

# Leadership

## **Karen Lee appointed to Western Board of Trustees**

New Western trustee **Karen Lee** has more than 20 years' experience working in senior management positions in business and government. Lee is the CEO of Seattle-based Pioneer Human Services, one of the nation's largest social enterprise organizations. Lee also served as commissioner of the Washington State Employment Security Department for five years. She graduated from the U. S. Military Academy at West Point and served as an officer in the U.S. Army for nearly five years. She earned an MBA from the University of Washington. Her term ends September 2016.



**Karen Lee**

## **'Active Minds Changing Lives' is our new tagline**

A new tagline, "Active Minds Changing Lives" and university logo were the most visible results of an intensive, 18-month branding effort to better define what makes Western distinctive. The logo design by student **Branson Anderson** captures



Western's unique sense of place: the soaring beauty of Mount Baker and the waves of nearby waters. The new positioning initiative began with the arrival of President Shepard in 2008. Campus listening sessions, the 100 Community Conversations with stakeholders across the region and surveys of prospective and current students, faculty, staff, alumni and other supporters were used to identify and verify Western's core characteristics. University offices will use existing stocks of stationary and other print materials as a cost-saving measure before transitioning to the new logo. No state-appropriated funds or tuition dollars were used in the branding initiative.

## **Former A.S. president serves as student trustee**

**Ramiro Espinoza**, the first-ever graduate student appointed to the Board of Trustees, served on the board until June 2011. Espinoza received his bachelor's degree in Political Science/Anthropology in 2008 and is currently pursuing a master's degree at Western. He was employed as a staff recruiter in the Human Resources Department. While an undergraduate student he served as the 2007-



**Ramiro Espinoza**

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2008 Associated Students President. A graduate of Kamiakin High School in Kennewick, Wash., Espinoza served as a sergeant in the Marine Corps.

**Dick Thompson appointed to Board of Trustees**

Western alumnus **Dick Thompson** joined the Board of Trustees after a long and distinguished record of public service in Washington state. He served as the state budget director under Gov. Gary Locke as the chief of staff to Gov. Booth Gardner. Thompson has 15 years of experience as city attorney or city manager in Snohomish, Everett, and Puyallup. 2001 Thompson was honored by the Seattle-King County Municipal League with its Warren G. Magnuson Award, and by the University of Washington School of Law Alumni Association with its 2001 Service Recognition Award. His term on the Board of Trustees is through September 2015.



**Dick Thompson**

**Earl Gibbons is Extended Education's vice provost**

**Earl F. Gibbons** became vice provost for Extended Education after a national search. Gibbons comes to Western from the University of North Texas, where he served as a vice provost and associate vice president. Gibbons will provide leadership for Extended Education, which collaborates with



**Earl Gibbons**

colleges, departments and the community, linking university resources with educational needs and opportunities both on and off campus. Extended Education was formerly known as Extended Education and Summer Programs.

**Rios becomes dean of Woodring College of Ed**

Following a national search, **Francisco Rios** became the new dean of Woodring College of Education. Rios is a nationally known figure in the field of multi-cultural education with 30-plus years' experience as a teacher, teacher-educator and administrator. Rios came to Western from the University of Wyoming, where he was professor and chair of the Educational Studies Department in the College of Education and founding director of the Social Justice Research Center. He received his master's and doctorate degrees in Educational Psychology from the University of Wisconsin-Madison. He succeeds **Stephanie Salzman**, who retired after serving as dean of Woodring since 2002.



**Francisco Rios**

**Brunnemer appointed Western's new Registrar**

**David Brunnemer** became Western's Registrar, replacing **Susanna Yunker**, who left Western after 10 years of service. Before accepting his current position, Brunnemer served as Associate Registrar for two years in addition to his responsibilities as Director of

disAbility Resources for Students. Brunner continues to provide oversight to the Office of disAbility Resources for Students while serving as Registrar. He has been an administrator at Western since 1994 who enjoys working with faculty and academic administrators to improve course access for students and meet the curricular needs of the institution. Furthermore, Brunner is a strong student advocate continuously looking for new ways to serve students.

#### **New CST dean is U.C. Merced's Jeff Wright**

**Jeff Wright** was selected as the new dean of the College of Sciences and Technology, following a national search. Wright came to Western from the University of California, Merced, where he was professor of Engineering and founding and current co-director of the Center for Computer and Information Technology Research in the Interest of Society. He received his doctorate in Geography and Environmental Engineering from The Johns Hopkins University. He received his bachelor's and master's degrees from the Department of Civil Engineering, program in Water and Air Resources, at the University of Washington. As an undergraduate, he attended Western during his freshman year. He succeeds **Arlan Norman**, who was the founding dean of CST, which was formed after a reorganization of colleges in 2002.



**Jeff Wright**

#### **Furman becomes Western's new Facilities director**

**John A. Furman**, an engineer and veteran U.S. Coast Guard administrator, became Western's director of Facilities Management after the retirement of **Tim Wynn**. Furman came to Western from at the Coast Guard's Shore Infrastructure Logistics Center in Norfolk, Va., where he was a deputy. He received his bachelor's degree in Civil Engineering from the U.S. Coast Guard Academy and his master's in Civil Engineering from the University of Illinois. He was an assistant professor of Civil Engineering at the Coast Guard Academy. Furman is a registered professional engineer and a certified facility manager.



**John Furman**

#### **Website makeover focuses on student recruitment**

Last November, Western began an ambitious and sorely needed project to redesign the University's website. The goals of the project were to convey to our external audience who we are – using the University's new branding initiative – while presenting useful content in a compelling format that invites participation and, most importantly, turns website visitors into future Western students. With prospective students as its chief user demographic, Western's new website is marketing-focused with an aim, first and foremost, of attracting high school students and starting them down the process of applying and hopefully enrolling at Western. This is a major change in focus for

**Jeff Wright, new dean of the College of Sciences and Technology, was co-director of the Center for Computer and Information Technology Research in the Interest of Society at University of California, Merced.**

***The Division of Business and Financial Affairs reorganized some of its units to more efficiently serve the campus.***

Western's home page, which for the past 10 years has served dual purposes as both its external face on the electronic world as well as an intranet portal for internal users. Now devoted exclusively to student recruitment, Western's single most important marketing piece has been redesigned, refurbished and is ready to lure more of the best and brightest to campus in the years ahead.

**WWU and WCC combine printing forces**

Western and Whatcom Community College have combined their printing operations to further meet the growing and varied needs of both communities. The two institutions are working together to provide a more efficient, cost effective service. All Western programs are required by law to use Print and Copy Services for all printing and copying jobs. Director Rosemary Sterling noted that Print and Copy Services is working to make Western's carbon footprint smaller by using environmentally friendly products, such as 100-percent post-consumer waste, biodegradable paper unless otherwise requested.

**BFA reorganizes for cost savings, efficiency**

The Division of Business and Financial Affairs reorganized some of its units to more efficiently serve the campus. Capital Budget and Facilities Design and Construction Administration will be put under **Rick Benner**, director of Capital Planning and Development. This new area will be called Facilities Development and Capital Budget. The merger of these three offices eliminated a director's position as a cost-saving measure.

**Renée Roberts**, director of the Capital Budget Office, asked to go on extended leave in order to travel and to resume work in a reduced capacity. Purchasing, Accounts Payable, Contracts and Travel merged into one department: Business Services.

**Departments collaborate to streamline scholarships**

Through the use of Business Process Analysis, academic and administrative departments collaborated to improve the awarding and processing of \$8 million of offered institutional scholarships and tuition waivers. A centralized data base provided increased efficiency in applicant tracking, departmental selection of recipients, award acceptance by students, financial aid processing, foundation processing, and fund tracking in the finance system.