



Get Your **Blue** On! Student Manual

Get Your **Blue** On!

Mission

Building pride in the Western Community

Goals

Increase Western pride on campus and off campus – with the support of staff, faculty, students, and community

Target Audience

- *Staff and Faculty:* The hope is that if we get them on the “train” of showing their Western Pride they will in return in courage/influence their students and coworkers to show their Western pride.
- *Students:* The hope is that the students will catch the “Blue fever” and show their Western pride on campus and off campus when they graduate.
- *Community/Family/Friends:* The hope is that they will show their support by showing their community pride of being associated with the Western community by partnering with the Alumni Association. We anticipate them wearing and showing their Western pride wherever they may be, especially on Western Wednesdays. We anticipate corporate and/or local business to increase their Western pride by providing special discounts to those showing their Western pride on Western Wednesdays.

Get Your **Blue On! Programs**

Western Wednesday/Get Your Blue On and Membership Intern
Western Wednesday/Get Your Blue On and Marketing Intern
Western Wednesday Traveling Goodies Basket (WWU-Bellingham on-campus)
Western Wednesday Booth featuring The Woods Coffee
Western Wednesday Wine Raffle Drawing
Why Get Your **Blue** On! Video Scholarship sponsored by The Woods Coffee
Western Pride (Community Outreach Program)

Get Your **Blue** On!

Program – Phases

PHASE 1: April – November

- Mission/Vision/Goals
- Budget
- Outreach Plan
 - Establish WW/ GYBO event Dates
 - Design and Print: Get Your **Blue** On! Signage & Postcards
- Hire Western Wednesday/ Why Get Your **Blue** On! and Membership Intern
- Launch and sustain Traveling Goodies Basket (WWU-Bellingham on-campus)
- Launch and sustain Western Wednesday Booths with The Woods Coffee
- Why Get Your **Blue** On! Video Scholarship sponsored by The Woods Coffee
- Professional Gear & Why Get Your **Blue** On! Welcome Back BBQ

PHASE 2: December – January

- Confirm GYBO Booth Dates and Locations
- Develop an indoor plan for GYBO Booth Dates
- Confirm Traveling Goodies Basket Dates
- Hire Western Wednesday/ Why Get Your **Blue** On! and Marketing Intern
- Create a Marketing Plan & Advertisement
 - Create and publish survey
 - Create a timeline with deadlines for on/off campus outreach
 - Research & provide feedback on current marketing discounts & promotions provided to the Western community (Groupons, Whatcom Deals, etc.)
 - Update website with current discounts and/or new discounts
- Develop Western Pride Program (Community Outreach Program)
 - Develop a Marketing Promotional Packet (sign, bobble head, etc)
 - Contact local business to discuss Marketing Promotional Packet & possible WW discounts
 - Create a list of possible business to partner within the surrounding communities
 - Organize and confirm monthly features on an off campus location

PHASE 3: February – June

- Confirm Western Wednesday/ Why Get Your **Blue** On! event dates
- Organize and confirm Bi-Annual Raffle Drawing for TGB (held in April/May)
- Reevaluate and revise Marketing Plan, Advertisement, & Western Pride program
- Prep for 2011-2012 Academic Year
 - Develop expenditure budget for 2011-2012 (due March)
 - Establish WW/ GYBO event dates for 2011-2012

Western Wednesday/Get Your Blue On and Membership Intern

- Help manage the Western Wednesday (WW)/Get Your Blue On (GYBO) program
- Work with staff to help increase the Alumni Association and Western's visibility to the campus community and the greater alumni community
- Research & provide feedback on the best practices to help increase visibility
- Work with the program director on the GYBO BBQ
- Work with Western Wednesday partners to help increase visibility
- Research membership benefit opportunities for the Alumni Association
- Provide regular, analytic feedback regarding membership opportunities and the success of the WW/GYBO program
 - o (i.e. has it increased membership, are we seeing an increase in purchases at the bookstore or Woods Coffee, etc).

Objectives:

- Increase Alumni Association and Western's visibility
- Build pride
- Increase Alumni Association memberships
- Grow relationship between Whatcom County and Western Alumni community

Requirements:

- Marketing or communications experience preferred
- Work through the regulated breaks (summer, winter, and spring break) with the potential to continue into the next academic quarter
- Understand the importance of proper customer service in a friendly, welcoming, and professional environment
- Proficient use of MS office products Excel, Word, Outlook and knowledgeable about other software products a plus
- Genuine commitment toward Western Washington University
- Experience working effectively with a diverse group of people
- Ability to work independently/collaboratively as a team and be flexible with position responsibilities
- Must be detail-oriented and organized
- Excellent communication skills
- Ability to work in a high paced, fun environment

Western Wednesday/Get Your Blue On and Marketing Intern

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- Work with staff to help increase the Alumni Association and Western's visibility to the campus community and the greater alumni community
- Research & provide feedback on the best practices to help increase visibility
- Work with the program director on the GYBO BBQ
- Work with Western Wednesday partners to help increase visibility
- Research marketing opportunities for the Alumni Association
- Provide regular, analytic feedback regarding membership opportunities and the success of the WW/GYBO program
 - o (i.e. has it increased membership, are we seeing an increase in purchases at the bookstore or Woods Coffee, etc).

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Why Get Your Blue On!

Western Wednesday/Get Your Blue On Volunteer

- Help manage the Western Wednesday (WW)/Get Your Blue On (GYBO) program
- Work with staff to help increase the Alumni Association and Western's visibility to the campus community and the greater alumni community
- Work with Western Wednesday partners to help increase visibility
- Assist event leader with Prize Wheel, give-a-ways, coffee, and handouts
- Provide information about Alumni Association benefits, memberships, programs

Objectives:

- Increase Alumni Association and Western's visibility
- Build pride
- Increase Alumni Association memberships
- Grow relationship between Whatcom County and Western Alumni community

Requirements:

- Understand the importance of proper customer service in a friendly, welcoming, and professional environment
- Experience working effectively with a diverse group of people
- Excellent communication skills
- Ability to work in a high paced, fun environment
- Enthusiastic about Western Pride (Requirement: Must wear Western Gear)

Why Get Your **Blue** On!

Western Wednesday Traveling Goodies Basket

Program Vision

Increase Western pride on campus by embarking in a friendly competition among departments on Western Wednesday by rewarding them with a basket of goodies for showing their Western Pride

Target Audience

1. Staff and Faculty
2. Student-Staff

Occurrence: Occurs once a month within the first two weeks.

Program Details

Two Weeks in Advance:

- Order 3 Dozen (36 count) "W" Sugar Cookies
(Full Services- <http://housing.wvu.edu/dining/catering/>)
- Fax signed order invoice to Catering Services
- Submit media blurb to Western Today

Week of Event:

- Print Traveling Goodie Basket Tag
- Facebook/Social Media Notification
- Submit Inventory Request

Day of Event:

- Organize Basket (bobble head, tag, pompoms, coffee beans, tissue paper)
- Check Alumni Inbox for pictures (keep note of contact for department)
- 10am: Go around campus to take pictures of random departments
- 11am: Select winner, make tag, email participants, and notify Western Today
- 12pm: Deliver basket to winning department

Why Get Your **Blue** On!

Western Wednesday Booth featuring The Woods Coffee

Program Vision

Increase Western pride on campus by providing complementary The Woods Coffee (donated) and rewarding those wearing Western gear with a chance to win a Western novelty item via the prize wheel.

Target Audience

1. Staff and Faculty
2. Student

Occurrence: Occurs once a month within the last two weeks.

Program Details

Three Weeks in Advance:

- Reserve location (via Space Administration Reservation Request or Exterior Space Reservation Request)
- Request tables (via Transport Services)
- Reserve Van (via Motor Pool Vehicle Request)
- Email booth volunteers

Two Weeks in Advance:

- Confirm location reservations
- Confirm tables' request
- Confirm motor pool vehicle request
- Request The Woods Coffee (4-6 vats, sugar, cups, and napkins)
- Request exemption for The Woods Coffee (via University Dining Services Catering Exemption Request)
- Submit media blurb to Western Today
- Request & purchase bottle of Wine, candy, other promotional items
- Confirm with booth volunteers

Week of Event:

- Confirm exemption request for The Woods Coffee
- Confirm The Woods Coffee pick up time & request
- Facebook/Social Media Notification
- Submit Inventory Request
- TUESDAY: Pick up & load vehicle (prize wheel, prizes, canopy & sand poles, canopy signs, sandwich boards, Alumni table Cover, and handouts)

Day of Event:

- 8am: Pick up coffee at The Woods Coffee (Railroad store)
- 8:30am: Set-up
- 9-11am: Coffee, Prize Wheel, & Info
- 11am: Clean-up, return coffee vats, unload van
- 12pm: Return van, return items to inventory, notify social media of Western Wine winner, and deliver Western Wine prize

Why Get Your **Blue** On!

Western Wednesday Wine Raffle Drawing

Program Vision

Increase Western pride on campus by embarking in a friendly raffle drawing available to participants WWU faculty and staff attending the Western Wednesday Booths by rewarding them with a featured bottle of wine and two wine glasses.

Target Audience

Staff
Faculty
Alumni

Occurrence: Occurs once a month within the last two weeks during the Western Wednesday Booth

Program Details

Who can enter? Staff, Faculty, and Alumni participating at the Western Wednesday Booth and are of age are qualified to enter the raffle drawing. NOTE: It is not required to be wearing Western Gear to participate in raffle drawing.

Who is will select the winner? The raffle winner is selected by a Alumni Association staff.

What do I have to do? Fill out and submit a entry form at the booth.

Need to do

- Purchase Wine
- Purchase two wine glasses
- Provide brief bio of wine and/or vineyard on Western Wednesday Webpage

Why Get Your **Blue** On!

Video Scholarship

Program Vision

Provide a scholarship sponsored by The Woods Coffee to three selected current students who have exemplified their reason to showing their Western pride.

Target Audience

Current and returning Western Washington University Students

Occurrence: TBD

Program Details

Who can enter? Current, full-time students returning for the current academic year

Who is will select the winner? The contest winners will be selected by the Scholarship Committee of Western Washington University's Alumni Association. The Scholarship Committee will take into consideration the following factors when evaluating your video submission

What do I have to do? Be original, unique, and demonstrated/explain why you have Western pride

Need to do

Create timeline (deadlines)

Contact Scholarship Committee

Advertise: Website, Western Today, Western Front

Get rules approved by WWU-Legal Services

Confirm scholarship sponsorship

Why Get Your Blue On!

Marketing Strategy

Program Vision

Increase Western pride off campus through the support of our community partnerships

Target Audience

Business owners and Western Washington University Alums

Program Details

Develop a genuine partnership with local business in the Western community and provide a special incentive to those who promote Western pride.

Why Get Your **Blue** On!

Marketing Strategy

PHASE 1: December

- Create and publish survey
- Create a timeline with deadlines for on/off campus outreach
- Check Whatcom Deals, Groupons, and other current discounts
- Look for current WWU discounts (Woods Coffee, AS Book Store, VU Dining, Tanning)
- Update website with current discounts and/or new discounts
- Create a list of possible business to partner within the surrounding communities
- Create a Marketing Plan
 - On/Off Campus Advertisement
 - Staff/Faculty/Alumni office advertisement
 - Residence Hall advertisement
 - Outreach plan for community

PHASE 2: January - March

- Develop a Marketing Promotional Packet (sign, bobble head, etc)
- Contact local business to discuss Marketing Promotional Packet & possible WW discounts
- Organize and confirm monthly features on an off campus location
- Check Whatcom Deals, Groupons, and other current discounts
- Contact local business to discuss Marketing Promotional Packet & possible WW discounts
- Update website with current discounts and/or new discounts
- Organize and confirm monthly features on an off campus location
- Reevaluate and revise Marketing Plan
- Hire/Train GYBO Marketing Student Intern

PHASE 3: April-June

- Check Whatcom Deals, Groupons, and other current discounts
- Contact local business to discuss Marketing Promotional Packet & possible WW discounts
- Update website with current discounts and/or new discounts
- Organize and confirm monthly features on an off campus location
- Reevaluate and revise Marketing Plan
- Develop Marketing Plan for next academic year

Get Your Blue On!

Western Today Blurb

Traveling Goodies Basket

To be eligible to win the Traveling Goodies Basket on Wednesday, (MONTH-DATE), send a photo of your department dressed in Western gear to alumni@wwu.edu by 10am on Wednesday, (MONTH-DATE). We encourage your department to be creatively dressed and decorated, showing off your Western pride! All Traveling Goodies Basket winners are entered in a drawing for a catered lunch.

Western Wednesday Booth

Look for the Alumni tent at (LOCATION) on Wednesday between 9:00am to 11:00am for your FREE fill of The Woods Coffee's special Viking Blend. Wear your Western gear and spin the prize wheel for a Western treat. Faculty, Staff, and Alumni can enter the raffle drawing to win a bottle of wine and 2 WWU Alumni wine glasses! The wine will be from a vineyard or wine shop affiliated with a Western alumnus. The winner will be posted on the Western Alumni website along with a brief bio on the vineyard or wine shop.

And don't forget other Western Wednesday discounts - Wear your Western gear and bring a reusable mug to any of The Woods Coffee's locations for a free cup of Viking Blend (provide hyperlink to The Woods Coffee webpage) coffee.

Check out the Western Wednesday (provide hyperlink to webpage) webpage for photos of previous winners and upcoming Get Your Blue On event dates
Friend us on Facebook (provide hyperlink to webpage) to be the first to know about special discounts and events on our Alumni Association Facebook Page

Get Your Blue On!

Western Wednesday Traveling Goodies Basket – Contestant Emails

Subject: Happy Western Wednesday!

Thanks for getting your **blue** on!

You'll be happy to know you were a finalist for the Western Wednesday Traveling Goodie Basket. Every Wednesday is Western Wednesday and we hope you will continue to Get Your Blue On to increase your chances of winning the Traveling Goodie Basket. I've included a photo to inspire you to continue showing your Western pride! To be eligible to win the next Traveling Goodie Basket, send a photo of your department dressed in Western gear to alumni@wwu.edu by 10 a.m. Wednesday, (MONTH-DATE). The Alumni Association encourages departments to be creatively dressed and decorated, showing off their Western pride!

Congratulations to the (DEPARTMENT NAME), who won the Western Wednesday Traveling Goodies Basket this month and are now entered into the raffle drawing for a gift certificate towards a catered lunch.

And don't forget other Western Wednesday discounts. Wear your Western gear and bring a reusable mug to any of location of The Woods Coffee for a free cup of [Viking Blend](#) (provide hyperlink to The Woods Coffee webpage) coffee.

Other ways to get involved:

- Check out the Western Wednesday (provide hyperlink to webpage) webpage for photos of previous winners and upcoming Get Your Blue On event dates.
- Friend us on Facebook (provide hyperlink to webpage) to be the first to know about special discounts and events on our Alumni Association Facebook Page.

Get Your Blue On!

Western Wednesday Wine Raffle Contest – Contestant Emails

Subject: Western Wednesday Wine

Hello (NAME),

Thanks for showing your VIKING PRIDE on Western Wednesday!

Congratulations on winning this week's **Western Wednesday Wine Raffle!** You will receive a bottle of (NAME OF WINE) and two Western Alumni wine glasses. We will deliver your prizes this afternoon, enjoy your Western Treats!

And don't forget other Western Wednesday discounts. Wear your Western gear and bring a reusable mug to any of location of The Woods Coffee for a free cup of [Viking Blend](#) (provide hyperlink to The Woods Coffee webpage) coffee.

Other ways to get involved:

- Check out the Western Wednesday (provide hyperlink to webpage) webpage for photos of previous winners and upcoming Get Your Blue On event dates.
- Friend us on Facebook (provide hyperlink to webpage) to be the first to know about special discounts and events on our Alumni Association Facebook Page.

Why Get Your Blue On!

Professional Gear

Procedure

1. Order submitted to GYBO Student Intern
2. Document on Professional Gear Inventory
3. Submit order to _____Company
4. Notify purchaser of order completion
5. Mail Professional Gear via University Mailing Service

Why Get Your Blue On!

Frequently Used Information & Contacts

FONTS:

- Hurricane – for the Get Your Blue On! Western Wednesday campaign
- Myriad Pro and Caslon Pro - for printed pieces
- Arial - for email communications
- Verdana - for personal emails

COLORS

- Western Blue is PMS 294 (C100/M58/Y0/K21).

PROGRAM INFORMATION:

- Alumni Association Main Phone Number: _____
- Mail Stop #: _____
- PO# (for cookies): _____
- Budget# (for inventory): _____

CONTACTS:

The Woods Coffee

Carla Otter carlao@thewoodscoffee.com
360-933-1855 ext 1
Nancy (Railroad Store-Manager): #360-306-8291

Western Today

Matthew Anderson – Office of University Communication
#360-650-3350 Matthew.Anderson@wwu.edu

Athletics (Victor Viking & Blue Crew)

Katie Rothenberg – Assistant Marketing Director of Athletics
#360-650-4314 Katie.Rothenberg@wwu.edu

Survey Monkey

Username: GYBO
Password: Jaedan03
Plan Type: BASIC

Here are some tips for writing the survey (good company, I would trust what they say):
<http://www.qualtrics.com/university/how-to-write-a-survey/>