



## New training program will help your Crimson Spirit soar

After having the honor to serve as interim president for nearly a year, I welcome the opportunity to return to my duties as provost and executive vice president. I'm excited about the University's future, and I look forward to continuing to support President Schulz as he charts our course forward.

Despite this time of transition, one aspect of the WSU experience will never change: our commitment to the success of our students. Their success—in the classroom and in life—is our highest priority. Likewise, their achievements are also an important measure of our own success as faculty and staff.

To ensure our continued momentum in this commitment, not only to our students, but also to their parents and to each other, we are launching a new customer service initiative, called Crimson Spirit. My thanks to the planning committee and staff in the Office of the Provost and Human Resource Services that guided the planning of the effort earlier this year.

As you may know, Crimson Spirit began as an awards program to recognize faculty and staff who demonstrated superior effort in customer service and problem solving. The planning committee decided to combine this program with our new customer service initiative, creating a larger program to help us create and reward true passion for service.

A new training program is available to assist with improving customer service.

The reconstituted Crimson Spirit program includes training sessions available in person, via video-conference, and online to help you build and hone your skills as an ambassador for WSU and the Cougar community. The training covers topics such as positive language, best phone and email practices, tips for personalizing your communications, and more.

I encourage you to sign up for one of the sessions and consider enrolling as a department so that you can share the experience and encourage each other along the way.

For more information, resources, and a link to the training, visit [hrs.wsu.edu/resources/customer-service](https://hrs.wsu.edu/resources/customer-service).

Each interaction with a member of our community—from answering a phone call to providing directions to a campus visitor—provides an opportunity for us to convey the true meaning of Cougar Spirit. I want to personally thank all of you for striving each and every day to ensure WSU is the best it can be.

Go Cougs!

A handwritten signature in black ink, appearing to read "Dan Bernardo".

Dan Bernardo  
Provost and Executive Vice President