WESTERN WASHINGTON UNIVERSITY
ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

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

DATE: October 9, 2009

SUBJECT: **Alumni Association Report**

PURPOSE: Information Item

Purpose of Submittal:

Provide an update to the Board on Alumni Relations activities.

Supporting Information:

Report attached

OFFICE OF ALUMNI RELATIONS

News

At the September 9th faculty /staff Get Your Blue On BBQ & Concert, Woods Coffee Company presented $700 for scholarship support from the sale of Viking Blend coffee sold since July 2009. This level of support will be ongoing as additional bags are sold in the Woods stores, online and through the Associated Students Bookstore.

The summer issue of the quarterly eNewsletter ***Western Wire*** was sent to more than 52,000 alumni and parents with a 25.3% open rate. This publication communicates important University and Alumni Association news.

Alumni Association membership has seen an 11.5% growth over the last 12 months, increasing to 2,811 members.

A focused effort to increase the number of Western specialty vehicle license plates has resulted in a net growth of 11.6% in 12 months providing $18,284 in scholarship dollars annually. This program encourages visibility and pride for Western while increasing scholarship dollars for students.

The Western Alumni online Communities continue to grow and include MySpace with 3,148 members, Facebook with 2,500 members, and Linked-in with 2,313 members. Additionally, we recently launched Alumni Twitter and YouTube accounts to feed news to our constituency using those medias.

Alumni Events

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

Recent Programs include:

BROAD-BASED ALUMNI AND STUDENT PROGRAMMING

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

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

Upcoming Programs:

STUDENT PROGRAMMING

December 11 – Senior Celebration on campus
December 12 – Commencement

BROAD-BASED ALUMNI PROGRAMS

October 14, 2009 - Western Financial Series for Women, Bellevue, WA
Nov. 4, 2009 - Western Traveling Professor Series, Pinky Nelson, Bellingham
May 13, 2010 - Alumni Awards Celebration, Western's Campus
May 14 – 16, 2010 – All Alumni Reunion: Back to Bellingham Weekend