

MINUTES
Board of Regents
September 16, 2022

The Board of Regents of Washington State University (WSU or University) met pursuant to call in Open Meeting at 9:00 a.m. on Friday, September 16, 2022, at WSU Pullman Lighty Student Services Building, Room 405, Pullman, Washington.

Present: Marty Dickinson, Chair; Regents Brett Blankenship, Enrique Cerna, Lura Powell, Jenette Ramos, Heather Redman, Lisa Schauer, John Schoettler, and Reanne Chilton; Faculty Representative Dave Turnbull and President Kirk H. Schulz.

I. OPENING

A. Report from the Chair of the Board of Regents. Chair Dickinson called the meeting to order and welcomed audience members. She said it was great to be in Pullman and that she would like to take the opportunity to acknowledge that the land on which WSU Pullman is located is the traditional homelands of the Nimiipuu (Nez Perce) tribe and Palus people, and she thanked the original caretakers of this land.

Chair Dickinson said she was excited to announce that yesterday began the first day of National Hispanic Heritage month, which starts on September 15th and ends on October 15th. Nation Hispanic Heritage month celebrates the histories, cultures, and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America.

Chair Dickinson reminded the audience that members of the public are invited to view the Board of Regents meeting via YouTube live stream and that a link to the live stream was available on the Board of Regents website.

Chair Dickinson further reminded the audience that there would be a public comment period during the meeting to be held at the conclusion of the Board's regular business and stated that the period would last for up to 10 minutes. She noted that each speaker would be allowed two minutes, and preference would be given to speakers speaking to matters that are or will be before the Board.

B. Report from the President of the University. President Schulz welcomed the audience and provided the following updates:

University Leadership – President Schulz announced that Mariah Maki had assumed the role of Associate Vice President for Advancement and Executive Director of the WSU Alumni Association. She is the first woman to serve in this role on a permanent basis. President Schulz said Ms. Maki comes to WSU from the University of Arizona in Tucson.

Students Return – President Schulz said we are thrilled to welcome students from around the system back on campuses. With the fall semester, the university has returned to some semblance of normalcy.

DARPA (Defense Advanced Research Projects Agency) - President Schulz said it is not only great to welcome students back to campuses but also people from all over the nation. WSU recently hosted the DARPA Forward Conference. The DARPA conference is held at leading research universities around the nation and is a gathering of academics, industry leaders in national security, and government officials. President Schulz said it is great to host this event and energize local and regional partnerships involved in national security. He said it draws significant attention to our system and further establishes that WSU is leading the charge in this vital work.

Cougar Cage – The Cougar Cage event is a competitive funding program that seeks to match private donors with worthwhile projects pitched by students, faculty, and staff in a format modeled after the popular entrepreneurial television show “Shark Tank.” Presenters are given 10 minutes to showcase their work and its potential impact. If successful, requesters can earn anywhere from \$20,000.00 to \$50,000.00 in support from members of the Palouse Club, a group of philanthropists and investors from the Puget Sound Region dedicated to helping support the success of the university. President Schulz reported that three projects received \$50,000.00 each at this spring's event. The projects that received funding in this round include:

- Targeted drug delivery in endometriosis therapy – two professors are collaborating to develop a non-hormonal therapy that will rely on biocompatible nanocarriers to deliver drugs to affected cells with few side effects
- Study of cannabis, human milk composition, and infant development – Associate Dean and Professor of Anthropology, Courtney Meehan will study whether milk composition differs between people who use and don't use cannabis and how the presence of cannabinoids in milk affects infant development
- Upcycling of plastics into 3D printable resin – Yu-Chung Chang, a postdoc research associate, is using chemical upcycling to transform PLA plastics into 3D printable resin.

President Schulz said these projects have the potential to improve quality of life and create a more sustainable, informed future. The Palouse Club has distributed almost \$575,000.00 to fifteen projects across the system through the Cougar Cage program. Innovation like this has the power to not only elevate WSU as a leader in research but also transform whole communities and industries.

2022 Town Halls – President Schulz reported that WSU is changing the format for the Town Hall meetings to promote OneWSU and the system. He said we would no longer hold college/unit-specific town halls, but rather town halls will be held virtually, as a Zoom Webinar, for each campus. President Schulz said he and each campus's chancellor would conduct a presentation on updates, priorities, and achievements specific to each campus and field questions from campus community members. To accommodate the size and numbers of the Pullman campus, Pullman will have three Town Halls. He said he is looking forward to highlighting the progress WSU has made as a system and focusing on the continued success of each of its campuses.

Funding for New Facilities – President Schulz reported that thanks to Schweitzer Engineering Laboratories' (SEL) record-breaking \$20 million gift, WSU is set to break ground on the Schweitzer Engineering hall in the spring of 2024. He said the building would go a long way in supporting future generations of problem solvers and will feature student collaboration zones, a career center, a tutoring center, an academic advising center, and flexible classrooms.

President Schulz further reported that the legislature has agreed to provide \$2.2 million towards WSU's request of \$3 million for additional funding in support of the WSU Vancouver Life Sciences Building. The funding will help mitigate the unanticipated increase in costs of construction materials and will help furnish 12,000 square feet that would otherwise be left unfurnished. He said we are grateful for their support and are excited that the building will be open next fall.

WSU Athletics – President Schulz reported that men's and women's teams across the board have had a great start to their fall season. Volleyball has won eight of its nine matches and, as of last Friday, was ranked first in the Pac-12 and third in the NCAA. Soccer has won four and tied once during their first six games. Football scored a win at home in the first game of the season and had the opportunity to travel to Wisconsin last week. President Schulz said securing a win against a ranked team on their own field was fantastic.

C. Report from the WSU Pullman Chancellor. Provost and Inaugural WSU Pullman Chancellor Elizabeth Chilton welcomed the Board of Regents to the WSU Pullman campus and began her report with updates on her strategic and operational oversight of the Pullman campus, work on building improved community relations, and building on the existing strengths of the academic enterprise at WSU's flagship campus. Chancellor Chilton further introduced the WSU Pullman leadership team and provided an update on WSU Pullman's strategic priorities:

Emphasis on the Arts – A strategic focus on the arts will bring together artists, departments, and colleges to foster community and collaboration in Pullman and Whitman County.

Student Success – As WSU's flagship and fully residential campus, WSU Pullman has an opportunity to leverage the research excellence of our faculty and stellar co-curricular programming to support student success.

Inclusion, Diversity, Equity, and Access – WSU Pullman is enhancing the campus focus on inclusion, diversity, equity, and access; and developing connections through student success and community building.

D. Commendation for Regent Ron Sims

Chair Dickinson read Board of Regents resolution #220916-658 commending Regent Ron Sims for his service to WSU.

It was moved and seconded that the Board of Regents adopt resolution #220916-658. Carried. *(A copy may be requested from the President's Office.)*

II. CONSENT AGENDA.

Chair Dickinson reported that there were five items on the Consent Agenda.

- A) Approval of Minutes – May 6, 2022, Board of Regents Meeting
- B) Approval of Minutes – June 7, 2022, Board of Regents Retreat

- C) Approval of Minutes – June 22, 2022, Board of Regents Executive and Governance Committee Meeting
- D) Approval of Minutes – July 26, 2022, Special Board of Regents Meeting
- E) Approval of Minutes – August 18, 2022, Board of Regents Executive and Governance Committee Meeting

Chair Dickinson asked if any Regent wished to remove an item on the Consent Agenda to be considered separately. Hearing no requests, it was moved and seconded that the Consent Agenda be approved. Carried.

III. REPORTS FROM SHARED GOVERNANCE GROUPS. Representatives from each University Shared Governance Group—Foundation Board of Directors, Alumni Association, Faculty Senate, WSU Associated Students of Washington State University, Graduate and Professional Student Association, and the Administrative and Professional Advisory Council—reviewed their reports as submitted. (*Exhibit A*)

IV. EXECUTIVE AND GOVERNANCE COMMITTEE REPORT. Chair Dickinson reported that the Committee reviewed two Future Action Items; the 2024 Board of Regents Meeting Schedule, presented by President Kirk Schulz, and Proposed Revisions to the Board of Regents Policy on Delegations of Authority (BOR# 2) and Corresponding Delegations, presented by Executive Director for Policy and Governance Danielle Hess and Senior Assistant Attorney General and Division Chief Nathan Deen.

V. STRATEGIC AND OPERATIONAL EXCELLENCE COMMITTEE REPORT. Regent Schoettler reported that the Strategic and Operational Excellence Committee reviewed and discussed presentations on the Pullman Strategic Plan provided by Executive Vice President and Provost and WSU Pullman Chancellor Elizabeth Chilton and the WSU System Strategic Plan, provided by Vice President of Strategy, Planning, and Analysis Christine Hoyt. Regent Schoettler further reported that the committee was presented with a WSU Foundation Endowment Update, presented by the Vice President for University Advancement and CEO of the WSU Foundation, Mike Connell. Regent Schoettler reported that the Committee reviewed two Action Items and forwarded the following for the Board's consideration:

2022-2023 President's Goals and Objectives

It was moved and seconded that the Board of Regents approve the 2022-2023 President's Goals and Objectives as proposed. Carried (*Exhibit B*)

Facility Naming Approval – Schweitzer Engineering Hall

Regent Schoettler noted for the record that it was decided that this item will be presented as an Action Item rather than a Future Action Item, in accordance with Board of Regents Bylaw II.12.B.

It was moved and seconded that the Board of Regents approve the facility naming proposal for the Schweitzer Engineering Hall as proposed. Carried (*Exhibit C*)

VI. ACADEMIC AND STUDENT AFFAIRS COMMITTEE REPORT. Regent Cerna reported that the Academic and Student Affairs Committee reviewed two Future Action Items: Proposed Changes to WAC 504-26 – Standards of Conduct for Students and Proposed Changes to WAC 504-28 – Policies and Regulations Applying to all Student Organizations presented by Executive Vice President and Provost and WSU Pullman Chancellor Elizabeth Chilton and Vice Chancellor for Student Affairs Ellen Taylor. Regent Cerna further reported that the Committee reviewed a Fall Enrollment Update presented by Provost and Chancellor Chilton and Vice President for Enrollment Management Saichi Oba. Regent Cerna said that after the presentations were complete, the Committee participated in a campus tour of student health and wellness services.

VII. FINANCE AND COMPLIANCE COMMITTEE REPORT. Regent Schauer reported that the Finance and Compliance Committee reviewed and discussed 4 Future Action Items: WSU Pullman – Voiland College of Engineering & Architecture Schweitzer Engineering Hall Design Phase Approval presented by Associate Vice President for Facilities Olivia Yang and Associate Vice President for Finance Matt Skinner; University Ethics Policy presented by Associate Vice President, Chief Compliance and Risk Officer Sharyl Kammerzell and Executive Director for Policy and Governance Danielle Hess; Marketing Contract for Cosmic Crisp presented by Associate Dean for Research Scot Hulbert and Associate Vice President Skinner; and WSU Pullman – Taylor Sports Complex Design Phase Approval presented by Athletic Director Pat Chun, Associate Vice President Skinner, and Associate Vice President Yang. Regent Schauer further reported that the Committee reviewed and discussed six Information Items: Athletics Budget Review presented by Athletic Director Pat Chun and Associate Vice President Skinner; WSU Fiscal Year 2021 Financial Statement Audit Results presented by Associate Vice President Skinner and Executive Director Mollie Holt; Internal Audit Update presented by Chief Audit Executive Heather Lopez; 2023-2025 Biennial Operating Budget Request Update presented by Executive Vice President and Provost and WSU Pullman Chancellor Elizabeth Chilton, Associate Vice President Skinner and Vice President for External Affairs and Government Relation and Chief Legislative Officer Colleen Kerr; 2023-2025 Biennial Capital Budget Request Update provided by Associate Vice President Yang and Vice President Kerr; and Items Approved Under Delegated Authority; 1) Tuition Differential for the Masters of Health Administration and Leadership, 2) WSU Foundation Agreement, 3) WSU Alumni Center Agreement presented by President Kirk Schulz. Regent Schauer noted that the scheduled Chief Compliance Officer Update was tabled for presentation at the November 17-18, 2022, Board of Regents meeting due to time constraints.

VIII. OTHER BUSINESS. Chair Dickinson reported that the Regents met in Executive Session on Thursday, September 17, 2022, with legal counsel to discuss pending litigation involving the university. As a result of those discussions, Chair Dickinson reported that the Board had an Action Item and moved that the Board of Regents adopt Resolution No. 220916 and approve the request for defense of a university employee. The motion was seconded. Carried.

IX. PUBLIC COMMENT PERIOD. WSU employee William Engels commented to the Board requesting WSU divest from fossil fuels.

X. **ADJOURNMENT.** The meeting adjourned at 11:12 a.m.

Approved by the Board of Regents at its meeting held on November 18, 2022.

SIGNED COPIES AVAILABLE IN THE WSU SYSTEM PRESIDENT'S OFFICE

EXHIBIT A
Board of Regents
September 16, 2022

September 16, 2022

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Foundation Board of Regents Report

SUBMITTED BY: Mike Connell, Vice President of Advancement & CEO, WSU Foundation

The Washington State University Foundation is pleased to report the following:

- More than 41,400 donors contributed \$154,324,420 in total philanthropic activity to benefit Washington State University faculty, students, research, and outreach system-wide during Fiscal Year 2022 (which ended June 30). This marked the strongest single year of fundraising activity in WSU's 132-year history.
- The WSU Foundation's endowment market value was \$634,048,409 as of June 30, 2022, representing a 12-month return of -1.20%. The WSU Foundation also distributed a record \$22,965,931 from the endowment to support student scholarships, faculty positions, research, and outreach programs system-wide.
- The WSU Foundation will host *Cougs Together: Annual Fall Meeting and Volunteer Awards Celebration* on the WSU Pullman Campus, September 28-30. The schedule will include the meeting of the WSU Foundation Advocates and Advocates Emeriti on September 29, and the meeting of the WSU Foundation Board of Directors on September 30.
- The WSU Foundation will formally recognize eleven individuals for exceptional service to advance the culture of philanthropy for the WSU Foundation and Washington State University during the Volunteer Awards Celebration on Thursday, September 29, at the WSU Pullman campus. Recipients of these prestigious awards are as follows:
 - Weldon B. "Hoot" Gibson Distinguished Volunteer Award:
 - Dan Harmon '80
 - William F. "Biff" Brotherton Cougar Spirit Award:
 - Nancy Harnasch '71
 - Outstanding Service Award:
 - Mike Blankenship '13
 - Mike and Debra Leslie '75
 - Tony and Emily Poston '08
 - Rebecca Zanatta '97
 - Faculty/Staff Outstanding Service Awards:
 - Byron Marlowe, Don Smith Distinguished Professor and Director, WSU Wine & Beverage Business Management Program, WSU Tri-Cities (Posthumously)
 - Mel Netzhammer, Chancellor, WSU Vancouver
 - Nancy Swanger, Founding Director, Granger Cobb Institute for Senior Living and Association Professor, Hospitality Business Management, WSU Carson College of Business, WSU Pullman

September 16, 2022

TO: ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: WSU Alumni Association Report

SUBMITTED BY: Mark Schuster, WSUAA President 2022-2023

Leading the Way

On September 1, Mariah Maki became the Associate Vice President for Advancement and Executive Director of the WSU Alumni Association. Just the sixth WSUAA Executive Director since the position was created in 1934 and the first woman to assume the role. Maki will lead strategies and collaborations with WSUAA staff, volunteers, Advancement colleagues, university leadership, and alumni to enhance alumni engagement, heighten the visibility of the WSUAA, and galvanize WSU's brand and reputation around the world.

Engaging Cougs on Every Campus

Mariah began building strategic relationships from the first day on the job. She will join Vice President of Advancement Mike Connell and chancellors from each WSU campus at meet and greet receptions, including a Global online event, to connect with Cougs across the WSU system. Mariah will also spend time this fall with our deans and development colleagues to discuss future opportunities.

The Best Away Game Experience

Join hundreds of Cougs and kick off your away game experience at The PreGame, WSU's official tailgate at away games. Enjoy food and drinks, Cougar gear from The Bookie (at select PreGames), a selfie with Butch, and lively music. WSUAA members always receive a discounted price when registering for the event. This year's events include:

September 10, 2022 - University of Wisconsin – Madison

November 5, 2022 - Stanford University

November 19, 2022 - University of Arizona



September 16, 2022

TO: All members of the Board of Regents
SUBJECT: Faculty Senate Report
SUBMITTED BY: Christine Horne, Chair
PRESENTED BY: Christine Horne, Chair

A blue handwritten signature, likely of Christine Horne, written in ink.

The 2022-2023 Faculty Senate is pleased to report the following:

As of August 16, Faculty Senate leadership has changed with Christine Horne moving from Chair Elect to Chair, Doug Call moving from Chair to Past Chair, and Eric Shelden beginning as Chair Elect. Matt Hudelson is beginning his third year as the Executive Secretary and Anna Schilter is serving as our Faculty Senate Principal Assistant.

We are very grateful for Doug Call's contributions as chair, and for Dave Turnbull's contributions during his three years of service. Dave Turnbull will continue to serve as the faculty representative for Board of Regent's meetings until the Faculty Regent has been appointed.

Over the summer, Faculty Senate provided input to the Office of the Provost on academic policy changes and salary equity.

The first Faculty Senate meeting for the 2022-2023 academic year will be held on September 22, 2022. President Schulz and Provost Chilton will address the senate and present in anticipation of the new academic year. Faculty Senate leadership will continue to meet regularly with President Schulz, Provost Chilton, and Provost office leadership.

September 16th, 2022

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: ASWSU Report

SUBMITTED BY: Jacob Martinez

Good morning distinguished members of the Board of Regents! I am excited to share the plans that ASWSU have for this upcoming year. The Associated Students of Washington State University have been working diligently towards supporting students and providing an exciting upcoming year. Our executive board and senate have been working closely with each other to ensure effective communication. To start off, some of the topics and issues that we have been working on include:

COMPENSTATION FOR UNDOCUMENTED STUDENTS: When running for the position, one of the main issues that I noticed and what the community brought forward was payment for undocumented students. Our legislative affairs team have been working closely with the Washington Student Association (WSA) to find new ways of compensating our hard working undocumented students. We have been trying to address this issue for the past couple of years at Washington State University, but there has never been a plan. This year, we hope that we can get our undocumented students paid through scholarships or by lobbying at Cougar Day at the Capitol. We will be focusing on this issue for this upcoming year and hope that we can solve this.

EMERGENCY CONTRACEPTIVE VENDING MACHINE: Our Director of University Affairs has been working with Cougar Health Services and the Women*s Club to implement and emergency contraceptive vending machine. As of now, I am glad to say that progress has been made! We have the funds for this, and all that is left is to find a vending machine that can disperse these contraceptives. We are planning on placing the vending machine on the lower ground level that is discreet, but still accessible to all students.

PSYCHOLOGIST COUNSELORS: Myself and Kiana, the Vice President, have been working and communicating with Ellen Taylor about hiring more psychologists. Students have come forward and voiced their opinion that there has been a long wait list to seek 1 on 1 help. For example, one student came forward to me and explained how they were on the waitlist for 3 months and decided to leave because of how long the waitlist was taking. Our team came up with a temporary idea, which was to use an online platform where students can get the 1 on 1 help they are looking for. This was a major issue for all students and we are hope that we can get this resolved as fast as we can!

STUDENT HEALTH: As the school year started, we heard about a ton of students getting COVID-19. We have been telling students to stay safe and take whatever actions necessary to stay healthy. Luckily, some of our professors and advisors let students know that if they are sick, they should stay home to reduce the amount of COVID cases, and any other illness that

students are facing. They have been helpful and provide students with resources that will keep them safe.

Overall, we have started off this school year successfully so far and we will continue to work with other student organizations to hear any issues they are facing, so that we can advocate for students. I am excited to see what the future has to hold for all WSU students, and we cannot wait to better the campus as a whole! Thank you and Go Cougs!

September 16, 2022

TO: ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Washington State University Graduate and Professional Student Association Report

SUBMITTED BY: Samantha Jaurequi Edgerton, President and Executive Board Chair

The Washington State University Graduate and Professional Student Association (GPSA) is pleased to report the following:

- GPSA began the academic year with a fully staffed Executive Board. The following individuals comprise the Executive Board:
 - Samantha Jaurequi Edgerton, GPSA President and Executive Board Chair
 - Marwa Aly, Executive Vice President and Budget Chair
 - Ajay Barman, Vice President of Legislative Affairs and Chair of Legislative Affairs
 - Tathagata Pal, Chair of Awards & Scholarships; College Representative CAS
 - Arpita Sinha, Chair of Communications; College Representative Vet Med
 - Samodya Jayasinghe, Chair of Grants; College Representative CAHNREXT
 - Geoffrey Thatcher, Chair of Community Affairs; College Representative, College of Communication
 - Magdana Kondaridze, Chair of Programming; College Representative, College of Business
 - Rabayet Sadnan, Chair of Internal Affairs; College Representative, VCEA
 - Abodh Poudyal, Chair of Professional Development Initiative; College Representative, Graduate School
 - Golrokh Maleki, Chair of University Affairs; College Representative, Education
- GPSA welcomed 40 new Senators to New Senator Orientation on August 22, 2022, and completed our first Senate meeting on August 29, 2022. We currently have 20 vacancies to fill. As part of our recruitment drive, we are participating in more in-person events such as the Get Involved Fair on the Pullman campus on September 7, 2022. More than 15 people signed up, expressing an interest in being a part of GPSA. We will begin opening up applications again on Monday, September 12.
- GPSA partnered with the YMCA of the Palouse to sponsor childcare at the YMCA Day Camp over the summer. This partnership benefitted over 20 graduate student families. Due to the success of this program, GPSA created a partnership with the YMCA of the Palouse for the school year, granting a special rate of 50% off registration fees and graduate student families. All spaces were filled within three hours of the email announcement.
- The GPSA Senate will review and vote on the 2022-2023 GPSA budget at the next Senate meeting on September 12, 2022. The budget includes funding for the Professional Development Fund, Programming for graduate and professional students, and travel grants as many of our constituents return to in-person conferences and research trips. The total approved budget from the S & A Committee is \$526.55.00 for the academic year.
- The Legislative Agenda for GPSA this year will focus on four areas: Community; University; State; and Federal. Within the Community area, affordable housing, accessible healthcare, and food insecurity top our list of graduate student concerns. Within the university, concerns center on student mental health and resources; access to research materials; WSU GA stipends; healthcare and insurance; and discrimination. For the state level, we will focus on financial aid; childcare; affordable student health; and a basic needs survey. Finally, for the federal agenda, GPSA is focused on graduate student legislation; fixed interest rate; increased federal funding for research; opposing taxation on tuition; visas for international students; and accountability for mentors.



September 16, 2022

To: All members of the Board of Regents
Subject: Administrative Professional Advisory Council Report
Submitted by: Angie Senter, APAC Chair
Presented by: Angie Senter, APAC Chair

A handwritten signature in black ink that reads "Angela Senter".

The Administrative Professional Advisory Council is pleased to report the following:

1. Newly Elected Executive Members
 - a. Angie Senter (Pullman), Chair
 - b. Brandon Fris (Pullman), Vice Chair
 - c. Karla Ealy-Marroquin (Spokane), Treasurer
2. APAC will implement the 3-year strategic plan:
 - a. Purpose:
 - i. Improve APAC's **system** to increase AP participation and capacity
 - ii. Increase APAC's **impact, support and value** with AP constituents and throughout the whole WSU System
 - iii. Embrace a commitment to **diversity, equity and inclusion**
 - iv. Improve **communication** between APAC and AP constituents and the whole WSU system
 - v. Explore ways to increase APAC's influence outside the WSU system
3. Professional Development
 - a. Percipio Presentation partnership with HRS
4. Initiatives
 - a. AP Survey-release results and strategic plan
 - b. Increased communication and visibility across all locations
 - c. Diversity, Equity, and Inclusion
 - d. Employee Scholarship/Access to Global Campus

ACTION ITEM #1

President's 2022-2023 Goals and Objectives (Kirk Schulz)

September 16, 2022

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Proposed 2022-2023 Goals and Objectives

PROPOSED: That the Board of Regents accept the President's 2022-2023 Goals and Objectives

SUBMITTED BY: Kirk H. Schulz, President

SUPPORTING INFORMATION: Pursuant to the Board of Regents Policy on Presidential Performance Evaluation, attached please find my "2022-2023 Annual Goals and Objectives". The goals outlined and objectives in this document reflect issues of strategic importance for the WSU Pullman campus and the WSU System, including those related to the System Strategic Plan goals and related initiatives.

ATTACHMENT: 2022-2023 Annual Goals and Objectives document

PROPOSED 2022 – 2023 Goals and Objectives

Kirk Schulz
President
Washington State University

- Communicate our WSU success stories more effectively in the metro areas of Washington (Seattle, Spokane, Vancouver, Tri-Cities). We will highlight four to five major accomplishments across the academic year – similar to what was done for the Schweitzer Gift. Our progress will be measured by the following standards:
 - Use of **Engagement Rate for Social Media**: This metric divides the total number of engagements into the total impressions. It is expressed as a percentage that tells you for every 100 times a piece of content was served, it received n engagements.
 - We will aim to improve our engagement rate from the current average of 3.2% to 4%.
 - Use of **Media Quality Index (MQI) score**: The MQI score is calculated by looking at if the stories appear in top-tier publications, the total reach of those stories, if WSU appears in the headline and/or lead paragraph, the tonality of the coverage, and the resulting social echo.
 - We will aim to improve our media quality index score from the current average of 59.3 to 60.5.
- Campaign Year #2 –
 - Identify and publicize areas of fundraising focus for colleges/campuses.
 - Raise \$145M in new philanthropic funds.
- WSU Health –
 - Build out Residency Programs and formally launch WSU Health across the WSU system.
 - Officially launch our Pediatrics Residency in Spokane.
- Diversity, Equity, and Inclusive Excellence –
 - Implement the use of the Equity Impact Assessment Tool across the WSU system.
 - Continue with the highly successful cluster hiring program.
- Develop quarterly engagement plans with each campus chancellor surrounding the development of partnerships, philanthropy, and community engagement (Everett, Global, Pullman, Spokane, Tri-Cities, Vancouver).
- Implement a new budget model for the WSU system.

- Stabilize (and increase) enrollment across the WSU system at all campuses.
- Adopt a system-wide compensation philosophy for all employees.
- Explore the expansion of current efforts in the greater Nairobi, Kenya area into a campus consortium model similar to what was done for WSU Yakima.
- Using established goals identified in the WSU System Strategic Plan, we will hit the strategic targets outlined in the table below. A written, mid-year progress report will be provided to the Board of Regents.

Goal #	Focus Area	Metric	Proposed Target
1	Research, Innovation & Creativity	Total University R&D Expenditures	Increase by 5%
2	Student Experience	First-Year to Second-Year Retention Rate	Decrease gap by 1% between overall university retention and (a) pell-eligible students (b) first-generation students (c) students of color
3	Outreach, Extension, Service, and Engagement	Develop system-wide consensus on (a) shared definition of community engagement (b) selection of a systemwide tool for data collection and management	
4	Institutional Effectiveness and Infrastructure	Demographic data on faculty and staff diversity	Reduce reporting gaps (a) for faculty from 32.7% to 10% (b) for staff from 23.3% to 10%

ACTION ITEM #2

Facility Naming Approval – Schweitzer Engineering Hall (Olivia Yang/Matt Skinner)

September 16, 2022

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: Facility Naming Approval for Schweitzer Engineering Hall

PROPOSED: That the Board of Regents approve the naming of Schweitzer Engineering Hall

SUBMITTED BY: Stacy Pearson, Vice President for Finance & Administration/CFO

SUPPORTING INFORMATION: In April 2022, the WSU Foundation received a transformational gift in the amount of ten million dollars (\$10,000,000) from Edmund and Beatriz Schweitzer and ten million dollars (\$10,000,000) from Schweitzer Engineering Laboratories, Inc. (SEL).

These transformational gifts will support the design and construction of the Voiland College's new student success building on the WSU Pullman campus. The facility will be a central hub for engineering and design students to innovate, collaborate, and to access advising, technology and other activities. In recognition of these gifts, the planned building name will be "Schweitzer Engineering Hall." A press release detailing the extraordinary accomplishments of Dr. Schweitzer, a recipient of the Regents' Distinguished Alumnus Award, as well as the longstanding collaboration between WSU, the Schweitzer's, and SEL, is available at this link: <https://news.wsu.edu/press-release/2022/04/18/wsu-announces-record-setting-gift-for-engineering/>

Under the gift use agreement and WSU policy, the naming of the building, which has been recommended by the Facilities Names Committee and approved by the President, is subject to Board of Regents approval. Details regarding the design and use of the building will be presented to the Board of Regents in connection with the upcoming request for approval of the design phase of the building.