

**Senior Staff Meeting**  
**April 7, 2014**  
**Meeting Notes**

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

**Announcements**

- Michael Zimmerman reported on a meeting in Seattle with members of the Jewish community concerned about the climate for Jewish students at Evergreen.
- Les Purce reported on the weekend celebration of Joe Dear's life.
- Les discussed the upcoming chamber of commerce auction. College leadership provided visible support of the Chamber's recent leadership event, so we may skip the auction.
- Steve Hunter reported on the weekend's admitted student day. Participation and feedback was very positive. Moving part of the event to the CAB seemed to work well. As anticipated, the number of people participating was down compared to last year.

**National Sun Yat-sen University Delegation**

Les Purce said that the mayor of Olympia has approached the college about helping to host a delegation of Taiwanese educators from Sun Yat-sen University. He asked Wendy Endress to coordinate the college's participation.

**Smoking Policy Update**

The group reviewed recent campus discussion of the smoking policy. The Health and Safety Committee will deliver a report to John Hurley this quarter. Les asked the Vice Presidents to discuss the issue and to provide a message to the campus that clarifies the process currently underway.

**Enrollment Recovery Plan Status**

The group discussed enrollment-related initiatives currently underway;

- Veterans Outreach. Les asked a member of congress to help with access to JBLM. The base commander responded promptly. It's not clear that anyone at the college has followed up directly with the base commander. Sarah Ryan may have a meeting scheduled. Steve Hunter will verify this and make sure that Ty and/or Randy are appropriately involved.
- EF Bridge. The director of EF's international programs will be on campus on April 9. They are interested in offering joint admission to EF language programs and Evergreen. This bridge would include EF students at EF locations outside of Evergreen as well. When EF students achieved a satisfactory level of language proficiency, they would be eligible to register for Evergreen programs. They may also be interested in opportunities for EF students to earn some college credits while still working on language proficiency. Michael Zimmerman is coordinating.
- International Students. In addition to EF, a workgroup on international student enrollment will conclude its work today. They will endorse a goal of approximately 85 FTE international students by 2018-19, which would be proportionally the same as the other public regional institutions. Recruitment strategies include a focus on community colleges. We also are participating in CTCL tours of Asia and Latin America. We will also send a group to a conference this spring where recruitment agents will be present. Steve Hunter is coordinating.
- TCC Bridge. Michael Zimmerman reported that we are cautiously optimistic that the bridge program with TCC at the Tacoma Campus can be revived. The goal is about 15 additional

students per year. Initially, Evergreen may offer a steep tuition discount to students who commit to the bridge program when enrolling at TCC.

- **Hispanic Student Workgroup.** The workgroup is actively engaged. Initial needs identified include more lounge space, staff support, compensated engagement of students in recruitment, and faculty development. To affect the must-do budget planning, an initial report from the group will be needed near the end of April. Steve Hunter is coordinating.
- **Buying Names.** No change to report since the Board meeting on March 12. The first group of names would become available in June or July. If we are relying on a contractor to manage the initial tracking and follow-up, some early engagement with WFSE is advisable. Steve Hunter is coordinating.
- **Other.** Michael Zimmerman reported that Sarah Ryan is exploring partnerships with high schools for language instruction under the Running Start framework. ➤ Steve Hunter reported that we continue to explore using the national Common App. The decision will be needed by November 14 for the 2016 admissions cycle. ➤ Michael reported that graduate enrollment is likely to increase. ➤ Michael and Wendy are meeting to explore on-site delivery of programs to state agencies and other local employers. ➤ Steve Hunter will find out the number of former students who may be candidates for a degree completion initiative. ➤ We continue to explore options for a CRM.

### **Town Hall Meeting**

John Carmichael invited discussion about the format for the April 16 town hall meeting. Les will open the meeting with information on enrollment and budget challenges. The meeting will then be opened to the audience, who will be invited to offer ideas and to ask questions. The Vice Presidents are asked to sit in the front row, so that they are available to respond to questions.