

ADVANCING THE UNIVERSITY

DECEMBER 2017



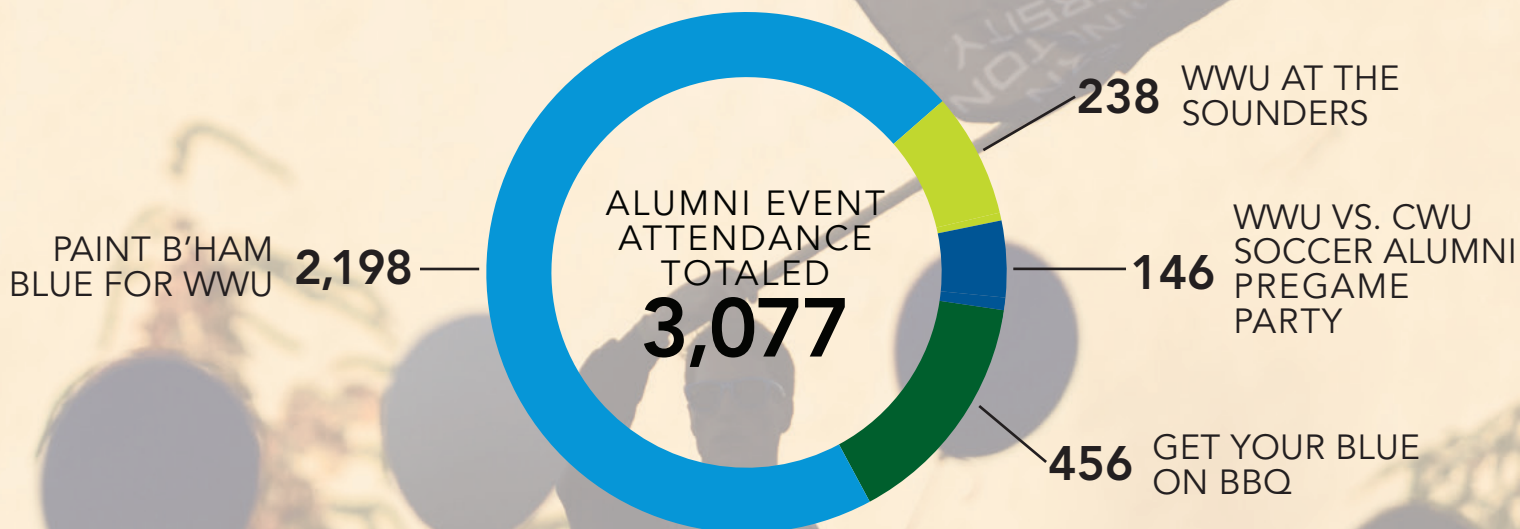
"Providing students hands-on experience in the practice of scientific investigation is the most effective and inspiring way to help them develop into professional scientists themselves."

**— Mark Wicholas (1940 – 2017)
WWU Professor Emeritus in Chemistry**

ADVANCEMENT UPDATE

SEPTEMBER 1ST THROUGH OCTOBER 31ST

FAST FACTS



199 # OF ATTENDEES WHO HAVE MADE A GIFT WITHIN 30 DAYS OF EVENT.

FOUNDATION NEWS



DEBATE REUNION: **\$4,300** IN GIFTS RECEIVED TOWARD THE LARRY AND MARILYN RICHARDSON ENDOWMENT SINCE THE REUNION WITH A **\$100,000** TESTAMENTARY PLEDGE FROM DAVID FRANK.

GROWING AWARENESS

SEPTEMBER 1ST THROUGH OCTOBER 31ST

SEATTLE TIMES AD CAMPAIGN STRATEGY

University Advancement Marketing and Communications, Extended Education and University Communications teamed up to publish a series of sponsored articles in the Seattle Times to increase engagement while growing awareness about Western's impact in the state. The results are in from our September and October articles "Degree programs adapt to put education more within reach" and "Protect your phone against data breaches." The articles delivered 1,192 reads. The average reading time for each article was just over three minutes. The accompanying banner ads delivered 391,265 impressions and 624 clicks. The Facebook news feed for our ads delivered 48,129 impressions, 664 post engagements, and 694 total actions.



Each article addresses a relevant, current problem in society and how programs at Western are solving those problems. While they are not strictly advertorials that allow us to pitch Western directly, they give us a newsworthy context for Western's outreach, programming, and fundraising.



ENGAGEMENT

SEPTEMBER 18TH THROUGH OCTOBER 9TH

WWU ALUMNI ASSOCIATION GETS IN THE GAME

At this year's Viking Night on September 15, the public got their first sneak peek into the shiny floors and amazing locker rooms of Western's newly renovated Carver Academic Facility. The WWU Alumni Association put up a \$1,000 challenge match for the scholarship Fund-a-Need, which was just the fast break the event needed to reach its \$50,000 goal. Go Viks!



VIKINGS PAINT B'HAM BLUE FOR WWU

On September 27, alumni, donors, and the Bellingham community welcomed a procession of 1,868 new and returning students back to the community. This year's event had a 30 percent increase in participation.



Students sign a banner in the Herald building parking lot to mark the launch of their Viking career.

The WWU Alumni Association handed out 1,705 string bags printed with "We've Got Your Back."



Thousands dance for Noisy Waters.



Sponsors Peoples Bank, Rocket Donuts, Daylight Properties, City of Bellingham, Downtown Bellingham Partnership, Faithlife, Woods Coffee, Bellingham Herald, and Chmelik, Sitkin, and Davis, and the Bellingham Bar and Grill generously supported Paint B'ham Blue for WWU.



ENGAGEMENT

CONTINUED



INTRODUCTION OF NEW STUDENT AMBASSADORS

The WWU Student Ambassadors are a diverse group of 25 student leaders who serve as representatives of the student body at events and donor meetings hosted by the President and the WWU Foundation.



ATHLETICS SCHOLARSHIP DINNER

On October 3, 64 attendees came together at the Bellingham Golf and Country Club to support scholarships for student-athletes.



WESTERN CELEBRATES 70 YEARS OF DEBATE

For 70 years, Western's debate team has been honing and improving their arguments and rebuttals. On September 15 they celebrated 70 great years and the legacy of Dr. Larry Richardson ('57) and his wife Mary ('56). Dr. Richardson coached the debate team to victory on the national and state level, and the Richardsons have been generous supporters of the debate scholarship program. The 97 attendees enjoyed dinner and drinks.



HISTORIAN DEBORAH LIPSTADT VISITS CAMPUS

On November 15, the Ray Wolpov Institute and the Western Washington University Foundation partnered to bring noted historian Deborah Lipstadt to campus. The film "Denial" depicts her victory over Holocaust denier David Irving.

ENGAGEMENT

CONTINUED

SPECTRUM DANCE THEATER PERFORMS AT WWU

On October 24, the Western Washington University Foundation sponsored Seattle's Spectrum Dance Theater's free public lecture and demonstration at the Performing Arts Center Mainstage. They performed from their piece "SHOT."



WWU STUDENTS AND ALUMNI RIDE THE FANWAGON TO SOUNDERS VICTORY!

On Sunday October 15, the Seattle Sounders defeated FC Dallas, and 238 Vikings were there to watch! A group of 111 students and alumni rode the Fanwagon to and from Bellingham and enjoyed the pregame party at Pyramid Alehouse. After chowing down and fueling up, soccer fans headed to the stadium to watch the Sounders defeat Dallas 4-0.



GREAT TURNOUT FOR PARTY DESPITE RAIN

The weather may have been chilly and cool for our Viking women as they took on CWU on October 21, but the warm and cozy WWU Alumni in the pregame party didn't seem to mind, especially with the great food and drinks—delicious mac-n-cheese, hot dogs, and complimentary beer and wine—to fuel them up for cheering. The Vikings won the game 6-0, the penultimate game in their winning streak this season. Junior forward Gabriela Pelogi was named the GNAC player of the week for her fancy footwork.



WESTERN LEADERSHIP FORUM

On November 8, Western hosted 217 attendees at the 16th Annual Western Leadership Forum at the Bellwether in Bellingham. The event featured keynote speaker Carl Hergart, Director of Advanced Technology at the PACCAR Technical Center. The student speaker was Citlaly Ramirez ('19), a Management Information Systems major.



WHY WE DO WHAT WE DO...

IMPACT STORIES



The 2016 Linus Pauling Symposium at Pacific Lutheran University. From left to right: Douglas Baumgardner; Prof. John Gilbertson; Prof. Mark Wicholas; Mayra Delgado; Pui Man (Audrey) Cheung; Kyle Burns

RETIRED CHEMISTRY CHAIR LEAVES LEGACY

Before he passed away in November, Western Washington University chemistry professor emeritus Mark Wicholas donated \$100,000 to Western to a fund established by a chemistry alumnus—Terry Smedley ('75)—in Wicholas' name.

Wicholas said of the endowment, "I'm giving undergraduates the opportunity to go to national conferences and symposia to see for themselves what it's like to be in a university department. They can plug into the undergraduate symposia, see what research other undergraduates are doing, and get a sense of what the professional world of chemistry is like."

Wicholas joined the WWU faculty in 1967 and was chair of the Chemistry Department from 1982-2007. His influence on the department—and on Western's academic landscape—can be felt to this day, as he shifted the curriculum from strictly an on-campus classroom and lab focus to the addition of travel, research, and professional development, effectively engaging students in what were then considered solely postgraduate pursuits. This shift was unusual at the time, and remains a hallmark of Western's academic programming to this day.

Western Professor and Chair of the Chemistry Department Dr. Spencer Anthony-Cahill says, "That was a significant and critical achievement in the evolution of this department as a national model among predominantly undergraduate institutions for the engagement of students in research."

Dr. David Patrick, Professor and Director of Scientific Technical Services at WWU said of Wicholas, "[During his tenure] Mark was an early and influential advocate for the importance of involving students in scholarly research at Western, believing that providing students hands-on experience in the practice of scientific investigation is the most effective and inspiring way to help them develop into professional scientists themselves."

MS student and WWU alumna Audrey Cheung attended the 2016 Linus Pauling Symposium at Pacific Lutheran University and the 2017 Pauling symposium at Portland State University in November. She says, "This symposium was a wonderful opportunity for us to meet other chemistry students and professors and get to know their research." The Wicholas Endowment covered the rental cars, hotel rooms, and tickets to the symposium banquet.

Of his gift, Wicholas said, "It was a great pleasure working with the dedicated faculty and talented students at Western. With this gift, I wanted to do something meaningful for students."

U.S. BANK CONTINUES 28-YEAR TRADITION OF GIVING TO WESTERN

U.S. Bank affirmed its ongoing support for the College of Business and Economics with a \$15,000 gift in October. Of that \$15,000, \$7,000 went toward minority scholarships for CBE students. The remaining \$8,000 supports CBE's financial literacy training for K-12 teachers. U.S. Bank has supported Western since 1991.



UPCOMING EVENTS

DECEMBER 2017-FEBRUARY 2018

- DECEMBER 8** Bellingham Holiday Reception
- DECEMBER 12** Seattle Holiday Reception
- DECEMBER 14** President's Holiday Dinner
- DECEMBER 16** Fall Commencement, speaker will be alumna and Mayor Kelli Linville ('74)
- JANUARY 6** WWU Alumni at Men's Basketball vs. CWU
- FEBRUARY 1** Seattle Scholarship Luncheon
- FEBRUARY 13** Bellingham Scholarship Dinner

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