Deans' Council Minutes
Wednesday, April 5, 2023
2:00 pm–4:00 pm
via [Zoom](#) | Miller Administration Boardroom
Meeting ID: 930 3633 9497 | Passcode: 047115

Attendees: Adrienne Andrews, Andrea Easter-Pilcher, Bret Ellis, David Ferro, Jason Francis, Doris Geide Stevenson, Kristin Hadley, James Hedges, Wendy Holliday, Jeff Hurst, Brenda Kowalewski, Ravi Krovi, Betsy Mennell, Brad Mortensen, Ashley Potokar, Julie Rich, Julie Snowball, Norm Tarbox, Deborah Uman

Guests: Nicola Corbin, YounSoo Kim Goldstein, Kelly Goonan, Ken Johnson for Yas Simonian, Alex Lawrence, Nicola Corbin

Excused: Eric Amsel, Jessica Oyler, James Taylor, Yas Simonian

1. **Approval of Meeting Minutes, [March 1, 2023](#)**
   a. The minutes were approved as written.
2. **Provost Updates** - (Ravi Krovi)
   a. **Snow communication-** Ravi is communicating with the Deans on weather related closures or delays in the mornings and requested that they pass along information to faculty and staff.
   b. **Chief Academic Officer Meeting Updates-** Ravi shared highlights from the meeting, including ongoing discussions about academic program reviews. He explained that USHE policy R411 is being updated to move final approval of program reviews to UBHE. A proposed annual review cycle and a seven year discipline review (e.g., all English programs across the state) were also discussed. The move to rethink general education and concurrent enrollment were also part of the conversation.
   c. **DCHP Scholarship Banquet-** Ravi complimented the Dumke College of Health Professions on their recent scholarship banquet. Ken reviewed the experiences shared by a student who was able to overcome multiple challenges through scholarship opportunities.
   d. **Recent Events-** Ravi congratulated the Lindquist College of A&H for their work on the Nikole Hannah-Jones visit and the National Undergraduate Literature Conference. Deans' Council also discussed last week's Peace & Possibilities Speaker Series presenter, Andres Larios Brown. Ravi recommended that conversations happen over the summer to discuss EDI efforts in Academic Affairs. Adrienne spoke about efforts to invite speakers from multiple perspectives, and announced that Mr. Robert Woodson will be visiting campus on 4/11/2023 talking about perspectives on equity diversity and inclusion in relation to the rise and fall of the Black Panther Party. Adrienne encouraged the group to help make sure that all voices are invited to participate in the marketplace of ideas. Deans' Council discussed how to best balance these efforts, and pledged to continue these conversations. Adrienne encouraged Deans to work with department chairs and faculty on how to best model engaging in such conversations. Brad and the other members of Deans' Council thanked Adrienne for her continuing work.

e. **GSBE AACSB Accreditation-** Deans' Council congratulated Doris and the Goddard School on the extension of AACSB accreditation for 5 years.

f. **Recent Presentations-** Ravi spoke about his recent presentations about General Education Innovation and Learning Communities Clusters. He hopes to use these topics to springboard strategic planning conversations.

g. **Salary Package-** Ravi shared that the university was able to backfill the 12.5% of the salary package which was unfunded by tuition increases using performance funding. He explained that the consensus was made to protect current employees. He shared compensation package plans of other institutions, noting the current budget environment.

h. **Concurrent Enrollment-** Ravi explained that concurrent enrollment state funds will be distributed to the colleges. He asked that deans contact Lisa regarding where the funds should be allocated and requested that they also include a short statement explaining how the funding will be used.

i. **Advisors-** Ravi shared that the advisor funding will be shared with colleges.

j. **Tenure & Promotion-** Ravi shared that non-conflict cases were approved in the 4/5/23 President's Council, and will be put forward at the 4/27/23 Trustees' meeting. Deans' Council discussed how to best scaffold incoming faculty as they work toward tenure.

k. **Promoting Student Success Lectures-** Deans' Council discussed how to best encourage faculty participation in these types of events, including developing a shared calendar of events.

l. **PPM 8-11-** Ravi proposed working with deans and APAFT about the promotion requirements listed in PPM 8-11.

m. **Summer Enrollment-** Ravi passed along Jessica's request that deans keep close tabs on waitlists as summer enrollments are down by about 5,000 seats.

n. **Ambassador from Belgium-** Julie Snowball spoke about the Ambassador's visit this week, noting student involvement and requesting participation from any who are interested.

o. **Teaching & Learning-** Nicola Corbin announced that the Thrive Symposium is scheduled for this Thursday & Friday. She encouraged participation and thanked Deans' Council for their help promoting the Symposium. Nicola noted that the session focused on ChatGPT and a discussion with Ravi are producing the most interest so far. Ravi thanked Nicola and her team for what promises to be a successful event.

p. **EDI Committee and Sustainability Committees-** Brenda and Jason shared that both of these committees have been put forward for approval to move from ad hoc to standing committees.

q. **VP SAS Search Updates-** Brad and Betsy shared that there were 27 initial candidates, with 8 Zoom interviews scheduled. Brad hopes that finalists will be able to visit campus the last week of April or first week of May. Betsy hopes to have a finalized schedule by next week.

3. **Academic Agenda/Policy Discussions**

   a. [ACUE Schedule for 2023-24](Brenda Kowalewski) & (Nicola Corbin)

      i. Brenda and Nicola offered an overview of what to expect from the ACUE workshops and training in the next academic year. They have broken the training into microcredentials at the request of faculty participants. This change will allow faculty to design their own professional development plans. Deans' Council discussed the tracks and modules available and spoke about participant feedback expressed to Deans. Deans' Council spoke about the feedback from other ACUE

institutions sharing that stipends incentivise faculty to begin participating but does not incentivise completion. Nicola shared that an ACUE dashboard has been developed to allow participation data distribution. Brenda announced that research is beginning to examine student outcomes from faculty participants' classes.

b. **Faculty Rank & Tenure Files in Canvas** (James Hedges)
    i. James explained the serious implications facing Canvas at this time, including the security risks, system storage capacity limits, and challenges in archiving classes. He stated that not addressing the constraints may result in loss of courses or course files. He explained that all other USHE schools are using Interfolio for rank & tenure files which offers security and a support staff who are well-versed in the procedures. James acknowledged the challenges of addressing these problems and asked deans for their support. Deans' Council discussed short-term solutions such as deleting courses, and talked through the implications of moving faculty rank & tenure files to another system. James will provide information on the highest usage accounts by college, timelines, and options moving forward. Deans' Council discussed involving professionals who can share best practices of archiving for records management purposes and for considering next steps.

4. Academic Support Discussions
    a. **International Opportunities**--STEM CIP codes; Increase Int'l Faculty Exchanges (Brenda Kowalewski)
        i. Brenda spoke about STEM-associated CIP codes, explaining the increased time allotted in some student visas for students majoring in degrees with a STEM CIP code.
        ii. Brenda explained that the International Office is interested in increasing international faculty exchanges, including sharing that they're improving their infrastructure.
        iii. Brenda shared that the International Office is working to increase international student participation in graduate programs. Deans' Council spoke about the enrollment and diversification benefits of increased international student participation, juxtaposed with ensuring that students have sufficient support services. Deans' Council also spoke about the true costs associated with the current financial model. Brenda thanked Deans' Council for the feedback and promised to continue conversations around this topic.
    b. [Sense of Belonging Survey Results](#)
        i. This item was tabled.
    c. State Authorization Committee Update (Kristin Hadley)
        i. [NC-SARA](#)
            1. Kristin reviewed the State Authorization definitions and requirements. Kristin noted the importance of including the INT attribute on applicable courses.
        ii. Multi-day activities outside of the state (must be tracked)
            1. Kristin explained that WSU is required to report these courses. She explained that a form is being developed to allow for better reporting in these situations. Deans' Council discussed that this would apply to study abroad and alternative spring break courses, in addition to other courses, and discussed how to best collect data. Kristin recommended that those

who have questions contact Sherrie Melton. Kristin explained that Sherri will be contacting academic deans about 2022 activity information.

    d. [GSBE Leveling Process](#) (Doris Stevenson)

        i. Doris gave a brief overview of the leveling process used in GSBE to determine how to allocate merit pay among faculty. She explained the process used to establish and review the leveling criteria and shared that this is part of the GSBE annual reporting process. Deans' Council discussed other colleges' processes, in addition to the importance of communicating with faculty about the rationale behind merit decisions. Brad also encouraged Deans' Council to communicate with staff about merit decisions.

    e. Other Items

        i. No other items were discussed.

COMMITTEE UPDATES

Please use this space to offer any updates from your committee, and to review others' updates before the meeting. These items won't be discussed in depth in the Deans' Council, but questions will be addressed.

Faculty Senate Committees

Committee and Liaison	Updates

ARCC-
James Hedges
 	
[Charges](#)
	• 4/1/23 There were some applications that needed IT/WSU Online approval and they didn't submit early enough for a technology review. There was discussion about due dates for the review process and the next meeting was scheduled for April 21 to determine who needs to be involved in the review process for specific applications.
	• Our first meeting for Spring 2023 occurred on Jan 20th @ 11am via Zoom
	• The chair (Grace Zhang) discussed the following items
	  ○ Edits to the website. New pdf application forms are now available. If old forms are submitted, they will be rejected.
	  ○ Demographic stats: 65.2% of the grant recipients were males and 78.3% were Caucasians
	  ○ Budget for ARCC grant (both Spring and Fall 2023) is $119,517.17 and for Dee grant (Spring 2023) is $16,399.
	• Oliver Snow asked the committee to brainstorm solutions to address the issue of faculty reapplying for (or asking WSU Online/IT to pay for) 'ongoing' costs to support and maintain software/hardware purchased with one time grant funds.
	  ○ The committee concluded that faculty should be aware that ongoing costs will be the responsibility of their college/department
	  ○ The committee recommended that a question be included in the application forms asking if the applicant had applied for grants for the same software. If the answer is yes, the grant applications involving applying for the same software may be ranked lower than other applications. In addition, the

	application forms and the award letters need to be revised to include information about license or maintenance costs. Applications are now being accepted. Next meeting is on April 13th @2pm. ●
ASSA- Wendy Holliday [Charges](#)	● 3/24/2: Process for making amendments to Student Code reviewed and going forward to President's Council. Discussion of charge related to FAFSA data on 4-year scholarships. Concerns remain about whether FAFSA data is sufficient to address all of the issues of the impact of these scholarships. Would still like to get raw data to assess impact and propose more expansive charge for next year. Faculty Authored course materials (commercial, not OER): does draft conflict of interest form need to be more forceful in requiring faculty to submit the form about faculty authored books? Discussion about scope of adoption of faculty-authored books so that process of tracking and compliance can be better managed. If the scope is small (e.g. fewer than 10 cases), a simple system of conversation and follow up might suffice. ChiTester Migration: Disability Services can't be provided master access in Canvas courses, which makes it hard for Disability Services staff to add time to tests. They don't want to provide master access to too many people because of FERPA and other issues. Issues with screen readers not reading quizzes in Canvas properly. Recommend training for faculty on disability issues or see what happens with New Quizzes purchase and need for more training. ● 3/1/23: Reviewed draft conflict of interest disclosure form that does include a section for faculty authored course materials. Also discussed issues related to migration to Canvas tests/quizzes and issues related to students with disabilities and adding extra time to tests. Also discussed the process for amending the student code and reconciling various documents on streamlining the proposed process. ● 2/1/23: Discussed draft language from Stephanie Hollist for a Course Materials Disclosure statement to be included in revised Conflict of Interest Disclosure form. ● 1/4/23: no meeting ● Meet on 12/2. Major items of discussion were the Faculty Authored Textbook policy and where and how data how often faculty authored textbooks are being adopted, cost, and how divestment is being handled. Awaiting more information on charge related to examining impact of 4-year scholarships, migration from ChiTester, and CE instructor of record. Discussed impending revision of PPM 3-32 and ASSA's participation in items related to student code. Discussed questions about role of ASSA in student success initiatives, with disbanding of SSSC. ● Met on 9/30. Formed subcommittees for various charges and had some brief discussions of issues relevant to charges, including the issue of students being allowed to sign up for courses with overlapping times; question of including more staff representation on committee.

APAFT-
Julie Rich
 	
Charges
	● 3/1/23: refined language to send to Executive Committee: <mark>A creation of a school would be considered if there is a need: such as for accreditation, marketing, funding; **and** if there are two or more distinct programs within the proposed school</mark>.
	● 2/1/23:
	   ○ Modifying introductory statement in PPM 3-25 about sabbaticals and adding the importance of sabbatical leave for faculty.
	   ○ PPM 8-8 credit for time served changes: change as follows <mark>"If more than ~~three~~ two years credit is to be awarded, the provost must also consider the recommendation of the college Ranking Tenure Evaluation Committee."</mark> to align with 8-24 "Service at Other Institutions"
	   ○ Service defined by each college, GSBS & CSBS revisions to terminal degree approved by APAFT <u>AND</u> Faculty Senate.
	● 1/4/23: No updates. Continuing work on charges. Next meeting 1/11/23.
	● 9 charges for 22/23 AY (met Oct 12 & Nov 9)
	   ○ 1: Checking Inclusive language in PPM - ongoing
	   ○ 2: Academic freedom PPM 9-9, 9-11, 9-14, and 9-15- reviewing revisions/recommendations from last semester
	   ○ 3: External reviewers - Opinion of subcommittee approved by APAFT that external reviewers are not required for tenure and promotion and reporting back to faculty senate.
	   ○ 4: Tenure channel - PPM 8-11 - Service defined by each college, GSBS & CSBS revisions to terminal degree approved by APAFT, Satisfactory teaching acceptable for associate professor per school, Library revisions being conducted by Diana Meiser
	   ○ 5: Visiting professor PPM 8-6 - Ongoing discussion on term limit and definition
	   ○ 6: Sabbaticals PPM 3-25 - Discussion of ideas for a peer review committee, development of a rubric, process for appeal of denials, purposes for sabbaticals statement added upon
	   ○ 7: Single rank and tenure letter - Discussion regarding current wording – recommendation to clarify that one letter is acceptable
	   ○ 8: Faculty board of review PPM 1-13, 9-10 - review of wording, ongoing
	   ○ 9: Years of service at other institutions PPM 8-8, 8-24 review of wording minor changes.
	● Will meet 14 September - APAFT charges for the year have been drafted. *(Not finalized until Senate approval on 15th September).*

CRAO- Deborah Uman Charges	● 3/1/23: ● 2/1/23: Discussed dean response to school vs. department question and decided to offer a few simple recommendations – that a school should be comprised of more than one program. Any new School requests should include a rationale. Looking at request to turn the College EDI into a standing Senate Committee. Also discussing the process to select adjunct representatives and the role of the Senate Vice Chair. ● 1/4/23: Reviewed language for the newly created Assessment Committee and made a few suggestions. There was some unofficial discussion of the workload associated with the biennial assessment process but it was decided that that conversation was not in the charge of this committee. We also discussed the definitions of Schools. The committee would like dean input. I agreed to share a survey with the deans asking for information about

	schools within your college. I will share that today. ● Met twice Reviewed our charges, calculated faculty apportionment, and discussed the distinction between department and school.

Environmental Issues-
Andrea Easter-Pilcher
 	
Charges
	● 3/1/23:
	● 2/1/23:
	● 1/4/23: Have not met since our last meeting of Fall term.
	● We have met 4 times as a larger committee and are now meeting in TY407 for a change of views! We have or are working on the following:
	● Were presented with the WSU Master Transportation Plans were presented to the committee and we poured over various maps regarding same and offered comments and suggestions including:
	    ○ Charging stations where some good locations might be (across campus as well as in the community)
	    ○ Concerns were raised about motorized skateboards
	    ○ Lack of connectivity to campus from the community
	    ○ Discussed dividing wider sidewalks into a pedestrian side versus a a "wheels" side and where to allow "wheels" traffic
	    ○ Discussed how to enforce multi-use paths, slow zones (lots of signage and designated paths
	    ○ Concerns were raised about the safety of pedestrians
	    ○ OR: Ban wheels on campus (bike racks at edge of campus in certain spots
	● In discussions and planning for the Worldwide Climate and Justice Teach-In which will be held on March 29th in two Union Ballrooms:
	    ○ Format much like last year's
	    ○ Have SUS classes attend or professors present in the classroom
	    ○ We are recruiting faculty to do 5 minute flash presentations on some aspect of climate change (already have several), so if you have a faculty member who wants to participate they should connect with someone on the committee asap
	    ○ Our aim is to have a set schedule prior to the time when faculty have set their course schedules to encourage participation in the event
	    ○ Topics (so far) are: GSL, Transportation and Air Quality, Biodiversity and Land, Education and Energy
	● Some subcommittees have been created, one of which is beginning discussions/planning on the Intermountain Sustainability Summit
	● Met on 9/22/22
	● Covered main goals/tasks this year and subcommittee sign-up
	● GOALS:
	    ○ Growing SUS (attribute to track sustainability teaching across campus) & SUS in Gen Ed
	    ○ SUS proposals review
	    ○ Awards review
	    ○ Summit planning and help
	    ○ Sustainability events planning
	    ○ Student-led events – sustainability calendar
	● 4/5/23
	● Successful Intermountain Sustainability Summit (held on Mar. 23-24)
	● Worldwide Climate Teach-in - Mar. 29
	● 17 additional courses approved for SUS (sustainability) attribute
	● Applications to be considered for the Faculty/Student Sustainability Research Awards were due April 3rd.

GEIAC- Eric Amsel Charges	3/1/23: GEIAC is discussing the biennial assessment process and being briefed on the R470 revision discussions. 2/1/23: GEIAC is now reviewing 30 biennial Gen Ed reports. 1/4/3: With new Gen Ed course designations complete, GEIAC is now beginning to review Gen Ed assessments submitted by departments as part of their Biennial Review. - Discussion of charges and putting on hold some of them due to policy considerations being made by USHE on the size and composition of Gen Ed. - Drawing up charges with the faculty senate liaison. - First GEIAC meeting is 9-14 with charges linked here. - Approved new Gen Ed PS course and 5 courses for the EDI attribute. Working on a plan to ensure enough EDI courses are available starting with the 2023-2024 catalog.
RS&PG- David Ferro Charges	3/1/23: 2/1/23: Award meeting was Jan 19 and next award meeting Feb 16 1/4/23: - First meeting is 2022/9/9
SBBFP Yasmen Simonian Charges	3/1/23: 2/1/23: 1/4/23: - We discussed the data and developed our recommendations for how to allocate the available funds for raises (around 7-8.75% this year - the details were still being finalized at that time). **Last meeting we covered the following:** - Norm Tarbox - WSU Financial Update - Negotiating Team - will need one individual from SBBFP - Faculty equity model data - Policy recommendations from APAFT - Overload charge updates - Review progress made by sub-committees so far - Review survey questions related to both overload compensation and merit pay - Charge 10: Monitor how various colleges allocate merit pay and poll faculty to determine if decisions are fair and transparent. (Last two questions on current survey). ******************************** - Overload charge updates Valerie shared what the charge is and how they want to proceed and the questions that have come up concerning budgets and pay inequities. The committee is looking at options of, if the money goes to the department and then any overage goes to a central pot in the provost office. James Hedges spoke about how things currently work in CE and that he is learning how it has been functioning to date. CE is looking at

UCC-	online courses and considering putting some caps on the courses. Because it is not realistic to expect that a class of 100 would be the same kind of experience for the student as a course with 50 students. He spoke about the way that program administrators (PA) currently interact with departments by telling them what they will cover and spoke about looking at three year trends and how many might CE be able to support with relation to the numbers in the departments. PA are currently being trained to communicate with the chair or the program coordinator. CE is the steward of four pots of money that are used in CE and they have money that is earmarked for specific types of courses. (ONL or night) The desire is to work with departments to meet the demands of the students. There are no student recruiting for online programs, there is not a hub to explain what it means to be an online student and WSU does not market separately. Discussion on looking at ONL interactions and how to track what is happening, is the faculty member initiating contact , are they providing good feedback, are assignments being graded in a timely manner these are some of the questions that need to be addressed. Conversation on what the CE department can provide data wise for the charges that the committee is waiting on. After reviewing quickly James Hedges said he can get some of the information within a week. Questions on if there is a way to make a waitlist trigger the CE office to offer a new section. OUTCOME: Find the optimal way to make policy revisions that are required to make it equitable and refine it into a workable solution. . ● Charge 10: Monitor how various colleges allocate merit pay and poll faculty to determine if decisions are fair and transparent. (Last two questions on current survey). 　○ Will revisit this in the January meeting. Meetings scheduled on Mondays 2:30 - 4:00 ● **The committee has several questions regarding #8 which need to be addressed before addressing it.**
TL- Brenda Kowalewski Charges	● 3/1/23:Recommending PPM 4-9a be updated/revised to require the "recommended syllabus language" posted on the Provost page become a component of all syllabi; Thrive Symposium is April 6-7 with awards banquet on the evening of the 7th ● 2/1/23:Supporting TLF in planning for the Thrive Symposium (faculty symposium) and banquet April 6-7. Helping to select the award recipients for four new awards this year. ● 1/4/23: ● Have not met yet. Updated the Provost Office page with a link to the revised standard syllabus language regarding policies. ● September 2022 - selected John Sohl to give the Last Lecture, scheduled for November 8th at 2 pm Dumke Hall. Committee met again 10/3/2022 but I missed the meeting and haven't seen minutes yet.
UCC-	● 3/1/23:

Jessica Oyler [Charges](#)	● 2/1/23: ● 1/4/23: 58 pieces of curriculum were reviewed yesterday ● 66 pieces next week ● Building out EDI attribute; about 10 new courses coming through. ● Advanced pediatric imaging certificate program (post-masters) being proposed in radiology ● Two state-based certifications for undergraduate radiology programs (Arizona & Colorado) ● Looking at minors being paired with certificates of proficiency moving forward (this can be used for students to retool skills moving forward) ● Deleting library science 1504 (this is the library test) as it only had a 20% pass rate; the test hasn't been offered for a couple of years

Program Assessment (ad hoc)-
 Kristin Hadley
 	
 [Charges](#)
	● Meeting upcoming to discuss suggested charges for next year.
	 ● 3/1/23: Meeting cancelled as raters were working on evaluating Biennial Assessment reports
	 ● 2/1/23: Completed wording to make this committee an official FS committee (collaboration with CRAO)
	     ○ Working on training (1/27) those who will be readers/raters of biennial reports. They will begin reading those reports and will submit (can't find the date with the minutes)
	 ● 1/4/23:
	     ○ Determine formal scale for biennial report evaluation
	        ■ The group decided on a three point scale: 1- insufficient 2- developing 3- sufficient
	        ■ In general, insufficient indicates that something is missing and feedback should be provided about what that is.
	        ■ Developing feedback should indicate that the department is making good progress and provide feedback about what needs to be done to achieve a rating of sufficient.
	        ■ Sufficient feedback should provide direction on how the report could be exemplary- even though this is not a formal rating. In addition to providing adequate data, exemplary reports show reflection, why specific data was chosen, and how it was collected.
	     ○ It was also suggested that some narrative be provided on the next stage/how assessment will be reviewed at the program level. Ratings at the program review level are
	        ■ Did not evaluate, Weakness, Concern, Good, Strength
	     ○ Biennial Review evaluators workshop on Fri, Jan 27 from 1-3pm via Zoom with optional "check-in" for anyone with questions or concerns will be held Fri, Feb 7 via Zoom
	     ○ Evaluations will be submitted online and will be due Fri, Mar 3
	
	     ○ Recruitment letter for evaluators was sent on Wed, Dec 14 and they will be notified after the January 10th deadline.
	 ● 11.22.22
	     ○ Competed committee description (joint charge with CRAO)
	     ○ Reviewed Biennial Assessment report training course in Canvas
	     ○ Discussed Assessment CoP in each college
	 ● First meeting 9.14.22. Working on charges to formalize the Assessment committee as an official FS Committee. Reviewed feedback on the process (reviewers and report writers).
	 ● Assessment communities of practice at the college level.

EDI- Brenda Kowalewski [Charges](#)	• 3/1/23: Met with Adrienne Andrews and discussed the university's response/position to HB451 and SB283 - anti-EDI bills. • 2/1/23:Exploring equity concerns regarding three issues in particular: 1) discontinuation of Zoom to help facilitate faculty senate; 2) changes occurring in student health center; and 3) chief diversity officer position. • 1/4/23: • Have not met yet. First meeting time is being determined. • Met 9/16/2022 - reviewed and prioritized committee charges; reviewed USHE equity framework for usefulness in guiding committee's work

Student Success Steering Committee Liaison Updates

Committee and Liaison	Updates

University Advancement Updates
(Betsy Mennell)

Area	Updates
Marketing & Communications	1. **Marketing/Advertising Campaigns** **Telemundo** (Primary persona audience: Strivers) (Runs Feb. - April 2023) Interviews/PSA's & display ads / eHSI & EDI Student resources / Hallmark programs **Fresh Living - KUTV** (Parents/Influencers of Quality Seekers) (Recording segments Feb. 7 to run Feb. 17 and be re-aired on KUTV platforms reaching Utah, Idaho, Nevada and Wyoming) Sponsored on-campus segments highlighting hallmark programs **Digital / Audacy media** (Feb.-April 2023) :30 audio spots, messaging aligned to each of the three personas (PLB, Quality Seekers & Strivers) display ads through Amazon (Quality Seekers & Strivers) 2. **Be Brilliant Stories** **Yuritzi Rosas Hernandez**, marketing & economics major, minor in women's studies, originally from Mexico (Persona: Striver) (early Feb.) **Reece Richardson**, Presidential Leadership Fellow student from Hawaii, pursuing radiologic sciences (Persona:)(mid-Feb.) HAFB veteran, (name TBA) studying nursing (Persona: Pragmatic Life Balancer)(late Feb.)

	3. Research/Campaign Updates In January, Marketing & Communications began the soft roll-out of the "Be Brilliant" marketing messages. Collateral material associated with this campaign will be appearing on UTA buses and billboards during February. We will be assessing student and prospective student reactions to the campaign throughout spring 2023 and tweaking messaging accordingly based on data/feedback. In March, we plan to begin working with deans and college marketing directors to develop customized/tailored marketing messages for each college, tying back to the "Brilliant" campaign and three primary personas.
Alumni	**Cat2Cat** On Dec. 6, 2022 at WSU's Grad Finale event for graduating students, the SAA Council raised more than $3,383 (177 donors) for the Cat2Cat Student Scholarship. With donations that have come in before and after this event, we've raised more than $4,479 (228 donors) since July 1- equating to four $1,000 Cat2Cat Scholarships. **The Emeriti Alumni Council** Emeriti Alumni Council Lecture Series featured Greg Bell, former WSU Student Association President, Lawyer, former mayor of Farmington, former State Senator, former Lt. Governor and presently President of the Utah Hospital Association. Judge Jill Niederhauser Parrish received a Purple Paw Award. Truman Carver introduced her to the Council. Judge Parrish is currently a United States District Judge for the District of Utah.
Development/Campaign	2023: $29,342,471.89 2022: $13,733,742.25 Campaign total: 72,092,799 $15M Becker Brewery in kind donation to Stewart Library Thank you for case statement submissions!
Events	Feb. 3, Dallas area reception Feb. 4 Austin area reception Feb. 5 Houston area reception Feb. 9 President's Society pre basketball game dinner (Dee Events Center) Feb. 10 Dinner then UMOCA--Beyond the Margins (SLC) Feb. 11 Legislators and families pre basketball game dinner (Dee Events Center) Feb. 16 WSU vs Sac State/Arden Hills pregame event

Equity, Diversity, & Inclusion Division Updates
(Adrienne Andrews)

Area	Updates
Updates	More realignment!
Search	LGBT Resource Center search underway
Space	