

**REGULAR MEETING OF THE BOARD OF TRUSTEES  
OF THE EVERGREEN STATE COLLEGE**

**September 17, 2012**

**Trustees Attending:** Irene Gonzales  
Erin Harms  
Kristin Hayden  
Keith Kessler  
David Nicandri  
Anne Proffitt  
Gretchen Sorensen

**Absent:** Paul Winters

**Staff Present:** John Carmichael, Executive Assistant to the President  
John Craighill, Internal Auditor  
Art Costantino, Vice President for Student Affairs  
Lee Hoemann, Vice President for College Advancement  
John Hurley, Vice President for Finance and Administration  
Thomas L. Purce, President  
Todd Sprague, Executive Director of Marketing, Communications and  
College Relations  
Laurel Uznanski, Associate Vice President, Human Resource Services  
Amanda Walker, Executive Director of Alumni & Development Programs  
Michael Zimmerman, Academic Vice President and Provost

**Others present:** Richard Weiss, Faculty Representative to the Board  
Kitty Jones, Staff Representative to the Board  
Colleen Warren, Senior Assistant Attorney General

Mr. Kessler called the meeting to order at 9:05 a.m. in the Board Room of The Evergreen State College. A quorum was present. Mr. Kessler introduced Erin Harms, the new student member of the Board of Trustees. Mr. Kessler reported that he had prepared a written, annual evaluation of the president following the Board's discussion in July. Mr. Kessler read the evaluation aloud.

**Executive Session**

Mr. Kessler announced that the Board would meet in executive session to discuss collective bargaining as allowed by RCW 42.30. He said that the Board would return to an open meeting at 10:00 a.m. The Board returned to open meeting as scheduled.

**Public Comment**

Mr. Kessler invited public comment. There was none.

**Internal Audit**

Executive Assistant to the President John Carmichael described proposed amendments to the Board's bylaws which would describe the role of the Board's Audit Committee and the function of Board committees generally. Internal Auditor John Craighill described a proposed charter for the college's internal audit function. Both proposals were previously reviewed by the Board's Audit Committee.

**Motion  
2012-30**

Mr. Nicandi made a motion to approve the proposed internal audit charter amended to provide for gender neutral language. The motion was seconded and passed on a voice vote.

### **Enrollment and Marketing**

Vice President for Student Affairs Art Costantino presented projections of fall enrollment. He said that the college estimates a fall enrollment level that will meet the state's expectation of 4,213 FTE annual average enrollment. Applications for fall were down about 11% compared to last year. The college estimates 240 fewer students than last year. The largest part of the decrease in enrollment comes from fewer transfer students entering the college. Dr. Costantino reviewed several likely causes of reduced enrollment including demographic trends, increased competition and increased costs. He described enhanced outreach and research intended to respond to these trends.

Todd Sprague, Executive Director of Marketing, Communications and College Enrollment, provided an update on college rankings. He noted the college's positive ranking by *US News and World Report* and inclusion in lists prepared by the *Princeton Review* and the *Fiske Guide*. He also noted that the college would no longer be included in the *Colleges That Change Lives* guide. Mr. Sprague also discussed other sources of third-party endorsement, including testimonials by alumni. Mr. Sprague also presented survey research on reputation and awareness of the college among Washington state voters. Vice President for College Advancement Lee Hoemann noted that the majority of the college's marketing efforts are focused on prospective students. Only in the past few years has the college made small investments in general marketing, many of which are directed out-of-state.

Michael Zimmerman, Vice President for Academic Affairs and Provost, discussed a recent initiative to improve the perception of the liberal arts. At Dr. Zimmerman's invitation, approximately 70 provosts and deans from around the state met at Evergreen in July. They formed a steering committee with the goal of inserting the liberal arts into discussions about higher education in Washington state. He invited the Trustees to join the Foundation Board of Governors in writing brief statements describing what education means to them and discussing the importance of breadth of learning.

### **Bylaw Amendment**

**Motion** Ms. Proffitt made a motion to approve the proposed amendment to the Board's bylaws  
**2012-31** concerning Board committees. The motion was seconded and passed on a voice vote.

### **Board Retreat**

Mr. Kessler said that time for the Board retreat would be incorporated into the agenda for the Board's meeting on November 13 and 14. The members discussed possible agenda items for the retreat.

### **Student Trustee Report**

Trustee Erin Harms reported that classes would begin September 24. She said that she will be taking 18 credits and expects to have a better idea of current student issues after the academic quarter begins.

### **Approving minutes from the July meeting**

**Motion** Ms. Proffitt made a motion to approve the minutes of the July meeting. The motion was  
**2012-32** seconded and passed on a voice vote.

### **President's Report**

President Purce invited Kitty Jones to report as Staff Representative to the Board of Trustees. Ms. Jones recalled a recent Student Affairs retreat in which discussion focused on recruitment and retention. She said that staff are very aware of the college's student recruitment and retention efforts.

President Purce invited Richard Weiss to report as Faculty Representative to the Board. Dr. Weiss described current faculty initiatives and interests included the Curriculum Planning Disappearing Task Force (DTF), the Faculty Hiring DTF, recruitment and retention work (including the Academic Statement Initiative) and interest in faculty safety.

President Purce asked Vice President for College Advancement Lee Hoemann and Executive Director of Alumni & Development Programs Amanda Walker to report on fundraising. Ms. Walker said that although it is early in the fundraising year, the Foundation has received a \$25,000 gift from the Muckleshoot tribe for scholarships. Ms. Hoemann thanked the Board members for their interest in establishing a Trustees scholarship at Evergreen.

President Purce asked Vice President for Student Affairs Art Costantino to report on new student orientation activities. Dr. Costantino said that in addition to the many, annual orientation events, this year's orientation involves 100 faculty members working with new students on a common reading and academic statements.

President Purce reviewed highlights from this schedule.

Mr. Kessler adjourned the meeting at 12:03 p.m.

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Keith Kessler, Chair

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Anne Proffitt, Secretary