

March 22, 2023

Dear WSU Administrative Professional Advisory Council,

It is my pleasure to nominate my supervisor and colleague, Chris Cordodor, for the 2023 Administrative Professional Contribution Award. I met Chris in 2018 when I worked for the Washington State University (WSU) Everett campus and have worked with him regularly over the past several years. In November 2022, I accepted a position with WSU Pullman where I am fortunate to be supervised by Chris. Chris is a genuine person, a team player, and has the university's mission at heart in everything that he aims to do.

While reviewing the criteria for this award, I was able to easily identify multiple examples of Chris making exceptional contributions to Washington State University that have had an impact at the system level. Below are a few examples of the many ways Chris has made a far-reaching and lasting impact at WSU.

I have had several opportunities to observe Chris' productivity over the years. He currently serves as the Director of University CRM, Communications and Strategy and while his position is viewed more as a leadership position focused on management and strategy, I often find him jumping in to assist with daily tasks that help us in reaching more prospective and current students. Some examples include writing copy, editing copy, building queries, editing queries, creating forms, etc. I would estimate his hands are touching up to 20-40 emails or forms per week which translates to reaching hundreds to thousands of prospective and current students.

Something I respect about Chris and his innovative problem-solving abilities is that he is always looking for the most efficient way of completing tasks. For example, we recently worked with several other WSU campuses and our lead Transfer Admission Counselor for the WSU system to set up system-wide events that were taking place at WSU campuses all over the state. Chris took the lead on this complex assignment and found a way to create one registration form that could meet the needs of all the campuses. The process Chris created is efficient and is a process we will continue to utilize in the future. Chris ensured he listened to each campus partner to consider their specific needs while also thinking about the end-user (student) and came up with this wonderful solution where everyone was satisfied with the finished product.

If you meet Chris, you will understand what I mean when I say he is one of the kindest and most caring individuals you will ever meet. I feel so fortunate to have him as my

supervisor! He is constantly offering feedback in a positive way and makes me feel valued as a team member. I believe one of the reasons why I have such a positive working relationship with Chris is because of the foundation we built as colleagues. When I met Chris in 2018, he was just starting to take a lead role with implementing our system-wide CRM. He knew that the Everett campus had a limited number of staff and therefore he jumped in to help us get onboarded. I felt so relieved when he offered us his help as I was not sure how we were going to implement the CRM on our own. I am not the only person Chris has a positive working relationship with though. If you see him in meetings, he is very much the first person to greet others in the meeting, he remembers stories you told him about what is going on in your life, and again, he is just one of the most genuine people that I know.

When I think about Chris' service to the university and community, I think about the WSU spirit he has. He has been with the university for almost 20 years and if you ever visit his office or talk to him about Cougar sports, you will see and hear how much of a die-hard WSU fan he is. He is so dedicated to the university that I often hear him talking about volunteering or attending WSU alumni events and recruitment events. Chris' department resides within the Office of New Student Enrollment and most of the work he does is considered behind the scenes. However, he is so dedicated to the mission of WSU that you will find him volunteering his time on the weekends for recruitment events. This is just one of the many examples of Chris' ability to go above and beyond his required job duties.

I believe Chris makes a huge and unique difference in the workplace. He approaches tasks with a 'can do' attitude and offers several solutions to a user so they can make their most informed decision. He is very much student-focused and incorporates big picture ideas such as ensuring families/supporters are being communicated with and that we are being mindful of how to interact and communicate with our diverse audiences.

Finally, I want to mention that Chris' performance has far-reaching and compelling impact to the Office of New Student Enrollment. Chris is a key partner when it comes to working with the Division of Student Affairs, the WSU academic colleges/departments, the Chancellor's office, multiple WSU campuses, and many more. I know that if it were not for Chris, the CRM on the Everett campus would likely not be utilized in the way it is today. He really took the time to train the staff and set up forms, templates, etc. to ensure it was easy for the user and that we could operate somewhat autonomously.

I hope I was able to convey how impact Chris' work is and has been to WSU. Chris is always ready and willing to help whenever a colleague reaches out to him. He is innovative and is always searching for ideas on how to improve processes to cut down on inefficiencies. He is tech savvy and has a way of sharing "techy" information making it easily digestible for non-tech individuals. And again, he is a wonderful person who I am not only honored to know but honored to work with on a daily basis.

I want to thank you for taking the time to consider Chris Cordodor for the AP Contribution Award. If there is anything else I can do or provide to support Chris, please do not hesitate to contact me at holly.prouty@wsu.edu.

Sincerely,

Holly M. Prouty, M.Ed.
Communication Specialist, CRM Communication & Strategy
Washington State University Pullman

March 27, 2023

WSU Administrative Professional Advisory Council,

It's with great honor that I'm nominating my colleague Chris Cordodor for the 2023 AP Contribution Award. Chris excels in the four areas of contribution listed in the nomination form and is an exemplary colleague and employee. I'm excited to get to highlight some of his work!

In the area of productivity, Chris can output a significant amount of work in his role as Director of University CRM Communications and Strategy. Chris oversees hundreds of communications (emailed, text messaged, mailed, etc.) with thousands of iterations. A lot of the work that we do in Admissions & Recruitment is cyclical, but the work Chris does is not necessarily. The scope of his work necessitates constant changes to content as dates, programs, scholarships, etc. are forever changing. His role also makes him the point person for campus departments and their needs. These needs range from long-term planning of communications all the way to needs for communications that need to be created, edited, and sent immediately. Rarely does Chris need additional time to fulfill any obligation (whether within our department or coming from outside of it) and the amount of content he and his team produces is truly astounding. I wish I could quantity it for you all—the person who could would ironically enough be Chris himself and I can't tip him off to this nomination just yet 😊

When it comes to problem solving, this is another area Chris excels at. Again, working with so many people whose needs range from long-term to immediate necessitates being nimble and adaptable. A recent example I can draw on is his work in facilitating the Top Scholars program at WSU. This is a newly-revamped program that I lead and since much of the program is new, has required a massive amount of work in the communications department. An immediate need I stumbled upon with the program was needing to understand when a student switches their intended major. Since participation in the program is predicated on the major a student is in, knowing when they switch and alerting their new department is imperative. Chris was able to come up with a solution that identified and immediately emailed me each time a student switched their major. The previous way I was doing this? Manually looking up students one by one and finding them that way. Not needing to do this for 1400+ students bought me a TON of time back in my week and made our working relationships with departments that much easier and quicker. We can now immediately alert the new department to the change and work with them on whether or not they can extend an invite to the program to that student.

The above is one example of Chris and how he works positively with others across campus, but there are so many more examples of this and his love for the university. At a men's basketball game this year (that Chris helped me find tickets to – he's a BIG WSU sports guy) I got a text message from him with regards to an overlapping admitted student "Experience WSU" event and the men's basketball Apple Cup game. "Hey—have you thought about trying to get attendees to Experience WSU tix to the game that night? Might be cool..." It was something I hadn't thought about but was a great idea—I fired off a text message and within a few days had hundreds of tickets from Athletics to give to my visiting, admitted students. Chris helped me get the word out to students and families that we'd secured those tickets and it was an awesome experience for our families. His creativity lead to hundreds of students experiencing a WSU sporting event for free and we were able to support Athletics into another huge win against UW! It's these "small" touches at our events that make all the difference in if a student will choose WSU as the school for them and I have no doubt this helped solidify WSU as many students' school of choice.

I appreciate the opportunity to nominate Chris and look forward to him either receiving the award or being able to share this letter with him afterwards if he doesn't. He's a fantastic colleague and the first person that comes to mind when I read the type of person you're looking to nominate.



MICA DEMARCO

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December 23, 2022

Dear APAC Award Committee,

I am offering my endorsement for Christopher Cordodor to be a recipient of the Administrative Professional Contribution Award. Mr. Cordodor has served the staff and students at Washington State University for over 20 years. He serves WSU as the Director of CRM, System Communications, and Strategy for the Office of Enrollment Management. In this position, he is heavily involved in sharing his Cougar spirit with our newest generations of Cougs. He excels at promoting campus inclusivity with a contagious positive attitude.

His WSU knowledge compliments his technical skills and enrollment system knowledge to enable our enrollment administration to make strategic, data-driven decisions.

He is a proud member of the WSU Alumni Association and supporter (and HUGE fan) of Cougar Athletics. As an Alumni, he also continues to support his fraternity on campus.

He strives to excel in his commitment to WSU and exhibits Cougar pride and loyalty in everything he does.

Thank you for your service to WSU and always, Go Cougs! 🐾



Libby Fillmore
Assoc. Director of Communication