



# SMU

*Elizabeth G. Loba*  
Provost and Vice President for Academic Affairs  
*Office of the Provost*

July 30, 2021

**TO:** Shane Goodwin, Associate Dean for Executive Education and Graduate Programs and Professor of Practice (Co-Chair)  
Melinda Carlson, Assistant Vice President of Student Affairs and Dean of Residence Life & Student Housing (Co-Chair)  
Dianne Anderson, Director for Strategic Communications  
Robert Baisch, Phi Gamma Delta President  
Daniel Eady, Associate Vice President for Strategy and Operations and Chief of Staff (*ex officio*)  
Jennifer Ebinger, Director of Engaged Learning  
Alan Itkin, Assistant Dean of Graduate Studies  
Nia Kamau, Honors and McNair Scholar  
Hannah Koehler, Sigma Lambda Gamma President  
Jack Lucas, Student Senate  
Brian Zoltowsky, Associate Professor of Chemistry

**FROM:** Elizabeth G. Loba, Provost and Vice President for Academic Affairs

Last summer, the SMU Community Action Network (SMU CAN) was established to support a greater understanding and adoption of the personal responsibilities needed to keep our campus safe and healthy. As a first step, SMU CAN developed a community “pledge to protect,” signed by all faculty, staff and students, to confirm a shared understanding and commitment to our personal responsibilities in response to the pandemic. The group met regularly throughout the year, serving as a sounding board for key decisions and supporting the adoption of many health and safety protocols, such as COVID-19 testing, vaccinations, and vaccine reporting.

With our plans to return to fully in-person instruction and campus activities at SMU this fall, the need for an engaged and representative group of community leaders, serving on SMU CAN, remains as important as ever. Shane Goodwin, Associate Dean for Executive Education and Graduate Programs and Professor of Practice in the Cox School of Business, provided outstanding leadership over this group last year and has kindly agreed to return as Chair as we reconvene and recharge SMU CAN for the coming year. Partnering with Shane on behalf of Student Affairs, Melinda Carlson has agreed to serve as Co-Chair.

To support greater understanding and adoption of the personal responsibilities across the entire SMU community, we write to ask you to serve on SMU CAN for the duration of the 2021-2022 academic year. Specifically, SMU CAN is charged as follows:

- Propose revisions to the community “pledge to protect” that align with SMU’s current strategy, particularly in light of the evolving nature of the pandemic.
- Develop a multimodal communication strategy (utilizing existing channels and social media) that will increase awareness across the University’s undergraduate students, graduate students, faculty, and staff about personal responsibilities such as vaccinations, vaccine status reporting, COVID-19 testing, quarantining and adherence to classroom masking requirements that support our response to COVID-19.
- Create a series of positive and innovative strategies to increase both commitment to and adoption of these personal responsibilities. Note: these strategies will likely vary for undergraduate students, graduate students, faculty, and staff.
- Coordinate community engagement efforts in partnership with the President’s Executive Council (PEC) and the University’s Emergency Operations Center (EOC).
- Elevate these approaches to increase awareness and adoption through the University’s existing governance structures (EOC, Student Senate, Graduate Councils, Faculty Senate and Staff Association) for review and approval prior to implementation.
- Strategically partner with key faculty, student and staff constituents (e.g., Marketing and Communications (MARCOM), Facilities, Housing Unification Board (HUB), Fraternity & Sorority Councils, Student Senate, Faculty Senate, Staff Association, Health and Safety) for successful implementation.
- Partner with student leadership groups across campus, at the undergraduate and graduate level, to make the healthy and safe return to a fully in person experience on campus a collaborative initiative with our world changing students.

Be on the lookout for a calendar invite for a kick-off meeting from 1:00 – 2:00 pm on Wednesday, August 4, 2021, in Perkins Administration Building, Room 311. Your attendance at the meeting is mandatory. Please contact Carolyn Jeter either by email ([cwjeter@smu.edu](mailto:cwjeter@smu.edu)) or by phone (214.768.1491) to let us know whether or not you are willing to serve.

Thank you for your commitment and to a spirit of positivity, innovation, and collaboration.

Sincerely,

Elizabeth Lobo, Ph.D.  
Provost and Vice President for Academic  
Affairs

K.C. Mmeje, Ed.D.  
Vice President for Student Affairs