

Trustees Attending: Karen Fraser
Fred Goldberg
Irene Gonzales
Keith Kessler
Kathleena Ly
David Nicandri

Trustees Absent: Monica Alexander

Staff Present: Allison Anderson, Public Relations Manager
George Bridges, President
John Carmichael, Vice President for Finance and Operations
Jennifer Drake, Provost and Vice President for Student and Academic Life
Susan Harris, Executive Associate to the President and Secretary to the Board of Trustees
Sandra Kaiser, Vice President for College Relations
Jeremy Mohn, Director of Government Relations
Eric Pedersen, Chief Enrollment Officer
Laurel Uznanski, Associate Vice President for Human Resource Services
Amanda Walker, Vice President for Advancement and Executive Director of The Evergreen State College Foundation
William Ward, Associate Vice President for Facilities Services

Others Present: Dylan Fischer, Member of the Faculty
Michael Lusk, Staff Representative to the Board of Trustees
Alex Markley, Geoduck Student Union Representative
Aileen Miller, Assistant Attorney General
Paul Przybylowicz, Faculty Representative to the Board of Trustees

Chair Fred Goldberg called the meeting to order at 9:05am in L3201 of the College's Daniel J. Evans Library building. A quorum was present.

President George Bridges introduced new GSU Representative to the Board Alexander Markley, Vice President for College Relations Sandra Kaiser introduced Allison Anderson as the new Public Relations Manager, and Vice President for Finance and Operations John Carmichael introduced William Ward as the new Associate Vice President for Facilities Services.

President Bridges acknowledged the accomplishments of the Evergreen Volleyball team. This year was the first time in history the team made the finals.

President's overview

President George Bridges gave a brief overview of the meeting agenda.

Trustee Kathleena Ly noted that the spelling of Dr. Gilda Sheppard should be corrected in the meeting minutes.

Adoption of minutes

Motion Trustee Irene Gonzales moved for approval of the minutes of the September 13, 2018
2018-31 and September 17, 2018 meetings with the correction noted. The motion was seconded and passed on a voice vote.

The Board of Trustees meetings for 2019 were adopted as March 8, May 8, June 13, September 11, and November 18.

Public comment

Chair Fred Goldberg called for public comment. There was no public comment.

Executive session

Chair Fred Goldberg announced that the Board would move into executive session, pursuant to the Open Public Meetings Act RCW 42.30, to discuss collective bargaining and to discuss with legal counsel representing the College litigation or potential litigation to which the agency, the governing body, or a member action in an official capacity is, or likely to become, a party. He said that the Board would return to an open meeting at 10:00 a.m. unless notified that the time has been extended and that no final action will be taken in Executive Session. The executive session was extended to 10:20am. The Board returned to an open meeting as announced at 10:20am.

Proposed actions

The Board discussed the proposed SSSSU Bargaining Team and the proposed 2019 Board of Trustee meeting schedule. Board members noted conflicts they had with their calendars for the 2019 dates and appreciated the date change to align with the Art of Giving fundraising event. Trustee David Nicandri requested the March 8 meeting conclude by 2:30pm.

Motion Trustee Irene Gonzales made a motion to approve the SSSSU Bargaining Team. The
2018-32 motion was seconded and passed on a voice vote.

Motion Trustee Irene Gonzales made a motion to approve the 2019 Board of Trustee meeting
2018-33 schedule. The motion was seconded and passed on a voice vote.

Renewal: enrollment update

Chief Enrollment Officer Eric Pedersen and Vice President for College Relations Sandra Kaiser presented an enrollment update. Enrollment Services' excellent work has driven additional admissions exceeding enrollment expectations for fall 2018. Last year's retention dip has reversed course. Recruitment initiatives include reputation enhancement, joining the Common Application, becoming a member of the Western Undergraduate Exchange, increasing community college connections, strengthened leadership in admissions, development of on-site admission, and expanded and improved student search. The Common Application makes it easier for prospective students to apply.

Evergreen is now part of the Western Undergraduate Exchange, which offers a rate of 150% resident tuition for select students residing in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, North Dakota, Oregon, South Dakota, US Pacific Territories and Freely Associated States, Utah, Washington, and Wyoming with a 3.5 gpa or greater.

Admissions is connecting with the top community colleges in Washington State offering an on-site application process. Community colleges include South Puget Sound, Tacoma, Pierce College, Grays Harbor, Seattle Central, Green River, Highline, and Centralia. Applicants can obtain an admissions decision within an hour of submitting the application and have the opportunity to talk to admissions counselors on-site. Chief Enrollment Officer Pedersen noted that Associate Director of Admissions Transfer and International Miguel Ovies-Bocanegra and Associate Director of Admissions Multicultural Recruitment Carl Forbes are generating many ideas to deepen partnerships with community colleges.

The expanded and improved student search includes the purchase of prospective student names to reach out to. The list now includes Juniors who have taken the PSAT and a Senior search that includes those who did not take the PSAT as a Junior. There is consideration to also purchase a Sophomore name search in the future. Most applications will be received in early February.

Renewal: reputation enhancement

Vice President for College Relations Sandra Kaiser introduced Executive Director of the Thurston County Economic Development Council Michael Cade. Executive Director Cade presented on the recently completed analysis of Evergreen's economic impact. The analysis was based on the question: How would our economy change if Evergreen didn't exist. This was answered by using the Impact Analysis for Planning Regional Input/Output (IMPLAN) which is an economic model that measures business-to-business purchasing.

Highlighted findings include: the total economic impact on Thurston County is valued at \$201,793,988. This includes \$109,478,924 in income and 1,637.25 jobs. The analysis also found that for every \$1 invested in the college, there is a return of \$4.68. Further, the College generates, directly or indirectly, \$11.6 million of tax revenue annually. Executive Director Cade mentioned that it would be interesting to dive deeper into the value that Evergreen alumni provide to the non-profits. He is interested in learning how those dollars result in a long-term community impact. Executive Director Cade noted that alumnus Gene Angel is the lead researcher on this project and is an integral part of this work.

Director of Government Relations Jeremy Mohn provided an update on the recent election and the College's work with the Legislature. Director Mohn noted that President Bridges and he have been meeting with multiple legislators and local leaders. He mentioned that there was good voter turnout in the November election by younger voters. Our students were engaged in the election as indicated by a full campus ballot box by 9:00 a.m. on election day. Proposition 1, relating to Intercity Transit, passed. This legislation will provide additional transit services in the county that will benefit our students, including expanded bus service and Dial-a-Lift. Director Mohn invited the Trustees to the Regents and Trustees Day at the capitol which is scheduled for January 29, 2019.

Accreditation update

President George Bridges and Provost and Vice President for Student and Academic Life Jennifer Drake reported that a team of eight evaluators visited campus last week to review Evergreen's progress on mission fulfillment. At the exit meeting on Wednesday, November 7, the evaluators presented commendations and recommendations. President Bridges and Provost Drake will go before the Commission in January to talk about next steps. President Bridges and Provost Drake expressed pride about the diligent work of the staff and faculty in completing the College's self-study report and participating actively in the visit.

Provost Drake thanked the Board members that participated in the accreditation process. She reiterated accreditation is a cyclical process that allows institutions to build on strengths and engage peers to improve the educational process.

Campaign study update

Vice President for Advancement Amanda Walker introduced James Plourde from Campbell & Company. She noted that the campaign preview statement has been reviewed and circulated for discussion to multiple constituencies internally and externally. The survey has received a 10% rate of return. Vice President Walker reported that the College has been planning aspects of the campaign since 2011.

Mr. Plourde presented on: the keys to a successful campaign; volunteer leadership; staff/volunteer support; campaign steering committee; and funding a campaign. The College will be receiving recommendations early in 2019.

For a successful campaign the Board must: be unified in their support for the campaign; be able to articulate the why of this campaign; give a stretch gift to the campaign (pledge over 3-4 years); and show 100 percent participation. All Board members can leverage knowledge of Evergreen and its plans; commitment to the college; willingness to be an ambassador; and connecting donors with Evergreen events. The focus of the campaign is student success – our students are at the center. The campaign study will be added to the March Board of Trustees meeting agenda.

Fundraising report

Vice President for Advancement Amanda Walker also reported on fundraising to date. Scholarships awarded now exceed over \$800k per year with 360 individual awards being offered to students to be awarded next academic year. In a five-year period, the College has doubled the amount of scholarship dollars made available through Evergreen's Foundation. This is approximately a 70% increase in individual awards. Vice President Walker reported it has been a very successful year and that 77% of the annual fundraising goal had been secured.

Vice President Walker noted that the College had a successful Return to Evergreen reunion event that brought 486 alumni and friends to campus. She informed the Trustees that the Art of Giving event is scheduled for Saturday, March 9, 2019 at Foss Waterway Seaport in Tacoma, WA.

President's report

President George Bridges noted that it is the 8th week of the quarter and expressed gratitude for the work being done on campus. He stated that he is teaching a 2-credit program "Race, Crime, and the Crisis of Mass Incarceration," which has given him a greater appreciation for faculty and how they work and collaborate with the diverse backgrounds of Evergreen students. President Bridges shared information on his schedule since the previous meeting and provided an overview of student conduct and Title IX cases completed or currently in process since the beginning of the academic year.

President Bridges invited Trustee Kathleena Ly to give a Student Trustee report. Trustee Ly noted that the volleyball season has ended and the team had a successful year. She indicated that she would be working with Executive Associate to the President & Secretary to the Board of Trustees Susan Harris to reach out to Student Trustees on other college and university campuses. She is looking forward to working with GSU Representative Alex Markley to promote student engagement. Trustee Ly also indicated that she participated with Return to Evergreen at the Tacoma program.

President Bridges invited Alexander Markley to report as Geoduck Student Union (GSU) Representative to the Board. Representative Markley shared information on the new GSU structure and the GSU 2018-2019 agenda working draft. Representative Markley noted that the GSU has moved forward with a new structure. The GSU now has 15 members and each member has a role and serves on teams. Representative Markley mentioned that the first GSU Assembly had a panel of mid-level administrators and approximately 50 students attended. The second GSU Assembly involved Dean Larry Geri presenting on Paths of Study and the participants broke up into groups for small group discussions.

President Bridges invited Officer Michael Lusk to report as Staff Representative to the Board. Representative Lusk indicated that he plans to reach out to staff to develop more comprehensive reports in the future. He noted that he is still learning about his role as Staff Representative to the Board of Trustees and how he might best serve the College in this role.

Finally, President Bridges invited Paul Przybylowicz to report as Faculty Representative to the Board of Trustees. Representative Przybylowicz indicated that there is still much conversation needed on restructuring the curriculum. He indicated that given the significant teaching commitments of faculty at Evergreen, he believed it would be good to set aside more prolonged time for creative thought and work on the curricular initiatives and on faculty governance.

Working lunch

During the Board's working lunch, Provost and Vice President for Student and Academic Life Jennifer Drake gave an overview of Summer Undergraduate Research Fellowship (SURF) and introduced student and SURF recipient, Ryan Bartlett and faculty member Dylan Fischer. Dr. Fisher and Mr. Bartlett introduced themselves and presented on the Evergreen Ecological Observation Network (EEON) and the student SURF research "Understory Vegetation Change Over a Decade in a Lowland Puget Forest."

Concluding remarks

The meeting adjourned at 1:58pm.

Fred Goldberg, Chair

Irene Gonzales, Secretary