

B|E|C|U

CAMPUS PARTNERSHIP REPORT

YEAR 1 (2019–20)

WASHINGTON STATE UNIVERSITY IS PROUD TO PARTNER WITH BECU TO IMPROVE THE LIVES OF COUGS ACROSS THE PACIFIC NORTHWEST.

ACADEMIC YEAR 2020 MARKED THE FIRST YEAR OF BECU AND WSU'S FIVE-YEAR SPONSORSHIP AGREEMENT SUPPORTING A WIDE VARIETY OF PROGRAMS AND ACTIVITIES ACROSS THE WSU SYSTEM. THE FOLLOWING REPORT IS A SUMMARY OF THE TREMENDOUS IMPACT THIS SUPPORT HAS HAD ON WSU STUDENTS, FACULTY, STAFF, ALUMNI, AND FANS.

NOTE: THIS REPORT DOES NOT INCLUDE INFORMATION REGARDING BECU'S SEPARATELY MANAGED PARTNERSHIPS WITH WSU ATHLETICS AND/OR THE WASHINGTON STATE UNIVERSITY ALUMNI ASSOCIATION.

COUGAR MONEY MATTERS

COUGAR MONEY MATTERS, A PARTNERSHIP WITH BECU AND STUDENT FINANCIAL SERVICES, BRINGS TOGETHER FINANCIAL RESOURCES ACROSS ALL WSU CAMPUSES. FINANCIAL STRESS CAN HAVE A NEGATIVE IMPACT ON A STUDENT'S GRADES, HEALTH, ENGAGEMENT, AND FINANCIAL DECISIONS. THESE CHALLENGES AFFECT THEIR ABILITY TO REMAIN IN COLLEGE AND BE FINANCIALLY SECURE FOLLOWING GRADUATION.

WSU's commitment to ensuring student success requires a focus on financial wellness. *Cougar Money Matters* provides a variety of tools and resources, including iGrad, financial counseling,

assistance in finding free or low-cost resources, emergency grants, and matched savings to help students succeed and prepare for their futures.

As WSU Students transitioned to remote learning in the Spring

2020 semester due to the COVID-19 outbreak, WSU saw a spike in emergency grant aid applications. With BECU's permission, funds originally designated for matched savings were redirected to WSU's Crimson Community Grants (CCG) to provide immediate and direct support for students in need. Through June, CCG distributed approximately \$500,000 to nearly 800 low-income students. Awards ranged from \$200 to \$1000 per student and were used for education-related expenses.

**COUGAR
MONEY
MATTERS**
PRESENTED BY **BECU**

**\$500,000
800 STUDENTS**



FINANCIAL LITERACY EDUCATION

BECU's investment in the Carson College of Business supported the following financial education initiatives in 2019-20:

- Expanding enrollment in Finance 223, a personal finance class. With BECU's support, WSU was able to enroll 850 WSU students—486 in Pullman, 209 in Global, 126 in Vancouver, and 29 in Tri-Cities.
- Launching personal finance/financial literacy workshops, which served approximately 400 students.
- Hiring an instructor to develop and lead WSU's financial planning program, which includes a peer-to-peer mentoring/coaching program where students pursuing careers in financial advising/planning will provide personal finance tutoring/mentoring/coach to their peers. The first cohort of mentors will begin in Fall 2020.

\$46,000 IN SCHOLARSHIPS TO 23 BECU SCHOLARS

BECU SCHOLARS

Zarriah Burkart, Jr., Strategic Communication, Camano Island
Vaunce Montelongo, Jr., Business, Grandview
Abigael Morrill, Jr., Education, Lakewood
Brenda Mora-Ramirez, Soph., Architecture, Federal Way
Erik Mercado, Soph., Political Science, Pullman
Yaritza Gomez, Sr., Viticulture, Benton City
Jessica Sanchez, Sr., Chem Engineering, Longview
Megan Hexum, Sr., Hospitality Business Mgmt, Otis Orchards
Rami Manad, Sr., Mech Engineering, Pullman
Jessica Jimenez Trujillo, Sr., Environmental Sci., Salem, OR
Preston Watanabe, Sr., Food Sci., Pullman
Haley McKinley, Jr., English, Pullman
Siera Nelson, Sr., Psychology, Vancouver
Heather Leasure, Sr., Strategic Comm, Vancouver
Tatum Flanagan, Sr., Chemistry, Pullman
Sabrina James, Jr., Animal Sci., Pullman
Jose Torres-Arellano, Sr., Construction Mgmt., East Wenatchee
Marycruz Talavera, Sr., Business, Tacoma
Alexis Garcia, Sr., Psychology, Puyallup
Erik Martinez, Sr., Electrical Engineering, Stanwood
Gunnar Blankenship, Sr., Nutrition & Exercise Physiology, Spokane
Sarah Kemmerer, Sr., Animal Science, Rearden
Cody Dalton, Sr., Business, La Center

Additionally, two WSU Nursing students were each awarded \$2500 BECU Member Scholarships
Lidya Bekele, Sr., WSU Tri-Cities
Zachariah Kahn, Sr., WSU Vancouver

WEEK OF WELCOME

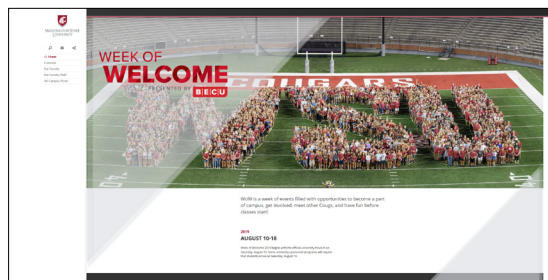
PRESENTED BY **B|E|C|U**



BECU PROUDLY WELCOMED A RECORD NUMBER OF COUGARS HOME TO PULLMAN IN FALL 2019 AS THE PRESENTING SPONSOR OF ALL WEEK OF WELCOME FESTIVITIES, INCLUDING CONVOCATION, THE ALL-CAMPUS PICNIC, AND MOVE-IN WEEKEND. THE FALL'S ACTIVITIES INCLUDED 4543 FRESHMAN (15% MORE THAN 2017). ADDITIONALLY, BECU WAS THE T-SHIRT SPONSOR FOR ALIVE! NEW STUDENT ORIENTATION THAT TOOK PLACE OVER 12 THREE-DAY SESSIONS. ALL INCOMING FRESHMAN ARE REQUIRED TO PARTICIPATE IN ALIVE!

LOGO EXECUTION

- Creation of logo and brand guidelines
- Shared and executed campus wide on Week Of Welcome promotional material
- Developed for future uses across partnership



BRAND PLACEMENT

Recognition of partnership in:

- Printed Materials
- Social Media
- Texts to participants
- Banners

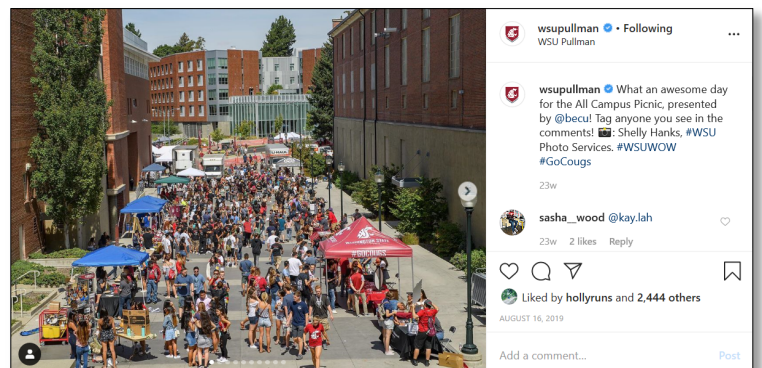


Convocation Booklet



SOCIAL MEDIA

- BECU was tagged and mentioned as promotional partner for all Week of Welcome events
- "Presented by" messaging on all WSU generated posts
- Total Impressions: 583k+
- Instagram: 298.7k
- Stories: 198k
- Organic posts: 100k
- Facebook: 146k
- Twitter: 111k
- LinkedIn: 27.4k





MOM/DAD OF THE YEAR PRESENTED BY BECU

BECU CELEBRATED THE BEST COUGAR PARENTS THROUGH ITS SPONSORSHIP OF THE MOM AND DAD OF THE YEAR PROGRAMS. NOMINATED BY STUDENTS AND ANNOUNCED DURING MOMS' AND DADS' WEEKENDS, THE AWARDS ARE PRESENTED TO PARENTS WHO BEST EXEMPLIFY COUGAR SPIRIT. FINANCIAL CONTRIBUTIONS FROM BECU SUPPORT THE WOMEN'S CENTER AND STUDENT INVOLVEMENT, WHICH HOST MOMS' AND DADS' WEEKENDS, RESPECTIVELY.



DAD OF THE YEAR PRESENTED BY BECU

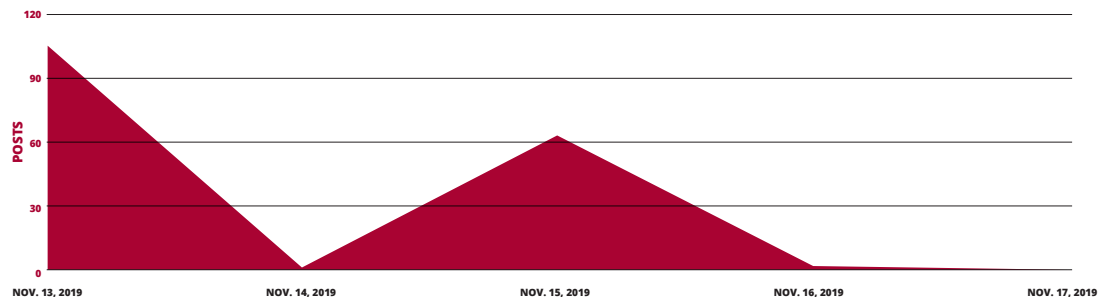
The 2019 Dad of the Year was Brandon Borchers, nominated by his sister, Alexis Curcio. Brandon and 50 other nominees were celebrated at a November 16 brunch before the Dads' Weekend football game against Stanford. BECU executive Steve Hauschild was on hand to present Brandon with the award.



SOCIAL MEDIA

Key Metrics:

- Total Posts 170
- Total Users 24
- People Reached 38,301
- Impressions 52,448



WASHINGTON STATE UNIVERSITY MOM of the YEAR PRESENTED BY BECU

MOM OF THE YEAR PRESENTED BY BECU

The 2020 Mom of the Year was chosen out of more than 170 nominations, and awarded to Rebecca Kallman, nominated by her daughter, Davi. Due to the COVID-19 pandemic, this award was not able to be presented in person, and was revealed on social media on April 4, 2020.

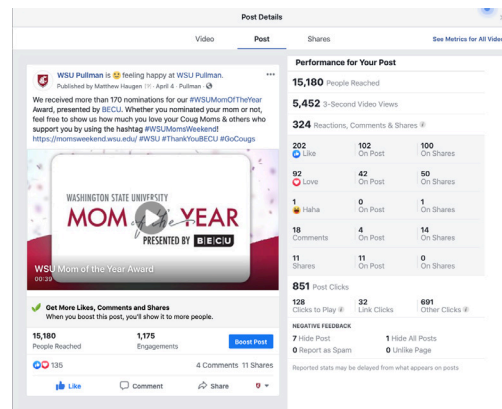
SOCIAL MEDIA

Tagged & mentioned BECU as presenting sponsor in:

- Calls for nominations
- Mom of the Year Announcement

Key Metrics:

- People reached 15,180
- Video views 5,452
- Engagements 1,175





538 COMMUNITY MEMBERS, WSU STUDENTS, STAFF AND FACULTY ENGAGED

COMMUNITY ENGAGEMENT FELLOWS PROGRAM

BECU FUNDS ALLOWED COMMUNITY ORGANIZATIONS TO COLLABORATE WITH THE COMMUNITY ENGAGEMENT FELLOWS PROGRAM AT WSU SPOKANE TO DEVELOP GOALS AROUND FOUR FOCUS AREAS: EDUCATION, HOUSING, HEALTH, AND OPIOID RESOURCE DEVELOPMENT. EACH COMMUNITY ENGAGEMENT FELLOW GREW INITIATIVES WITH LOCAL NON-PROFITS TO SERVE YOUTH, ADULTS, AND ENGAGE WSU STUDENTS.

The Community Engagement Fellowship Program is exposing students and community members to BECU's actionable mission of being an organization about more than just money.

Due to the COVID-19 pandemic, WSU Spokane made several adjustments to planned activities. Specifically, it was forced to cancel two health fairs (one of which was Latinx-specific), health education sessions for clients of the Family Promise Shelter, a mentoring program at Sheridan Elementary, and the Passport Project (translated medical packets w/ Refugee Connections). BECU's investment for these efforts was \$5,000.

With BECU's permission, WSU Spokane pivoted that support to assist with student emergency needs.



■ EDUCATION MANAGEMENT

30 WSU MENTORS
120 YOUTH ENGAGED



■ HOUSING/FOOD INSECURITY

80 COMMUNITY MEMBERS ENGAGED
7 INITIATIVES
10 WSU VOLUNTEERS



■ HEALTH PROMOTION

220 COMMUNITY MEMBERS ENGAGED
9 EVENTS
78 WSU STUDENTS & STAFF/FACULTY



■ OPIOID RESOURCE DEVELOPMENT

10 COMMUNITY PARTNERS INVOLVED
3 INITIATIVES

EVENT SPONSORSHIPS

- Elson S. Floyd College of Medicine Medvengers Gala – BECU was a table sponsor at the successful September 2019 fundraising event.
- Carson College of Business Power Breakfast
 - Seattle – BECU was a table sponsor at the September 2019 event featuring WSU head basketball coach Kyle Smith and executives from the Seattle Seahawks and Unify Consulting.
 - Spokane – the April 2020 event was cancelled due to COVID-19. BECU's table sponsorship will be rolled over to the 2021 event
- Carson College of Business Business Plan Competition – due to COVID-19, the 2020 competition was cancelled. BECU's sponsorship of the "FinTech Prize" will be rolled over to the 2021 event.
- Edward R. Murrow College of Communication Murrow Symposium
 - Traditional symposium was cancelled due to COVID-19
 - BECU's sponsorship was repurposed to support several virtual career preparedness events marketed to the more than 7000 Murrow alumni and 700 current students, including career coaching sessions, a panel discussion with first generation students, and a workshop providing tips on upgrading LinkedIn profiles for job seekers.

ADDITIONAL PARTNERSHIP ELEMENTS

ATM Installation:

- In the Spring of 2020, BECU and WSU entered into a lease agreement for a new ATM location at the Chinook Student Center at WSU Pullman. Installation is expected to begin in July and be complete prior to the return of students in August.

Executive/Online MBA programs:

- BECU employees enjoy discounted tuition to the Carson College of Business's nationally recognized programs. WSU is looking forward to BECU employees joining the program in 2020-21.



WASHINGTON STATE MAGAZINE

The November 2019 and Spring 2020 issues of the quarterly magazine included full-page recognition of BECU's support for WSU. *Washington State Magazine* is distributed to alumni, staff, faculty and friends of the University around the world and enjoys a dedicated readership of 162,000."



VIRTUAL COMMENCEMENT

IN RESPONSE TO THE COVID-19 PANDEMIC, BECU GENEROUSLY EXPANDED ITS PARTNERSHIP TO UNDERWRITE THE COST OF SENDING A "COMMENCEMENT IN A BOX" MATERIALS TO ALL GRADUATING SENIORS, FROM ALL CAMPUSES, IN ADVANCE OF THE VIRTUAL COMMENCEMENT CELEBRATION.

- Photos of the Pullman and Spokane campus mailings were posted using the #CougGrad hashtag on the WSU Pullman Twitter account.
- Systemwide virtual celebration
 - "Sponsored by BECU" full screen appeared during Pre-Show
 - "Thank you BECU" banner rotated regularly during the event.
 - President Schulz gave BECU a shout-out during his remarks
- Total Impressions: 77,000+





THANK YOU!



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Corporate Relations

WASHINGTON STATE UNIVERSITY