

WESTERN WASHINGTON UNIVERSITY
BOARD OF TRUSTEES
AGENDA
FEBRUARY 14, 2020

FRIDAY, FEBRUARY 14, 2020

Location: Washington Athletic Club, Meisnest Room

Time: 9:00 a.m.

1. CALL TO ORDER, APPROVAL OF MINUTES

9:00 – 9:05

- Board of Trustees Meeting, December 12, 13, 2019

2. PUBLIC COMMENT

9:05 – 9:10

3. DISCUSSION WITH WASHINGTON ROUNDTABLE AND WASHINGTON STUDENT ACHIEVEMENT COUNCIL REPRESENTATIVES

9:10 – 10:20

Steve Mullin, President, Washington Roundtable

Jeff Vincent, Member, WA Roundtable and Chair, Washington Student Achievement Council Board

10:20 – 10:30

BREAK

4. BOARD CHAIR REPORT

10:30 – 10:40

5. UNIVERSITY PRESIDENT REPORT

10:40 – 10:50

6. ASSOCIATED STUDENTS REPORT

10:50 – 10:55

7. FACULTY SENATE REPORT

10:55 – 11:00

8. BOARD FINANCE, AUDIT AND ENTERPRISE RISK MANAGEMENT COMMITTEE REPORT

11:00 – 11:05

Presentation: John M. Meyer, Committee Chair

9. BOARD STUDENT SUCCESS COMMITTEE REPORT

11:05 – 11:10

Presentation: Mo West, Committee Chair

ACTION ITEMS

10. APPROVAL OF PUBLIC WORKS PROJECTS

11:10 – 11:15

Presentation: Richard Van Den Hul, Vice President, Business and Financial Affairs
Rick Benner, University Architect/Director, Facilities Development and
Capital Budget

- a. Delegation of Authority to Award Construction Contract Package #1 (of 5 total) for the Interdisciplinary Science Building, PW733

11. CONSENT ITEMS

11:15 – 11:20

- a. Approval of Winter Quarter Degrees
- b. Approval of Honorary Degree at Spring 2020 Commencement
- c. Approval of Board of Trustees Meeting Schedule for 2021-2022

DISCUSSION ITEMS

12. WATERFRONT UPDATE

11:20 – 11:30

Presentation: Donna Gibbs, Vice President for University Relations and Marketing
Brad Johnson, Dean of the College of Science and Engineering

13. LEGISLATIVE UPDATE

11:30 – 11:40

Presentation: Becca Kenna-Schenk, Executive Director of Government Relations

14. INFORMATION ITEMS

11:40 – 11:45

- a. Quarterly Report on Grants and Contracts
- b. University Advancement Report
- c. Capital Program Report
- d. University Relations and Marketing Report
- e. Annual Department of Public Safety Report
- f. Mid-year Housing & Dining Report
- g. Admissions and Enrollment Report

15. DATE FOR NEXT REGULAR MEETING: April 16, 17, 2020

16. ADJOURNMENT

1. CALL TO ORDER

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa

DATE: February 14, 2020

SUBJECT: **Approval of the Minutes**

PURPOSE: Action Items

Purpose of Submittal:

Approval of the Board of Trustees Meeting Minutes.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the president, approve the following minutes:

- Approval of the Minutes of the Board of Trustees Meeting, December 12, 13, 2019.

Supporting Information:

Minutes of December 12, 13, 2020

**Western Washington University
Board of Trustees
Meeting Minutes
Thursday, December 12, 2019**

CALL TO ORDER

Board Chair Earl Overstreet called the regular meeting of the Board of Trustees of Western Washington University to order on Thursday, December 12 at 3:06 p.m. in the Old Main 340 Board Room in Bellingham, WA.

Board of Trustees

Earl Overstreet, Chair
Chase Franklin, Vice Chair
John Meyer, Secretary
Faith Pettis
Hunter Stuehm
Karen Lee
Mo West
Sue Sharpe

Western Washington University

Sabah Randhawa, President
Brent Carbajal, Provost and Vice President for Academic Affairs
Richard Van Den Hul, Vice President for Business and Financial Affairs
Stephanie Bowers, Vice President for University Advancement
Donna Gibbs, Vice President for University Relations and Marketing
Kerena Higgins, Assistant Attorney General
Melissa Nelson, Assistant Attorney General
Paul Cocke, Director of University Communications
Paul Dunn, Chief of Staff to the President, Secretary to the Board of Trustees
Barbara Sandoval, Senior Executive Assistant to the President
Rayne Rambo, Assistant Secretary to the Board of Trustees

1. APPROVAL OF UNIVERSITY BUILDING NAMING

President Randhawa introduced Stephanie Bowers, Vice President for University Advancement and Brad Johnson, Dean, College of Science and Engineering who provided an overview of the process that led to a ten million dollar gift in support of the construction of an Advanced Technology Engineering and Computer Science Building at Western from Grace Borsari and Fred Kaiser of Alpha Technologies. Randhawa explained that the legislature had made a commitment to fund pre-design and design phase funding within the current legislative biennium 2019-2021 and construction phase funding of an electrical engineering and computer science building within the next legislative biennium 2021-2023. He noted that this commitment was contingent on Western raising ten percent of the construction costs through private philanthropy. Executive leadership agreed that the building needs to be able to accommodate the growing needs of the Electrical Engineering

program, Computer Science program and the Energy Institute. He noted that the gift from Grace Borsari and Fred Kaiser will cover half of the total amount needed for Western's philanthropic contribution.

Brad Johnson, Dean, College of Science and Engineering explained the new building will enable the College of Science and Engineering to keep up with the growth of the newly accredited Engineering programs and the Computer Science program. He noted that the approach of the college is to strategically move forward by connecting to regional communities that support Western graduates within these programs.

Stephanie Bowers, Vice President for University Advancement provided an overview of Borsari and Kaiser's commitment to Western that led to the largest single charitable gift in Western's history. She noted that they are local business partners with a history of giving to Western over two decades including equipment, scholarships, and graduate support. Through their Alpha Technologies they have also provided internship, employment, and professional advancement opportunities to many Western students and alumni. She acknowledged that this gift will inspire other donors to give to the campaign to fill the remaining amount of the campaign to fund the project.

RESOLUTION NO. 2019-05

**A RESOLUTION OF THE BOARD OF TRUSTEES OF
WESTERN WASHINGTON UNIVERSITY**

**TO NAME THE ADVANCED TECHNOLOGY ENGINEERING & COMPUTER SCIENCE
BUILDING**

KAISER BORSARI HALL

WHEREAS, FRED KAISER AND GRACE BORSARI have made a lead gift commitment of \$10 million to support the construction of an Advanced Technology Engineering and Computer Science Building at Western Washington University, the largest gift commitment in the history of the institution; and

WHEREAS, FRED KAISER AND GRACE BORSARI have been generous supporters of Western Washington University for over two decades, with over \$2 million in previous giving, including \$1 million to the Institute for Energy Studies to name the Alpha Technologies Electrical Engineering Lab, support for a professorship in the College of Business and Economics, scholarships in computer science, engineering, and advanced materials science, with a particular focus on women and students from diverse backgrounds, and annual support for intercollegiate athletics through the Viking Night auction; and

WHEREAS, FRED KAISER AND GRACE BORSARI, through their Bellingham-based company Alpha Technologies, built an internationally successful enterprise which has advanced the careers of numerous Western Washington University students and alumni through internships and employment; and

WHEREAS, FRED KAISER AND GRACE BORSARI have supported higher education throughout North America, providing scholarships at numerous universities, and a gift to name the Fred Kaiser Building for applied sciences at the University of British Columbia; and

WHEREAS, FRED KAISER and GRACE BORSARI have encouraged leaders in their companies to volunteer for board service on the WWU Foundation, as well as college and department advisory boards and committees at Western Washington University; and

WHEREAS, FRED KAISER AND GRACE BORSARI were recognized for their generosity and service to Western at the Commencement ceremonies of June 2013 with the President's Award, the University's highest community honor; and

WHEREAS, GRACE BORSARI was named Business Person of the Year by the Whatcom Business Alliance in 2019; and

WHEREAS, FRED KAISER serves as a Director on the US Chamber of Commerce; and

WHEREAS, during the 2019 session, the Washington State Legislature appropriated \$2 million in pre-design and design funding for a new engineering and computer science building, with a budget proviso to provide an additional \$46 million for construction during the 2021-2023 biennium, with the WWU Foundation raising \$20 million toward the construction costs through private philanthropy; and

WHEREAS, the \$10 million gift from **FRED KAISER AND GRACE BORSARI** represents fifty percent of the total fundraising effort required of Western and will inspire others to give; and

WHEREAS, the new Advanced Technology Engineering and Computer Science building will be a tremendous asset to Western's current and future faculty and students, and greatly advance Western's strategic goals of Advancing Inclusive Success, Increasing Washington Impact, and Enhancing Academic Excellence;

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of Western Washington University, that the new Advanced Technology Engineering and Computer Science Building be named

KAISER BORSARI HALL

PASSED AND APPROVED by the Board of Trustees of Western Washington University at its meeting on December 12, 2019.

MOTION 12-01-2019: Trustee Sharpe moved that the Board of Trustees approve Resolution 2019-06 to name the Advance Technology Engineering and Computer Science Building *Kaiser Borsari Hall*

The motion passed.

2. EXECUTIVE SESSION

The board went into Executive Session for approximately forty minutes to discuss a personnel matter as authorized by RCW 42.30.110

**Western Washington University
Board of Trustees
Meeting Minutes
Friday, December 13, 2019**

CALL TO ORDER

Board Chair Earl Overstreet called the Friday, December 13, 2019 meeting of the Board of Trustees of Western Washington University to order at 9:06 a.m. in the Old Main 340 Board Room in Bellingham, WA.

Earl Overstreet, Chair
Chase Franklin, Vice Chair
John Meyer, Secretary
Faith Pettis
Hunter Stuehm
Karen Lee
Mo West

Western Washington University

Sabah Randhawa, President
Brent Carbajal, Provost and Vice President for Academic Affairs
Richard Van Den Hul, Vice President for Business and Financial Affairs
Stephanie Bowers, Vice President for University Advancement
Donna Gibbs, Vice President for University Relations and Marketing
Allison Giffen, Faculty Senate Vice President
Lani Defiesta, Associated Students President
Paul Cocke, Director of University Communications
Paul Dunn, Chief of Staff to the President, Secretary to the Board of Trustees
Barbara Sandoval, Senior Executive Assistant to the President
Rayne Rambo, Assistant Secretary to the Board of Trustees

4. APPROVAL OF MINUTES

MOTION 12-02-2019 Trustee Meyer moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, approve the following minutes:

- Board of Trustees Work Session, September 26, 27, 2019
- Board of Trustees Meeting, October 10, 11, 2019
- Board of Trustees Special Meeting, October 30, 2019

The motion passed.

5. PUBLIC COMMENT

As per Amended RCW 28B.35.110, the Board of Trustees provided time for public comment. One person signed up to testify before the Board and Chair Overstreet gave him the opportunity to address the Board regarding a personal matter.

6. BOARD CHAIR REPORT

Board Chair Earl Overstreet provided the following report:

“Last meeting, I ended my report with some information regarding the Board self-assessment that was done as part of our September Work Session. Today I begin with an update on some of the action items from that process.

We have improved our annual agenda/planning calendar and between meeting updates. Speaking of calendars, our February meeting will be in Seattle and will include a Work Session. The April meeting will be in Poulsbo. We toured the Multicultural Center and attended its grand opening celebration. We also toured the Disability Access Center and the Veterans Center. We appreciate the time spent by staff at each of those centers to give us a better understanding of their respective roles in advancing student success.

My next and final item starts with a November 27, 2019 article in the Puget Sound Business Journal titled “How Faith Pettis helped the region find common ground on housing issues.” Faith, I hope that you will indulge me because I know that you were embarrassed by all the accolades expressed by your fellow trustees when Karen Lee brought the article to our attention. The article describes how Faith co-chaired the city of Seattle’s Housing Affordability and Livability Agenda task force in 2014. The task was to get 28 people to find ways to create 20,000 new affordable housing units and 30,000 new market-rate housing units in 10 years. I won’t spoil the ending, but the article title is a big clue.

If you have been to a Western commencement, you have heard the Board of Trustees described as “volunteers who serve to steward the legacy of Western.” Sometimes I think it is helpful to put a face, a name, and actions with a concept like “volunteer servants” to make it more tangible. That is why I shared this article about Faith. This holiday season is an appropriate time to express my gratitude for the commitment to service of all my fellow trustees, not just to Western, but throughout their many professional and community roles. You are an outstanding group.

That concludes my report.”

7. UNIVERSITY PRESIDENT REPORT

President Randhawa recognized the generous ten million dollar gift from Grace Borsari and Fred Kaiser in support of an Advanced Technology Engineering and Computer Science Building on Western’s campus. He added that the gift—the largest in Western’s history—constitutes half of the total fundraising contribution required from Western by the Legislature in order to fully fund the balance with public funds. He also noted that the Board’s approval of naming the building Kaiser Borsari Hall will inspire others to give as well.

Randhawa noted that the University continues to work with Representative Debra Lekanoff and her staff to create a proposal to the legislature for funding of a Long House on Western's campus. He added that they have the support of the Lummi Tribal Council which will also advocate for the project at the legislative level.

Randhawa reported that the Graduate School has received a gift from the MJ Murdock Charitable Trust to purchase an electron microscope which will assist advanced research by graduate students, attract experienced research faculty, and provide an important research asset for other institutions in the area.

Lastly he reported that Western's Production, "HereToo-WWU", an original company-created play drawn largely from interviews with young activists confronting the gun violence epidemic in America, was invited to perform at the Kennedy Center American College Theater Festivals' regional festival in Fort Collins, Colorado in February. He added that the team was one of four teams selected and one of two that received perfect scores within the four scoring categories.

8. FACULTY SENATE REPORT

Allison Giffen, Faculty Senate Vice President reported that the Faculty Senate have been developing recommendations on revisions to the Faculty Code of Ethics, specifically to section two that pertains to classroom climate and the use of racially charged speech in particular. She noted that section two's revisions were made based on response to student concerns expressed last academic year and voted on in June 2019, though at that time the results of the vote were inconclusive. She added that a sub-committee of faculty and students was organized in Fall 2019 to formulate proposed changes that would be congruent with state and federal law. That revised version was approved by the Faculty Senate at a campus-wide faculty referendum and the new version was adopted in November with a sixty-six percent majority. She reported that the Faculty Senate will recommend these changes to the administration and the United Faculty of Western Washington (UFWW).

Giffen reported that the Faculty Senate has approved a restructure of Faculty governance in Research and Sponsored Programs (RSP) that includes the formation of a representative oversight committee that will coordinate faculty development grants and assist RSP in supporting research and creative activity on Western's campus.

9. ASSOCIATED STUDENTS REPORT

Lani DeFiesta, Associated Students President introduced Grace Drechsel, ASVP for Governmental Affairs who provided an update on the adopted Associated Students (AS) legislative agenda that was approved by the AS Executive Board of Directors and the Student Senate. She noted that highlights of the agenda include college affordability, support for undocumented students, funding for an ethnic studies program, support for additional mental health counseling space and environmental protections and climate justice.

DeFiesta reported that student senators have been sworn into their positions and have held their first two meetings and passed a letter in support of adding a sexual assault disclaimer

resources section to all syllabi for classes on campus and also approved the legislative agenda. She noted the senate will continue conversations with individual colleges on campus climate to assess needs and reviewing fail rates with Mathematics to better support students' needs to meet the graduation requirements.

10. BOARD FINANCE, AUDIT, AND ENTERPRISE RISK MANAGEMENT COMMITTEE REPORT

Trustee John Meyer, Chair, Finance, Audit and Enterprise Risk Management Committee reported that the State Auditor's Office exit conference in which they were extremely complimentary on working with Western's staff. He noted that the completed audit was for the FY 2019 Financial Reports and the Western Crossing Development Corporations for FY 2019. He said that the presentation outlined that there were no significant deficiencies or material weakness concerns regarding internal controls and there were no material instances or noncompliance that affected the statements. He added that the next scheduled audit will be the FY 2019-2020 accountability audit and fiscal year 2020 financial statement will be conducted in September 2020.

Meyer reported that the committee discussed information security that included distributed IT, support applications, and infrastructure. He noted that the committee received a presentation on space modeling and capital planning that addresses current populations and future growth. He noted there was an update on the Interdisciplinary Science building and a report on semi-annual compliance and controls.

11. BOARD STUDENT SUCCESS COMMITTEE REPORT

Trustee Mo West, Chair, Student Success Committee reported the focus of the meeting was on Housing and Dining that was led by Leonard Jones, Director, University Residences. West reported that the committee was provided an overview of the Leaders Engage in Action, Discernment, and Skills-building (LEADS) program that is used by university residences that provides opportunities to campus students including highly experiential courses and training, innovative lecture and events, creation of a leadership e-portfolio through a developmental learning process, and participation in collaborative learning/service learning on and off campus that prepares students to be successful leaders now and after they graduate. West noted that the residence halls are implementing the University Residences Initiative for Student Engagement (URISE) program that is an initiative for student engagement that encourages students living on campus to embrace multiple perspectives. She noted the program allows residents to engage as members of a diverse and inclusive community, through a vision of a just and equitable local, national, and global society. She added that as a result of living at Western, students develop skills for personal wellness and professional readiness, as they prepare for their careers.

Trustee Stuehm acknowledged the work of Jones in building the URISE model that is specific to Western and provides additional resources and training to student Resident Advisors (RA) who most often work with incoming freshman.

12. DISCUSSION OF ENTERPRISE RISK MANAGEMENT PLAN

Brian Sullivan, Associate Vice President for Business and Financial Affairs and Paul Mueller, Director, Risk, Compliance and Policy Services provided the board with an overview of the Enterprise Risk Management (ERM) process. Sullivan explained the goals of the ERM process, the five prioritized ERM Plans that have emerged from it, and how they complement Western's strategic planning process. Sullivan reported that the ERM Framework was developed by the administration, with the support of the Finance, Audit, and Enterprise Risk Management (FARM) Committee, and was presented to the full board for review and discussion at the June 14, 2018 meeting. Mueller explained that the ERM program was implemented shortly thereafter, with enterprise risks identified, evaluated and prioritized by institutional stakeholders, resulting in five highest-priority enterprise risks for Western. Mueller noted the five priority enterprise risks include financial stewardship, campus climate, comprehensive capital and space utilization planning, information technology, infrastructure and governance, and buildings and infrastructure. Detail on all of these items were included in the meeting materials.

Trustee Sharpe articulated the need to communicate with the campus community that the five priority enterprise risks determined in the ERM process are relevant to everyone on campus, and not a responsibility delegated to Business and Financial Affairs. She emphasized that that the terminology used should be relatable to everyone at Western in order to have the best outcome for assessing risk and opportunity within the five priority enterprise risks.

Mueller concluded that the Institutional ERM Committee will provide updates to the Board of Trustees annually or as the trustees deem necessary.

13. WWU KINDNESS DAY AND THE SCIENCE OF KINDNESS

Barbara Sandoval, Senior Executive Assistant to the President and Rayne Rambo, Assistant Secretary to the Board of Trustees and Christie Scollon, Associate Professor, Psychology provided the Board with an overview of the inaugural WWU Kindness Day held on Thursday, November 13th, 2019 in conjunction with World Kindness Day that was launched in 1998. Sandoval highlighted that the idea was a product of a summer working retreat for the Senior Management Administrative Recourse Team, (SMART) whose membership includes the Assistants to the Vice Presidents, Assistant Secretary to the Board, and Assistant to the Assistant Attorneys General. She noted that with President Randhawa's support the group formed a committee in collaboration with faculty in the Department of Psychology and Professor Scollon's PSY377 Positive Psychology students.

Rambo provided an overview of the day's events that included Kindness booths in four locations across campus that were staffed by the committee members and Professor Scollon's PSY377 students, who created kindness-related class projects for the day. Students and staff were encouraged to participate in acts of kindness at the booths in promotion of spreading kindness and students shared their projects. The conclusion of the day was a kindness fair that allowed everyone to gather together to learn about and take advantage of support services on campus that evoke or promote kindness.

Scollon highlighted that Kindness Day had a very positive impact on her students and the feedback after the event was very positive. She noted it allowed her students to step outside their comfort zones to engage and feel more connected to the Western community, and bring knowledge outside the classroom. She added that although the impacts of the day's events are difficult to quantify, qualitative reports from students and her observations converge on an overall positive experience that warrants repeating in 2020.

Chair Overstreet announced a ten minute break at 10:48am and the board reconvened at 10:57am.

14. GRADUATE EDUCATION AND THE RESEARCH ENTERPRISE AT WESTERN

David Patrick, Interim Vice Provost for Research and Sponsored Programs and Dean of the Graduate School presented the board with an overview of graduate education, research and sponsored programs. Patrick reported that Western's graduate programs pursue advanced studies in over thirty different fields, with educational opportunities in Bellingham, Seattle, south Puget Sound and online courses. He said that graduate education at Western produces leaders and professionals with specialized knowledge and skills who are prepared to contribute to society and the economy. Patrick reported that Western's portfolio of research and creative activities is one of the strongest among primarily undergraduate and Master-granting institutions. He noted that these programs engage students in hands-on learning at all levels, while fostering innovation and providing regional access to expertise and specialized resources.

Patrick reported that Graduate School faculty take pride in student success of their graduates and that is one of the signature qualities of the graduate programs. He noted that time to degree has been reduced through multiple initiatives and that the five year completion rate is at eighty percent. Patrick noted that there are three different areas of impact that graduate education has at Western. First, graduate programs enhance the intellectual vitality and rigor within a department or an area of study. He noted that having graduate students involved in delivering the curriculum with faculty can positively change the character, depth, and vigor of the program. Second, Western graduate students have an impact within the state of Washington, as they take on leadership roles within businesses, industries, and educational institutions, and offer a specialized set of skills important to the innovation driven economy of the Pacific Northwest. He said that the third area of impact of graduate level education lies in the benefits of students' career advancement, first-job competitiveness and becoming a life-long learner.

Patrick reported that the strategic priorities of the graduate school include fair and competitive Teaching Assistant (TA) stipend levels, increased student diversity, increasing access to high demand fields, balanced academic coverage, reaching underserved populations, and overall graduate student enrollment.

Jasmine Balasa, Masters student in Adult and higher education, and President of the Graduate Student Advisory Counsel and Daniel Korus, Masters student in Chemistry shared their experiences as graduate students at Western.

15. APPROVAL OF UPDATED LOCAL GOVERNMENT INVESTMENT POOL PROSPECTUS

Richard Van Den Hul, Vice President for Business and Financial Affairs, requested approval of a resolution authorizing investment of Western Washington University monies in the Local Government Investment Pool (LGIP). He noted that in 2016, changes in GASB 79 accounting reporting standards and the addition of the ability to transfer funds via Automated Clearing House (ACH) prompted an update to the LGIP's Prospectus. He reported that in order to participate in the LGIP and to ensure the Board of Trustees is aware of the investment strategy and risks, the State Treasurer requires that the Board of Trustees read the LGIP Prospectus and approve Resolution No. 2019-06 Authorizing Investment of Western Washington University monies in the LGIP.

MOTION 10-02-2019

Trustee Franklin moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, hereby approves Resolution 2019-06 included in the materials, Authorizing Investment of Western Washington University Monies in the LGIP.

The motion passed.

16. PUBLIC WORKS PROJECTS

Richard Van Den Hul, Vice President for Business and Financial Affairs requested approval for the following Public Works Projects.

MOTION 12-03-2019

Trustee Stuehm moved, that the Board of Trustees of Western Washington University, upon the recommendation of the President, award a contract to Dawson Construction, Bellingham, WA, for the amount of \$1,112,814 (base bid) (plus associated sales tax) for the construction contract to construct the Multiple Building Access Control.

The motion passed.

MOTION 10-04-2019

Trustee Stuehm moved that the Board of Trustees of Western Washington University, upon the recommendation of the President, award a consultant contract to Perkins + Will, Seattle, WA, for a fee of \$4,965,437, to provide Pre-Design and Design

Services and Construction Administration for the construction of
the Electrical Engineering and Computer Science Building

The motion passed.

17. APPROVAL OF FALL QUARTER DEGREES

Brent Carbajal, Provost/Vice President for Academic Affairs requested approval of fall quarter degrees.

MOTION 10-05-2019

Trustee West moved that the Board of Trustees of Western Washington University, on recommendation of the faculty and subject to the completion of an unmet requirements, approved awarding undergraduate and graduate degrees to the candidates listed in the files of the Registrar and Graduate Dean, for Fall Quarter 2019, effective December 14, 2019.

The motion passed.

18. INFORMATION ITEMS

a. Admissions and Enrollment Report

Vice President Huskey provided a written report regarding the university's general enrollment and admissions

b. Quarterly Grant Report

Provost Carbajal provided a written report with information for the Office of Research and Sponsored Programs concerning grant awards.

c. Sustainability Report

Vice President Melynda Huskey provided a written report on the University's Sustainability Program.

d. Capital Program Report

Vice President Van Den Hul provided a written report on the University's capital projects

e. University Advancement Report

Vice President Bowers provided a written report on the University's Alumni Relations and Western's Foundation activities.

f. University Relations and Marketing Report

Vice President Gibbs provided a written report documenting recent activities of University Relations and Marketing.

g. Legislative Report

Becca Kenna-Schenk, Executive Director, Government Relations provided a written report of Legislative Updates.

h. Admissions and Enrollment Report

Vice President Melynda Huskey provided a written report regarding the university's general enrollment and admissions.

i. 2018-19 University Financial Report

Vice President Van Den Hul provided a written report regarding the Independent Auditor's report on the University's Financial Statements.

j. 2019 Housing and Dining System Financial Report

Vice President Van Den Hul provided a written report of the University Housing and Dining Systems Financial Reports.

k. 2019 Wade King Student Recreation Center Financial Report

Vice President Van Den Hul provided a written report on the Student Recreation Center's Financial Reports

l. Security and Fire Report

Vice President's Van Den Hul and Huskey provided a written report on the University's Fire and Safety log.

19. DATES FOR NEXT REGULAR MEETING

February 13 & 14, 2020

20. ADJOURNEMENT

The meeting adjourned at 12:24 am.

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

TO: Members of the Board of Trustees

FROM: Sabah Randhawa, President

DATE: February 14, 2020

SUBJECT: **Public Comment Period**

PURPOSE: Information Item

Purpose of Submittal:

RCW 28B.35.110 requires that the governing boards of regional universities provide for public comment at meetings and follow procedures for open public meetings in the Open Public Meetings Act.

Persons wishing to comment will sign in between 8:45 – 8:55 a.m. the day of the Board of Trustees meeting. The signup sheet will be given to the Board Chair at 9:00 a.m.

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa

DATE: February 14, 2020

SUBJECT: Discussion with Washington Roundtable and Washington Student Achievement Council Representatives

PURPOSE: Discussion Item

Purpose of Submittal:

Steve Mullin, President of the Washington Roundtable, and Jeff Vincent, member of the Washington Roundtable and Chair of the Washington Student Achievement Council, will join the Board of Trustees to share their reflections about [Washington State House Bill 2158](#) (the Workforce Education Investment Act), recent conversations with higher education leaders about the goals and implementation of HB 2158, and engage in dialogue about how boards can work with their institutions to advance post-secondary attainment in Washington State.

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

TO: Members of the Board of Trustees
FROM: Earl Overstreet, Chair, Board of Trustees
DATE: February 14, 2020
SUBJECT: **Board Chair Report**
PURPOSE: Information Item

Purpose of Submittal:

Board Chair Earl Overstreet will report to members of the Board and President Randhawa and his staff on topics related to the Board of Trustees.

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

TO: Members of the Board of Trustees

FROM: Sabah Randhawa, President

DATE: February 14, 2020

SUBJECT: **University President's Report**

PURPOSE: Information Item

Purpose of Submittal:

President Randhawa will present brief reflection on issues of interest to the Board.

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of the Associated Students

DATE: February 14, 2020

SUBJECT: **Associated Students**

PURPOSE: Associated Students Report

Purpose of Submittal:

AS President Lani DeFiesta will brief the Board of Trustees on recent activities of the Associated Students.

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of the Faculty Senate

DATE: February 14, 2020

SUBJECT: Faculty Senate

PURPOSE: Faculty Senate Report

Purpose of Submittal:

Jeff Young, Faculty Senate President, will brief the Board on recent activities of the Faculty Senate.

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

TO: Members of the Board of Trustees
FROM: John M Meyer, Chair, Board Audit Committee
DATE: February 14, 2020
SUBJECT: **Board FARM Committee Report**
PURPOSE: Information Item

Purpose of Submittal:

Chair Meyer will report to members of the Board of Trustees and the university president and his staff topics related to the Board FARM Committee.

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

TO: Members of the Board of Trustees
FROM: Mo West, Chair, Board Student Success Committee
DATE: February 14, 2020
SUBJECT: **Board Student Success Committee Report**
PURPOSE: Information Item

Purpose of Submittal:

Chair West will report to members of the Board of Trustees and the university president and his staff topics related to the Student Success Committee.

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:
Richard Van Den Hul, Vice President, Business and Financial Affairs

DATE: February 14, 2020

SUBJECT: **Delegation of Authority to Award Construction Contract Package #1
(Earthwork and Utilities) for the Interdisciplinary Science Building**

PURPOSE: Action Item

Purpose of Submittal:

Delegate the authority to award a construction contract for construction package #1 (the earthwork and utilities) for the Interdisciplinary Science Building.

Proposed Motion:

MOVED that the Board of Trustees of Western Washington University, upon the recommendation of the President, delegate the authority to the President, in consultation with the Chair of the Board of Trustees, to award construction contract package #1 not to exceed \$3,517,000 (and associated sales tax) and execute documents for the earthwork and utilities construction package for the Interdisciplinary Science Building.

Supporting Information:

The Interdisciplinary Science Building is using the alternative delivery method of General Contractor / Construction Manager (GC/CM) as allowed under RCW 39.10.340. RCW 39.10.370 allows for a Public Body to authorize the GC/CM to proceed with the bidding and award of construction bid packages before the receipt of complete project plans and specifications.

This project is using a "Mini-MACC (Maximum Allowable Construction Cost)" option that will award five separate bid packages during the winter and spring of 2020 (see table below). This option allows Western to accelerate the construction timeframe to meet deadlines while maintaining cost certainty through each bid package. The cost certainty comes through development of a comprehensive construction budget with line item budget values. As Mini-MACCs are bid and awarded, the overall budget is adjusted to correlate with the true construction costs allowing the bids to be evaluated to ensure compliance with the overall project budget. Additionally, the Mini-MACC option allows the trades that are traditionally long lead services to be bid and awarded in a timely fashion to mitigate schedule impacts. The RCW allows these various packages to be publically bid when they have reached a minimum completion of 90% Construction Documents (CD). All early bid packages are going to be bid at 90% CD with the largest and final bid package bidding at 100% complete.

At the December 2019 Board meeting, the Board's Finance, Audit and Enterprise Risk Management (FARM) Committee discussed how best to proceed with the project. To maintain the construction schedule with the design and bidding critical path we anticipate there will be two (2) Delegation of Authority authorizations, one (1) special Board meeting and two (2) standing Board meetings. The following Mini-MACC design document release and bid package Board of Trustees plan is being proposed to award the phased construction packages:

Bid Package #	BOT Date	BOT Action	Bid Package Description	Approx. Value of Package	CD Level of Completeness
1	2/14/2020	Delegation of Authority	Earthwork and Utilities	\$3,517,000*	90%
2	4/17/2020	Award	Structures and Elevator	\$8,820,000	90%
3	4/17/2020	Delegation of Authority	Fire Protection and Early Mechanical, Electrical, and Plumbing	\$3,044,000	90%
4	6/12/2020	Award	Siding, Roofing, Enclosure, and Lab Casework and Equipment	\$8,642,000	90%
5	7/17/2020	Special Meeting - Award	Balance of Architectural Finishes and Balance of Mechanical, Electrical, and Plumbing	\$26,375,000	100%

* The breakdown of Bid Package #1 (excluding sales tax) is as follows:

Direct Construction Costs	\$2,654,000
Negotiated Support Services	\$ 400,000
Risk Contingency	\$ 48,000
General Conditions	\$ 300,000
GC/CM Fee	\$ 115,000
TOTAL	\$3,517,000

This project has established goals of 10% for MBE participation and 6% for WBE participation by firms certified with the Washington State Office of Minority and Women's Business Enterprises. The GC/CM contractor and consultant has had, and will continue to have, extensive outreach to firms with the intent of meeting, if not exceeding, this goal. We will have a better understanding of the overall MWBE percentage data once all the bid packages are opened.

The total budget for the project is \$66,500,000.

Source of Funding:

State Capital Bond Funds
 WWU Parking Services Funds

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa

DATE: February 14, 2020

SUBJECT: **Consent Items**

PURPOSE: Action Items

Purpose of Submittal:

Approval of the university recommendations provided on the consent item agenda:

- Approval of Winter Quarter Degrees
- Approval of Honorary Degree at Spring 2020 Commencement
- Approval of Board of Trustees Meeting Schedule for 2021-2022

Supporting Information:

Materials supporting the consent item agenda are attached.

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

TO: Members of the Board of Trustees
FROM: President Sabah Randhawa by Provost Brent Carbajal
DATE: February 14, 2020
SUBJECT: **Approval of Winter Quarter Degrees**
PURPOSE: Action Item

Purpose of Submittal:

It is the Board of Trustees responsibility to approve awarding of degrees.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, on recommendation of the faculty and subject to the completion of any unmet requirements, approves awarding undergraduate and graduate degrees to the candidates listed in the files of the Registrar and Graduate Dean, for Winter Quarter 2020, effective March 21, 2020.

Supporting Information:

Lists on file with the Registrar and Graduate Dean.

Students	Winter 2020 <i>(Expected Number of Graduates)</i>	Comparison: Winter 2019 <i>(Actual students graduated)</i>
<i>Undergraduates</i>	559	566
<i>Masters</i>	54	55

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa

DATE: February 14, 2020

SUBJECT: Approval of Honorary Degree at Spring 2020 Commencement

PURPOSE: Action Item

Purpose of Submittal:

To approve the awarding of an honorary doctorate degree at Spring 2020 Commencement to Denis Hayes, President and CEO of the Bullitt Foundation, Environmental Advocacy Leader, and Co-founder of Earth Day.

Background:

Western Washington University has been given authority by the Washington State Legislature to grant honorary doctoral degrees in recognition of outstanding achievement in arts, letters, sciences, or the professions, or in recognition of service in education, government or humanitarian endeavors. Western's honorary degrees are awarded not only to recognize extraordinary accomplishments, particularly those which resonate with Western's distinctive excellence and values. Western has conferred honorary doctorates upon nine individuals since receiving this degree-granting authority in 2011. More information about past honorees as well as the nomination and review process is available at www.provost.wvu.edu/honorary-degrees.

Born in Wisconsin but mainly raised in Camas, Washington, Denis Hayes is an environmental advocate and advocate for solar power who rose to prominence as the coordinator of the first Earth Day on April 22, 1970. It is believed some 20 million people participated in the first Earth Day in two thousand colleges and universities, about ten thousand primary and secondary schools, and hundreds of communities. In 1990 Hayes founded the Earth Day Network which has coordinated global celebrations ever since, now in more than 193 countries. As board chair of the international [Earth Day Network](#), he is heading up planning for the 50th Earth Day anniversary in 2020.

Since 1992 Hayes has been president of [the Bullitt Foundation](#) in Seattle where, [according to his biography on the website](#), he “leads an effort to mold the major cities of the Pacific Northwest and British Columbia into models of sustainability for a rapidly urbanizing planet. Under his leadership, the Foundation designed and constructed the Bullitt Center—the world’s greenest office building—which it operates as a commercial enterprise. Over the years, Hayes has been special assistant to the Governor of Illinois for natural resources and the environment; senior fellow at the [Worldwatch Institute](#); adjunct professor of engineering and human biology

at [Stanford University](#); Regents' Professor at the [University of California](#); and a Silicon Valley lawyer at the [Cooley](#) firm. Denis has been a visiting scholar at the [Woodrow Wilson International Center for Scholars](#) in Washington DC and at the [Bellagio Center](#) in Italy. During the Carter Administration, Hayes was the director of SERI — the nation's [National Renewable Energy Laboratory](#). Hayes has received the national [Jefferson Medal for Outstanding Public Service](#) and the Rachel Carson Medal as well as the highest awards bestowed by the [Sierra Club](#), the [Humane Society of the United States](#), the [National Wildlife Federation](#), the Natural Resources Council of America, the [Global Environmental Facility](#), the [Interfaith Center for Corporate Responsibility](#), the [American Solar Energy Society](#), and the [Commonwealth Club](#). He has served on dozens of governing boards, including those of Stanford University, the World Resources Institute, the Federation of American Scientists, the Energy Foundation, Children Now, the National Programming Council for Public Television, the American Solar Energy Society, Greenpeace, CERES, and the Environmental Grantmakers Association. Time magazine selected Hayes as one of its "Heroes of the Planet". He has been profiled as "Newsmaker of the week" by ABC News and as "Today's Person in the News" by the New York Times. Denis and his wife, Gail Boyer Hayes, co-authored [COWED: The Hidden Impact of 93 Million Cows on America's Health, Economy, Politics, Culture, and Environment](#) (WW Norton, 2015)."

As WWU's Huxley College of the Environment and Earth Day both celebrate their 50th anniversaries in 2020, it is particularly fitting to present this award at the same Spring Commencement ceremony at which Huxley's graduates will be receiving their degrees.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University, upon the recommendation of the President and the faculty, approves awarding an honorary doctorate degree to Denis Hayes, in recognition of his extraordinary contributions to building international awareness and action for environmental protection, and for his distinguished career in public service.

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

TO: Members of the Board of Trustees
FROM: President Sabah Randhawa
DATE: February 14, 2020
SUBJECT: **Approval of Board of Trustees Meeting Schedule for 2021-2022**
PURPOSE: Action Item

Purpose of Submittal:

To establish the 2021 and 2022 meeting schedule for the Board of Trustees of Western Washington University.

Upon approval, the schedule will be submitted to the Code Reviser's Office and the Office of University Communications.

Proposed Motion:

MOVED, that the Board of Trustees of Western Washington University establish the following meeting schedule for the year 2021 and 2022:

February 11, 12, 2021

April 1, 2, 2021

June 10, 11, 2021

August 19, 20, 2021

October 7, 8, 2021

December 9, 10, 2021

February 10, 11, 2022

March 31, April 1, 2022

June 9, 10, 2022

August 18, 19, 2022

October 13, 14, 2022

December 8, 9, 2022

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Donna Gibbs, V.P. University Relations and Marketing

DATE: February 14, 2020

SUBJECT: **Waterfront Update**

PURPOSE: Discussion Item

Purpose of Submittal:

Donna Gibbs and Brad Johnson will give an update on the Waterfront Project.

Background:

The College of Science & Engineering has been in dialogue with several potential tenants for the Western Crossing Innovation Park concept, including federal and state agencies who have ongoing research projects and talent pipelines established with Western. We will discuss the nature of climate change and hazard mitigation research – both currently underway and potential future projects – and potential tenant partners, including the U.S. Geological Survey, the Cascades Volcano Observatory, the Pacific Northwest Seismic Network and the Pacific Northwest National Laboratory, among others.

Strategic Questions:

1. How will Western students and faculty, especially those in non-STEM fields, benefit from research partners at the Waterfront?
2. How would this project support the Port of Bellingham's economic development goals?
3. What types of additional multinational companies, start-ups, scientists and entrepreneurs would be attracted to this development?

POTENTIAL TENANTS FOR THE WESTERN CROSSING INNOVATION PARK

Update to the Board of Trustees

Following the proposal approved by the Port of Bellingham Commission and the WWU Board of Trustees in December 2019 establishing a working model for a joint waterfront development roadmap, the working group is proposing next steps in accordance with the overall guiding principles and vision established in the proposal. In particular, the model is focused on creating and nurturing a public-private partnership; the purpose of this document is to outline proposed specific commitments from WWU to catalyze the next operational phase of the model.

In order to reach the eventual goal of significant investment from private developers in a vibrant waterfront facility, a first step involves leveraging current federal and state government agency partnerships with WWU. These partnerships could provide initial tenants for the project, and spaces for growing the established research projects, including work with both graduate and undergraduate students, faculty, and programmatic development components from WWU as well as staff and other professionals and administrative support from the agencies involved. Once established, the facility and its working tenancy will serve as a strategic foothold for attracting further tenants from the private sector (facilitated, in part, by current working partnerships with WWU). Specific examples include:

- **The United States Geological Survey (USGS).** The USGS and WWU have had a significant partnership for more than a decade, including USGS staff working as research associates with WWU faculty, mentoring student research (both graduate and undergraduate), and joint long-term project ventures. The joint projects have centered on assessment, modeling, and mitigation of coastal hazards in the Bellingham region, including Bellingham Bay and the local watershed. In northwestern Washington, the USGS maintains 58 stream gauges and conducts research to monitor and characterize stream flows and quality, sediment loads and chemistry, groundwater quantity and quality and their effects on people, infrastructure, and wildlife, including endangered and/or threatened species of salmon. In concert with the experimental monitoring, a large-scale joint modeling effort has been established to predict and address impending landscape-scale climate change impacts across the Nooksack, Skagit, Stillaguamish and Snohomish watersheds. This work includes refining models that project how the area's glaciers, snowpack, rainfall patterns, stream runoff, sediment loads, and coastal processes are likely to change, and communicating potential effects to communities and decision makers. With appropriate infrastructure, the USGS intends to increase its presence and working relationships in the North Cascades region.
- **The Cascades Volcano Observatory (CVO).** WWU also has a long-established working partnership with the CVO, as part of its mission to monitor and assess volcanic and seismic hazards to our region. The CVO has current plans to increase its instrumentation on, and monitoring of, Glacier Peak and Mount Baker, and given the opportunity, to increase staffing in Bellingham as a part of these expanded efforts. A partner organization to CVO, the Pacific Northwest Seismic Network (PNSN), is also involved in the proposed expansion of monitoring and hazard assessment.

Staff are currently housed at the University of Washington, and there is significant interest in expanding the partnership to the northern sector of the network. Faculty and leadership of the College of Science & Engineering will be meeting with leadership of the CVO and PNSN this month to discuss project, talent and facility needs in more detail.

- **Pacific Northwest National Laboratory (PNNL).** Another established relationship is with Pacific Northwest National Laboratory's (PNNL) Division of Ocean Science Partnerships, Marine Energy sector. In particular, partner staff who are studying wave and tidal power, offshore wind, and other power generation technologies are potential tenants. Work in this area focuses on the mechanics of power generation via turbines, and as well, an extensive modeling effort is underway to assess and predict potential impacts on the marine environment of the acoustic noise produced by the technology. For this project, PNNL partnerships with the National Renewable Energy Labs (NREL) might also be expanded given the availability of new facilities proposed here.
- **Consolidation of State Agency Staff.** For some time, there has been discussion of consolidation of staff from the Department of Natural Resources (DNR) and the Division of Fish and Wildlife (DFW) given the growth in project scope and activity associated with these operations. There are currently staff associated with both DNR and DFW projects focused on the Northwest region housed in different locations, both within Whatcom County and other locations in the state, that could benefit from consolidation in a facility central to the area where projects are assigned. The Northwest Region of DNR, for instance, oversees 387,000 acres stretching from Snohomish County to the Canadian border, with responsibilities including oversight of wildlife habitat, natural resources, and recreation areas.

WESTERN WASHINGTON UNIVERSITY ITEM SUBMITTED TO THE BOARD OF TRUSTEES

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Becca Kenna-Schenk, Executive Director of Government Relations

DATE: February 14, 2020

SUBJECT: **Legislative Update**

PURPOSE: Discussion Item

Purpose of Submittal:

For this agenda item, Becca Kenna-Schenk, Executive Director of Government Relations, will provide a brief update on the 2020 Legislative Session and answer any questions the Trustees may have.

Background:

The 60-day, 2020 Legislative Session began on January 13th and is scheduled to end on March 12th.

WWU's supplemental operating budget request seeks to improve access for current and future students attending Western on the Peninsulas (WOTP) by transitioning degree programs from a tuition or self-supported funding model to a state-supported model. If the proposal is funded, tuition rates for most WOTP degree programs would be reduced and all WOTP resident undergraduate students would begin paying the same tuition rate as WWU resident undergraduate students in Bellingham and Everett. The request would also enable WWU to improve four-year degree pathways for the residents of the Kitsap and Olympic Peninsulas through targeted recruitment and student support strategies

Western's policy priorities in the 2020 legislative session include passage of House Bill 1755, authorizing WWU to offer applied doctorate degrees in education (EdDs), and passage of Senate Bill 6139/House Bill 2721, legislation to reauthorize the state's Joint Center for Aerospace Technology Innovation, a public-private partnership that has supported at least \$750,000 in research grants between WWU's Plastics and Composites Engineering program and regional aerospace industry partners. WWU and other higher education partners are also supporting Senate Bill 6492, legislation that would modify the revenue source for the Workforce Education Investment Account, the dedicated fund for higher education investments that was created during the 2019 legislative session.

Strategic Questions:

1. How was the 2020 Regents & Trustees Day in Olympia?
2. What is the current status of WWU's supplemental operating budget request?

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

TO: Members of the Board of Trustees
FROM: President Sabah Randhawa by Provost Brent Carbajal
DATE: February 14, 2020
SUBJECT: **Quarterly Report on Grants and Contracts**
PURPOSE: Informational Item

Purpose of Submittal:

Information from the Office of Research and Sponsored Programs concerning grant awards for the period October 1, 2019 – December 31, 2019.

Supporting Information:

- Grant awards/totals for the period 10/1/19 – 12/31/19
- External grant awards for the period 10/1/19 – 12/31/19

Information from the Office of Research and Sponsored Programs concerning grant awards for the period October 1, 2019 – December 31, 2019.

Department	INITIAL		ADDITIONAL		TOTAL	
	\$	#	\$	#	\$	#
Biology Department			\$215,200	1	\$215,200	1
Computer Science Department			\$23,923	1	\$23,923	1
Dept of Environmental Sciences			\$25,000	1	\$25,000	1
Geology Department	\$34,326	1			\$34,326	1
Health and Community Studies	\$200,000	1			\$200,000	1
Institute of Environmental Toxicology & Chemistry	\$103,091	1			\$103,091	1
Institute of Watershed Studies	\$623,719	1	\$4,000	1	\$627,719	2
Journalism Department	\$2,500	1			\$2,500	1
Psychology Department			\$547,849	1	\$547,849	1
Shannon Point Marine Center	\$283,941	1	\$158,345	1	\$442,286	2
Sociology Department	\$3,000	1			\$3,000	1
Woodring College of Education Gen			\$3,400	1	\$3,400	1
Grand Total	\$1,250,577	7	\$977,717	7	\$2,228,294	14

ADVANCING THE UNIVERSITY

FEBRUARY 2020



ADVANCEMENT UPDATE

METRICS NOVEMBER 1 TO DECEMBER 31

UNIVERSITY ADVANCEMENT ENGAGEMENT

12 events with 998 participants

November Art Walk – Community Reception

Attendees: 70

VIP Reception

Attendees: 24

Supply Chain Management Alumni Social

Attendees: 19

Women's Rugby Silent Auction & Dinner

Attendees: 72

Millennial Money: Getting on Track to Retire

Attendees: 31

Marketing Alumni Holiday Mixer

Attendees: 68

WWU vs. UW Men's Hockey Night

Attendees: 30

December Art Walk – Community Reception

Attendees: 60

VIP Reception

Attendees: 26

Theatre Alumni Happy Hour

Attendees: 12

WWU Night at Zoolights

Attendees: 126

December Graduation Celebration

Attendees: 460

GIVING & MEMBERSHIPS

Major Giving

Major Gifts (Nov/Dec)

\$1,856,335

Annual Giving

Annual Giving raised 3,315 gifts from 2,267 donors with a total of \$2,367,772.

Memberships

We welcomed 124 new and renewing members to the WWU Alumni Association club, including Life and Sapphire Life Members.

VikingFunder Mid-Year Snapshot

VikingFunder FY numbers (dollars raised and number of donors to date)

FY19 Dollars: \$122,349

FY19 Donors: 922

vs.

FY20 Dollars to Date: \$72,485

FY20 Donors to Date: 408

16 new VikingFunders launched this year and 11 are slated to launch soon.

What's New

We have purchased ThruText to text supporters directly. This has already become an important channel, bringing in digital memberships, Leadership Annual Giving leads, and increased outreach for events. The response rate has been an average of 33 percent.

A brand new membership feature has been added—digital alumni membership cards! Eliminating plastic cards, these handy digital cards can be scanned at events for entrance and discounts. If members prefer a regular plastic card, they are available by request.

MARKETING METRICS

November and December saw a steady social media presence for University Advancement.

Twitter WWU Alumni Association

3,227 followers

0% increase

73 engagements

Twitter WWU Foundation

376 followers

1% increase

22 engagements

Facebook WWU Alumni Association

7,078 followers

0.3% increase

9,444 engagements

Facebook WWU Foundation

728 followers

0.2% increase

101 engagements

ALUMNI ENGAGEMENT UPDATE



December Art Walk artist Karin Silvernale's painting.

Art Walk Private Receptions

November 1, December 6
Western City Center, Bellingham

The WWU Alumni Association has created a new slate of VIP events for our President's Society Members, Life Members, and Sapphire Life Members—invitation-only receptions with the artists we showcase during Art Walk. These intimate receptions feature complimentary beer, wine, and appetizers, and a private conversation with each artist. In November, our members met Kay Little and in December, Karin Silvernale. These receptions are our way of thanking our donors and deepening their relationship with Western.

Millennial Money: Getting on Track to Retire

November 20
Seattle, WA

In order to deepen our connection with young alumni, the WWU Alumni Association hosted a financial education seminar with alumnus and donor Paul Merriman ('66). Merriman is the founder of Paul Merriman, LLC and a noted financial advisor. He is passionate about giving back to Western and sharing his expertise with alumni and students.



Siesta Sloth and Nigel Porcupine joined 126 attendees for WWU Night at Zoolights.

WWU Night at Zoolights

December 7
Point Defiance Zoo, Tacoma

Alumni, supporters, and friends gathered at Point Defiance Zoo for a cozy dinner, a tour of the beautiful lights, and an animal program featuring Siesta the Sloth and Nigel the Prehensile Porcupine. The evening brought together our alumni for networking and a fun evening to kick off the holiday season.

UPCOMING EVENTS

February Art Walk – WWU Staff Show

February 7, 2020
Western City Center, Bellingham

Scholarship Dinner

February 10, 2020
WWU Campus, Bellingham

Wine & Cheese Pairing

February 19, 2020
WWU Campus, Bellingham

WWU Young Alumni at SPIN

February 20, 2020
SPIN, Seattle

Scholarship Dinner

February 27, 2020
WWU Campus, Bellingham

Art Walk – VIP Reception

March 6, 2020
Western City Center, Bellingham

Graduation Celebration

March 19, 2020
WWU Campus, Bellingham

Commencement

March 21, 2020
WWU Campus, Bellingham

IMPACT STORY



Alumni Association Helps Student Find Community and Support for Her Education and Career Path

During her first year at Western, Kendra Baker ('21) applied for a student job with the Alumni Association. Now in her third year as a student employee, the communications studies major has become a vital and beloved member of the Alumni Association team.

Baker assists the staff with Alumni Association membership coordination, helping to process membership forms, address questions from alumni, and mail materials—all with her characteristic good cheer and positive attitude. The Washington state native, who grew up in a small town shadowed by Mount Rainier, never expected that the position would introduce her to staff and students who would become like a second family, or that this work would lead her to her ideal career.

“When I entered college, I chose communication studies because it

has many options and routes,” said Baker. “But through this job and my work as an event planner for the WWU Catholic Newman Center, I was able to help with Paint B’ham Blue and other Alumni Association events. I saw the way that events can bring people together and make them happy. The experience made an impact and opened me to the possibility of a career in events management.”

In addition to managing two jobs, Baker is a full-time student who has earned four scholarships: the Alumni Association’s Trunkey Alumni Leader Scholarship, the Pierce County Pomona Grange Scholarship, the Les Nelson Scholarship, and the Swiss Society of Tacoma Scholarship. As a result of the generosity of the donors who support each scholarship, Baker is able to attend WWU without burdening her family.

“The scholarships have helped a lot. My dad has gone through medical procedures, and my family is paying lots of bills,” said Baker. “My sister recently graduated from college, and my brother is preparing to enter

college. The scholarships mean that my family does not have to come up with additional finances for me to attend Western. I don’t have to worry about taking out as many loans, and I don’t have to ask for extra money from my parents.”

“There are two things I enjoy the most about my job—the professional staff and my student co-workers,” Baker said. “My student colleagues and I handle much to do with March Alumni Association Membership month, which is our biggest membership promotion. It’s a great way to let members know about the benefits of membership, including that they fund student scholarships like the one I received.

Baker’s enthusiasm is palpable, and she is already looking forward to working for the Alumni Association during her senior year. She is grateful for the scholarship and personal support she has received and is committed to giving back to future students once she graduates.

NEW STAFF



Amy Painter, Director of Communications and Marketing for Advancement

Amy Painter was hired as director of communications and marketing for University Advancement. She comes from Virginia Tech, where she served as assistant director of communications and marketing for the College of Agriculture and Life Sciences. Prior to that, she served as director of communications for Saint James School, and as director of communications for the National Oceanic and Atmospheric Administration's National Sea Grant Office. Her experience includes marketing communications, brand development, strategic planning, and writing.

Stephanie Wiley, Assistant Director for Special Events

Stephanie Wiley joined University Advancement in January as the assistant director of special events. She is the former program & events coordinator for the Bellingham Regional Chamber of Commerce, and grew up in Whatcom County. Stephanie is bringing experience in education, theatre, sales, property management, and events into her new role.



Mitchell Diaz, Associate Director of Leadership Annual Giving

Mitch Diaz joined the Annual Giving team in December as the associate director of development for leadership annual giving. This role is new to University Advancement and will be critical to growing Western's pipeline of leadership annual giving donors. Mitch brings experience in strategic fundraising, project management, and volunteer engagement from his previous role at Willamette University, his alma mater. At Willamette, Mitch built three annual giving programs from the ground up, focusing on early donor pipeline development, donor acquisition and retention, and meaningful volunteer engagement.





**Capital Program Report
Board of Trustees
February 14, 2019**

MAJOR / INTERMEDIATE CAPITAL PROJECTS

Interdisciplinary Science Building (formerly known as Sciences Building Addition - STEM I)

The project has completed design development and the design and construction teams worked collectively to bring the design, program and budget into alignment. The project is moving forward with construction documents for the early packages of Civil and Structural to keep construction moving on schedule. The construction contract approval will be brought to the Board as a phased construction contract implementation, with the first bid package seeking Board approval of delegation of authority at this February's meeting for award in March. The project is scheduled to open for Winter quarter 2021.

Elevator Preservation and ADA Upgrades

Work on the Morse Hall elevator is anticipating completion in February 2020. Work on the Environmental Studies elevator is anticipated in March 2020. Work on elevators in Bond Hall, Arntzen Hall, and the Biology Building will be complete by December 2020.

Multiple Building Access Control

DECO/Dutton Electric and their subcontractor Convergent Technologies have successfully completed system conversion of the majority of the work involved. Construction is on track to complete by late spring 2020.

New Residence Hall

Western is working with the progressive design team of Lydig Construction from Spokane, and Mahlum Architects from Seattle. The contractor has mobilized construction trailers to the site and has begun selective clearing in preparation for the main building construction. Occupancy is scheduled for Fall quarter 2021.

Multiple Building Replacement of Switchgear, Panels and Motor Controls

DECO/Dutton Electric has completed construction.

Environmental Studies Classrooms and Labs

The project has been awarded to Diverse Contractors & Associates and the construction contract is in place. The project is proceeding per the construction schedule with an expected occupancy in September 2020.

Parks Hall and Science Lecture Electronic Safety and Security Upgrade

The project has been awarded to DECO/Dutton Electric and the construction contract is in place. The project started demolition and installation in Parks Hall and is proceeding per the construction schedule. Completion is anticipated in October 2020.

2021-31 Space Modeling & Capital Plan

The Space Modeling & Capital Plan Development Working Group (Working Group) and Vice Presidents have been discussing the 2021-2023 Capital Request and Ten-Year Capital Plan. In parallel with the Ten-Year Capital Plan, the Working Group will utilize individual task forces to engage in a space modeling initiative that will report on the University's operational and future growth space gaps. The below task forces will provide "sub-reports" that will be used by the Working Group to advise and draft reports to the Vice Presidents:

- Academic Space Modeling Task Force
- Administrative Support and Infrastructure Space Modeling Task Force
- Enrollment and Student Services Space Modeling Task Force

Representatives of the Working Group have met with, and will continue to meet with, the University Planning and Resource Council (UPRC) to provide an overview and status updates of the space modeling initiative and the capital request process. A draft version of the Ten-Year Capital Plan will be presented to the Board of Trustees at the April 2020 meeting.

For more information about the major projects, the Capital Program, and the Capital Planning Process, please visit the Office of Facilities Development and Capital Budget website: <http://www.wvu.edu/wwuarchitect/>.

**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 14, 2020

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 marketing, community development, media relations, content production, web development and graphic design initiatives produced since the last Trustees report. In addition, following are a few key items of note.

Western Crossing Innovation Park Update

The Port of Bellingham-WWU P3 team has continued to meet twice monthly to move forward on the next steps outlined in the development plan approved by the Port Commission and Board of Trustees in December, 2019.

We were recently invited to tour and meet with the development team behind the [Surrey BC Health and Technology District](#), the largest innovation district in Canada, at 260 acres and one million square feet, located in the country's fastest growing economy since 2013. It has a unique advantage being ideally located directly across from Surrey Memorial Hospital, one of Canada's busiest hospitals. In conjunction with Simon Fraser University, the District is designed as a collaborative cluster of multinational and start-up companies, international partners, clinical and research facilities, scientists, innovators and entrepreneurs, who work together in partnership to accelerate the implementation of healthcare technologies and solutions.

The development team is comprised of [Dayhu Group of Companies](#), a leading real estate investment, development, and property management company with over four million square feet of industrial, commercial and retail properties across Western Canada, and [the Lark Group](#), a design-build general contractor and construction management company with particular expertise in public-private partnerships. The development team has recently been purchasing land in the downtown Bellingham opportunity zone, and has expressed great interest in the Western Crossing Innovation Park concept.

The Port-WWU team was greatly impressed and inspired by the quality of the Surrey development, the breadth of research teams, companies and start-ups engaged in the district, and the development team's commitment and savvy approach to community engagement. They generously shared many lessons learned with our team and gave us much to think about. We look forward to staying in touch with them as our P3 team gets to work on a more detailed definition of the Western Crossing Innovation Park project area and potential tenants to catalyze the development. At this point, we feel confident in having an RFP for development proposals issued before the end of 2020.

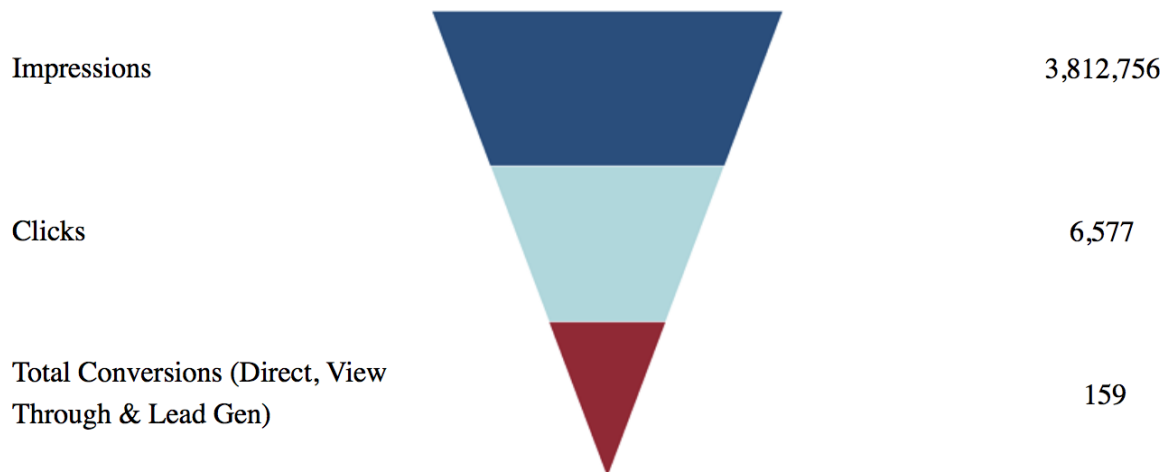
College of Science & Engineering Dean Brad Johnson and his faculty colleagues have been in dialogue with several potential tenants including federal and state agencies who have ongoing research projects and talent pipelines established with Western. During the Discussion Items portion of the meeting on February 14, we will share more detailed information about potential partnerships built around the theme of climate and hazard mitigation, including the U.S. Geological Survey, the Cascades Volcano Observatory, the Pacific Northwest Seismic Network and the Pacific Northwest National Laboratory, among other potential partners.

“Go Northwest of Ordinary” Out-of-State Recruitment Marketing Campaign

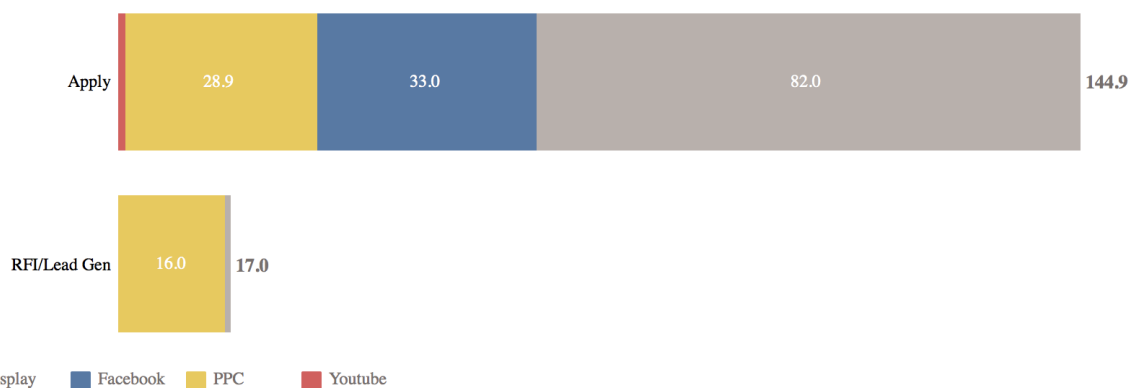
We continue to be encouraged by early results from our OOS recruitment marketing campaign. Following are performance metrics from December, a month in which prospective students are typically distracted by holiday activities. As of December, out-of-state requests for information are up 8% compared to the year ago period, and out-of-state applications are up 6% y-o-y.

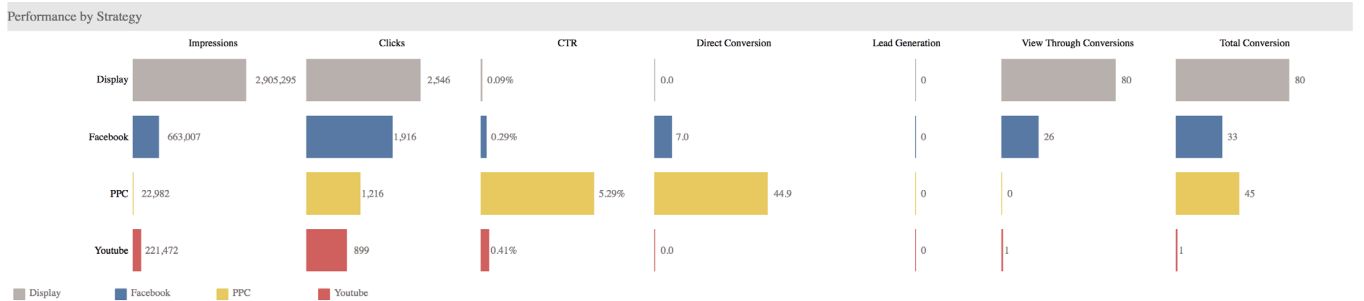
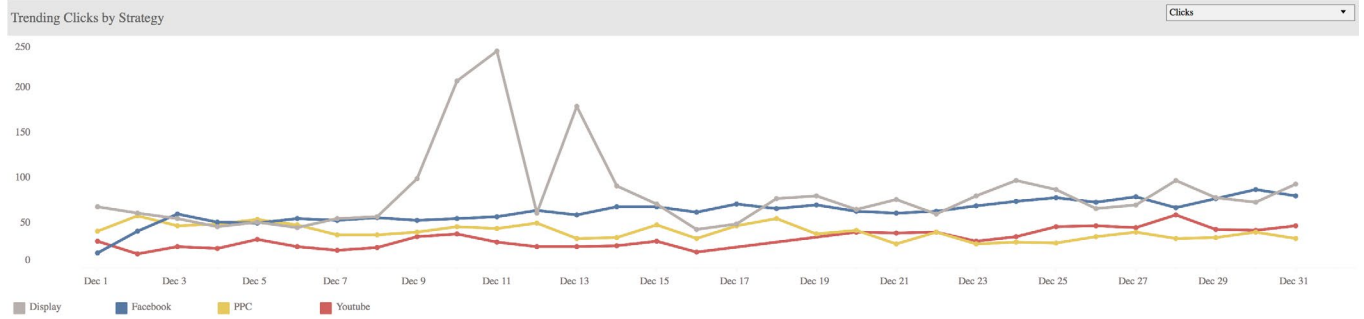
- 159 conversions generated (36% increase m-o-m)
- Direct conversions are up 30% and view-through conversions increased by 19%
- Month-over-month conversions are increasing across all platforms as brand awareness grows bringing new prospects to our website
- Requests for information have remained consistent m-o-m at 17
- Display advertising continues to be the top conversion driver generating 50% of conversions
- 98% of actions taken were apply button clicks

Conversion Funnel



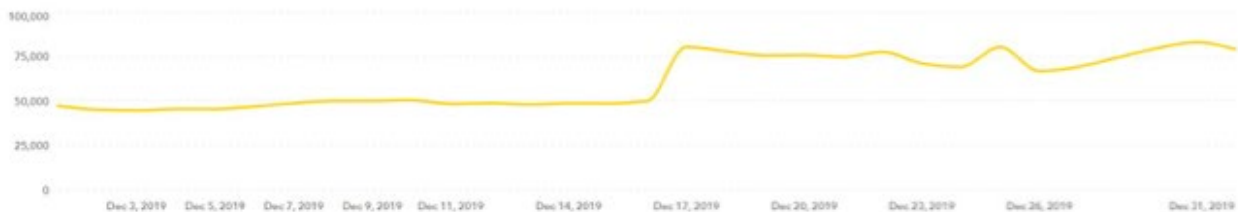
Conversion Performance by Group & Strategy





We have added Snapchat as a new channel with this campaign and we are encouraged by initial results showing that the target audience is highly engaged with the creative:

- Snapchat campaign is building brand awareness delivering 1.9M impressions
- Spike in impressions after swapping in new creative (see graph below)
- Video views: 84,808 (200% increase in video views)
- Video completions: 34,209 (Compared to 2,982 last month)
- Swipe ups: 25,115 (207% increase m-o-m)
- Swipe up rate: 1.32% (Higher ed benchmark: .96%)



University Communications

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

- KING 5 TV ran a story on Western's largest gift in school history. Includes interviews with President Sabah Randhawa and Brad Johnson, dean of Western's College of Science and Engineering. See: <https://www.king5.com/article/news/education/wwu-10-million-donation/281-420df1bf-629d-4a1c-a88b-ce363895df39>
- CNN ran a story about the Mars Rover that quotes team member Melissa Rice, associate professor of Geology at Western. See: <https://www.cnn.com/2020/01/23/world/curiosity-rover-glitch-mars-scn-trnd/index.html>
- A Time Magazine article about head injuries and football quotes Western Psychology Professor Ira Hyman. See: <https://time.com/5770136/football-dangers-children/>
- The New Yorker quotes Andy Bunn, WWU professor of Environmental Sciences, in an article about Earth's oldest trees. See: <https://www.newyorker.com/magazine/2020/01/20/the-past-and-the-future-of-the-earths-oldest-trees>
- Our office also helped with weather messaging about the snowstorms that closed Western's main campus for four days in January. We also are helping university health officials with messaging to update and educate the campus about the new coronavirus that originated in China.
- In Publications, we were delighted to learn that **WINDOW magazine**, edited by Mary Gallagher, has received a Grand Gold Award in the 2020 Best of CASE VIII Awards Magazine Division. The prestigious award is given to the year's top magazine entry, regardless of circulation size. Window also received a Gold Award in the magazine category of 75,000 circulation or greater. This is Western's first Grand Gold Award from CASE Region VIII, the professional organization of communications and advancement professionals in universities, colleges and private schools in Washington, Oregon, Idaho, Montana and Western Canada.
- Kessa Volland, assistant director of Marketing, spent November and December working on Western's new out-of-state recruitment campaign, "**Go Northwest of Ordinary**," and maintaining our primary social media channels. She also assisted with a campus-wide marketing retreat, celebration and planning for World Kindness Day, and installation of more graphics on campus featuring the institutional values from Western's strategic plan.
- Staff led by Suzanne Blais provided video support for the university branding campaign "Go Northwest of Ordinary"; and are preparing for the upcoming launch of an in-state continuation of the **Make Waves** campaign to support prospective student yield.
- John Thompson, Western's chief science writer and University Communications assistant director, continues to work with colleagues in WebTech on a **10-week project on climate change on the WWU homepage** that will debut at the end of February and continue with one story per week through Earth Day on April 22nd and the 50th Anniversary of Huxley.
- **Senior Graphic Designers** Chris Baker and Derek Bryson 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 include: promotional materials for

Western's Martin Luther King Jr. Day community breakfast and day of service; revised campus map and brochure for distribution in hotels, airport, port terminals and public venues in the community.

- Community Relations; winter safety messaging campaign for University Residences; website design for the Child Development Research Group; therapeutic groups promotional materials for the Counseling Center; Ralph Munro Institute banners, posters and handbills (speaker Elaine Weiss speaker for 100th anniversary of Women's Right to Vote); new bike campus map, and Scholarship Fair posters and TV display.

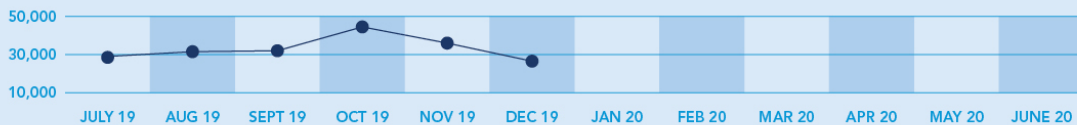
WESTERN TODAY

TOTAL SESSIONS

62,734

TOP STORIES

- What to do at Western when the snow starts to fall
- Western Launches 'Building Washington's Future' campaign; Project to Expand Western's Capacity in Critical STEM Areas
- Fred Kaiser and Grace Borsari Make Largest Single Private Gift to WWU for 'Building Washington's Future' Campaign



SOCIAL MEDIA

 TWITTER

 FACEBOOK

 INSTAGRAM

STATISTICS AT A GLANCE

22,418
Total followers
-93
New followers
-0.41%
% gained
75
Engagements

49,626
Total followers
11
New followers
0.02%
% gained
10,527
Engagements

21,237
Total followers
545
New followers
1.31%
% gained
34,012
Engagements

FAMILY CONNECTION NEWSLETTER

NOVEMBER

13,147
Recipients
36.7%
Open rate

Top clicks include:
Drop-In Advising Labs information, Academic Advising's Events Page, WWU Night at Zoolights information

DECEMBER

13,086
Recipients
28.5%
Open rate

Top clicks include:
Port of Bellingham Holiday Festival, The WWU Go Abroad Fair, Registrar's Calendar

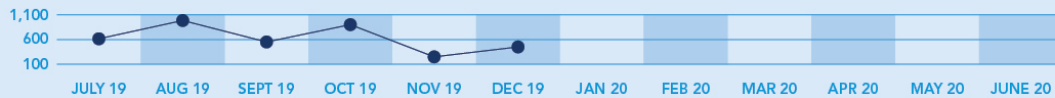
MEDIA STORIES

683

Total Stories

TOP STORIES

- Mars rover overcomes 'attitude adjustment' (CNN)
- Muslim candidates in Michigan faced hate during political campaigns in 2018 (Detroit Free Press)
- A deep-sea magma monster, Axial Seamount, gets a body scan (The Indian Express)



CREATIVE SERVICES

GRAPHIC DESIGN



PHOTO & VIDEO

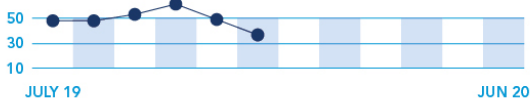


86

Total Projects

FEATURING

- Go Northwest of Ordinary Campaign - Denver Int'l Airport
- Accounting Services - Fiscal Year 2019 Financial Report
- Child Development Research Group - Website Design
- History Department - Newsletter Template



FEATURING

- We have been working hard on supporting the out-of-state campaign, Go Northwest of Ordinary, and preparing for the upcoming launch of an in-state continuation of the Make Waves campaign.
- For each video we produce and shoot a 2+ minute version, and for social media activation we produce a :30, a :10, and a :10 vertical, and a web background to make a complete set. We have completed four sets of videos for Go Northwest of Ordinary, and four sets for Make Waves. We have two more in the final stages of production now.
- We Like to Get Our Hands Dirty
<https://vimeo.com/373272281/64c1d922b6>
- Go Where Creativity Meets Strategy
<https://vimeo.com/374299175/db50300068>

Community Relations

Notable projects and connections that enhance WWU visibility, improve community access, and increase community-to-university partnerships.

Martin Luther King Day Breakfast

- Community Relations assisted in the coordination of the second Annual MLK Day Community Breakfast & Day of Service by inviting 120 Whatcom County leaders, leading outreach efforts and coordinating event logistics. Approximately 400 students, staff, faculty and community members attended the breakfast which featured guest speaker, WWU alumnus, Jesse Moore, former Obama staffer and founder of Common Thread Strategies.

WWU Supporting the United States Census

- Community Relations is coordinating Western's participation in the United States Census and serving on a countywide Census committee dedicated to ensuring that everyone is counted who lives in Whatcom County during the official census count.

Supporting Economic Development Alliance of Skagit County and Kitsap County

- In an effort to expand partnerships in Skagit County, Western is now a signature sponsor of the Economic Development Alliance of Skagit County. In addition to this sponsorship, President Randhawa joined other higher education leaders on a panel at their annual Economic Forecast Breakfast held on Tuesday, February 11, 2020. More than 400 local business leaders attended. In addition to President Randhawa, the panel included Skagit Valley College President, Thomas Keegan, University of Puget Sound President, Isiaah Crawford, and WSU Everett Chancellor, Paul Pitre.

Kitsap Economic Development Alliance (KEDA) Economic Forecast Breakfast

- Western played a significant role in KEDA's economic forecast breakfast held on Friday, January 31, 2020. Hart Hodges and James McCafferty from the WWU Center for Economic and Business Research provided this year's economic forecast and President Randhawa joined Olympic College President Marty Cavalluzzi in a presentation on workforce education and higher education in Kitsap County.

Additional Community Connections and Engagement

- Coordinated the creation of two new internships offered by Boundary Bay Brewery & Bistro. Boundary recently hired two students to fill the new roles.
- Assisted the Karen Morse Institute for Leadership by providing a comprehensive list of community and business leaders who could make strong candidates to serve on their newly created advisory board. The vetting process is underway.
- Supported Special Assistant to the Provost, Sue Guenter-Slesinger by connecting her with community and business leaders to assist in creating a Diversity Resource Guide for Western.
- Connected a representative from SHARC Energy Systems with WWU and community leaders as they seek to expand manufacturing and product sales into Bellingham.
- Paired the Happy Valley Neighborhood Association with a WWU student who lives in their neighborhood to serve on their board.
- Met with owners of Seattle-based SURF Incubator about potential WWU partnerships as they consider expanding into Bellingham. Connected them to faculty and staff who could benefit from a pathway to partnership.
- Solicited prizes from Bellingham Cider Co, Woods Coffee, and Mallard Ice Cream and Bantam 46 and served as Master of Ceremonies for WWU's annual Holiday Party.

- Served as Master of Ceremonies for the Bellingham Regional Chamber of Commerce Annual Awards, which is Whatcom County's largest business awards event hosting 400 attendees.
- Connected the College of Business and Economics with multiple business leaders through the Bellingham Regional Chamber of Commerce as they seek judges for this summer's regional DECA competition held on campus.

Small Business Development Center

WWU SBDC Whatcom County

Q4-2019 Businesses Served	Clients	Non-Clients	Total Served
Business Counseling Received	126	-	126
Research or Student Project Recipient	8	-	8
SBDC Sponsored Training Participant	24	111	135
Information or Resources Provided	-	34	34
Unduplicated Count	130	145	275

2019 Businesses Served	Clients	Non-Clients	Total Served
Business Counseling Received	323	-	323
Research or Student Project Recipient	42	-	42
SBDC Sponsored Training Participant	33	285	318
Information or Resources Provided	-	129	129
Unduplicated Count	326	414	740

Clients' Economic Impacts	Q4 2019	2019	2018
Capital Formation	\$3.8M	\$7.3M	\$12.8M
Businesses Starts	2	8	6
Jobs Created & Retained	206	241	315

Current Demographics

- Top Industries: Service Establishment; Health Care & Social Assistance; Accommodation & Food Services; Professional, Scientific, and Technical Services
- Top Areas of Counseling: Managing a Business; Buy/Sell Business; Financing/Capital; Start-up Assistance
- Rolling 12-Month Client's Annualized Sales: \$217.5M

Highlights

- TAG Summit - Spoke on Leadership panel
- Attended Chamber of Commerce 15th Annual Awards Dinner
- Team building event with Dennis Dashiell

Media

- [Is your business prepared for a minimum wage increase?](#)
The Northern Light
- [Seminar guides businesses through minimum wage increase](#)
BBJ Today
- [Employee ownerships: An important step to creating quality jobs in Bellingham](#)
BBJ Today
- [Big jump in minimum wage will mean tough choices for some Whatcom businesses](#)
The Bellingham Herald
- [Employee ownership: An important step to creating quality jobs in Bellingham"](#) - BBJToday.com

WWU SBDC Kitsap County

Q4-2019 Businesses Served	Clients	Non-Clients	Total Served
Business Counseling Received	29	0	29
Research or Student Project Recipient	0	0	0
SBDC Sponsored Training Participant	0	2	2
Information or Resources Provided	0	5	5
Unduplicated Count	29	6	35

2019 Businesses Served	Clients	Non-Clients	Total Served
Business Counseling Received	60	0	60
Research or Student Project Recipient	1	0	1
SBDC Sponsored Training Participant	2	60	62
Information or Resources Provided	0	20	20
Unduplicated Count	61	80	143

Current Demographics

- **Top Industries:** Service Establishments, Manufacturer or Producer, Arts and Entertainment
- **Top Areas of Counseling:** Start-up Assistance, Marketing/Sales, Business Buy/Sell
- **Rolling 12-Month Jobs Supported:** 127
- **Rolling 12-Month Annualized Sales:** \$6.6M

Highlights

- Q4 efforts dedicated primarily to successfully recruiting and onboarding new, permanent advisor for the center
- Invited to participate in Kitsap Bank Edg3 Fund Award Ceremony
- Invited to make presentation on SBDC to Kitsap Regional Libraries All-Staff Day
- Met with Kitsap Community Resources Exec. Director to learn about referrals to the iBest program

Media

- Press release published to announce new advisor, Jaime Forsyth, 11/1/19
- Kitsap SBDC feted in Kitsap Bank promotion for the 2019 Edg3 Awards
- Kitsap SBDC Advisor chosen for '20 under 40' Entrepreneurship awards judges' panel and ceremony

Tribal Liaison

Planning

- President Randhawa, the Tribal Liaison and Representative Debra Lekanoff met with the Lummi Indian Business Council on 12/2/19 to report on Western's plans for securing support for building a Coast Salish-style longhouse on Western's campus. The Tribal Liaison presented the current plans and requested the council's support. The council gave positive comments for this endeavor and recognize the importance for all Native students at Western.
- A potential longhouse proposal package from Jones & Jones Architects has been obtained which includes a rendering of the prospective longhouse building. This is being used for pre-funding the proposal requests sent the Legislature and potential private donors.

Events

- The Pathfinder Scholars First-Year Interest Group (FIG) held an End of Quarter celebration for nine Native students after completing the launch of the first cohort course. The FIG is a cluster of three courses: two general education courses (The American Indian Experience AMST 202 and Writing Your Way Through Western ENG 101) linked with two two-credit seminars (Perspectives on Learning SMNR 101 and Purposeful Learning EDUC 108). The advantage of students meeting together as a small group in the seminar focused on Native Nations, Cultural Sovereignty and Academic Success supports a learning community environment to which can help students connect more quickly to university life, and foster a smoother transition from high school to college learning and expectations.
- WWU has been selected as the site for the 2020 I-LEAD Native American Youth Summit to be held in July 2020. The summit brings together Native American, Alaska Native and Pacific Islander youth from across the U.S. and Pacific Islands for a week of networking and learning around youth leadership and empowerment.

Training

- The Tribal Liaison continues to participate in New Employee Orientation sessions to share the goals and objectives of the Tribal Relations Office in support of diversity, equity and inclusion goals included in the WWU strategic plan.
- The Tribal Liaison continues to visit with departments upon request to present on the Tribal Relations office. This month presentations were made to the following:
 - Foundation Board members
 - Human Resources department
 - Admissions Recruitment team.

Advisory Functions

- Tribal affiliation work group has remained an ongoing process and we are currently designing changes for the online application process to include Native enrolled students and students who claim descendency.

Relationship Building

- The Tribal Liaison attended the Tribal Leaders Congress meeting in Suquamish on December 4, 2019. The meeting included tribal leaders and educational leaders from throughout Washington State. The meeting was focused on legislative and tribal issues for K-12 and higher education.
- The Tribal Liaison is participating in a day of lobbying in Olympia with Native American Student Union students on behalf of funding for the WWU longhouse.
- The Tribal Liaison has been selected to participate in the selection process for the faculty positions of Assistant Professor and Associate Professor in Comparative Indigenous Studies for the Center for Canadian American Studies.

Washington Campus Compact

College and Career Readiness Grant

- Washington Campus Compact submitted a new grant proposal for a college and career readiness program designed to support underrepresented (racial/ethnic and socio-economic) K-16 students across Washington and Idaho. If selected, up to \$890,042 of federal resources could be used to place AmeriCorps members on college campuses. They would coach 2,000 K-16 underrepresented students to complete grade-specific College and Career Readiness Portfolios designed to increase academic engagement and educational success.

Poverty Alleviation Grant

- Washington Campus Compact submitted a renewal grant proposal for the VISTA program to support poverty alleviation efforts with emphasis on supporting projects in the areas of: college access and success, food security, mental health, and STEM education.

Student Civic Leader Awards

- The fifth annual Student Civic Leader Awards ceremony will be held on April 27, 2020 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.

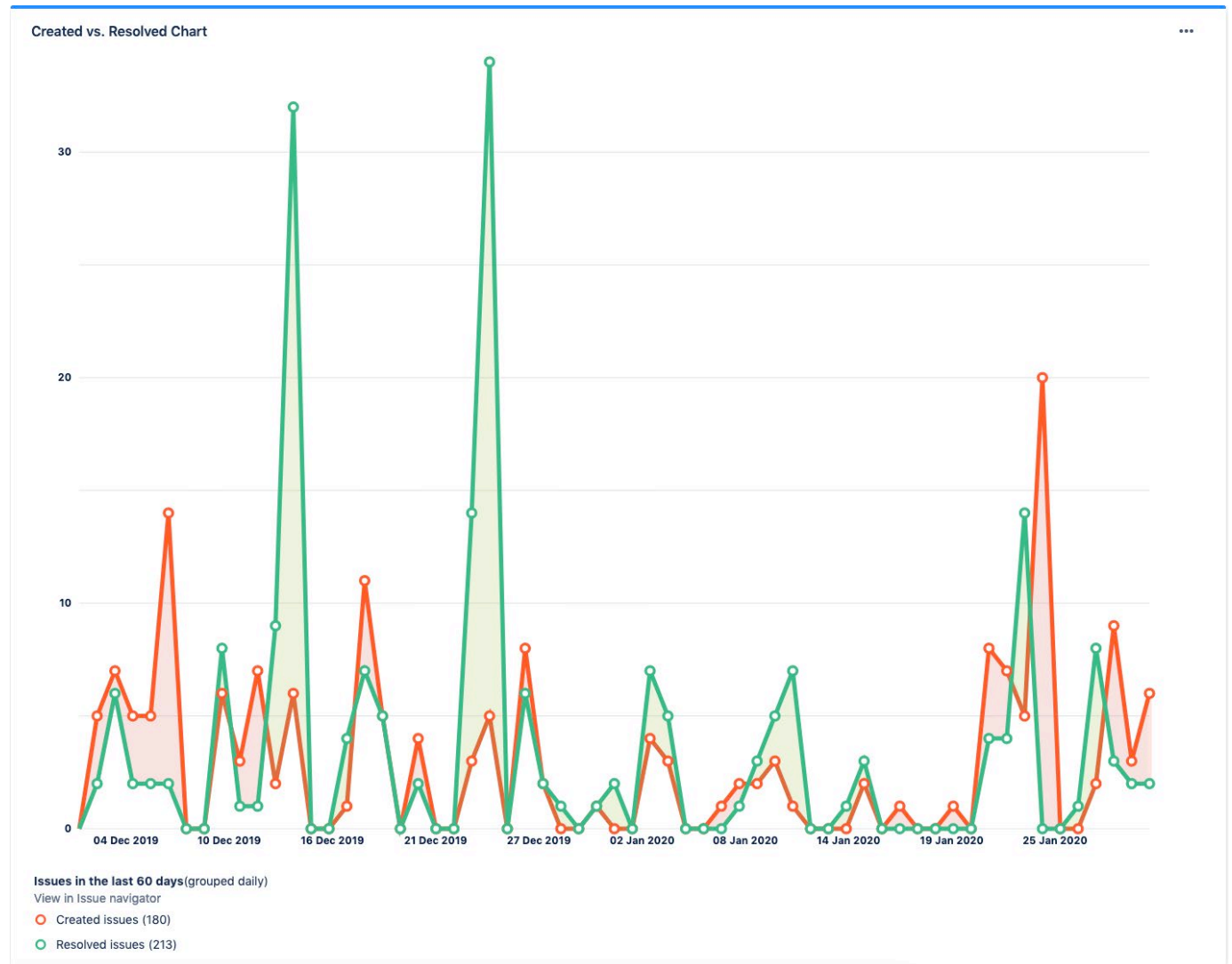
Web Communication Technologies (WebTech)

The migration of web content into the Drupal 8 platform on sites across campus continues to stretch WebTech. 45 sites are currently identified for migration to Drupal 8 through July of 2020. While the primary job duty of 2 of the 5 full-time WebTech employees is Drupal development, all staff and student employees are pitching in to attempt to make these migrations successful and timely.

During December and January the WebTech staff and students moved the [Transportation](#) department website, [University Residences](#), and [Organizational and Talent Development](#) into Drupal 8. A revamped [myWestern](#) was also handled by WebTech during this time period replacing legacy technology that posed a myriad of potential risks and usability shortcomings. The migration of the transportation website also allowed a transition to the https protocol for all website addresses. This improves both security as well as search engine optimization.

Weather alerts worked properly across primary institutional website during the snow closures.

WebTech Issue Queue Workload



myWestern was a significant source of focus over the past two months, and is not captured in the issue count depicted. There were 90 separate myWestern issues that were resolved, and currently 21 remain open. myWestern aside, the ability to resolve more issues, 213, than those being created, 180, is always a great trend. The graduation of a recent student employee has affected throughput, but work continues apace as our recently hired student employees continue to gain experience.

Siteimprove Data

Siteimprove

1/30/2020 3:55 PM
Period: 12/1/2019 - 1/29/2020

Site Western Washington University	Period 12/1/2019 - 1/29/2020
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Carnegie - Undergrad utm_campaign: ug

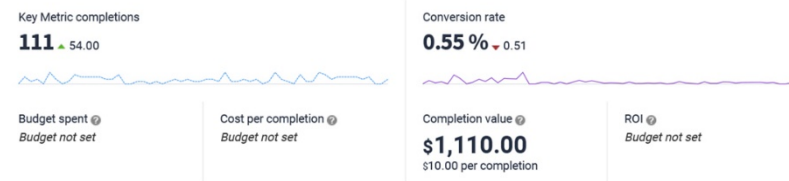
Campaign Details

Focus Key Metric Connect - visit Majors page	Budget Budget has not been set	Campaign start date 10/28/2019	Campaign end date 4/1/2020	Edit campaign info Created by Jean Webster on 12/4/2019 5:31:01 PM
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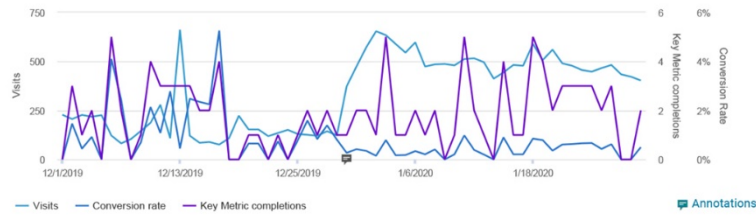
Visitor engagement



Return on Investment



Campaign performance













Traffic segments

utm_term	Visits	Unique visitors	Key Metric completions	Conversion rate	Completion value	Avg. time on site	Page views per visit	Bounce rate
snapchat	12,983	11,736	4	0.03	\$40.00	00:07:47	1.03	97.57 %
ip-targeting	2,035	1,930	0	0.00	\$0.00	00:01:15	1.24	86.78 %
audience-select	1,757	1,649	0	0.00	\$0.00	00:01:54	1.22	86.51 %
facebook	1,355	1,196	4	0.30	\$40.00	00:04:08	1.14	94.61 %
google	1,317	1,224	102	7.74	\$1,020.00	00:04:28	1.73	81.40 %
youtube	843	770	1	0.12	\$10.00	00:02:16	1.34	84.34 %

Showing all 6 items

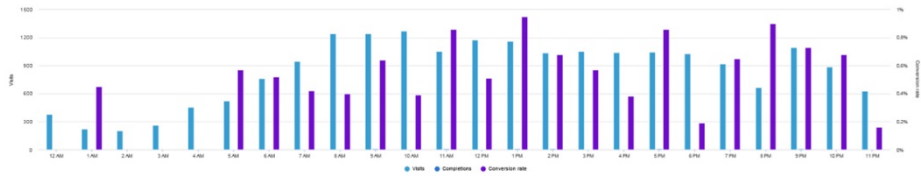
Visitor locations

Location	Visits	Bounce rate
 United States	20,072	93.70 %
 Germany	51	100 %
 Canada	45	97.78 %
 Ireland	21	100 %
 Mexico	12	91.67 %
 India	9	100 %
 Australia	8	87.50 %
 Italy	7	100 %
 United Kingdom	7	100 %
 Brazil	6	100 %

1 - 10 of 35 items

Visits distribution

Hour of day



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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa by:
Richard Van Den Hul, Vice President, Business and Financial Affairs

DATE: February 14, 2020

SUBJECT: **Annual Department of Public Safety Report**

PURPOSE: Information Item

Purpose of Submittal:

Below is the annual update of the Department of Public Safety.

Supporting Information:

The Department of Public Safety is under the direction of Darin Rasmussen, Director of Public Safety/Chief of Police, supported by Keith Williams, Assistant Director of Public Safety/Assistant Chief of Police.

The Department's Strategic Plan pursues three primary goals:

- 1) Reduce crime, disturbances, and incidents that pose potential threats of violence or create a fear of crime in the community;
- 2) Strengthen community awareness, involvement and interaction with the Department of Public Safety; and,
- 3) Develop the organization's internal capacity and ability to promote and nurture the Community Oriented Policing philosophy among departmental personnel.

State Level Participation

Chief Rasmussen participates on the University Policing Committee of the Washington Association of Sheriffs and Police Chiefs (WASPC). WASPC is the state's recognized professional organization for law enforcement related issues and has significant influence in Olympia. The University Policing Committee meets several times a year. This committee has a mutual aid agreement among the six university police agencies for responding to major disasters or events, and a "best practice" policy for dealing with threats of violence and response to violent situations on campus.

Community Participation

Staff actively participate in professional associations and task force programs, including community committees, professional law enforcement associations, community-based crime suppression and safety task forces, and campus committees.

In partnership with Western's Office of Off-campus Living and the Bellingham Police Department, the Department of Public Safety actively participates to address neighborhood issues that draw citizen complaints over noise, traffic, littering, and other behavioral issues. It is part of Western's commitment to keep our students safe and be a "good neighbor" to the communities around Western's campus.

The University Police Department continues its strong working relationship with the Bellingham Police Department, and Chief of Police David Doll, as well as with the Whatcom County Sheriff's Office and Sheriff Bill Elfo. This collaboration includes participation in the Whatcom County Sheriff's Special Events Team for planned and unplanned disturbances.

Two of Western's University Police Officers continue to serve as members of the Bellingham Special Weapons and Tactics Team (SWAT) and participate actively in joint training operations in the neighborhoods surrounding the University.

University Police Officers participated with other agencies throughout Whatcom County in emphasis of traffic enforcement activities. These activities included DUI emphasis patrols and general traffic enforcement.

WWU Programs

The Department of Public Safety utilizes uniformed police officers who present programs to the community dealing with Crime Prevention, Personal Safety, Property Protection, Substance Abuse, and other topics.

The Bicycle and Skateboard Patrol Program coordinates bicycle and skateboard safety efforts to heighten awareness of University regulations, and to allow more personalized contact with students, faculty, and staff. Officers engage in educational awareness efforts to make bicyclists and skateboarders aware of the rules affecting them, and a strong enforcement effort to hold violators who continue to ignore the rules in place for the "walk zones" accountable.

The Department works with University partners to improve safety practices for programs involving children at Western, and completes hundreds of criminal history checks for Compass 2 Campus program student volunteers annually.

The Department provides "*Behaviors of Concern - Violence Prevention*" training sessions for students, faculty and staff upon request. These sessions include two video presentations, "*Options for Consideration*" and "*Flashpoint*". For easy access, the videos link from the Department's homepage, as does Western's "Emergency Preparedness" video.

The Campus Public Safety Advisory Council is co-chaired by the Director of Public Safety and the Director of University Residences. The Council is advisory and consultative, focused on programs, policies and procedures, and is comprised of a cross section of the University community including: students, faculty and staff, as well as identified members of the external community. It assists the Director of Public Safety and the Department in remaining responsive to the needs of the University community and by providing input on issues surrounding public safety, crime abatement, and campus security. For 2019-2020 the Council is considering the potential value of utilizing body-worn cameras by University Police Officers with an anticipated recommendation to the Vice President for Business and Financial Affairs in spring quarter. The Council meets several times a year, or as needed.

Emergency Response and Notifications

Through close working relationships with the Office of Communications and Marketing, the Dean of Students Office and the Environmental Health and Safety Office, a multi-faceted alert system makes it possible to notify students, faculty, and staff via text messaging and email within minutes of an event that may pose an immediate threat to the University. This system also uses the current fire alarm system to facilitate voice messages to be transmitted throughout University buildings and incorporates Desktop Notification, which sends a similar notification through all networked University computers.

The Department is in full compliance with FBI and Washington State Patrol requirements for security standards for all Western staff who may meet or work in those areas that contain confidential criminal justice information.

The Department leads a Safety Assessment Team (Threat Assessment) of representatives from Enrollment and Student Services, Judicial Affairs, University Police Department, Counseling Services, Residential Life, Student Health Center, and University Communications and Marketing. The team is in full compliance with the guidelines recommended by the National Behavioral Intervention Team Association (NaBITA) for its approach to potential issues of concern at the University. The team meets on a routine basis, as well as when necessary to deal with potentially threatening situations, and to strengthen the collective ability to resolve or mitigate issues of concern. This collaborative team of professionals has functioned well to respond to several serious incidents affecting the University.

The Department of Public Safety and the Office of Communications and Marketing annually conduct alert system tests in fall, winter and spring quarters.

Professional Standards and Training

Professional standards and training form a cornerstone in the development of competent police officers and civilian personnel, and are a requirement of the accreditation standards. Officers are expected to demonstrate mental and physical skills that include strong written and verbal communication abilities, knowledge of relevant laws, officer safety techniques, and proficiency at skills that support proper patrol procedures.

In 2019 all University Police Officers met or exceeded the state required hours of training in areas specifically related to their jobs. These included training in firearms, defensive tactics, active shooter training, crisis intervention, lethal force, and RAVE emergency messaging training. A priority this year was training officers in Trauma Informed Sexual Assault Investigation Training and in Basic Clery Awareness, which was presented by University of Washington Police Major Steve Rittreiser. Assistant Chief Williams attended the International Association of Campus Law Enforcement Agencies (IACLEA) Annual Conference in Vancouver, British Columbia as part of the Department's efforts for IACLEA accreditation certification.

In October 2019 the Department of Public Safety, Emergency Management, Environmental Health and Safety, and the Office of Communications and Marketing conducted a drill/exercise at a University-owned building for its police officers. The exercise simulated a 7.7 earthquake and required the officers to practice real-life situations of rescue. The exercise included using student and community actors playing victims, as well as members of the press. An exercise/drill of this nature is required for universities by the Jeanne Clery Student Right-to-Know and Campus Security Act.

State and Federal Reporting

The Jeanne Clery Student Right-to-Know and Campus Security Act, passed by Congress in 1990, and continually modified, is in response to concerns about crime and security at post-secondary education institutions. This Act requires institutions to disclose information about university safety policies and procedures, and to provide statistics concerning whether certain crimes took place at the university. The program is a mandatory nationwide reporting effort that tracks statistical information of the seven most serious criminal offenses within geographical areas and reporting districts.

The Department of Public Safety and Enrollment and Student Services compile the on-going annual crime statistics for publication and ensure compliance with Federal Register guidelines. Updated information is provided annually for new and returning students, staff, and faculty. Police agencies also report monthly activity through the National Incident Based Reporting (NIBRS) segment of the Uniform Crime Reporting (UCR) program administered by the FBI. Specific required crime and fire information is included in Clery Act (Student Right-to-Know) reporting, along with information about alcohol and drug law violations, weapons possession, and incidents of student misconduct.

Following the 2018 audit conducted by the Office of the Internal Auditor, the Department co-lead a University-wide effort with the Assistant Dean of Students to address nine recommendations to improve compliance with the Clery Act. As part of this effort, the University funded a part-time Clery Compliance Coordinator position for the Department of Public Safety, as well as a project position to assist with the organization of improved reporting mechanisms for Clery-related crime data.

In March 2019, D. Stafford and Associates, a consulting firm that specializes in Clery compliance, conducted a two-day on-site assessment that resulted in additional recommendations to improve compliance based on industry standards and best practices.

Highlighted Improvements

- A more compliant Daily Crime and Fire Log.
- Reasonable and easily understood criteria for timely warnings and emergency notification messaging.
- Campus Security Authorities (CSAs) were identified and trained, and two four-hour CSA training sessions were conducted in November 2019 by Major Steve Rittereiser, University of Washington, for all University Police Officers.
- The 2018 Annual Security and Fire Safety Report (ASFSR), published in September 2019, is the most comprehensive and compliant document to date, and is available at: ([https://www.wvu.edu/vpress/docs/2019-20 Clery Report FINAL.pdf](https://www.wvu.edu/vpress/docs/2019-20%20Clery%20Report%20FINAL.pdf))

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Vice President Melynda Huskey

DATE: February 14, 2020

SUBJECT: Mid-Year Housing and Dining Report

PURPOSE: Information Item

Purpose of Submittal:

To provide the annual programmatic and fiscal report to the Board on the University's Housing and Dining System.

Supporting Information:

Mid-Year Housing and Dining Report

WESTERN WASHINGTON UNIVERSITY ENROLLMENT AND STUDENT SERVICES

Mid-Year Housing and Dining Report February 2020



University Residences Staff

EXECUTIVE SUMMARY

APPENDIX I: Occupancy

APPENDIX II: Housing and Dining System Financials (through December 2019)

APPENDIX III: Residential Facilities

APPENDIX IV: Dining Services

APPENDIX V: Residence Life

EXECUTIVE SUMMARY

Western's Residential Communities — Campus housing, an auxiliary enterprise, provides competitively-priced housing in a safe, student developmentally appropriate, and educationally-focused environment. Residential communities are intentionally designed to actively engage new first year, transfer, returning, and international students in academic and personal success. We support students' transition into progressively more independent and responsible adults in our diverse and inclusive communities, fostering leadership, sustainability, social responsibility, and civic engagement.

OCCUPANCY (Appendix I)

- Fall 2019 Peak Report occupancy was 3,953, a decrease of 58 students from Fall 2018
- Fall 2019 Peak occupancy of 3,953 compared to winter 2020 Peak of 3,785 resulted in a fall-to-winter attrition rate of 4% for this year, compared to Fall 2018 Peak occupancy of 4,017 compared to winter 2019 Peak of 3,856 with a similar fall-to-winter attrition rate of 4%.
- Students residing on campus included 87% of all first years, 24% of all transfers and 29% of all students of color.

HOUSING & DINING SYSTEM FINANCIALS (Appendix II)

- Year-to-Date Revenues
 - Total system revenue to date (including student fees, conference and one-time operating revenues) was 2.3% greater than the prior year.
 - Room and meal plan revenue through December 2019 increased 2.9% over the prior year influenced by a 5.0% rate increase coupled with a 1.3% (~50 students) decrease in Fall quarter average occupancy.
- Year-to-Date Operating Expenses
 - Total system operating expenditures through December 2019 increased by 2.5%.
- Net Operating Revenues
 - Net operating revenue through December 2019 was 2.0% higher than the prior year. For the full fiscal year net operating revenue is projected to be 1.5% lower than budgeted levels.
- Non-Operating Expenses
 - Year-to-date non-operating expenses, prior to the application of bond proceeds, decreased 27% primarily due to the completion of the Multicultural Center addition. Major bond-funded work included the Multicultural Center addition, Buchanan Towers renovation, and the new residence hall.

RESIDENTIAL FACILITIES (Appendix III)

- Excitement for the largest public works construction project, the demolition of the "old" Highland and construction of "new" Highland Hall. Project worth \$67.6M, the new residential building will net approximately 270 beds to Housing's overall inventory. Scope also includes upgrading Ridge Commons to provide accessible dining and collaborative learning spaces.
- Several projects related to a security and safety emphasis include upgrading external doors from legacy brass key to electronic door access control system with proximity credential capability was awarded in fall 2019.
- Project will also provide camera wire drops and external door status capability in a majority of Housing buildings to enhance overall residential security (camera system devices to be installed sometime in the future).

UNIVERSITY DINING SERVICES (Appendix IV)

- Dining Services funded and completed a \$700,000 dollar renovation of Viking Dining Commons during the past Winter Break which included new flooring, painting, lighting and furniture. The dining space has been reconfigured to include a mix of seating styles to encourage engagement and community building in this campus hub.
- Sponsored RHA and NRHH presidents' attendance at the Food Recovery Network conference in Philadelphia in support of Western's commitment to battling food insecurity.
- Fall 2019 – Western Dining donated 1,073 lbs. of food to charitable organizations within the Bellingham community.
- A total of 451 student dining employees worked 57,757 hours during fall quarter 2019, representing **64.1%** of all labor hours in support of dining services. While the number of student employees is comparable to last fall, this represents an **11.7% increase** in total hours worked by students.

RESIDENCE LIFE (Appendix V)

- University Residences Initiative for Student Engagement (URISE), Residence Life's residential curriculum model, launched in fall 2019. The new model encompasses innovative strategies for student learning based in three frameworks: a strengths based approach, community based learning, and Dr. Tara Yosso's theoretical framework, Community Cultural Wealth. Innovative educational strategies are continuously developed to focus on the learning goals of URISE and the needs of today's residential student. The three learning goals of URISE are:
 - Inclusive community building
 - Career preparedness
 - Personal wellness
- Residence Life partnered with Academic Advising to provide outreach to students identified through the Office of Admissions as needing additional academic support and continuous education about resources available on campus.
- Professional staff are beginning academic intervention meetings with 261 residential students placed on academic warning to address academic progress and strategies for success.

APPENDIX I: OCCUPANCY

	Operating <u>Beds</u>	<u>Heads</u>	<u>Beds</u> <u>Rented</u>	<u>% Beds</u> <u>Filled</u>
Fall 2019 Peak*	4,045	3,953	3,953	97.7%
Fall 2018 Peak	4,144	4,015	4,017	96.9%
Fall 2017 Peak	4,145	4,118	4,128	99.6%
Winter 2020 Peak	4,045	3,785	3,787	93.6%
Winter 2019 Peak	4,144	3,851	3,856	93.0%
Winter 2018 Peak	4,146	3,939	3,948	95.2%

*Highland Hall 140 beds offline due to new residence hall construction

APPENDIX II: HOUSING AND DINING SYSTEM FINANCIALS

Change from Previous Year (Adjusted #'s)

+Operating Revenues	Up	\$ 574,126	2.3% Increase
<u>-Less Operating Expenses</u>	Up	<u>\$ 380,883</u>	2.5% Increase
=Net Operating Revenues	Up	\$ 193,243	2.0% Increase
-Less Non-Operating Expenses	Down	\$ 5,371,794	26.5% Decrease
<u>+Bond Proceeds used</u>	Down	<u>\$ 6,954,817</u>	57.7% Decrease
=System Net Revenues	Down	\$ 1,389,779	100% Decrease (see note)

Year-to-Date Revenues

- Total system revenue to date (including student fees, conference and one-time revenues) was 2.3% greater than the prior year.
- Room and resident meal plan revenue through December 2019 was 2.9% higher than the prior year influenced by a 5.0% rate increase coupled with a 1.3% decrease in Fall Quarter overall occupancy (~50 students), with almost all of that attributable to residence hall occupants.
- Conference revenue decreased slightly due to decreased summer 2019 bookings.
- Commission revenue increased slightly, influenced by declines in both on-campus and voluntary meal plan sales.
- Viking Union revenue increased 1.2% primarily due to non-academic building fee increases.

Year-to-Date Operating Expenses

- Total system operating expenditures to date increased by 2.5%
- Salary and Benefit expenditures increased 7% (about the same as last year), due to mandated wage and minimum wage increases, some position classification adjustments, and the filling of some vacant positions.
- Food expenditures were 2.6% higher, reflecting the impacts of the dining rate increase coupled with fewer resident and voluntary boarders.
- Total utility expenditures increased 2.5%, due primarily to increased electrical and water/sewer costs.

- Operating maintenance expenditures decreased 3%. The impact of an annual recharge rate increase was offset by a larger amount of repair needs being classified as non-operating. Annual expenditures are expected to reach budgeted levels.

Net Operating Revenues

- Net operating revenue to date was 2.0% higher than the prior year. For the full fiscal year, net operating revenue is projected to be 1.5% lower than budgeted levels, primarily influenced by lower occupancy.

Non-Operating Expenses

- Year-to-date renovation and construction expenditures of \$11.6M was less than last year's \$16.5M due primarily to the completion of the Multicultural Center addition and Buchanan Towers renovation. FY2020 saw the increase in new residence hall development costs. Revenue bonds were sold in both FY2019 and FY2020. \$5.1M of those proceeds were used this year to date for the Buchanan Towers and new residence projects. Year-to-date debt service expense for FY2020 was 7.6% lower than FY2019.

System Net Revenue

- System net revenue through December 2019 is lower, due primarily to fewer bond proceeds used. Absent those bond proceeds, system net revenue is expected to be lower for year-end FY2020, primarily due to increases from the new residence hall project costs per the capital plan.

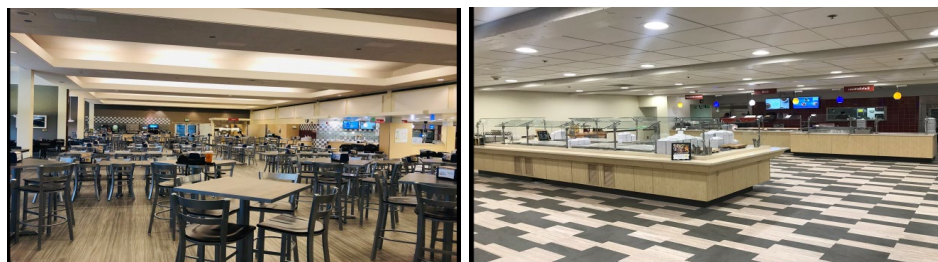
APPENDIX III: RESIDENTIAL FACILITIES

- Public Works construction **in progress**:
 - Project worth \$67.6M to build a new residential building netting 270 beds to overall Housing's inventory. Scope also includes upgrading Ridge Commons to provide accessible dining/collaborative spaces while also relocating displaced staff parking as appropriate. New building opening is slated for September 2021.
 - Project worth \$2.3M to upgrade external doors from legacy brass key to desired electronic door access control system with proximity credential capability at 19 buildings was awarded in fall 2019. Project will also provide camera wire drops and external door status capability in a majority of Housing buildings to enhance overall residential security (camera system devices to be installed sometime in the future). Construction work will be started in winter 2020 with a target completion by winter 2021.
 - Project worth \$0.6M to convert Housing's legacy electronic door access control systems located at 9 buildings to the new campus standard was awarded in November 2018. Work to be done by September 2020.
- **Completed** public works construction:
 - Phase 2 effort performed during spring and summer for the Buchanan Towers (BT) renovation project worth \$24.5M - September 2019. Work included BT Classic South Wing interior bathroom and kitchen plumbing amenities, new interior finishes, common area furniture replacement and resident bedroom doors upgraded to keyless capability eliminating requirement for brass keys. Additionally, BT Classic South Wing exterior envelope upgrades —window replacement, brick masonry sealing, addition of roof fall protection / gutters / downspouts. Finally, BT East kitchens (23) / related furniture and floor lounge kitchenettes (3) installed and fire alarm and mass notification systems upgraded.

- Birnam Wood roof replacement project worth \$2.1M (Phase 2 effort focused on Stacks 3, 4, 6, 7 and Community Building) completed – September 2019.
 - Edens North fire alarm and mass notification system upgrade project worth \$0.6M completed – September 2019.
 - Ridgeway Commons sewer line replacement project worth \$0.8M was done in September 2019 to mitigate catastrophic line failures that surfaced in December 2018.
 - Project approximately \$0.7M to modernize Edens Hall passenger and Ridgeway Common freight elevators completed in September 2019 and December 2019 respectively.
- The following public works design projects and studies have been completed.
 - Design of siding replacement efforts for the entire Birnam Wood Complex worth \$6.3M was done in fall 2019. Results of the February 2020 bid opening will determine follow-on project phasing and work execution.
 - Study of network hardware and infrastructure system upgrades at all UR buildings was done in summer 2019 realizing \$4.6M in requirements. In addition, design related to facility upgrades will be completed in winter 2020 to support follow-on public works actions planned in 2020 and 2021 along with correlative equipment replacement efforts. These efforts support equipment modernization requirements due to existing hardware becoming obsolete after 2021.

APPENDIX IV: UNIVERSITY DINING SERVICES

- Dining Services funded and completed a \$700,000 renovation of the Viking Commons Dining during the winter break that included new flooring, painting, lighting and furniture. Interior finishes were chosen to reflect Western’s commitment to sustainability and a more contemporary inviting dining experience for students, faculty and staff. The dining space was reengineered to include a mix of seating styles to encourage engagement and community building in this campus hub.



- Dining Services, in partnership with University Residences, launched the “Swipe out Hunger” initiative in May 2019. Since the inception, our program has received 3,143 donated meals and helped 228 students facing food insecurity.
- Sponsored RHA and NRHH presidents to attend the national Food Recovery Network conference in Philadelphia in support of Western’s commitment to battling food insecurity. The Food Recovery Network is the largest student volunteer organization fighting food waste and hunger in America. Western Dining has been a proud partner of this organization since

2015. In fall 2019, Western Dining donated 1,073 lbs. of food to charitable organizations within the Bellingham community.

- A total of 451 student dining employees worked 57,757 hours during fall quarter 2019, representing **64.1%** of all labor hours in support of dining services. While the number of student employees is comparable to last fall, this represents an **11.7% increase** in total hours worked by students.

APPENDIX V: RESIDENCE LIFE

Academic Support

- Professional staff are in process of academic intervention conversations with residential students placed on academic probation. The total number of students identified for outreach in winter 2020 is 261, a 6% increase over winter 2019 when Residence Life professional staff outreached to 245 students.
- In the fall 2019 quarter, Residence Life partnered with Academic Advising to provide outreach to 117 students identified who could benefit from additional support. Residence Life outreach created a significant increase in student response. The response rate increased from 18% in week 6 to 55% in week 11 due to the outreach of professional staff members to on campus students living in the residence halls.

Residential Education/Leadership

- Residence Life launched a new residential curriculum model in fall 2019: University Residences Initiative for Student Engagement (URISE). During fall 2019, residential staff completed intentional conversations with 3,831 students with an average duration of 32 minutes. Residence Life partnered with several offices on campus to implement programming opportunities in fall 2019 such as Discover Dining at Western (Aramark), Hot and Ready (Prevention and Wellness Services), Root beer and Registration (Academic Advising), and Conflict Academy (Prevention and Wellness Services).
- The National Residence Hall Honorary (NRHH) continued their legacy of facilitating Hall of the Year, which is a program fostering healthy residence hall competition and inspires engagement of service, leadership, academics and recognition. They are also in their sixth year of two other legacy events, an induction ceremony for new hall council executives in the fall and a leadership conference that takes place in winter. This year's leadership conference in January, 2020 had a theme of "Finding your Element" where students focused on exploring their leadership style.
- The Residence Hall Association (RHA) has implemented a new system and collaborations with Aramark and the Office of Sustainability to continue Western's food pantry to address food insecurity on campus.

Diversity and Inclusion

- Dear World, an organization focused on creating meaningful stories and sharing one's identity through storytelling, has been invited to campus on February 18-19. This large-scale program is being implemented in collaboration with Residence Life and the Ethnic Student Center.
- Residence Life developed a working group to re-brand and create a new programmatic model for gender inclusive housing on campus. Due to student feedback and the work of professional staff in collaboration with students, Pride Housing: An LGBTQ+ Living Learning Community will launch in fall 2020.
- In collaboration with the Viking Union staff, Dr. Tara Yosso facilitated a two-day workshop on campus with student and professional staff to explore Community Cultural Wealth and how we utilize this framework in our residential curriculum model.

Health and Residential Environment

- In fall 2019, we had 251 students involved in alcohol related conduct violations and 149 students involved in drug related conduct violations, most significantly, violations involving marijuana. For fall 2018 these figures were 183 and 60 respectively. Residence Life partners with Prevention and Wellness Services, specifically ADCAS, to create marketing campaigns and informational posters about our policies and safety strategies in regards to drug and alcohol use.
- In fall 2019, we had 264 students identified as part of CARE cases. We outreached to all of these students to follow up, create action plans, and provide referrals to campus resources. Residence Life staff are currently collaborating with campus partners including the Student Health Center to work on strategies to address possible implications from the Coronavirus and other public health concerns. In addition, Residence Life is focusing on personal wellness through our residential curriculum model, which encompasses strategies for students to manage stress, anxiety, and mental health concerns, due to the increase in CARE reports and the increase in suicide ideation and attempts reported.

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

TO: Members of the Board of Trustees

FROM: President Sabah Randhawa on behalf of Melynda Huskey

DATE: February 14, 2020

SUBJECT: Admissions and Enrollment Report

PURPOSE: Information Item

I. Enrollment

Winter Enrollment at Census Day

The campus closure in early January impacted many processes and timelines on campus, including the end of the registration add/drop period and the locking of census day numbers. To allow students to avail themselves of the final opportunity to add and drop courses for winter term, deadlines were extended and the collecting and locking of census day data was delayed in a manner appropriate to account for the closure. Adjustments were made, and the process has been completed.

Total enrollment for Winter 2020 is 15,246, which represents a drop of 139 from Winter 2019. The Winter 2019 enrollment count of 15,385 was a record high for winter enrollment at Western, and our Winter 2020 enrollment total is more comparable to that of Winter 2018. Following a trend that we have been observing and toward which we are strategizing, we are continuing to gain diversity in our student body. Students of color make up 26.7% of the student body for winter term, a record high. Declining graduate enrollment played an out-sized role in the overall decline in enrollment, as there are 40 fewer graduate students enrolled this winter than last. As to new undergrad students (first time and transfer), we anticipated that the new first year enrollments were dropping dramatically compared to last winter, but the total number of new first year students enrolling in winter is so small that the impact was not significant. Transfer students make up the majority of the new student population for winter and spring. Since the larger number of new transfers stayed fairly comparable to last winter, our new undergraduate student numbers did not change much. The rest of the change in total enrollment is due to changes in continuing student enrollment. We continue to explore the many issues that impact retention, and we are developing strategies to clear pathways for students to persist in their studies.

	Winter 2016	Winter 2017	Winter 2018	Winter 2019	Winter 2020
Total Enrollment	14,748	14,902	15,263	15,385	15,246
% Students of color	24.7%	25.4%	25.6%	26.2%	26.7%
% WA residents	89.3%	88.7%	88.1%	87.4%	87.7%
New First-year students	37	49	38	45	29
New Transfer students	318	379	359	367	364
Total Graduate enrollment	707	723	768	743	703

Spring Enrollment Outlook

New enrollments for spring will predominantly be transfer students, as is consistently true for Western in the spring quarter. Applications are still being completed for spring term, but the number of new first year applications appears to be slightly up, and the number of applications from potential transfer students is slightly down. As of January 28th and compared to the same date in 2019, the below charts detail the status of those applications. In short, we do not anticipate a significant change in new student enrollment in the spring term compared to prior spring terms.

Spring 2020 new transfer students—Bellingham

	Applied	Admitted	Confirmed
2020	297	152	73
2019	317	202	78

Spring 2020 new transfer students—other locations

	Applied	Admitted	Confirmed
2020	12	2	2
2019	10	1	0

Spring 2020 new first-year students—Bellingham

	Applied	Admitted	Confirmed
2020	43	19	9
2019	35	18	5

Fall 2020 New Student Recruitment and the Admissions Cycle

Trends in Washington and across the country suggest that this will be a very competitive recruitment year. With the current status of the application and admissions process, we anticipate that new student enrollment for Fall 2020 at Western will decline slightly. However, there are opportunities to impact enrollment between now and the start of the fall quarter. The admissions and recruitment team is launching new strategies to influence late application submission, optimize the process of offering admission, and increase yield. We are identifying important segments within the candidate pool and will use that information to target our efforts as effectively as possible.

Within the applicant pool of new first-year students, there is a 10% increase in non-residents, approximately a 10% decline in Washington residents, and a small increase in applications from students of color. Addressing the segmented groups of applicants and of admitted students will be key.

The following charts represent application status as of February 3rd and compared to the same date last year.

Fall 2020 new first-year students—Bellingham

	Applied	Admitted	Confirmed
2020	9,726	5,854	580
2019	10,147	6,150	618

Fall 2020 new transfer students—Bellingham

	Applied	Admitted	Confirmed
2020	509	111	23
2019	549	111	24

Fall 2020 new transfer students—other locations

	Applied	Admitted	Confirmed
2020	62	0	0
2019	70	2	0

The admissions team has provided a brief outline of key initiatives they are undertaking this year as we recruit for fall.

Marketing

- Launched new digital marketing campaigns in key out of state and in-state markets, in close collaboration with University Advancement and University Marketing & Communications.
- Developed and deployed new messages within Slate CRM system, including to students, parents, and school counselors.
- Broadcast messages about statewide College Bound Scholars awards and resources to high school juniors and younger.

Off-campus Recruitment

- Represented Western at over 200 college fairs at high schools and community colleges.
- Hosted application completion workshops at select high schools in Snohomish, King and Pierce counties.
- Delivering two transfer advisor workshops (One at WWU, one at Green River CC).
- Welcoming students and families to nine off-campus events (to take place in February).

On-campus events and programs

- Delivering daily information sessions for visiting students and families.
- Held *Discovery Day* and *Admitted Discovery Day* programs.
- Introduced new student internship program for multicultural outreach efforts.

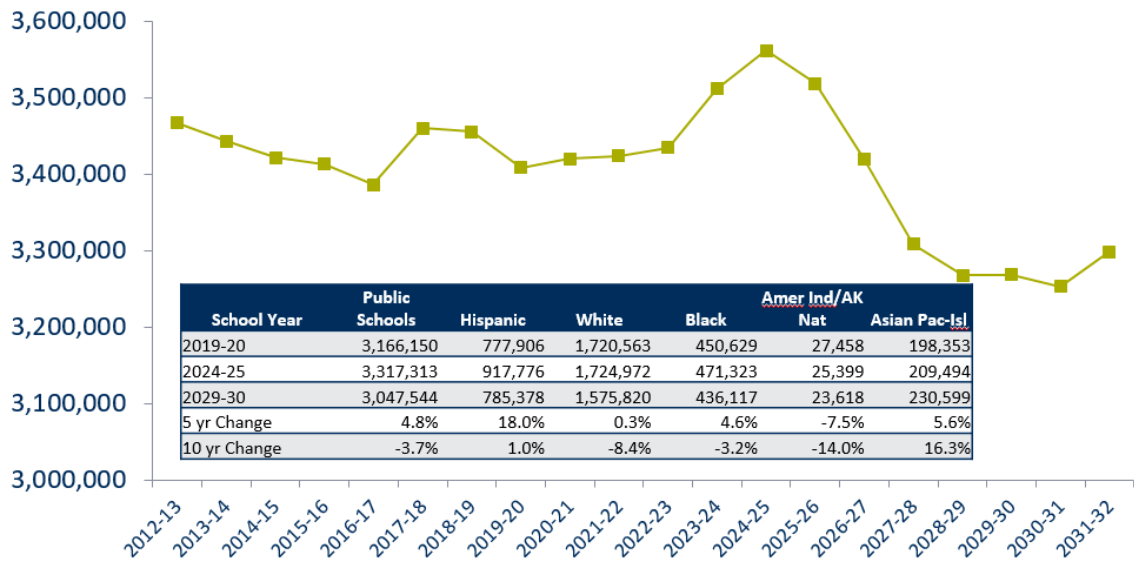
Systems and Data Management

- Leading the development of Slate CRM software.
- Rolled out new process for admitted students that allows access to Web4U, where financial aid and personal information (e.g. preferred name, sex, gender, race, ethnicity) will be accessible for review and updating.

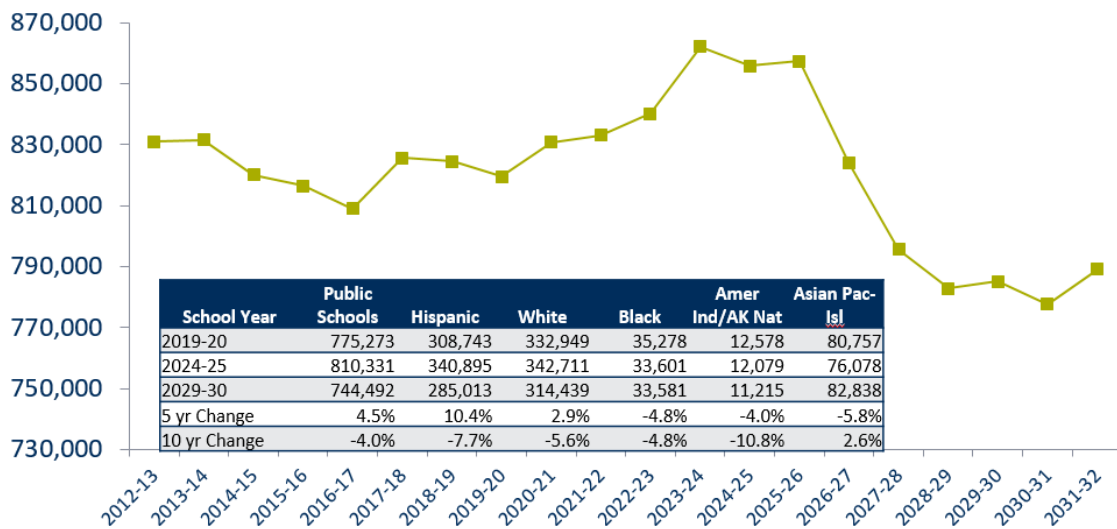
Fall 2020 Insights

The demographic trends for high school graduates suggest that we will not see growth in the number of students available for collegiate study for another year. For the state, the region, and the nation, the number of high school graduates will increase modestly for several years starting in 2021, with a peak in 2025. Following 2025, the trend in the number of high school graduates in Washington will diverge from that of the nation and the region, presenting new challenges for our recruitment team. (Source: Western Interstate Commission on Higher Education's Knocking on the College Door report).

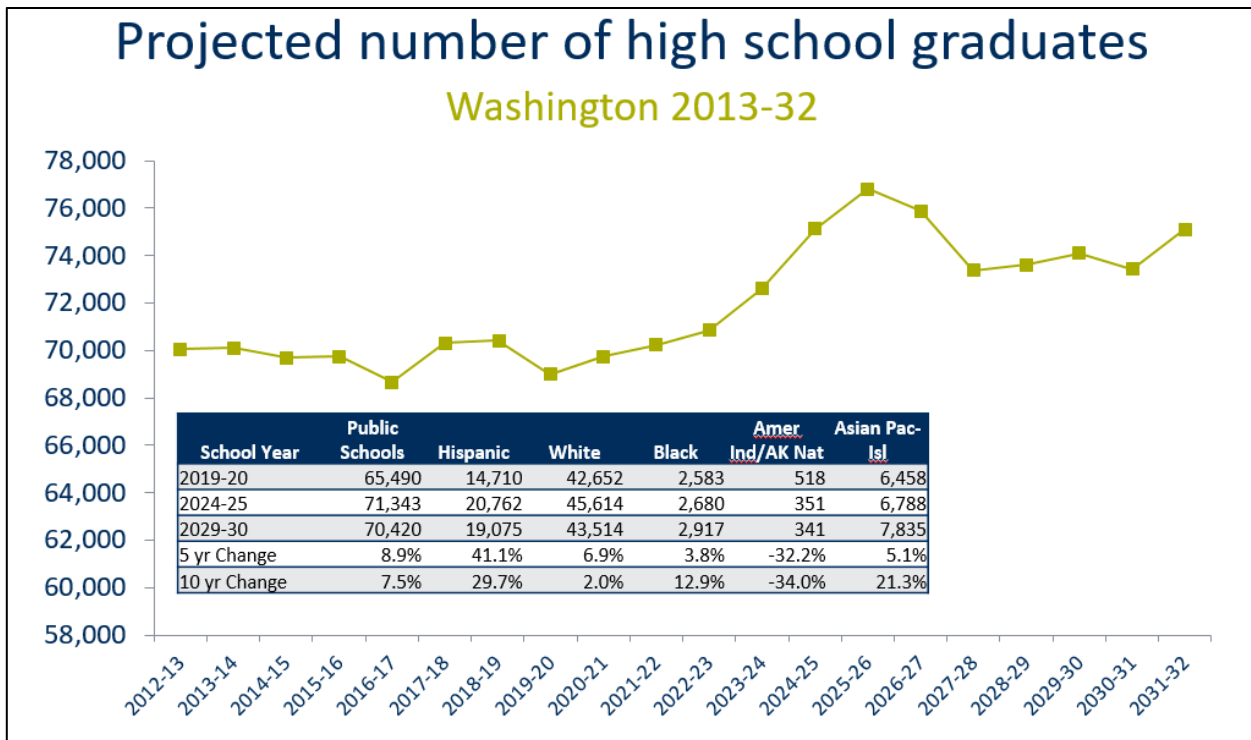
Projected number of high school graduates United States 2013-32



Projected number of high school graduates West 2013-32



(AK, AZ, CA, CO, HI, ID, MT, NV, NM, ND, OR, SD, UT, WA, WY)



As we have mentioned in prior reports, the pool of graduating high school students in the state of Washington will continue to get more diverse. Strategies are being developed to address the changing demographics.

Our prospects for transfer enrollment are influenced greatly by the enrollments at our largest community college feeder schools. According to the State Board of CTC's, enrollment at our ten biggest feeder schools (community colleges) has dropped by approximately 15% in the last five years.

Transition—National Search for a Registrar

David Brunnemer, Registrar on this campus for the last nine years, retired in early January. After almost 26 years at Western, his retirement is a significant loss for the Western community and the Registrar's Office. We are taking the opportunity to assess the staffing and structure of that office, and we are prepared to move forward with a national search for our next Registrar. Our intent is to move forward in a way that fully recognizes the interests of our academic colleagues in this critical university position. To that end, we are working closely with the Chair of the ACC and the President of the Faculty Senate. We expect to have the final appointments to the search committee identified and confirmed by the time the Board of Trustees meets in February. Our plan is to have a committee that is balanced, with even representation from the academic and administrative sides of our community.

During the next few months while we seek a permanent Registrar, the responsibilities of the Registrar will be shared by our Associate Vice President for Enrollment Management, who will serve as the Interim Registrar of Record, and our current Assistant Registrar, who will serve as the Interim Registrar for Operations. The two will work closely together and use this as an opportunity for growth for the team and professional development for members of the staff.

II. Student Aid

Reorganization

Clara Capron, our Assistant Vice President for Enrollment and Student Services and Director of Financial Aid, has undertaken a significant reorganization of the Financial Aid Office in recent months. The retirement of the Associate Director of that office gave us the opportunity to reevaluate our needs and better align staffing to those needs. To that end, the structure of senior leadership in that office has been reset, establishing a different model, and a new financial aid counselor is being added to the team.

Expansion of Washington College Grant

The upcoming 2020-21 year marks the first year that the Washington College Grant, which replaced the Washington State Need Grant, will serve as a source of guaranteed funding to eligible students. Unlike prior years, and barring state regulatory changes, all students who are eligible next year for Washington College Grant will receive funding. Eligibility will range from an estimated \$732 per academic year for students who are at 76%-100% of the Washington state median family income to \$7,324 for those at 0%-55%. Effective 2020-21, the cutoff for Washington College Grant eligibility will extend to 100% of median family income compared to 70% in 2019-20. Although we do not know how many unserved students there will be who are eligible for Washington College Grant for the current 2019-20 year, there were 466 unserved students in 2018-2019, with 3,242 served in the amount of \$18.1 million. Western's allocation for 2019-20 will be an estimated \$20.1 million.

2020-21 Federal Pell Grant Update

The Federal Pell Grant payment and disbursement schedules have recently been released for the upcoming year. The maximum Federal Pell Grant will increase by \$150 from \$6,195 in 2019-20 to \$6,345 in 2020-21. Approximately 25% of undergraduates at Western are Pell recipients.

Western's First Ever Scholarship Fair

Financial Aid's Scholarship Center is scheduled to host Western's first Scholarship Fair at the Viking Union on February 25 from 2:00-4:30 p.m. The Scholarship Center has partnered with University Communications to advertise the Fair via social media, including Facebook, Instagram, Twitter, MyWestern, and electronic visual displays across campus.

Although the Scholarship Center has hosted workshops in the past to draw attention to Scholarship Center services and assist Western students with their scholarship searches and applications, the Fair will expand participation to include organizations that fund scholarships. Colleagues from the Hacherl Research and Writing Studio will serve as a resource to inform students of resources to assist with scholarship application essays. Career Services will also be on hand to help students write their resumes, which are often a requirement for scholarship applications. In addition, students will have the opportunity to engage in small group discussions with former scholarship recipients, scholarship committee members, and Scholarship Center staff.

III. New Student Services/Family Outreach

Advising and Orientation for New Students

NSSFO recently hosted the third and final Winter Advising & Orientation session in January. A total of 279 new transfer and first-year students participated in the program, with two sessions held in mid-November, and a third session the day before Winter classes began. New students arriving for Spring Quarter have already started to sign up to attend a Spring Advising & Orientation session to support their academic and personal transition to the campus community. The Spring A&O reservation process is being piloted using the Slate CRM platform. Use of the platform has offered

an opportunity for NSSFO to redesign communications content and create efficiencies in delivery of email communications, instructive prompts, and required preparatory steps for students prior to their arrival for the programs.

Staffing—Orientation Manager Search

NSSFO is also in the process of conducting a national search for a new Orientation Manager who will assume duties as a lead event planner for all new student and orientation programs and related events. Hiring is anticipated to be completed by the end of April.

16. DATE FOR NEXT REGULAR MEETING

- **April 16 & 17, 2020**

17. ADJOURNMENT