University Marketing and Communications

Updates for the WSU Faculty Senate | October 2026

Pam Scott, Vice President of System Communications and Strategy

FY26 WSU UMC System Priorities

- **Improve student enrollment and retention** through marketing campaigns and storytelling
- **Reach our alumni and fan base** by highlighting Cougar Athletics as the front door of the university
- **Elevate and amplify WSU's reputation** as a leading research institution
- **Articulate WSU's role** as a leading land grant university
- **Elevate the WSU brand**
- **Build transparency, alignment, and engagement** to support system-wide change



WSU Insider Email

215

editions sent in FY2026

Earned Media

49.1K

total media hits

(+14% YOY)

128.7B

total potential reach





READ THE STORIES: news.wsu.edu

WSU INSIDER

Most Viewed Stories

WSU scientists capture a bear's eye view of life in the Arctic
45,000 views

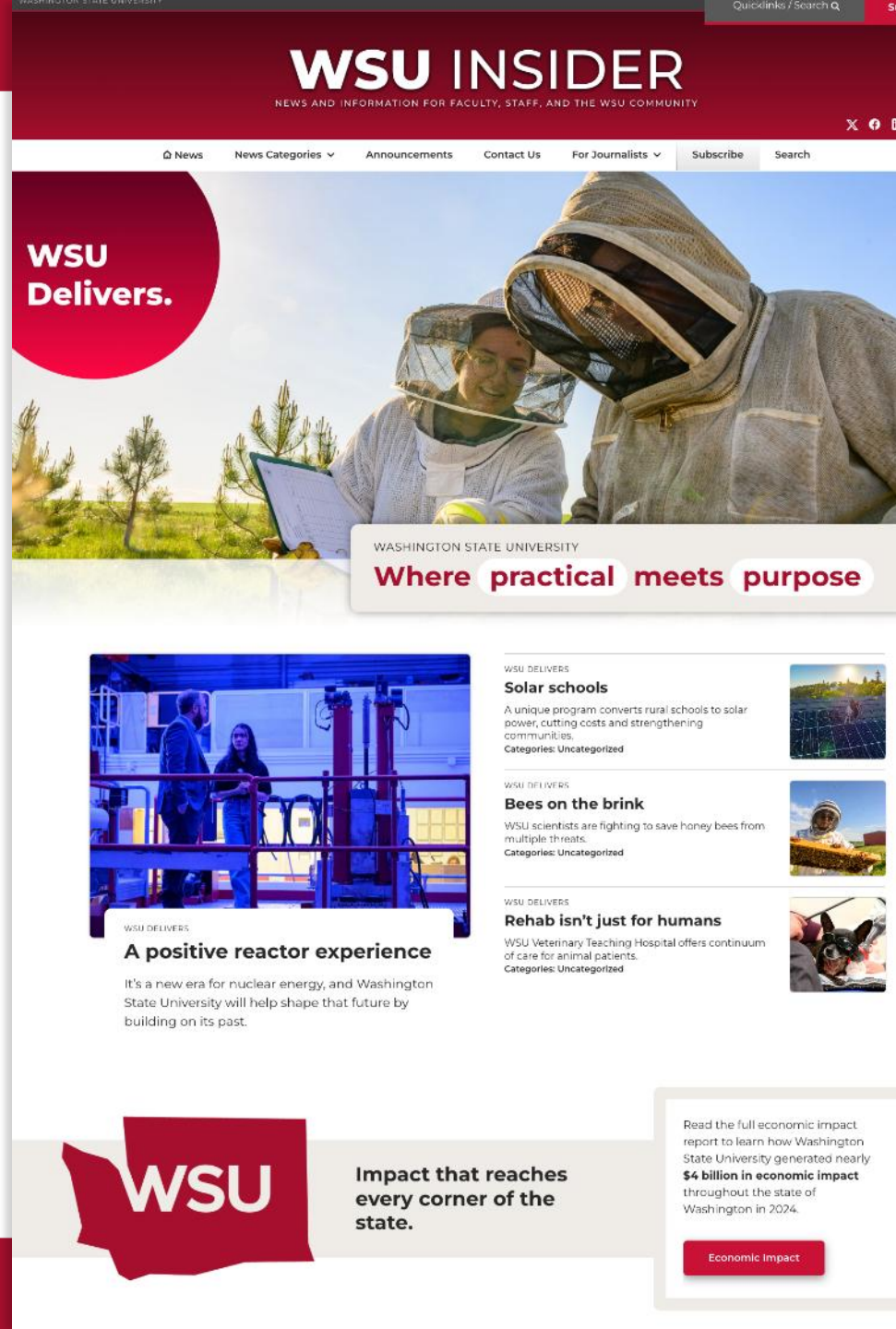
After 27 days missing, veterinary student's cat finds healing at WSU
38,000 views

Turmeric/ginger extract shows benefits for bone implants
33,000 views

WSU Delivers Campaign

- 6 stories
- Seattle Times advertising
  - 79,362 reads on Seattle Times (7.5+ goal)
  - 16.3 million impressions
- Paid Social
  - 1.8 million impressions
  - 6.3% CTR
  - 516,443 video views
- Organic social
  - 96,000 impressions
  - 4.6% CTR
  - 5.7% engagement rate

READ THE STORIES: news.wsu.edu/wsu-delivers/




WSU
Delivers.

WSU Delivers.



Dr. Universe

51 columns (+10% YOY)

40,182 podcast downloads (+37% YOY)

211K active users

NEW Spanish-language podcast series
being featured by Office of Superintendent
of Public Instruction



askdruniverse.wsu.edu

WSU Faculty in the News

Noriko Kawamura

Emeritus Professor of History appears in several episodes of History Channel's Documentary "World War II with Tom Hanks"

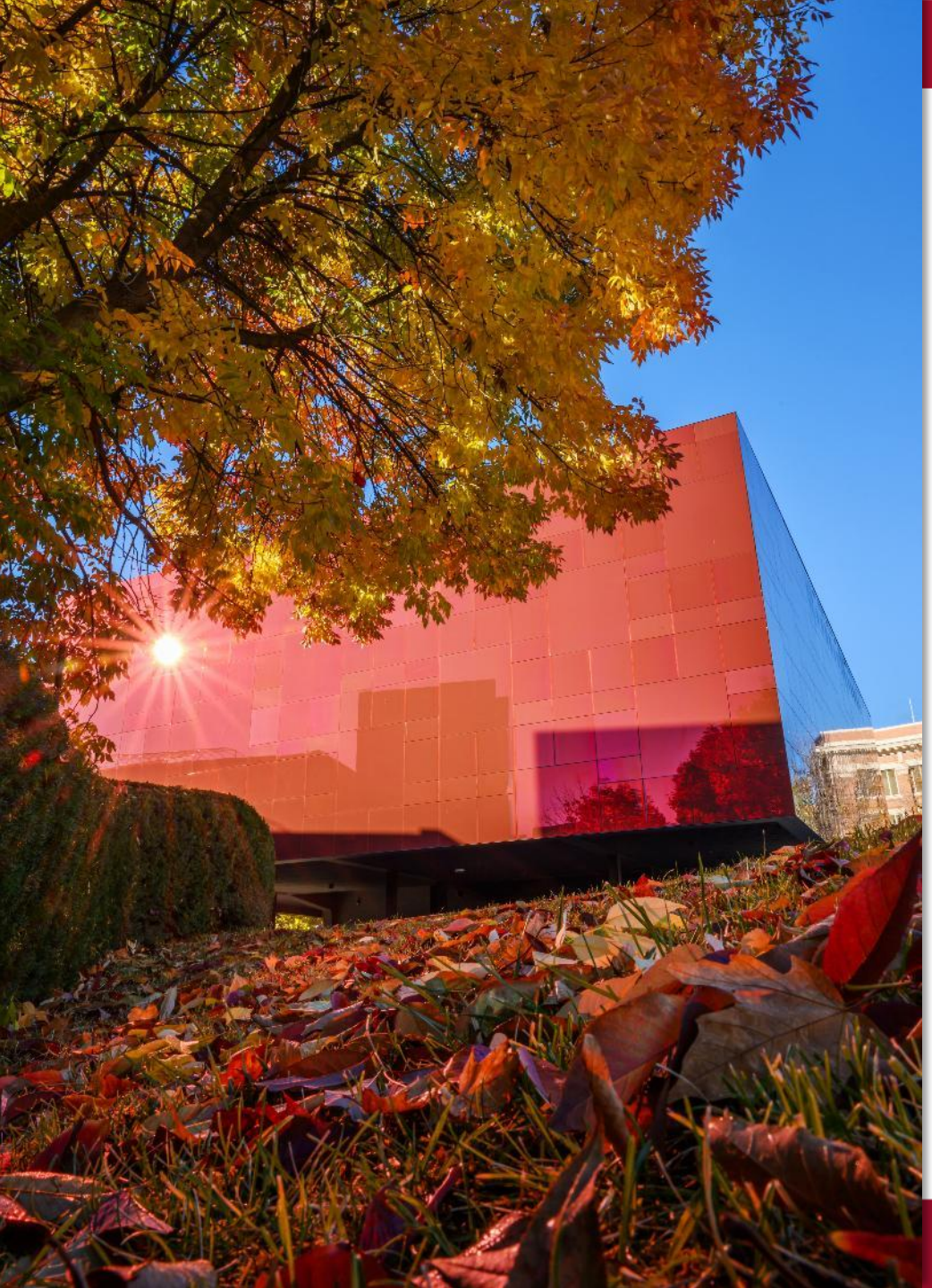


WSU Faculty in the News

Dr. Marcie Logsdon

WSU wildlife veterinarian provided expert commentary on Jimothy, the Seattle raccoon whose unusual appearance made him an internet sensation.





Working with Media

Let your college MarCom professional or University Marketing & Communications know if:

- You are a subject matter expert
- You received notice from a journal preparing to publish peer-reviewed research
- You receive a media inquiry

CONTACT: WSUNews@wsu.edu



Thank You

WASHINGTON STATE UNIVERSITY