

Trustees Attending: Monica Alexander
Melinda Bratsch-Horsager
Karen Fraser
Fred Goldberg
Irene Gonzales
David Nicandri
Miguel Pérez-Gibson
Ed Zuckerman

Staff Present: George Bridges, President
John Carmichael, Vice President for Finance and Operations
David McAvity, Provost and Vice President for Student and Academic Life
Susan Harris, Executive Associate to the President and Secretary to the Board of Trustees
Eric Pedersen, Chief Enrollment Officer
Amanda Walker, Vice President for Advancement and Executive Director of The Evergreen State College Foundation
Wade Arave, Director of Admissions
Farra Layne Hayes, Associate Vice President for Marketing and Communications

Others Present: Trygve Vandal, Geoduck Student Union (GSU) Representative to the Board of Trustees
Dawn Leopardo, Staff Representative to the Board of Trustees
Aileen Miller, Assistant Attorney General
Paul Przybylowicz, Faculty Representative to the Board of Trustees

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 3:00 p.m. A quorum was confirmed by Secretary Pérez-Gibson.

Chair's opening remarks

Chair Karen Fraser welcomed the new Student Trustee, Melinda Bratsch-Horsager.

Chair Fraser suggested having longer, less frequent, meetings. She shared that she is having weekly meetings with President George Bridges and Executive Associate to the President and Secretary to the Board of Trustees Susan Harris, so the Board and administration continue to coordinate.

President's report and agenda overview

President George Bridges welcomed the new Staff Representative, Dawn Leopardo, and new Geoduck Student Union (GSU) Representative, Trygve Vandal.

President Bridges introduced Interim Provost and Vice President David McAvity who gave a brief overview of the video included with the Board materials regarding coordinated student services. He shared that the College has been working on paths of study now for several years and the next phase consists of institutionalizing the paths and making them available to students with advising support. Psychology and computer science faculty have been hired this year due to high student demand for those subjects. He indicated that efforts are also underway to strengthen other areas in high demand, including introducing the Center for Entrepreneurial Leadership and Transformational Change (CELTC). In addition, work is being done to form partnerships with local community colleges to provide an easier path for students to move between institutions.

Secretary Miguel Pérez-Gibson suggested that an update be provided to the Board in a future meeting regarding the climate paths and how this is working with recruitment and enrollment to tie to student interests. He suggested hiring faculty with national notoriety. President George Bridges commented that it may be plausible to hire notable adjunct faculty in this area.

Vice President for Advancement Amanda Walker shared that Foundation Board member Andrew Ayala passed away last week and provided a tribute to him. Vice President Walker is starting a scholarship in his memory.

Approval of meeting minutes

Motion Trustee David Nicandri moved to approve the minutes for the 5/20/2020 & 5/21/2020, 2020-37 and 6/8/2020 meetings of the Board of Trustees. The motion was seconded by Trustee Irene Gonzales and passed on a voice vote.

Public comment

Executive Associate to the President and Secretary to the Board of Trustees Susan Harris reported no public comment had been submitted.

Enrollment and budget

Vice President John Carmichael reported that the College fell approximately 6% short of the enrollment headcount needed to balance the budget. The associated revenue shortfall in the operating budget is about 3%. We will be taking a close look at vacancies, to make up for some of the shortfall.

Chief Enrollment Officer Eric Pedersen presented the summary of our fall term enrollment. It is clear that the pandemic has had a disproportionate impact on our demographic of students and this may cause a bigger enrollment decline than other institutions.

Associate Vice President for Marketing and Communications Farra Layne Hayes reported on the website redesign which is expected to be completed by the end of June 2021. The web team is working with a web consultant to launch the new site. The new advertisement to be printed in the Olympian this weekend will be directed at prospective students to encourage them to attend information sessions. The marketing team is also working with an outside agency to provide additional, professional, insight on advertisement strategies. Over the summer the Marketing and Communications designed a new

social media strategy and hired a student fellow to help with its development. We have increased social media engagement, overall, in the last few months.

Director of Admissions Wade Arave reported on admissions tactics to engage various students. Faculty are collaborating with other faculty at high schools and community colleges to connect students with Evergreen. Student ambassadors also provide peer connection and our new ambassadors are connected to local community that may draw prospective students.

In response to a question posed by Secretary Pérez-Gibson, Vice President John Carmichael shared that the Washington University Exchange (WUE) provides some relief in tuition cost for out-of-state students who meet the qualifications, and Evergreen remains competitive on price compared to other institutions. A suggestion was made for the Board to come back to the conversation of out-of-state tuition at a future meeting. It was noted that it would be helpful to have data showing how many inquiries from prospective students have converted to applications.

Presidential search

Consultant Dennis Karras reported on the Advisory Committee listening sessions. He shared that the Committee is working on finalizing reports to present to the Search Committee and the Board by the end of next week. The search website is live and contains a survey as well as opportunities to make nominations. The survey has generated about 250 responses from the community thus far.

Consultant Marissa Karras presented the search timeline and working plan for consideration and adoption. Next steps include developing the candidate profile and launching recruitment in December. Recommendations for first round interviews are planned for the end of January and finalist interviews are planned for February and March.

Chair Karen Fraser gave an overview of the search process thus far.

Faculty Representative Paul Przybylowicz noted that more faculty members were nominated than were appointed and some faculty members have stated that the Search Committee would benefit from more undergraduate faculty with a faculty member serving as the Chair. Trustee Ed Zuckerman noted that including more Trustees in the process this year was intentional and it seems to have been effective.

Trustee Ed Zuckerman proposed an amendment that the Advisory Committee co-chairs, and subsequently the Advisory Committee as a whole, be kept in the loop about the outreach process. Secretary Miguel Pérez-Gibson made a comment that the Board operates under the tenets of open government and as such all input is welcome. Trustee Zuckerman responded that there should be intentional efforts to truly consider all input given.

Motion 2020-38 Trustee David Nicandri moved to approve the presidential search timeline and work plan. The motion was seconded by Vice-Chair Fred Goldberg and passed on a voice vote.

Motion 2020-39 Trustee Irene Gonzales to approve the proposed 2020-2021 Presidential Search Committee charge, including the amendment. The motion was seconded by Trustee Monica Alexander and passed on a voice vote.

Executive session

Chair Karen Fraser announced that the Board would enter into Executive Session, pursuant to the Open Public Meetings Act, 42.30 to discuss bargaining and to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee. The Board intended to return to open session at 4:55 p.m. unless notified that the time has been extended. No final action was taken in Executive Session. The meeting resumed after 4 extensions at 5:50 p.m.

Action items

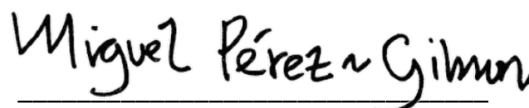
**Motion
2020-40** Trustee Ed Zuckerman moved to approve the negotiated 2021-2023 classified employees' collective bargaining agreement between The Evergreen State College and the Washington Federation of State Employees. The motion was seconded by Trustee Irene Gonzales and passed on a voice vote.

**Motion
2020-41** Trustee Ed Zuckerman moved to approve the negotiated 2021-2023 uniformed personnel collective bargaining agreement between The Evergreen State College and the Washington Federation of State Employees. The motion was seconded by Trustee Irene Gonzales and passed on a voice vote.

The meeting adjourned at 5:53 p.m.



Karen Fraser, Chair



Miguel Pérez-Gibson, Secretary