

**Senior Staff Meeting**  
**November 14, 2011**  
**Meeting Notes**

Attending: John Carmichael, Art Costantino, Julie Garver, Lee Hoemann, Steve Hunter, John Hurley, Les Purce, Todd Sprague, Steve Trotter, Laurel Uznanski, Michael Zimmerman

Absent: Susan Harris, Nancy Murray

**Review of Minutes**

The October 31, 2011 minutes were approved as presented.

**Announcements**

Art Costantino reported that the college's work to support veterans is receiving national attention. *Military Times* named Evergreen the 16th best college in the country for veterans. The NASPA regional conference will recognize the college's Memorial Day program. On the down side, he noted that retention of veterans dropped last year.

**Proposed Emergency Procedures**

Discussion was postponed.

**Board of Trustees Follow-up**

John Carmichael noted that the Board adopted a 2012 meeting schedule. The next regular meeting will occur on February 14 and 15, 2012. A special meeting will be needed in January to approve a capital project. Les Purce noted that Carver Gayton and Denny Heck announced their intention to resign from the Board as soon as the Governor appoints successors. Les said the Governor's staff is actively working on those appointments.

**Choosing Descriptors for the College**

Michael Zimmerman expressed appreciation for the high-quality college viewbook. He asked about the process for deciding how the college is described in promotional material, noting that the viewbook describes Evergreen as a distinctive arts and sciences college. He said that many institutions have decided to embrace the terms "liberal arts" and "liberal education" and accept the responsibility for educating people about the meaning of those terms. He suggested that Evergreen should do the same. Steve Hunter described the history of these terms in Evergreen publications. The group discussed the multiple audiences for college publications, the distinctive features and benefits of Evergreen, and the audience expectations that shape perceptions of the college. The group affirmed the importance of maintaining a clear-eyed focus on the college experience that Evergreen actually delivers in addition to its aspirations and reputation.