



**COLLEGES OF
DISTINCTION**



Colleges of Distinction

Member Onboarding Guide



Congratulations on being recognized as a College of Distinction!

Now that you can point to this valuable third-party recognition when engaging your various audiences, it's important to make sure you get the absolute most out of it. And this means making sure that all relevant stakeholders across campus are aware of this distinction and have access to your CoD membership packet so they can meet their specific goals as well.

In order to help get you started, we have detailed some action items based on your institution's target audiences so that you can take advantage of your CoD membership. Before you do anything, though, make sure to knock out this first step:

Share Your Badges Internally With All Relevant Campus Stakeholders



While this is not an exhaustive list, here are some of the stakeholders with whom you should share your CoD membership packet: admissions, marketing, communications and PR services, military services, student diversity office, career services, alumni relations, university advancement, academic departments and schools (business, nursing, arts and sciences, etc.), human resources, the president's office, and executive administrators.

Also, make sure to share this guide with them so that they, too, can identify what action steps to take. Once you've done that, you're ready to begin! Simply turn to the section in this guide that matches your target audience and follow the suggested action items. We've also included some checklists at the end of this guide to summarize the relevant action items for each target audience.

Here is a breakdown of the four general audiences whose action items we have identified:

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Target Audience
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Target Audience
Current and Prospective
Faculty and Staff

Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.



Highlight Your CoD Badges Online and Through Email

The badges are intentionally designed to draw the attention of online visitors,

so it's important to use them throughout the areas prospective students will engage throughout their buyer journey. This means admissions, college, and department webpages; microsites; landing pages; and online publications. You may also want to add descriptive copy to accompany the badges depending on where you highlight them.

If you have a Google AdWords account,

take the opportunity to feature your recognition by including your badges in the design of your display ads. You could also simply write a sentence or two about your distinction for Google search ads.

If applicable, write an article that details your distinction for your university's

prospective student blog. Feel free to utilize the two-page handout and/or press release template included in your CoD membership packet to help guide your content.

Add your CoD badges to your admissions emails

along with copy that details the importance of this distinction.

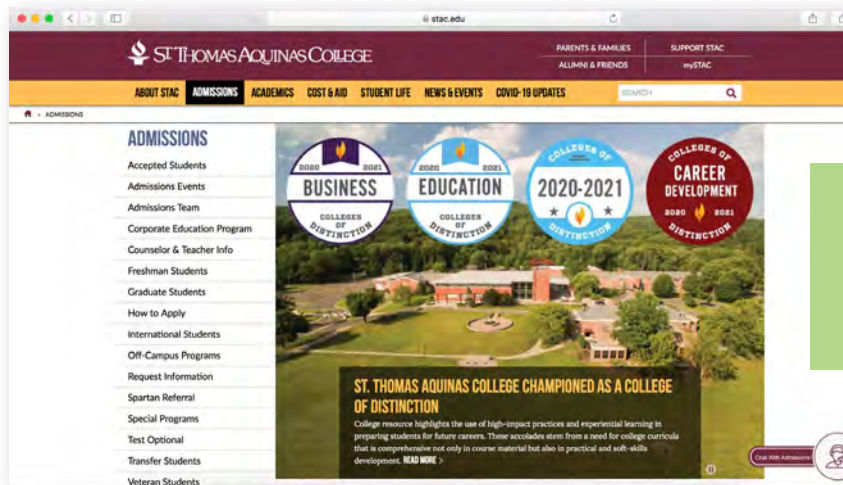
Enhance Current Email Campaigns

Include the badges in the emails you are already sending to prospective students.

Develop a New Campaign Promoting CoD Membership -

Draft a single email blast with news about your CoD membership, including information about each badge you have received and why they are important. Or, better yet, draft a multi-email campaign featuring an overview of your school's distinction along with subsequent emails that feature each of your badges separately. Make sure to include appropriate calls to action in these emails as well to prompt prospective student engagement along the buyer journey.

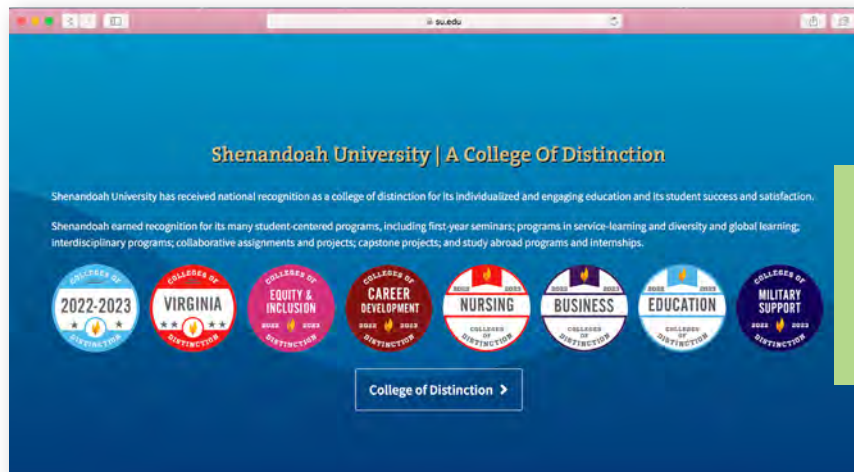
Online & Email Examples



ST. THOMAS AQUINAS COLLEGE places badges on the admissions homepage <https://www.stac.edu/admissions>



GOLDEY-BEACOM COLLEGE features the distinction on the main slider <https://gbc.edu/>



SHENANDOAH UNIVERSITY shares all distinctions on homepage <https://www.su.edu/>

Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.



Highlight
Your CoD
Badges
on **Social
Media**

Promote your CoD badges and CoD-crafted video

on all of your social media platforms (Facebook, Twitter, LinkedIn, Instagram, etc.). It's worth highlighting these as soon as you receive them as well as regularly throughout the year (especially in the fall, when students are applying, and in the spring, when admitted students have decided to enroll). In addition to your badge and CoD-crafted video, make sure to add a link to your profile page on the CoD website so students can learn more about why your school is distinguished.

If you have paid social media accounts, then consider crafting a paid ad campaign featuring your various CoD badges and CoD-crafted video with links to your profile on the CoD website.

Social Media
Examples

Vermont State
@VermontStateU

Excited to see @CastletonEdu Named 2022-2023 College of Distinction by @CoDSchoolSearch for the 4th consecutive year!
castleton.edu/news-media/art...
#vt #vermont #highered



Castleton Named 2022-2023 College of Distinction
castleton.edu

VERMONT STATE
uses **Twitter** to promote the annual distinction for Castleton University

SOUTHERN UTAH UNIVERSITY
shares recognition press release on **Twitter**

Southern Utah University | Cele...
@SUUtbirds

SUU has again received national recognition as one of the Colleges of Distinction! We've received additional recognition for business, education, engineering, nursing, career development, and military support.
suu.edu/news/2022/07/c...
#TBirdNation @CoDSchoolSearch





suu.edu
SUU Named 2022-2023 College of Distinction | SUU

UNIVERSITY OF HARTFORD
highlights individual recognitions on **Twitter**

University of Hartford
@UofHartford

The University of Hartford has been named a 2022-2023 College of Distinction and is also being highlighted in the areas of business, education, engineering, nursing, career development and equity and inclusion. (@CoDSchoolSearch)
Read more: bit.ly/3ITuRte



Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.



Highlight Your CoD Badges in **Print**

Highlight your badges in all appropriate print material,

including flyers, mailers, brochures, viewbooks, and other printed marketing and admissions materials for prospective students.

Consider displaying your CoD badges in larger and more public formats,

including banners and displays at college fairs or places on campus for visiting prospective students. You can also pull them into your outdoor advertising efforts, such as those on billboards, park benches, buses, digital signages, and more.

Include your badges in paid print advertisements

in magazines and/or newspapers.

Add your CoD badges to your admissions emails

along with copy that details the importance of this distinction.

Enhance Current Email Campaigns

Include the badges in the emails you are already sending to prospective students.

Add the two-page handout from your CoD membership packet

to your print marketing material. You can bring it to career and college fairs, have it available for visitors in your admissions office, mail it to prospective students, and more.



to offer compassionate care to a hurting world. Belhaven Mississippi RN-BSN Scholarship Program helps you qualify to attend the RN-BSN program or the RN-BSN Prep Track.

Your cost for **ALL CLASSES** required will only be **\$296 per credit hour!**

BELHAVEN UNIVERSITY

features its **Nursing badge** on a print advertisement to highlight third-party validation



A WORLD HEALTH VIEW

The RN to BSN program will equip you with advanced knowledge of nursing concepts including management and leadership, community health and research. Additionally, the program will provide you with a pathway to graduate study in nursing.

(601) 968-8881 | @BELHAVENU | WWW.BELHAVEN.EDU
ONLINEADMISSION@BELHAVEN.EDU



Schreiner University

Opportunities as BIG as Texas

UNIQUELY TEXAN

Nestled in the beautiful Texas Hill Country just 50 miles from San Antonio, Schreiner University is a small school that offers academics, varsity programs, and learning communities as big as Texas. Inspired by the trailblazing pioneers who came before them, Schreiner students chart new paths as they explore their futures with grit and resilience.

Kerrville Texas
www.schreiner.edu 800.343.4919

Professor Taught Classes (no teaching assistants)

Diverse Student Population

Nation

COLLEGE OF TEXAS DISTINCTION

CHALLENGE OF CHRISTIAN DISTINCTION

MOST AFFORDABLE ONLINE COLLEGES

SCHREINER UNIVERSITY

presents **three of its badges** in a magazine ad

Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.



Highlight Your Badges Around Campus

● **Get the word out to students, faculty, staff,** and prospective students visiting your campus by highlighting your CoD badges around campus. You can include them on posters, lamppost displays, and in hallways.

● **Hang your CoD certificates**

for each badge awarded in a place where prospective students will see it, such as in the admissions building or in your admissions counselors' offices.

● **Be strategic with where you display certain badges.**

While you want to feature all of your badges in places where visiting prospective students will see them, make sure the appropriate areas of your campus are highlighting their relevant badges (your career services office should feature the Career Services badge, your business school should feature the Business badge, etc.) Contact the CoD team about window stickers, banners, printed flyers, and more.

Campus Examples

ELIZABETHTOWN COLLEGE

gets the word out on campus about its **Business badge** through well-designed signage:



Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.

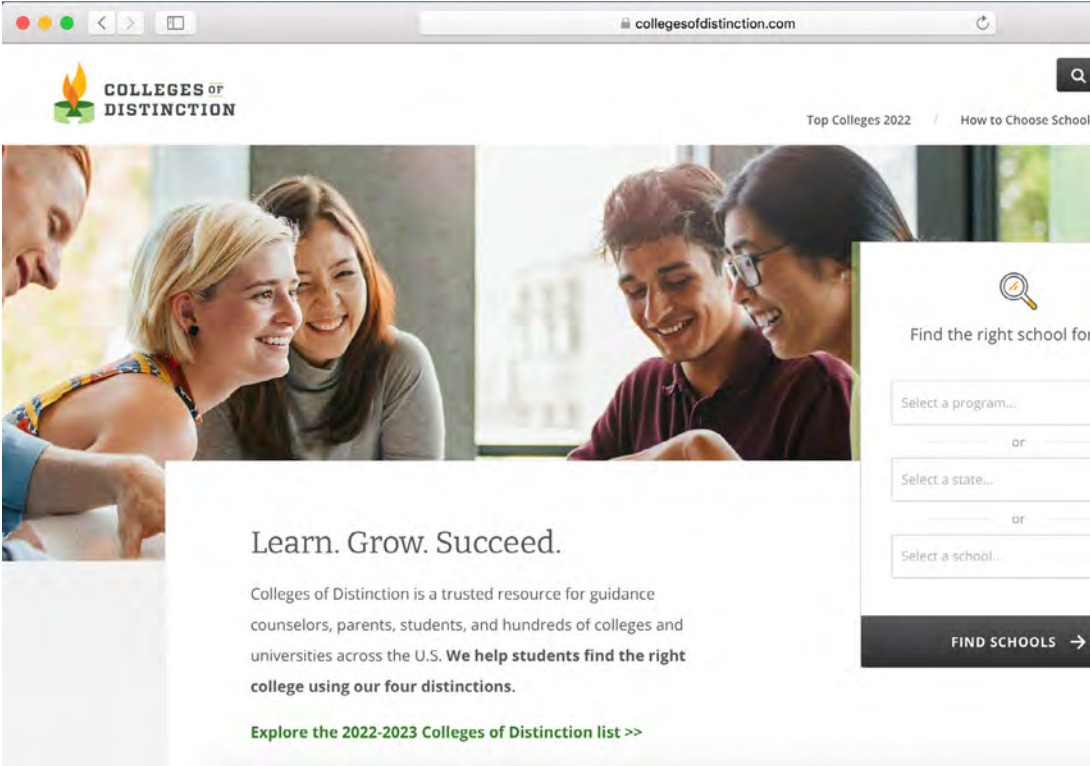


Take Advantage of the Colleges of Distinction Blog

- **Identify a student ambassador at your school,** one who can write an article about the quality of your school's student experience, to be featured on the Colleges of Distinction blog. The blog reaches thousands of prospective students, granting your school wider exposure as an institution committed to teaching, student outcomes, and a quality education. Plus, you can republish the article on your own blog or website to aid with your content marketing efforts.

- **Find a staff or faculty member**

who can write an article on a topic that is helpful for prospective students to be published on the CoD blog. The article will include a link back to your school, providing another avenue through which to draw new prospective students to your institution.



The screenshot shows the homepage of collegesofdistinction.com. At the top, there is a navigation bar with the site logo, "COLLEGES OF DISTINCTION", and links for "Top Colleges 2022" and "How to Choose School". Below the navigation bar is a large banner image featuring a group of diverse students smiling and looking at a laptop. On the right side of the banner, there is a search interface with a magnifying glass icon and the text "Find the right school for". Below this are three input fields: "Select a program...", "Select a state...", and "Select a school...". Each field is followed by "or" and another field. At the bottom right of the search interface is a "FIND SCHOOLS" button with a right-pointing arrow. Below the banner image, the text "Learn. Grow. Succeed." is displayed, followed by a paragraph: "Colleges of Distinction is a trusted resource for guidance counselors, parents, students, and hundreds of colleges and universities across the U.S. We help students find the right college using our four distinctions." At the bottom of the page, there is a link: "Explore the 2022-2023 Colleges of Distinction list >>".

CHECKLIST

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.

Highlight Your CoD Badges Online and Through Email

- ✓ Highlight your badges online on admissions, college, and department webpages; microsites; landing pages; and online publications.
- ✓ Feature your CoD recognition in your Google AdWords advertising.
- ✓ Write an article about your school's distinction for the university blog.
- ✓ Add your CoD badges to your current emails to prospective students.
- ✓ Draft a specific email to highlight to prospective students your membership involvement with CoD.
- ✓ Develop a multi-email campaign to promote each of your badges separately and in greater detail.

Highlight Your Badges on Social Media

- ✓ Promote your CoD badges and CoD-crafted video on all of your social media platforms with links to your school profile on the CoD website. And make sure to do this regularly throughout the year!
- ✓ Create a paid ad campaign to feature your badges, CoD-crafted video, and the link to your school's CoD profile to help get more exposure throughout social media.

Take Advantage of the Colleges of Distinction Blog

- ✓ Identify a student ambassador who can write an article about the quality of your school's student experience for the Colleges of Distinction blog.
- ✓ Find a staff or faculty member to write a blog article on a topic that is helpful for prospective students to be published on the CoD blog.

Highlight Your Badges in Print

- ✓ Highlight your badges in your flyers, mailers, brochures, viewbooks, and other printed marketing and admissions material for prospective students.
- ✓ Consider displaying badges in larger and more public formats (banners and displays at college fairs, signage on campus, billboards, park benches, etc.).
- ✓ Include your badges in paid print advertisements in magazines and newspapers.
- ✓ Incorporate the two-page handout in your CoD membership packet into your print marketing material for prospective students.

Highlight Your Badges Around Campus

- ✓ Include your badges on posters, lamppost displays, and in hallways around campus.
- ✓ Hang your CoD certificates for each badge awarded in a place where prospective students will see it, such as in the admissions department or individual counselors' offices.
- ✓ Make sure the appropriate areas of your campus are highlighting their relevant badges (your career services office should feature the Career Services badge, your business school should feature the Business badge, etc.)

Target Audience:

Alumni and Donors

Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.



Highlight
Your CoD
Badges
Online and
Through
Email

• **Display your badges with accompanying copy where alumni and donors will see them,** such as on college and department webpages and in various online publications. Your recognition signals to this audience your school's continued promise to provide a superb education, helping alumni feel a sense of pride and donors feel affirmed in their giving.

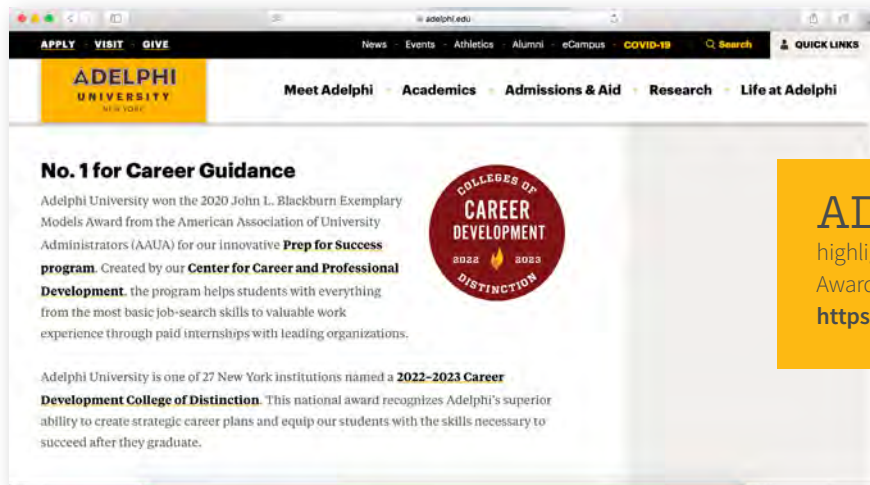
• **Write an article for your university blog or alumni magazine to announce your school's distinction.**

You can use your membership packet's two-page handout and/or press release template to get started, or you could add your badges to your online magazine/blog in the form of a pullout (similar to a display ad).

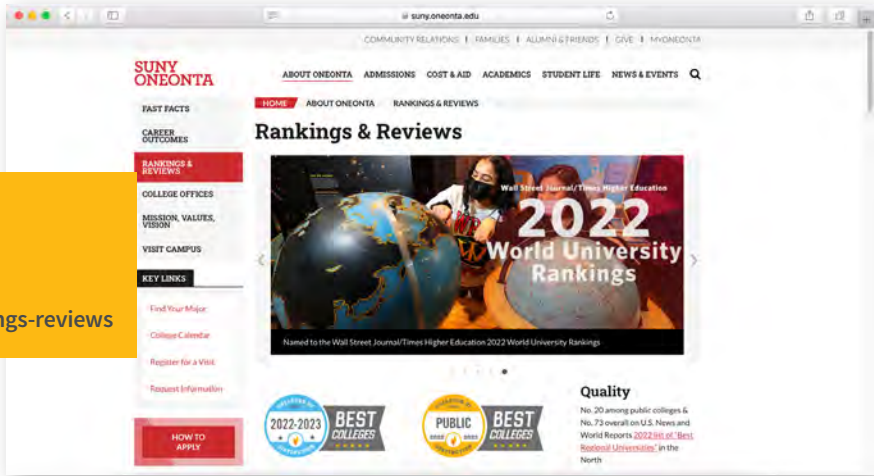
• **Include your badges, along with copy** that details the importance of your recognition, in your alumni and donor newsletters.

• **Enhance Current Email Campaigns** - Add your CoD badges to the emails that you already send to alumni and donors.

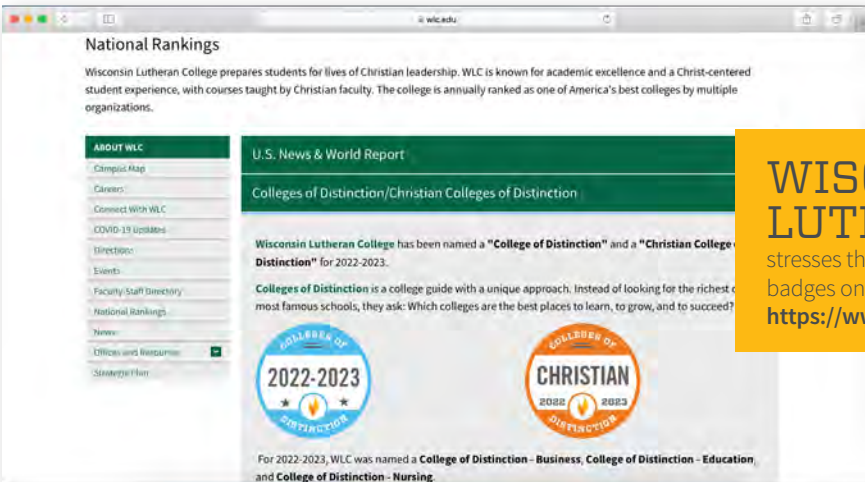
• **Develop a New Campaign Promoting CoD Membership** - Draft a single email blast with news about becoming a CoD member, including information about the individual badges you have received and why they are important. Or, better yet, draft a multi-email campaign with one email featuring an overview of your distinction along with subsequent emails that feature each of your badges separately. Make sure to include appropriate calls to action that prompt alumni to engage and donors to give.



ADELPHI UNIVERSITY highlights the Career Development badge on their Awards & Recognition page <https://www.adelphi.edu/about/awards/>



SUNY ONEONTA displays annual badges prominently on their Rankings & Reviews page <https://suny.oneonta.edu/about-oneonta/rankings-reviews>



WISCONSIN LUTHERAN COLLEGE stresses the third-party validation with the CoD badges on their About page <https://www.wlc.edu/Rankings/>

02
Target Audience:

Alumni and Donors

Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.



Highlight Your CoD Badges on **Social Media**

- **Highlight your badges and CoD-crafted video**

on your general social media accounts, which will also engage audiences beyond that of alumni and donors. If you also have specific social media accounts for your alumni, then make sure to post these materials and a link to your Colleges of Distinction profile on those as well.

Elizabethtown College Jun 13 · 🌐

Elizabethtown College has been recognized for its commitment to helping students learn, grow, and succeed by [Colleges of Distinction!](#)

Etown was named a 2022-2023 College of Distinction, Pennsylvania College of Distinction, and has earned additional recognition in the areas of Business, Education, Engineering, and Career Development for demonstrating the following programs and experiences:

- ✔ Engaged Students
- ✔ Great Teaching
- ✔ Vibrant Community
- ✔ Successful Outcomes

Learn more: <https://bit.ly/3MENr8G>.

ELIZABETHTOWN COLLEGE
uses **Facebook** to highlight the CoD recognitions and what they stand for

Hood College 4h · 🌐

Hood College, along with our nursing, education and business programs, has been named a 2022 College of Distinction by [Colleges of Distinction!](#) 🏆

"Every student has individual needs and their own environment in which they're most likely to thrive. We want to extend our praise to the schools that prioritize and cater to students' goals."

hood.ws/HoodCoD22



HOOD COLLEGE
creates and shares an image on **Facebook** to announce badges, along with a quote from the CoD team

Lindenwood University Jun 16 · 🌐

For the third consecutive year, Lindenwood ranks on the [Colleges of Distinction](#) list! The University also received special recognition in several categories - Business, Education, Career Development, Equity & Inclusion, and Military Support.

lindenwood.edu
Lindenwood Named a 2022-2023 College of Distinction | News

LINDENWOOD UNIVERSITY
shares their third year of CoD recognitions on **Facebook** with their website news press release

Target Audience:

Alumni and Donors

Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.



Highlight Your CoD Badges in **Print**

Write an article in your alumni or university print magazine

about how your school has been selected as a distinguished school, the copy of which can be based off of the press release template and two-page flyer included in your membership packet. You can also include the badges and your membership announcement as a half- or full-page pullout, like you would with an ad, in your university or alumni print magazine.

Add your badges to any print material given to alumni and donors, such as mailers, flyers, brochures, and more.

Mail your two-page CoD handout

to your donors and alumni and have them available at events where they will be in attendance (Homecoming, alumni and donor events, etc.).



Target Audience:

Alumni and Donors

Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.



Speak Publicly About Being a Distinguished School

At donor and alumni events, mention your recognition in your speeches,

and include your badges in any of your visual presentations. Below are some points to mention when speaking about your membership:

- Your school has received this national recognition because it offers an individualized and engaging education.
- Unlike other ranking systems, the award demonstrates excellence exhibited in the classroom and through other high-impact practices.
- The selection process consists of an in-depth interview process and detailed research.
- Schools are selected when they show that they adhere to the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.



Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.

Highlight Your CoD Badges Online and Through Email

- ✓ Highlight your badges online in places alumni and donors will engage.
- ✓ Write an article about your CoD membership for your alumni blog/digital magazine.
- ✓ Add your badges to an ad-like pullout somewhere within your online magazine/blog.
- ✓ Add your CoD badges to your current alumni newsletters.
- ✓ Draft a single email to notify alumni and donors about your CoD membership.
- ✓ Develop a multi-email campaign for alumni and donors to promote your badges separately and in greater detail.

Highlight Your Badges on Social Media

- ✓ Highlight your badges and CoD-crafted video on both your general and alumni-specific social media accounts.

Highlight Your Badges in Print

- ✓ Write an article in your alumni or university print magazine about how your school has been selected as a College of Distinction.
- ✓ Include the badges and your membership announcement as a half- or full-page pullout, like you would with an ad, in your university or alumni print magazine.
- ✓ Add your badges to any print material given to alumni and donors, such as mailers, flyers, brochures, and more.
- ✓ Mail your two-page CoD handout to your donors and alumni, and have them available at events where they will be in attendance (Homecoming, alumni and donor events, etc.).

Speak Publicly About Being a Distinguished School

- ✓ Share news about your recognition in speeches and presentations at alumni and donor events.



Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

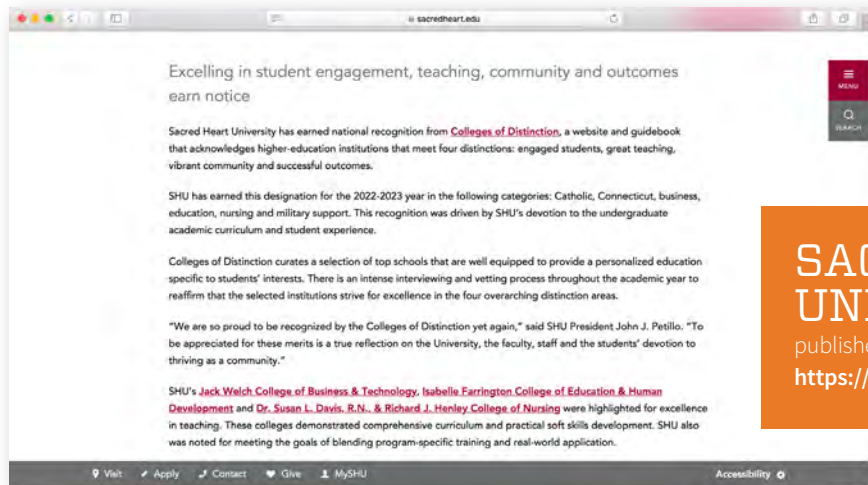


Highlight
Your Badges
and CoD
Membership
in a **Press
Release**

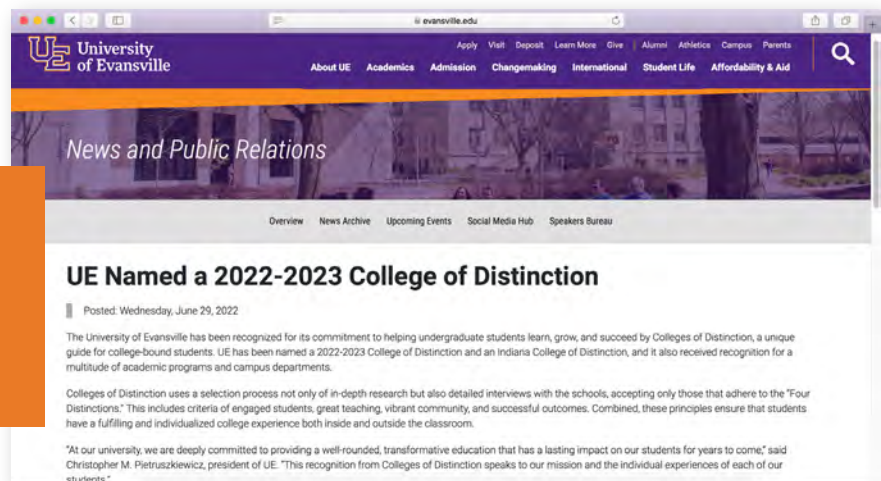
Create a press release to share with your various media contacts

and publish in the “news” section of your website. Your CoD membership packet includes a press release template to help you get started. This is a great way to enhance your reputation while sharing what your school is up to with various community, government, and business leaders.

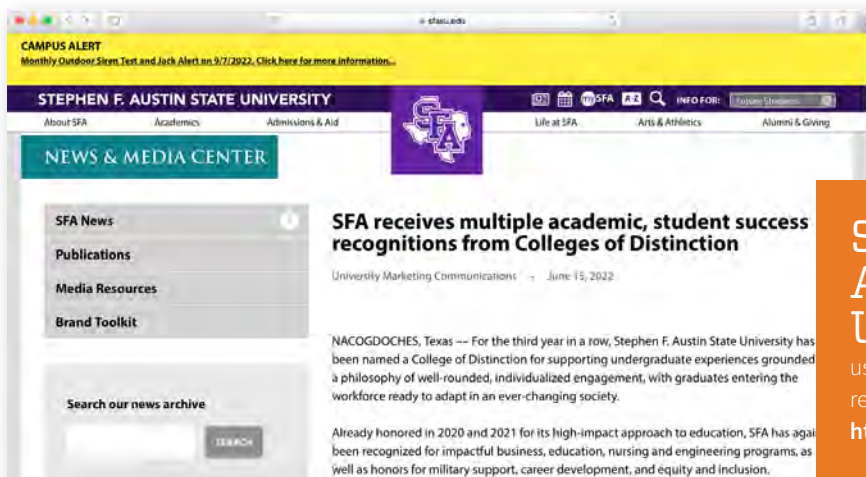




SACRED HEART UNIVERSITY
publishes a press release on their website news page
<https://www.sacredheart.edu/news-room>



UNIVERSITY OF EVANSVILLE
announces the CoD recognition in a press release and includes a quote from their President
<https://www.evansville.edu/news>



STEPHEN F. AUSTIN STATE UNIVERSITY'S
uses a press release to announce multiple CoD recognitions and what they stand for
<https://www.sfasu.edu/about-sfa/newsroom>

Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.



Highlight
Your CoD
Badges
on **Social
Media**

Highlight your badges and CoD-crafted video on social media.

This is not only a great way to get the word out to your followers who aren't otherwise affiliated with your school, but it also gives alumni, faculty, staff, and students the chance to re-share the link and expose your institution to an even wider network of people.

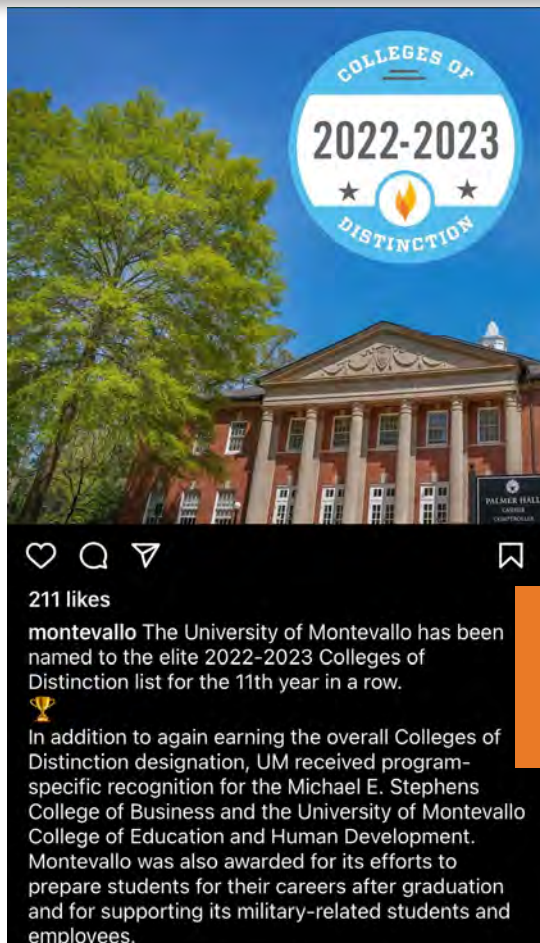


FRIENDS UNIVERSITY

uses **Instagram** to celebrate the annual badges earned from CoD

KEUKA COLLEGE

thanks faculty, staff, and alumni on **Instagram** for support in earning recognition



UNIVERSITY OF MONTEVALLO

highlights the 11th year of CoD recognition on **Instagram**

Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

Speak Publicly About Being a Distinguished School

Whether your university president speaks at an event with local business leaders,

a dean of your college speaks to other academic administrators at a conference, or an executive speaks at some other community event, remind your advocates to show off your distinction! Your membership can be mentioned in a speech and/or highlighted with a visual display of your badges. Below are some points to mention when speaking to a wider audience:

- Your school has received this national recognition because it offers an individualized and engaging education.
- Unlike other ranking systems, the award demonstrates excellence exhibited in the classroom as well as through other high-impact practices.
- The selection process consists of an in-depth interview process and detailed research.
- Schools are selected that adhere to the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.



Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

Highlight Your Badges and CoD Membership in a **Press Release**

- ✓ Share a press release with your various media contacts and publish it somewhere on your website. You may reference the PR template included in your CoD membership packet as a guide.

Speak Publicly About Being a **Distinguished School**

- ✓ Whether your university president speaks at an event with local business leaders, a dean of your college speaks to other academic administrators at a conference, or an executive speaks at some other community event, remind your advocates to show off your distinction! Your membership can be mentioned in a speech and/or highlighted with a visual display of your badges.

Highlight Your Badges on **Social Media**


- ✓ Highlight your badges and CoD-crafted video on social media.



Target Audience:

Current and Prospective Faculty and Staff

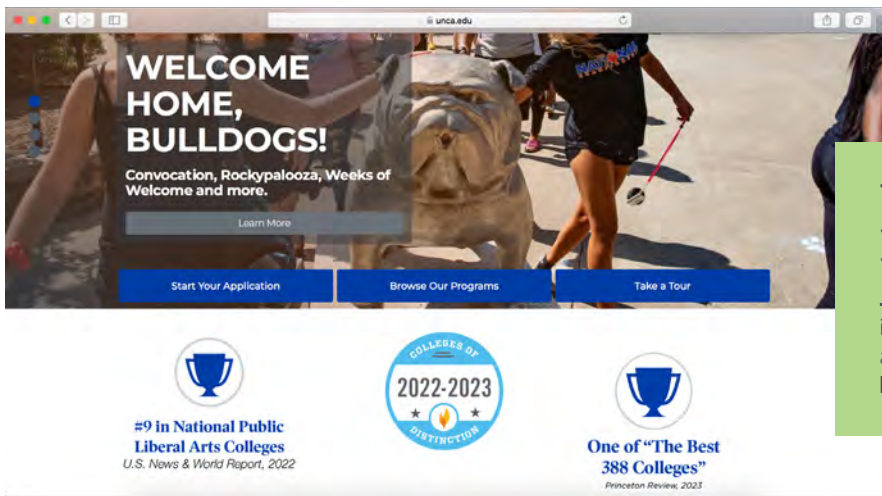
Relevant Campus Stakeholders: Human resources, department/school leaders, chairs, deans, executive administrators, faculty/staff hiring committees, etc.



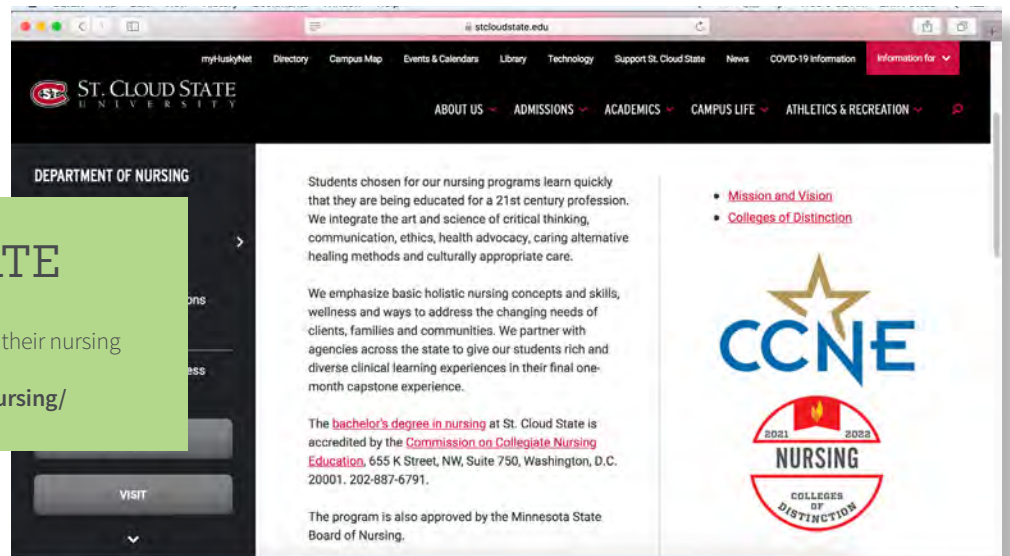
Highlight Your CoD Badges **Online** and **Through Email**

- **Display your badges prominently**
wherever prospective staff and faculty will be looking, such as on the human resources area of your website. Also mention your recognition in the descriptions of your job postings to raise their appeal.
- **Email your job candidates with your badges**
and/or more information about your school's accolades, perhaps after their interview or while they are deciding to take the position you offer them.
- **With respect to current faculty and staff, send an internal email**
with your badges and an explanation of your institution's accomplishment. Showing and reminding your employees of your school's success is a crucial way to foster morale.





UNIVERSITY OF NORTH CAROLINA ASHEVILLE
includes the CoD badge on their homepage alongside other recognitions
<https://www.unca.edu/>



ST. CLOUD STATE UNIVERSITY
features the CoD Nursing badge on their nursing homepage
<https://www.stcloudstate.edu/nursing/>





UTICA UNIVERSITY
badges are displayed on the footer of its website and, therefore, on every page:
<https://www.utica.edu/>

Target Audience:

Current and Prospective Faculty and Staff

Relevant Campus Stakeholders: Human resources, department/school leaders, chairs, deans, executive administrators, faculty/staff hiring committees, etc.



Speak Publicly About Being a Distinguished School

Make a point to mention your institution's recognition

at the next all-staff or -faculty meeting. This is a great time to explain each of your badges and how this third-party validation is a point of pride for everyone who makes your school so great. Below are some points to mention when speaking about Colleges of Distinction to internal audiences:

- Your school has received this national recognition because it offers an individualized and engaging education.
- Unlike other ranking systems, the award demonstrates excellence exhibited in the classroom and through various high-impact practices.
- The selection process consists of an in-depth interview process and detailed research.
- Schools are selected that adhere to the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.

Encourage directors, deans, department chairs, and other leaders

and managers on campus to share this news with their direct reports and immediate team. You can notify them however you'd like, be that in a staff or faculty meeting, through an internal email, or with posters and flyers that include your badges on department office walls.

Current and Prospective Faculty and Staff

Relevant Campus Stakeholders: Human resources, department/school leaders, chairs, deans, executive administrators, faculty/staff hiring committees, etc.

Highlight Your CoD Badges Online and Through Email

- ✓ Display your badges prominently wherever prospective staff and faculty will be engaging, such as the human resources area of your website.
- ✓ Mention your recognition in the descriptions of your job postings to raise their appeal.
- ✓ Email your job candidates with your badges and/or more information about your school's accolades, perhaps after their interview or while they are deciding to take the position you offer them.
- ✓ Send current faculty and staff an internal email with your badges and an explanation of your institution's accomplishment.

Share It Publicly With Staff and Faculty

- ✓ Mention your institution's recognition at the next all-staff or faculty meeting.
- ✓ Encourage directors, deans, department chairs, and other leaders and managers on campus to share this news with their direct reports and immediate team.

