

Trustees Attending: Karen Fraser
Fred Goldberg
Sakiko Krishna
Miguel Pérez-Gibson
Kris Peters
Ed Zuckerman

Absent

Monica Alexander

Staff Presenting: Lori Blewett, Academic Dean
Kara Briggs, Interim Vice President for Tribal Relations, Arts, and Cultures
John Carmichael, Interim President
Laura Coghlan, College Budget Officer
Dexter Gordon, Executive Vice President
Susan Harris, Executive Associate to the President and Secretary to the Board of Trustees
Farra Layne Hayes, Associate Vice President for Marketing and Communications
Abby Kelso, Vice President for Advancement and Director of the College Foundation
David Kohler, Chief Financial Officer
David McAvity, Interim Provost
Eric Pedersen, Chief Enrollment Officer
Therese Saliba, Interim Associate Vice President for Inclusive Excellence and Student Success
Nora Selander, Director of Government Relations
William Ward, Chief Administrative Officer

Others Presenting: John Caraher, Faculty Representative to the Board of Trustees
Sina Hill, Staff Representative to the Board of Trustees
Aileen Miller, Assistant Attorney General

In accordance with Governor Inslee’s Proclamation 20-28, and to curtail the spread of COVID-19 this meeting took place via Zoom. All participated remotely.

Chair Karen Fraser called the meeting to order at 9:00 a.m. and Secretary Ed Zuckerman confirmed a quorum.

Chair’s opening remarks

Chair Karen Fraser welcomed the Board of Trustees to the first meeting of the new year. She reported that she attended the Holiday Tree Lighting, along with Trustees Kristopher Peters and Miguel Pérez-Gibson, as well as many others. She shared that Interim President John Carmichael and Vice-Chair Pérez-Gibson met with Superintendent of Public Instruction Chris Reykdal regarding high school and four-year higher education institution relationships.

Executive Leadership Report

Interim President John Carmichael shared a COVID update, reporting that in Fall Quarter the college had hoped for in-person classes, however the Omicron variant tempered ambitions. Evergreen moved back to mostly remote for the opening weeks of campus for safety considerations. The college has been able to provide regular COVID testing on campus and the majority of the Evergreen community has been following the guidelines. He shared that the college is recalibrating to try to resume more in-person activities and expects to re-open Costantino Recreation Center (CRC) in a few weeks.

Interim President Carmichael introduced Chief Administrative Officer William Ward who reported that the college is seeing a downward trend in COVID cases and is looking to spring to begin hosting more activities on campus.

Interim President Carmichael also reported that professional studies is seeking formal approval in March and is in process of developing financial pro forma for the Board's consideration. Community relations make up a lot of this work and response from community partners is strong and positive for professional studies. He shared that the top four priorities at this time are adding new programs, improving student services, balancing the budget, and improving existing programs.

Executive Vice President Dexter Gordon highlighted that three of his colleagues work toward the Evergreen strategic priorities that Interim President Carmichael noted. Chief Enrollment Officer Eric Pedersen, Associate Vice President of Marketing and Communications Farra Layne Hayes, and Interim Associate Vice President of Inclusive Excellence and Student Success Therese Saliba are working in collaboration to first stabilize Evergreen's enrollment, and then grow enrollment to meet targets. He announced Chief Enrollment Officer Pedersen's resignation and asked the Board to share their gratitude for the work he has done. Executive Vice President Gordon noted that he is working with staff and colleagues to fill Chief Pedersen's position. Executive Vice President Gordon reported that members of the Faculty Nancy Koppelman and Brad Proctor are working on a new student recruitment initiative led by faculty. He shared that approximately 30 faculty and staff are currently engaged in the work.

Approval of meeting minutes

Motion Chair Karen Fraser moved to approve the meeting minutes for June 10, August 31, 2022-01 September 14, and October 14, 2021, with one amendment to the September 14 minutes. The motion was seconded by Secretary Ed Zuckerman and passed on a voice vote.

Public Comment

Chair Karen Fraser called for public comment. Executive Associate to the President and Secretary to the Board of Trustees Susan Harris announced that there was no written or oral comment for the meeting.

Student Trustee Report

Student Trustee Sakiko Krishna addressed the Board. Trustee Krishna indicated that there is a sense that everyone is exhausted, and efforts are being made to provide mutual aid for one another, such as students collecting masks and tests for other students who are unable to obtain them. Trustee Krishna noted that people are staying strong and taking care of one another through their grief and loss.

Representative reports

Faculty Representative to the Board of Trustees John Caraher addressed the Board sharing a recent article “The Great Disengagement”, that he recently read in the Chronicle of Higher Education. He shared that he felt it was relevant to Evergreen and that it resonates strongly with members of the faculty. While Evergreen has not put pressure on faculty members to teach in person or risk their health, other pressures such as enrollment are being felt. He commented that many faculty members are concerned by the lack of clarity regarding layoffs. As such, many rumors are circulating about what an academic re-structure will look like. Representative Caraher shared additional concerns in the areas of shared governance, faculty development, needed support, and funding.

Staff Representative Sina Hill shared that January was a difficult month. She shared that everyone was vaccinated at the college in November, we had a plan, we were talking about events, and getting back to normalcy. However, by the end of December the cases and hospitalizations were rising, cases on campus were rising, and the Center for Disease Control (CDC) dropped new recommendations and guidelines that really hindered staff. She shared that meetings began to be virtual again, staff had to quarantine, and people were worried about loss of hours. Representative Hill then noted that things are now looking up again and is cautiously excited. She also acknowledged other concerns beyond COVID, such as retention and hiring, competitive pay and cost of living are factors in retaining employment, and not being brought in as part of this organizational change. She noted that this virtual environment does not help with connecting with one another and shared we are in a place where we must work harder to keep cohesive group involvement.

Board of Trustees bylaws

Assistant Attorney General (AAG) Aileen Miller summarized the proposed updates to the Board of Trustees bylaws. Updates to bylaws are mostly minor edits to bring the policy into alignment with the current practices

Motion Vice-Chair Miguel Pérez-Gibson moved to adopt the revised bylaws as written. The
2022-02 motion was seconded by Secretary Ed Zuckerman and passed on a voice vote.

Draft letter of criteria and goals for presidential evaluation

Chair Karen Fraser brought forward a discussion regarding a draft letter of criteria and goals for the presidential evaluation. The memo is divided into two parts: 1) basic information including the schedule to be followed and the existing Board policies about evaluating the president; and 2) specific performance objectives for the President. Secretary Ed Zuckerman noted that the draft letter proposed has gone through multiple iterations with the Board’s Executive Committee.

Motion Trustee Fred Goldberg moved to authorize the Chair to finalize the letter with feedback
2022-03 from the meeting and send to the President. The motion was seconded by Trustee Kris Peters and passed on a voice vote.

Interim President John Carmichael expressed appreciation for the Board’s approval and gratitude for clarity around evaluations.

Update on Strategic Plan: Student academic success and support (Goal 1)

Student Recruitment and Success Committee report

Vice-Chair Miguel Pérez-Gibson reported the Student Recruitment and Success Committee covered three major topics at their recent meeting: professional studies; student recruitment initiative led by faculty; and the Master in Teaching program (MiT). He noted that the meeting was in-depth and lasted a full two hours. Vice-Chair Pérez-Gibson shared that professional studies will be coming back to the Board in March for approval and more details will be shared later in this meeting. He commended the work of members of the faculty Nancy Koppelman and Brad Proctor for the work being done with the student recruitment initiative. In addition, he shared that Evergreen's MiT program is doing their part to address Washington's calls for schoolteachers by redesigning the program and shortening it to four quarters, rather than a two-years.

Proposed School of Professional Studies

Interim Provost and Vice President for Academics David McAvity and Academic Dean Lori Blewett presented on the proposed School of Professional Studies. Interim Provost McAvity shared that the proposed school of professional studies is also considering expanding opportunities for teacher education through certificates and working on some ideas for early childhood education as well. He reminded the Board that at the November Board of Trustees meeting, the Board authorized the start of planning of the school of professional studies and outlined a series of steps to be taken.

Academic Dean Laurie Blewett reported on the work completed, in process, and in the future for professional studies. She shared that the steering group has designated five areas of emphasis, hired a certificates coordinator, contracted with the Athena Group LLC for project management consulting, looked at building capacity in registration and records, and is in the process of drafting job descriptions for several other positions. She shared that design work will continue through this summer. Dean Blewett provided more detailed information on the certificate development sharing that some are undergraduate, graduate, professional, with various credits or continuing education credits (CEU). Some certificates developed, or that are being considered, include nonprofit management, conflict management, transformative leadership, climate change and climate solutions, computer science, GIS, cloud engineering and networking, web design, graphic design, digital media, and advanced audio fundamentals.

Chief Budget Officer Dave Kohler reported that a cross divisional work group, which is specifically assigned to work on performance and evaluate the assumptions being used for professional studies, has been formed. The group is preparing a draft pro forma financial statement that will be brought to the Board of Trustees in March.

Associate Vice President for Marketing and Communications Farra Layne Hayes presented a few updates on marketing for professional studies. She reported that Marketing and Communications are working on the development of a broad and multi-dimensional marketing campaign with the support of the Athena group. She shared that Marketing believes they will be able to attract students who wouldn't have found their way to Evergreen in the past. Campaign elements will include things like paid and earned media, radio, print and digital advertising - locally, regionally, statewide, and beyond. There will be targeted grassroots outreach, geotargeted social media and the possibility of commercials on YouTube and TVW segments. She also shared that in collaboration with faculty, we can bring state agencies and the non-profit community and business owners a suite of curated offerings that are tailored to their organization's needs. Associate Vice President Layne Hayes concluded by saying the sizable investments

in marketing or additional investments that are being made to rebuild the website are really designed artfully to lift the college up as a whole.

Inclusive Excellence and Student Success update

Executive Vice President Dexter Gordon introduced Interim Associate Vice President of Inclusive Excellence and Student Success Therese Saliba. He shared that Therese is a long-standing faculty member at Evergreen, and she has provided stellar leadership and exemplary work across different programs and divisions with an integrated and collaborative approach that we seek to model here at Evergreen. She has led a recent reorganization of the division, hired new staff, led the supervision development of staff and programs in this major division of the college. A part of Therese's strong legacy will be the Social Justice Center, which officially opens today under the leadership of colleague Cholee Gladney, Associate Dean of Climate and Belonging.

Associate Vice President for Inclusive Excellence and Student Success Therese Saliba noted that she submitted a report on some of the major initiatives and updates to the Board. She highlighted the holistic advising initiative in order to support our student body, a homeless grant from the Washington Student Achievement Council, and Upward Bound grants which serve over 300 students in Tacoma, Clover Park, and Shelton. She shared that the college's equity work is indispensable. It is central to the retention and belonging of our diverse students and nearly 80% of our students belong to one or more historically underserved populations.

Update on Strategic Plan: Significantly expand support for our local community, region, state, and nation (Goal 2)

Tribal relations update

Interim President John Carmichael introduced Interim Vice President for Tribal Relations, Arts and Cultures Kara Briggs who provided a Tribal relations update. Interim Vice President Briggs reported that December 14 was the first meeting where Tribes were asked for input about what they wanted from the Master of Public Administration (MPA) Tribal program. There is a plan for an ongoing series of consultation meetings with additional Tribes. Tribes have changed in the 20 years since Tribal MPA's creation and have grown more sophisticated in relationships with local and state governments. She indicated that she has heard a strong commitment to go on this journey with Evergreen. Interim Vice President Briggs shared that she will be consulting with Yakama Nation in the coming months. There is a goal to form a Tribal advisory board for Evergreen. This week the Yakama Nation is conducting interviews for a Tribal liaison.

Interim Vice President Briggs noted that some areas of interest that have already been voiced include Tribal council member training, certificates for newly elected Tribal officials, internship opportunities for Evergreen students, and Tribal liaisons at the state level. In addition, Interim Vice President Briggs shared that one of the strategic initiatives of the Longhouse is to increase involvement in summer months in youth creative arts camps. The hope is that in bringing youth to the Evergreen campus, it becomes a long-term recruitment effort.

Update on Strategic Plan: Strengthen our financial position (Goal 3)

Finance and Budget Committee update

Trustee Fred Goldberg shared the Finance and Committee update, giving an overview of meeting topics and praising the committee process as one that allows for a deeper dive into the operations of the college.

Tuition proposal preview

Chief Financial Officer David Kohler and College Budget Officer Laura Coghlan provided an informational update on the tuition proposal that will be coming to the Board of Trustees in June of 2022. The preliminary proposal is a 2.9% operating fee increase for tuition for next year for all student categories.

Evergreen's Master of Environmental Studies program

Chief Enrollment Officer Eric Pedersen summarized a proposal to join the graduate level portion of Western Undergraduate Exchange. He shared that the college has been a member of the undergraduate portion known as WUE for the last three years. He noted that the Master of Environmental Science program has the strong history of enrolling non-resident students and has the most potential for growth

Motion Secretary Ed Zuckerman moved to approve membership in the Western Regional
2022-04 Graduate Program for Evergreen's Master of Environmental Studies program. The motion was seconded by Trustee Fred Goldberg and passed on a voice vote.

Update on the sale of the Leavelle House

Chief Administrative Officer William Ward provided an update on the sale of the Leavell House. Due to COVID there have been delays, however progress is being made.

Cell tower proposal update

Interim President John Carmichael shared the college has long had an interest in improving cell coverage, as we often hear from students, parents, and employees who are concerned about limited cell coverage on campus. Last year, the college was approached by outside parties who wanted to place a cell tower on campus, and the college's Space and Land Use Group (SLUG) engaged with that outreach and reviewed approximately twenty possible locations for a cell tower on campus. The SLUG narrowed it down to a preferred location adjacent to the athletic fields. He reported that the college held an open campus forum where two organizations shared information about their approach and their proposals. Concerns about location, safety, aesthetics, economics, and some technical questions were raised and answered. He added that when and if the Board approves a cell tower contract in the future, there remains a public permitting process prior to implementation. He asked that the Board allow Chief Operations Officer William Ward to engage in negotiations.

Chief Operations Officer William Ward noted that the college has been very fortunate to have two very motivated and highly flexible cell tower vendors propose contracts or leases to us right now. He shared that there are a multitude of different very important conditions that we are evaluating at this point. He asked the Board if they had any additional information or conditions that we should consider.

Government Relations update

Director of Government Relations Nora Selander reported that House Resolution 4636, honoring our 50th anniversary was adopted by the House on January 27, 2022. She noted that she was expecting first round budgets to come out in late February. In addition, she shared that the Regents and Trustees Day at the legislature is scheduled for February 1, 2022 where 40 public institutions will be represented. Chair Karen Fraser will be speaking for Evergreen, and all Trustees are invited to attend.

Chair Karen Fraser suggested that a copy of House Resolution 4636 be printed and displayed in the President's Office.

Enrollment update

Executive Vice President Dexter Gordon introduced Chief Enrollment Officer Eric Pedersen and shared the Chief Pedersen has sought to ensure that Evergreen maintains a robust and innovative recruitment and admissions program through innovative efforts like guaranteed enrollment. He noted that Chief Pederson has sought to work closely with Admissions, Registration and Records, Student Financial Services, and Financial Aid.

Chief Enrollment Officer Eric Pedersen presented an overview of enrollment. He shared that the college came up a little bit short of what the budget was built on, however there is a higher persistence rate in our graduate programs. Interim President John Carmichael added that from a budgetary standpoint, we expect the college to be 30 fte this year above where we want to be in order to make budget. The college expects to have \$1.4 million in revenue above what we planned in the budget. The budget plans assumed that we would recruit 136 new undergraduate students winter quarter, and admissions actually brought 137 students - the target plus one. It is a very difficult recruitment environment and yet we are on track from a budgetary standpoint.

Campaign Update

Vice President for Advancement and Executive Director for The Evergreen State College Foundation Abby Kelso reported to the Board an increase of almost a \$2 million since July 1, 2022. This brings the total to \$27.4 million raised toward the campaign. She indicated that there is shared work with the Board of Trustees and the Board of Governors to help us prepare for the public launch of the campaign in the next academic year. In addition, Vice President Kelso shared that the in-person Art of Giving event is scheduled for May 12, 2022 at the Foss Waterway Seaport in Tacoma, Washington, which will be preceded by a virtual scholarship drive.

Marketing and Communications update

Executive Vice President Dexter Gordon introduced Associate Vice President for Marketing and Communications Farra Layne Hayes who provided a marketing and communications update. She attributed much of the success with media coverage to the work of Public Relations Officer Kelly Vaughn. Associate Vice President Layne Hayes highlighted some of the new stories such as a comprehensive interview with Interim President John Carmichael and Executive Vice President Dexter Gordon, a featured story about the appointment of new Trustee Kris Peters, two stories about Evergreen's Longhouse and the Indigenous art exhibit, a story with Indigenous Affairs reporter for the Tacoma News Tribune Natasha Brennan, and a number of stories covered by the Regional talk platforms. She also shared that Director of Admissions Wade Arave was interviewed by Yakima KTTV, about about the State's expanded guaranteed admissions initiative.

The meeting adjourned at 12:25 p.m.


Karen Fraser, Chair


Ed Zuckerman, Secretary