

**Western Washington University
Board of Trustees
Agenda
February 7, 8, 2013**

THURSDAY, February 7, 2013

Location: Talaris Conference Center, 4000 NE 41st Street, Seattle, WA
Maple Conference Room, Building D

Time: 3:00 p.m.

1. CALL TO ORDER

3:00 – 3:05

2. SPECIAL REPORT

A. WESTERN IN SEATTLE – Past, Present, Future

3:05 – 4:15 Presentation: Catherine Riordan, Provost & VP for Academic Affairs
Eileen Coughlin, Sr. VP & VP for Enrollment & Student Services
Stephanie Bowers, VP for University Advancement

- *Extended Education*
- *Internships in Seattle/Viking Career Link*
- *Partnership Initiative/Advancement Initiatives*

3. EXECUTIVE SESSION MAY BE HELD FOR PURPOSES AUTHORIZED IN RCW 42.30.110

4:15 – 5:00 p.m.

1. CALL TO ORDER

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

TO: Members of the Board of Trustees

FROM: President Bruce Shepard by Provost Catherine Riordan, Senior Vice President Eileen Coughlin, and Vice President Stephanie Bowers

DATE: February 7, 2013

SUBJECT: Western in Seattle – Past, Present, Future

PURPOSE: Special Report

Purpose of Submittal:

To provide an overview and updates of initiatives underway to increase Western's visibility and presence in the Seattle area.

Supporting Information:

Attached is summary information on Extended Education; employer outreach, internships and Viking CareerLink; and Advancement opportunities in the Seattle area.

WESTERN IN SEATTLE

EXTENDED EDUCATION

- **Programs in Seattle:** Low Income Housing Institute, Academy for Life-long Learning, Munro Institute, and “Summer in Seattle.”
- **Summer in Seattle:** Provides summer school opportunities in King County, hosted at North Seattle Community College. The program is intended to improve retention and progress toward degrees. Improvements for 2013 include a broader array of course offerings, flexible scheduling options for working students, hybrid delivery, and a more robust communications campaign to market these summer study options.

PRESENCE IN SEATTLE: INTERNSHIPS & EMPLOYER RECRUITMENT

- **Student Internship Participation:** According to Intern Bridge, a national survey, the percentage of Western students completing internships (28.1%) exceeds the national average (23.9%). While we have improved this figure over the past two years, we know there is still work to be done and that internship opportunities are vital to our students’ futures. Consistently, our assessment data tells us that undergraduate students with an internship have a higher and faster rate of employment and an average starting salary (\$40,043 vs. \$37,627) that exceeds students without an internship experience.

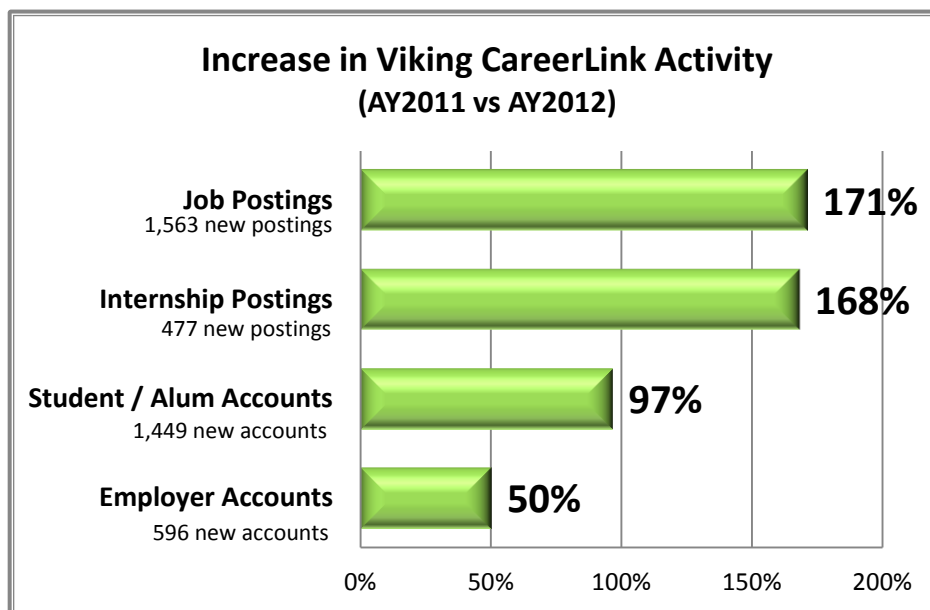
For Western survey respondents who did not complete an internship, 51.6% cited they “didn’t have time for an internship because I have too much school work.” Additionally, 35.4% of respondents indicated they “do not have time because I have too many other jobs”. These results suggest that as we cultivate internships we focus on paid internships, particularly those in the summer when students may have more time available.

- **Staff Investment:** In 2012, the Career Services Center’s Employer Outreach Manager was increased to a full-time position. The purpose of this investment is to generate more internship and career opportunities for students through increased contact with employers and alumni, increased employer participation in career fairs and on campus recruiting, and increased utilization of Viking Career Link.
- **Employer and Alumni Outreach:** Between June 2012 and December 2012, the Employer Outreach Manager conducted a total of 14 visits with Seattle area employers. In addition, over 100 companies with alumni in the Seattle area have been identified and a staffing plan is being considered for a greater presence in the area.

- **Fall Recruitment on Campus:** A record 14 accounting firms recruited on campus in the 2012 fall quarter. Moss Adams, one company in attendance, hired 9 interns and 3 permanent staff as a result of that visit.
- **Fall Career Fair:** Increases seen in both employer (16%) and student (33%) participation as compared to fall 2011 figures.

VIKING CAREER LINK

- An online job and internship posting database available to students, alumni, employers, faculty and staff. Overall, utilization of this online networking tool has grown 83 percent since it was introduced in 2010 and more than 2,000 employers (including Amazon, Boeing and Microsoft) have signed up to post job and internship opportunities on the site.
- The figure below illustrates the growth that has taken place between 2011 and 2012:



PARTNERSHIP INITIATIVE

- University Advancement and Enrollment and Student Services are discussing a potential joint appointment to be based in the Seattle area. This individual's charge would be to represent Western's interests to the corporate community in the region in order to generate more internships and job placements and to develop partnerships that match the interests and passions of a corporation with Western's interests and needs (e.g. scholarship funds, faculty support, event sponsorships, naming opportunities).

ADVANCEMENT INITIATIVES

- **Western in Puget Sound Committee:** The WWU Foundation's Western in Puget Sound committee is committed to building a strong presence in the Puget Sound region and securing investments that support the financial needs of our students through business forums and other events that help tell the story of Western and our student's commitment to "Active Minds, Changing Lives."
- **Western's Business Forum:** This event brings together corporate and civic leaders, alumni, and parents and friends interested in the University and business trends. Now in its sixteenth year, the Forum continues as a premier event for the exchange of ideas and the examination of issues facing the business community in Washington. This year's keynote speaker is Jim Sinegal, Co-Founder and Director of Costco. Prior to co-founding Costco, Jim spent almost 30 years in the retail business beginning at 18 years old while a college student.

The Business Forum started out as a public relations event and has transitioned to a fundraising event, specifically to secure scholarships, and primarily for incoming students. To date the Forum has raised \$900,000.

- **Western-in-Boeing and Western-in-Microsoft:** The WWU Alumni Association is piloting an approach to our two largest employers of alumni. The focus is on identifying key alumni and parents, updating our contact database, specialized e-communications, and customized event programming. In March the Foundation Governing Board will meet on the Microsoft campus and invite key alumni and parents to a lunch discussion of Western's visibility in the greater area and in the company.
- **A Sampling of Events and Activities in the Greater Puget Sound area:**
 - Fairhaven College reception featuring Larry Estrada, Sr. and Fairhaven alumnus and Academy Award winner TJ Martin and the screening of his film, "Undeclared"
 - President's Club Summer Salmon BBQ
 - President's Club Holiday Reception
 - Western Business Forum
 - Western Washington University Foundation Scholarship Student/Donor Lunch
 - WWU Alumni Association Sounders Game – pregame reception and game
 - WWU Alumni Association Mariners Game – pregame reception and game
 - WWU Alumni Association Seattle Aquarium tour and Elliot Bay cruise
 - WWU Alumni Association networking events, including a recent holiday Zoolights event

3. EXECUTIVE SESSION

Executive Session may be held to discuss personnel, real estate, and legal issues as authorized in RCW 42.30.110.