

**Senior Staff Meeting
April 21, 2014
Meeting Notes**

Attending: John Carmichael, Wendy Endress, Julie Garver, Susan Harris, Steve Hunter, Lee Hoemann, John Hurley, Nancy Murray, Les Purce, Todd Sprague, Steve Trotter, Laurel Uznanski, Michael Zimmerman
Absent: None

Review of Minutes

The April 7, 2014 minutes were approved as written.

Additions to the Agenda

No additions were made to the agenda.

Announcements

No announcements were made.

Debrief and Follow-Up on Town Hall

The online suggestion and question site will be up soon. There was excellent student participation and a good turnout of faculty and staff. Credit was given to the GSU for promoting the event. There seemed to be concern with ILCs, concern with the student comments about the Lizard King, a thread of career anxiety, concerns over the time it took to figure out what is available at Evergreen and concern with lack of oppression training and issues of trust. One person described the town hall as a pep rally. Many speakers spoke about what they love about Evergreen, what attracted them to the school and what the college should play up to attract new students. It was suggested that there is a need for additional marketing as many students find Evergreen through word of mouth.

Planning Facilitation Contract

John C. is about to launch an RFP process for a planning and facilitation consultant. He asked for two volunteers to assist in the process.

Decisions and Actions

- Please provide names to John C. of individuals to assist in the strategic planning consultant RFP process (all).
- Lee H. volunteered to assist with the strategic planning consultant RFP process (Lee H., John C.).

Board of Trustees Agenda

A draft agenda for the May Board of Trustees meeting was distributed for review. The meeting is scheduled for May 13 and 14, 2014 on the Olympia campus. The Board of Governors meeting will be held on May 14, 2014 at the Tacoma campus. Jean Rynne, Director of Facilities will review the capital budget request with Senior Staff at next week's meeting. Key events that tie in with the Board of Trustees meeting include the Recognition Dinner which is scheduled for 5:30pm Tuesday evening May 13, 2014 and the 9/11 bench dedication is currently scheduled for 11:30 am on Wednesday May 14, 2014.

Decisions and Actions

- Any questions or additions to the May Board of Trustees meeting agenda can be made to John C. (all).
- Materials for the Board of Trustees meeting need to be to John C. by Monday, May 5, 2014 (all).

Enrollment Recovery: Progress Reports on Initiatives Discussed at the 4/7/14 meeting

- **Veterans Outreach:** A group including Wendy E. visited JBLM and met with Mark Brown, Human Resource Director. There is concern that the request may be stalled. There is hope to get the Education Officers and Mark Brown to the Evergreen Olympia campus. Wendy indicated that both Randy Kelley and Tyrone Newton are terrific ambassadors for the college.

- **EF Bridge:** A meeting with Clair Natali, EF London to discuss possibilities of an EF bridge. An agreement was made with regard to level of proficiency needed and a list of concentrations will be sent to EF London. Provisional admits are being looked at for next fall.
- **TCC Bridge:** An MOU is expected to be wrapped up next week.
- **Hispanic Student Workgroup:** A meeting is scheduled for this Wednesday.
- **Buying Names:** The first round of mailing with the purchased names will occur in August. The College will handle the content of those mailings, but are looking at using an outside company to handle the print and mailing portion. Sophomores, juniors and seniors will be targeted. Programs such as Hobsons and Sales Force can help with emails, but not mailings. Costs will include cost of mailing (outside company-cost N/A), cost of CRM ((\$70-100k), and purchase of name (\$100-\$150k).
- **Other/Language Instruction, Common Application, Graduation Enrollment:** These initiatives are still being worked on.
- **On-Site Delivery of Programs:** After a meeting to discuss the possibilities of on-site delivery programs for state workers, the conclusion was that it would be difficult to find large cohorts for an on-site program. Suggestions include increased outreach, networking with the Economic Development Council and State Human Resources, and direct mailings to individuals that have some college credit. Connecting with former students who did not graduate, but have credit, would be another option for outreach. A meeting with Tony Alfonzo regarding this initiative would be beneficial.
- **CRMS:** This initiative is still in the collecting mode. Hobsons will be giving an on campus presentation. Ellucian Banner, Target X, and Sales Force are also being looked at.
- **International Workgroup:** Wendy E. and Michael Z. have received the proposal and will review promptly. The hope is to grow o 85 students from the 20 the college currently has now. Admissions is planning an Asian and South American tour.

Steve T. is looking for numbers of students each initiative could bring, as well as the costs involved to carry them out. He would like to get a solid economic picture to move forward.

<u>Decisions and Actions</u>
<ul style="list-style-type: none">• Steve H. and Steve T. to work on estimates for potential student increases in each of the initiative areas (Steve H., Steve T.).