

**Senior Staff Meeting
October 29, 2012
Meeting Notes**

Attending: John Carmichael, Susan Harris, Steve Hunter, John Hurley, Sarah Pedersen, Les Purce, Todd Sprague, Steve Trotter, Laurel Uznanski, Jane Wall, Michael Zimmerman
Absent: Art Costantino, Julie Garver, Lee Hoemann

Review of Minutes

The October 15, 2012 minutes were approved as written.

Announcements

- The curtaining in the women's locker room in the CRC was completed last Friday.
- Todd S. is wrapping up the data collection and is working on the alumni survey for the economic impact study. The survey is likely to go out this week.

Virtual Tour

Steve H. gave a quick walkthrough of the online virtual tour. The site was live last Thursday and includes 43 panoramas, 150 photos and 10 videos. As of this morning there have been 309 visits and the average time individuals spend on the site is more than 12 minutes. The site is available in a variety of different media formats and is hosted on some third party websites as well.

Executive Order 12-02 on Diversity and Inclusion

A copy of Executive Order 12-02 from the Office of the Governor was distributed to Senior Staff. The order, related to workforce diversity and inclusion, was reviewed with Senior Staff. The order encourages Higher Education to follow, however it is not required. The order does not look much different than what we are doing now. The Vice Presidents will discuss further.

Decisions and Actions

- VPs to discuss Executive Order 12-02 at next Vice Presidents Meeting (VPs)

Plans for Reaching 4,213 FTE in the Next Biennium

A copy of the *Current year enrollment revenue and preparing for 2013-15 enrollment rebase levels* was distributed to Senior Staff. The group discussed steps necessary to ensure that average annual enrollment remains above 4,213 FTE. Ideas on how to get it done include emphasis on retention (including current year), work on yield, recruitment, programs, look at categories to raise numbers (veterans), ask for suggestions from the community, expansion of reservation based program.

Areas of focus might include 1) tuning up (admissions work), 2) serving new groups of students (veterans, graduate, international, Tacoma), and 3) special programs (16 credit programs, 17th/18th credits at no additional cost).

Decisions and Actions

- Prepare and sent communication out this week regarding enrollment and ask for enrollment (Todd S., Les P., John C.).
- Michael to take the lead on academics categories (Michael Z.).
- John H., Steve H., Les P. and Michael Z. to meet and explore options (John H., Steve H., Les P. and Michael Z.).