

January 19, 2024

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Alumni Association Report

SUBMITTED BY: Lester Barbero, WSUAA President, 2023-2024  
Mariah Maki, WSUAA Exec Director & Assoc. VP, Advancement

The WSU Alumni Association is pleased to report the following:

- In the upcoming months, we look forward to hosting various "WSU In" events nationwide. These events, hosted with the WSU Foundation and Enrollment Management colleagues, connect Cougar fans, friends, supporters, future students, and their families in cities across the country. They provide an opportunity to bring WSU to donors, alums, friends, and prospective students and families in various regions. On January 31, WSU is heading to the island of Oahu in Hawaii to connect with our Hawaii alums, future students, and supporters. Our WSUAA President, Lester Barbero, and Hawaii chapter leaders are excited to host various events for Cougs. From February 12–16, 2024, WSU heads to Scottsdale to host events such as a Recent Alumni Panel and a Men's Basketball Watch Party to engage with alums and friends in Arizona. Finally, we host WSU in Palm Desert from February 26–March 1, 2024, headlined by our signature "Cougars of the Desert" event, which includes a golf tournament, a wine and cheese social with keynote speaker Regent Enrique Cerna, and raising money for student scholarships.
- The WSUAA and our president, Lester Barbero, welcomed more than 1,700 new December 2023 graduates across all WSU campuses to the Alumni Association with a free three-year membership powered by BECU. We enjoyed hosting a December Commencement Open House at the Lewis Alumni Centre last month, where graduates rang the Victory Bell to celebrate their accomplishment of graduating from WSU. For the first time, this event was held in conjunction with our annual Holiday Celebration. More than 150 guests took photos with Santa Butch and made festive holiday crafts.
- We are pleased to announce that WSU Global Campus has joined the partnership with the WSUAA and WSU's Academic Success & Career Center to offer a mentorship platform, **cougconnect.wsu.edu**. The platform, produced by Graduway, will connect WSU alums and current WSU students from all campuses, allowing them to network and build valuable connections. We are excited about all the ways this will invigorate alums and support students across the WSU system.
- For the 2024-2025 academic year, the WSUAA is offering over \$285,000 in scholarships to all WSU students, full and part-time, from all WSU campuses. The deadline to apply is January 31, 2024.
- The tenth in the limited-edition Cougar Collectors' Series by Wine-By-Cougars, Cougar X, produced by Five Star Cellars, is selling quickly. WBC is excited to announce that WIT Cellars will create Cougar XI, which will hit the market in early fall.