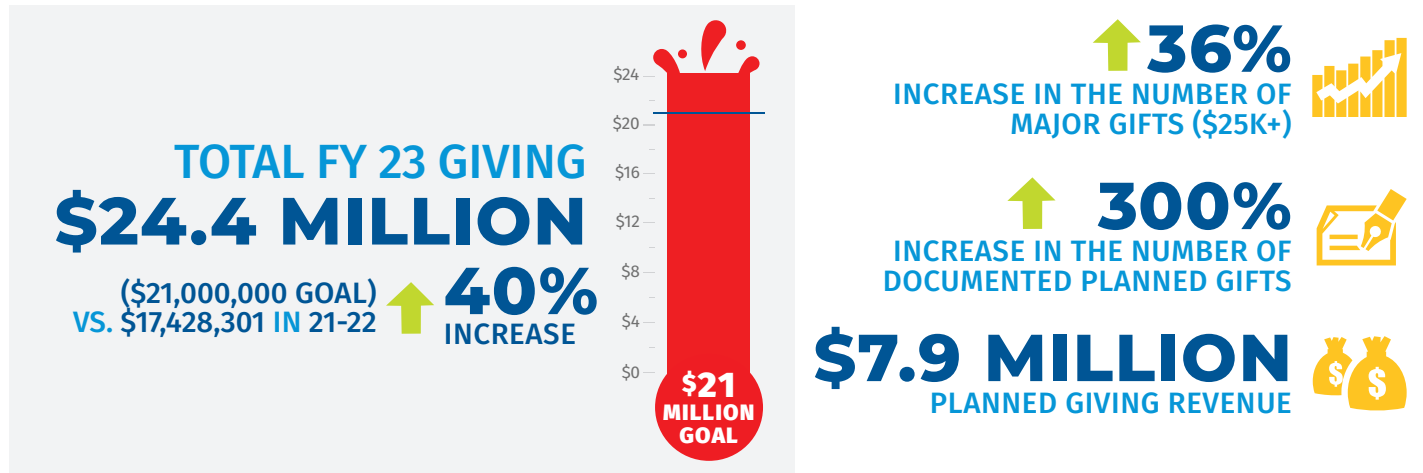
1. Center access, diversity, equity, and inclusion in the programming.
2. Increase new students' understanding of opportunities available at Western.
3. Strengthen all new students' sense of belonging to the Western community and beyond.
4. Ensure the program's activities and events reflect the values of the institution.
5. Build a program that supports all new students in their personal, social, and academic transition to the university experience.

Family Outreach

Fall Family Weekend 2023 is scheduled for October 20-22, 2023. Fall Family Weekend (FFW) will feature some annual traditions and events and continues to strengthen our partnership with downtown and local businesses to feature Western-targeted events for FFW participants. Scheduling this year has synced up with Western theatre productions and athletic events, and also connects with Outback Farm tours, Western Gallery exhibitions, Lakewood sailing excursions, and a Career Services Fair. Connections to Bellingham and Whatcom County will feature Western Nights at the Spark Museum, performances by the Upfront Theatre, guided Bike Tours featuring Western faculty and students at tour spots discussing research and resources, and more to come.



UNIVERSITY ADVANCEMENT REPORT AUGUST 2023



ALUMNI AND CONSTITUENT ENGAGEMENT EVENTS **13,114** REGISTRATIONS FOR 128 PROGRAMS INCLUDING WEBINARS AND HYBRID EVENTS
versus **11,000** in FY 22



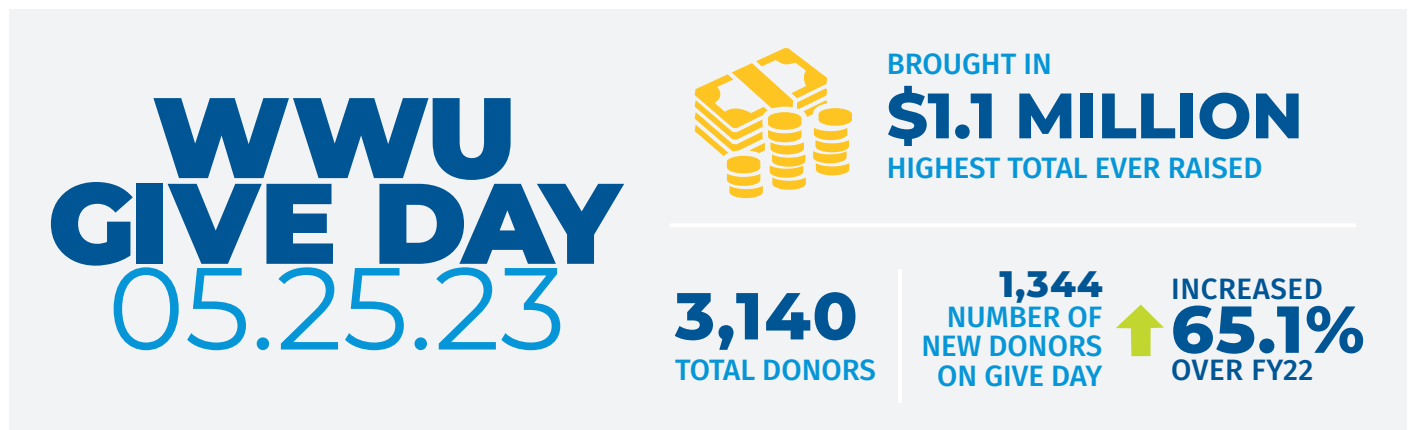
TOP FIVE MAJOR GIFT COMMITMENTS FOR 22-23

GEOLOGY-CHAIR & STUDENT SUPPORT	\$5,000,000
FINANCIAL LITERACY	\$3,600,000
PROFESSORSHIP IN FRENCH	\$1,000,000
PHYSICS AND ASTRONOMY	\$800,000
GEOLOGY	\$750,000

**BACK²
B'HAM**
ALUMNI & FRIENDS WEEKEND
1,200+
TOTAL REGISTRATIONS
WITH **1,000**
ORIGINAL GOAL

ANNUAL GIVING REVENUE highest revenue in four years **↑ \$80,000** OVER FY22

CONSTITUENTS REACHED VIA ENGAGEMENT CENTER from **9,939** to **12,449** **↑ 25%** INCREASED





Capital Program Report

Board of Trustees

August 17, 2023

MAJOR / INTERMEDIATE CAPITAL PROJECTS

Electrical Engineering and Computer Science (Kaiser Borsari Hall)

Western is working with Perkins&Will, the design consultant, and Mortenson Company, the GC/CM contractor. Notice to proceed to start work was given to the contractor on April 14, 2023. Utility infrastructure work and foundation aggregate pier installation is complete. Foundation work is completed and the retaining wall on the East side is in progress. Demolition of the portions of the Communications Facility that affect the connection to Kaiser Borsari Hall have started and will be completed in early August. Heavy timber and cross laminated timber are scheduled for early September. The building is scheduled for occupancy in Winter Quarter 2025.



Screen capture of livestream photo of concrete foundation placement from July 28, 2023. The livestream is password protected for security and privacy reasons.

Birnam Wood Siding & Bridges PH 1

This project will replace the bridges and siding at Stacks 3 and 4, along with windows and siding on the Community Building at Birnam Wood. The Contractor, CDK Construction, mobilized on site on April 24, 2023. The Community Building is currently closed and Stacks 3 and 4 are now vacated. CDK has added scaffold and completed demolition on the north sides of the stacks; installation of the new cladding system on both stacks should be completed by mid-August. Painting has begun at Stack 4. Demolition of the cladding system is complete at the Community Building; structural improvements are underway. Bridges are expected to arrive on site mid-August.

Science, Math & Technology Education Building (SMATE) Envelope Remediation

This project will provide the following improvements at the Science, Math, and Technology Education Building (SMATE): replace the roofing, repair leak in the south façade, and seal and repair the masonry. The design firm is HKP architects. Roofing system replacement is approximately 60% complete. The curtain wall window on the south elevation has been removed, and the structural engineer has reviewed. Rooftop equipment was reinstalled at the end of July.

Fairhaven Recording Studio

This project will create a recording studio adjacent to the lobby of the Fairhaven Academic Building. Interior demolition is nearing completion, and the construction is currently on schedule to be Substantially Complete in October.

Multiple Building (MB) University Residences (UR) Access Controls & Telecom

This project will provide new access controls to existing doors and new telecom room power receptacles in multiple University Residences buildings across campus. The project was awarded to Valley Electric. The contractor is currently finishing work in the Ridgeway Complex. Construction began in June 2022 and is scheduled to be completed in the Fall 2023.

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

This project will provide new access controls in existing academic buildings and upgrade fiber backbone cabling between buildings. The project designer is Hargis Engineers, and the general contractor is Dutton Electric Company. The contractors are beginning raceway installation in the Biology and Chemistry Buildings. The project is scheduled to be completed in Fall 2023.

Fairhaven Hydronic Pipe and Valve Replacements

This project will replace below slab piping with modern materials to ensure building heat is provided throughout Fairhaven stacks 1, 3, 6, 7, 8, and 9. Additionally, the project will replace baseboard heating valves to ensure that heating is balanced throughout the stacks. The contractor is CDK Construction Services. Work is 90% complete, and the project is scheduled for completion in mid-August.

House of Healing

This project will provide a Coast Salish-inspired facility in an open meadow at the edge of Sehome Hill Arboretum. The project team met with the City of Bellingham officials, Tribal Elders, representatives of Native American Student Union, WWU administrators, faculty, and staff to develop the design and discuss on-site development concepts. The project is currently in design with the Design Build team of Wellman-Zuck/Jones & Jones/Rolluda Architects. The Design Build team has completed schematic design phase and is moving into design development. Construction is scheduled to start early spring 2024 and to be complete by Summer 2025.

Strategic Visioning and Capital Development Plan

The team from NAC Architecture and Walker Macy have begun work on the project. The consultant team has been focused on background research and analysis this summer, as well as planning a comprehensive stakeholder engagement effort for Fall and Winter of next academic year. The plan is expected to be completed around Fall 2024.

Pre-design Studies: Environmental Studies Renovation & Academic Building at Olympic College-Poulsbo

RFQ processes to select design/planning consultants for two separate and concurrent pre-design studies have begun. The pre-design for the renovation of the Environmental Studies Building will assess program needs and establish facility modernization goals, as well as outline a viable strategy for swing spaces or permanent relocations of programs, functions, and occupants to vacate the building ahead of and during the extensive construction period.

The pre-design for a WWU academic facility to be located on Olympic College's Poulsbo campus will establish the program, facility, and technical needs to house Western's Cybersecurity and Cyber Range programs and establish a physical presence for "Western on the Peninsulas" programs.

The pre-design reports is due on July 1, 2024, to OFM for funding consideration in the 2025 legislative session. Delegation of Authority to approve the consultant contracts will be requested at the October 2023 Board of Trustees meeting.

2023-2025 Capital Budget

In May, the Governor signed the final 2023-2025 Capital Budget, ESSB (Engrossed Substitute Senate Bill) 5200, which includes the following appropriations for Western:

- Student Development and Success Center: \$47,950,000
- Minor Works Preservation: \$4,888,000
- Access Control Security Upgrades: \$6,250,000
- Environmental Studies Renovation: \$500,000
- Classroom, Lab, and Collaborative Space Upgrades: \$1,500,000
- Minor Works Program: \$3,000,000
- Heating Conversion Project: \$10,000,000 (funded with the Climate Commitment Account)
- Preventative Facility Maintenance and Building System Repairs: \$3,614,000

Western is proposing to submit a supplemental capital budget request consisting of \$500,000 in additional funding for Minor Works Preservation and \$1.5 million in additional funding for Classroom, Lab, and Collaborative Space Upgrades. The supplemental request will also include authorization of up to \$4.9 million in certificate of participation financing to cover the fundraising gap for Kaiser Borsari Hall. An action item requesting the Board of Trustees to approve the 2024 Supplemental Capital Budget Request will be requested at the August meeting.

For more information regarding the process and development of the Plan, as well as a comparison worksheet that compares Western's capital request to the various budgets, please visit the following website: [2023-25 Capital Budget Request | Capital Planning and Development \(www.edu\)](https://www.western.edu/capital-budget-request).

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees

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

DATE: Friday, August 18th, 2023

SUBJECT: **University Relations and Marketing Report**

PURPOSE: Information Item

Purpose of Submittal:

A written report is provided on the recent activities of University Relations and Marketing.

Supporting Information:

Report Attached

WESTERN WASHINGTON UNIVERSITY

OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS AND MARKETING

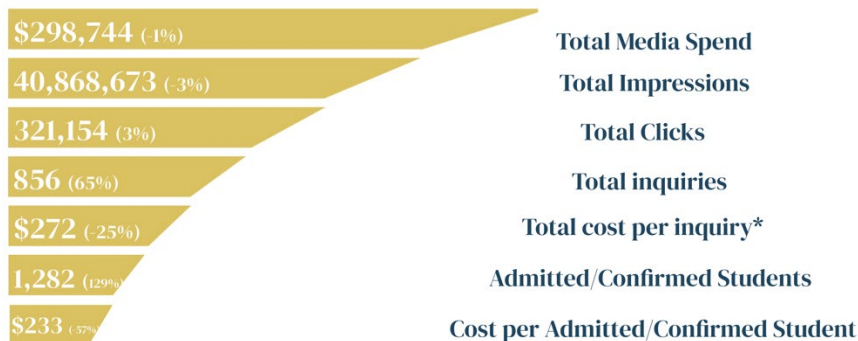
Summer has been typically busy across the division as we plan and prepare for the coming new academic year. But summer has also provided a few fun surprises, among them was the “Swift Quake.”

Our University Communications team discovered that Jackie Caplan-Auerbach, associate dean of the College of Science & Engineering and associate professor of Geology, was musing on her blog about the seismic potential of pop superstar Taylor Swift’s upcoming concert dates at Lumen Field in Seattle, and whether they would rival the famous 2011 “Beast Quake,” when Seattle Seahawks running back Marshawn Lynch scored the winning touchdown during the NFC Wild Card playoff game against the New Orleans Saints. With the help of some young citizen scientists at the concerts and collaboration with the Pacific Northwest Seismic Network, Dr. Caplan-Auerbach was able to ascertain that the concerts shook the ground roughly equivalent to a magnitude 2.3 earthquake.

We pitched this timely, fun story to [KING-5 TV](#) in Seattle, and amplified the story on our social channels, where the “Swifties” quickly picked up on it and spread it virally. It’s a perennial challenge to measure non-paid PR efforts, but we know from our media monitoring service that the story with mentions of WWU and Dr. Caplan-Auerbach appeared in more than 3,000 media outlets—in places as far-flung as the Times of India and media in China—and reached a potential audience of 34 billion people. We also analyzed the wwu.edu website and compared to the same 28-day period last year, we were up 24,000 visitors in the days following the news breaking on July 26, and up nearly 24% on August 1, 2023. Beyonce comes to Seattle in September and Jackie and her citizen scientists are already planning a comparison quake, so here’s hoping for a round two effect!

We are also nearing the end of our 2022-23 recruitment advertising campaign and preparing for the new cycle starting in September. Applications from new first-year students (where we concentrate most of our efforts) are up about 20% year-over-year. While joining the Common App no doubt had an impact on application numbers, we continue to believe that our top-of-funnel awareness-building work—especially in out-of-state markets—in collaboration with Admissions and Enrollment Management has contributed to these efforts.

This performance is even more impressive considering that we had a reduced budget at the beginning of the 2022-23 cycle. The smaller spend resulted in a 3% drop in total campaign impressions between September and June, however, this year’s campaign earned us a 65% increase in inquiries and a 129% increase in admitted/confirmed students whom we tracked directly through our digital campaigns.



*Total cost per inquiry references the following tactics: Facebook/Instagram, Video Pre-Roll, Snapchat, PPC, Display

MARKETING & COMMUNICATIONS

UNIVERSITY COMMUNICATIONS

Earned Media

This past month, we logged what we believe to be the most global earned media exposure for a WWU-connected story in the history of the institution. Pop megastar Taylor Swift, who is currently the most popular performer in the world (particularly among university-aged audiences), hosted two Seattle concerts, both of which generated measurable seismic activity that dwarfed a similar type of seismic activity generated at the well-known 2011 “Beast Quake.” WWU Geology Associate Professor Jackie Caplan-Auerbach was the sole seismologist who was able to capture this with the help of two young citizen scientists in attendance at the concerts.

By tapping into a massively popular and timely storyline with Dr. Caplan-Auerbach’s work, supported by pitches to media and more than a dozen interviews conducted by Caplan-Auerbach, WWU received more than 3,000 media stories with a potential reach of more than 34 billion views (Source: Cision 2023) between July 26 and August 2. At least two dozen of the stories were in global top-tier publications and broadcast media, including BBC, CNN, the New York Times, USA Today, Fortune, and People Magazine, along with the top broadsheet dailies of most of the world’s major media markets, including the Times of India and media in China. Nearly all tracked coverage cited Western Washington University and Caplan-Auerbach prominently.

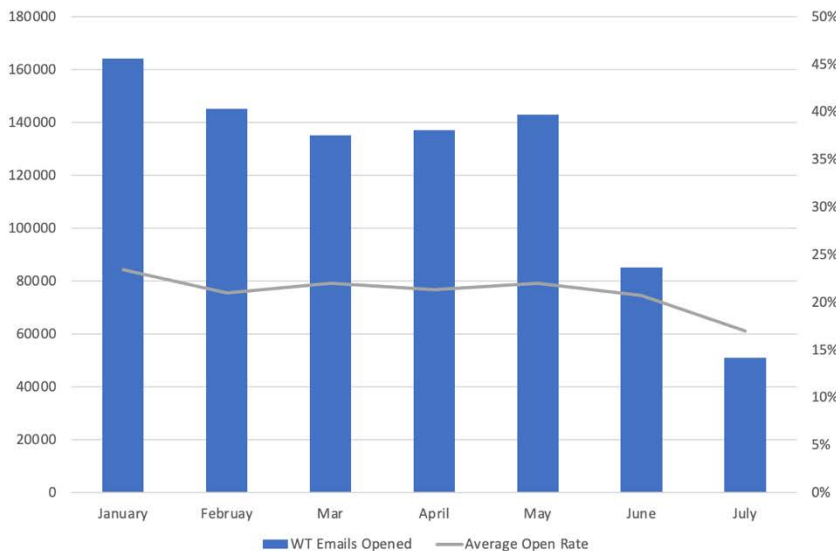
Website traffic to wwu.edu is also up 24,000 visitors from the same time period a year ago and is up nearly 24 percent in the last day (July 31-August 1).

In addition to this story, further notable coverage of WWU’s experts from this reporting period included a review of Associate Professor Jane Wong’s memoir in the Washington Post; Associate Professor Marco Hatch’s studies of the Native American history of raising and nurturing clams was published in the Atlanta Journal Constitution (originally in Cascadia Daily News); Assistant Professor Alia Khan’s work studying “watermelon snow” affecting glacial melt on ABC; and Director of WWU’s Border Policy Research Institute Laurie Trautman cited for her work analyzing BC-Washington mobility in Bellingham and Vancouver publications.

June and July media hits: 3,872 (not including Taylor Swift / ‘Swift Quake’ related coverage)
April and May media hits (previous reporting period): 2,537
Top stories: A furious, joyful memoir of working-class New Jersey and the writing life / Washington Post A professor digs for clams to boost sustainability and the environment / Atlanta Journal-Constitution Taylor Swift Seattle concert generates seismic activity / BBC ‘Swift Quake’: Taylor Swift Fans Shake Ground During Seattle Concert / New York Times Taylor Swift’s Seattle concert caused the ground to shake like a small earthquake / USA Today + many others <i>Visit news.wwu.edu for more WWU stories and coverage information</i>

The Cision platform continues to serve as a valuable tool for seeding these and other stories. We are now conducting outreach on wildfire topics, pitching WWU resident expert Michael Medler. Western Today also continues to serve as a valuable all-purpose campus and external newsletter to amplify both internal and external stories to our community, employees and students. Western Today is now publishing only twice per week in the summer months.

Western Today Performance



Most read stories

(June-July)

WWU selects Chartwells Higher Education as its campus dining partner

FAQs on WWU's new dining partner, Chartwells

WWU welcomes Jim Sterk as new director of Athletics

Source: Mailchimp Analytics

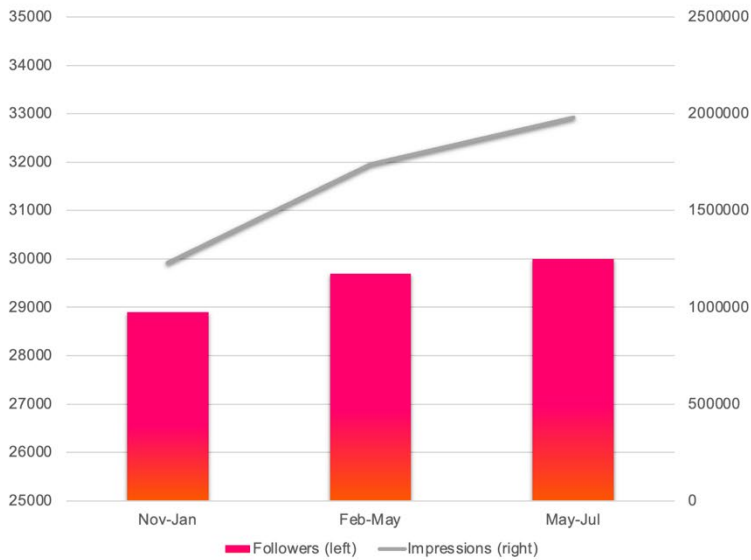
Social Media

This last month saw the global launch of new social media platform, Threads, a Meta-owned product aimed at competing with Twitter (recently rebranded to X) which is now struggling to retain users. WWU launched its official presence on Threads shortly after the platform launch and now has more than 2,300 followers. Defining the purpose for the channel and devising a content strategy for it is currently in development by our social media coordinator.

Broadly, our social media channels, with the exception of Twitter, are showing healthy engagement and steady impressions growth, outpacing that of our audiences, which suggests that our organic content continues to work well for our audiences and is pushed by the channel algorithms. Engagement on LinkedIn continues to outperform that of our in-state peer institutions.

WWU's organic impressions tally into the millions per reporting period. Refer to the below channel performance charts for more detail. 'Swift Quake' phenomenon was equally impactful on social media. Organic content related to that was our most viewed of all time on Instagram, engaging primarily audiences in their teens and twenties. It was so widespread that WWU accounts have records of users complaining about being "tired of seeing this in my feed."

WWU Instagram Growth & Reach



Accounts Reached

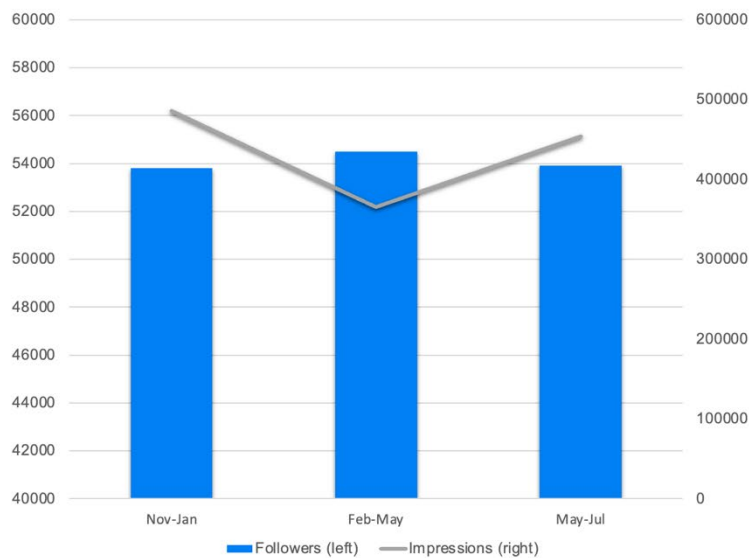
73.5k

New Accounts Reached

50k

Source: Meta Analytics

WWU Facebook Growth, Reach, Engagement



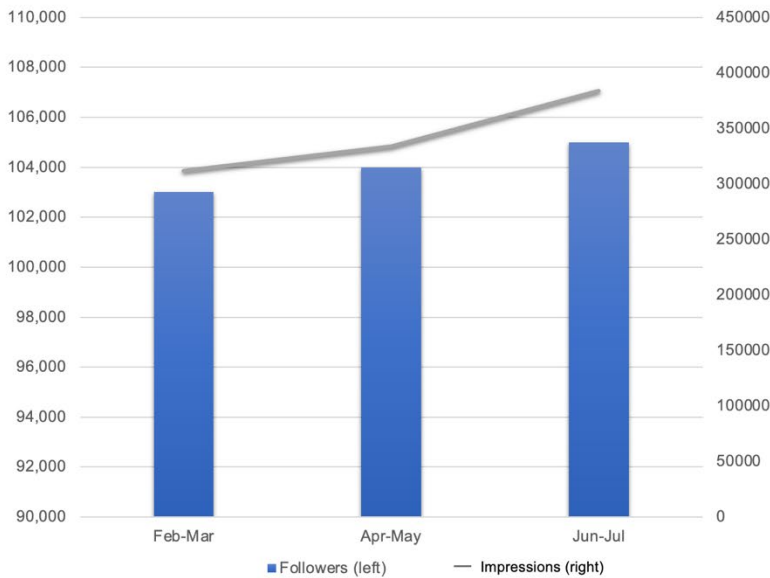
Engagements

122k

+149% over previous 90 days

Source: Meta Analytics

WWU LinkedIn Growth, Reach, Engagement



WWU Engagement

7.8%

Average LinkedIn Company Page Engagement

1-3%

Engagement compared to state peers

WWU

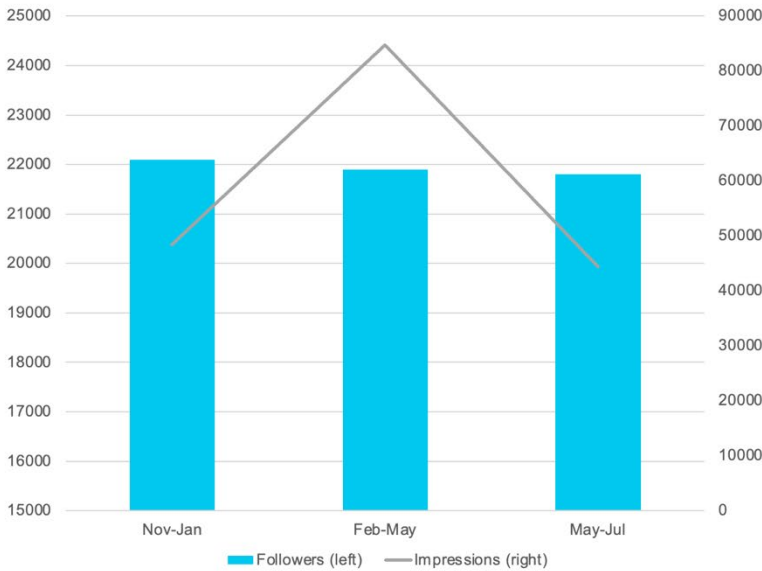
WSU

CWU

UW

Source: LinkedIn Analytics

WWU X (formerly Twitter) Growth, Reach

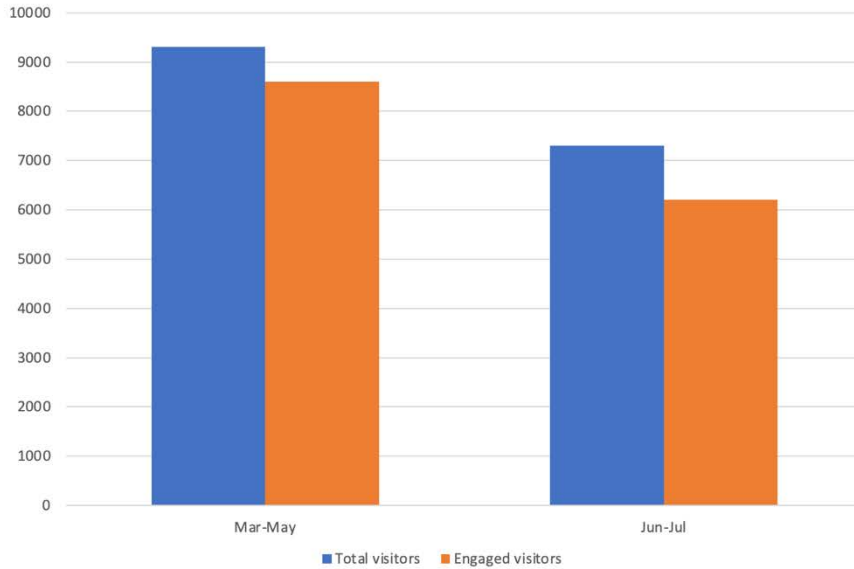


Source: Twitter (X) Analytics

Publications

Following the trend in preference for digital content over print, Window magazine is changing its publication schedule to monthly for the digital edition and twice a year for the paper edition. Our first monthly edition will be emailed the first week of August to all alumni, donor and friend constituents in the Advancement database. Our next paper edition will be mailed to all constituents in mid-November. We're also preparing a special edition of the Family Connection newsletter to go to families of incoming students in mid-August.

Digital Window Magazine



Most read stories

(June-July)

Class Notes

A Showplace for All

Megafire

A New Life for Ocean Plastics

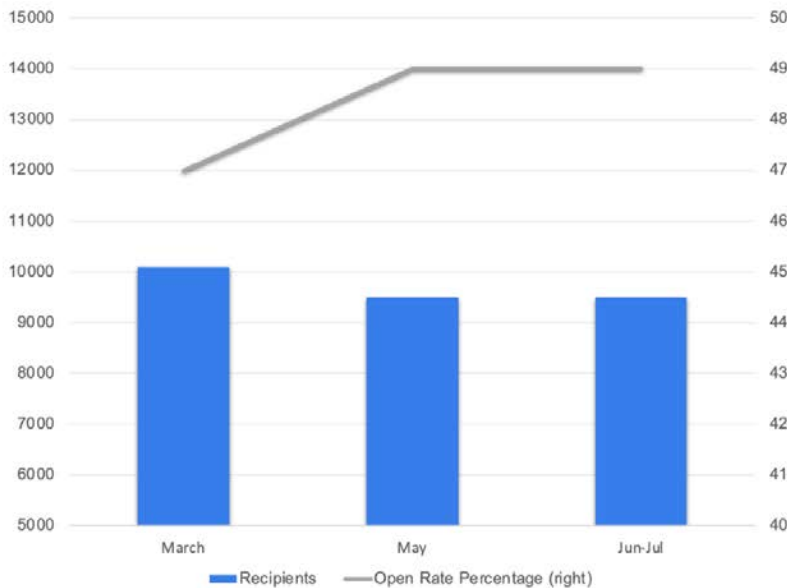
Cross-Border Coach

Source: Google Analytics

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.wvu.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.wvu.edu for the first time

WWU Family Connection Newsletter



Click Through Rate

(June-July)

5.9%

2.9% (May)

4.3% (March)

Top Content

Commencement, Checking Out from University Housing, Student Jobs Listings, Summer Session

Source: Mailchimp Analytics

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 colleges, centers, institutes and administrative departments.

Summer 2023 Digital Marketing

Over the summer months, University Marketing and Admissions prioritized the engagement of incoming students and generating prospects for future year admissions. The summer lead generation campaign has been extremely successful with a high conversion rate of 1.62%. The campaign has generated close to 350 conversions in the form of prospective student inquiries and campus visit sign-ups.



JUNE 1 - JULY 25 CAMPAIGN PERFORMANCE	
Total Impressions	2,623,554
Total Clicks	19,223
Total Conversions	345

Annual Campaign Performance and Planning

Campaign Performance and Engagement: September 2022 - June 2023

The metrics below reflect the performance of our paid campaign in the time period between September 2022 - June 2023.

AUDIENCE SELECT*	
Total Impressions	1,171,314
Total Clicks	1,741
Total Conversions	1
DISPLAY ADVERTISING	
Total Impressions	2,950,994
Total Clicks	3,100
Total Conversions	1,020
IP/LOCATION TARGETING	
Total Impressions	3,432,749
Total Clicks	5,823
Total Conversions	18
META (Facebook and Instagram)	
Total Impressions	696,236
Total Clicks	2,852
Total Conversions	12
PAY PER CLICK (PPC)	
Total Impressions	357,963
Total Clicks	35,359
Total Conversions	1,262
SNAPCHAT	
Total Impressions	27,495,628
Total Swipe-Ups	135,133
Total Conversions	563

VIDEO PRE-ROLL	
Total Impressions	3,216,760
Total Clicks	134,102
Total Conversions	5
TIKTOK	
Total Impressions	971,016
Total Clicks	3,280
Total Conversions	0
YOUTUBE	
Total Impressions	669,320
Total Clicks	309
Total Conversions	0
Impressions Across Strategies	40,961,980
Clicks/Swipe Ups Across Strategies	321,699
Conversions Across Strategies	2,881

*Audience Select combines two proprietary Carnegie services: Persona data from CollegeXpress.com, a leading college search website, and Carnegie’s higher education-specific affinity network for display marketing.




This year’s campaign earned improved year-over-year performance in several key metrics. Our overall click-through rate increased by 40.9% to 0.79%, and our conversion rate jumped by 119.8% to 0.58%. PPC, Display, and Snapchat were the best performing platforms for this year’s campaign, generating 98% of total conversions. While other tactics generated fewer leads, they promoted and solidified awareness of the Western brand.

2022 – 2023 Creative Highlights

Comparing the performance of different creative sets is more art than science, as measuring by different metrics (impressions, clicks, click-through rate, conversions) yields vastly different results. These comparisons are further complicated when you take audience, call-to-action, and ad goals into account. Some of our ads are meant to inspire a small audience to take a specific action, while others are meant to bolster our brand awareness or inspire site visitors to take another look. University Marketing and Admissions like to evaluate performance by a number of factors and tailored reports when planning for future campaigns.

In this report, we highlight the creative with the highest clickthrough rates (CTR). This measure allows us to see which creative ad sets inspired the most direct action (site visits) in proportion to the number of impressions served.

Display Ads with Highest Clickthrough Rates

<p>MARCH 2023: YIELD Impressions: 14,762 Clicks: 56 CTR: 0.38%</p>	
<p>MAY 2023: ANTI-MELT Impressions: 166,827 Clicks: 503 CTR: 0.30%</p>	
<p>FEBRUARY 2023: TRANSFER Impressions: 216,215 Clicks: 590 CTR: 0.27%</p>	

Video Shorts with Highest Clickthrough Rates (By Platform)

<p>MAY 2023: SNAPCHAT ANTHEM IMPRESSIONS: 64,753 CLICKS: 2,335 CTR: 3.61%</p>	 <p>https://vimeo.com/799284087/ebde9effd9</p>
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FEBRUARY 2023: TIKTOK GALAPAGOS**IMPRESSIONS:** 73,680**CLICKS:** 297**CTR:** 0.4%

<https://vimeo.com/787982737/18bbc23784>

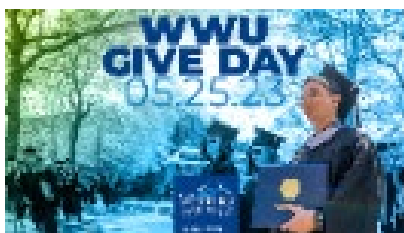
2023 - 2024 Campaign Plan

The upcoming year's campaign is designed to reach and engage prospective undergraduate and transfer students with compelling, differentiated video and display ads and will span the period from July 2023 through June 2024, and will include visual stories about Western's environmental research, our inclusive campus culture, and the career successes of our recent graduates. University Marketing worked with our digital ad agency Carnegie to identify the most effective tactics to achieve our lead generation goals, including PPC, targeted display ads, Snapchat videos, video pre-roll, and web personalization pop-ups.

In addition to bolstering our admissions efforts, this year's campaign will also include an expanded promotion of grants and other financial aid opportunities, including a series of ads aimed at educating both students and families about the major changes to the Free Application for Federal Student Aid resulting from the FAFSA Simplification Act which will expand the federal Pell Grant to more students starting with the 2024-25 award year.

Special Event Promotion**Give Day**

University Marketing partnered with Advancement to run a series of LinkedIn ad campaigns between May 22 and May 25. Using a budget of just \$2,000 and a set of graphics provided by Advancement, we developed three small campaigns to support a number of different Give Day goals.





1. **The first ad set ran on May 22 – May 24 and was focused on early giving and engagement with the LinkedIn event among all WWU alumni over the age of 25.** This ad set garnered 5,994 impressions and 26 clicks with a click-through rate of 0.43% (below the Global CTR of 0.56%).
2. **The second ad set ran on May 25 and encouraged all WWU alumni over the age of 25 to visit the GiveDay website.** The first ad in this set garnered 11,268 impressions and 119 clicks. The second garnered 10,661 and 116 clicks. They had a CTR of 1.06% and 1.09% respectively, performing much better than the early giving ad set.
3. **The third ad set also ran on May 25 and pushed to the Give Day website, but targeted Whatcom County residents over the age of 35.** The first ad in this set garnered 11,823 impressions and 123 clicks, while the second saw 14,976 impressions and 129 clicks. The two ads had a CTR of 1.04% and 0.86% respectively.

GIVE DAY LINKEDIN CAMPAIGN	
Total Impressions	54,722
Total Website Visits	513
Average CTR Across Ad Sets	0.94%

Based on the performance of the campaign and some lessons learned along the way, University Marketing provided Advancement with some recommendations on future digital advertising efforts, suggesting the creation of tailored landing pages and insight tags, the addition of Meta to the ad mix, and the use of alumni-focused LinkedIn advertising to support non-solicitation engagement efforts.

Brand Management & Creative Services

In addition to providing the creative for campus-level campaigns, the University Marketing team works with academic and administrative teams across Western’s various locations to manage the University’s brand. This includes the development of design elements and ensuring adherence to Western’s brand standards.

In June and July, the University Marketing team created brand identities and creative services for the following Western offices:

- Career Services Center
- Center for Operations Research and Management Science
- College of Science and Engineering
- Community Relations
- Department of Computer Science

- Emergency Management and Business Continuity
- Facilities Development and Operations
- Geology Department
- Institute for Global Engagement
- Math Department
- Morse Leadership Institute
- New Student Services/Family Outreach
- Office of Admissions
- Outreach and Continuing Education
- Print and Copy Center
- Registrar's Office
- Small Business Development Center
- Transportation Services
- University Communications
- University Residences
- Western Gallery
- Western Libraries
- Woodring College of Education
- WWU Athletics

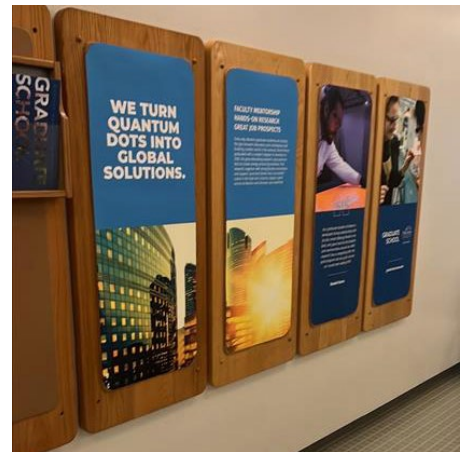
Project Highlights - 2022-2023 Academic Year

Window Magazine

Fall 2022, Winter 2023 and Spring 2023 editions



Graduate School Bulletin Banners



The President's Report 2022



Visual brand and promotional material development for Western's heritage and history month celebrations.

- Latine Heritage Month
- Native American Heritage Month
- Black History Month - Unapologetically Black
- Asian Pacific Islander Desi American Heritage Month



VISUAL MEDIA PRODUCTION

Summer Capture Mode

Summer is our team's time to not only catch up on long-term projects but enter a capture mode where we take on a lot of shoots and create a lot of material to use for future quarters. We currently have about 15 open projects consisting of recruitment campaign work, short-form documentaries and general campus photography for the colleges. The only real drawback to shooting material during the summer is the lack of students, so we have been going where they are at times, which involves longer-term research projects and fieldwork. This has led to some visually compelling material that we are very excited to share in the coming months.

Optimizing and Facilitating Efficiencies

The VMP Team continues to learn and create better efficiencies within our EVO NAS Storage system. We have opened partitions to internal collaborators, including University Communications' Social Media Coordinator and Athletics staff who can now access our entire repository and use anything we have created. This allows for more nimble collaboration and faster and more creative output.

University Digital Signage and Window Sharing - Increasing URM's Visibility Across Campus

We have had success in sharing recent social media videos and assets with the larger university community by including our work in the Digital Signage screens across campus. Working with our colleagues in WebTech, the team has created an accessible touch screen in the Old Main 370 hallway space. The expectation is that the team could have URM-focused material and interactive apps and files that users could peruse to learn more about Western.

It is now ready for students to return and organically learn more about what URM creates and what we want to highlight, hopefully creating more awareness about our work and facilitating new connections and story ideas.



Spring/Summer Field Shoot Campaign

We have utilized the summer months to capture high-quality and cinematic shots of campus, students, and faculty for URM and more general use in campaign work.

We have captured material at Mt. Baker's Artist Point with Dr. Alia Khan, focused on one of her recent research tools which is a drone that has a snow coring device attached beneath it. We have shot around the North Cascades to get more general imagery of our beautiful surrounding area. The team has spent some time at Shannon Point Marine Center shooting material of students and researchers out on the water and conducting marine sample collection. All of these projects will have more focused video storytelling products at a later date and will also act as a foundation for future campaign work.



Future Work Study Program

We have begun a relationship with the chair of the Journalism Department to create a more sustained pipeline of Visual Journalism interns to assist with the creation of content. The trial last quarter with our first intern was a great success and we expect it is just the beginning of a great connection with the department.

Projects Recently Completed

- Shoots at Fairhaven College, Libraries & Special Collections, and the College of Business and Economics
- Field shoot in the Methow Valley for the WWU Sustainability Engagement Institute
- [Blue Room Window Digital](#)
- [Teacher's Appreciation Week](#)
- [Western Recap: Back to Bellingham](#)

Projects in Production/Post-Production

- Alia Khan Field Science (Mt. Baker Snow Science w/ Drone Snow Coring)
- WWU Energy Studies Net-Zero Energy Tiny House, aka Project ZeNETH
- Compass 2 Campus
- Student Spotlight: Ethan (Captain of the WWU Cheer Team)
- Student Spotlight: Cameron (Visual Journalist Work Study)
- Shannon Point Feature
- Student Spotlight: Amira Casey
- Student Spotlight: Cameron Baird
- Sculpture Garden Short Documentary
- First Generation Student Video Interviews

Future/Potential Projects About to Begin

- Above Bellingham 2.0 (Drone video, showcasing the WWU community)
- VAMOS Outdoor Project
 - Outdoor Center Field Trips
 - Biking
 - Mountaineering
 - Kayaking
- WWU Building Repository
- Longhouse Planning & Building Documenting

WEB COMMUNICATION TECHNOLOGIES (WEBTECH)

Summary May 19th – July 27th

M08.08 Summer continues apace in the WebTech office with the team assisting on new sites for the [Professional Staff Organization](#) and the new [Academic Advising and Student Achievement Center](#), a combination of the former advising and student outreach services websites. We also successfully migrated [Stories Deployed](#) from a legacy server to a new external web host.

We are experimenting with website push notifications on news.wvu.edu as a mechanism to boost engagement with the wide variety of audiences leveraging Western websites. Continuing the effort to broaden graduate school awareness the [Academic Programs page](#), now features all the graduate offerings, easily filterable by a user. We expect this to drive new traffic to the Graduate School.

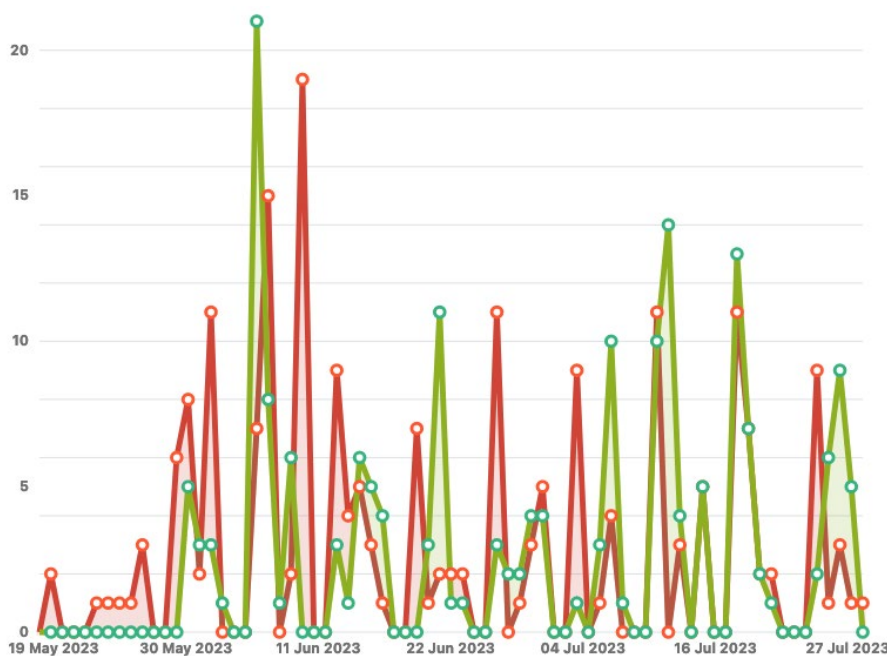
Working to be ready for fall we have developed and began advertising through the student employment center two work study positions. One is a search engine optimization specialist where we help the student employee develop expertise in this rising job and the other is a migration

specialist to help departments move content from older systems into the new websites and tools being used. WebTech completed our annual visioning retreat and are excited to put our findings into practice.

Recruitment Advertising Campaign Traffic

As the 2022-23 campaign winds to a close, it is worth noting that even though it has slowed, it still generates 6.1% of traffic to wwu.edu, a total of 25,005 visitors between May 19th and July 27th. Snapchat continues to be the most popular referring social media platform driving 3,524 visits to the Make Waves landing page.

WebTech Workload



Issues in the last 72 days (grouped daily)

[View in Issue navigator](#)

- Created issues (205)
- Resolved issues (191)

WebTech maintained a consistent influx of support requests compared to the prior period. We received 205 new tickets and closed out 191. The vacation cycle has impacted the flow of support emails, that has fallen to a low of 436 emails. As departments return to full strength, we expect that to increase as it does each year.

UNIVERSITY RELATIONS

COMMUNITY RELATIONS

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

Student Move Out

In June, Community Relations continued expanded university efforts to reduce the amount of furniture and litter left behind during the spring and summer move out. This effort has resulted in a decrease in litter and a more positive rapport with surrounding neighborhoods. Efforts included:

- An email to all students promoting the many ways students can legally rid of unwanted items;
- Collaboration with the student-created event [Furniture Fest](#) where students pick up carefully used furniture and store it at WWU until the fall when donated furniture is made available to students for free at the annual “Couchella” event on September 15, 2023.
- Collaboration with the City of Bellingham on extra clean ups in problem areas in conjunction with “Pack it in/Pack it Out” yard signage made available to local residents.

WWU Day at the Northwest Washington Fair

Thursday, August 17, 2023, is the second annual [Western Washington University Day](#) at the Northwest Washington Fair. This sponsorship, in partnership with University Advancement and the AS Bookstore, is part of Western’s ongoing effort to boost visibility and provide support in rural Whatcom County and beyond. This year, the first 300 attendees who visit the WWU booth at the fair wearing WWU logo merchandise will receive a free Moo-Wich. The Moo-Wich is the fair’s iconic ice cream and cookie treat introduced by the Whatcom County Dairy Women in 1980. Additionally, all members of the WWU community receive \$2 off admission with their WWU ID. Finally, the first 1,500 fans into that evening’s Chase Rice concert will receive a blue WWU glow stick adding to the concert experience for all. Fairgoers will also see Western’s mascot, Victor E. Viking, roaming the fairgrounds handing out prizes throughout the day.

Moderating Candidate Forums

The Director of Community Relations often serves as a politically neutral community representative in Whatcom County, and during election season, is often asked to moderate various political forums. This election season, he served as the moderator for the [2023 Bellingham Mayoral Forum](#) presented by the Downtown Bellingham Partnership and the Bellingham Regional Chamber of Commerce on July 18, 2023. He will also moderate Bellingham City Club’s candidate forum for Whatcom County Sheriff, Whatcom County Council at large and Whatcom County Executive on August 23, 2023.

Western Wednesday: First Night Out

Community Relations is coordinating with the Downtown Bellingham Partnership and local businesses to create a new community event for new students called Western Wednesday: First Night Out. This event is replacing Paint B’ham Blue for WWU and has two primary goals: 1) introduce new students to their new downtown community, and 2) support downtown Bellingham businesses. First Night Out will imprint the walk from campus to downtown for thousands of new students and provide an opportunity for more than 40 participating downtown businesses to welcome their newest residents by staying open late and promoting discounts offered to the Western community on every successive “Western Wednesday.” The event will feature interactive entertainment, live music, free food, and festivities for students as they explore their new downtown community.

WWU Banners Displayed Downtown

In conjunction with First Night Out, Community Relations is also facilitating a partnership with the City of Bellingham to install 80 WWU banners throughout downtown in September in preparation for the return of students. These banners will remain until spring when Pride flags are installed.

Downtown Bellingham Tree Lights

Also launching with Western Wednesday: First Night Out, WWU is once again sponsoring Downtown Bellingham's seasonal tree lights through the Division of University Relations and Marketing. The lights remain WWU blue through fall quarter and are turned white during winter. WWU's Alumni Association initiated and funded the downtown tree light program 10 years ago and has funded it since. Due to the growth of the program and increased cost, Community Relations has encouraged a shared sponsorship between WWU, the City of Bellingham, Downtown Bellingham Partnership, and Puget Sound Energy. This one-time shared sponsorship allows the cherished program to continue while the City of Bellingham seeks new sponsorship partners or permanent funding.

Continued Engagement on Community Boards

The director of Community Relations was recently named Chair of the Executive Committee for the [Bellingham-Whatcom County Commission on Sexual and Domestic Violence](#). This city-county commission works with local agencies, government institutions (including WWU) and community members to achieve change in systemic interventions and prevention of domestic violence and sexual assault by providing resources, training, and support. The DV Commission includes membership from Bellingham's key nonprofit and government leaders. The director of Community Relations also serves on executive boards for the [Downtown Bellingham Partnership](#), [Bellingham Regional Chamber of Commerce](#), [Mayor's Neighborhood Advisory Commission](#), [Economic Alliance of Snohomish County](#), [Bellingham City Club](#), and [Bellingham Whatcom County Tourism](#) ensuring WWU's partnership, presence and support is visible to the broader community.

TRIBAL LIAISON

Events and Planning

The priority for the Tribal Relations Department continues to be guiding the planning and development of the House of Healing longhouse project. Monthly meetings between the HOH Steering Committee (which the Tribal Liaison co-chairs), the WWU Architect and project staff continue working together to organize the progression of the project with the inclusivity of the HOH Longhouse Committee and Elders Committee. This project requires meaningful consultation to ensure contemporary requirements are balanced with historical cultural needs for this landmark project.

The elders and longhouse committee made a site visit in July with City of Bellingham Parks & Recreation to review the proposed realigned trail through the property and layout of the HOH Longhouse building site. Both groups were able to agree on a compromise plan that allows access for the general public while maintaining a privacy barrier for outside ceremonial spaces.

The planning has begun for the annual Indigenous Peoples' Day event to be held on October 9, 2023. The community collaboration has grown to include the Lummi-owned Children of the Setting Sun Productions and we are honored to have the opportunity to host this year's at the Lummi Wexlium building with keynote speaker Evan Adams, deputy chief medical officer at First Nations and Inuit Health.

The Tribal Liaison is presently working on a program development plan to seek financial support for programmatic and staff resources once the the new longhouse facility is operational in 2025.

Training

The Tribal Liaison maintains a monthly meeting with Human Resources to inform new Western employees regarding the operations of the Tribal Relations Office. This practice facilitates informing the university community of current activities and functions of the Tribal Relations Department.

Advisory Functions

Internally the Tribal Liaison continues to advise and support Native students, and while this activity has slowed down during the summer months, it is intended to pick up as we move closer to the fall quarter. The Tribal Liaison has also been actively involved in consultation with students, staff, faculty, and administration with issues and policies related to tribal nations and concerns.

The Tribal Liaison was actively involved with the Project Manager Architect Search committee during June and July. A successful candidate has been appointed and the announcement is expected to be made public soon.

The Tribal Liaison has been selected to join the WWU NAGPRA Advisory Committee. The committee will provide oversight for the decisions regarding cultural affiliation and repatriation or disposition of Native American ancestral remains and cultural items, and overall implementation of Native American Graves Protection & Repatriation Act to include the completion of Notices of Inventory Completion in accordance with NAGPRA and related policy and procedures.

Relationship-Building

The Tribal Liaison maintains a position on the Northwest Indian College Board of Trustees and attended the American Indian Higher Education Consortium board of directors meeting in Nashville, TN June 28-30, 2023. The sessions covered team building activities, U.S. Dept. of Education updates and post Covid 19 finance and budget issues impacting tribal colleges.

SMALL BUSINESS DEVELOPMENT CENTER

WWU SBDC BELLINGHAM Q2 HIGHLIGHTS

Businesses Served	Q2 2023	Q2 2022	YTD 2023
Business Counseling Received	167	133	348
SBDC Sponsored Training Participants	14	3	22
Research or Student Projects	1	1	4
Information or Resources Provided	63	59	144

Clients' Economic Impacts	Q2 2023	Q2 2022	YTD 2023
Capital Formation	\$4.2M	\$1.1M	\$8.9M
Business Starts	6	0	15
Jobs Created or Retained	82	0	655

Top Areas of Counseling: Start-up Assistance, Managing a Business, Buy/Sell Business, Marketing/Sales, Financing/Capital

Rolling 12-month Demographics

Top Industries: Retail, Service Establishments, Health Care & Social Assistance, Accommodation & Food Services, Construction

Annualized Sales: \$149M

Jobs Supported: 1,962

Highlights

The WWU SBDC team was recognized at the 2023 Spring Washington SBDC Conference Awards ceremony for their impacts in the business community in 2022.

\$1 Million Dollar Club for assisting clients in raising at least one million dollars in capital infusion - Kathy Bastow, Sherri Daymon, Eric Grimstead, and CJ Seitz.

100+ Jobs Club for assisting clients in saving or creating at least 100 jobs - Kathy Bastow, Sherri Daymon, and Eric Grimstead.

Partnership with PTAC

In June, the WWU SBDC partnered with Cara Buckingham of the Washington Procurement Technical Assistance Center to host a joint open house to introduce SBDC and PTAC services to business owners. We look forward to hosting more joint events soon, including monthly clinics for businesses interested in government contracting.

Small Business Vendors at WWU

The WWU SBDC has partnered with WWU Business Services in their efforts to increase the diversity of vendors, both by referring clients and broadcasting vendor recruitment through our newsletter and other outreach efforts. So far, these efforts have brought 16 new small business vendors to WWU procurement, with an additional 13 in process. We look forward to continued successful partnership and are planning further collaboration.

WASHINGTON CAMPUS COALITION FOR THE PUBLIC GOOD

Campus/Community Conversations

Washington Campus Coalition for the Public Good will be leading a series of campus/community conversations across the state this fall. Representatives from higher education, K-12, tribes, local businesses, community agencies, government, and students will be invited to participate in dialogues about the changing environment and needs in communities and the role higher education and students can serve in supporting partnerships that address community issues. We will discuss economic, social, educational, environmental, equity, and other complex issues that impact the vitality and sustainability of communities and educational institutions.

These campus/community conversations will be documented and used to inform WACC's strategic plan as well as contribute to a statewide report that will be used with stakeholders.

Partnership Alliance Grant

Washington Campus Coalition for the Public Good is one of the founding members of the Partnership Alliance, a national network of state/regional organizations dedicated to supporting community engagement and campus/community partnerships. (The member organizations are all former state/regional Campus Compact organizations.) States represented in the Partnership Alliance include California, Delaware, Indiana, Maryland/DC, New Jersey, New York, North Carolina, Pennsylvania, and Washington/Idaho. New Jersey took the lead on a national grant proposal to support civic engagement projects for Martin Luther King, Jr. Day of Service. We were recently informed that it was funded. This is an example of leveraging our newly independent national network to support local place-based projects.

2023 Affirmative Action Programs – Summary Information

Prepared by the Office of Civil Rights and Title IX Compliance, August 2023

Introduction

The following is a summary from Western Washington University’s 2023 Affirmative Action Program (AAP) for Women and Racial/Ethnic Minorities and AAP for Protected Veterans and Individuals with Disabilities. The Office of Civil Rights and Title IX Compliance meets annually with Vice Presidents and Deans to review the results of the AAPs, including representation in the workforce for women, racial/ethnic minorities, protected veterans and individuals with disabilities; applicable underutilization and placement goals; and hiring trends, as well as the annual hiring benchmark for protected veterans; so that Vice Presidents and Deans can communicate this information to hiring authorities in their administrative organizations, or College, as appropriate.

Workforce Representation and Hiring Trends for Women and Racial/Ethnic Minorities

Women: As demonstrated in the below chart, the University’s representation of women has remained steady in classified and professional staff positions, as well as non-tenure track faculty positions, with tenured and tenure track faculty positions seeing a slight increase. Women have consistently represented approximately 57-58% of classified and professional staff; between 44-47% of tenured or tenure track faculty; and approximately 56-59% of non-tenure track faculty.¹ According to Western’s 2023 AAP, the University currently has placement goals for women in 7 of its 34 job groups (21%). Most job groups that are underutilized for women are faculty job groups, except for two staff job groups also being underutilized for women. A job group is considered underutilized for women when incumbency fails to reach 80% of estimated availability for women in that job group.

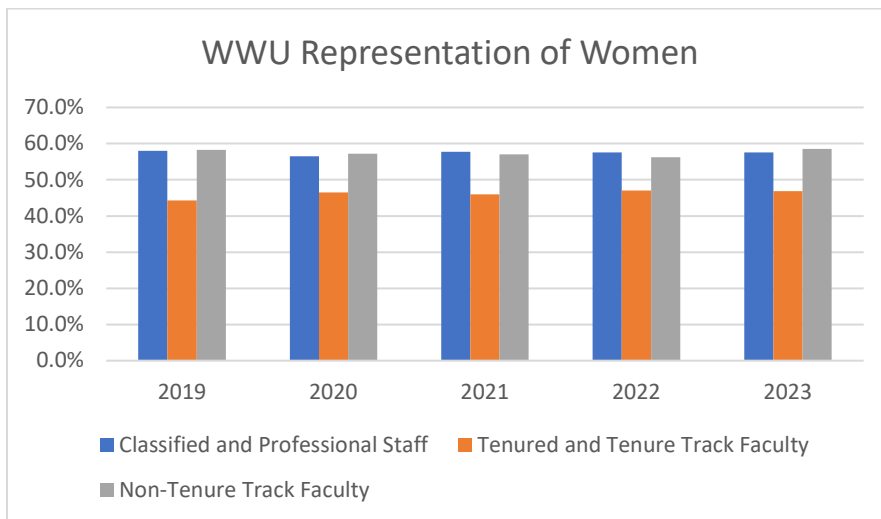


FIGURE 1

¹ Data Source: 2019-2023 WWU Affirmative Action Programs. Percentage calculations exclude from the total individuals whose demographic information is not available, as providing this information is entirely voluntary. Charts reflect WWU Workforce as of October 31st of each year. For example, for 2023 AAP, data as of October 31, 2022. Includes employees of any FTE; Classified/Professional Staff data includes temporary employees.

In the 2023 AAP year (November 1, 2021 through October 31, 2022), women represented 62% of the hires and/or promotions occurring in permanent or project classified and professional staff positions (hires/promotions data does not include temporary staff). For tenured and tenure-track faculty positions, women represented 60% of the hires and/or promotions occurring in the 2023 AAP year. For non-tenure track faculty positions, women represented 61% of the hires and/or promotions occurring in the 2023 AAP year (NTT hires includes only new hires or re-hires made after a period of 12 months or longer).

Racial/Ethnic Minorities: As demonstrated in the below chart, the University’s representation of racial/ethnic minorities has increased slightly over the years for all employee types. Racial/ethnic minorities have consistently represented approximately 17-19% of classified and professional staff; between 24-27% of tenured and tenure track faculty; and approximately 12-17% of non-tenure track faculty (see footnote on page 1). According to Western’s 2023 AAP, the University currently has placement goals for racial/ethnic minorities in 14 of its 34 job groups (41%). Most job groups that are underutilized for racial/ethnic minorities are staff job groups, with the exception of two non-tenure track faculty job groups, and two tenured/tenure track faculty job groups also being underutilized. A placement goal is set for a job group when incumbency fails to reach 80% of estimated availability for racial/ethnic minorities in that job group.

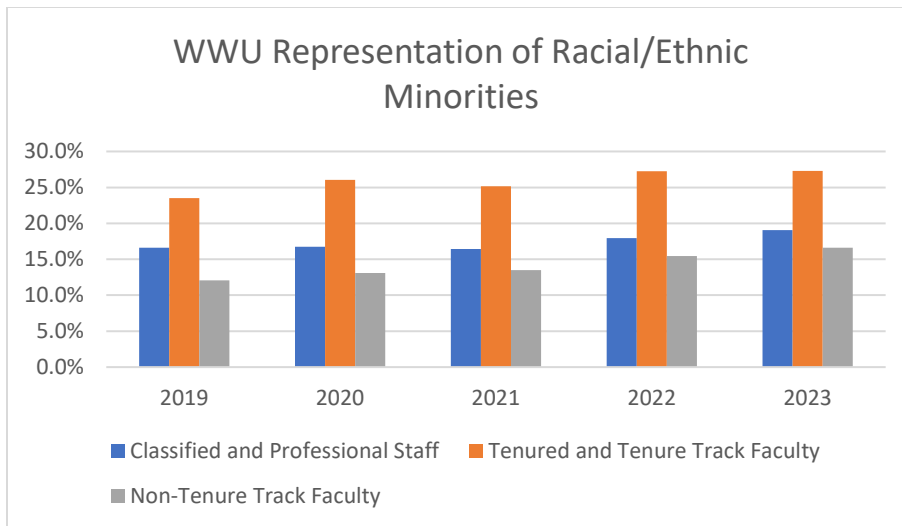


FIGURE 2

In the 2023 AAP year (November 1, 2021 through October 31, 2022), racial/ethnic minorities represented 19% of the hires and/or promotions occurring in permanent or project classified and professional staff positions (hires/promotions data does not include temporary staff). For tenured and tenure-track faculty positions, racial/ethnic minorities represented 30% of the hires and/or promotions occurring in the 2023 AAP year. For non-tenure track faculty positions, racial/ethnic minorities represented 26% of the hires and/or promotions occurring in the 2023 AAP year (NTT hires includes only new hires or re-hires made after a period of 12 months or longer).

Workforce Representation and Hiring Trends for Protected Veterans and Individuals with Disabilities

Protected Veterans: Western provides annual reporting to the U.S. Department of Labor related to protected veteran representation in the workforce. As of August 31, 2022, less than 2% of Western’s permanent faculty and staff identified as protected veterans.

Under the Vietnam Era Veterans’ Readjustment Assistance Act (VEVRAA) as amended, Western must establish a hiring benchmark for protected veterans each year or adopt the national benchmark provided by the Office of Federal Contract Compliance Programs (OFCCP). (41 CFR Part 60-300.45). The purpose of establishing a hiring benchmark is to create a quantifiable method by which progress toward achieving equal employment opportunities for protected veterans can be measured. The annual national benchmark for hiring of protected veterans, effective March 31, 2021 through March 30, 2022, was set at 5.6%, based on the annual national percentage of veterans in the civilian labor force.

The University has calculated the total percentage of protected veteran employees hired and/or promoted at Western from November 1, 2021 to October 31, 2022, included in the table below. The low percentages of protected veteran hires/promotions as compared to the 5.6% benchmark point to Western’s continued need to increase its efforts in employment outreach to veteran populations.²

	Total Hires/Promotions	Protected Veteran Hires/Promotions	% Protected Veterans
Professional and Classified Staff	476	8	1.7%
Tenured and Tenure Track Faculty	93	1	1.1%
Non-Tenure Track Faculty	168	6	3.6%
TOTAL	737	15	2.0%

TABLE 1

Individuals with Disabilities: Section 503 of the Rehabilitation Act of 1973 (41 CFR Part 60-741.45), as amended establishes a nationwide 7% utilization goal for qualified individuals with disabilities. Western conducted a utilization analysis to measure representation of employees who identified as having (or previously having) a disability, in each job group within Western’s workforce.

As of October 31, 2022, 7.2% of all Western employees identified as having (or previously having) a disability. When looking at utilization by job group, employees with disabilities are underrepresented (below the 7% utilization goal) in 23 of Western’s 34 job groups. This includes half of Western’s 16 staff job groups, all but 3 non-tenure track faculty job groups, and all of the

² Source of Data: WWU 2023 AAP for Protected Veterans and Individuals with Disabilities. Hires and promotions data does not include temporary staff; for non-tenure track faculty, only includes new hires or re-hires made after a period of 12 months or longer. The data time period for the 2023 AAP is for personnel activity occurring from November 1, 2021 through October 31, 2022.

tenured and tenure track faculty job groups. Western will continue to refine its efforts with respect to effective recruitment, retention and outreach related to individuals with disabilities.

The University has prepared the following computations or comparisons, for personnel activity occurring during the period of November 1, 2021 through October 31, 2022, pertaining to applicants and hires on an annual basis (as required by relevant federal regulations):³

- **731** – The number of applicants who self-identified as individuals with disabilities pursuant to § 60-741.42(a), or who are otherwise known to be individuals with disabilities;
- **129** – The number of applicants who self-identified as protected veterans pursuant to § 60-300.42(a), or who are otherwise known as protected veterans;
- **496** – The total number of job openings; and
- **605** – The total number of jobs filled;
- **5,798** – The total number of applicants for all jobs;
- **66** – The number of applicants with disabilities hired;
- **9** – The number of protected veteran applicants hired; and
- **494** – The total number of applicants hired.

³ Source of Data: WWU 2023 AAP for Protected Veterans and Individuals with Disabilities. Data collection analysis as required by 41 CFR §60-300.44(k) and 41 CFR §60-741.44(k).

**WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES**

TO: Members of the Board of Trustees
FROM: Faith Pettis, Chair of the Board of Trustees
DATE: August 18, 2023
SUBJECT: Board of Trustees Remarks
PURPOSE: Information Item

Purpose of Submittal:

Chair Pettis will provide time to members of the Board of Trustees and the University President for any final remarks, questions, or observations.

21. DATE FOR NEXT REGULAR MEETING

- **October 13-14, 2023 in Bellingham, Washington**

22. ADJOURNMENT