

Senior Staff Meeting
January 13, 2014
Meeting Notes

Attending: John Carmichael, Julie Garver, Wendy Endress, Susan Harris, Lee Hoemann, Steve Hunter, John Hurley, Nancy Murray, Les Purce, Todd Sprague, Steve Trotter, Michael Zimmerman
Absent: Laurel Uznanski

Maguire Associates Findings and Recommendations

Representatives from Maguire Associates gave a presentation on their findings and recommendations. Copies of “The Evergreen State College – Executive Summary” by Maguire Associates, Inc., Dated January 10, 2014 were distributed via email prior to the meeting. Two separate studies were conducted: a pricing and aid study and a student recruitment and communications study.

Maguire Associates reviewed their methodology, findings and recommendations and identified 10 key initiatives.

- 1) Increase student search in order to grow inquiries and applications.
- 2) Improve response to inquirers’ request for information.
- 3) Develop a compelling message system that is prescriptive, emotional and motivating.
- 4) Experiment with more targeted communications and content.
- 5) Implement a system to upload data directly from the on-line application to Banner.
- 6) Use data and analytics more consistently to inform strategy and tactics.
- 7) Continue to update and make investments in your website and social media.
- 8) Tread carefully on implementing a financial aid leveraging strategy.
- 9) Continue to be cautious with your tuition increases.
- 10) Simplify the foundation-sponsored scholarship process.

A final comprehensive report is expected at the end of the month.