

WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
AGENDA
December 13, 14, 2018

THURSDAY, DECEMBER 13, 2018

Location: Old Main 340

Time: 3:00 p.m.

1. CALL TO ORDER

3:00 – 3:05

2. STUDENT SUCCESS FUNDRAISING INITIATIVE AND BRAND CAMPAIGN

Joint Session with Western Washington University Foundation Board of Directors

3:05 – 5:00

Presentation: Stephanie Bowers, Vice President, University Advancement
Donna Gibbs, Vice President, University Relations and Marketing
Brent Carbajal, Provost and Vice President, Academic Affairs

FRIDAY, December 14, 2018

Location: Old Main 340

Time: 8:00 a.m.

3. CALL TO ORDER, APPROVAL OF MINUTES

8:00 – 8:05

- Board of Trustees Meeting, October 11, 12, 2018
- Board of Trustees Special Meeting, November 5, 2018

4. PUBLIC COMMENT

8:05 – 8:15

5. INTRODUCTIONS

8:15 – 8:25

- a. Resolution No. 2018-04 Welcoming Trustee Faith Li Pettis

6. BOARD CHAIR REPORT

8:25 – 8:35

7. UNIVERSITY PRESIDENT REPORT

8:35 – 8:45

8. FACULTY SENATE REPORT

8:45 – 8:50

9. **ASSOCIATED STUDENTS REPORT**
8:50 – 8:55

DISCUSSION ITEMS

10. **CLERY ACT COMPLIANCE AND INTERNAL AUDIT REPORT, AND 2017 ANNUAL SECURITY AND SAFETY REPORT UPDATE**

8:55 – 9:15 Presentation: Antonia Allen, Director, Office of the Internal Auditor
Melynda Huskey, Vice President, Enrollment and Student Services
Richard Van Den Hul, Vice President, Business and Financial Affairs
Michael Sledge, Assistant Dean of Students
Keith Williams, Assistant Director, Public Safety
Department / Assistant Chief of Police

11. **COMPREHENSIVE BUDGET OVERVIEW AND FINANCIAL HEALTH REPORT**

9:15 – 10:00 Presentation: Richard Van Den Hul, Vice President, Business and Financial Affairs
Linda Teater, Director, Budget Office
Brian Sullivan, Associate Vice President, Business and Financial Affairs

BREAK – 10 minutes

12. **CAPITAL AND SPACE PLANNING UPDATE**

10:10 – 10:55 Presentation: Brent Carbajal, Provost and Vice President, Academic Affairs
Richard Van Den Hul, Vice President, Business and Financial Affairs
Melynda Huskey, Vice President, Enrollment and Student Services
Rick Benner, Director, Facilities Development and Capital Budget /
University Architect
Francis Halle, Director, Space Administration / Space Management

13. **INSTITUTIONAL RESOURCE MODELING UPDATE**

10:55 – 11:15 Presentation: Sabah Randhawa, President
Brent Carbajal, Provost and Vice President, Academic Affairs
Richard Van Den Hul, Vice President, Business and Financial Affairs
Brian Burton, Associate Vice President, Academic Affairs

ACTION ITEMS

14. **GENERAL CONTRACTOR/CONSTRUCTION MANAGER PRECONSTRUCTION SERVICES CONTRACT FOR INTERDISCIPLINARY SCIENCE BUILDING, PW733**

11:15 – 11:25 Presentation: Richard Van Den Hul, Vice President, Business and Financial Affairs

15. CONSENT ITEM

11:25 – 11:30

- a. Approval of Fall Quarter Degrees

16. FINANCE, AUDIT AND ENTERPRISE RISK MANAGEMENT COMMITTEE REPORT

11:30 – 11:35 Presentation: Trustee John Meyer, Committee Chair

17. STUDENT SUCCESS COMMITTEE REPORT

11:35 – 11:40 Presentation: Trustee Mo West, Committee Chair

18. INFORMATION ITEMS

11:40 – 11:45

- a. Academic Affairs Report
- b. Quarterly Grant Report
- c. Capital Program Report
- d. University Advancement Report
- e. University Relations and Marketing Report
- f. Legislative Update Report
- g. Admissions and Enrollment Report

19. DATE FOR NEXT REGULAR MEETING: February 7, 8, 2019

20. ADJOURNMENT

1. CALL TO ORDER

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

TO: Members of the Board of Trustees

FROM: Brent Carbajal, Provost and Vice President for Academic Affairs, Stephanie Bowers, Vice President for University Advancement, Donna Gibbs, Vice President for University Relations and Marketing

DATE: December 13, 2018

SUBJECT: Student Success Fundraising Initiative and Brand Campaign

PURPOSE: Discussion Item

Purpose of Submittal:

Brent Carbajal, Stephanie Bowers, and Donna Gibbs will introduce the topic and provide comments regarding the student success fundraising priorities and Western's new brand campaign. All presenters will facilitate the discussion with the board members.

Western's first large-scale brand advertising campaign is intended to support the foundation's initiative to raise funds for student research, study abroad and recruitment scholarships, yet be flexible enough to serve as a foundational framework for the Western brand. We are aiming to launch this in the Seattle metro market starting in late January (and continuing through June and beyond with additional funding) in print and out-of-home placements and with a video campaign activated via Google, Instagram and Facebook. Some strategic questions for board members to consider:

1. Does this brand advertising campaign impress you as distinctive among regional university competitors' efforts and uniquely Western?
2. Does the creative support academic priorities as defined in the student success initiative?
3. Do you believe this work will be noticed and connect with alumni and donors in King and Snohomish counties?
4. Do you believe these funding priorities will resonate with alumni, parents and corporations?