

**Senior Staff Meeting
February 24, 2014
Meeting Notes**

Attending: John Carmichael, Wendy Endress, Julie Garver, Susan Harris, Lee Hoemann, Steve Hunter, John Hurley, Nancy Murray, Les Purce, Todd Sprague, Steve Trotter, Laurel Uznanski, Michael Zimmerman
Absent: None

Review of Minutes

The February 10, 2014 meeting minutes were approved as with three changes.

Announcements

- A town hall meeting regarding smoking on campus is scheduled for March 3rd, 3-5pm in Lecture Hall 1. A flyer with survey results from a recent smoking survey was distributed to Senior Staff. After the town hall, the Health and Safety committee who is charged with the process will bring their findings to the Vice Presidents.
- Lee H. thanked all for attending the recent Art of Living event.
- The Noosphere event was a success. The Longhouse was filled and the event went well.

Greener Commons Update

The launch of the pilot has been moved to an earlier date due to conflicting IT projects. This Wednesday Greener Commons will be live. Approximately 250 individuals will be invited to participate in the pilot project. It will be open to all early spring quarter. TESC Talk and TESC Crier will be phased out after the official launch of Greener Commons. David McAvity will share this information with the faculty. Staff will be notified via email. There may be an eventual phase in for invite only groups.

Maguire Task Follow-Up

Senior Staff reviewed the Maguire follow-up items.

1. Marketing: Two meetings have been held to review marketing and messaging recommendations. New materials for parents and revised materials for transfer students are in the pipeline. The non-resident letter is complete. Other materials are being worked on.
2. Webpage updates: Student centered videos have been placed on the webpage. There should be 4-5 videos by the end of February. The experience so far points up that in-house capacity and competing priorities are an issue. It may be possible to accomplish more of this production through photo services. Senior Staff discussed ways to speed the process.
3. Fields of study update: Business has been added to the website and four more are in the works. Michael will work with the team to complete the full list. Matching the fields of study pages to the Maguire survey data on student interests would be valuable.
4. Maguire recommended highlighting career services. This should also include information on graduate school placement. Senior staff will review this at a future date.
5. CRM update: Eastern and Central are using Hobsons for CRM. Hobsons will give a virtual presentation on March 7, 2014. Sales Force will also give a more in-depth virtual demonstration. Considerations need to include how to phase in and timing. It is expected a project manager will need to be hired to implement. The inquiry form has been shortened as much as possible. There are limitations as it is tied to Banner. With the implementation of a CRM system, the form could be further improved.
6. Purchase of names update: Cost of names are .37 per name. There are different options available to purchase. Things to consider include how many, lead time, what pieces would go out, and how to handle. The SAT 2015 and 2016 graduates for CA, OR and WA include approximately 200,000 names. Smaller lists can be purchased from ACT and the College Board. Steve Hunter is leading the effort to develop a specific proposal.
7. Common Application: Tabled discussion to a later date.
8. Scholarship Process: Michele Elhardt is in the middle of the scholarship process at this time. The scholarship reading is a good opportunity for stewardship. There was discussion on streamlining the

process and looking at deadlines. It was noted that there was a Scholarship DTF that submitted findings previously.

Decisions and Actions

- John C. to type up Maguire briefing and circulate to Senior Staff for edits (John C.).
- Todd S. to talk to Terry Setter regarding the possibility for a group of students to work on student video submissions for the website (Todd S.).
- Wendy E. and John C. to discuss career services focus on the website (Wendy E. and John C.).
- Steve H. to work on a proposal for purchase of names (Steve H.).
- Locate and review recommendation from Scholarship DTF. Add scholarship discussion to the Senior Staff agenda in the spring (John C.).

Communications Planning

Todd shared a draft copy of the proposed talking points regarding enrollment and budget. Laurel shared a draft communication regarding the exempt compensation study. Senior Staff discussed both the proposed communications.

Decisions and Actions

- Todd S. to update the communication draft with list of actions and anticipated questions. Updated copy to be sent to Senior Staff for review (Todd S.).
- Laurel U. to make updates to the exempt compensation update communication prior to sending out (Laurel U.)

Upcoming Meetings

Management Meeting: The meeting is scheduled for March 10th 2014. This meeting will take place of Senior Staff on that day. Potential agenda items include: compensation study (Laurel, John H.); enrollment/budget Update (Les); Strategic Planning Update (Michael Z.); and Legislative Update. It was suggested that positive announcements would be welcome.

Board of Trustees Meeting: The March meeting has been changed to one day – March 12th, 2014 and will be held in Tacoma. A draft agenda was distributed for review.

Decisions and Actions

- Tacoma Property Acquisition to be moved to executive session (John C.).
- John C. to connect with Matt Newman regarding the possibility of adding a student presentation (John C.)
- Senior Staff to email John C. with any changes or suggestions (all).

Legislative Update

The House and Senate budgets are being released this week: Senate today and House on Wednesday. Session ends two weeks from Thursday.