



Board of Trustees Meeting – February 14, 2024

Appendix B

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FROM: Maureen Brakke, Director of Marketing & Communications

TO: Western Oregon University Board of Trustees

RE: February 2024 Board Update: Marketing & Communications

- ***Western grade change regulation garners national attention:*** Western's [recent announcement](#) regarding the academic grading regulation change has been picked up by national news outlets such as [Inside Higher Education](#), [Fox News](#), [The College Fix](#), and [The University Herald](#).
- ***Hosted The College Tour VIP Episode Launch Event on Feb. 9:*** Western completed filming for an episode of The College Tour, an award-winning Amazon Prime TV series that provides an authentic look at college life through the eyes of its diverse student body. The ten students who starred in the feature were celebrated at the exclusive VIP launch event, which included a viewing of the video and a panel where students shared their experience participating in the video.
- ***New digital marketing campaign launched:*** A comprehensive digital marketing campaign was launched in January. Strategic tactics include streaming video ads, targeted social media campaigns, digital ads, SEO optimization, and Google AdWords. Adding a tangible touch, billboards will be strategically placed to extend WOU's reach. The first billboard is now visible on Hwy 34 between Albany and Corvallis, and in the coming months, there will be two billboards off I-5 (Market Street and Chemawa), one in Grand Ronde off Hwy 18, and another along 99W near Monmouth.
- ***Refreshed WOU's website homepage:*** The WOU homepage underwent a recent revitalization to better align with WOU's brand. This refresh not only enhances the overall user experience but also reflects the commitment to staying up-to-date.
- ***Telling more student stories:*** Starting in March, "Students of WOU" project will commence. Throughout the year, various students will be featured on social media, telling their stories and sharing their WOU experiences. The goal is to connect and engage with more prospective students and their families through this project.
- ***Social media engagement update:*** Western's social media accounts saw upticks in reach and engagements in January. Compared to December, Instagram saw an increased reach of 70%, Facebook experienced an increased content interaction of 173%, LinkedIn increased new followers by 20%, X (Twitter) had an increased reach of 183%, and TikTok content interaction increased 139%.

Board of Trustees

Academic and Student Affairs Committee (ASAC) Report - Winter 2024
Jose E. Coll, Provost & Vice President of Academic Affairs

Academic Grading Regulation Change

Working closely with the Registrar's Office, Institutional Research, Director of Student Success, Deans, and in consultation with Faculty Senate the Provost Office has proceeded with the recommended changes to our academic grade regulation. Effective Fall 2024, the institutional academic grading regulation will reflect a grade range of A through D; the letter grades of D- and F will be replaced with No Credit (NC) for undergraduate students. The grade of NC will be used in instances where the student does not meet the course learning objectives. Students who do not meet a satisfactory grade will be required to repeat the course.

Academic Affairs Strategic Plan and Academic Master Plan

As the Western Oregon University deploys a new strategic plan, Academic Affairs will proceed during this academic year to develop a plan that aligns to WOU's institutional goals. More importantly the office of the Provost will develop an Academic Master Plan. The WOU **Academic Master Plan** will be a comprehensive campus academic plan that guides program, faculty and resource development. The plan list will include existing degree programs, projected (planned) programs and program-review schedules for authorized degree programs. The AMP will be a living document that will align institutional resources with existing and proposed programs to ensure sustainability. This plan will be led by the Associate Provost.

Sponsored Research and Graduate Studies

Dr. [Breeann Flesch](#) has been appointed as the interim dean of sponsored research and graduate studies. A national search will be launched in the Fall 2024 for a permanent dean. We are delighted to announce our commitment post-covid to revitalize our institutional commitment to undergraduate research. In collaboration with the Office of Sponsored Research the Provost Office will be encouraging and promoting this year's [Academic Excellence Showcase \(AES\)](#) where our students have an opportunity to showcase their scholarship and research. This year's will be held May 30th and we encourage faculty, staff, students, and our WOU community to actively participate and support our young scholars.

Winter Graduate Enrollment:

The changes between quarters have been monitored and predicted based on Fall 2023 cohort completion and graduation. We have also seen a slight decrease in returning students due to financial hardship.

Fall 2023	Winter 2024	
4th Week	01.05.24	Program
53	58	MSE
76	76	MAT
114	107	Special Ed
11	12	Ed. Tech
45	33	RC
14	16	CJ
10	10	Justice Studies
33	23	MAIS*
1	1	Music
41	40	Org Leadership
62	50	End/Auth/CTL*
	2	Specializations
38	31	Certificate
498	459	Total

Undergraduate Retention

Fall 2023 undergraduate cohort is currently at 87% persistence. Our Office for Student Success has been actively engaged to increase our term to term retention rate which decreased by 4% in comparison to last year. It is too early to determine which factor(s) contributed to the change. Our Office for Students Success and Office for Institutional Research are collaborating to identify factors that have contributed to the decline and assist in developing interventions to increase retention. Preliminary observations and potential contributing factor: Nearly a 1/3 of

students admitted in Fall 2023 were conditional admits with nearly ½ completing fall term with below 2.0 GPA and with lower credit completion. We will need to examine existing and needed resources to meet the needs of students with conditional admissions in order to best serve their needs and ensure academic success.

Academic and Student Affairs Committee (ASAC) Report - Winter 2024

Tina M. Fuchs, Vice President for Student Affairs

The Division of Student Affairs continues to work on our efforts around recruitment, enrollment, and retention efforts. This report highlights the work within the division and in our collaborative efforts with other areas on campus. The following are highlights from a few of the areas relative to ongoing initiatives and activities in support of student success and retention.

Admissions

Admissions has employed a number of strategies to build on last year's application success. Two of the strategies worth noting in this report include out-of-state recruitment and communication outreach and Slate CRM improvements.

The focus on out-of-state recruitment and communication includes utilizing our EAB (Education Advisory Board) partnership to build on our recruitment of out-of-state students (expand primary markets, as well as engage in secondary and tertiary markets). Furthermore, the Admissions office is utilizing a free resource from the [College Board called "Connections"](#) for an email campaign to out-of-state students. These efforts are intended to engage all WUE affiliated states, which is not something we have actively pursued in the past.

Another strategy Admissions is working on is better utilization of Slate CRM (Constituent Relationship Management) solution. The Parish Group, a higher education marketing and enrollment management firm, is assessing our use of Slate CRM (reviewing existing reports, data queries, etc), providing training on how to maximize Slate, and serves as a best practices thought partner.

Fall 2024 Application Data

First time Freshmen applications are up for Fall 2024 from this time last year by 5.6%. Transfer applications are down 23.1%. Overall, applications are up 3.4% over this time last year. When talking with EAB about our application trends, they reported many other institutions are experiencing a downturn in transfer student applications. We will continue our efforts to connect with partner community colleges and promote our pathways to WOU on their campuses.

Financial Aid

There is not enough data yet to report on the FAFSA submissions for Fall 2024 given that the 2024-25 FAFSA "soft-launched" on December 30 after a three month long delay. The FAFSA process underwent a significant overhaul of the processes and systems used to award federal student aid, including the form. An update to FAFSA applications received will be available in the report to the Board of Trustees in February.

Most Financial Aid awards for 2023-24 were resolved by the end of Fall term. Scholarships for this academic year are still being awarded. Financial Aid is resolving issues as quickly as possible; difficulty in filling positions to have the staff available to work on financial aid award packages is the number one concern related to the delays.

New Student & Family Programs (NSFP)

The payoff of a strong bridge program and strong orientation program is the impact on retention of students. Early data from Winter term enrollment reports shows that the Destination Western Fall 2023 cohort is being retained at 91.5% from Fall to Winter.

The NSFP team just completed Winter Welcome Events (Orientation) for students entering WOU as first time students for Winter 2024. The data on newly enrolled students:

- 92 students are matriculating this term.
 - 35 out of the 92 (38%) registered students came to a winter welcome event
 - 50 out of the 92 (54%) registered students came to a winter welcome event OR filled out the "can't attend orientation" form
 - 68 out of the 92 (74%) registered students had a "Connection" with the NSFP office. A "connection" can mean a number of things including: responding to an outreach via text, phone or email; submitting a "can't attend" form; registering for an event; or attending the event.

University Housing

University Housing welcomed 30 new residents for winter term, joining over 900 students who are continuing in Housing this term (this represents an overall increase in housing of 10% over last year).

Abby's House, Center for Equity & Gender Justice

Abby's House is actively pursuing grant opportunities to supplement existing funding and to improve and increase existing services focused on interpersonal violence, survivors, and basic needs resources.

Multicultural Student Services and Programs (MSSP)

MSSP received PC Career Development Funding (\$2000) from TheDream.US that will allow us to provide an event that targets DACA & Undocumented students to teach them about career opportunities available to them. The MSSP team is in the early stages of planning the event and it is slated to take place in Spring term 2024.

WOU will once again be hosting the Cesar E Chavez Leadership Conference (CECLC) on April 12. MSSP serves as the lead office in the planning, organizing and implementing this program.

Student Conduct

The team in the office of Student Conduct is in the homestretch of finalizing Code of Student Responsibility updates. To keep students informed of the conduct code and resources available, the Student Conduct team has been providing educational programming and outreach to WOU students since the beginning of the academic year.

Student Engagement

Student Engagement stands at the very heart of student life on campus. Overseeing ASWOU, Student Media, Student Activities Board, the Werner University Center, and clubs and organizations, the opportunities for student involvement at a variety of levels is abundant. A couple of examples include:

Discover Leadership, a program focused on leadership skill development and experiences, is a very popular program, has enrolled a full class of 20 participants.

Student Media includes the WOU student newspaper, the Western Howl; KWOU, WOU's student run podcast and radio station; and the Northwest Passage, a campus literary and art publication. The Western Howl has been in production since 1923 and Student Media is discussing the idea of a special article/edition to commemorate the 100 year anniversary of this publication. At KWOU, the [Pawdcast studio](#) is up and running and is a way to share WOU community authentic thoughts and ideas.

Student Health and Counseling Center (SHCC)

The Student Health and Counseling Center continues to be a highly utilized resource on campus. The average counselor appointment wait time is longer due to increased demand and decreased staffing.

<i>SHCC Appointment Data</i>			
<i>Appointments</i>	<i>22/23</i>	<i>23/24</i>	<i>Difference</i>
Psychiatric provider	138	154	12% increase
Medical	552	712	29% increase
Counseling - all	754	756	1% increase**
Crisis	56	66	18% increase
Intakes	179	207	16% increase

***An assumption can be made that the number of counseling appointments and the correlated percentage of increase would be at a higher level if the SHCC was adequately staffed.*

Vice President for Student Affairs office

The Vice President for Student Affairs office is made up of a team of people who oversee all areas within the Division. Programs, services, resources, and support are the mainstays of the office.

Most noteworthy is the ongoing challenge of recruiting and retaining the talent in our division. Nearly every area within the division has been impacted by staff departures and limited applicant pools in search processes. Open positions have remained vacant for extended periods of time. This has resulted in the burden on directors and remaining staff members to

cover the tasks left by the vacancy. The University is looking at ways to mitigate these challenging times of recruitment and retention.

The Student Affairs team is coordinating the MLK, Jr. events during the month of January to honor the life and legacy of Dr. Martin Luther King, Jr. A service project with the City of Monmouth is scheduled for Monday, January 15; the viewing of the film, Selma, is scheduled for Thursday, January 18; and a fundraiser on behalf of the Black Student Union (donations to the BSU foundation account) is taking place through the end of January. If anyone is interested in making a donation, please consider doing so by going to the following link: [Black Student Union Fundraiser](#).



VPFA Report January, 2024

Major Achievements:

Annual financial statements and audits are completed on time.

WOU Capital Planning and Construction has submitted the steamline permit documents to the City of Monmouth for review and approval. The design development for the WOU Occupational Therapy Doctorate Program remodel is at 50 percent and on schedule to start in late March 2024.

The recent topping-out ceremony for the Student Success Center marked the final structural beam being raised into place, thus completing the building's frame. Next will be the floors, roof and building envelope.

Major Challenges:

As we look ahead to completing capital projects, we must continue to keep in mind a variety of potential delays, such as supply chain, workforce or weather issues. These issues are not limited to just large capital projects but also small remodels, building maintenance and even landscaping. In addition to adequate planning, exploring the use of alternate products and installation approaches, along with cross-training people for key work, can all help us keep costs down and projects on schedule.

WOU CPC is working with Turner Construction and subcontractors on obtaining our long procurement items for the Student Success Center. These items are typically ordered later in a project, but we are acting early to avoid delays down the road. We have already secured the building transformer and have the electrical switch gear on order and are working to confirming its delivery date.

Major Opportunities:

We are continuing working on renovation of the Welcome Center to create consolidated business services for students. In addition to Admission and Financial Aid, the building will house Registrar and Accounting and Business Services.

In Memoriam:

As you may know, our campus suffered a great loss with the passing of Bruce Tuma on November 11th. Bruce was a member of the Facilities Services Team and spent the last almost 37 years in service to our campus.

Bruce began working at WOU in 1987 and officially retired in 2020. He returned to WOU in 2021 on a part time basis and remained until his passing.

As you may or may not know, Bruce was a Welder by trade. He created and built our beautiful signs at the entrances to campus. Every spring, Bruce spent hours hand polishing the signs and each letter because he knew that when our soon to be

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graduates received their cap and gown, they would be taking pictures in front of or on the signs he built. He truly enjoyed making the signs look their best for our students.

Bruce was a fixer and a problem solver. He invented and built many things on campus to enhance safety and efficiency and was always making mechanical improvements to our campus.

Bruce was part of a dedicated team that he considered family. He was the first to sign up for potlucks, bringing biscuits and gravy to breakfast, pies and ice cream to lunch.

He loved to talk about WOU whether on break or at lunch or out in the community. He preserved many historical items over the years for our campus. He even attended school in the ITC Building which was known as Campus Elementary School.

Bruce was kind, thoughtful, soft spoken, and such a positive person. He always looked for ways to say yes. He is so missed, but we will talk about him and remember him always.

FROM: Ricardo Lujan Valerio, Director of Government Relations

TO: Western Oregon University
Board of Trustees

RE: February Board Update – Government Relations

To the Board of Trustees:

This memo serves as an interim report in preparation of the 2024 legislative session. The following will cover implementation work for the TRU+ sustainability funds and the tentative initiatives that we have identified for advocacy, and noteworthy information and developments.

2024 Legislative Session Update

The Oregon Supreme Court has ruled that ten Republican state senators, who participated in a six-week walkout last year, cannot run for re-election. This decision upholds the Secretary of State's disqualification of these senators under Measure 113, a voter-approved measure aimed at preventing such boycotts. Measure 113 was passed in 2022 and amends the state constitution to disqualify lawmakers from re-election if they have more than ten unexcused absences.

The boycott in question, which was the longest in Oregon's state history, effectively paralyzed the legislative session and stalled numerous bills. The lawmakers involved in the lawsuit included Senators Tim Knopp, Daniel Bonham, Suzanne Weber, Dennis Linthicum, and Lynn Findley. These senators were among the ten Republicans who accumulated more than ten absences.

The court's decision was based on an interpretation of the language of Measure 113, despite some arguments over its grammatical and syntactic clarity. The court ultimately determined that the voter's intent in passing the measure was more important than the literal wording of the law. This ruling was contested by the affected senators, who expressed concern about the potential chilling effect on dissent.

The decision is significant as it could have implications for the upcoming 2024 Legislative session and future legislative sessions.

As of February 1st, there have been nearly 300 pieces of legislation introduced - we expect that number to grow but not significantly by the first week of session.

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Western Oregon University's priorities continue to be the following:

1. Hunger-Free Campus funding;
2. Open Education Resource funding;
3. Destination Western continuing funding; and
4. TRU+ Behavioral Health programming funding.

In addition to these priorities, all seven universities will track bills for proactive and defensive work in areas of college athletics and more.

2024 University Day of Advocacy

Western Oregon will host the 2024 University day of Advocacy at the WOU: Salem Campus. University Day is more than just an event; it's a platform where students, faculty, staff, alum, and the at-large community can interact with key legislators and discuss the vital role of higher education in meeting Oregon's goals. Folks will also have the opportunity to articulate the university's objectives for the legislative session, including securing enhanced funding for public universities, bolstering support for student services, and increasing need-based financial aid, including the Oregon Opportunity Grant.

TRU+ Sustainability Funds

During the 2023 legislative session, the four TRU campuses and Portland State University (TRU+) received a conditioned allocation of \$25 million for financial sustainability initiatives. This funding structure is complex, multi-layered, and continually evolving. At this moment, the \$25 million has been split into two tranches. The first tranche, consisting of \$6.2 million, has been released by the HECC to the five institutions. Western Oregon's share of that allocation is \$1,022,000. Western Oregon's senior leadership team will be working with the University Budget Advisory Committee (UBAC) to best inform a process for communicating the early use of these funds.

The second tranche of funding, consisting of the remaining \$18 million, is retained by the state until the HECC and universities present a report to the legislature in 2024 with recommendations on best uses of the remaining funds. The HECC has convened a workgroup consisting of university administrative leadership, statewide union representation, and student advocacy to best inform the report process and the initiative that may be explored with the remaining funds. Given that these conversations are happening in real time, we are working closely with that group to best engage our campus community in best use of these funds for the potential share that Western Oregon may receive.

Most recently, the HECC has approved the report compiled by the workgroup. This report will be presented to the legislature's Ways and Means Subcommittee on Education early in the session.



Department of Athletics Board of Trustees Report- February 2024

Fall Sport Update

Cross Country- Men finish 4th, Women 6th at GNAC Championship, Men 17th and women 18th at NCAA West Region Championship; (21) earned GNAC All Academic.

Football- Placed 8th in LSC (3-8) record. (13) named LSC Football All-Conference; (1) named LSC All-Academic Team.

Men's Soccer- Placed 2nd in GNAC (11-3-3) record. (7) named GNAC All-Conference; (6) earned GNAC All Academic; Head Coach Michael Behonick named GNAC Coach of the Year.

Women's Soccer- Placed 3rd in GNAC (8-5-6) record. (6) named GNAC All-Conference; (20)

Volleyball- Placed 9th in GNAC (10-16) record. (1) named GNAC All-Conference; (4) earned Academic All-District.

Athletics Academic Information- Fall 2023

Baseball 3.03 (20 academic honor roll, 5 AW)

Men's Soccer 3.22 (14 academic honor roll, 1 AW)

Men's Basketball 2.83 (4 academic honor roll, 3AW)

Men's Cross Country/Track & Field 3.2 (24 academic honor roll, 6AW, 1 AS)

Football 2.68 (27 academic honor roll, 19 AW, 2 AS)

Women's Soccer 3.63 (21 academic honor roll, 1 AW)

Women's Basketball 3.26 (6 academic honor roll)

Women's Cross Country/Track & Field 3.54 (26 academic honor roll, 1 AW, 1 AP)

Softball 3.44 (14 academic honor roll, 1 AW)

Volleyball 3.52 (12 academic honor roll, 1 AW)

Department GPA 3.24 (168 academic honor roll, 37 academic warning, 1 academic probation, 3 academic suspension)

Athletics Retention Information- Fall 2023 to Winter 2024

12 student athletes graduated after fall term (9 men and 3 women).

20 student athletes did not return after fall term (18 men and 2 women).

-Financial, athletic participation opportunity, campus climate (reasons for not enrolling).

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Student Athlete Majors

- Business-110
- Exercise Science-87
- Criminal Justice- 22
- Psychology- 26
- Pre-Education/Education- 32
- Public/Community Health- 18
- Communication Studies- 15
- Biology- 12
- Computer Science- 10
- Interdisciplinary Studies- 10
- Accounting, Gerontology, Art & Design, Earth Science, Organizational Leadership, History, Sociology, Cybercrime, Dance, Creative Production- 10 or fewer)
- Undecided/Exploratory- 72 (typically first year students)

FY24 student athlete information

442 Student-Athletes (161 female, 281 male)

- 32% First-Year, 24% Second Year, 19% Third Year, 21% Fourth Year, 4% Fifth Year
- 53% In-State (Oregon)
- 47% WUE/Out of state- (20% WA, 10% CA, 6% HI)

Ethnicity (as reported on NCAA compliance survey)

- 53% White/Non-Hispanic
- 19% Two or More
- 11% Black
- 11% Hispanic
- 5% Native Hawaiian/Pacific Islander
- 1% Native American

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Campus Recreation – Winter 2024 Positives

Health and Wellness Center

- With 3 weeks into the winter 24 term the Health and Wellness Center has seen 48.9% unique student usage (1636 students). Currently, the facility has seen 26,724 visits from students which is up 5.89% usage over last year at this time.
- From Fall term 23 to Winter term 24 we retained 89.86% of our student employees (excluding rec sports staff). 4 out of the 7 who left graduated from WOU. 1 was for health reasons, 2 of them had too much going on in their schedule to continue.
- The marketing team reached our AY24 goal of 1,500 followers (currently 1,505). We are excited to see the continued success of the growing team, especially with some events they are putting on this term.

Aquatics

- The unexpected swimming pool pump purchase and installation was successful and is functioning well with our steam and heat safety improvements.
- We are set to serve well over 500 youth swimming lesson participants this year.
- The swim club is doing well, growing student members, and has requested instructors to help with new members! Great contributors.

Club Sports

- Club Sport participation has now reached its highest level ever. 342 members are now on our 14 rosters.
- The recently approved usage of an Athletic trainer online job board site for Athletic trainer services has already proven to be a tremendous tool for us to secure athletic trainer services at Club Sports matches.
- Club Sport officers are more engaged and active than at any time in recent memory. Many clubs are working with the Campus Recreation team to plan events outside of their typical operations.

Climbing

- Our partnership with George Fox over the past years has paid off through savings on training costs and increasing the frequency of Professional Certification courses.
- Future certifications will be onsite saving the program upwards of \$2,000 each Winter and allowing us to hold the course as needed.
- Academic PE Climbing 176 will continue in the Winter and Spring terms. Spring term class is being considered to add a certification component into the curriculum or offer a second section. We have added students to the course each term going over our 16-student limit and raising it to 18 students.

Outdoor

- We have more student staff and outdoor pursuits club members ready for additional Wilderness Remote First Aid Classes.
- We have moved to Wilderness remote first aid instructor Trainer status allowing us to train staff to offer these WRFA classes to others.
- Climbing Club continues to support the wall and grow into a more robust PNW-represented club.

Fitness

- We have two new fitness instructors pursuing educational opportunities to improve the program.
- Still offering a “no-cost” participation for 10 classes this term for students.
- We have eliminated virtually all barriers to participants as no sign-ups are required.
- We have kept small group weight educational workouts called Women on Weights

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Campus Recreation – Winter 2024 Challenges

Club Sports

- An unusually high number of Campus Recreation student employees and Club Sport members reported difficulty getting registered for the winter term due to financial holds. Sadly, many of them never got the situation resolved and were unable to register, which also forced them out of the residence halls if they were living there. While this does, unfortunately, happen to some of our students every term, the most concerning factor this time was that an alarming number of these students reported that they were unable to get anyone in financial aid to help them understand or resolve their hold. Many reported making numerous unsuccessful attempts to make contact with someone who could help.

Aquatics

- The current financial projections place the Campus Recreation budget to be an estimated \$2K in the red at the end of the year if we close and drain the Aquatic Center during spring break. If we keep the Aquatic Center open the Campus Recreation budget is estimated to end \$43K in the red. Without clear financial support from either IFC reserves or a one-time assist from the General Fund the Aquatic Center may have to be closed.
- A late start due to weather and facility issues has limited profitability and reduced working hours for student staff.
- A month's delay in pump installation while Zach was on paternity leave caused tremendous stress and strain for the installation crew and the Aquatics program.

Intramural Sports

- Implementation of our new check-in system for Intramural Sports has been rocky.
- Various barriers have prevented us from implementing a seamless payment process for an Intramural Pass. "Workarounds" have had to be implemented, posing challenges for staff and participants.
- The scan-in system for Intramural Events is new with issues being worked out by the third-party vendor. In the meantime, staff are doing their best to manage a difficult situation.

Health and Wellness Center

- With the new term, there have been some issues with our operating system and the way passes are loaded, preferred names, and old students who are now purchasing community passes. It is taking time that could be spent on development and safety.
- We still do not have online payments or credit card processing at the front desk or eCommerce which makes it a much lengthier process for swim lesson payments and membership processing.

Climbing

- Lack of funding is limiting our ability to reinvest in staff leadership opportunities and lead climbing trips outdoors for large student populations. This should still be considered a goal in Spring if funding is available depending on the status of the Aquatic Center.

Outdoor

- Lack of funding has pushed the program to its creative limits. Outdoor programs should be a highlighted sustainable program as it is with our competing universities since we meet all the criteria.
- We have a lot of highly motivated leaders as well as student participants who are limited in opportunities due to the lack of investment in trips.

Fitness

- Lack of funding limits our ability to host fitness events that could drive participation. We

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- have reduced offerings and eliminated SUP yoga this term.
- We have had to delay some different marketing strategies from fall to winter terms but we doing our best to catch up.

Board of Trustees



Western Oregon University Board of Trustees – February 2024
Desiree Noah, Executive Director of Human Resources

Highlights:

- **Exit Interview Update:** The Human Resources Office has recently revised and implemented a new Exit Interview Questionnaire for departing employees. This questionnaire now provides several layers of quantitative & qualitative data that can be analyzed for WOU to develop new strategies that focus on the retention of new and current employees.
- **Comprehensive Compensation Project that includes a Pay Equity Study:** Starting November 22, 2023, the Human Resources Office partnered with HR Answers, Inc., on a comprehensive compensation project aimed at evaluating our current practices, methodologies and the alignment of pay ranges and position placements, to ensure internal equity based on job requirements and work assignments. In the initial stages we have begun collecting updated job descriptions that accurately define duties and responsibilities. This project is anticipated to span a duration of at least a year and a half, and signifies our unwavering commitment to fostering fairness and transparency in our compensation practices. By the project's completion, we aim to establish a refined and equitable compensation framework that reflects our dedication to recognizing and rewarding the contributions of every member of our workforce.

Data Points:

a. Recruitments:

October 2023 – January 2024	Total including Internal	Unclassified	Classified	Faculty
Number of Positions Currently Posted	32	11	17	4

October 2023 – January 2024	Average # of Days to Fill	Unclassified	Classified	Faculty
Average number of business days from “position posted” to “position filled”	27.88*	18	30.75	NA

*Average for Education, mean vacancy duration in working days (average time to hire) is 29.3.

b. Resignations/Termination (January 1, 2023 – December 31, 2023):

Employee Class	Count
Classified	21.5
Faculty Full-Time, DOES NOT INCLUDE NTT	6
Unclassified, Full-Time	48
Grand Total (FTE)	75.5



Employee Class	Count
Classified, Full-time	20
Resignation	18
Termination	2
Classified, Part-time	3
Resignation	2
Termination	1
Faculty, Full-time, Tenure Track	6
Resignation	3
Retirement	3
Unclassified, Full-time	46
Resignation	39
Termination	6
Not Specified	1
Unclassified, Part-time	4
Resignation	3
Not Specified	1
Grand Total, by FTE	75.5

c. Total Employees:

Type	January 2024 Data
Full-time Classified	152
Part-time Classified	3
Total Classified	153.5
Full-time Tenure Track Faculty	138
Part-time Tenure Track Faculty	0
Total Tenure Track Faculty	138
Full-time Unclassified	272
Part-time Unclassified	1
Total Unclassified	272.50
Total FTE	564

Non-Tenure Track Faculty

Full-time	89
Part-time Non-Tenure Track Faculty	86
Total of Non-Tenure Track Faculty	132

d. **Total Turnover Rate for 2023:** 13.39% (Does not include Non-tenure track employees)

e. **Total Retention Rate for 2023:** 86.61% (Does not include Non-tenure track employees)



Diversity, Equity and Inclusion Report February 2, 2024

Dominique Vargas, Executive Director of Diversity, Equity and Inclusion

The Office

The office is recruiting to hire three positions a Title IX Coordinator, Assistant Director for Hispanic Serving Institution Initiatives, and an Executive Assistant.

On campus interviews for the Title IX Coordinator have occurred, with hopes of hiring someone by mid-February.

Equity Assessment

Western Oregon University continues to engage with Jordan Shelby West, PhD in our university-wide equity assessment.

The Equity Assessment Action Plan has been reviewed by the Board of Trustees, Cabinet, The Board of Trustees Diversity, Equity, Inclusion and Accessibility Committee, Senior Leadership, and various stakeholders listed within the plan. The University Diversity and Inclusion Advisory Committee has continued review and to make updates based on feedback.

Senior Leadership reviewed the action plan at the end of January and assigned accountability leaders to each initiative in the action plan to move the work forward.

On Friday, February 2, the Board of Trustees Diversity, Equity, Inclusion and Accessibility Committee agreed the plan should go to the full board with recommendation for approval.

A final working draft of the action plan will ready ahead of the February Board meeting.

The next step in the equity assessment is Phase IV. Phase IV is the development, implementation, and analysis of a university wide climate survey. A climate survey committee is being formed, which includes members of Human Resources, Institutional Research, Marketing and Communication, Shared Governance (ASWOU, Faculty Senate, Staff Senate), Student Affairs, and University Computing Solutions. While the survey will be developed by Dr. West, the committee will offer feedback on survey questions. The committee will also develop a communication and implementation plan for the survey. The committee will then ensure implementation of the plans. The committee's work will begin in February 2024 (with formation of the committee) and continue until the end of Fall term (following the conclusion of the survey).

Cultural Competence Based Professional Development

In alignment with the Equity Assessment Action Plan and Western's responsibility to comply with [Oregon House Bill 2864](#), the office of Diversity, Equity and Inclusion is

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hosted the second opportunity for this academic year on Friday, January 19; 200 individuals participated.

Opportunities that can be made available asynchronously, following the synchronous opportunity, are available made available in the DEI Canvas Course. Individuals can self-enroll in the course by completing [this form](#).

Spring opportunities are currently in development.

Hispanic Serving Institution (HSI) Designation

As of January 18, 2024, the office of Institutional Research estimates 25.07% of Western's undergraduate students identify as Hispanic/Latino/a/e. While exciting news, it is important to note this number will not be considered official until confirmed and submitted to IPEDs in April. To become a Hispanic Serving Institution 25% of Western's undergraduate students must identify as Hispanic/Latino/a/e and we must maintain that minimum percentage for at least three years prior to receiving the designation. Once we reach this goal, then we must continue to meet the minimum percentage to maintain the designation. The priority for Western continues to be truly serving our students.

The HSI Advisory Committee currently includes: Doris Cancel-Tirado (co-chair), Julian Elizalde, Kathy Espino-Perez, Anna Hernandez-Hunter (co-chair) Rico Lujan Valerio, Mary Pettenger, David Szpakowski, and Dominique Vargas. The committee has recruited two students: Andy Rincon and Daizy Hernandez.

The Hispanic Serving Institution Advisory Committee met on January 18, 2024 to discuss this updated data and next steps. While the committee continues to monitor the numbers, they will begin to assess current ways the university is serving our students. The committee will develop a proposal for Senior Leadership's consideration regarding gathering division/department information about current initiatives being led to better serve our student populations, with an emphasis on Hispanic/Latino/a/e students. This data gathering will help us better understand where we are now in terms of serving students to help chart a better path forward.

The Hispanic Serving Institution Summit save-the-dates went out in early January, and about 50 individuals had already registered as of the drafting of this report (1/19/24). The primary focus of this year's summit is servingness. In addition to the one day summit, the working group is planning smaller engagement opportunities in the week leading up to the summit to increase student engagement; two examples: (1) tabling in Werner University Center to passively educate the community about what being a HSI means and why that matters to us in addition to opportunities for folks to share what servingness means to them, (2) Taco-bout it Tuesday for students to engage in dialogue about servingness and in what ways they feel Western is serving them and in what ways Western is falling short.

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This year's working group includes Jamiere Abney, Chelle Batchelor, Doris Cancel-Tirado, Brittany Kima, Sarah Lockwood, and Dominique Vargas. The next [HSI Summit](#) is scheduled for Friday, April 26, 2024.

Title IX

In Summer 2023, [Oregon House Bill 3456](#) was passed. This House Bill is up for revision during the short session this February 2024. In response to this bill, new asynchronous training for all employees was developed in Canvas and was made available to all employees before the conclusion of the fall term. A slightly modified version is being developed for students.

In collaboration with university partners, the Office of Diversity, Equity and Inclusion is currently updating Title IX procedures.

New Title IX regulations are expected from the federal government sometime this academic year. When these regulations are available, there will be additional revision for relevant policies and procedures.

LGBTQ2SIA+ Student Success Grant

Western was awarded an extension/amendment for the LGBTQ2SIA+ Student Success Grant. The LGBTQ2SIA+ Student Success grant is based in the Oregon's [LGBTQ2SIA+ Student Success Plan](#). Western alum, Melody Barrett has been hired part-time to coordinate the grant project, which is a partnership with Central School District.

Two current items of note. There is a traveling exhibition from the <https://stonewall-museum.org/> titled: The Harlem Renaissance: As Gay as it was Black will be in the Hamersly Library throughout the month of February and into March. Additionally, we have done an all call for educators (faculty and staff) to submit funding requests to develop curriculum or lesson plans that support the LGBTQ2SIA+ community.

Freedom Center

The Freedom Center is open this winter term with continued co-directors Ana-Malia Fernandez and Aneli Godinez-Martinez. Danielle Histo has also joined the team.

In the fall, the Freedom Center updated their resource offerings for students, they co-facilitated Latinx Jeopardy with the Unidos student organization for Hispanic/Latinx Heritage Month, and they hosted a moving night to celebrate Native American Heritage Month.

This winter they are collaborating with Black Student Union to present "For the Culture" a full day of events in the university center during Black History Month (February 21,

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2024). They are also collaborating with Hawaii Club to bring a luau to Western on May 31, 2024.

University Diversity and Inclusion Advisory Committee

The University Diversity and Inclusion Advisory Committee has been working on the equity assessment action plan. They met to discuss revisions based on President Peters, Cabinet, and Board of Trustees feedback. Updates to the action plan have been made, and is what Senior Leadership will use as we move into next steps discussed in the equity assessment section of this report.

UDIAC in partnership with the office of Diversity, Equity, and Inclusion in collaboration with the Board of Trustees Secretary and the DEIAC will develop an equity lens guide to assist with decision making, policy revision, etc. especially in relation to the Strategic Plan and the upcoming request for all units/departments to develop plans that will include work based in the equity assessment.

Miscellaneous

The office of Diversity, Equity, and Inclusion, Center for Professional Pathways, Human Resources and Office of Disability Services are working together to provide to professional development opportunities for Spring term, which stemmed from the Fireside Chat hosted by President Peters, Tina Fuchs and Dominique Vargas in November 2023. There was a request for opportunities to discuss (1) Navigating disability services in job searches and the workplace, and (2) Navigating gender diversity and LGBTQ2SIA+ identities in job searches and the workplace. These opportunities are in development.

The office of Diversity, Equity, and Inclusion is in the early stages of work with Earlene Camarillo, Tina Fuchs, Mary Pettenger, and Evan Sorce to consider opportunities for engagement within the Western community around deliberative democracy, civil discourse, freedom expression, interfaith dialogue, etc. The formation of this small group is a first step in supporting our community in this everchanging climate.

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Report for WOU Governance Board – February 2024
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.

Advancement Staffing:

I am thrilled that for the first time in over a year, the Advancement team is fully staffed! In December, we welcomed Dina Miller as our new Philanthropy Officer and Dave Beasley as our new Director of Annual Giving and Sponsorships. They have both hit the ground running in getting to know Western and our community. Additionally, it’s a joy to see how connected the entire team is with each other and how they support one another’s efforts. This group of outstanding professionals models the Western way of leadership, community, and service in all that they do.

WOU Foundation, Comprehensive Campaign and Fundraising Progress:

The Western Oregon University Development Foundation Board approved changes to the campaign during its December meeting. The new streamlined pillars of Scholarships, Wolves Athletics and Student Success are easy to remember and core to our mission of supporting students. The revised goal of \$20 million and timeline by June 30, 2028, will ensure we are successful in our endeavors.

\$20M Campaign for Western Oregon University



Scholarships – \$10M Goal

- Endowed Scholarships
- Annual Scholarships



Wolves Athletics – \$5M Goal

- Endowed Scholarships for Student-Athletes
- Athletics Facilities – Phase 1: Turf Field
- Wolves Club
- General Athletics Support



Student Success – \$5M Goal

- Student Success Center – \$1M matching funds
- Removing Barriers to Student Success
- Student Enrichment
- Faculty Support & Dean’s Funds
- Unrestricted Endowment
- General University Support – all other funds

As of December 31, we have raised **\$2,403,823 this fiscal year!** The number includes a six-figure estate gift that was realized and a \$500,000 private foundation grant for the Research Institute. These gifts help illustrate the importance of expanding our efforts in both planned giving and grants.

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This brings the current Campaign total to **\$12,156,321**, which is just over **60%** towards our new goal of **\$20 million!** We are well on our way to being able to go public with the campaign in fiscal year 2024-25, ideally in the fall of this calendar year (2024).

Fundraising Activity & Highlights

Major Giving and Planned Giving:

- New gifts of \$30,000 and \$10,000 to support softball and volleyball, respectively
- New \$25,000 endowment for either football or baseball (pledged over 5 years)
- New \$90,000 gift-in-kind piece of equipment for the chemistry department
- New \$150,000 gift for Woodcock Presidential Scholarship Endowment
- New grant of \$200,000 via Oregon Community Foundation donor advised fund for scholarships
- New gift of \$16,000 to help fund a family fellowship endowment to support students and faculty in the Biology department who are conducting academic research.

Grants summary:

The work with our grants consultant is well underway. They have been diligently connecting us with new potential funders. A summary of their work as of early January is below.

- Grant applications awarded: 1
- Grant applications submitted and pending: 3
- Grant applications currently in progress: 12
- Grant applications on our radar: 11
- Grant applications declined: 0

Annual Giving:

Giving Day will be coming up quickly on Tuesday, March 5. Dave Beasley (Director of Annual Giving and Scholarships) is diligently making connections across campus to ensure we have more detailed information and goals to highlight each featured fund. A new logo, video, and social media messaging are underway, too. We'd love your help in spreading the word with your family and friends. More information on how easy it will be for you to do that will be shared soon!

Smith Fine Arts Series (SFAS)

The Smith Fine Arts Series has three shows remaining in their 46th season:

- Laila Biali on March 16, 2024
- Reverie Road on April 6, 2024
- Makaha Sons on June 8, 2024

The [Embrace the Music Auction](#) grossed nearly \$75,000 in support of the series.

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Alumni and Community Engagement

The Wolves Athletic Auction is set for Saturday, June 1. The committee is already meeting and has set goals to increase sponsorships, table sales, and more. Our main goal is to have fun while raising funds for our student athletes. Please mark your calendar. We'd love to have you join us for this lively event.

Events since last report:

- Nov. 12 – Smith Fine Arts Series Auction
- Dec. 1 – Holiday Open House and Tree lighting
- Jan. 19 – Smith Fine Arts Series featuring Rainbow Dance Theatre
- Jan. 20 – Men's Basketball alumni night
- Jan. 22 – Student Success Center topping off ceremony (chance to sign the beam)

Upcoming events:

- Feb. 9 - College Tour VIP Launch Party
- Feb. 16-18 – Alumni, family and friends events on Oahu, in partnership with Softball
- Feb. 24 – Women's Basketball alumni night
- **March 5 – Giving Day**
- March 16 – Smith Fine Arts Series featuring Laila Biali
- April 6 – Smith Fine Arts Series featuring Reverie Road
- April 9 – Alumni night at the Portland Trailblazers
- May 8 – Alumni and Community College Tour viewing party
- **June 1 – Wolves Athletic Auction**
- June 8 – Smith Fine Arts Series featuring Makaha Sons
- October – 25 & 26 – Homecoming Weekend
 - October 25 – Wolves on the Green Golf Tournament; Alumni Awards and Hall of Fame Induction Dinner
 - October 26 – Alumni Market; Student Leadership Reunion; Tailgate and Football game
 - More in the works