

**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 and Marketing

DATE: February 9, 2018

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**

The following is a briefing on a wide range of community development, media relations, video, web development and graphic design initiatives produced since the last Trustees report. In addition, following are a few updates and new projects.

Bellingham Waterfront District Redevelopment

The Granary Building, the first project at the Waterfront, will be ready for occupancy in March. In November, construction of the two main streets into the waterfront district – Granary Avenue and Laurel Street – began, while work on Waypoint Park near the Whatcom Waterway is set to begin shortly. Groundbreaking on the waterfront condos is expected this spring with completion slated in summer/fall 2019. Meanwhile, Harcourt Development expects to break ground on a hotel and convention center in 2020. Discussions are ongoing about other residential developments (senior assisted living and student/young professional housing among them) as well as proposals for Western's presence at the waterfront.

- **Tribal Relations Liaison**

The search committee for the newly-created position of Director of Tribal Relations is being convened this month, which will be co-chaired by Huxley College of the Environment Dean Steve Hollenhorst and Kristen French, associate professor of Elementary Education. Dr. French is a registered tribal member and a long-time advisor to the Native American Student Union (NASU), whose "letter of urgent needs" in Spring 2017 called for the creation of this position. In addition to several Native American faculty, staff and students, Bernie Thomas, Lummi Nation Education Director and delegate to the Tribal Leaders Congress of Education, has also agreed to serve on the committee. We hope to have the search successfully concluded by the end of the academic year. The position will be housed in the division of University Relations & Marketing.

- **Housing and Growing Student Enrollment**

We have fielded several calls recently from legislators and local civic leaders concerned about the issue of housing in light of growing student enrollment. We have taken this opportunity to establish an annual update from President Randhawa to the Bellingham City Council, the first of which will occur on February 26. We expect that questions about housing plans will dominate the agenda.

As part of the University's strategic planning process, we are at work on a Housing Master Plan to expand on a study that was completed in Fall 2015, which could include both renovations of existing residence halls and a new facility. We are currently studying what the optimal size of the new facility should be based on future enrollment trends and growth in private housing near campus. Since our Fall 2015 study, two large off-campus apartment complexes have opened: "NXNW" with over 600 beds came on line in fall 2016 and "The Gathering" with approximately 440 beds in Fall 2017. We have since learned of another approximately 480-bed complex of single-bedroom apartments near campus in the 900 block of State St. projected for a Fall 2019 opening. It's worth noting that Western enrollment exceeded 10,000 for first time in 1970. So, over the past 47

years, we have added approximately 5,000 students. The majority of our total enrollment of 15,915 are enrolled on the main Bellingham campus. Approximately 11,000 of those students live off-campus. According to U.S. Census data, the student-aged population (ages 20-24) in Bellingham has remained remarkably constant as a percentage of the overall population at around 18% since 2010. The 50 and over population, meanwhile, has grown to nearly 30%.

- **Unified Brand Strategy**

Our work with DNA, one of Seattle's top brand strategy and advertising agencies led by Western alumnus Chris Witherspoon, begins this month with an external audit of existing qualitative and quantitative market research, including alumni and student surveys, perception studies and other secondary research sources, combined with internal stakeholder interviews and a deep dive into the messaging and positioning of key competitive universities. This work will continue through the spring and will ultimately result in the development of a creative brief for a multi-channel brand advertising campaign that we hope to debut statewide.

Communications and Marketing

Our skilled professionals worked on a wide range of online, print, social media, video and graphic design communications and marketing, which included:

- Western student Breezy Johnson was selected to the U.S. Olympic Ski Team and our office quickly pushed out a package of press release, video and social media (see: <https://westerntoday.wvu.edu/features/wvu-student-breezy-johnson-is-going-to-the-olympics>), which led to numerous media stories, including KING 5 TV and area media such as the Bellingham Herald (See: <http://www.bellinghamherald.com/sports/article196471509.html>).
- **In publications**, our office won four awards from CASE District 8. Assistant Director John Thompson won two silver awards in feature writing for stories that appeared in Window magazine: "Editors of the Species," about gene editing, and "The Heights of Climate Science," about faculty member John All and Western's Mountain Environments Research Institute. Window magazine's Mount Baker edition of spring/summer 2017 also won a bronze award for excellence in special magazine issues. Finally, our first-ever wall calendar for families, a collaboration with New Student Services and Family Outreach, won a bronze award in the special projects category. We're proud of all these awards; our region includes universities in the Pacific Northwest and western Canada. Readership remains high for the WWU Family Connection Newsletter, a monthly collaboration with New Student Services/Family Outreach.
- **In marketing and social media**, our staff met with staff and students from many campus offices, including Suicide Prevention, Men's Resiliency, the Ethnic Student Center, the All-In Voter Registration Challenge, the Office of Sustainability, Off Campus Living, Human Resources, Western Libraries, Admissions, Prevention and Wellness, AS Communications and Academic Technology and User Services to assist with social media, marketing planning and internal communications.

- **In video and photography**, our staff continued its emphasis on shorter video and expanding access via multiple social media and online channels to enhance viewership. Work has begun between the office and our peers in WebTech on a new campus-wide distribution system for video content which will act as a distribution hub for video content in the same way Western Today currently acts as a distribution hub for written content.
- Our **graphic designers** worked on a wide range of design projects with offices across campus, including fliers, posters, banners and online and social media design work. Some notable examples included: Residence Life brochures, table tents and mailer; hallway banner for Woodring College; Black History Month Summit posters and brochure; Children's Literature Conference posters and materials; Martin Luther King Jr. event posters, banners, and programs; University PSA airing on ESPN 3 and ROOT Sports; TEDxWWU event promotional package; Commencement templates for Registrar's office, and full-page ad for the MBA program in the Puget Sound Business Journal.

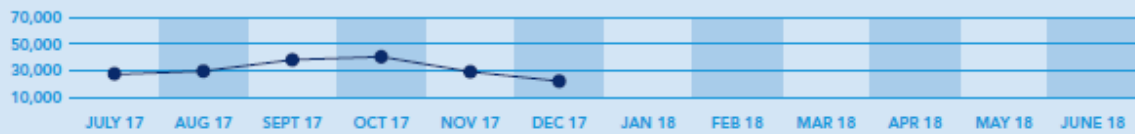
WESTERN TODAY

TOTAL HITS

51,141

TOP STORIES

- WWU Student Breezy Johnson Going to Olympics
- Ian Vincent: One Man's Painful Path to Clarity
- Climate Change, Snowmelt, and Salmon: WWU Faculty Probe for Answers to Save a Pacific Northwest Icon



SOCIAL MEDIA



TWITTER



FACEBOOK



INSTAGRAM

STATISTICS AT A GLANCE

20,813
Total followers
355
New followers
0.87%
% gained
2,011
Engagements

47,091
Total followers
405
New followers
0.44%
% gained
5,995
Engagements

16,282
Total followers
410
New followers
1.28%
% gained
43,868
Engagements

MEDIA STORIES

1,572
Total Stories

TOP STORIES

- WWU student Breezy Johnson qualifies for Olympics (KING 5 TV)
- 'Did that really happen?' Why your memory could be lying to you (The Telegraph – London, UK)
- Researchers document eelgrass wasting disease in Washington (Houston Chronicle)
- It's time to save our Orcas, lawmaker says (Q13FOX)



CREATIVE SERVICES

GRAPHIC DESIGN



52 Total Projects

FEATURING

- University PSA airing on ESPN 3 and ROOT Sports
- Shannon Point Marine Center - Research Experiences flier
- TEDxWWU promotional materials
- Winter Career Fair promotional materials



PHOTO & VIDEO



31 Total Projects

FEATURING

- Portraits of standout students for Admissions Office
- Annual Holiday E-card for the President's Office
- Photo and video for the Sustainability Action Plan Rollout
- New employee welcome video for Human Resources



FAMILY CONNECTION NEWSLETTER

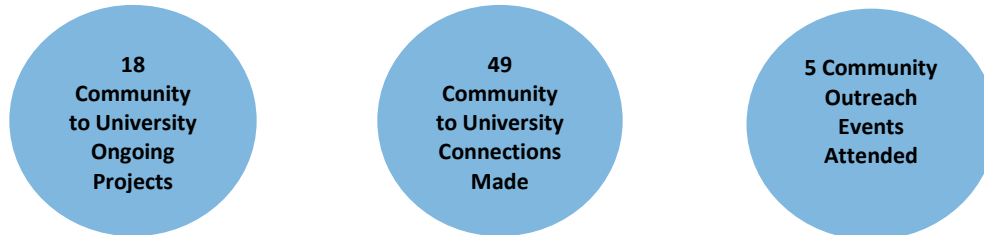
- November edition emailed to 13,563 recipients
Opened: 3,401 (25 percent)
Clicked on a link: 711 (5.3 percent)
- December edition sent to 13,429 recipients
Opened: 3,675 (27 percent)
Clicked on a link: 387 (2.9 percent)

WINDOW MAGAZINE

- 115,500 copies mailed to alumni and donors and distributed on campus.
- 2,675 page views at window.wvu.edu
- Top stories clicked: "The Big Story," about alumni journalists, "Alaska Stories," about novelist alumna Eowyn Ivey, "Culture Matters," about Professor Joseph Trimble, a pioneer in multicultural sociology.

Community Relations

The Office of Community Relations **amplifies community connections** by connecting the community's needs with the resources and assets of Western. By **providing a centralized connecting point** for the community to access Western and its students and faculty, Community Relations **builds partnerships** that benefit both the university community and the people of Washington while **enhancing the university's reputation**.



Business to Academic Partnerships

Community Relations regularly scans for potential partnerships for faculty and students by serving as a visible member of the business, government, and non-profit communities. These partnerships benefit the academic curriculum, provide applied experience for students and build or expand partnerships with influential people who support Western. One example includes connecting Troy Lautenbach, CEO of Lautenbach Industries with the Dean of Huxley College of the Environment and Huxley's Development Officer to discuss the many ways his company can provide internships, research partnerships, guest lecture/speaker opportunities, and class tours of his facilities. Also discussed were ways he could help work with students to research converting Western's heating system from natural gas to a wood-based boiler system. Historically, Troy has not had a relationship with Western, yet Western's focus on Community Relations has allowed this to happen. Troy said, "Having a connection with the University has always been a desire for me and my company and I'm looking forward to the relationship!"

Increasing Western's Presence in the Community Creates Opportunities and Builds Rapport

Community Relations plays an important role ensuring that Western is not just visible in the community, but recognized as a key leader by actively serving on various boards, committees, and participating in events. Involvement includes Team Whatcom Economic Development Team, Bellingham Chamber of Commerce Board, Domestic Violence Commission Board, Career Services Center Advisory Committee, and the Bellingham Mayor's Neighborhood Advisory Council. The Director of Community Relations also served as the emcee for the University holiday party and the Annual Bellingham Chamber of Commerce Awards Dinner.

Serving as a visible representative in the community opens doors. One recent example includes a connection made with the director of the Whatcom Dispute Resolution Center (WDRC). WDRC currently works formally and informally in many ways with Western, yet Western's multiple entities who work with WDRC haven't historically collaborated together to make the most of this important partnership. Community Relations brought the Director of WDRC to campus to meet with Dean of Students Office, AS, Counseling Services, HR, Residence Life, Service Learning, among others to address gaps in services the university can provide its students through WDRC in an effort to better serve the Western community.

Partnering Increases Western's Impact

Community Relations is able to serve as Western's key community connector not only by being visible in the community, but by being a trusted WWU go-to resource. Connections can include a local retiree or small business owner to large state-wide initiatives. Introductions lead to conversations, which lead to partnerships that benefit Western and the state/community the university serves.

One example includes the continued work on the Cascadia Innovation Corridor, which is an ongoing broad collaborative effort between educational institutions, business, government, and economic development entities. The partnership is outlined in an MOU between B.C. and Washington (with funding from Microsoft). Community Relations is working to ensure Western remains an active partner in this exciting initiative by leading a charge in facilitating partnerships among key players in the northern span of the corridor.

SMALL BUSINESS DEVELOPMENT CENTER

WWU Small Business Development Center: 2017 DEMOGRAPHICS

- **Top industries:** Service Establishment, Manufacturing, Retail Dealer
- **Top Areas of counseling:** Marketing/ Sales, Managing a business, Financing/ Capital
- **Active clients' total sales:** \$183M*
- **Active clients' total jobs:** 3255*
- The average SBDC client has been in business for 10 years

**Active clients' total sales and total jobs indicate that not all clients report full quantitative data. Some clients are not comfortable sharing this information.*

WWU Small Business Development Center: 2017 CONTRACT DELIVERABLES

ADVISING		2017
Businesses Advised		290
Advising & Support Hours		2620

ECONOMIC IMPACTS		2017
Capital Formation		\$6.9M
Businesses Starts		10
Jobs Created & Retained		92

TRAINING		2017
Trainings		13
Trainees		230

RESEARCH		2017
Research Projects		41
Support Hours		644

ADD'L SERVICES		2017
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Non-Clients Supported	199
Student/ Faculty Projects	47
Student/ Faculty Project Hours	559

WWU Small Business Development Center: Q4 2017 HIGHLIGHTS

- SBDC client, Josh Burdick of Veritas Media Productions, was nominated for Bellingham Chamber Small Business Awards
- Nominated SBDC client for SBA family business of the year award
- Launched Northwest Workforce On-the-Job Training program and hiring assistance
- Hosted Digital Marketing training in Blaine, WA
- Co-hosted Superstar Supervision training series: Happy Employees - Secrets to Staff Retention, The Magic Combination of Support and Accountability, The Tricky Team – Supervising Friends or Family
- Began co-hosting monthly Government Contracting Essentials training with Washington State PTAC

WASHINGTON CAMPUS COMPACT

- 1) **Educational Equity Grant.** Washington Campus Compact submitted a renewal grant proposal for the College Access Corps program. Second year funding will be \$809,550 to support college access programs of low income K-12 youth from across the state.
- 2) **Poverty Alleviation Grant.** Washington Campus Compact submitted a renewal grant proposal for the VISTA program to support poverty alleviation efforts with emphasis on college access and success, improving food security initiatives, and STEM education support (VISTA).
- 3) **Legislative Request.** Washington Campus Compact is seeking legislative support for the Student Civic Engagement Initiative to support student projects that address specific critical issues facing our state. In addition, funds would be used to support a mapping project that documents higher education partnerships with K-12 schools across the state. The request is for \$250,000.
- 4) **Students Serving Washington Awards.** The third annual Students Serving Washington Awards ceremony will be held on March 16, 2018 to recognize outstanding student civic leaders from across the state. Governor Inslee will also select the top three student civic leaders – one from each institution type: state four-year institutions, community/technical colleges, and private institutions.

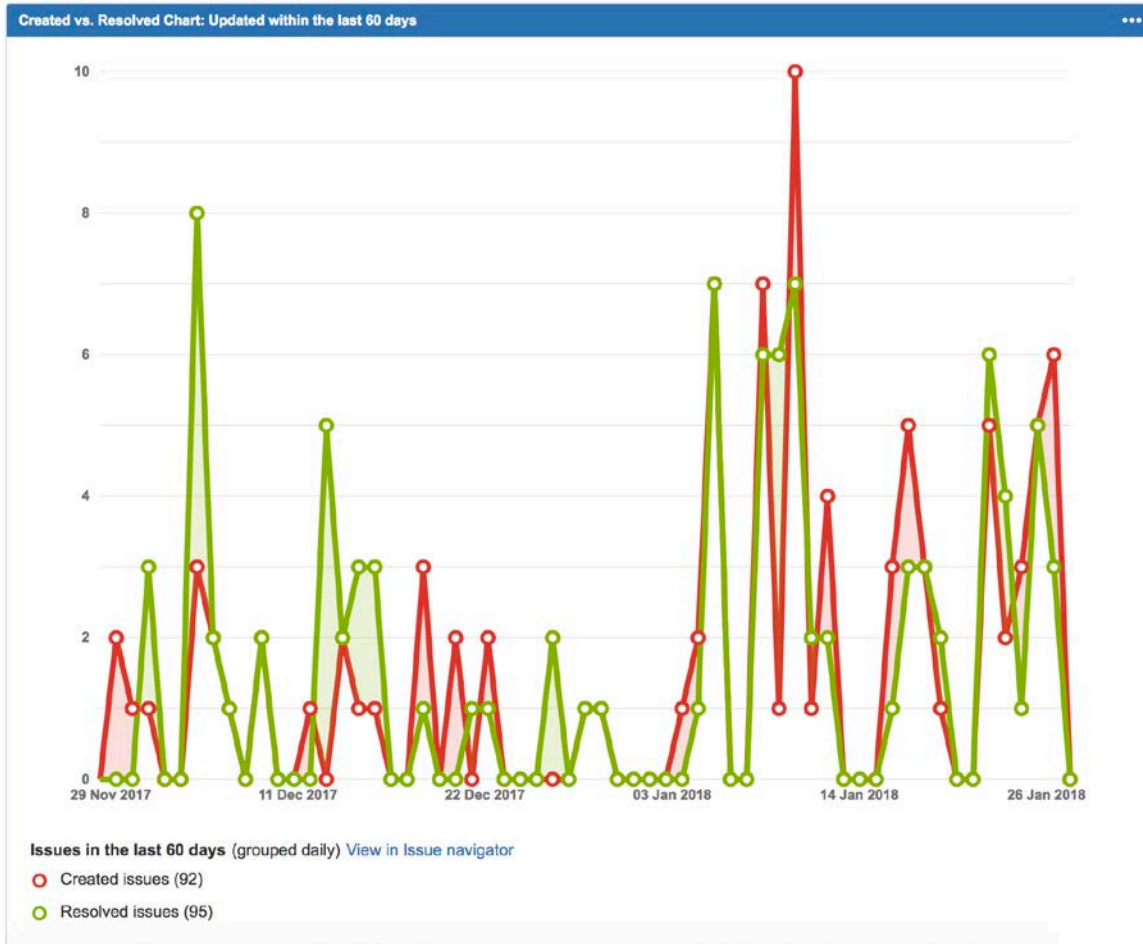
Web Communication Technologies (WebTech)

WebTech is happy to report that we have hired a temporary employee, 32 hours per week, to assist with Drupal work through June. We hope to find permanent funding for a full-time employee to fill this roll moving forward. The impact of the temporary employee has been immediate with a wide range of work being completed that would otherwise have been delayed.

The enterprise wide project of converting all websites to the new search platform, Thunderstone, is well underway and on schedule for completion by April 1. The end result will be increased search quality and a savings of \$13,000 per year for the University.

Our new team members Carly and David who are focusing on accessibility compliance, remediation, and staff/faculty education continue to make measured progress. Required reports have been submitted to the Office for Civil Rights in collaboration with EOO and the task of remediating all external facing University websites has begun. Progress can be monitored at <https://access.wvu.edu> and a high-level calendar outlining future work can be seen at <https://access.wvu.edu/plan/>.

WebTech launched five projects over the last two months. Replacing the web camera overlooking Red Square is significant as the original camera no longer was viewable on modern browsers. The work that went into the camera selection, configuration, and installation will be shared with other personnel on campus who manage cameras setting new best practices to follow. WebTech also focused on archiving websites, working with site owners, over twenty sites have been archived. This practice keeps quality content available on the web and reduces accessibility gaps.



This chart shows the impact of having another Drupal developer on staff working 32 hours per week. More issues have been resolved than have been created. That is a first for a period of time that does not involve winter or spring break.