We all want our teaching to matter. This talk focuses on an attempt to make teaching matter a little more at one university. Redesigning Education For Learning through Evidence and Collaborative Teaching (REFLECT), an NSF-funded project underway at the University of Portland, is aimed at spreading the use of evidence-based pedagogical practices in STEM classes on campus. Participating instructors will first (be paid to) attend a week-long summer institute focused on active learning techniques and their potential benefits, and will then collaborate in year-long reflective teaching cohorts while engaging in peer observation. This preliminary report summarizes what our grant team has learned so far about motivating and supporting teacher change, reshaping institutional culture, leveraging internal resources (administrators), and utilizing external partners (AAC&U, ASCN), and also analyzes a snapshot of current teaching practices on campus. We hope to share a model for effecting widespread adoption of evidence-based instructional practices and changing campus culture that could be used at similar regional comprehensive universities. (Received February 06, 2018)