

**WESTERN WASHINGTON UNIVERSITY  
UNIVERSITY RELATIONS**

**2010-11 Special Funding Initiatives**

**Total Amount Requested: \$ 153,900**

**This request is for the funding two positions, each which would be one-year appointments.**

- Government Relations Researcher and Grant Writer
  - Total Budget Request - \$ 71,500
    - Compensation
      - Salary: \$ 50,000
      - Benefits (29%) \$ 14,500
      - Total \$ 64,500
    - Supplies/Expenses \$ 7,000
  - Length of appointment – one year
  - Rationale
    - State funding for higher education has been reduced drastically in Washington state, and to a lesser degree around the country. The situation in our state is not likely to change in the near future.
    - With the 2011-13 state budget planning session approaching, Western must be position to make the best effort possible to capitalize on new funding opportunities and to build an advocacy support network for WWU. The person in this position will play an important role in those efforts.
    - Because of the priorities of President Obama and Congress, the greatest opportunity for securing new funds is from the federal government.
    - Except for a few isolated cases where entrepreneurial faculty have taken it upon themselves to seek federal grants, Western has been relatively inactive in seeking federal funds.
    - As part of Western’s desire to build an impactful federal relations program, it needs to fill a personnel gap in the University Relations office with the addition of a researcher and grant writer.

- Web Design Assistant
  - Total Budget Request - \$ 82,400
    - Compensation
      - Salary: \$ 60,000
      - Benefits (29%) \$ 17,400
      - Total \$ 77,400
    - Supplies/Expenses \$ 5,000
  - Length of appointment – one year
  - Rationale
    - A critically important component of Western’s creation of an integrated marketing program is the re-construction of the university’s website.
    - The current site is outdated, not particularly attractive, and is not user friendly. It is considered to be deficient as both an internet to external constituents and an intranet to internal stakeholders.
    - Reconstruction of the website is considered a priority of ATUS and University Relations, however, neither operation has FTE available to provide the technical expertise needed to incorporate the planned changes. WWU’s web master is responsible for all web related activities and well as for all blackboard functions. Normally 1 FTE is responsible for each of those functions.
    - The timing for the redesign of the University website was strategically planned to take place on the heels of the WWU branding initiative. The first phase of the branding effort will be completed in January, 2010, with the second phase (if recommended) dealing with graphic elements being completed by May 2010.