

**Senior Staff Meeting
February 10, 2014
Meeting Notes**

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

Review of Minutes

The January 20th meeting minutes were approved as written and the February 3, 2014 minutes were approved with one change.

Additions to the Agenda

No additions were made to the agenda.

Announcements

- There was a fine article in Sunday's Seattle Times featuring Michael Zimmerman and related to religion and science.
- The Higher Education Sustainability Conference was held in Bellingham last Thursday and Friday. Les P., Scott Morgan, faculty members and approximately 25 students from Evergreen attended. There were approximately 525 participants from Washington, Oregon and Idaho – largely students and faculty. Les. P served on the president's panel.

Maguire Follow-Up

Senior Staff reviewed the Maguire follow-up items.

1. Purchase of names update: Defer due to weather issues. We are currently purchasing names of those how have showed an interest in Evergreen. These expanded purchases will come from areas such as PSAT takers - sophomores and juniors. Cost per name is about .37 each. A CRM system will streamline the system.
2. Fields of study update: working on computer science, history, chemistry and political science/political economy. It is planned that all 10 will be completed by June.
3. CRM update: The CRM group met. The group will request information on CRMS system being purchased by CWU and EWU and ask for presentation. The group will hold off on onsite visits. A demo of Sales Force is being tried on campus. There is a possibility to use in the interim.

Decisions and Actions

- Purchasing of names will continue to be deferred for a couple of weeks due to adverse weather in the northeastern part of the United States (Steve H.)
- John C. to summarize Maguire progress and follow-up to present to the Board of Trustees (John C.).
- Identify next steps after the 10 fields of study are all completed and posted online (Michael Z., Todd S.)

Enrollment Data

Steve T. distributed a handout on undergraduate headcounts. Senior Staff reviewed the document. Growth in undergraduates statewide is imaginary. Over a four year period, there has been an overall growth of only 1% statewide.

Steve H. distributed four documents related to headcount and Evergreen modeling. The best predictor of immediate future is the immediate past in most cases. It did not hold true this time. With the drop in first-year student applications, the usual strategy is to backfill with community college transfer students. Admissions focus is now on that population, however the numbers of transfer-bound community college students are not increasing.

Laura C. analyzed the data to assess the reason for the higher drop in fall-to-winter retention. She noted that we started with 96 fewer students than last year. Since fall, the college has lost 414 students for reasons other than

graduation. Last year we lost 360 students. It remains possible that retention for the year will be less dramatically affected; perhaps students who we would have expected to leave in Spring are choosing to leave earlier in the year. Over the next month, students who left the college in fall 2012 and this year will be surveyed. Results are expected in April.

Is the likelihood of retention associated with a student's ability to obtain their first choice of program? Can this be tracked? Is there value in pursuing exit interviews and of the students who left?

Decisions and Actions

- Work on plan to recruit Community College Transfer students and look at additional steps that could be taken to make up for the loss in enrollment (Steve H., Todd S.).
- Review graduation rates from four years past and compare to this year (Laura C.)
- Laura C. to flag graduates on the non-retained list and forward to Steve H. Steve will compare those not graduated to financial aid data and assess link (Laura C., Steve H.).
- Explore the possibility of developing a plan to pursue exit interviews with students leaving the college (Wendy E.).
- Forecast out enrollment a couple of more years (Steve H.).

Upcoming Meetings

A draft list of agenda items was distributed for review and discussion. The meeting will be held in Tacoma March 11th and 12th, 2014. An update on Maguire will be presented along with an enrollment update. It is hoped to have Tacoma students present on their work during the meeting.

Two potential dates have been identified for a management meeting: February 28th and March 10th. Most indicated a preference of February 28, 2014.

Decisions and Actions

- John C. to circulate a list of potential management meeting invitees to VPs. VPs to review and advise (John C., VPs).
- Senior staff to identify topics, messages, and format of the meeting. Potential subject matter to include enrollment, budget, compensation, strategic planning (all).
- Susan H. to identify the best date for the meeting and send an Outlook calendar invitation (Susan H.).