

Advancement: Alumni and Foundation

Western prepares to launch major capital campaign

Western Washington University engaged in a deliberative, two-year planning process for launching a comprehensive, multi-year fund-raising campaign. The WWU Foundation, its board of directors and other campus departments worked with The Collins Group, a consulting firm based in Seattle, to complete an in-depth feasibility study for the campaign. Issued in June, the feasibility study was based on intensive research and interviews with more than 100 key stakeholders, including members of the Foundation, Alumni Association and Trustees boards. The study concluded Western is well positioned to begin the silent phase of the campaign. Fund-raising goals and areas of support are being finalized.

Foundation takes over investment management, grows assets to an all-time high

The Western Washington University Foundation has assumed management of the university's endowment investments. This opportunity for greater efficiency capitalizes on the Foundation's core strengths and experience in managing investments and facilitating communication between donors and departments. The Foundation now is the agent for Western to hold, manage and invest the university's endowment assets,

which total approximately \$9.7 million. From 2009 to 2010, there was a significant change in investment earnings held by the WWU Foundation. Strong investment returns have restored the Foundation's asset and net asset levels, with an all-time high of \$52 million in total assets at the end of FY 2011. The distribution from endowments grew from \$388,000 to \$1.45 million, which will result in a significant increase in scholarship and program support for Western students and faculty.

More donors giving to Western

From July 1, 2010, to June 30, 2011, the WWU Foundation received \$4,590,616 in cash gifts and gifts in kind from 9,542 donors. Six hundred and fifty-seven more donors made gifts in FY 2011 than in FY 2010, the first increase in the overall number of donors in four years. Annual campaigns – which include annual fund solicitations, the President's Club and scholarship campaigns – were more successful. Gifts raised in annual campaigns totaled \$2,626,844 during FY 2011, an 11 percent increase over 2010. Gifts included:

- More than \$200,000 from the Margaret Klingemann Living Trust, dedicated to the Campus Enrichment Fund.
- \$100,000 from Jerry and Truc Thon.
- \$62,500 from Frank and Mary King divided between

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athletic scholarships and support for the Wade King Student Recreation Center.

- Nearly \$55,000 from Chase and Teri Franklin to add to their endowment fund to support outstanding teaching in the College of Business and Economics.
- \$52,000 from the Kaiser-Borsari Educational Foundation to support scholarships in the Colleges of Sciences and Technology.
- \$50,000 from Kimberly-Clark, divided between Shannon Point Marine Center and Huxley College of the Environment programs.
- \$45,000 from the Harrington Foundation to support the men's soccer program and scholarships, as well as scholarships for accounting students.
- \$30,000 from Safeco to support the Woodring Youth Outreach Initiative.

Hip web video nets new donors, gifts

The WWU Foundation created an online video presentation geared toward alumni. With a hip, iPad-like appearance, the Flash video was set to a song by alumni band Death Cab for Cutie and included images of popular social media and Western people and places, as well as facts and figures about student loan debt and how private scholarships can help ease the burden. The Foundation shared the video in three large email blasts, which directly resulted in more than 445 new donors and nearly \$40,000 in gifts. Watch the video at www.foundation.wvu.edu/flash_campaign.

Key supporters receive an update about Western during Back 2 Bellingham Weekend

More than 75 Western advisory board members and supporters attended the Foundation's Gathering of Advocates held during Back 2 Bellingham weekend in May. President Bruce Shepard gave a presentation about the state of the University, including an update on the budget and campaign plans.

Seattle Business Forum raises \$160,000 for students

The Seattle Business Forum, featuring Alaska Airlines CEO William Ayer, raised nearly \$160,000 for student scholarships. A 27-year veteran of the aviation industry, Ayer began his career with Alaska in 1995 as vice president of marketing and planning. Since then, he has held the posts of senior vice president of customer service, marketing and planning; president; and chief operating officer. In 2002, he became the company's CEO, and in 2003, he was appointed chairman.



William Ayer

Western Foundation's Bellingham Business Forum raises nearly \$20,000 in scholarships

Jim Donald, president and CEO of the grocery chain Haggen, Inc., was the keynote speaker at the 10th Annual Bellingham Business Forum, an annual event sponsored by the Western Foundation that raised nearly \$20,000 for student scholarships. Before join-

ing Haggen in 2009, Donald worked at Starbucks Coffee Co. as president, North America, working closely with retired CEO Orin Smith and Chairman Howard Schultz. He was responsible for the overall management, business development, and operations of Starbucks in all its North American markets. During this period, the company experienced record financial performance, attributable largely to its success in North America.



Jim Donald

Alumni Association membership is growing

Membership in the Western Alumni Association increased by 2.5 percent between May 2010 and May 2011, growing from 2,836 to 2,907. Just over 100,000 living graduates of WWU are spread around the globe, with 78 percent living in Washington. Meanwhile, the Alumni Association Board of Directors has 30 members, including eight new members: **Stephanie Artino '98**, **Tracy Bundy '88**, **Carese Busby '95**, **Shari Campbell '83**, **Victor Cruz '81**, **Derwynn Dominguez '96**, **Luz Gonzalez '02** and **Shannon Hutchinson '06**. The board now reflects increasing diversity among gender, age groups, class years, ethnicity and geographical locations. Each member serves on at least one of the board's eight active committees: Alumni Awards, Community Engagement, Finance, Governance, Legislative, Nominations, Retreat and Scholarship.

Alumni's new legislative board rallies alumni to send Western's message to Olympia lawmakers

The Alumni Association and its new legislative board committee helped mobilize alumni, campus colleagues, students and friends to join Western Advocates, a group that spoke to state legislators on behalf of the university. Constituents wrote emails and letters, made phone calls and visited Olympia to get their voices heard, generating approximately 8,000 contacts in the Legislature.

56 students benefit from Alumni scholarships

The Alumni Association distributed \$56,665 in scholarships to 56 students across each of the university's colleges, as well as Admissions and Athletics.

Alumni ask faculty, staff, students to 'Get Your Blue On' for Western Wednesdays

The Alumni Association kicked off its successful Western Wednesdays program in May 2010 with the rallying cry of "Get Your Blue On!" The program is designed to foster community spirit, pride in Western and encouragement for "flying colors." Once a month, the Alumni Association takes its traveling coffee booth out on campus, giving away free Viking Blend coffee and spins on the prize wheel to passersby wearing Western blue gear. Other



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activities include an annual faculty/staff barbecue with shirts for all in attendance, a quarterly drawing for a \$500 Ciao Thyme gift certificate, monthly drawings for wine and a monthly photo contest for campus departments. Fifteen departments have won Traveling Goodie Baskets for their spirited workplace displays of Western gear. Also, anyone wearing gear on Western Wednesdays can receive discounts at local merchants such as The Woods Coffee, Boundary Bay Brewery, the AS Bookstore and campus dining facilities. Western staff members continue to join the Alumni Association at a record pace, with a 159 percent increase in the number of staff who are members since the "Get Your Blue On!" campaign began in 2008.

Partnership continues with The Woods Coffee

Western's partnership with The Woods Coffee continues to be a stimulating and profitable collaboration. Viking Blend – soon to be re-branded as Western Blend – is a 100 percent fair-trade certified and organic dark roast created exclusively for Western, with \$2 per bag divided between scholarships and athletic programs. Woods owner Wes Herman presented the Alumni Association with a \$1,150 check in September 2010. Alumni then used those funds to create a Get Your Blue On! video scholarship contest for students, awarding three scholarships to the winners: \$1,000 for first place, \$500 for second and \$250 for third. Woods also celebrates Western Wednesdays, giving a free cup of Viking Blend coffee to customers wearing Western gear and carrying a reusable coffee mug.

WWU license plates help 'Drive Western Pride'

Numbers of WWU license plates on Washington state roads increased by an impressive 8.8 percent between May 2010 and May 2011, from 682 to 742. The increase is due in part to a generous \$25,000 donation from alumnus **Dave Mann** ('82) to fund the Drive with Western Pride program, which covers the first-year cost of \$47.75 per plate. The Washington Department of Licensing returns \$28 of the \$30 fee per plate to Western to fund scholarships. License plates generated \$20,776 for Alumni Association scholarships in FY 2011.

Awards honor outstanding Western alumni

Western's Alumni Association presented several awards to outstanding alumni in the spring, including a Lifetime Achievement Award to **Rick Anderson** ('73), CEO of Moss Adams, the largest accounting firm on the West Coast. Other award winners were:

- Young Alumni of the Year: **Kelsey Heikoop** ('97) and **Paul Van Metre** ('96), founders of Pro CNC Inc., a widely respected manufacturing company based in Bellingham.
- Larry "Go Vikings!" Taylor Alumni Service Award: **Kim Cruz** ('81), an elementary school teacher, and **Victor Cruz** ('81), founder of Cañon de Sol winery and one of the few Hispanic winemakers in the country.
- College of Sciences and Technology Distinguished Alumnus: **Bill Kindler** ('65), a retired paper products industry executive.
- Huxley College of the Environment Distinguished Alumnus: **Eric Dinerstein** ('75), chief scientist for the World Wildlife Fund.

- College of Business and Economics Distinguished Alumnus: **Dennis Organ** ('73), managing director of the Dennis Organ Group.
 - College of Fine and Performing Arts Distinguished Alumnus: **John Paul Olbrantz** ('72), director of the Hallie Ford Museum of Art and associate professor of art history at Willamette University.
 - College of Humanities and Social Sciences Distinguished Alumna: **Karen Freeman** ('78), vice president of finance for commercial aviation at Boeing Commercial Airplanes.
 - Fairhaven College of Interdisciplinary Studies Distinguished Alumna: **Carol V. Davis** ('75), a distinguished poet and associate professor of English at Santa Monica College in California.
 - Woodring College of Education Distinguished Alumnus: **Patricia Wasley** ('73, '75 and '82), professor and former dean of the University of Washington College of Education.
 - Western Legacy Family of the Year: **The Jones-Dickerson-Macmillan-May Family**, with five generations and more than 40 family members who have attended Western.
- More than 270 people attended the 2011 Alumni Awards Dinner in May. Twenty-three table sponsors raised \$2,650 for the Alumni Association scholarship fund. An additional \$1,500 was donated by Legacy Family of the Year recipients to create the Lillian Jones Dickerson Legacy Family Scholarship.

Grad Packs and Senior Celebration win CASE award

The Alumni Association received a prestigious 2010

Silver Award for Student Involvement Programs from the Council for Advancement and Support of Education District VIII. The award recognizes the Alumni Association's development of two innovative programs: Grad Packs and Senior Celebration. Alumni launched the Western Grad Pack program in June 2008 to encourage graduating seniors to purchase Western gear and their first Alumni Association membership. A 2007 WWU Alumni Association study found that members are five times more likely to attend an event and three times more likely to have given in their lifetime than non-members. Quarterly Senior Celebrations offer students festive one-stop shopping for their caps and gowns, Grad Packs, announcements and other graduation needs. During the two-day event in June, approximately 1,300 graduating seniors attended, purchased 202 Grad Packs and spun the prize wheel.

Alumni Association wins "Academy Awards"

The Teaching-Learning Academy presented three awards to the Alumni Association in June 2011. The "Academy Awards" recognized the Alumni office and its Back 2 Bellingham and Ask! programs for achievements in teaching and learning. The Academy cited the Alumni Association's "spirited, creative efforts to connect alumni."



Western's Legacy Family of the Year, the Jones-Dickerson-Macmillan-May Family, includes more than 40 family members who have attended Western. The family donated \$1,500 to create the Lillian Jones Dickerson Legacy Family Scholarship.

Back 2 Bellingham is Western's biggest party

Western's second Back 2 Bellingham event drew 1,500 people to campus for a weekend full of events for alumni, families of students and the community. More than 100 reunions, tours, recognitions, academic presentations and other events gave Vikings a chance to reconnect with Western – and each other. The weekend also offered special events for prospective students and their families. Both the colleges of Fine and Performing Arts and Business and Economics celebrated their 35th anniversaries with receptions and other events. And the Vehicle Research Institute celebrated its 35th anniversary with an open house and several student-built cars on display. Also celebrating this year was the 20-year-old Ethnic Student Center. Some of Western's top faculty members offered "Classes without Quizzes," and the Wilson Library reading



Back 2 Bellingham festivities included a Downtown Bellingham Bash at Boundary Bay Brewery.

room was host to a reception for all attendees. Planning is under way for Back 2 Bellingham III, scheduled for May 17-20, 2012.

Ask! program provides mentoring, networking opportunities, builds community among alumni

The Alumni Association launched the Ask! program in October 2010 to connect alumni and students for mentoring and career networking. At the end of July 2011, the online network had 289 registered alumni advisers – representing all seven

colleges, 28 states and seven countries. Students had conducted nearly 2,000 searches, viewing 99 percent of the advisers and contacting 26 percent of them. In addition to being a service opportunity for alumni and valuable resource for current students, Ask! has become a useful tool for faculty. For example, Bowman Distinguished Professor of Leadership Studies **Joseph Garcia** connected his leadership studies students with 80 Ask! advisers during a virtual mentorship program and brought two Ask! advisers to campus for a classroom panel. The Ask! program also is a way to increase engagement and giving among alumni: 18 percent of Ask! mentors are Alumni Association members and 16 percent are donors to Western.

New alumni programs include travel, live video

The Alumni Association launched several new programs for Western alumni, parents and donors during the past year, including:

- Alumni Travel – offering dozens of trips, ranging from an Oregon wine tour to a river cruise of Holland and Belgium at tulip time.
- Campus Brick Program – personalized bricks engraved and set in Western's historic Memory Walk in front of Old Main. From its inception in fall 2010 through May 2011, the program has generated approximately \$7,400 in revenue.
- Western Live – live video streaming of campus programs and noted speakers, including lectures by Holocaust survivor Noemi Ban and author S. Craig Watkins.

Alumni events draw alumni, students, parents, donors and friends, build membership base

More than 1,300 people attended Alumni events throughout the year, including:

- "Brews with Bruce" beer tasting (March 2) – Faculty and staff sampled beers from local breweries.
- Washington, D.C., networking (March 7) – More than 80 alumni and friends gathered at a downtown eatery.
- Take Off with Technology (April 2) – Approximately 225 guests toured Boeing's Future of Flight Aviation Center in Everett.
- Outstanding Graduate Awards Ceremony (June 10) – Western's top graduating seniors were honored during the Alumni Association's 36th annual event.
- Golden Vikings Reunion (July 14-15) – Western alumni who graduated 45 or more years ago reunited with friends old and new. The classes of 1958, '59 and '60 were inducted into the Golden Vikings Society.
- Western in Washington Wine Country (Sept. 24-26) – Thirty guests rode the bus to the Columbia Valley for a fun, educational winery tour.
- Oktoberfest on Bellingham Bay (Oct. 1-2) – Seventy-six guests enjoyed German food and beverages during two sunset cruises.

Other events sponsored by the Alumni Association included the Traveling Professor Series, seminars and several barbecues. Of the 1,591 Alumni Association memberships purchased in FY 2011, 158 were by those attending alumni events.

Alumni Association launches new website

The Alumni Association launched a new and improved

website, www.wualumni.com, in February 2010.

Website traffic statistics during 2010-2011 reveal more than 66,000 visits and 185,000 page views by people in 93 different countries and territories, led by the United States, Canada and Japan. The events calendar was the most popular landing page, followed by the home page, membership form and Ask! program.

Alumni expands its reach with social networking

The Alumni Association grew its social media presence, with 2,073 fans on its Facebook page, 1,428 followers on LinkedIn and 967 on Twitter as of August 2011. The Facebook page is updated daily with useful information about news and events around campus, as well as fun weekly trivia contests. During July 2010 to July 2011, there were more than 97,000 post views and a 42-percent increase in post feedback. The LinkedIn page has an active community of Western grads posting job listings and discussing everything from mentoring current students to using the latest social networking technology.

Email newsletters, event notices and birthday greetings keep alumni connected to Western

Western Wire, the Alumni Association's quarterly email newsletter, was sent to 51,651 alums – including 9,457 parents and 1,448 donors – in



Faculty and staff sampled beer from local breweries during "Brews with Bruce," organized by the Alumni Association.

Alumni most commonly describe Western as “beautiful,” “comfortable,” “friendly,” “fun,” “progressive” and “supportive.”

spring 2011, a 34 percent increase over the previous number of recipients. The Wire’s average open rate is 19 percent, with an unsubscribe rate of 0.13 percent. Alumni also created and sent eight email newsletters for the university’s seven colleges during 2010-2011, with an average open rate of 22.7 percent among the 49,659 newsletters sent. The Alumni Association also sent 60,268 e-calendars to nearly 195,000 email addresses this past year. With a 19 percent open rate, e-calendars have been a successful driver to the alumni website and for program registrations. About 3,000 emails also were sent each month to alums on their birthdays. The birthday email program was launched in November 2010 to create community and connection between Western and its alumni family. The average open rate for birthday emails is 29 percent, with a 12 percent click-through rate to the Alumni website.

New survey reveals what alumni think about WWU

The Alumni Association conducted its first alumni survey since 1991 in spring and summer 2010. The survey collected responses from 9,161 people – nearly 10 percent of all Western alumni. Among other things, the survey revealed that alumni:

- Are very satisfied with their overall Western experience, especially the quality of instruction they received in their field and intellectual growth.
- See Western’s beautiful campus, great location and environmentally friendly community as the factors most distinguishing it from other universities.
- Prefer receiving information about WWU via Window magazine, the Western Wire e-newsletter and the

Alumni events e-calendar. However, younger alums increasingly prefer e-newsletters, e-calendars and Facebook.

- Cite lack of time as the biggest reason they are not members of the Alumni Association, followed by cost and not understanding the benefits to them.
- Most commonly describe Western as “beautiful,” “comfortable,” “friendly,” “fun,” “progressive” and “supportive.”

Projects in the works to improve campus field space

In an effort to meet growing demands for field space, Western is exploring external funding options based on donor interest, for two projects: renovating the soft-ball field to meet current NCAA standards and improve field playing conditions, and designing and building an all-weather, lighted, multipurpose field that would include an NCAA-regulation-size soccer playing area. The multipurpose field would replace two smaller grass fields that have been difficult to maintain. Nearly 65 percent of WWU’s student body actively participates in club, intramural, or NCAA II activities or competitions. Furthermore, when compared to the other five public institutions in the state, Western ranks last in terms of the amount of available sports and recreation space per student. As a result, the university has been forced to rent field space off-campus to meet needs for both day and evening use.

Foundation assists in estate planning outreach

The Western Foundation was among the sponsors of a series of seminars meant to take the mystery out of es-

tate planning. The Foundation joined with Bellingham Technical College, Whatcom Community College and the Northwest Washington Estate Planning Council to present the seminars, designed to provide an overview of how to best address estate planning goals while learning about the tax benefits and consequences of specific estate planning vehicles.

Zuanich family endows a scholarship in his name

A new endowed scholarship at Western honors the late **Pete Zuanich**, a longtime Port of Bellingham commissioner. The scholarship funds four years of tuition and fees for a student with a stated interest in community service, and with a first preference for students from Whatcom County. An initial \$100,000 donation by Rob and Michelle Zuanich established the endowment, which funds the scholarship from accumulated earnings. The first recipient of the scholarship is **Stephanie Robinson** of Blaine, a graduate of Blaine High School, who plans to study pre-law at Western beginning this fall as a freshman. Zuanich served as a commissioner for 43 years, the longest tenure of a port commissioner in the U.S. Zuanich also donated all compensation he received as a commissioner to various community projects. Squalicum Harbor's park, was officially renamed Zuanich Point Park in 1995 to honor his retirement from the Port.

Donors support Future Teachers of Color Promise Scholarships

A wide variety of donors provided support this year to scholarships for students of color in Woodring Col-

lege of Education's teacher preparation program. This year's grants for the Future Teachers of Color Promise Scholarship program include \$3,400 from School Employees Credit Union (SECU); \$3,000 from State Farm; \$2,000 from the Tulalip Tribe Community Fund; \$3,000 from John and Marilyn Warner and a matching grant of \$1,500 from Arnold Olson. The program is also supported by monthly donations from Woodring College faculty and staff. State educational agencies, the governor and school districts throughout Washington have all designated the recruitment of minority teachers as a top priority for teacher education programs, in keeping with the greater need created by increasing numbers of minority students in public schools.

Donors help Western Front archives go online

More than a century of back editions of Western's student newspaper are being digitized by Western Libraries Special Collections, thanks to donations from **Cindy Hacherl** ('84) and **Don Hacherl** and **Bert Halprin** ('71). Cindy Hatcherl and Bert Halprin are former Western Front student journalists. From Normal Messenger to Northwest Viking to WWCollegian to Western Front (and other names in between), the student newspaper has chronicled the social, athletic, academic and creative life of the institution. Digitizing the Western student newspaper was initiated by **Marian Alexander**; **Tamara**



Associate Professor Emeritus Ford Hill performs on a brand-new 9-foot Steinway Concert Grand piano at the CFPA Masked Ball and Auction in February. An estate gift of alumnus Dick Clark helped purchase the first new piano in the Music Department's efforts to replace and upgrade its piano inventory.

A new scholarship honoring the late Pete Zuanich funds four years of tuition and fees for a student interested in community service.

Belts, Sandy Celec, Leslie Lowery, and Peter Smith are library personnel currently working on the project. More than 55,000 pages will be digitized when the project is completed.

Arévalo-Hayes Scholarship supports women of color

The new Arévalo-Hayes Scholarship provides much needed funding to inspire and motivate women of color attending Western. The scholarship is funded through an endowment created by Tom Hayes and **Sonia Arévalo-Hayes**. Scholarships will be awarded to incoming women of color who demonstrate a cumulative GPA of 3.0 or higher, financial need, and a past commitment and experience with women's issues, mentoring others, and helping make a difference in their family and community. Sonia Arévalo-Hayes earned a Master of Arts in Student Personnel Administration from Western and served as both the Director of Student Outreach Services and Assistant Director of Admissions at Western. She is the founder of Western's



Sonia Arévalo-Hayes and Tom Hayes funded a scholarship supporting women of color.

Women of Color Empowerment Dinner and a trustee for Bellingham Technical College. With her husband Tom Hayes she co-owns T.C. Trading Company, one of the fastest growing companies in Washington, and serves as its Vice President of Operations and Human Resources. Tom Hayes was awarded the Puget Sound Business Journal's "40 under 40" successful business leaders award. Together, the couple is committed to higher education, students of color, and diversity initiatives.

Music Department purchases a new concert grand piano, thanks to donors

The Department of Music purchased a brand new 9-foot Steinway Concert Grand piano for the Concert Hall in February 2011. The piano, which has been dedicated to Associate Professor Emeritus **Ford Hill**, was made possible through the generous estate gift of Dick Clark and numerous gifts received through the CFFA Masked Ball and Auction held on February 26, 2011.

Jeffrey Gilliam, WWU Professor of Music, was filmed as he traveled to the Steinway factory in New York City to hand select the piano; the short documentary was shared at the Masked Ball. This is the first new piano in the Department of Music's efforts to replace and upgrade their piano inventory.

Parent Advancement Council formed to increase philanthropy, boost scholarship funds

A Parent Advancement Council was recently formed to ensure increased access to Western by building philanthropic support from parents. The Advancement Council will also provide networking opportunities to expand Western's visibility in the business community. **Steven and Tina Yentzer**, parents of WWU student **Jordan**, will lead the council in its first-year goal of raising an additional \$40,000 for recruitment scholarships and establishing strong council membership. The council's longer term goals include raising \$100,000 or more annually for scholarships for incoming students and growing the number of named scholarship endowments offered through WWU's Foundation office.