

**Western Washington University
Board of Trustees
Meeting Minutes
Thursday, December 13, 2018**

1. CALL TO ORDER

Board Vice Chair, Trustee Chase Franklin called the regular meeting of the Board of Trustees of Western Washington University to order at 3:01 pm in the Board Room, Old Main 340 Bellingham, WA.

Board of Trustees

Earl Overstreet, Chair – *by phone*
Chase Franklin, Vice Chair
John Meyer, Secretary
Citlaly Ramirez
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
Melynda Huskey, Vice President for Enrollment and Student Services
Donna Gibbs, Vice President for University Relations and Marketing
McNeel Jantzen, Faculty Senate President
Natasha Hessami, Associated Students Vice President for Governmental Affairs
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

Vice Chair, Trustee Chase Franklin requested that the Consent Items scheduled for the Friday, December 14th, 2018 agenda be moved to Thursday, December 13, 2018 for approval.

2. CONSENT ITEMS

Trustee Franklin introduced the consent item brought before the board for approval.

MOTION 12-01-2018

Trustee Meyer moved that the Board of Trustees of Western Washington University, upon recommendation of the president, approve the following consent item:

- Approval of Fall Quarter Degrees

The motion passed.

3. STUDENT SUCCESS FUNDRAISING INITIATIVE AND BRAND CAMPAIGN

- **Joint Session with the Foundation Board of Directors**

Vice Board Chair, Trustee Chase Franklin, welcomed everyone in attendance for a joint session with the Western Washington University Foundation Board of Directors to discuss strategic fundraising priorities and Western's new brand campaign.

Donna Gibbs, Vice President for University Relations and Marketing presented Western's first large-scale brand campaign to support the Foundation's Student Success Initiative, a campaign to raise funds for student research, study abroad and recruitment scholarships. She added that the campaign will also be flexible enough to serve as a foundational framework for the Western brand in general. Gibbs explained that the goal is to launch the campaign in the Seattle metro market starting in late January, continuing through summer 2019. She added that with additional funding the campaign will be in print media and include a video campaign via Google, Instagram, and Facebook. Gibbs shared two anthem videos that will be used for different campaign fundraising goals and to showcase Western in general.

Following the presentation Stephanie Bowers, Vice President for University Advancement led a discussion with Foundation Board of Directors and the Board of Trustees focused on the fundraising themes and how the brand campaign can be leveraged to build awareness and enhance the Western brand.

The Board of Trustees and the Foundation Board of Directors discussed at length ways in which the goals of the Student Success Initiative align with Western's Strategic Plan goals. There was lengthy conversation on how the initiative's goals can help increase four year graduation rates, eliminate achievement gaps for students from diverse and historically underrepresented backgrounds, and support competitive recruitment packages to attract Washington's highest achieving high school graduates. The joint boards also discussed at length how best to increase student retention and success through learning opportunities such as study abroad programs, research with faculty, internships and serving learning. It was noted that research has shown that participation in even one such activity significantly increases student persistence and graduation rates.

In closing, both boards agreed that a successful campaign around the Student Success Initiative's goals will be a powerful way to advance Western's strategic goals and objectives, and increase awareness of Western's unique strengths in providing high-quality, high-impact learning experiences.

The meeting adjourned at 4:54pm.