

Inclusive Communication: Part A

Title: Western Today Expansion

Proposal:

Provide automatic (opt-out) access to the *Western Today* campus newsletter for all WWU students.

Purpose:

Western Today (WT) is a reliable and thorough source of university-wide information, and since it is currently the only functional source for non-emergency news regarding WWU, we seek to expand access to all Western students. Ensuring inclusive communication processes has never been more important, both to the optimal operation of the university and for the fulfillment of our strategic plan. If Western is to "serve as a model for institutional effectiveness, innovation, diversity, and sustainability,"¹ we need to focus on full and open communication. If we are committed to "open, passionate, and civil discourse, leading to transparent and well-informed decision-making,"² we must ensure that our students have immediate access to the information they need to be part of that decision-making process. The fact that WT has vetted information, an easy-to-read format, and engaging material makes it an ideal mechanism for fostering inclusive communication by sharing important information throughout campus. In expanding its audience to include students as well as faculty and staff, *Western Today* would facilitate a knowledgeable and informed campus community as well as enhance dialogue and civil discourse at WWU.

Including students in this vital source of news and information could not only increase students' sense of pride in the institution and enhance a sense of engagement with campus events and opportunities, but it would also distinguish Western as "a collaborative environment where faculty, staff, and students contribute to the mission of the University."³

Understandably, there might be concern about cluttering student email inboxes; however the combination of informing students of the service when they arrive, making the opt-out process well known and simple, and highlighting the clutter inbox feature of the student email system will readily address this concern.

¹ "Strategic Goals." *Mission Statement and Strategic Plan*. N.p., n.d. Web. 12 May 2016. <<http://www.wvu.edu/president/strategic-plan.shtml>>.

² "Western Is..." *Western's Mission and Strategic Plan*. N.p., n.d. Web. 12May2016. <<http://www.wvu.edu/content/westerns-mission-and-strategic-plan>>.

³ "Western Is..." *Western's Mission and Strategic Plan*. N.p., n.d. Web. 12May2016. <<http://www.wvu.edu/content/westerns-mission-and-strategic-plan>>.

¹ "Strategic Goals." *Mission Statement and Strategic Plan*. N.p., n.d. Web. 12 May 2016. <<http://www.wvu.edu/president/strategic-plan.shtml>>.

² "Western Is..." *Western's Mission and Strategic Plan*. N.p., n.d. Web. 12 May 2016. <<http://www.wvu.edu/content/westerns-mission-and-strategic-plan>>.

³ "Western Is..." *Western's Mission and Strategic Plan*. N.p., n.d. Web. 12 May 2016. <<http://www.wvu.edu/content/westerns-mission-and-strategic-plan>>.