

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

**SEPTEMBER 18, 2001**

**Daniel J. Evans Library, Room 3112  
Olympia, Washington 98505**

**Trustees Attending:**

Deborah Barnett  
Stanley Flemming  
Dwight Imanaka  
David Lamb  
Karen Lane  
Jaime Rossman

**Absent:** Bill Frank, Jr.  
Marilee Roloff

**Representatives to the Board:**

Steve Huntsberry, Staff  
Bonnie Marie, Alumni

**Staff Present:**

Stanley Bernstein, Director of College Relations  
Maia Bellon, Special Assistant for Civil Rights and Legal Affairs  
Petra Carver, Director of Business Services  
Kate Lykins Brown, Interim Director of College Relations  
Art Costantino, Vice President for Student Affairs  
Ann Daley, Vice President for Finance and Administration  
Michel George, Director of Facilities  
Edie Harding, Director of Governmental Relations  
Lee Hoemann, Executive Associate to the President  
Lee Lyttle, Academic Dean  
Frank McGovern, Vice President for College Advancement and Executive  
Director of the Evergreen State College Foundation  
Walter Niemiec, Associate VP for Academic Budget & Financial Planning  
Thomas L. Purce, President  
Rita Sevcik, Administrative Assistant to the President/Recording Secretary to  
Board of Trustees  
Enrique Riveros-Schäfer, Vice President for Academic Affairs and Provost  
Steve Trotter, Executive Director of Operational Planning and Budget  
Bill Zaugg, Administrative Assistant for Budget

**Others Attending:**

Howard Fischer, Assistant Attorney General

On Monday, September 17, members of the Board of Trustees attended a recognition event for Seminar II, the annual staff-faculty Convocation, and met in Executive Session between 3:30 PM and 5:00 PM for the Presidential performance review and Board self-evaluation.

**Tuesday, September 18, Call to Order/Introductions**

Chair Lane established a quorum and called the meeting to order shortly after 9:00 AM. In preparation for the Board retreat to be held October 9-10, the Board devoted the morning to hearing from each division regarding the major goals in their area. At the Board retreat, Trustees will discuss how their goals can support the College. President Purce indicated that the senior staff has had a retreat to reflect on the primary issues facing the College this year and to share and refine the goals presented at this meeting.

### Review of Divisional Goals

Each vice president highlighted the most critical and challenging issues in their respective divisions. Establishing an annual staff evaluation process and professional development was mentioned as a common goal among the divisions.

Provost Riveros-Schäfer noted goals that related to the environmental/campus environment; developing a knowledge base that would make the College more competitive and exploring the possibility of introducing more flexibility in the schedule; implementation of the College's general education recommendations; and developing a comprehensive plan for an integrated College Technology Plan.

Vice President McGovern highlighted College Advancement goals to: (1) continue to build the local, regional, and national identity of Evergreen; (2) expand alumni and friend support; and (3) to strengthen the administrative structure of the division. Trustee Rossman asked about the possibility of establishing a student seat on the Foundation Board (Mr. McGovern will discuss with the Foundation Board). Trustee Imanaka suggested that as the "kitchen cabinet" idea is developed it would be helpful to include local tribal councils (or a statewide council).

Vice President Daley noted the overall mission for the Finance and Administration division is to *provide excellent administrative and support services to the College; to help create and enhance a learning environment and to be responsible for administrative tasks*. Three major projects will impact this division (1) Banner Finance Module conversion; (2) Seminar II construction; and (3) implementation of the Human Resources Disappearing Task Force recommendations.

Vice President Costantino presented major directions for Student Affairs in the areas of increased student recruitment and retention; communications and marketing; enhancing the quality and frequency of campus dialogues; staff development; diversity; budget issues; space and facilities related issues; community-based policing; completion of Banner implementation; and reducing instances of aggressive or violent behavior.

Trustee Lamb made a request to all Vice Presidents for their goals and for future reporting – to the extent that numbers can be attached to items, he would like to see a comparison of current/target/deficit (numbers/dollars).

Executive Associate to the President, Lee Hoemann, related President's Office staff goals in the areas of institutional planning (strategic planning, management reporting, annual reporting; budget and legislative planning; and events coordination); campus climate (how we work together as a community and among individuals and how our values do or do not guide us); internal and external communications; and policy and training.

### **PROPOSED CHANGES TO DELEGATION OF AUTHORITY RESOLUTION PERTAINING TO THE DESIGN AND CONTRACTING OF CAPITAL PROJECTS – Discussion**

Vice President Daley reviewed the current authority reserved by the Board in regard to capital projects and highlighted the proposed increases to the dollar thresholds, reflecting inflation and increased costs in today's dollars. Trustees agreed that they were comfortable with the changes but wanted to clarify section 19 regarding change orders. Ms. Daley volunteered to bring alternatives back to the Board after researching policies at other institutions.

### **RECESS**



At 1:30 PM, Chair Lane reconvened the meeting. She noted the faculty representative position will be shared by two faculty this year: Sonja Wiedenhaupt and Carolyn Dobbs.

### **PRESIDENTIAL EVALUATION - Action**

The Chair commented that one of the most important duties of a Board is the selection, support and evaluation of the President. This year the Board had a lengthy and informed process for reviewing Dr. Purce's first year at Evergreen (the President's self-evaluation was circulated to the community; the Board had the benefit of many responses and held a lengthy, thorough discussion with the President in executive session the preceding day). As a result, the Board has some decisions to make.

#### **Motion** **9-01-01**

Based on review of the evaluation of Thomas L. Purce received by the Board and upon the Board's own assessment of President Purce's performance during the past year, Mr. Lamb moved approval of the extension of President Purce's contract as contained in the attached addendum to that contract. The intent of this addendum is (1) to extend the contract through June 30, 2004; (2) to provide for a salary increase equivalent to that received by exempt staff (3.7%), effective July 1, 2001 (that salary shall be \$155,556); and (3) to add clarifying language in section IV Salary related to the President's annuity. Seconded by Mr. Imanaka and passed following discussion. Mr. Rossman abstained from voting as required by RCW 28B.40.100(4).

Trustee Imanaka commended Dr. Purce on his first year. In meeting the challenges of this campus, President Purce found ways to build community and establish linkages and focus on what was important to the institution. He commented that Dr. Purce was very articulate in areas of focus for the upcoming year. Trustee Barnett added that, in her judgment, Dr. Purce had done a great job in clearly articulating very concisely not only his successes of the past year but helped the Board to understand and to work collaboratively to understand where the College needs to go in the future. Chair Lane shared her appreciation for the ways in which Dr. Purce worked with her as Chair this past year and expressed the Board's gratefulness for an extraordinary first year.

The Board looks forward to a productive and profitable year and to continuing to work with Dr. Purce. President Purce thanked his colleagues at the institution, noting that they pulled together as a team to accomplish the work of the institution.

### **INTERAGENCY AGREEMENT WITH UW FOR DEBIT CARD SYSTEM - Action**

Vice President Daley recommended approval of the proposed Interagency Agreement between UW and Evergreen. The purpose of the agreement is for the University of Washington to provide Evergreen a debit card system (cash registers, card readers and related equipment) for use in Evergreen's food service program. In addition to the purchase price and start-up costs (equipment, programming, installation and training), there will be a monthly fee for account management services. Ms. Daley complimented Anna Kircher (Director of Computing and Communication) and Petra Carver (Director of Business Services) and their staffs who figured out all the technical pieces on very short notice in order to make this work. Trustee Flemming added the Board's appreciation for everyone's work on this entire project.



**Motion** Mr. Flemming moved approval of the proposed Interagency Agreement between  
**9-02-01** the University of Washington and The Evergreen State College for acquisition of a debit card system for the period September 1, 2001 through August 31, 2004. Seconded by Mr. Rossman and passed.

### **APPROVAL TO ADD THE NISQUALLY SITE TO TESC-RESERVATION BASED PROGRAMS – Action**

Provost Enrique Riveros-Schäfer supported the resolution from the Nisqually Indian Tribal Council requesting the College to provide tribal-based instruction. The College has authorization from the Higher Education Coordinating Board and the Commission on Colleges to offer this program statewide.

**Motion** Dr. Flemming moved to expand the Reservation Based/Community  
**9-03-01** Determined (RB/CD) program to students at the Nisqually Indian Tribe. Seconded by Ms. Barnett and passed.

### **APPROVAL OF SEMINAR II BID AWARD- Action**

Vice President Daley reviewed the bid results for construction of the Seminar II Building, presented a request to approve a contract award to the low bidder, and introduced Nancy Johns, who will be the project manager. Director of Facilities Michel George explained the five bid alternates and reviewed the original budget request against the (lower) appropriated budget approved by the legislature, mentioning the possibility of a phased approach to furnishing the building. He also reviewed methods for controlling cost and stated the College's intention to keep the Board and the campus informed on a regular basis. The proposed academic facility consists of five interdisciplinary learning clusters. The building is designed to support and enhance the environmental tradition of the College by providing ecologically balanced building systems.

**Motion** Mr. Rossman moved approval of the construction contract award for the  
**9-04-01** Seminar II Building to DPR Construction, Inc. for \$32,949,126 which includes five (5) bid alternates and Washington State sales tax. Seconded by Dr. Flemming and passed.

In response to an inquiry from Trustee Barnett, Mr. George indicated that there are plans in place to document and archive the phases of construction.

### **CHAIR'S REPORT**

#### **Student Trustee Report**

Student Trustee Jaime Rossman reported concerning the start of the school year, involvement in student orientation activities (Cooper Point Journal, student services fair), reactions to changes in

tuition increases and the new registration system, his intention to write an article for the campus paper about the Board's activities.

### **Chair's Report**

The Chair reported her attendance at an alumni event in Boston in June and encouraged other Trustees to participate in alumni activities if they have the opportunity. She also mentioned the Seminar II recognition ceremony held yesterday, the "blessing" ceremony which occurred in August, and Board attendance at convocation the preceding day.

### **APPROVAL OF MINUTES OF THE JULY 2001 MEETING – Action**

**Motion** Mr. Lamb moved approval of the minutes of the July 11, 2001 meeting as submitted. Seconded by Dr. Flemming and passed.  
**9-05-01**

### **PRESIDENT'S REPORT**

#### **Reports from Representatives**

Staff Representative Steve Huntsberry read an e-mail he had received expressing appreciation to President Purce for his communication with campus and the support made available to the Evergreen community following the September 11 attacks in New York and Washington, D. C. Newly selected Alumna Representative Bonnie Marie mentioned an upcoming alumni board retreat; alumni involvement in graduate program scholarship recommendations; and the "survival kit" fundraising project for which she will be responsible this year.

#### **College Advancement Update**

Vice President McGovern circulated copies of recent college publications (catalog for Master of Environmental Studies and Master of Public Administration; Housing handbook; information pieces for the Olympia and the Tacoma campuses, etc.). He mentioned plans for the annual phon-a-thon; the strategy for contacting donors and potential donors; and visits with foundation giving officers (interested in the Tacoma campus); and the formation of alumni chapters in Boston, in Chicago, and in Washington, D. C.

#### **President's Report**

President Purce mentioned his attendance at the seminar for new presidents held at Harvard (and Jane Jervis' presentation to this group); the administrative staff's participation in "Sand in the City," a fundraising event for the Hands On Children's Museum in Olympia; athletic programs at Evergreen; his presentation to the Office of Financial Planning annual management retreat held at Evergreen; interinstitutional meetings to develop a common approach for policy issues/legislative initiatives for the institutions; and a successful student orientation weekend with new students and their parents.

### **OTHER BUSINESS, REPORTS AND ANNOUNCEMENTS**



### **Communications and Marketing Disappearing Task Force Report**

Vice President Costantino recognized members of the Communications and Marketing group who meet regularly in this endeavor. The primary work of this group was to find ways to better tell the Evergreen story. During the past year, they chose to concentrate attention on prospective students, high school students, community college students, and to a lesser degree on donors and members of the surrounding community. He spoke in greater length about the website development work of the Stamats Communications, Inc. consulting group and about the major recommendations of the Stamats Communications and marketing audit. Their audit recommended having consistency in publications; increasing contact with and simplifying the message to prospective students by providing information incrementally; using a "student voice" in the development of a new communications plan; developing a consistent design and message by use of repetition; continue to assess the external marketing trends; emphasize that an Evergreen education is for the real world; and build on the message of academic quality. In regard to faculty, Stamats recommended stressing personal contact, the excellence of the faculty, the unique opportunities for faculty/student research, and the importance of small classes and an environment of diversity. Since Evergreen is complex and unique, it is important for prospective students to spend time on campus in order to understand the college. The two major themes of the website development were to think primarily about the needs of the audience and redesigning the architecture of the site.

### **Enrollment Update**

Dr. Costantino provided preliminary fall quarter enrollment statistics, noted the anticipated annual average enrollment of about 4,000 FTE, and mentioned that, with the option to take up to 20 credit hours, many students are adding a language module. He mentioned that the College is attempting to make accommodations for students arriving late because of the events of the preceding week; faculty have been asked to be flexible in allowing students to join programs late.

### **PUBLIC COMMENT AND ADJOURNMENT**

The date of the next regular meeting was confirmed for Wednesday, November 14, with an educational/planning session on November 13.

The meeting adjourned at approximately 3:40 PM.

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Karen E. Lane, **Chair**

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Deborah J. Barnett, **Secretary**

Attachment: 2Addendum to President's Contract

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