

**REGULAR MEETING OF THE BOARD OF TRUSTEES  
OF THE EVERGREEN STATE COLLEGE**

**March 12, 2014**

**Trustees Attending:** Fred Goldberg  
Talia Goldberg  
Irene Gonzales  
David Nicandri  
Anne Proffitt  
Gretchen Sorensen

**Absent:** Keith Kessler  
James Wigfall

**Staff Present:** John Carmichael, Deputy to the President and Secretary to the Board  
Wendy Endress, Vice President for Student Affairs  
Julie Garver, Director of Government Relations  
Tracy Hall, Director of Financial Aid  
Lee Hoemann, Vice President for College Advancement  
Steve Hunter, Associate Vice President for Enrollment Management  
John Hurley, Vice President for Finance and Administration  
Olga Inglebritson, Managing Director, Tacoma Program  
Paul McCreary, Member of the Faculty  
Jeanne Rynne, Director of Facilities  
Tyrus Smith, Member of the Faculty/Tacoma Program Planning Unit  
Coordinator  
Steve Trotter, Executive Director of Operational Planning and Budget  
Thomas L. Purce, President  
Todd Sprague, Executive Director of Marketing, Communications and  
College Relations  
Michael Zimmerman, Vice President for Academic Affairs and Provost

**Others Present:** Rachel Murray-Hearn, Student  
Nolan Lienhart, ZGF Architects  
Jonathan Lindsay, Alumni Representative  
Torrence Waite, Student  
Colleen Warren, Senior Assistant Attorney General  
Tim Williams, ZGF Architects

Dr. Gonzales called the meeting to order at 9:09 a.m. in Room 105 of The Evergreen State College's Tacoma campus. A quorum was present. Dr. Gonzales announced that the Board would meet in executive session until 9:30 a.m. to discuss the acquisition or sale of real estate. The Board returned to an open meeting as scheduled.

**Campus Master Plan**

Director of Facilities Jeanne Rynne introduced Tim Williams and Nolan Linehart from ZGF Architects. They reviewed the Campus Master Plan adopted by the Board in 2008. They

reported that a process to update the 2008 document is currently underway. A draft of that update will be available for review at the Board's May meeting. The Board discussed aspects of the 2008 plan. Topics discussed included alternate ways to finance capital projects in light of declining state resources, including public-private partnerships; interest expressed by students in having more retail and restaurant options accessible from campus, and the feasibility of the road closures proposed in the 2008 plan.

### **Tacoma Program**

Vice President for Academic Affairs and Provost Michael Zimmerman introduced Tyrus Smith, Planning Unit Coordinator for the Tacoma Program, and Olga Inglebritson, Managing Director of the program. Dr. Smith described the theme of the this year's academic program at Tacoma, "Activism, Advocacy and Citizenship." Ms. Inglebritson described the program's community outreach. Students Rachel Murray-Hearn and Torrence Waite discussed their positive experiences with the Tacoma Program. Member of the Faculty Paul McCreary described his approach to interdisciplinary math instruction and discussed a grant related to math and media literacy.

### **Financial Aid Report**

Vice President for Student Affairs Wendy Endress introduced Associate Vice President for Enrollment Management Steve Hunter and Director of Financial Aid Tracy Hall. Ms. Hall reviewed changes in federal financial aid programs, including new limits on Pell grant eligibility and eligibility for subsidized loans. She reviewed changes in state financial aid programs, noting the growing number of students who are eligible for the State Need Grant program but do not receive the grant for lack of funds. She also reviewed institutionally funded financial aid programs, which increased by 10% over the last three years. She discussed the cohort default rate, which rose notably during the recession. The federal Department of Education may sanction institutions with excessive default rates. The college is launching a new financial literacy program. She also presented information on student debt levels.

### **Legislative and Budget Update**

Director of Government Relations Julie Garver reviewed the House and Senate budget proposals released since the January Board meeting. She also discussed policy issues active during the session.

### **Enrollment Update**

Deputy to the President John Carmichael provided an overview of research and recommendations from Maguire Associates. Associate Vice President for Enrollment Management Steve Hunter described work underway in response to the recommendation to expand the search for new students by purchasing lists of names. Executive Director of Marketing, Communications and College Relations Todd Sprague demonstrated new features of the college's website and described other work in response to recommendations for improving messaging and marketing. Vice President for Academic Affairs and Provost Michael Zimmerman described an effort to help prospective students understand their curricular options through new "fields of study" web pages. Mr. Hunter discussed the recommendation for investing in a new Customer Relationship Management system.

Mr. Hunter presented an analysis of demographic trends in the state and the region and Evergreen's market-share of traditional-aged college population. The analysis suggests a strong likelihood of no growth or a decline in the number of college students in Washington. At the same time, some campuses in the state have ambitious growth plans that, if realized, may lead to a shrinking student population at other campuses. Based on demographic and market share trends, Evergreen's student population will decline over the next three biennia, all other things being equal. President Purce described new initiatives designed to increase applications to the college.

### **Strategic Planning**

Vice President for Academic Affairs and Provost Michael Zimmerman discussed the strategic planning initiative underway. He presented the first draft of an environmental scan, which the board discussed. Discussion covered the need for open-mindedness in the planning process, the need for attention to campus life for students and community engagement. Board members asked for some attention to athletics in the strategic planning process.

### **Minutes**

**Motion** Mr. Goldberg moved to approve the minutes of the January 2014 meeting. The  
**2014-04** motion was seconded and passed on a voice vote.

### **Student Trustee's Report**

Ms. Goldberg reported that improving weather leads to more visible activity on campus. She shared concerns she has heard from student peers about the variable level of academic preparation that Evergreen students exhibit. She described student concerns about alleged police surveillance. She also noted the transition from TESCTalk/TESCCrier e-mail feeds to Greener Commons, which more closely resembles a social networking discussion board. Some faculty have expressed concerns, but students seem to be making the transition. Ms. Goldberg also said that she would need to leave Olympia before graduation to begin her Teach for America assignment in Miami.

### **President's Report**

President Purce invited Jonathan Lindsay to report as the alumni's representative to the Board. Mr. Lindsay noted the high level of activity of the Tacoma alumni chapter. He described the Tacoma alumni group's participation the Tacoma program's graduation celebration.

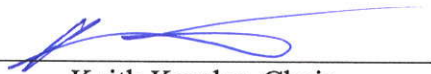
President Purce invited Vice President for College Advancement Lee Hoemann to report on fundraising. Ms. Hoemann reviewed progress toward annual fundraising goals, expressing confidence that annual goals will be met. She described the successful February 20 Art of Living event in Tacoma. She discussed the configuration of the alumni association, noting that as the association is currently constituted, the association is a part of the college. At many institutions, alumni associations are attached to college foundations. It is possible that staff will propose moving Evergreen's alumni association to the Foundation. She also reported that the initial search for a new Associate Vice President was not successful. A professional search consultant will be hired to assist with the next phase of the search.

President Purce reviewed recent highlights from his schedule.

**Public Comment**

Dr. Gonzales invited public comment. There was none.

The meeting adjourned at 3:00 p.m.



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Keith Kessler, Chair



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Anne Proffitt, Secretary