

November 15, 2024

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Alumni Association Report

SUBMITTED BY: Katey Koehn, WSUAA Board President, 2024-2025
Mariah Maki, WSUAA Exec Director & Assoc. VP, Advancement

The WSU Alumni Association is pleased to report the following:

We recently had the honor of awarding the Regents Distinguished Alumni Award to Jamie Kern Lima, whose inspiring journey embodies the spirit of our University. In addition to this prestigious award, the Alumni Association administers a diverse range of honors to celebrate our alums and friends. Our dedicated WSUAA volunteers lead the selection process for these awards, which include Outstanding Volunteer, Outstanding Student, Honorary Alumni, Recent Grad Service, and Adopted Cougar Awards. We are particularly eager for nominations for the Cougar Pride and Alumni Achievement Awards. Since the program's inception, we have awarded over 2,100 accolades to deserving Cougs and friends.

We are thrilled at the success of our inaugural "My Story" series, which highlights alumni volunteer stories. Yuliana Alvarez shared her story during Hispanic and Latinx Heritage Month. Her video has already received over 2,500 impressions across WSUAA social media channels. We have filmed others and will create a digital archive library to be shared with various audiences and channels throughout the year.

Like the football game, Homecoming traditions and our Fall Board Meeting were a resounding success. From a new webpage that gathered all WSU Homecoming activities in one place to a Pep Rally energized with student input and participation, we are committed to delivering an enhanced experience for all. Our board meeting reaffirmed board priorities for the year and provided updates from University leadership and volunteers alike.

Looking ahead, we are excited about the continuation of the Women's Leadership Summit. Please mark your calendars for March 14, 1:00 p.m. PT, for this engaging online program themed around successful women navigating historically male-dominated professions.

We are delighted that Tri-Cities winery Barnard Griffin will produce Cougar XII of the Cougar Collectors' Series, to be released in the summer of 2025. Cougar XI from WIT Cellars is selling fast. It is available at retailers, including the Brelsford WSU Visitors Center, and online.