Fall quarter concludes on December 13, and there has been no shortage of opportunities to collaborate and share knowledge with our community and state. Travels took me to Heritage University in Toppenish, Washington, to attend a forum with Drs. Judd Case and Mary Ann Keogh Hoss on inter-professional medical education. The Center for a New Washington at Heritage University is collaborating with Pacific Northwest University to look at a joint approach to health care education for Central and Eastern Washington. I met with the president of Pacific Northwest University, Dr. Keith Watson, to talk about how EWU’s master in public health (MPH) could benefit medical education in the area.

As a member of the University District Board, work continues on the development and implementation strategy. The Board has looked for ways to bring information to the community, such as creating the UD Magazine with an emphasis on community and development outreach. Additionally, I also attended the Spokane Business Association’s conversation on growth and development of the University District that reviewed the connection between and South and East University Districts and the Riverpoint Campus. Discussion also included business development in the area. Our focus in December will be the 2014 work plan and budget.

Also related to development in Spokane, I have been involved with the Spokane Transit Authority’s (STA) Central City Line Core Stakeholders. STA is currently working on a comprehensive plan for public transportation that seeks to address a transportation plan for the next 30 years. I am involved with providing input on the project, to include economic development, possible extension agreements, and public outreach and education.

Much of my emphasis this reporting period included attended community engagement activities such as the Sterling Bank Community Award Luncheon, an event that gathered civic leaders who honored Sterling for its use of community investment programs in meeting affordable housing and economic development needs in the Spokane community.

Part of my work in the Spokane community includes working with Priority Spokane, which is a collaboration of organizations dedicated to creating a solid and vibrant future for all of Spokane County. The focus is on economic vitality, education, the environment, and health and community safety. I participated in the final meeting of the Healthy People Task Force at the Spokane Regional Health District in support of Dr. Patrick Jones’ (Executive Director for the Institute for Public Policy & Economic Analysis at EWU) efforts to develop final indicators that will guide decisions for the region’s health and community safety.

Additional work with Priority Spokane this month included the visit by the Robert Wood Johnson Foundation (RWJF). We are vying for the RWJF Roadmaps to Health Prize which is
awarded annually to honor outstanding community efforts and partnerships that are helping people live healthier lives. Winning communities receive a $25,000 cash award. They visited the Riverpoint campus; and following the tour, we discussed the nature of health sciences education in our community. They were particularly impressed with the visit, and we understand we were the only community out of 260 that did not gear our proposal toward a specific health topic (i.e., heart disease), but rather our focus was on improving overall health via educational attainment. Educational attainment is a high priority, as it has a significant impact on many areas of an individual’s quality of life.

I am also pleased to report my appointment to the board of a national organization: the American Association of State Colleges and Universities (AASCU). It is a Washington-based higher education association of nearly 420 public colleges, universities and systems whose members share learning and teaching-centered cultures and a commitment to underserved student populations. As a board member, I will work to support the public purpose of public higher education and support institutions that prepare students to be effective in a globally literate society; advocate for effective public policy at the federal level; and provided leadership in the area of policy development and program development that strengthens academic quality.

Earlier this year I was also appointed to the Washington State Institute for Public Policy. I have attended two board meetings thus far. Our focus for 2014 will include Medicaid, aging, public health and workforce training.

There were many changes to this year’s Thanksgiving Luncheon that included a move to Reese Court and use of Eagle Vision to bring greater attention to our distinguished service award winners. Other transformations included increased seating and ease of access via swipe tickets, four lines for food, and overall staff worked to “class up” the event and make it truly special. Our tickets sales were good, and more than 600 meals were served that day.

What excitement we have had on the football field! Nadine and I have also hosted many friends of the university at our home games, and we have had the great pleasure of traveling on team charters to Grand Forks, North Dakota and San Luis Obispo, California. Home football ticket sales are at an all-time high, and we are on to the championship playoff games after ending our regular season 8-0. We hope to see you on December 7 at Roos Field in the second round of the NCAA Football Championship Subdivision Playoffs!

Go Eagles!

Rodolfo Arévalo, Ph.D
President
President Rodolfo Arévalo participated in the following meetings and activities since the last EWU Board of Trustees meeting on September 27, 2013:

**COMMUNITY EVENTS**

- Snowdon Elementary School Dedication
- Sterling Bank Community Award Luncheon
- St. Rose Finance Committee
- United Way Benefit and Auction

**DIVERSITY**

- Hispanic Business Professionals Lunch
- Hispanic and Latino Presidents and Chancellors Dinner

**EXTERNAL**

- 16th Annual Economic Forecast
- Associated Industries Bright Promise Scholarship Recipient Reception
- American Association of State College and Universities (AASCU) Annual Convention
- Big Sky Presidents’ Council
- Central City Line Project Core Stakeholders’ Group
- Council of Presidents Meeting
- East Spokane Business Association’s “Business After Hours”
- Tom Foley Memorial Service
- Greater Spokane, Inc., (GSI) Board Meeting
- GSI “State of the Green Economy” Reception
- Health Care Forum (Spokane Community College)
- Healthy People Task Force (Spokane Regional Health District)
- Higher Education Leadership Group (HELG)
- Interprofessional Medical Education Forum (Heritage University)
- Mayor Condon
- Fred Pollard
- Priority Spokane
- Senate Transportation Committee Hearing
- Senator Michael Baumgartner
- Senator Rodney Tom
- Spokane Public Schools’ Breakfast for Community Leaders
- Spokane Rotary
- Spokane STEM Executive Committee
- Spokane STEM’s Forward 2014 Breakfast
- Spokane Visitors Bureau “Big Meeting”
- University District Board
- University District Executive Committee
Attachment IV.A.

- Visit Spokane Board
- Visit Spokane Executive Committee
- West Plains Chamber
- Washington State Institute for Public Policy Board (WSIPP)

**EASTERN MEETINGS AND SPECIAL EVENTS**

- Academic Affairs Council
- Africana Studies Welcome Reception
- ASEWU Quarters to Semesters Presentation
- College of Business and Public Administration Dean’s Advisory Board
- Chinese Ministry of Education
- Eagle Coaches’ Show
- EWU Basketball (Men’s) vs. Walla Walla
- EWU Basketball (Women’s) vs. Gonzaga
- EWU Foundation Executive Committee
- EWU Foundation Board Meeting
- EWU Football v. Cal-Poly
- EWU Football v. Montana
- EWU Football v. Montana State
- EWU Football v. North Dakota
- EWU Football v. Portland State
- EWU Football v. Sam Houston State
- EWU Football v. Southern Utah
- EWU Football v. Weber State
- EWU Homecoming Parade
- Faculty Senate
- Hall of Fame Breakfast and Welcome
- New Faculty and Faculty Merit Award Reception
- President’s Executive Committee
- Quarters to Semesters Town Hall
- Regional Initiatives in Dental Education in Spokane Reception
- Residence Hall (synamncut) Blessing
- Riverpoint Faculty Lunch
- University Thanksgiving and Service Awards Luncheon
- Women’s and Gender Studies Welcome Reception
ACADEMIC AFFAIRS

- **Merit Awards** - On October 8, Dr. Arévalo hosted an annual reception for new faculty and faculty merit award winners. The event honored the merit award winners from 2012-13 and introduced new faculty to successful senior faculty.

- **General Education Review and Reform** - A subcommittee of the Student Success and Retention Committee, and co-chaired by Professors Kevin Decker and Mindy Breen, the General Education Review and Reform (GERR) Committee has held three all-campus forums to solicit feedback about Eastern’s General Education program.

- **College Success Foundation Annual Meeting** - Terrie Ashby-Scott, Keith Klaus, Chuck Lopez, and Rex Fuller represented EWU at the College Success Foundation Annual Meeting in Seattle on November 1, 2013. For many years, EWU has enjoyed the support of the Foundation, which provides scholarships to minority and first-gen students.

- **EWU and the Community Colleges of Spokane**
  Through a series of summit meetings, EWU and the Community Colleges of Spokane continue to explore ways to expand “Destination Eastern” and 2+2 degree programs. The most recent summit took place on November 22, 2013.

- **Accreditation**
  EWU had successful accreditation visits for Urban/Regional Planning and Electrical Engineering. Final reports concerning these accreditation visits are expected soon.

Office of Global Initiatives

**Study Abroad** - One hundred twelve students participated in study-abroad experiences during academic year 2012-13 (an increase of eleven percent over the previous year) through —

- Faculty-Led Programs (Cuba, Cyprus, France, Ghana and Spain)
- Internships/Service Learning (Argentina, Costa Rica, Germany, Ireland, Kenya, Nicaragua, Palestine and Rwanda)
- Traditional Study Abroad – Direct Enrollment (Argentina, Austria, Chile, China, Costa Rica, England, France, Germany, Hungary, India, Ireland, Japan, Jordan, New Zealand, Peru, Scotland and Spain)
- Traditional Study Abroad – Exchange (Germany and Japan)

**Recruiting Activity**

- Kazakhstan, October 15 - 21, 2013: OGI staff member Catherine Dixon and Anthropology Professor Jerry Galm met with prospective students and government officials from the U.S. and Kazakhstan. EWU is also exploring involvement/qualification for the Bolashak Program, a Kazakhstan governmental study-abroad scholarship program.
China, November 3 - 18, 2013: OGI staff member Minghua ‘Sonic’ Weng and English Language Institute Director Neil Heyen visited multiple partner universities in support of the 1+2+1 Sin-American Dual Degree Program. As part of each visit, the EWU delegates presented the benefits of an EWU education to prospective students and their families while addressing questions/concerns related to studying in the United States.

**Visiting Delegation Activity**

- In support of the 1+2+1 Sino-American Dual Degree Program, EWU hosted a group of 12 Chinese Ministry of Education and University delegates on October 3-4, 2013. Events and activities included a formal banquet hosted by President and Mrs. Arévalo.

- OGI and the Music department also hosted a four-person delegation from the University of Agder in Norway on October 23, 2013. In addition to meeting with EWU music students interested in studying abroad, potential partnership opportunities were discussed related to faculty and student exchange programs for a variety of academic disciplines.

**EWU Extended Campus**

- After a nine-month marketing research project and collaboration among several offices at the university, the EWU Virtual Campus was given its final name and look. The students saw online and off-campus programs as extensions of the EWU main campuses at Cheney and Riverpoint. As a result, the name “EWU Extended Campus” was selected.

- The partnership between Eastern Washington University and **Lower Columbia College** took another step forward on 16 October 2013 with the dedication of the LCC University Center. EWU sent a 12 person delegation led by Dr. Rex Fuller to LCC for the dedication. EWU is the primary university partner with Lower Columbia College in their efforts to bring four-year degrees to the Longview/Kelso area.

**ADVANCEMENT**

- **On Course-Seattle Times**: MarCom worked on ads and editorial content for the Sunday, October 27, *Seattle Times*.

- **Northtown Mall Displays**: MarCom has been working to build a relationship with Northtown Mall, and in October was able to secure an empty storefront for an EWU display. Together with the University Bookstore we were able to do large window graphics and a nice interior display promoting Eastern and the Bookstore.

- **Steven Pinker Event**: MarCom partnered with Development to promote and host renowned scientist and Pulitzer Prize Finalist Steven Pinker. Pinker appeared at the INB for a speaking event (1,300 attendees) and a student lecture (250 attendees).

- **Faculty/Staff Annual Fund Effort**: This annual giving campaign kicked off in October with over 325 employees making gifts totaling over $40k as of November 5.
The Red Zone: Alumni and community participation in the alumni tailgate area named “The Red Zone,” has nearly doubled this year.

Away-Game Tailgates: The Alumni team has hosted two sold-out tailgate events at both Oregon State and Montana with 500 alumni participating at each.

Seattle Senior Send Off: In partnership with Admissions, hosted more than 130 incoming students, family and alumni at a send-off reception in Seattle.

Transfer Student Endowment Created: A couple has donated $150k to create an $100k endowment and $50k immediate use scholarship fund to support scholarships for community college transfers to EWU.

Scholarship Increase: An EWU Foundation board member increased their annual support of students and programs with a gift of $140k. This gift will provide for nine (9) full tuition scholarships and one (1) tuition with room & board scholarship, as well as support for several programs.

ATHLETICS

On August 31, our football team became just the 4th FCS team in history to upset a top-25 FBS team when we beat Oregon State in Corvallis.

Four of five home football games were sellouts. Eastern finished with an 8-0 conference record, and this will be their fourth playoff appearance in the last five years. The first game is December 7.

The men’s and women’s basketball teams begin their season – the women have been picked as favorites to win the Big Sky while the men have been picked for 5th.

BUSINESS & FINANCE

Learning Commons Phase II – Construction of phase II is complete. This provided an additional 3,360 square feet assigned to Learning Commons.

Facilities Food Finders team was the winner of the 2013 Food Drive Winners with 216 pounds of food collected and $3,974 in cash donations.

Facilities and Planning sponsored a Campus Night Walk to help identify areas with safety issues and lighting needs on campus. The next step will be the development of an updated campus lighting plan and budget to address lighting needs.
- **Ray Godin, Custodial Services and Scott Buck**, Transportation Services have submitted a proposal they will present at the Washington Higher Education Sustainability Conference held at Western Washington University in February.

- **Patterson Hall Renovation** – Nearly complete, and we have begun planning for a grand opening ceremony.

- **Human Resources** is leading the management team in bargaining with PSE.

- **Dining Services** opened the new concession stand in the upper area of Roos Field for the home game on October 5. With the attendance at EWU Football games over 10,000 for the last three home games, concessions have averaged over $15,000 in sales per game.

- The **University Recreation Center** hosted the Spokane Chiefs vs. Tri-Cities Americans exhibition game on September 11. Over 1,000 visitors attended the game.

- **Financial Services** team leaders attended a national higher education conference related to best practices for accounts receivable management, customer service, and collections management.

- **Business and Finance** completed the 2013 Higher Education Operational Efficiency and Effectiveness report required by the legislature, and partnered with the Financial Aid Office to complete the second annual report required under HB 1795 (Higher Education Opportunity Act). This report will be issued by the Council of President’s Office in December 2013.

- **Campus Police** prepared the Annual Security and Fire Report (Clery Report), with statistics from 2010, 2011, & 2012, published September 25, 2013. Once again EWU has been ranked as one of the safest campuses in the country.

**STUDENT AFFAIRS**

- **Admissions** is currently implementing Hobson’s Apply Yourself, a new online application, as a first step in the larger Constituent Relations Management implementation. As part of this implementation, we are making significant changes to the application process to make it easier for students and applicants to use, to enhance communication with students and prospects, and to improve the overall admissions process.

- **EWU** has selected Perkins+Will as the successful architect for the Pence Union Building (PUB) Renovation Predesign. The PUB project is in its preliminary phase, with various design workshops for students and key stakeholders scheduled throughout the spring. The student vote on a fee to support the project is planned for the first week of May, with an update to the Board of Trustees slated for the May 15 meeting.

- **Counseling and Psychological Services** (CAPS) received full re-accreditation by the International Association of Counseling Services’ Board last month (October 2013).
• **Intramural Sports** has experienced its largest fall quarter participation in the last 10 years, with a 20 percent increase in student involvement over Fall 2012. In addition, EWU has been selected to host the West Coast NIRSA Basketball Championship in February 2014.

• **Career Services** continues to grow our internship opportunities and student participation. This year 18 students applied for the Legislative Internship—the largest group ever. We usually have several students selected for this prestigious placement.

• The **Veterans Resource Center** has worked to provide priority registration for student veterans per State House Bill 1109. Over 400 student veterans took advantage of this benefit within the first day of priority registration. The University received and distributed $878,950 in tuition and fees from GI Educational benefits in support of student veterans at EWU for Fall Quarter 2013. This is an increase of $105,000 from Fall 2012.

• **Housing and Residential Life** reported this fall EWU finished something BIG, 354 students moved into the brand new state of the art residential facility, snyamncut Hall.