

**Senior Staff Meeting**  
**June 25, 2012**  
**Meeting Notes**

Attending: John Carmichael, Julie Garver, Susan Harris, Steve Hunter, Les Purce, Steve Trotter, Laurel Uznanski, Michael Zimmerman  
Absent: Art Costantino, Lee Hoemann, John Hurley, Nancy Murray, Todd Sprague  
Guests: Amanda Walker

**Review of Minutes**

The June 4, 2012 minutes were approved as written.

**Announcements**

- Last week Les P. and Julie G. attended a reception in honor of the Greater Good Campaign.
- Artee Young has stepped down as Director of the Tacoma campus. Tyrus Smith will serve as Interim Director.
- Nancy Murray's term in Senior Staff has come to an end. Sarah Pedersen is rotating in to Senior Staff July 1, 2012.

**Graduation de-brief**

The group discussed graduation. Les P. described an email from a parent who was positive about his child's education, but unhappy with the commencement ceremony. He was critical of some of the speeches and of the fact that graduates did not return to their seats after crossing the stage. The group noted that audience members tend to congregate in areas that prevent people in the ADA area from viewing the stage. Getting graduates to sit through the whole ceremony may require shortening the ceremony. There was positive feedback on Rick Steves. Rick posted on facebook a positive comment about Evergreen and his experience.

Decisions and Actions

- Review graduation ceremony process with graduation committee and bring back key issues, comments, and potential solutions to Senior Staff (Steve H.).

**Board of Trustees Agenda**

Two items are currently planned for the upcoming BOT meeting on July 11, 2012 – 1) Annual Evaluation of the President; and 2) Lab Renovation.

Keith Kessler is now Chair, Kristen Hayden is Vice-Chair, Anne Proffitt remains as Secretary, and David Nicandri is the Foundation Board Representative.

Decisions and Actions

- Send any comments on the proposed BOT agenda to John C. by Friday, June 29, 2012 (all).

**Reporting requirements**

2012 Legislative Requirements: Budgets and Policy Bills, updated June 2012 was sent out with the agenda. Julie G. gave an overview of the requirements indicating dates due.

Decisions and Actions

- Comments on the reporting requirements to Julie G. by Friday, June 29 (all).

**Lumina Grant**

Steve Hunter distributed the HECB Reverse Transfer Proposal. This would establish a formal process that facilitates the transfer of credits from a 4-year to a 2-year college. COP is requesting for letters of support for the HECB Reverse Transfer proposal by June 25, 2012. There would be a two million dollar investment from Lumina to be directed to staff work to develop and manage the database. COP has supplied a blanket letter of approval. Difficulties Evergreen would encounter were discussed.

Decisions and Actions

- Steve H. to work on letter of support for the Lumina Grant. Michael Z. to sign the letter (Steve H., Michael Z.).

**Enrollment Update**

Steve H. distributed two documents with enrollment updates. Non-resident transfers are down in both applications and admitted students. The biggest decline is in-state transfers. Next steps include: more outreach in the fall for 2013-both in state and out of state; work on completion of virtual campus tour; and more outreach with 3<sup>rd</sup> party websites. The reason for drop in transfers is still unknown. Many factors may be at play.

Decisions and Actions

- Steve H. to provide schedule of admissions outreach plans to Susan H. (Steve H.).

**Follow-up from June 4 meeting: Enrollment communications**

Todd S. has drafted a communication guide on enrollment. The draft will be circulated to senior staff. Communications regarding enrollment has already been messaged somewhat in Les P.'s evaluation.

Decisions and Actions

- Circulate draft enrollment communication guide to Senior Staff (Todd S.).

**Retreat follow-up**

The group discussed the Senior Staff retreat, which focused on enrollment. Three related themes emerged from the retreat for follow-up: communication, marketing and recruitment, and pathways for students. Work on communications is underway and described above. Discussion of marketing was deferred in Todd's absence. The retreat discussion included creative ideas for packaging financial aid, offering on-the-spot admission, and the like. It is not certain that changes to financial aid packaging can fix problems that are earlier in the "funnel" such as a lack of applications. Staff members with the technical knowledge necessary to fully explore creative ideas are already heavily burdened. A more comprehensive enrollment model may help in evaluating the probable outcome of proposals. The group discussed seeking an outside consultant.

Decisions and Actions

- Draft 5 year model based on enrollment assumptions (Steve H., Steve T.).
- Steve H. to talk to Noel Levitz (Steve H.).

**Other**

There will not be a meeting next Monday. July 9<sup>th</sup> will be the next Senior Staff meeting.