Deans' Council Minutes Wednesday, June 5, 2024 2:00 pm-4:00 pm

Attendees: Eric Amsel, Andrea Easter-Pilcher, David Ferro, Jason Francis, Ivana Fredotovic, Doris Geide-Stevenson, Kristin Hadley, Mark Halverson, James Hedges, Wendy Holliday, Stephanie Hollist, Brenda Kowalewski, Ravi Krovi, Betsy Mennell, Brad Mortensen, Jessica Oyler, Julie Rich, Yas Simonian, Julie Snowball, Norm Tarbox, James Taylor, Deborah Uman

Guests:

Excused:

1. Approval of Meeting Minutes from May 1, 2024

a. Deans' Council reviewed the minutes from the previous meeting. The minutes were approved as written.

2. Provost Updates - (Ravi Krovi)

a. Ravi offered the following updates

i. Well Wishes to Kristin Hadley and Eric Amsel

1. Ravi thanked Eric and Kristin for their dedicated service to their respective areas and to the University, noting their numerous accomplishments.

ii. Sub 120 Proposals

1. Ravi asked that those with ideas send them to him and to Jessica. Ravi & Jessica shared plans for an upcoming proposal template and explained that they anticipate discussing these proposals at this summer's Academic Strategy Group retreat.

iii. HB 261

1. Ravi suggested that deans review scholarships within colleges to ensure compliance with HB 261. Stephanie assured Deans' Council that Development is reviewing donor agreements. She suggested that Alema Leota review his training with the deans. Jessica also spoke about the updates happening in the Scholarship Office.

iv. SPRs

 Ravi shared that the Board of Trustees recently approved adding a senior instructor rank. He requested that the group discuss the implementation of the new rank and asked that deans include this in their college summary SPRs. Ravi also encouraged deans to consider departments impacted by the USHE reduction in General Education. Eric announced that his group is working on a model that details the impacts of the change on each course, offering to share it with the deans once it's completed.

v. Equity Audits

1. Wendy shared a brief update on the Equity Audit process, and Ravi spoke about the changes after HB 261 and shared that this topic will also be discussed at the summer retreat.

vi. ASG Retreat

1. Ravi explained that he hopes to build upon the format developed in the 2023 ASG retreat. The group leaders spoke briefly about their committee's progress.

vii. Building Puentes

1. James Hedges offered updates on the search process for the Multilingual Programs Administrator. He also shared information about the 9 subcommittees formed, including plans for deliverables and budget constraints.

viii. Faculty-Authored Course Materials/Conflict of Interest

1. Ravi discussed a recent discussion with members of the ASSA committee and encouraged that this be included in the committee charges for the 2024-25 Academic Year.

3. Academic Agenda/Policy Discussions

a. PTR/PCP Interim Guidance

i. Deans' Council discussed post-tenure review (PTR) and full professor compensation program (PCP) guidance developed by Legal Counsel and USHE, the peer review process, and its logistical implications. Ravi asked that the deans send him an email with the number of potential PTR candidates. The Deans' Council also discussed plans to continue reviewing the legislative guidance. Ravi shared that he hopes to finalize the guidance for distribution next week.

b. Syllabus Template Guidance

i. Deans' Council reviewed and discussed the guidance document

c. Experiential Map (Brenda Kowalewski, Leslie Park, & Ivana Fredotovic)

i. Brenda spoke about the process and motivations for developing a Comprehensive Major Map. Leslie discussed plans to consolidate data spread in multiple locations into a holistic information view and demonstrated an example page. She said her working group hopes to launch these pages with the new academic catalog in March 2025. The Deans' Council discussed how to ensure that information stays current. Leslie and Brenda requested that the Deans' Council share any feedback. The group discussed the next steps, including meeting with department chairs and discussing the maps at the Dean & Department Chair retreat.

d. <u>Diplomacy Lab</u> (Julie Rich)

i. This item was tabled.

4. Academic Support Discussions

a. Strategic Planning Considerations (Ravi Krovi)

. This item was discussed as part of the Provost's Updates.

b. EDI integration into SAS (Jessica Oyler)

i. Jessica shared that she has distributed organizational charts to those who are set to join SAS. She also included the email to EDI/SAS members in the campus announcements. She spoke about efforts to update websites, job descriptions, and recognitions of each of the centers planned. Jessica also detailed plans to bring clubs and student affinity senator positions into compliance with the new legislation. Deans' Council discussed the need to update college websites to comply with the legislation. Jessica & Stephanie also offered resources for thoughtfully updating websites. The deans' council also requested language to

update the strategic plan websites. Stephanie and Betsy will make connections and share information as it becomes available.

c. **SARA Compliance** (Yasmen Simonian)

i. This item was tabled.

d. CETL Ideas/Updates

- i. Brenda shared ideas from CETL, including developing a Faculty Professional Development Day in association with the Thrive Symposium. Deans Council discussed how deans could help encourage faculty to make space to attend the symposium.
- **ii.** Brenda discussed the idea of holding a collective Tenure and Promotion celebration, which the Deans' Council expressed support for.
- **iii.** Finally, Brenda spoke about developing a faculty award recognizing mentorship and community building. The Deans' Council expressed support for such an award and encouraged structuring it so that those who could be recognized would not be impacted.

5.

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 Faculty Senate Committees

Charges linked from committee titles

Committee and Liaison	Updates
ARCC- James Hedges	 Committee met on April 12, 2024 and awarded the proposals for the Dee and ARCC grants. There were no applications for the Dee grant but there were multiple AARC grants that qualified for the Dee grant so the committee was able to award money to every proposal submitted. Total requested funds: \$177,811.11 ARCC awarded \$126,420. Dee grant awards \$40, 457 1/19/24 Had a meeting to discuss the timeline for proposals and the review process April 1, 2024 is the deadline for proposals; review of proposals will take place the second week of April. Distribution amounts: \$40, 457 Dee \$10, 131 ARCC 10/4/23: We had our first meeting on 9.15.23 Agreed that we would only review proposals in the spring since there was very little budget to distribute in the Fall and The submission process last Fall was difficult to manage.

Committee and Liaison	Updates
	 The Proposal deadline of April 1 worked well last year (2022-23) and it was agreed we would use this submission deadline Discussion about clarifying the proposal form and what to do when someone submits the same proposal year after year. We agreed we are not prioritizing any proposal based on previous funding and adding language to the proposal form indicating whether the proposal has received funding in the past.
	• 9/6/23: First meeting is scheduled 9.15.23
ASSA- Jessica Oyler	 <u>January Minutes</u> <u>2023-2024 ASSA Annual Report</u>
Assessment - Brenda Kowalewski	 5/1/2024 Done with biennial process In biennial review process now 1/7/24: Organized themselves into review groups for biennial review 9/6/23: Have not met yet. 9/19/2023 Discussed charges and how to move them forward. Discussed possibility of adding personal questions to course eval through Explorance. Sending back charge 4a. Standardizing evaluation questions because this was accomplished a couple of years ago. Agreed to watch NWCCU Assessment webinar.
APAFT- Julie Rich	 04/03/24 Sections revised and in curriculog: PPM 9 (Academic Freedom), 9-9 Due process/General statement, 9-11 Informal Procedures and Conciliatory Meeting, 9-14 Disciplinary Actions, 9-15 Reports and Records 9-11 and 9-14 need further adjustments based on bill HB0438 Continuing review of GSBE, HP and A&H tenure docs PPM 8-11 promotion to Full Professor criteria-line added about "adherence to ethics" required for promotion as well as tenure. 03/06/24 Reviewing GSBE, HP and A&H tenure docs Finalized senior instructor (passed Faculty Senate) Working on PPM 8-11 to reflect that ALL courses are evaluated Discussing higher bar for promotion to full does EC want external review process Survey being worked on to determine satisfaction with Canvas for tenure files. 02/07/24 Cleanup of PPM 9-1; 9-2; 9-9 through 9-15 and 9-17. Changes will be brought to FS in

Committee and Liaison	Updates
	 March. 12/06/23 Working on finalizing changes and cleanup to PPM 9-1; 9-2; 9-9 through 9-15 and 9-17. Changes will be brought to FS first part of January. 10/4/23: APAFT divided into subgroups to work on the various charges shown below: Ensure language of new/updated docs are inclusive. Finalize recommendations regarding PPM 9, including 9-9, 9-11, 9-14, and 9-15 for accuracy, clarity, and consistency. Add approved revisions to 1-13, 9-10, and 9-15 to these policies. Review college-specific requirements in PPM 8-11 to assure names/requirements are current/consistent with college tenure/promotion documents. Policy 8-7 was returned from stakeholders with comments that need to be addressed. Add lines in for service to clarify the way prior service (other institutions) will apply to tenure University wide Review PPM 8 - 11 for possible inconsistencies with PPM 6 - 22 (Student Code of Conduct). Specifically, clarify that candidates undergoing review for Full Professor may not select 2 classes for evaluation, as all classes are already undergoing evaluation through the new system. Review PPM 8 - 11 in regards to promotion to Full Professor. Recommended change is to make the process similar to tenure in that colleges develop separate guidelines that address the specific criteria of Teaching, Scholarship, Service (and Ethics) for promotion to full professor as there appears to be a gap with Ethics. Also review the current pathways for promotion to full professor. The recommendation is that a higher bar is needed. For example, a requirement of Excellent in at least one category and some form of an external review. In consultation with WSU Online, benchmark how USHE schools are handling digital tenure files. Based on WSU Online addressing the question of if there are issues with Rank and Tenure Files in Canvas, a survey of Faculty and Associated Administrative staff and/or Associate Deans will be administered to determine o
CRAO- Doris Geide-Stevenson	 10/4/23: Committee met to assign apportionment. 9/6/23: n/a Met at 2/26/24 new item of discussion: Any new items for discussion or questions. ARTICLE B-II: 2.2 "The term 'organizational unit'; as used in the Constitution and Bylaws, shall refer to

Committee and Liaison	Updates
	the various academic colleges and the Library. "The discussion was to center on whether the language in the Bylaws covers 'Schools' as organizational units.
EDI- Wendy Holliday	 4/19/24: Discussed continued need for clarity about role of FS EDI committee, including its relationship to FS Exec and other EDI focused committees. Also discussed the name/purpose of the committee because of HB 261. 3/22/24: Discussed need for both staff and faculty representation on working group to compile/process unit level equity audit reports; discussed Puentes grant and concerns about faculty input about who will be expected to teach in the pilot program, assumptions about ability to teach in Spanish (different from fluency), and how faculty have been/will be identified for the program. 1/23/24: Continue to discuss impacts of HB 261 on faculty, the current and future role of the FS EDI committee in this context. Updates on parental leave proposal and equity audits. 11/17/23: Discussed next steps in Equity Audit process and pilots in SBS and COE; discussed next steps of collaboration with SBBFP on parental leave; discussed new Campus Climate Team and the need for clear and resources support for faculty and staff who are also experiencing mental health impacts related to bias incidents on campus. 10/27/23: Ravi presented on EDI initiatives in Academic Affairs and answered questions related to climate, the recent vandalism incidents, and the plans for the future of the EDI division. Stephanie Hollist attended and answered questions related to HR policies, parental leave, and how to approach advocacy during the upcoming legislative session. 10/4/23: Discussed charges. Committee had questions about the Search Advocate program and changes to the hiring process (removal of diversity points); questions about the equity audit framework (draft since sent to committee); questions about committee structure for campus EDI initiatives and roles. Concerns brought forward from multiple faculty about students not being able to have chosen names on Wildcat IDs (to be taken to ASSA for possible discussion). Discussed preliminary results of survey on parental leave, whi

Committee and Liaison	Updates
Environmental Initiatives- Andrea Easter-Pilcher	4/3/24: EIC SUS attribute subcommittee approved 14 courses for the SUS attribute Worldwide Climate Education Week April 1-5 (see dates and schedule below) 02/7/24: Dates to note: Intermountain Sustainability Summit (ISS) Student poster contest, deadline to submit Tuesday, February 20 ISS Main day event -Thursday March 21, 8-5 pm (students, faculty and staff may register to attend sessions for free) Worldwide Climate Education Week - There is something planned for each day of the week for WSU's participation in this global initiative. 1. Monday, April 1, 10:30-11:20 am & 11:30 am -12:20 pm 2. Tuesday, April 2, 9-10:15 am & 10:30-11:45 am Each of the Monday and Tuesday sessions is planned to include an interdisciplinary presentation, each focused on a local climate challenge (impact) and solution(s), with discussion. 3. Wednesday, April 3, 12:30-1:30 pm, Eco-Open Mic w/possible climate theater scenes 4. Thursday, April 4, 12-1:30 pm, student led, hands-on learning event (details TBA) 5. Friday, April 5, 12:30-2 pm, help with the Community Permaculture Garden installation work. 12/06/23: Missed last meeting due to illness, will update post receipt of the minutes 10/31/23: Brainstormed ideas and began to make some tentative plans/decisions about the Climate Education Week - April 1 - 8, 2024. Initial conversation on food policy in relation to this charge for EIC: Explore how to further sustainability and inclusivity (e.g., vegan/gluten free options, etc.) in regular food operations and offerings on campus and make recommendations with respect to advancing toward WSU's STARS Gold goal in the Amplified plan. Needs to be better options for diabetics etc. Should be able to say "should have x,y,z (if they can't provide what you are asking for), then can cater elsewhere Survey about where and what people eat (does Sodexo have that/can we get access?) 10/10/23: Jenn Bodine reviewed Campus Green Purchasing Guidelines, issues and possibilities for policy changes:

Committee and Liaison	Updates
	 Discussion points: There are already people utilizing the green purchasing recommendations including those in the Green Depts. Purchasing is one of the items that WSU needs to address as part of our AASHE STARS rankings. We have a goal to be carbon neutral by 2040, and while purchasing is a scope III emission, we haven't yet been required to measure itbut soon we will have to report on purchasing. We have had significant reductions in carbon emissions, but purchasing represents a major part of emissions (typically 40 to 80% overall). Green Purchasing guidelines are available for nine product categories. Discussion included cost, product availability, and the idea that Green purchasing has to be easy, and is best if the cost is similar. Idea: Ask some Green Departments if they could pilot purchasing only green products. Began planning for Climate Education Week - April 1 - 8, 2024. 9/19/23: Orientation and introductions for new members. Scheduled future meetings. Reviewed new charges, calendar and timelines for different events, including the Intermountain Sustainability Summit.
	Meet again on Oct. 10. New Charges
	 Explore support for a mandatory carbon fee/offset related to campus parking, following trial of voluntary option in place for 2022 - 23 Development of Climate Education Week event(s) in conjunction with the national/international Solve Climate by 2030 initiative in April, 2024.
	Additional New Charges
	 Explore how to further sustainability and inclusivity (e.g., vegan/gluten free options, etc.) in regular food operations and offerings on campus and make recommendations with respect to advancing toward WSU's STARS Gold goal in the <i>Amplified</i> plan. Explore the need to propose updates to the campus Transportation Policy, with an eye to fostering more active/alternative transportation to and on campus Explore options to support biodiversity on campus (another STARS credit area), possibly through the creation of an interdisciplinary Living Lab project

Committee and Liaison	Updates
GEIAC- Eric Amsel	 GEIAC reviewed and approved a faculty survey to inform and collect feedback about the Gen Ed change. The response rate is high, with a majority preferring a 30-credit horse for Gen Ed and offering feedback on various learning outcomes for the area. GEIAC has been discussing the Gen Ed options of 27 to 30 credit hours and approved a handout that was going to be shared at the First-Year Summit in February. The summit provided an opportunity to clarify misconceptions about how the extra 3 credits if approved, will be defined. The proposal will be a set of student learning outcomes for the Institutional Area and not a set of classes. If those outcomes are approved in 204-25, it will take a year to approve courses fitting those outcomes. GEIAC has been reviewing Gen Ed course evaluations submitted as part of the Biinceial Review and has also been evaluating the review process. GEIAC was well represented among those of the WSU contingent attending the Educated Person Conference, with two reps for discussion at each Gen Ed Area Working Group table. The R470 proposal passed the Utah Board of Higher Education meeting and here is an emerging plan to begin a discussion about the implications for WSU. The committee passed a new ENGL course as HU. 10/4/23: GEIAC held two meetings in the past month. Members were updated on the R470 revision and Educated Person conference. Committee members were encouraged to attend the conference, particularly to serve on Area Working Groups to address core and breadth essential learning outcomes. Invitations were also sent to other faculty to serve as members of Area Working Groups. Additional discussion focused on the new Gen Ed Course Fellows program, designed to recognize and support faculty assessing Gen Ed classes with high enrollments and concurrent enrollment exposure. A new charge (see 7) was addressed and showed a rise in the percentage of adjunct-taught classes in Gen Ed over the past few years. 9/6/23: First meeting, Sept. 13,
RS&PG- David Ferro	 Summer Grant Round Due 5/3/24 Several discussions (Sarah can detail) including on separating/prioritizing tenure track over non ('passed'). Gardner, Mock, & O'Hare awarded Gwen Williams 2/22/24: More allocated than requested in some cases (unusual). Vitality(\$20K available): Requested:\$8358 Awarded:7\$858, New Fac(\$20K): R:\$21,538 A:\$16,072, Collaborative(\$85K): R:\$71,886

Committee and Liaison	Updates
	A:\$81,146, Lowe/Pres(\$22K): R:\$8230 A:\$9957, Adjunct (\$2K): R:\$2K A:\$2K, CCEL(\$10K): R:\$8K A:\$10K. 10/4/23: Jan 12 was deadline for travel awards. Feb 9 is deadline for spring awards. 9/6/23: Oct 6 is deadline for fall awards.
SBBFP- Yas Simonian	• Work on Annual Faculty Review PPM language • Charge 12 - PPM 3-21a - Sick and Family Leave • Charge 13 - Comprehensive study of adjunct pay - Deana, Kurt, Fon • What can we do to assist with this now that most of our other large projects are completed? 02.12.24 Review Remaining Charges a. Charge 6 - Norm Tarbox will join our April meeting i. Any specific questions you have or information you'd like him to share/present? b. Charge 11 - Promotion of Instructors update i. Approved through legal, policy review, and Faculty Senate in January c. Charge 12 - PPM 3-21a - Sick and Family Leave 2. Charge 13 - Comprehensive study of adjunct pay - a. What can we do to assist with this now that most of our other large projects are completed? 12/6/23 • Charge 12. Re-evaluate PPM 3-21a related to Sick and Family Leave, specifically explore the viability of changing the 12 weeks of paid leave to a full semester. a. Review first draft of policy change that changes the policy from 12 weeks to a full semester of paid leave • Presentation of the Salary Equity Review presentation to be given at Faculty Senate. Discussion on added elements of having ethnicity added to the faculty dashboard to get this data. Discussion on inversion and how it is counted within the department. • Student Success within and between different instructional methods dashboard • Discussion on what the dashboard can do for the committee or if it should be shared with someone else. Decided it should be passed off to WSU online so they can find the useful data. • There is concern about merit pay and how it is being done. Have had some conversations about tenure documents. Faculty creates tenure documents. Took verbiage from tenure documents for annual faculty review documents. Asked to share as an informational item with members at the college level.

Committee and Liaison	Updates
Committee and Liaison	10/4/23: Charges 1. Examine salary options for compensation increases and prioritize recommendations. (Spring) (Ongoing) 2. Review the dollar amounts of equity and merit adjustments from the previous year. (Fall) (Ongoing) 3. Review campus salary levels using CUPA data, turnover data, and data from regional peer institutions. (Spring) (Ongoing) 4. Review equity issues a. Review compression and inversion in salaries. b. Review gender equity in faculty salary c. Review faculty hiring process in conjunction with HR. (Fall) (Ongoing) 6. Work with VP Administrative Services Norm Tarbox to explore budgetary processes and trends. (Fall and Spring) (Ongoing) 7. Review the structure of online/adjunct/overload pay across all academic units and CE (in conjunction with Provost Ravi Krovi). a. Identity and address inequities in overload compensation. 8. Ensure that the language of new or updated documents are inclusive. Review those documents to see how they may inadvertently impact particular communities in an adverse manner. Consult with EDI taskforce for guidance (Ongoing) 9. Monitor how various colleges allocate merit pay and poll faculty to determine if decisions are fair and transparent. a. The committee made recommendations to the Provost and President to encourage colleges to review the Faculty Senate Resolution document related to allocation of merit pay. Deans were asked by the Provost to review their current process and refine it to ensure that it is more transparent and fair. This work is still ongoing in several colleges. This charge should continue in 2023-24 to determine if improvements have been made. b. If possible, the committee should request next year (as a charge) that each Dean share their merit pay process and rubrics for review by the committee so that we may provide feedback before the next merit pay document

Committee and Liaison	Updates
	available on the Faculty Senate resolutions web page, investigate the feasibility of sharing some best practices and the creation of an area to share the information. 11. Finalize and implement the process for promotion of instructors and ensure that the changes to PPM 8-7 regarding these promotions is implemented. 12. Re-evaluate PPM 3-21a related to Sick and Family Leave, specifically explore the viability of changing the 12 weeks of paid leave to a full semester. 13. Prioritize a comprehensive one-year study to review adjunct compensation and equity issues. This review should address the full spectrum of the adjunct experience including the following: Regional practices for adjunct pay; in particular, review structures that separate adjunct pay from overload pay and align with NISS findings suggesting that WSU proceed with separating associate-seeking student activities (largely taught by instructor, adjunct representatives) from bachelor or higher seeking student activities (focused more on the tenure track, overload system) Equity issues in adjunct pay both in general and by subgroup populations (e.g. gender, race/ethnicity, etc) Approaches to institute a tiered compensation system that supports retention/promotion of high quality adjunct instructors. Options for timing of adjunct pay Trends in adjunct pay over time
	First meeting Sep 11, 2023 Assigned subcommittees: Overload committee - Tressa Quayle, Valerie Herzog, Fon Brown CUPA Salary subcommittee equity - Loisanne Kattelman, Tressa Quayle Compression - Valerie Herzog, Tracy Covey Gender Equity - Huiying Hill, Nicole Beatty Merit Pay - Yas Simonian, Jason Francis Comprehensive - Deana Froerer, Fon Brown, Kurt Ward Oct 2, 2023 Worked on all charges and added more to #13 a. Charge 13 - Comprehensive study of adjunct pay - Deana, Kurt, Fon

Committee and Liaison	Updates
	January 23, 2023 Overload pay - needs additional review and data Merit pay (review how various colleges allocate merit) Adjunct faculty pay review
TL- Kristin Hadley	 4.25 - Report submitted Subcommittees are continuing to work 1.19.24. Subcommittee reports - working on guidelines for peer review observations. 12/6/23. The subcommittees are working on the charges. 10/4/23: Charges 1. In collaboration with EDI provide guidelines to faculty on how to incorporate diversity, equity and inclusion into their teaching, scholarship and/or service. a. Provide guidelines for faculty to highlight their efforts toward this goal, and the results during faculty evaluation processes. b. Provide guidelines for faculty to conduct pedagogy and curriculum reviews, and engage in deliberate dialogue to successfully identify and approach issues of diversity and inclusion. c. The EDI subcommittee has conducted internal surveys in each college and reviewed EDI practices at other universities. This wealth of information needs to be synthesized and organized into actionable guidelines.(report) 2. Review needs from the new CETL to determine our role in supporting their initiatives. Next years committee can work with the director of CETL in determining faculty needs and supports in the area of teaching and learning 3. Ensure that the language of new or updated documents are inclusive. Review those documents to see how they may inadvertently impact particular communities in an adverse manner. As issues are identified, consult with the EDI committee for guidance (Ongoing). 4. Review the suggested syllabus language on Academic Dishonesty (Cheating and Plagiarism) approved by the Provost. 9/6/23: Nothing yet
UCC- Deborah Uman	• 5/1: no update; hasn't met

Committee and Liaison	Updates
	 4/2024: continued work on edits to CPPM. Also clarified the timeline. Since so few proposals are submitted in September, the UCC's first meeting will focus on training of members and proposals will be considered in October. 2/2024: the UCC requested 6 additional members to help with workload. A subcommittee continues to review PPM and CPPM to revise for clarity. 10/4/23: UCC has been meeting and reviewing programs, courses, etc. The College of Social & Behavioral Sciences has a new Associates degree. The Masters of English has developed an online degree. For details see Senate minutes. 9/6/23: UCC has split into two subcommittees to investigate workload and processes. The workload group is hoping to expedite a move to add members to the UCC so the review process of proposals can be distributed among more people. The process committee is reviewing PPM language for proposals to make the language clearer and improve proposals. A big area of focus is the difference between substantive and non substantive changes.

University Advancement Updates

(Betsy Mennell)

Area	Updates
Marketing & Communications	The new series of 15-second "Be Brilliant" commercials are now live and being broadcast/shared on social media. The vignettes depict different facets of the Weber State experience as they relate to our three primary target audiences: quality seekers, pragmatic life balancers and strivers. Marketing & Communications launched a 5-month digital marketing campaign targeting 48 high schools in Davis, Ogden, Salt Lake, Utah and Weber counties, along with 20 rural high schools. The campaign includes geofencing, emails, search engine marketing focusing on financial aid, advising and "Top Colleges in Utah," and the new commercials mentioned above.
Alumni	
Development/Campaign	Amplify Weber State: The Campaign for Weber State University Comprehensive campaign in year four (started July 1, 2020), working goal of \$200M. Total as of February 29, 2024: \$76,324,304 "Big W" fundraising priorities:
	· Completion ('CATapult)/Access scholarships

Area	Updates
	 Emerging Hispanic-Serving Institution goal Learning Communities Teaching Excellence Signature Clusters
Events	April 9 Grad Finale - Ogden Campus April 10 Grad Finale - Davis Campus April 26-27 Commencement June 7 Alumni Golf Classic

Equity, Diversity, & Inclusion Division Updates

(Laís Martinez)

Area	Updates
Updates	Due to HB 261 EDI is moving back under the SAS division. SAS and EDI have teamed up to work on a timeline plan and support for staff directly impacted.
Search	
Space	
Events	Upcoming EDI events are updated and shared on the EDI events calendar.

Information Technology Updates

(Mark Halverson)

Updates