



## Board of Trustees Meeting – April 19, 2023

### Appendix B

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- 1) Dr. Paula Baldwin, Interim Director of [Marketing & Communications](#)
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- 4) Ricardo Lujan Valerio, Director of [Government Relations](#)
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- 8) Katie Wojke, Vice President for [Advancement & WOU Foundation](#)

## **Board of Trustees - April 2023**

### **MarCom Activity 2023**

#### **New Campaign Focus**

Western Oregon University. Where You Belong!

#### **Personnel**

Brittany Kima is our new Asst. Director, PIO and Social Media Manager.

There is currently a search for a Marketing Director, headed by Katie Wojke.

Our bi-cultural Spanish translator, Olga Walmisley-Santiago remains busy. DEI received a new grant and Olga will be instrumental in those translations.

#### **Social Media**

Hired and established student social media interns

Heavily focused on Instagram & TikTok, the platforms our current targeted audience is using

Started to post, utilize, and grow our TikTok account

Focused on high-resolution photos and reels to increase engagement for our 18-24 demographic audience on Instagram

Developing social media strategic plan, policy, and style guide. Those will be live on April 25th, the same day as the first social media training

Created Google sheet social media plan templates for different departments to utilize, currently working on one with New Student & Family Program rename of Plus Team

Created a master template for every club for marketing strategy, which will be live on the website on April 25th as well

#### **Local Promotions**

WOU Wednesdays, a WOU community discount program, continues to grow. At this time, we have 35 participants from Monmouth, Independence, and Dallas. We hope to expand to Salem this year. Participating businesses received t-shirts for their employees, a listing on our WOU-Wednesday page ([wou.edu/wou-wednesday](http://wou.edu/wou-wednesday)), social media promotion, and a window sign designating them as a WOU Wednesday participant.

Bi-Mart is carrying WOU t-shirts.

Our music department is planning on having a float in the M-I 4th of July parade wearing t-shirts provided by MarCom and handing out candy and fliers to promote our new Mariachi program.

MarCom will provide a limited number of t-shirts for the Apple Box Children's Theater's summer production.

Valley Shakespeare Company will not have a production this summer.

## **Website**

We continue to refine and improve our website for appearance and usability. Jesse Peters and Tina Fuchs are meeting with MarCom on 4/27 to review the website and future directions.

The website search function is being addressed by UCS as it is faulty at this time.

Danielle Gauntz created and delivered a SEO (search engine optimization) training. The SEO training was held Tuesday, March 21 at 2pm in Todd Hall room 109 and Wednesday, March 22 at 10am in Todd Hall room 109. A total of 15 people showed up. She also created a tutorial to provide some details on how you can better your chances of Google finding your site:

<https://wou.edu/marcom/seo-for-your-site/> We attributed the low turnout to the timing, and she will offer another training in May.

We continue to add Spanish translations to our website.

## **Outreach**

Wolfie visited three Salem-Keizer middle school AVID classes and handed out swag, and took pictures and video. Each teacher got a t-shirt and swag bag.

Hillsboro Hops

Hillsboro

Tuesday, May 23, College night tabling (I would like to get Wolfie there).

## **Ad Buys**

### Cinema Buys

We continue to make multiple cinema buys for either a slide, 15 second, or 30 second video to be played on all screens during the movie previews.

Our slides, and videos have been playing at 67 screens in Hillsboro, Salem, Dallas, Battle Ground, Sandy, and Independence. The 2 theatres in Hillsboro also had our videos playing on their lobby screens.

Salem Cinema (front page, left side, shows 'sponsors' which links back to the user. We have a link there, Western Oregon University, which links directly back to wou.edu/visit) (3 screens)

Dallas Cinema (1 screen) Star Cinema (Stayton) (3 screens)

Independence Cinema (8 screens)

Sandy Cinema (Sandy) (8 screens)

Battle Ground Cinema (8 screens)

NCM (National Cinema Media)

2 theaters in Hillsboro with a total of 39 screens

This buy includes lens buys which shows our videos on the lobby screens

#### Dallas Community buys

Dallas Pickleball Court banner in the Dallas Aquatic Center

3 Banners in the outfield of Dallas Kids Inc. and the K-8 baseball fields

Banner in the Dallas Aquatic Center.

#### Mavericks League/Keizer Volcanoes buy

July 8 game sponsorship.

President throws out the ceremonial pitch

100 tickets to share with the WOU Community

2 4x8 Signs

#### Monmouth buys

Music in the Park sponsorship banner (8 weeks, July/August)

4x8 sign on the S curve

#### Independence buy

Independence Heart Walk 2/14-3/14, 2023- purchased 2 hearts: WOU <3

Monmouth and WOU <3 Indy.

#### Print buys

Portland Trail Blazers souvenir program

Full page, full color, inside front cover page

Comes with a large number of redeemable points for Portland events, given to the Alumni group to use

*Explore Polk County*, color, inside back page (used to advertise WOU, grad program, and athletics)

*Oregon Home/Oregon Business*

2 page interview with photos (Jesse) and photo shoot (Jesse/campus) print, and digital (20,000 readers/47, 000 digital impressions)

<https://www.oregonbusiness.com/article/sponsored/item/19640-a-first-generation-graduate-committed-to-diversity>

*Business View Magazine* ad (in support of Polk County/Monmouth story)  
<https://businessviewmagazine.com/monmouth-oregon-polk-county/>

### **Sponsorships**

Note: I plan to schedule Wolfie's appearance at as many of these tabling events as possible for photo ops.

### **Taste of Woodburn**

#### **Woodburn**

Saturday, June 17th 11:00a-9:00p

Sunday, June 18th 12:00p-6:00p

### **Salem World Beat Festival**

#### **Salem**

Friday, June 23 5p-10p

Saturday, June 24 10a-11p

Sunday, June 25, 11a-7p

### **Eugene Emeralds Sponsorship and Tabling**

#### **UO Baseball field**

Game schedule: <https://www.milb.com/eugene/schedule/2023-05>

#### **Tabling: (Arrive 90 minutes prior to start of game)**

**Sunday, 5/7** Mariachi Night - tabling with Admissions & Joel Garza (6:05p game)

**Sunday, 5/21** Sunday Day Game - tabling with Admissions & Joel Garza (1p game) (Sunday Monarchas game)

**Wednesday, 7/5** Military Appreciation Night - tabling with Admissions & the Veterans Resource Center (6:35p game). Derek

Watson, [dwatson21@wou.edu](mailto:dwatson21@wou.edu); Jon Hofford, [jhofford22@wou.edu](mailto:jhofford22@wou.edu), William Morgan, [wmorgan21@wou.edu](mailto:wmorgan21@wou.edu)

Exact veteran's center people working will likely be one of these. Logan is on vacation and cannot attend.

**Wednesday, 7/26** Science Camp Day - tabling with Admissions & Fem in Stem (12:05p game) Leanne Merrill

**Thursday, 8/10** Sasquatch Awareness Night sponsorship  
(**President** throws out ceremonial pitch, **Wolfie** attends) (6:35p game)  
Wolfie Attendance has been confirmed. (Justin C)

### **Eugene Emeralds**

Sunday, 8/13 Sluggo's Birthday Party  
**Wolfie** attendance confirmed (multiple mascots will be there) 4:05p (Justin C)

### **Maverick League (Keizer Volcanoes)**

Saturday, July 8, 5:05p  
Game Sponsorship (Mavericks v Senators)  
President to throw out the ceremonial pitch  
100 tickets to give out for the campus community  
Tabling  
Wolfie attends and maybe interacts with the Mavs and Sens mascots?

### **Independence Days (info coming)**

#### **Independence**

Parade (Joel Garza) (banners, candy, fliers, car, t-shirts)  
Sunday, July 2 (Set up, but do not staff until noon)  
Monday, July 3  
Tuesday, July 4

### **River's Edge Summer Series (info coming)**

#### **Independence Amphitheatre**

July/August (8 weeks)  
Movies: Thursday evenings, 930p  
Concerts: Friday evenings, 6p  
Tabling opportunities - to share with campus groups or departments

### **Music in the Park**

#### **Monmouth Amphitheatre**

July/August (8 weeks)  
Concerts: 6:30pm  
Tabling opportunity - campus groups or departments (Smith Fine Arts?)

## Community Fiesta

Independence Amphitheatre

August (no date yet)

## Fiesta Mexicana

Woodburn

Parade only (Joel Garza)

Mariachi program promotion

Work with MarCom for banners, etc.

Saturday, August 19, 11am



Western Oregon University.  
Where *you* belong!

 **Western Oregon**  
UNIVERSITY

[wou.edu/apply](https://wou.edu/apply) 

The banner features a central photograph of four students walking on a paved path through a wooded area with fallen leaves. The top of the banner has a dark red background with white text. The bottom of the banner has a dark red background with the university logo, name, website, and a QR code.

**Walker Middle School • Future WOU class of 2027**



**8th grade AVID class and Wolfie**  
with Whitney Hines • Friday, Feb. 10, 2023



# Walker Middle School • Future WOU class of 2028



**7th grade AVID class and Wolfie**  
with Keely Richmond • Friday, Feb. 10, 2023

**Walker Middle School • Future WOU class of 2029**



**6th grade AVID class and Wolfie**  
with Olevia McKay • Friday, Feb. 10, 2023

**Academic and Student Affairs Committee (ASAC)  
March 2023 Report  
Tina M. Fuchs, Vice President for Student Affairs**

**Introduction**

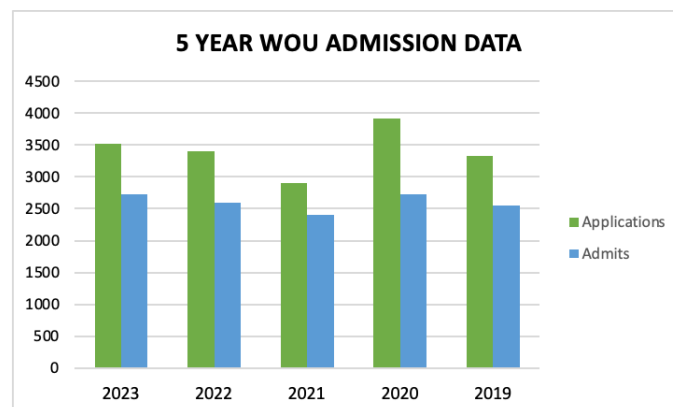
The Division of Student Affairs continues its work on recruitment of new students and supporting the retention of current students through active admission activities (including on campus programs) and retention initiatives such as programming, leadership development, student support services, and other student engagement activities. Our commitment to reaching out to other areas of the university outside of student affairs to influence retention specifically, speaks to the importance that we all need to serve students by eliminating silos and opening communication. We continue to evaluate our structures and address bias-related policies and procedures to stay student-centered and available to all students.

*\*\*Department titles are links to each department website. Please visit the websites for more specific detail on each area represented in this report.*

**Admissions**

- **Director of Admissions Search**

The Director of Admissions search process has been relaunched. The search committee received their charge and are currently reviewing applications. The goal is to have finalists visit campus the last two weeks of April and first week of May.



- **Application Data**

Comparing Fall 22 admission data to Fall 23:

- Applications up **3.22%**
- Admits up **4.9%**

Our work with the Education Advisory Board (EAB) continues. In the next report, the Board of Trustees will be provided more specific information and data about the partnership between WOU and EAB, and the progress we are making with EAB's APPLY campaign.

- **Campus visitation updates**

- **Winter 23 compared to Winter 22**

- (includes reservations through the end of Winter term)*

- Individual Campus Tours: 155 (55% increase)
    - Group Campus Tours: 1542 (188.8% increase)
    - Recruitment Events: 307 students (30.8% increase)

- **Fall 22 compared to Fall 21:**

- Individual Campus Tours: 145 students (43.6% increase)
    - Group Campus Tours: 1144 students (65.8% increase)
    - Recruitment Events: 803 students (74.6% increase)

*Note: Admissions has also been working with Travis Smith, Coordinator of Conference & Event Services to support events that are bringing potential prospective students. Our first collaboration will be with a Polk County event that will be bringing 400 Juniors to campus on March 22nd.*

## Financial Aid

- **Scholarship Review**

- Financial Aid is coordinating the review of scholarship applications. Approximately 50 volunteers from across campus agreed to assist with the review of scholarship applications, each assigned around 45 applications. Scholarship review will be completed by March 20.

- **Award Letters**

- Once scholarship review is completed, Financial Aid will gear up for sending out financial aid award letters to students. This process takes into account a student's awards from Federal, State, and campus funding sources. Award letters will help students in their decision making for enrolling at WOU. The process coincides with most other colleges and universities who will be sending out award letters during the month of March.

- **New Assistant Director**

- Syllebram Diaz was promoted to Assistant Director of Financial Aid for Scholarships. Syllebram leaves his role as WOU bilingual financial aid counselors to serve in the Assistant Director position.

### New Student & Family Programs (NSFP)

- **Spring Term Orientation**

To date, approximately 10% of the Spring term admits (new students) have signed up for Spring Welcome events, either to join in person or to be asynchronously connected to resources.

- Typically Spring Term has a low yield rate and a high defer rate as students meet with advisors and determine the best term to start their program.

- **PACK Welcome**

PACK Welcome for Fall 2023 launched on February 1. Fall admits have received two emails from the NSFP office to walk them through the steps to be prepared for the fall. Steps include filling out the intent to register, reserving housing, accepting financial aid, as well as introducing them to WOU resources like Honors, TRIO programs, and more.

- As of 3/8/2023, 372 students who have completed the Intent to Register, which is due on May 1, in adherence to industry standards
  - 349 committing to coming in the Fall
  - 2 seeking to defer to another term
  - 21 canceling their admission (Admissions is collecting the data to understand why students are canceling)

- **The Leadership Common Application and Process**

Using a common application for a variety of student leadership positions on campus, the two month long process was completed at the beginning of March. The process incorporates selection of student leaders as Destination Western Peer Advisors, PLUS Team, Campus Ambassadors, and Resident Assistants. The process was successful and engaged many interested students in seeking leadership opportunities. Data includes:

- 218 applicants
- 100 position offers (across the four positions)
- 21 students offered alternate positions
- \***Of special note:** 109 Destination Western participants (program participants from 21-22 and 22-23) applied and 65 were offered positions or alternate positions this year

- **PACK (Orientation) Dates**

- Transfer student PACK Connect: June 27 & 28, 2023
- FR student PACK Connect: July 12, 14, & 15, 2023

### Destination Western 2022 data

### University Housing and Campus Dining

- **Campus Dining Training Modules**

Campus Dining recently purchased the OPUS training platform. OPUS is a platform for Campus Dining to communicate training with student employees and staff efficiently. OPUS training utilizes texting through cell phones. This is convenient as you do not need to log into a computer or portal. Employees will be notified by text with access to the training courses that they need to complete and then answer questions. The courses are short averaging two minutes per course. They are informative using graphics and animated images to make them interactive. The Learning Path, which contains 13 courses such as payroll, diversity, discrimination & harassment, hand-washing, customer service, and other training topics was recently launched. We will receive feedback once modules are complete to make adjustments or improvements.

- **Housing Occupancy and Reservations**

846 students currently live on campus. This occupancy is comparable to this time last year, and continues to be down about 200 residents from before the pandemic.

- Fall 2023 Reservations looks positive with 281 reservations for Fall Term 2023, compared to 196 in 2022, and 269 in 2021.
- Housing Renewal was recently completed. 377 current residents selected their rooms for the 2023-2024 academic year. A typical renewal rate is 35% of current residents choosing to renew. This year 44% of current residents have selected a space for next year.

### Abby's House, Center for Equity and Gender Justice

#### **Addressing Student Needs and seeking additional funding**

- Abby's House recently launched a Student Needs Survey which will provide an opportunity to gather information regarding students' basic needs and concerns. Results from this survey will help Abby's House gain a better understanding of student's current needs as it relates to food, housing, transportation, and health and wellness.
- In an effort to supplement funding and provide additional resources to students, Abby's House is applying to two grants.
- Sexual Assault Awareness month takes place in April. Abby's House will be hosting multiple awareness and educational events for the campus community.

### Center for Professional Pathways (CPP)

- The Center for Professional Pathways is working on several fronts to integrate career readiness and life design into academics and program, as part of the implementation of the ACE Learner Success Lab recommendations. The overarching recommendation from that 18 month effort was: **"Build career readiness and life design into curricular**

**and co-curricular programs to make social mobility available to all WOU students.”**

The following supporting recommendations are currently in a pilot phase:

- Develop and implement **career competencies** for courses and programs (with Dept. of English)
- Explore adding **courses** that specifically address career readiness and life design (with Communication Studies)
- Explore ways of having each student participate in **experiential learning** (with Social Studies)
- A Showcase for the pilots and other career readiness projects is planned for early May.
- Similar career readiness and life design activities are being integrated into grant proposals, such as Title III and NACUBO

### Multicultural Student Services and Programs (MSSP)

- **Winter Term Events**
  - On January 25, the Multicultural Student Union (MSU) hosted the **Out & Proud event**; an event to celebrate Queer People of Color at WOU. This event was hosted in the Willamette Room, WUC and five student panelists shared their coming out stories and how their lives have been impacted as a queer person of color.
  - **Black History Celebration**, a two day event. On February 1, a panel of students and WOU faculty that identify as Black/African-American shared their stories as people of color on WOU's campus. On February 2, MSU hosted a display in the Columbia Room in the Werner University Center. The display honored many Black/African-American leaders in the nation, providing a great educational opportunity to learn about their history. It remained on display on the second floor of the Werner University Center through the month of February.
  - In Celebration of Women's History Month, on March 1, MSU hosted a successful **Women of Culture Celebration**, honoring Asian-American and Pacific Islander (AAPI) identities. The celebration included a market in the Werner University Center to support local women-owned AAPI businesses. In the evening MSU hosted a dinner with student performances and guest speaker, [Helen Ying](#). The Columbia Room was at capacity with students, faculty, and staff in attendance; making it one of the most successful cultural celebrations at WOU this year.
- **Spring Term MSU programs**
  - Native American Pow-Wow (April 22)
  - Nuestra Fiesta Latina (May 12)

- **Cesar E Chavez Leadership Conference (CECLC)**  
In coordination with the CECLC planning team and the office of Admissions, WOU will host the CECLC on Friday, April 21. While the planning committee anticipated 1000 attendees, after receiving registrations from participating high schools, over 1300 guests have shown interest in participating for the CECLC.
- **Hispanic Serving Institution (HSI) Conference - Student Volunteer Coordination**  
On April 26, WOU will be hosting the second HSI Summit. MSSP is coordinating the student involvement area of the conference including recruiting student panelists and students interested in round table discussions. There was a call for student participation among MSSP students, and 16 students have already signed up to participate!
- **Multicultural Leader and Author, Dr. Kim Johnson - June 2**  
In collaboration with various departments at WOU including Student Affairs, Hamersly Library, Academic Affairs, and the Diversity, Equity, and Inclusion office, MSSP is hosting an event on Friday, June 2, featuring multicultural leader [Kim Johnson](#), Vice Provost of University of Oregon and author of "[This is my America](#)" and [soon to be released, "Invisible Son"](#). This will be an event open to the WOU and the local community. Time to be announced soon.

### Student Engagement

#### Student programming and events

- Student Engagement, Associated Students of Western Oregon University (ASWOU) and the Student Activities Board (SAB) have been hosting a variety of events including but not limited to Mental Health week tabling and activities, WOU Speakeasy, Casino night and Chutes and Ladders of Public Speaking.
- Student Media works diligently to create and produce the [Western Howl](#), [KWOU](#) (WOU's student run internet radio station) and the [Northwest Passage](#).
- Fraternity and Sorority Life at WOU has approximately 40 WOU student members. Represented Fraternities and Sororities include [Kappa Delta Chi](#), [Omega Delta Phi](#), and [Alpha Chi Omega](#). Members of the Fraternity and Sorority Life recently attended the PNW Regional Conference. WOU representatives joined over 60 of their peers from five other schools in the PNW to engage and learn more in topics focused on leadership and community building.

#### Conference and Event Services

- The Conference & Event Services department has been working hard to schedule and coordinate a variety of conferences and events hosted at WOU. An increase to



conferences and events hosting on campus benefit WOU as a revenue generation resource as well as a potential recruitment tool. Many of the conferences and events hosted on campus during the summer focus on serving high school students, giving them a positive and memorable experience at WOU.

### Student Conduct

- **Confidentiality Statement**

The Office of Student Conduct has created a new Confidentiality Statement that will be signed by all Student Conduct Committee members and all hearing officers.

- **Amnesty Policy**

The Office of Student Conduct is working on creating a work group to further develop an amnesty clause/ policy that would be added to our Code of Student Responsibility.

### Student Health Counseling Center (SHCC)

SHCC has provided services to more students than in the past three years (prior to COVID).

There has been a 50% increase in after hours crisis calls (and note that we are the only school that does our own after hours services; other schools pay companies to do that). Crisis in general have increased.

- 1st 4 weeks of winter '22 = 11 crisis
- 1st 4 weeks of fall '23 = 18 crisis
- 1st 4 weeks of winter '23 = 26 crisis

At this time, the major concern is about the health fee and having enough funding to maintain current staffing levels. We have vacancies for 3 counselors, 2 front office staff, 3 medical positions (director, provider, MA), and 2 health promotion positions. Beth Scroggins, Director of the SHCC, presented the fee increase request to the Tuition and Fee Advisory Committee (TFAC) and a student survey regarding health fee and tuition costs was made available to students March 6-12th. The information presented included:

- Fee increase to \$163 = current staffing and service level
- Fee increase to \$175 = add front office and Health Promotion staff (R&R room, social media, campus outreach)
- Fee increase to \$183 = add multicultural/bilingual counselor
- Worthy of noting:
  - These fees would be for all students, including online
  - Current fee is \$154 assessed to in-person/hybrid students only
  - If we maintain current fee structure (in-person/hybrid only) and increased the current fee by 5% to \$162, we would still be at a 400k deficit; even reducing

services by one day and reducing staff to one medical provider and 1 full time counselor it wouldn't balance our budget

- To maintain the current fee structure (in-person/hybrid only), the fee would need to increase by 47% to \$226 per term for those students to maintain current staffing and service levels.
- Current wait time is about 3 weeks to get in to see a counselor; crisis services available every day.

### Upward Bound

#### **Community and campus partnerships**

- Upward Bound in partnership with the Polk County School Based Mental Health Program hosted a successful workshop focusing on mental health and emotional wellness which included hands-on activities to help students learn strategies to manage stress and improve their emotional health. In addition, The WOU Student Engagement staff led students in an activity for Upward Bound participants to identify and learn how to prioritize their personal values.

### Veterans Resource Center

#### **Student focused efforts**

- The Director of the VRC in partnership with various campus stakeholders, is working on completing a detailed survey striving to be recognized as one of the [Military Friendly's™](#).
- The VRC hung a map encouraging student Veterans and currently serving students to pin the various locations that their military experience has taken them! To see a fun Instagram post, check it out on [WOU VRC Instagram](#).

### Vice President for Student Affairs office

- **National Student Exchange (NSE)**

11 Western Oregon University students have submitted applications to participate in the National Student Exchange (NSE), academic year 2023-24. Placement decisions will be made mid March. Four students from other colleges and universities in the NSE consortium have selected WOU as their first choice, while an overall total of 13 students from other institutions have expressed interest in WOU as an alternative choice.

#### **2023 Guide to Campus Resources**

An updated "[Guide to Campus Resources](#)" is now available electronically and printed. VPSA will be distributing printed guides across campus and at various recruitment and orientation programs for students. This guide is intended to be a quick, one-stop shop reference for various student and academic support services.

### **SPOTLIGHT**

**Abby's House** coordinated the Governor's Food Drive during the month of February. The WOU community raised over 12,033 pounds of food which equals 9024 meals. Each year WOU supports a friendly competition on campus with the goal raise funds and food for the Food Pantry and the local food bank. Additionally, it is tradition to acknowledge the departments who raised the most amount of food in meals per employee. The top three departments were:

- 3rd place: Advancement/WOU Foundation with a total of 121.18 meals/employee
- 2nd place: Financial Aid with a total of 356.19 meals/employee
- 1st place: The Veteran Resource Center with a total of 550.91 meals/employee



[ID: White male with short hair sitting in a chair, wearing a blue sweater, gray pants with his hand on a dark brown table holding the Campbell's Soup Can Trophy with his right hand]

### **Student Affairs Newsletter**

Click the link to read the most recent division newsletter: [Student Affairs ENEWS](#)

## **Finance & Administration Report**

### **Accounting & Business Services (Accounts Receivable)—Dona Vasas**

- Spring tuition & fee charges were assessed on March 8<sup>th</sup>, 2023.
- Winter term third-party billing is almost complete.
- Quarterly campus student Accounts Receivable training held February 1<sup>st</sup>, 2023.
- 1098-T statements were sent at the end of January.

### **Accounting & Business Services (Controller)—Shadron Lehman**

- We held 5 training sessions in January and February to present and answer questions with regards to the new travel policy, totaling 98 participants. The session dates/numbers are as follows:
  - Jan 1 - Athletics - 20
  - Jan 20 - Admissions - 9
  - Feb 8 - general staff - 49
  - Feb 10 - general staff - 31
  - Feb 15 - Budget Authorities – 9

### **Budget & Planning Office—Camarie Moreno**

- FY24 Budget development is underway.
  - Incorporates \$5M of budget reductions identified by senior leadership.
- Monitoring FY23 budget and completing a monthly salary saving sweep.
  - As of February \$2.6M of savings have been identified (as hires are made for the remainder of the year, this will be reduced to allocate funding back to departments).
- The Tuition and Fee Advisory Committee (TFAC) has completed its recommendation to the President for undergraduate resident tuition rate increase.
- Incidental Fee Committee (IFC) has completed its work setting the fee and allocation for next year; Incidental Fee Steering Committee (IFSC) will begin its work shortly with the goal of improving the process.
- The Integrated Postsecondary Education Data System (IPEDS) finance survey was completed.
- \$12.375M of \$16.5M of steampipe has been received with the final quarter distribution anticipated.
- To date in FY23, \$1.2M of the 2021 Capital Improvement & Renewal funds have been received for reimbursed capital projects.

### **Campus Public Safety & Facilities Services—Rebecca Chiles**

## Facilities Services

- Heavy focus on campus spring cleaning week of Spring Break
- Ongoing/Upcoming:
  - Chiller cleaning to prepare for warm weather.
  - Grounds really focuses on preparing the campus grounds for commencement, upcoming tours, camps, with the arrival of the growing season.
  - Prioritizing work for some larger projects including summer.
  - Continuing to work on improving lighting on campus.

## Campus Public Safety

- Self-defense training took place in February
- Emergency management training for the EPT in March
- Upcoming:
  - Self-defense training in spring term;
  - Finalizing locations for EV chargers on campus;
  - Preparing for commencement and summer training;
  - Making a video with a couple of students and Wolfie to demonstrate use of our emergency services in Spring Term.

## Treasury Services—Darin Silbernagel

- Net cash position as of February 28, 2023 is \$47,349,803 (includes Steam Pipeline Project).
- For the next 4 months, the total projected inflow is projected at \$38,818,387.
- For the next 4 months, the total projected outflows are \$49,319,607.
- Projected ending is \$36,848,583 across all funds, \$23,848,583 excluding Steam Pipeline Restricted funding of \$13M carryforward to next year.
- Click here to view December [Cash Flow Narrative](#) and [Cash Flow Forecast](#).
- System of Award Management (SAM) has been updated with the expiration now February 16, 2024.

## Capital Planning & Construction—Jason Krawzyck

- Year 4 (FY23)
  - USAC starting work to develop space standards. (First report to the campus about tracking building occupancy March 20th 2023)
  - Demolish Old College of Ed. (April 3rd 2023)
  - Hire General Contractor for Steam Pipeline. (February 13, 2023).
  - Updated Campus Plan through 2028 (December 18th 2023)
  - Click here to view additional [CPC Project updates](#).

## **University Computing Solutions—Bill Kernan**

- Cyber-security presentation to Cabinet - March 8, 2023
- ASWOU cyber-security presentation to ASWOU 3/16/23
- Wireless replacement of 10-year old technology
  - Completed core campus
  - Resident Halls yet to be completed
- Computer lab upgrades and Classroom upgrades
  - Vick 219 camera upgrades
  - Vick 220 camera upgrades
- Go-live for Banner Financial Aid
  - This project lasted 18 months
  - Core project completed; continued support necessary



**FROM:** Ricardo Lujan Valerio, Director of Government Relations

**TO:** Western Oregon University  
Board of Trustees

**RE:** April Board Update – Government Relations

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To the Board of Trustees:

This memo will serve as a legislative update since the last board meeting in February. Since that meeting, legislators have passed significant pieces of legislation that emphasize the theme of the session and released a budgetary framework that will be tested throughout the month pending the May revenue forecast. April, in many ways, marks the midpoint of Oregon's 82<sup>nd</sup> legislative session, but it's the beginning of significantly strategizing on our budgetary goals.

### **Ways and Means Co-Chairs Budget Framework**

On March 23<sup>rd</sup>, Senator Steiner and Representative Sanchez released their \$31.6 billion budget framework. The framework is a starting point for the legislative process of developing and passing the finalized budget for the upcoming 2023-2025 biennium. However, it is very indicative of the advocacy needs on prioritization for higher education. **The current framework, although non-specific, calls for a 2.5% reduction from Current Service Level (CSL) to all agencies, including higher education institutions.** The purpose for this call is to resource some of Governor Kotek's major priorities, such as the recently passed HB 2001, which invests nearly \$200 million into housing and houselessness efforts.

Additionally, the Co-Chairs reserved nearly \$325 million for other priority issues, including adequately funding the state's public defender system, climate initiatives, early childhood development initiatives, and healthcare. It's important to note that the Co-chairs also reserved an equivalent amount to the state's "Rainy Day" fund to account for a potential recession. However, this may be an opportunity to active these dollars in multiple sectors, including higher education, and prepare our public sectors, especially those that rely on non-general fund dollars, for resiliency should we face a recession.

All seven universities, along with student leaders, are preparing for a three-day informational hearing at the Ways and Means Education subcommittee. These hearings, starting on April 25<sup>th</sup> and ending on April 27<sup>th</sup>, will be critical in directing our

state leaders in the right direction since this subcommittee is best to counter the current framework.

Western Oregon is also continuing its efforts to advocate for the \$15 million dollars for stability proposed in the GRB. The current framework is silent on a number of state programs, including this proposal. We are currently building a strategy to partner with our union and student leaders and make this a focal point for our TRU Day of Advocacy on May 4<sup>th</sup>.

Additional investment priorities in the Co-Chairs Budget Framework:

- \$28.8 million increase to Oregon Opportunity Grant
- \$9.9 billion for K-12 (same as GRB)
- \$10.7 million for human services.
- \$197 million for housing construction and semi-conductors.
- \$1 billion for potential transportation infrastructure.

### **Highlight Policy Proposals:**

On Tuesday, April 4<sup>th</sup>, the House and Senate faced its first chamber work session deadline – an opportunity to pass bills out of committees and into their respective floors, Ways and Means committees, or committees on rules.

The Oregon Council of Presidents (OCOP), along with the respective university representatives, are still tracking the following policy proposals.

- HB 2262A
  - This policy addresses benefit navigators, such as our team at Abby's House. As amended, it prescribes requirements for navigating students through wrap-around and means-tested benefits. The policy has been referred to Joint Ways and Means.
- SB 424
  - This policy would prohibit colleges and universities from withholding a student's transcript when a student owes money to the institution. We have been working with WOU's Registrar to address concerns on the reporting aspect of this policy. The bill has been referred to the House Higher Education Committee and we hope to provide recommendations on the policy to avoid adverse consequences as we move on from this practice.
- HB 3089
  - This policy establishes a "hunger free campus" designation for post-secondary institutions that demonstrate certain activities are occurring to combat student hunger. The bill is in Joint Ways and Means.
- HB 2265A



- This policy creates a task force in exploring funding avenues for post-secondary education. There are current discussions happening on the composition of this task force and the appropriate venue to have these strategic conversations. The policy has been referred to Joint Ways and Means.
- HB 2961
  - This bill appropriates \$5 million to student aid and support services. the appropriation was intended for distribution in amounts of \$1 million to five programs or organizations: 1) Access to Student Assistance Programs in Reach of Everyone (ASPIRE), 2) College Possible, 3) Advancement Via Individual Determination (AVID), 4) BUILD EXITO at Portland State University, and 5) the Oregon TRIO Association. This was referred to Joint Ways and Means
- HB 3121A
  - This bill would appropriate \$5.2M to increase student access to Open Educational Resources (OERs). The bill will be referred to Joint Ways and Means.
- SB 273
  - This bill addressed the university governance changes and passed out of the Senate Education.

## **Notable Dates**

- Ways and Means Road Show

The Legislature's Joint Ways and Means Committee is hosting a series of public hearings across the state to hear from Oregonians on their priorities for spending in the state budget.

The following are the four scheduled Ways and Means Roadshow events:

### **Portland**

Saturday, April 8, 10 a.m. - 12 p.m.  
 Portland Community College PAC Auditorium, Sylvania Campus  
 12000 SW 49th Ave, Portland, OR 97219

### **Newport**

Friday, April 14, 5 - 7 p.m.  
 Newport Performing Arts Center  
 777 W Olive St, Newport, OR 97365

### **Roseburg**

Friday, April 21, 5 - 7 p.m.  
 Umpqua Community College  
 1140 Umpqua College Rd, Roseburg, OR 9747

**Ontario**

Friday, April 28, 5 - 7 p.m. (Note: Ontario, Oregon is in the Mountain Time Zone)  
Four Rivers Cultural Center  
676 SW 5th Ave, Ontario, OR 97914

- TRU Day – May 4th

Western Oregon, Southern Oregon, Eastern Oregon, and Oregon Tech are currently working on structuring our TRU Day of Advocacy. With one month away from the event, we are working with ASWOU to recruit students, our political science department to provide trainings for our students,



## CAMPUS RECREATION'S

$$f(x) = ab^x$$

### EXPONENTIAL GROWTH FACTOR

**Lesson 5: Recruitment no longer ends at enrollment.** Students are hungry for experience and connections. Today's students want a fun and immersive post-pandemic experience from their college. Amp up your communications about the vibrancy of life on your campus. [eab.com/gen-Z-enrollment](http://eab.com/gen-Z-enrollment)

### UNIQUE REWARDS

What a fantastic winter term for Campus Recreation. The energy we have seen throughout our activities and programs has given us hope for in-person connections.

During week 2 of this winter term (January 19, 2023), the Health and Wellness Center (HWC) had already eclipsed all of 2021-2022 unique student usage of 39.0% (1569 out of 4022). On, March 17, 2023, the HWC eclipsed the overall usage from 2021-2022 of 34,503 student visits.

### STUDENT INCREASES

8.0%

Unique student usage for the HWC still growing

3K

HWC Facility usage and counting

83.3%

Student employment retention since Fall 22



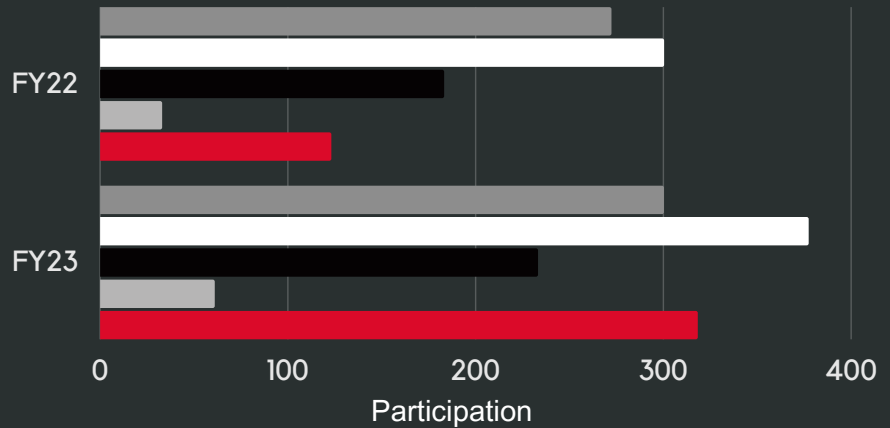
Campus Recreation provides active opportunities to enhance the student experience and cultivates a community of supportive relationships.

## '23-'24 DEPARTMENT BUDGET CUT

# -\$221,513

## '22-'23 PROGRAM GROWTH

■ Club Sports   ■ IM Sports   ■ Fitness  
■ HWC Memberships   ■ Swim Lessons



With so many positive advancements this year we are trying to find ways to keep the momentum moving upward with 19.5% less financial support.

## NOW LIVE STREAMING - INDOOR EVENTS

Inaugural Ping Pong Playoffs ran by RecSports Supervisor G'ovi Quezada



- <https://www.youtube.com/watch?v=-D6xpivvsKM&authuser=0>

Inaugural Pickleball tournament with Exhibition match by Nationally Ranked Will Gardner from Salem, OR ran by RecSports Supervisor Seidree Kealoha-Albarado



- <https://www.youtube.com/watch?v=sOPYnvEA9nY&authuser=0>

Inaugural Women's Club Sports Volleyball game versus Chemeketa attributed to Aneli Godinez-Martinez's commitment as Club President



- <https://www.youtube.com/watch?v=aOkbtdt3n8g&authuser=0>

We couldn't have done it without our students' generous *support.*



NATIONAL COLLEGIATE RUGBY RANKED '18-'23  
CO-CONFERENCE CHAMPIONS '18  
3 ALL-STAR NATIONAL CHAMPIONS '19  
CONFERENCE CHAMPIONS '21-'23  
REGIONAL CHAMPIONS '21-'23  
NATIONAL CHAMPIONS ?

Western  
Oregon  
Rugby



TUNE IN  
FRIDAY,  
APRIL 28TH  
AND  
SUNDAY,  
APRIL 30TH

Campus Rec



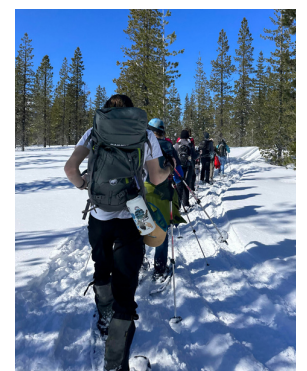
Club Sports



Intramural Sports



Snowshoe trip filled the vans again with 12 participants and 2 trip leaders! Leave No Trace is specific to place; so we take advantage. This trip gives us a chance to cover snow specific topics, (just because snow covers it does not mean we leave it and rivers and streams still can be flowing).



## **Diversity, Equity and Inclusion Report – March 23, 2023**

Dominique Vargas, Executive Director of Diversity, Equity and Inclusion

### **Introduction**

A few of the key priorities for the office of Diversity, Equity, and Inclusion for the 2023-2024 academic year include:

- Equity Assessment
- Cultural Competence Based Professional Development
- Hispanic Serving Institution (HSI) Designation
- Title IX

### **Equity Assessment**

Western Oregon University has contracted with Jordan Shelby West, PhD, for the equity assessment. Dr. West is currently working on the second part of Phase I, which includes developing a report based on qualitative data collection. This report is expected to be completed by May 5, 2023. Dr. West will be visiting WOU on Monday, May 8. On May 8, Dr. West will meet with Cabinet to review the report, she will then facilitate to university presentations to share common themes and recommendations. While Dr. West is working through this part of Phase I, Dominique has begun preparation for Phase II by preparing policies, procedures and university data for Dr. West.

### **Cultural Competence Based Professional Development**

On February 16, 2023, WOU hosted an essential conversations panel discussion, that was focused on professional staff.

On March 3, 2023, WOU hosted an essential conversations panel discussion, that was focused on faculty/instructional staff.

The University Diversity and Inclusion Advisory Committee Cultural Competence Subcommittee has curated a slate of professional development sessions to be offered in Spring Term. Details to be released the first week of spring term.

### **Hispanic Serving Institution (HSI) Designation**

The 2023 HSI Summit will take place April 26, 2023. More than 200 individuals are registered for the Summit as of 3/23/23. Summit website: [www.wou.edu/hsisummit](http://www.wou.edu/hsisummit)

The HSI Advisory Committee has been meeting as a full committee and in three subcommittees. The full committee membership includes: Doris Cancel-Tirado (co-chair), Kathy Espino Perez, Mary Pettenger, David Szpakowski, Priscilla Espana, Julian Elizalde, Hillary Fouts, Anna Hernandez-Hunter (co-chair), Jamie Marroquin.

The subcommittees projects are as follows:

- *Preliminary report analyzing where we are as an emerging HSI*
- *Identify the concrete steps we need to follow to become a designated HSI and outline the procedural aspects for attaining and retaining the federal designation*
- *Suggestions for how we will serve students with thoughtfulness and intentionality*

## **Title IX**

As of March 22, 2023, 696 out of 843 employees enrolled in the Catharsis Report = Support Title IX training modules have completed the training. We have 147 employees who have not completed the training yet.

As of March 22, 2023, 426 student employees have completed Responsible Employee training.

For the remainder of the 2022-2023 academic year, Catharsis will continue to be used for employee Title IX training and Responsible Employee training will continue to be used for students. A training plan is being developed for 2023-2024.

Title XI policy is currently under review, new federal regulations are expected to be released during summer 2023, and revisions are expected prior to Fall 2023.

## **Other items of Note**

### **[LGBTQ2SIA+ Student Success 2021-2023 Grant](#)**

Western was awarded the 2021-2023 LGBTQ2SIA+ Student Success Grant. The LGBTQ2SIA+ Student Success grant is based in the Oregon's [LGBTQ2SIA+ Student Success Plan](#). This grant is a partnership between Western Oregon University and Central School District and focuses on three key strategies: educational development and resources for supportive educators, creating safer affirming spaces, and developing more inclusive curriculum.

## **Freedom Center**

The Freedom Center is visioning for the next year with an updated mission: *The Freedom Center is a space made by students, for students. The Freedom Center strives to serve as a safe space for all students, especially those who are BIPOC and their intersectional identities. We welcome every unique individual here at Western Oregon University as we provide resources, connections, and education for our campus.*

## **UDIAC**

In addition to the previously mentioned cultural competence professional development programming coming in Spring 2023. UDIAC's assessment subcommittee began to pilot

a survey assessing cultural competence based professional development. The survey has been distributed for three professional development opportunities and the group is now analyzing.



**Academic & Student Affairs Committee**  
**March 22, 2023 Report**  
**Provost Rob Winningham**

## **1. Student Success and Advising**

**Advising & Tutoring.** Student Success and Advising continues to focus on building systems and processes to support foundational student success outcomes, in addition to providing direct advising services. There has been a nearly 150% increase in the number of student appointments this Winter term, compared with Winter 2022 numbers. Similarly, we continue to see increases in our course-based tutoring services (74% increase in visits year over year). SSA also recently started working with Athletics to offer course-based tutoring and study strategies help at the Football program's weekly study tables. We plan to continue expanding our tutoring and academic support services

**TRIO Updates.** Student Enrichment Program (SEP) and Teacher Prep Student Support Services (TPSSS), two of our federally funded TRIO programs, submitted Interim Performance Reports (IPR) for the current Grant year. The IPR was a chance to highlight the progress towards their grant objectives and programming. Both TRIO programs are on track to meet all their grant objectives this year, which has become increasingly difficult for TRIO programs nationally, and is a testament to the hard work and dedication of our TRIO teams here at WOU.

**Degree Completion.** Our Degree Completion Program continues to identify students who stopped out at WOU, typically close to completing their degree. Through wrap-around advising support and modest grant-funded awards, we've helped 414 students re-enroll at WOU since Fall 2019. As of Winter 2023, all but two of those students have either graduated or are on track to do so.

## **2. Graduate Programs**

Overall, graduate student enrollment has remained fairly steady from last year with a modest increase of 5.5% in enrollment for winter term this year. At the time of this report, spring registration is still ongoing and the graduate office is doing continuous outreach to current and new students to encourage registration.

The Slate graduate application system launched on January 9, 2023. Since the launch, Graduate Programs has processed more than 130 completed applications

and admitted 75 of those applicants. Graduate Programs utilizes Slate for outreach to interested applicants to help close the gap between applications awaiting submission and fully submitted applications. Prospective students are completing their applications much faster than before Slate implementation, and most within 48 hours. Prior to the implementation of Slate, applicants typically took more than two weeks to fully complete and submit their applications. We are also using Slate to communicate with admitted students to encourage registration and to increase our yield from admitted to enrolled.

We are still seeing gains from our partnership with EAB through several initiatives. The EAB digital and email marketing campaigns continue to increase WOU's visibility and actively recruit prospective graduate students, having reached over 15,000 prospective graduate students. On March 9th, EAB partners visited campus and met with the Enrollment Strategies team, faculty working with adult learners and transfer students, and provided a campus-wide presentation and discussion focused on recruiting and supporting adult learners (i.e., adult degree completers, transfer students, and graduate students). Approximately 60 faculty and staff attended the session.

### 3. Research and Grants

Sponsored Projects Office recently welcomed Adrien Arnold, our new Associate Director for Pre-Award and Research Development Services, to the team. Adrien brings 18 years of experience supporting external funding proposals as well as pre-award and research development processes in higher education.

***Proposal and grant activity.*** The Sponsored Projects Office is continuing to see an upward trend in grant funding. We saw large increases in proposed grant funding and awarded grant funding in FY22 compared to FY21 (90% increase in awarded funding). Proposals for FY23 are tracking very closely to this time last year, which bodes well for continuing these positive patterns.

	Proposals Submitted	Funding Sought (total)	Indirect Proposed	Proposals Awarded	Funding Awarding (total)	Indirect funded
FY21	68	\$22,604,036	\$2,731,722	40	\$11,045,135	\$1,570,733
FY22	67	\$28,431,233	\$3,416,985	47*	\$21,070,002	\$2,606,308
FY23 (as of 3/13/23)	42	\$5,798,907	\$365,496	16*	\$2,973,284	\$390,632

*\*FY22 and FY23 proposals are still pending, thus awarded funding is expected to increase over the next few months.*

**Notable Grant Activity.** Dr. Seyed Shahrokni (Center for Academic Innovation) and Dr. Melanie Landon-Hays (Division of Education and Leadership) submitted a proposal for \$311,942 to the Spencer Foundation: “*Building an Educational Escape Room.*” This grant would support the development of five educational escape rooms on campus with the goal of providing pre-service teachers with the tools to integrate educational technologies into their classrooms, as well as cultivating student engagement and critical thinking.

The Center on Early Learning Youth and Development (CELYD), led by Director Robyn Lopez Melton, has grown considerably during FY23 and now includes approximately 50 staff members working on multiple grant-funded projects supporting early learning and childcare across Oregon. In the first two months of 2023, CELYD distributed over \$1.2 million in start-up and expansion grants to childcare programs across the state with the goal of stabilizing and rebuilding the child care field after the devastating effects of the pandemic.

#### 4. Occupational Therapy Doctorate

WOU’s Occupational Therapy (OT) Program is on track to admit the first cohort of students Fall 2024. Sean Roush, OTD, OTR/L, FAOTA joined WOU on 12/30/2022 as the inaugural OT Program Director. Recruitment notices for the Academic Fieldwork Coordinator and Doctoral Capstone Coordinator, positions required by the Accreditation Council for Occupational Therapy Education (ACOTE), have recently been posted. We expect both individuals to join the WOU community this coming summer. The Occupational Therapy Doctorate (OTD) will be the first professional

doctorate awarded by WOU. The program was approved by the Higher Education Coordinating Commission (HECC) at their October 12-13, 2022 meeting and an application has been submitted to the Northwest Commission on Colleges and Universities (NWCCU) for approval of the OTD. Planning has begun for renovations of the 2<sup>nd</sup> floor of the WOU: Salem campus to house the program. Work has begun on the ACOTE candidacy application in anticipation of our assigned December 2023 submission date. Sean is networking with programs across the campus to promote the OTD and develop partnerships to support current and future students and faculty.

## 5. Institutional Research

Since the January report, the Institutional Research (IR) Office completed four Integrated Postsecondary Education Data System (IPEDS) reports (Graduation Rates, 200% Graduation Rates, Admissions, and Outcome Measures). Following the completion of those reports, we have updated most of the data available on the IR website and have launched a new data visualizations page with the updated data.

The ability of the IR Office to complete *ad hoc* requests in a timely manner has been impacted by our decrease in staff. The IR Office had 2.75 FTE through January 1, but is now down to 2.0 FTE. With the graduation of our Graduate Assistant, we will be down to 1.5 FTE for the remainder of the academic year.

However, despite the decrease in FTE, our rate of completing *ad hoc* requests per FTE remains relatively stable. In the 3 months between the Fall and Winter IR Reports to the Provost, we completed approximately 15 *ad hoc* tasks per FTE per month. Since the January report, we have completed approximately 13 *ad hoc* tasks per FTE per month. The high level of productivity that the IR Office has achieved despite the reduction in staff is attributable primarily to the work of Georgia Armitage, the Interim Senior IR Analyst.

## 6. College of Liberal Arts and Sciences

Since the last report to the WOU Board of Trustees, faculty, staff and students in the College of Liberal Arts & Sciences have continued to make outstanding accomplishments. Below are several recent key accomplishments and initiatives.

The Creative Arts Division was pleased to present the Matthew Shepard Project on campus between March 2 and 10, 2023. The play *The Laramie Project* was performed in Rice Auditorium six times, and the Oregon premier of a choral oratorio,

*Considering Matthew Shepard*, was performed twice. The campus also sponsored a related art exhibit in Cannon Art Gallery and the performance of a newly commissioned dance work on March 7. Most notably, Matthew's mother, Judy Shepard, delivered a powerful campus presentation on March 6.

Several other in-person events have been held on campus this winter term. The Criminal Justice Sciences Division held its annual Criminal Justice Day Fair on March 1<sup>st</sup>, bringing in a wide range of potential employers and attracting students from Criminal Justice as well as several other majors. Throughout the month of March, our Gerontology: Aging and Older Adulthood program continues to host a series of Wednesday noon campus talks delivered by community experts, "Aging Well: Aging With Others." On March 7, entrepreneur Bob Dethlefs spoke with Business students about "Big Hairy Audacious Goals," highlighting the importance of networking and the CAREER approach (Confidence, Attitude, Responsiveness, Enthusiasm, Effort, and Resourcefulness) as crucial components for achieving one's purpose and goals.

The Politics, Public Policy & Administration Department continues with its Empowered Communities Project, hosting a talk on "How to Start a Nonprofit" by Dr. Salaam Noor on March 8. On March 17, the campus will host GSA (Gay-Straight Alliance) Day on campus. Upcoming guest speakers include Dr. Carla Wise, who will deliver a talk at noon on Wednesday, May 3 entitled "Optimism for Climate Solutions: How the New U.S. Climate Law Could Be a Game Changer," as part of the LAS Dean's Sustainability Speaker Series.

Two history students, Natalie Montalvo and Amanda Larios, presented with Dr. Kimberly Jensen, Professor of History, for the Willamette Heritage Center's "Zooming Back to History" series in a presentation titled "**Beyond Bert the Turtle and 'Duck and Cover:' Preserving and Exhibiting Western Oregon University's Cold War Fallout Shelter Materials.**" Dr. Jensen was also a featured commentator in a new Oregon Public Broadcasting documentary, *Marie Equi*, as part of the *Oregon Experience* Series. Equi was a physician and activist who might readily identify as a lesbian today, who worked to better the lives of women, children and workers in early twentieth century Oregon.

The Computer Science Division is working with the organizers of Oregon Game Project Challenge to bring that event back to WOU on May 20. As stated on its website, "OGPC uses student interest in making games to develop a wide variety of skills. Students write code, create art and music, craft a story and design gameplay. They learn project management and teamwork as they collaborate over multiple months to deliver a project. And they practice their soft skills as they present their

project to judges and other students.” This annual event will bring hundreds of students, teachers and family members to our beautiful campus. Computer Science is also working closely with its industry advisory board to promote WOU’s new Data Analytics major ([video here](#)), and the efforts are already paying off. The degree just started in Fall 2022, and according to the most recent IR data, the program currently has 7 majors and one minor. Three of these students are post-baccalaureate students who came back explicitly for this degree. Computer Science is also using their marketing grant to engage in vigorous recruiting efforts, visiting three community colleges and five high schools this winter with more visits planned for spring term.

Associate Professor of Spanish Dr. Jaime Marroquin is one of 8 recipients chosen for a highly selective year-long fellowship at Stanford Center for the Humanities. Dr. Marroquin will be using this remarkable opportunity to complete his book project focusing on decolonializing concepts of scientific progress.

With thanks to Anna Hernandez and Human Resources, WOU was able to sign a collaboration agreement with the Oregon Association for Comprehensive Education (OACE) that allowed three WOU students—Eny Gonzalez, Kimberly Fuentes and Jennifer Pérez Ramos—to serve as interpreters for the annual OACE conference in Seaside, Oregon. The students were accompanied by Professor of Spanish Dr. Patricia Gimenez-Eguibar. OACE covered all expenses and provided the students with direct experience of interpreting in a formal setting before a large audience. According to Dr. Gimenez-Eguibar, “The students did an amazing job, and they all were so fulfilled and full of joy.” In the future, the Spanish program plans to create a theoretical interpreting Spanish class followed by a practicum course in which students continue to serve as interpreters at this annual conference.

Earth and Environmental Sciences faculty member Jeff Myers completed the second of two major consulting reports for Baldwin & Sons in Newport Beach, California, and Antelope Valley Recycling and Disposal Facility, Inc. in Palmdale, California. This type of activity highlights the importance of building connections between academic institutions and private industry.

On Monday, March 13 (as this report was being drafted), instructor Samantha Levell’s Ecology students presented results from their term-long projects in Ash Creek. Student projects focused on macroinvertebrates and water-associated invertebrates, including many insect larvae as well as crayfish and mollusks like clams. Students collected macroinvertebrates and data on abiotic factors such as temperature, dissolved oxygen, pH, and turbidity along the creek in various habitats.

Each pair of students chose their own variables to investigate that influenced macroinvertebrate diversity or associations of specific invertebrates with specific abiotic factors.

In late February, our Model United Nations club enjoyed a brief visit to London for a student-run Model UN conference that drew participants from 104 different countries. The annual MUN banquet, having been paused for the past two years, will resume on April 13 in the Pacific Room.

As usual, these are just a few of the recent numerous initiatives and successes in WOU's College of Liberal Arts and Sciences. We look forward to sharing additional good news with the Board of Trustees in the coming months.

## 7. College of Education

***Grow-Your-Own educator programming booming.*** New educator programming in special education, ESOL, and dual-language are being developed in collaboration with ten Oregon school districts which effectively doubles the size of these programs and partnerships. For example, there are 91 students currently enrolled in special education licensure programs and 88 of those students are already employed by school districts. This reflects the changing nature of educator workforce development in Oregon and the role that Western needs to continue to play in collaboration with school districts and education service districts.

***Education advising team traveling to Columbia Gorge.*** In April, the education advising team will be traveling to Hood River County School District, North Wasco County School District, Columbia Gorge Education Service District, and Columbia Gorge Community College to meet with instructional assistants and other community members exploring degree completion and licensure pathways. The hope is that many of these people will pursue Western programs through our FLEX program pathways.

***College of Education, Office of Justice, Equity, Diversity, and Inclusion (COE JEDI) hosts events.*** Several events were held in association with Black History Month including: (a) Black Lives Matter at School with Cicely Lewis; (b) on-going black education student affinity group meetings hosted by Micah Walker, and; (c) BIPOC student advisory group exploring art options in Richard Woodcock Education Center.

***Dr. Denise Thew Hackett returns from FEMA service.*** Dr. Thew Hackett has recently returned from another round of service with the Federal Emergency Management Administration providing advocacy and support services for individuals with disabilities impacted by weather events in California. Her expertise in the area of disability advocacy is heavily valued by FEMA.

***Division of Health and Exercise Science host Career Day.*** Faculty collaborated with Admissions to host a Career Day focused on academic programs that support careers in exercise, testing and prescription, public health, and advocacy in health disparities issues. More than 100 students from community colleges and Oregon high schools participated in the successful recruiting event.

***Division of Education and Leadership prepping for Education Day.*** Following the successful format described above, faculty and advisors in educator programs are planning for a similar career day focused on transfer and high school students seeking education pathways here at Western. Early projections estimate more than 200 students will participate.

***Dr. Melanie Landon-Hays organizes ORATE conference.*** A dozen educator faculty participated in the 26<sup>th</sup> annual statewide conference for the Oregon Association of Teacher Educators organized and led by President, Dr. Melanie Landon-Hays. The keynote panel included Senate Education Committee member Senator Frederick and House Education Committee member Representative Ruiz.

***Educator programs described in recent Oregonian article.*** Associate Dean, Dr. Marie LeJeune, worked with Oregonian reporters to help develop a story about how practices in teaching reading have shifted in recent years as more research is completed helping us understand how children learn to read. Several wonderful pictures and points of pride are mentioned in the article that was published on 3/12/2023.

## **8. Academic Effectiveness**

Puzzles and Patterns Pre-Pi Day Poster Palooza was held on March 13, 2023 in HL 107. Students in Honors Math as well as faculty, staff, and students from the broader campus community came together over coffee and pie to look at student exploration of mathematical concepts in topics ranging from music to art to comics, movie making, animal breeding and the Egyptian pyramids. Thanks to Dr. Leanne Merrill for organizing this event with Dr. Gavin Keulks, Director of the Honors Program.



The HECC funded Credit for Prior Learning (CPL) project held the second Community of Learning, Inquiry, and Practice - Internship Experiences (CLIP-IE) workshop on Friday March 3, 2023. The workshop was a collaborative effort in support of faculty and staff responsible for advising potential candidates to apply for credit for prior learning through portfolio assessment and evaluating portfolios to determine the award of course credit. Faculty and staff from Academic Effectiveness, the Center for Academic Innovation, and Student Success and Advising prepared presentations to support the advising and mentoring of students, the identification and unpacking of course-level learning outcomes also known at WOU as course goals, and rubric development. Breakout groups allowed for time for discussion and development of deliverables as part of participation in the CPL project.

General Education leadership is preparing options in support of faculty development around the delivery of high impact practices in general education coursework.

Two faculty were selected as Mission Fulfillment and Sustainability Fellows by the Northwest Commission on Colleges and University for Cohort 5. Congratulations to Dr. Leanne Merrill and Dr. Melanie Landon-Hays for their selection. They will begin their participation in the professional development component of the fellowship in March 2023. Their projects will be integrated in support of mission fulfillment and sustainability at WOU over the next 18 months.

## 9. Library and Academic Innovation

**Content Migration.** Due to WOU's recent initiative to reduce spending by \$5 million, Library and Academic Innovation (LAI) will move from Digital Commons to Omeka for hosting the university's unique digital collections. We currently [host images from WOU Archives](#) on the Omeka platform, so this will be a consolidation of all our digital collections onto one platform. The Library will begin moving content this spring and hope to have the migration completed by mid-June. Until then, [Digital Commons @ WOU](#) will remain the same.

**Improvements to Ebook Usage.** Ebook usage for the Library's Demand Driven Acquisitions program has been very strong, particularly in comparison to usage of ebooks that were purchased under our previous collection development model. In the previous model, books were selected by teaching faculty and librarians based on their knowledge of subject matter that is taught at WOU. Almost half of the ebooks we purchased using that model were never used. Now, ebook records are added to our catalog and the ebook is automatically purchased when someone uses it, so every title purchased has at least one use.

**Diversity-focused Academic Images Project Update.** Janeanne Rockwell-Kincanon (Library) and Seyed Shahrokni (Academic Innovation) have conducted five photo shoots for our diversity-focused photos project. They have 21 models registered and one more days of shoots has been scheduled. With support from the [WOU Foundation](#), the [Diversity-focused Academic Images Project](#) will create a collection of images that center participant students with various aspects of diversity engaged in academic contexts, and making these images freely available under a Creative Commons CC-BY license.

**Educational Escape Rooms Available.** Academic Innovation has developed two educational escape rooms that are now available for use in Maske Hall. This was a new initiative funded in part by the WOU Foundation. The escape rooms will leverage game-based learning techniques to reinforce foundational skills and knowledge in general education courses. The project is being led by CAI's Faculty Development Coordinator, Dr. Seyed Shahrokni.

## 10. College Restructure Taskforce

In December 2022, the College Restructure Taskforce submitted [their final report and recommendations](#).

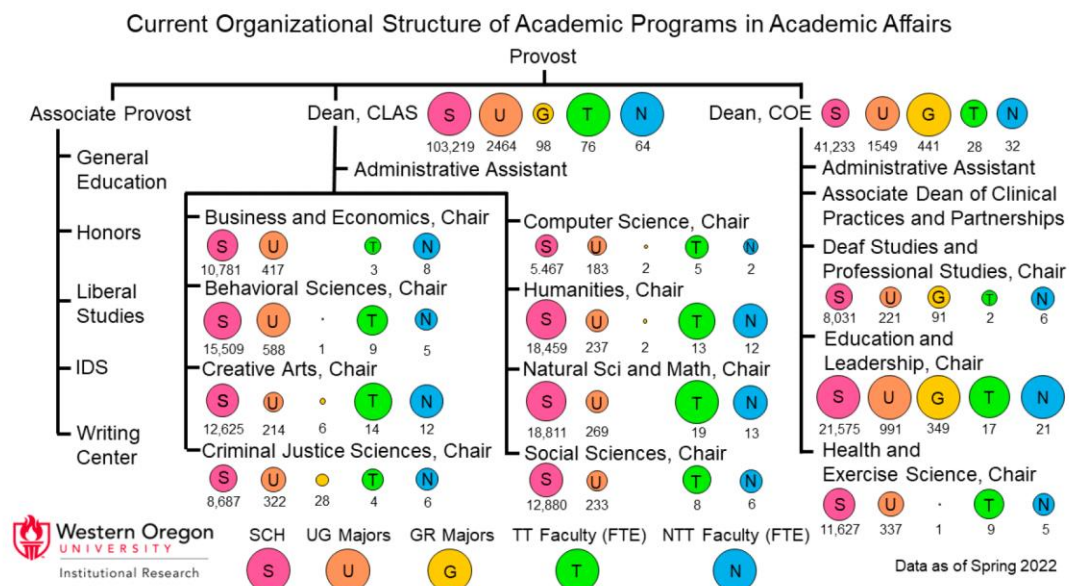


Figure 1: Current Academic Structure

Figure 1 displays the current academic structure with the number of student credit hours (SCH), undergraduate majors (UG Majors), graduate majors (GR Majors), tenure track faculty units (TT FTE), and non-tenure track faculty units (NTT FTE). A textual description of Figure 1 with data tables is in [Appendix I](#).

### Current Programs in COE and CLAS

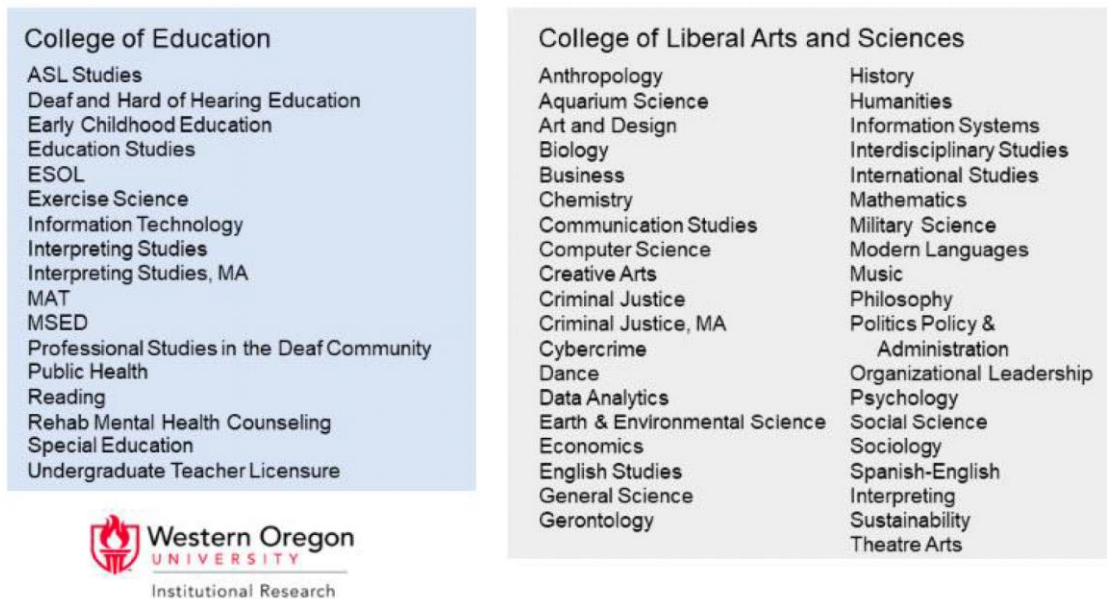


Figure 2: Current Distribution of Academic Programs in COE and CLAS

A text version of Figure 2 is in [Appendix J](#).

### Proposed Organizational Structure of Academic Programs in Academic Affairs

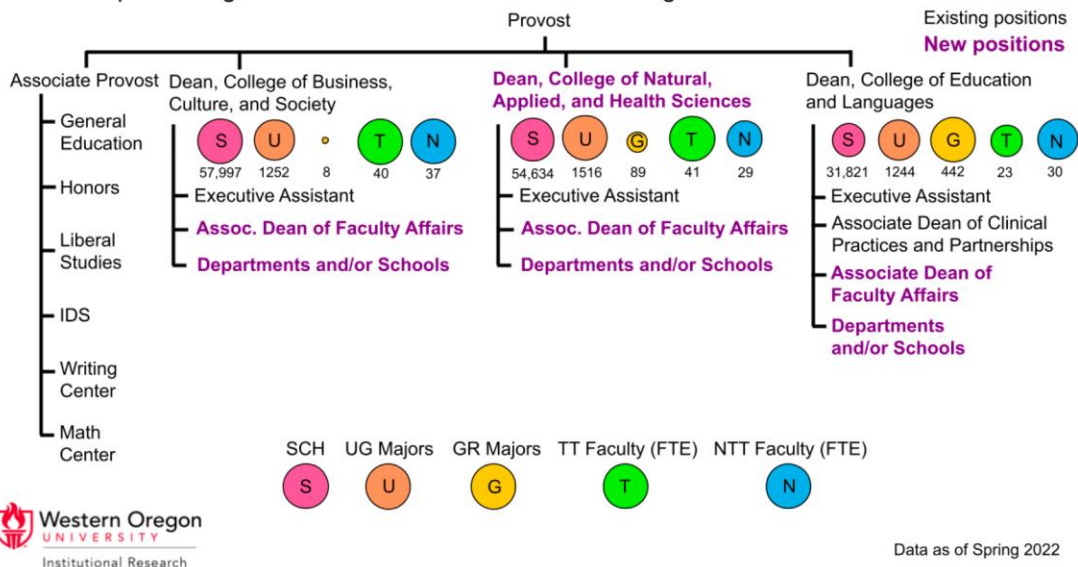


Figure 3: Proposed Academic Structure

## Program Redistribution into Colleges

### College of Business, Culture, and Society

Anthropology  
 Art and Design  
 Business •  
 Communication Studies  
 Computer Science •  
 Creative Arts  
 Dance  
 Data Analytics •  
 Economics •  
 English Studies  
 Humanities  
 History  
 Information Systems •  
 International Studies  
 Military Science  
 Music  
 Philosophy  
 Politics Policy & Administration  
 Sports Management  
 Social Science  
 Sociology  
 Sustainability  
 Theatre Arts

• tentative program placement into college, pending consultation with affected faculty & staff.

### College of Natural, Applied, and Health Sciences

Aquarium Science	General Science
Biology	Gerontology
Chemistry	Mathematics
Criminal Justice	Occupational Therapy
Criminal Justice, MA	Organizational Leadership
Cybercrime	Psychology
Earth & Environmental Science	Public Health
Exercise Science	

### College of Education and Languages

ASL Studies	MAT
Deaf and Hard of Hearing Education	Modern Languages
Early Childhood Education	MSED
Education Studies	Professional Studies in the Deaf
ESOL	Community
Information Technology (EdTech)	Reading
Integrated Science	Rehab Mental Health Counseling
Interpreting Studies	Spanish
Interpreting Studies, MA	Special Education
Linguistics	Undergraduate Teacher Licensure

Figure 4: Proposed Distribution of Academic Programs into Colleges

**Report for WOU Governance Board – April 2023**  
**Division of Advancement & WOU Foundation | Submitted by Katie Wojke**

**WOU Foundation & Development**

**Mission:** The Western Oregon University Foundation exists to strengthen relationships and provide resources in order to serve and support the mission and vision of Western Oregon University.

**Staffing:** Katie Wojke was invited by President Peters to chair the search for Director of Marketing and Communications. This search was launched on March 17. The committee will have their first meeting to begin application review on April 13.

The Advancement division searches for a fundraising staff member and an executive and events assistant will be launched in April.

**WOU Foundation Board of Trustees:** Recruitment of new board members remains one of the key goals to support Advancement, Foundation and Campaign efforts. The identification and recruitment of new Foundation board members and ad-hoc committee members will be ongoing. Engagement through recent alumni and friends socials sparked interest with a couple individuals. Conversations with these individuals about the board expectations have begun.

**WOU Foundation:** The 2021-2022 IRS 990 has been filed.

**Comprehensive Campaign**

**2022-2023 Fiscal Fundraising Year as of 3/31/23: \$2,770,213.28**

- Total cash \$2,581,006.94 (includes \$1M pledge payment)
- Total stock & in-kind \$104,186.34
- Total pledges \$85,020
- 4,116 total gifts from 2,463 donors

3/31/2023

**Campaign Comparison Summary**

<b>Campaign</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
Advance Instructional Innovation	\$1,680.00	\$97,664.16	\$114,640.22	\$368,000.91
Annual Programs	\$0.00	\$204,056.10	\$265,561.35	\$161,043.87
Enhance Facilities and Fields	\$0.00	\$6,258.00	\$220.00	\$735.00
Enrich the Student Experience	\$100.00	\$250,273.22	\$286,943.51	\$230,110.76
Grow Student Scholarships	\$3,063,560.00	\$723,494.96	\$1,273,884.35	\$873,148.94
Reduce Barriers to Student Success	\$1,752.00	\$265,326.88	\$265,363.30	\$89,099.27
<b>GRAND TOTALS:</b>	<b>\$3,067,092.00</b>	<b>\$1,547,073.32</b>	<b>\$2,206,612.73</b>	<b>\$1,722,138.75</b>

A Total of 6 Campaign(s) Listed

**Why the Fiscal Year and Campaign numbers look different.**

- Campaign total, as of 3/31/23: \$8,542,916.80
- For the Fiscal Year we count all outright gifts and pledge payments received.

- For the Campaign, we count all new activity which includes all outright gifts as well as new multiyear pledges and documented future estate commitments made during that fiscal year. Pledge payments are not counted because the donation is reported in the year the pledge is made, not the year we receive the pledge payment.

### **Formation of a Campaign Steering Committee:**

To keep the campaign moving forward, having a Campaign Steering Committee in place by summer 2023 is key. Ideal membership includes Trustees, Foundation and Alumni board members, current major donors/prospects and key community leaders/members. As we meet more major donors and community members, potential campaign members are being identified and vetted.

**Community Outreach:** We have sponsored and/or attended community events including the West Valley Salem Hospital Foundation fundraiser, Monmouth-Independence Chamber Awards, and Capaces Leadership Institute. We have reengaged with SEDCOR (Salem’s economic development council) and the Salem Chamber.

**Prospect Research and Management:** We met with Blackbaud (our database provider) to review Donor Modeling/Wealth Screening to help us better identify, track and report on major and planned giving prospects. We continue with ongoing analysis of institutional and constituent giving history and future potential, operational and prospect meetings, and building of more accurate portfolios for fundraising staff.

The Advancement team has reinstated bi-weekly prospect meetings to review and plan their outreach, communication and follow up with current major and planned giving donors and key lead sponsors. During these meetings the team has been strategizing engagement with newly identified prospects and is working on developing metrics to report on their key contacts.

## **Major and Planned Giving**

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### **Donor outreach**

- Introductory visits are still underway with Trustees, Foundation Board (completed), Alumni Board, SFAS Board, Emeritus Society, major donors, sponsors and prospects, and key community members.

### **Planned Giving**

- An informational letter regarding IRA Charitable Distributions was mailed to more than 7,000 alumni and friends age 70.5+. It has already sparked conversations with a few donors.
- A Notification of Future Gift form to document a donor’s estate plans for inclusion in the comprehensive campaign has been drafted and was reviewed by the Finance and Planned Giving Committee and approved by the WOU Foundation board.
- We met with Crescendo and will work to enhance our email marketing plan and create a potential survey.

## **Smith Fine Arts Series (SFAS)**

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*Smith Fine Arts Series believes that live arts are essential and have the power to enrich and improve people’s lives. By presenting a renowned performance series that is diverse, inclusive, and accessible; and through our educational outreach initiatives, we connect the community with performing artists from across the world.*

Two shows left in 45th season: The Assad Duo - April 14<sup>th</sup> and Martha Redbone Roots Project - June 10<sup>th</sup>

SFAS has recently submitted an application for a grant from the Ford Family Foundation. This is a part of an effort to diversify the SFAS funding model and increase sustainability for the series. Gary Martin '71, of Phoenix, Arizona, has joined the SFAS board. He was a student of Dr. Smith and a strong advocate for the arts.

**Annual Giving – Thank you to the board for 100% participation on Giving Day!**



**THANK YOU!**  
 100% WOU Board of Trustees Participation  
 As of March 31, the Giving Day appeal is up  
**16% year to date!**



**2023 BREAK DOWN (to date)-**

**\$250,545** Total    
 **523** Donors    
 **687** Gifts    
 **74** Funds

**MATCH GIFTS-**

Wake Up Wolves (\$1,750)- Matched by 8:30am  
 Wolves Supporting Veterans (\$5,000)- Matched  
 Dr. H Scholarship (\$5,000)- \$2,400 received  
 PPA Scholarship (\$3,000)- Matched  
 Coffee Break (\$1,000)- Matched  
 MUN Club (\$4,000)- \$1,378  
 PODER Presidential Scholarship (\$2,000)- \$1,500  
 Smith Fine Arts Series (\$5,000)- Matched  
 SFAS Sustainers (\$1,500)- \$720

**CELEBRATIONS-**

**Two 5-Year Pledges**  
 \$10,000- WSV  
 \$5,000- Football

**150** New Donors

**57 DONORS** Second Most Supporters to Fund

Gravid Immediate Thank You    
 User Friendly Website

**LOOKING FORWARD-**

Text-to-Give    
 Send Out Remit Earlier

Utilize Advance Leaderboard Feature    
 More Pre-Committed Gifts

Identify More Social Media Ambassadors

**Wolves Club:** Next major annual giving solicitation is partnering with Athletics on Wolves Club renewals, upgrades, and acquisition. This will kick off in conjunction with the Spring Football game on May 20.

## **Alumni Engagement**

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The Alumni Board will have their next meeting on April 15

The Alumni Award of Excellence will be a major topic of conversation at the April 15 meeting. We are working toward establishing a larger honors and awards program for our growing alumni population. We currently have the Alumni Award of Excellence which is given to one alumnus or alumna nominated by their peers and chosen by a committee. We want to expand our reach and acknowledge more distinguished alumni across a variety of categories each year. A larger awards event will likely be held in collaboration with Homecoming activities.

Recap of events since last report:

- March 6 - Just Shepard Lecture and Pre-event Gathering. In March, a three-week series of events to honor the life and legacy of Matthew Shepard took place on campus. One of these events was a lecture/presentation by Matthew's mom, Judy. Alumni engagement with help from faculty and board member, CM Hall, hosted a pre-event gathering at Crush to provide an opportunity of unity and solidarity prior to the lecture.
- March 10 - Board Night Out. To celebrate and thank the alumni board volunteers, we hosted a Board Night Out at Basil & Board in Salem on the evening of March 10. It was great to have the crew come together and say thank you for their hard work and spending time with old and new members.
- March 14 - The return of Alumni & Friends After Hours! These monthly networking events returned in March and we enjoyed seeing some old friends and meeting new ones. March's event was set up by board member Don McBride and was at Sammies in Keizer. These events are held on the second Tuesday of the month from 5:30 - 7.
- March 16 - Community Reception with Dr. Peters and Katie Wojke. This was the first of several meet and greet community receptions with Dr. Peters and Katie. This one was held at WOU:Salem and had a great crowd. There were around 55 people in attendance, and everyone was engaged, excited and had great questions for Dr. Peters and Katie. The next of this series will be held on Friday, April 7 in Eugene. We will also host additional meet and greet events in Portland, Central, Eastern and Southern OR and other out of state regions. The purpose is to build networks and identify people who want to be involved in some capacity.
- April 1 - WOU Alumni, Student and Family Reception in Honolulu. Alumni Engagement joined forces with WOU Admissions and traveled to Hawaii to host an alumni, family and student reception and attend the Honolulu high school college fair. The event was on April 1st at the Hilton Hawaiian Village and included alumni, current and prospective students and their families. Dr. Peters addressed the audience, took questions and each alumni also shared their WOU stories to encourage students and parents to attend the school. Many great connections were made and our relationships with our Hawaiian Ohana are getting stronger. We look forward to future visits.

Upcoming events/save the date:

- April 6 - WOU Alumni hosts the Reception at the ASIS Security Conf. at Seven Feather Casino in Canyonville | 5 p.m.



- April 7 - Meet & Greet Reception W/ President Peters and VP Katie Wojke, The Graduate Hotel in Eugene | 6 p.m.
- May 12 - Nuestra Fiesta Latina Alumni Reception, Campus | 7 p.m.
- May 13 – Alumni Night at Syndicate Wine Bar in Newberg | 5:30 p.m.
- May 20 – Spring Football Game/Wolves Club Kickoff | 1 p.m.
- June 3 – Wolves Athletic Auction
- Aug. 3 – Wolves on the Green Golf Tournament

Other Alumni Activities:

- Wolves Athletic Auction raises funds for general athletic scholarships and programs. Progress is being made on the auction and the committee is active, meeting every other week. We are in procurement mode for online, silent and live auction items, with a goal of all auction items turned in by May 1. Sponsorship outreach is ongoing. The main event will be held on June 3rd and the online auction will run from May 24 - June 2. Registration for tables and individual tickets is now open at <https://wolvesauction.asimobile.net/#/index>
- The Wolves on the Green golf tournament raises funds for women's athletics program. Outreach is starting to ramp up as we work to approach sponsors for both the Auction and Tournament. We hope to connect with local Women in Business groups to support the tournament. The tournament will be held on August 3 at Cross Creek Golf Course. Registration will open on May 1.
- Golden Wolves and Commencement - the selection of this year's Golden Wolves (the people who lead the graduate onto the stage) is in progress. By the end of April, 2 - 4 individuals from the class of 1973 will be chosen to be the leaders at Commencement. These folks will also be asked to serve on the Homecoming committee and/or their class reunion events.