Purpose of Submittal:
A written report is provided on the recent activities of University Relations and Marketing.

Supporting Information:
Report Attached
I am pleased to report that University Relations & Marketing (URM) now has a centralized institutional marketing department following the integration of the marketing team in Outreach & Continuing Education (OCE) into URM effective October 1. This move will allow us to accelerate a more coordinated and efficient approach to marketing and recruitment across the state, on the main Bellingham campus and in regional locations, and among non-resident and graduate students. This move also supports reductions in the OCE self-sustaining deficit.

These regular, full-time with benefits positions will be funded by divisional reserves until such a time that increased tuition revenue can support moving them to permanent state-supported status. This move has already effectively been underway since last winter and has accelerated through spring and summer.

This new organizational structure supports a focus on internal communications and earned media for University Communications, and a centralized University Marketing department that drives an integrated paid media strategy across campus, allowing us to build on our initial success last year with non-resident recruitment efforts in targeted geographies outside of Washington state. Importantly, we now have complementary in-state campaigns that support aggressive growth goals in Everett and at Western on the Peninsulas that are closely coordinated with general Admissions outreach.

As we look to 2021 and beyond, we expect this structure will allow us to better support the Graduate School and OCE on their strategy to launch new graduate, and professional and continuing education programs through targeted awareness campaigns that build sustainable enrollment pipelines.
Our skilled professionals worked on a wide range of online, media relations, social media, and graphic design projects, which included:

Our office continued to provide broad, rapid and intensive communications support for Western’s response to the COVID-19 pandemic. These efforts included:

- Support for Western’s Incident Command Structure (ICS), Student Health Center, Admissions, University Residences, and other campus offices for messaging, response to inquiries, media response and other communications requests.

- Assisted with important messages to campus on issues such as the expansion of Western’s COVID-19 testing to WWU students living off-campus in Bellingham prior to the Thanksgiving break. See: [https://westerntoday.wwu.edu/news/wwu-offers-covid-19-testing-to-all-bellingham-students-prior-to-thanksgiving-break-and](https://westerntoday.wwu.edu/news/wwu-offers-covid-19-testing-to-all-bellingham-students-prior-to-thanksgiving-break-and)

- Along with campus colleagues in WebTech, UComm is working on upgrading and streamlining the navigation and page structure for all the university's COVID-19 web pages.

- Assisted media in better understanding Western’s response to the pandemic. The Bellingham Herald, for example, on a daily basis, runs a link to Western’s COVID-19 online dashboard. See: [https://www.bellinghamherald.com/news/coronavirus/article247261734.html](https://www.bellinghamherald.com/news/coronavirus/article247261734.html).

- Social media coordinator Zoe Fraley has been working with the Whatcom Health Department, along with Western’s Prevention and Wellness and Associated Students, to share a steady stream of COVID-19 prevention and mental health information on Western’s social media platforms. She also helped put together a pre-Halloween Peer Health Educator Instagram takeover and has been sharing campus resources, news and engaging content for events such as World Kindness Day and the employee awards ceremony.

- In Publications, Editor Mary Gallagher is working on the next edition of Window magazine, which will be sent to alumni around the New Year and will include a photo spread highlighting some of Western's essential workers during the pandemic. Mary also worked with the Western Foundation to produce the President's Annual Report and with the Office of Student Life, Public Safety and others across campus to produce the Annual Security and Safety Report.

- University Communications graphic designer Chris Baker also provided a range of support, including: layout and design for the WWU Financial Report for 2020; design and layout for Window magazine; virtual signage for a Munro Institute; design of newsletters for both the History and Political Science departments; signs and ads for a Psychology Department virtual open house; and new templates for Woodring College.
WESTERN TODAY

TOTAL SESSIONS

40,319

TOP STORIES

- University opens Fraser Hall as testing facility for students
- WWU announces plans for winter quarter
- What does Phase 2 mean for social distancing?

SOCIAL MEDIA

STATISTICS AT A GLANCE

<table>
<thead>
<tr>
<th>TWITTER</th>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>22,522 Total followers</td>
<td>50,498 Total followers</td>
<td>23,148 Total followers</td>
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<tr>
<td>48 New followers</td>
<td>32 New followers</td>
<td>394 New followers</td>
</tr>
<tr>
<td>.2% % gained</td>
<td>.1% % gained</td>
<td>1.7% % gained</td>
</tr>
<tr>
<td>358 Engagements</td>
<td>4,678 Engagements</td>
<td>31,022 Engagements</td>
</tr>
</tbody>
</table>
MEDIA STORIES

TOP STORIES

- Washington Schools Ranked Among 2021’s Best Colleges: U.S. News (Yahoo News)
- COVID-19 pandemic cuts enrollment at some Washington state colleges, forces others to reimagine higher ed (Seattle Times)
- Remembering Erin Wall, the dazzling soprano who illuminated works by Mozart and Strauss (The Independent [UK])

FAMILY CONNECTION NEWSLETTER

SEPTEMBER
Sent to: 11,205 emails
Open Rate: 42.3 percent
Most popular content: Student Business Office, Moving in to Campus Housing, Paint Bham Blue, Fall Guide, Coronavirus Guide, Signing up for Western Alerts, AS Virtual Info Fair

OCTOBER
Sent to: 11,951
Open Rate: 25.4 percent
Most popular content: Fall Family Weekend, Career Fair, Free Food Pop-Ups, Counseling Center Wellness Wednesdays and Mindful Self-Compassion Workshops, FAFSA information

GRAPHIC DESIGN

31 Total Projects

FEATURING
- New Student Convocation Program
- Economic Forecaster Newsletter
- History Department Newsletter
- Student Publication, Jeopardy book, production/preflight
University Marketing

Our dynamic and creative team focuses on building awareness for Western Washington University’s programs, strengthening Western’s brand and furthering its strategic mission and goals.

UNIVERSITY MARKETING
METRICS DASHBOARD OCTOBER 2020

SUMMARY

The integration of the Outreach and Continuing Education (OCE) marketing team into University Relations & Marketing (URM) and the formation of the University Marketing (UM) team became official in October 2020. University Marketing is engaged in a range of work which includes digital marketing, collateral creation, video and photography, brand management, and marketing planning & project management.

DIGITAL MARKETING

UM breaks down digital marketing into two main sections, campaign work that is coordinated with a third-party service provider, Carnegie Dartlet and in-house placement of ads. In both cases, the UM team is responsible for strategy, creative creation, asset coordination and budget reconciliation.

Our digital strategy includes monitoring how people are engaging with the ads and landing pages. The UM team is working with WebTech on setting goals with SiteImprove software to measure our Key Performance Indicators (KPIs).

CAMPAIGN DIGITAL MARKETING

Beginning September 2020, UM launched an undergraduate digital campaign in partnership with Admissions as the primary enrollment campaign for WWU. This includes display, display retargeting, Snapchat, Youtube, Pay-per-click, Audience Select (list targeting), and Facebook/Instagram advertising which will run for a six to nine-month cycle, depending on platform.

AT-A-GLANCE (SEPT 1 – OCT 31, 2020)

- Total Impressions = 3,084,636
- Total Ad Clicks = 5,678
- Total Conversations (Application or RFI button clicks) = 2,771

In October 1, UM/Outreach and Continuing Education (OCE) launched a regional undergraduate campaign specific to increasing enrollment at WWU’s extension sites in Bremerton, Everett, Port Angeles and Poulsho. This includes display, display retargeting, Facebook/Instagram, and LinkedIn advertising which will run for a seven to nine-month cycle, depending on platform.

AT-A-GLANCE (OCT 1 – OCT 31, 2020)

- Total Impressions = 1,680,548
- Total Ad Clicks = 1,691
- Total Conversations (Application or RFI button clicks) = 26

IN-HOUSE DIGITAL MARKETING

In-house placement and tracking of ads is provided to support Outreach and Continuing Education (OCE).

Notable campaigns included Brand Awareness for Professional and Continuing Education and a partnership campaign between Western on the Peninsulas and Olympic College.

AT-A-GLANCE (OCT 1 – OCT 31, 2020)

- Total Impressions = 1,466,707
- Total Ad Clicks = 6,431
- Total Conversations (Currently only tracking RFIs for PCE programs) = 13
COLLATERAL CREATION (Graphic Design)

64 Total Projects 245 Individual Assets

FEATUREING
- International Style Guide
- Institutional Branding Initiative
- The President’s Report
- Digital ad campaigns
- Fall Family Weekend
- Landing pages and site migration mocks

VIDEO AND PHOTOGRAPHY

Fall has been busier than we expected— and even busier than usual as all of the typical fall events shifted over to video, including the upcoming commencement, which has taken up much of our time. Another top priority includes the roll out of the fall recruitment campaign.

We received CARES funding to hire a temporary videographer in order to help address the explosion of requests coming from across campus. We hope to add this person to the team in November.

VIDEOGRAPHY
- Fall Preview vids (shoot/edit)
- Shannon Point Marine Center short
- Hatch Lab vids (edit) - Hatch Lab: https://vimeo.com/476109089/179b2e0587
- Capital Campaign (edit)
- Family Celebration example vid for Emily
- Tassel example vid for Emily
- Film Sislena/zoom
- Film anthem/alma mater singer
- Begin work on December Commencement

PHOTOGRAPHY
- Updated President Randhawa’s presidential portraits
- Video editing/gathering for commencement, virtual tour, and drone footage
- Photo gathering for new Transportation Services media and uses
- Video editing and coverage for local area and campus scenery, fall colors
- Photo coverage for the president's report
- WWU Foundation video messaging
- Halloween/seasonal local event coverage

BRAND MANAGEMENT

The creative team works with partners across campus to manage Western Washington University’s brand. This includes development of design elements and assuring adherence to Western's brand drivers.

In October, the Creative Team:
- Worked on developing style guides and visual identity standards for Western’s institutes starting with the Morse Leadership Institute.
- Developed an international icon set and sub-style guide based on universal design, which will be added to the Design System.
- Started developing processes to store and archive creative assets in MABEL, Western Libraries’ archival platform.
- Managed updates on the Design System:
  - Powerpoint, email, email signature, and MS Word templates updated to newest brand standards
Community Relations

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

Campus Support during COVID-19

During this unprecedented time, Community Relations has pivoted to serve the university where needed while remaining engaged with the community.

- Continue to share Western’s health and safety guidelines and COVID-19 updates through neighborhood newsletters, community associations, committees and boards.
- Work with the Office for Off Campus Living to promote Halloween safety communications to area landlords.
- Joined the Bellingham Nightlife Association to assist with WWU-related inquiries and discuss potential partnership opportunities both during and after the pandemic.

Community Connections and Engagement

- Served on the hiring committee for a new Executive Director for the Whatcom County Commission Against Domestic Violence and Sexual Assault. WWU works closely with this countywide commission in many capacities.
- Assisted the City of Bellingham in sharing a bike survey to the WWU bike community to assist with the city’s efforts to be recognized as a “gold” city by the American League of Bicyclists.
- Volunteered on the selection committee for Bellingham Regional Chamber of Commerce’s top 7 under 40 finalists, which include WWU alumni.
- Connected New Student Services & Family Outreach with Whatcom County Tourism’s Online Dining Guide which families used for this year’s virtual Fall Family Weekend. The webpage saw a 22% increase in traffic over the week prior.
- Worked with the Economic Alliance of Snohomish County and the Economic Development Alliance of Skagit County to renew WWU’s annual memberships at a reduced level.
- Provided the most recent WWU Economic Impact Report, prepared by WWU’s Center for Economic and Business Research, for inclusion in the Port of Bellingham’s Comprehensive Economic Development Strategy report.
- Served as Master of Ceremonies for WWU Athletics Virtual Viking Night which raised more than $50,000 in one hour.
- Served as the Master of Ceremonies for WWU’s Celebration of Excellence Awards.
- Volunteered as a judge and host for “Get DISHed,” a baking show for local nonprofit D.I.S.H. Foundation. The foundation was established this year through the assistance of WWU’s MBA program where an MBA alumnus now serves on their board.
- Established a partnership between WWU’s Rotary Club and the Historic Fairhaven Association where students are assisting with Fairhaven’s annual Winterfest activities.

WWU Get Out the Vote

WWU Associated Students concluded a months-long effort to encourage students to vote. Community Relations supported these efforts through a partnership with The League of Women Voters. A record 88.2% of registered voters in Whatcom County voted in this year’s election – the most of any county in Washington State with a population of more than 50,000 residents. A comprehensive summary of Western’s efforts can be found on the Associated Students Board of Trustees update.
Small Business Development Center (SBDC)

WWU SBDC Bellingham Highlights

Pandemic Support
In response to the COVID-19 crisis, the SBDC continues to hold a leadership role in Whatcom County, providing technical assistance in areas such as:

- Identifying financial tools
- Understanding new tools and resources made available
- Providing training and resources

Since the beginning of the pandemic, the WWU Bellingham SBDC assisted on the following loan packages:

<table>
<thead>
<tr>
<th>Type of Assistance</th>
<th>Number of Clients</th>
<th>Total Approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19 Economic Injury Disaster Loan (SBA)</td>
<td>51</td>
<td>$3.4M</td>
</tr>
<tr>
<td>COVID-19 Paycheck Protection Program (SBA)</td>
<td>69</td>
<td>$7.7M</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>$11.1M</strong></td>
</tr>
</tbody>
</table>

Newsletters
- 47 newsletters sent
- Open rate of 23% (12% higher than industry average)
- Sent to approximately 3,400 contacts per newsletter

Website Traffic
- Total website visits: 18,067 total pageviews, 15,174 unique page views
- Home page visits: 4,017 total page views, 3,167 unique page views
- Coronavirus Resources page visits: 3,751 total page views, 3,203 unique page views

Outreach
- Safer – Stronger - Together Campaign with Whatcom County Health
- Team Whatcom - Member
- Whatcom Community Foundation - Impact Investing Committee
- Whatcom County - Business and Commerce Committee

Training Events Hosted since October 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/27/2020</td>
<td>Survival Tool Part 2: Sharpening Your Multi-Faceted Tool</td>
<td>11</td>
</tr>
<tr>
<td>11/5/2020</td>
<td>Exploring Equity &amp; Cultural Humility Sponsored by the SBDC</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>96</strong></td>
</tr>
</tbody>
</table>

In the Media
Paycheck protection program spent $320 million in Whatcom County. Here's where it went.

**WWU SBDC Kitsap County Highlights**

A Kitsap SBDC client, STREET|EATS (formerly Sprout and Thistle), was a finalist in the Kitsap Bank EDG3 Fund business competition. They were connected to the competition through their SBDC advisor.

**Website traffic:**
- Total Kitsap page visits: 1,169 total pageviews, 958 unique page views

**Newsletters:**
- 4 newsletters sent
- Open rate of ~38% (27% higher than industry average)
- Sent to approximately 247 contacts per newsletter
Tribal Liaison

Planning

A project proposal request of $4.9 million for a Coast Salish-style longhouse has been completed as part of the university’s 21-23 biennial capital request. The Tribal Liaison has been actively working to encourage support of the longhouse project including soliciting letters of support from tribal leaders and municipal government leaders. To date the Swinomish, Lummi, Nooksack, Tulalip and Jamestown S’klallum tribes, and the Mayor of Bellingham have confirmed support of this project. President Randhawa and the Tribal Liaison also held a briefing with Craig Bill, the director of the Governor’s Office of Indian Affairs, who expressed support for the project and agreed to advocate on behalf of funding in the Governor’s budget.

A video has been produced to support the Coast Salish-style longhouse on Western’s campus: https://www.youtube.com/watch?v=B3IUHZ9eCBc&feature=youtu.be

Events

The Tribal Liaison participated in a panel discussion for Indigenous People’s Day Celebration on October 12 via Zoom due to the current pandemic restrictions. The event was very well attended and included events across the U.S. and around the world that were connected virtually.

On Friday, November 13, 2020 the Tribal Liaison participated on a World Kindness Day live panel discussion on Zoom.

Training

The Tribal Liaison has completed a chapter entitled Leadership and Ethics for a first-ever Tribal Administration Handbook to be published by Michigan State University Press. The Tribal Liaison had been first contacted to be on an Advisory Group overseeing the collaborative project and then contacted to author a chapter.

Advisory Functions

The Tribal Liaison continues to work in consultation with departments across the campus concerning Native American students, staff and faculty at Western. Due to the recent environment surrounding the pandemic and racial tensions, this work has progressed.

Relationship Building

The Tribal Liaison has met with the University of Washington Tribal Liaison to discuss collaborative efforts at promoting and advocating on behalf of support of Native students, staff and faculty. This meeting was encouraging and motivating on both personal and professional levels as higher education institutions strive to foster supportive service to Native communities. The UW Tribal Liaison has also been helpful with the planning and development of the longhouse for Western’s campus.

The Tribal Liaison continues to build rapport with Northwest Indian College with monthly meetings as a member of the Board of Trustees.
Washington Campus Contact

Washington Campus Compact has launched the **Student Civic Leaders Fellowship program in Washington** this summer. Students leaders from across the state will be working on critical issues on their campus and in communities. Issues will include housing and food insecurity, mental health, breaking the prison pipeline, opioid addiction, and civic education. Funds will be used for student internships, stipends, or wages. Students will have the opportunity to participate in statewide learning communities and receive training on civil discourse and civic education.

Washington Campus Compact has launched the two grant programs: College Access Corps and VISTA to support student success, food insecurity, poverty alleviation, and to provide wrap-around services for underrepresented students in Washington. The grant programs began in August 2020.
Web Communication Technologies (WebTech)

Summary

WebTech welcomed two new team members during October. One came from the Outreach & Continuing Education (OCE) marketing team merging with University Relations and Marketing, and one is a temporary position funded via CARES Act monies. This influx of talent and hours per week has driven a lot of projects forward.

In the spirit of providing choice to students, staff, and the community we released a display preferences widget across many sites at Western. This currently allows the user to enable dark mode and switch fonts. The reason for this is to both increase accessibility as well as comfortability for users that stare at screens all day.

![Display Preferences Widget]

The College of Science and Engineering, as well as the Student Technology Center and the Board of Trustees sites were upgraded to the latest release of Drupal. Enterprise Application Systems, Faculty and Staff of Color Council (formerly Minority Employee Council), and the Lesbian, Gay, Bisexual, Transgender and Queer Advocacy Council all migrated content into new websites.

OCE continues to evolve their online presence and WebTech helped move the Testing Center and Western Online into their own websites rather than be part of the primary OCE site.

The College of Humanities and Social Sciences are engaged in upgrading to the latest Drupal release. The college itself and several departments and programs are already migrated.
A lot of new tickets are being filed as WebTech supports a growing number of site editors. That is a good outcome, and we welcome engaged web editors. Web Help, the email support channel saw sustained heavy traffic, including 316 emails since the start of October. That is to be expected now that there are an additional two employees both generating work as well as resolving issues brought by those they are supporting.