

April 1, 1974 --- WELCOME TO SPRING EDITION

MORE THAN TWO THOUSAND RETURN FOR SPRING QUARTER

Approximately 2,050 students are expected to arrive on campus this morning for the start of Spring Quarter. The number is about 200 less than the Winter Quarter enrollment. Registrar Walker Allen estimated that of the 2,246 Evergreen students enrolled Winter quarter, 180 would have withdrawn or graduated by today and an additional 180 would have gone on leave. An estimated 80 students were expected to return from Fall Quarter leaves of absence and another 80 new students from the Winter Quarter waiting list were expected to enroll.

EVERGREENERS HEAD FOR MEXICO

An eight-week trip through Mexico will occupy 16 Evergreen students and Faculty Member Medardo Delgado much of Spring Quarter. The students --- some pursuing individual contracts and others from three academic programs --- left for Guaymas, Mexico March 23 and planned to spend four weeks winding their way south to Oaxaca, where they will spend five days before returning to Evergreen May 19.

Delgado, who spent most of last summer traveling throughout Mexico, said the students will study a variety of phases of Mexican life on their trip. "Many are interested in natural history, others want to examine cultural and anthropological data, others will concentrate on the transitions underway in Mexican life styles and economics," he said.

He hopes some of the students will develop a cultural exchange program while they are staying in small towns and rural areas. "I'll try to visit rural communities ahead of time and find families and places they may want to visit," he added. "Then, when the students arrive, we'll set up a home base and they may be gone from it two or three days at a time, visiting with rural families, gathering data for their individual projects." The group will seminar as often as possible --- and hopes to invite Mexican citizens to join the sessions. Among the topics students want to explore with their guests are the transitions taking place in Mexican culture as a result of American tourism and the new trends in Mexican agriculture.

After stopovers in Los Mochis, Mazatlan, Guadalajara and Mexico City, students will arrive in Oaxaco May 5 and return home nine days later to begin preparation of a report they will present to the community during the Spring Quarter academic festival.

SIXTY-THREE EARN B.A.'s IN MARCH

Sixty-three Evergreen seniors completed requirements for Bachelor of Arts degrees at the end of Winter Quarter. Included among the graduates are 14 students from Olympia, eight from Seattle, four from Lacey, three from Bellevue, two each from Spokane and Vancouver, and one each from Auburn, Bremerton, Gig Harbor, Hoquiam, Kennewick, Leavenworth, Monroe, Neah Bay, Ocean Park, Richland, Tacoma, Moses Lake and Tukwila. Seventeen out-of-state students also completed degree requirements in March.

Newly graduated are: Seleste Anderson, James Anest, Teresa Baldwin, John Baldwin, Gerard Baptiste, Mary Bergstrom, Adam Birdinground Jr., John Bonica, Elizabeth Briggs, Selena Brotherton, Peter Bruck, Bruce Bullock, Christine Cody, Lloyd Colfax, James Denison, Diana Deutsch, Deborah Dick, Leslie Emerson, James Fusco, Ronald Gildner, Jessie Hamilton, William Harrison, Richard Henry, Darryl Hasten, Neil Hiserote, Bobby Joe Holder, Vernon Judd, Robert Kay, Judy Klayman, David Lazar, Sally Lee, Deborah Lev, Rand Martin, Harold Matheson, Charles McCann, James Medford, Lynne Mercer, Michael Miller, Susan Montgomery,

Enid Newberg, Roderick Newton, Jeffrey Parks, Lyda Pierce, Melvin Pratt, Katherine Preston, Douglas Raymond, Clarence Renouard, Barbara Resnik, Douglas Richards, Robert Rudine, Michael Sayan, Ron Schaefer, Jon Sebaska, Eve Shaw, David Shepard, Jane Sheridan, Nancy Snyder, Jeffrey Streeter, Larry Veer, Candace Vogler, Donna Walczak, Victoria Wheaton and John Yesberger.

COOPER POINT JOURNAL OFF THE PRESSES THURSDAY

The first issue of the newly reorganized Cooper Point Journal --- which has had four editors in three quarters --- will be off the presses Thursday afternoon if all goes as planned. Spring Quarter Editor Knute Olsson (Skip) Berger says the issue will be the first of ten editions which he and his largely new staff hope to publish.

Key to production of the paper will be the newly-purchased compugraphic machine, a mechanical wonder which sets cold type in one of four different styles for offset printing. The new machine, harbored in the third floor of the library, will enable the Evergreen journalists to produce the paper for about half of what it cost Fall and Winter Quarters because of no need for commercial typesetting.

"We've been having the paper set, complete with pictures, headlines, etc., at the Lacey Leader and then having their staff take it down to the Shelton Journal for printing," Berger reports. "With the new machine, we'll set all the type here, process the pictures in Evergreen's darkrooms, do the graphics in our office, and take camera-ready copy to Shelton ourselves."

The \$7,000 machine was purchased by the college for use by the paper staff, graphics personnel and staff members of the Learning Resource Center. Purchase of the machine was the brainstorm of Andy Ryan, editor of the paper last Spring, who felt the college would, in the long run, be far better off with its own printing equipment.

Ryan is serving as managing editor of the Journal for Spring Quarter. Bill Hirshman, former news director for KAOS, will direct the news desk, and John Foster will head the business and advertising staff. Others new staffers include Claudia Brown, special features editor, and Mary Hester, secretary. Positions are still open for talented folks interested in working as copy editors, reporters, artists, layout specialists, graphics technicians and advertising salesmen. If interested, stop by CAB 105 and talk it over with Berger and company.

PART-TIME STUDENTS REGISTER WEDNESDAY

Registration for six modular courses offered by Evergreen Spring Quarter will be held Wednesday from 4 to 8 p.m. in the Office of Admissions. The modulars --- designed to serve adults from the immediate college service area --- are one-unit programs equivalent to four quarter hours of credit.

Spring modular offerings include: Films and Writings of Alain Resnais, Robert Bresson and Jean-Luc Godard, taught by Faculty Member Gordon Beck; Introductory Physics, taught by Faculty Member Rob Knapp; Philosophy of Science, taught by Faculty Member Charles Pailthorp; Nineteenth Century Russian Literature, taught by Faculty Member Tom Rainey; The Future of Sino-American Relations, taught by Faculty Member Paul Marsh, and Varieties of American Childhood, taught by Faculty Member Wini Ingram.

Registration fees for persons interested in earning academic credit as "special" students are \$80 per module. Auditing students --- those not wanting formal evaluation or credit --- may enroll in the programs for \$20. Interested persons should contact the Office of Admissions (866-6170) or the modular course instructors for additional information.

BARRY REELECTED CHAIRMAN OF THE HUMANITIES COMMISSION

Faculty Member David Barry has been reelected chairman of the Washington State Commission for the Humanities by the organization's 12-member board. Barry, elected to a new term ending in December of 1974, has served as chairman of the commission since October of 1971. The organization, based at Evergreen, is directed by Bill Oliver.

ART WORKSHOPS SCHEDULED APRIL 3-5

John Droke of the Washington State Art Services will present three days of art workshops at Evergreen April 3, 4, and 5. The workshops, which are free and open to the public, will feature one-hour instructional slide/tape presentations each morning beginning at 11 o'clock and afternoon demonstrations on construction of various artistic materials.

Washington Art Services is an organization sponsored by Washington State University and funded by the Washington State Arts Commission. Droke's presentations are sponsored by the Evergreen Visual Environment Group and will examine: Construction of Shipping Crates for Art Articles, April 3; Construction of Display Cases, April 4; and Construction of Sculpture Stands, April 5.

All of the sessions will be held in room 043 of the Laboratory Building. Enrollment is limited to 15 persons and interested parties are invited to register for the free sessions by calling 866-6061.

MEMORIAL SCHOLARSHIP FUND ESTABLISHED

The friends and widow of Bernard Saibel have established a scholarship memorial fund at Evergreen. The fund, established for music students, honors the intense interest in music held by Saibel, who served as director of the State Child Guidance Services from 1958 to 1968. An Olympia resident for 16 years, Saibel began his career in social work in Seattle in 1942. Following his retirement from state work in 1968, Saibel served as an associate professor of philosophy at Pacific Lutheran University in Tacoma.

An amateur musician, Saibel studied part-time with Evergreen Faculty Member Robert Gottlieb and frequently performed with other music students before his death in January of 1974. Anyone interested in more information about the memorial fund is invited to contact Marianne Nelson, Evergreen's director of development, 866-6565.

STUDENTS INVITED TO MEET WITH HIGH SCHOOL COUNSELORS

Evergreen students from Washington high schools are invited to share the Evergreen story with their high school counselors in noon visits scheduled throughout Spring Quarter. In an effort to acquaint counselors with college programs and procedures, the Admissions Office has invited high school personnel from throughout the state to discuss programs, meet with students and tour the campus. Visists are scheduled for April 2, 8, 16, 25 and May 7. Most sessions will begin at 9:15 a.m. in the Lecture Hall lounge and be followed with a noon break in CAB 108F. There students are urged to join their counselors for lunch and share their experiences with them so counselors can relate them to other potential students from their home towns.

The schedule of visitations includes:

April 2 --- Counselors from Battleground, Ft. Vancouver, Evergreen, Columbia River and Hudson's Bay High Schools;

April 8 --- Counselors from Aberdeen, Hoquiam, Castle Rock, R.A. Long and Mark Morris High Schools;

April 16 --- Counselors from Cleveland, Nathan Hale, Roosevelt, Garfield, Lincoln and Franklin High School, all in the Seattle area;

April 25 --- Counselors from Mercer Island, Bellevue, Sammamish, Juanita and Redmond High Schools; and

May 7 --- Counselors from Olympia, Tumwater, North Thurston, Timberline, Centralia, Chehalis and Shelton High Schools.

PHI BETA KAPPA MEMBERS SOUGHT

The Puget Sound Association of Phi Beta Kappa is trying to locate members of that organization on the staffs and faculties of colleges and universities in Western Washington. Any Evergreen members of the organization are invited to contact Robert Hitchman at 1320 IBM Building, Seattle, Washington, 98101.

five hours of testimony

BOARD OF TRUSTEES EXAMINES AFFIRMATIVE ACTION PROPOSAL

Evergreen's Board of Trustees waded through nearly five hours of testimony and discussion concerning the college's proposed Equal Opportunity Policy and Affirmative Action Program at the March 14 meeting, finally bringing the document to a point where it can be further considered at a required public hearing on April 18. Trustees moved section by section through the long document, asking questions and hearing remarks by interested staff, faculty and students. Numerous changes --- most of them minor in nature --- were suggested and likely will be incorporated in a final draft when the wide-ranging policy faces trustee consideration again this month.

Most of the discussion focused on three areas: (1) what the word "goals" means in the context of an Affirmative Action Policy (Is it a promise? An absolute quota? An intention? Something to strive for, given all the variables involved in student recruitment and staff employment?); (2) whether the short and long-term numerical goals for the employment of non-white and female faculty and staff are reasonable and attainable; and (3) whether the grievance procedure specified in the plan violates the non-adversary spirit of college governance documents.

NO SPECIFIC ACTION TAKEN

Trustees indicated willingness to have several minor changes included in the next draft, but took no specific collective position on such issues as whether the 1984 goal for female faculty hiring should be 50 rather than the proposed 37 per cent, the precise way in which the grievance procedure should operate, and the method by which staff and faculty should be counted in measuring progress toward numerical goals. (For instance, should a non-white female be counted in both categories or just one? If so, how about the count for others, such as white males, who, under the current plan, are listed in two categories?) Trustees indicated they wanted further information and more time for consideration of such thorny issues prior to the April 18 public hearing, which is a requirement of the state's Higher Education Administrative Procedures Act. The board also was not prepared to speculate on the probability of approving the complex document at the next hearing.

In other business March 14, the Board of Trustees:

--- Approved a proposal to raise tuition and fees for Washington residents who are not Viet Nam veterans from \$165 to \$169 per quarter for the 1974-75 academic year. This brings the fee to the legally-allowed ceiling and keeps Evergreen in conformity with charges assessed by the state's other public four-year colleges, except Central Washington State College, which has not yet taken such action.

--- Approved a sliding scale tuition and fee schedule for the 1974 Summer Program, based on credit hours taken. Resident students will pay \$80 for one unit, \$110 for two units, \$140 for three units and \$165 for four units. Non-resident students will pay \$220, \$300, \$380 and \$453 for one through four units, respectively. The fee schedule also provides that new students enrolling only for the summer session need not pay an application fee or advanced admissions deposit.

--- Awarded four contracts totaling \$253,338 for various campus construction projects. Largest award was \$163,000 to Totem Electric of Tacoma for providing illumination for the Evergreen Parkway. Other contracts involve construction of bicycle shelters, building a storage shed, and landscaping the area around the Seminar Building. In a related action, the board, at the request of Director of Facilities Jerry Schillinger, rejected all bids received for construction of tennis courts near the Recreation Center.

--- And, deferred until the next meeting consideration of a proposed set of policies and procedures for utilization of the campus closed-circuit television system.

WOOD NAMED TO PUBLICATIONS BOARD

George Wood, a third-year Evergreener from Walla Walla, has been named to the Board of Publications, filling the position formerly held by Will Rice, a Seattle third-year. Three other board members: Secretary Bonnie Hilts of Student Services, Faculty Member Will Humphreys, and Publisher Bob Brown of the Lacey Leader.

GRADUATION SCHEDULED FOR JUNE 2; INFORMAL CELEBRATION SET

Commencement ceremonies will run from noon to 5 p.m. on Sunday, June 2, if plans outlined by the Graduation DTF are finalized on schedule. The three student coordinators --- seniors George Porter, Oakland, CA.; Julie Blanchard, Olympia, and Trey Imfeld, Hamilton, Ohio --- hope the early graduation date will encourage the entire campus to attend the event, planned for the central campus plaza.

Two hours of senior exhibitions and performances will start the half-day ceremony beginning at noon. All seniors are encouraged to contribute something to the presentation by contacting Lee Chambers, head of the exhibits, or Porter, head of senior performances. Two local speakers will be invited to address the graduating seniors at 2 p.m. A small senior publication will be distributed at that time which will include personal contributions from as many of the graduates as are interested in submitting a short (restricted to one-half page) poem, summary of their work at Evergreen, art work or anything else they deem appropriate. Then, the afternoon celebration will conclude with a reception complete with refreshments and, hopefully, some lively music.

Seniors interested in helping finalize plans for the June 2 event are urged to attend the next DTF meeting slated for Thursday (April 4) at noon in the third floor CAB lounge. Seniors interested in contributing to the graduation publication are asked to submit their work to Academic Dean Lynn Patterson or to the Information Center no later than Friday, April 12. Graduates interested in wearing caps and gowns for the celebration should order them in advance for a \$6 rental rate through the Bookstore before May 1.

RETIREMENT DTF REVIEWS PROPOSED CHANGE

Last year the Washington State Legislature liberalized the statutory provisions for faculty and exempt staff retirement, and last month a 10-member Evergreen Disappearing Task Force met to review the proposals. Chaired by Sally Hunter, assistant to the provost, the DTF met for little more than an hour, reviewed the document, and referred it to Vice President Dean Clabaugh, who will present it to the Evergreen community.

Basically, the new provision would allow Washington colleges and universities to supplement TIAA/CREF retirement benefits for which faculty and administrative exempt personnel are eligible. The DTF studied a proposed draft to implement the new law on a common basis for all the state colleges and universities. The interinstitutional draft, approved by the DTF, will probably be brought to the Evergreen Board of Trustees this month. If approved, it will be incorporated into the college retirement plan and could affect some 112 Evergreen exempt staff and faculty.

100 DONATE TO EVERGREEN ACCOUNT

Exactly 100 persons donated blood to the Evergreen account at the Washington State Blood Resource Center on March 14. Health Services reports that the staff of the Resource Center, who have absorbed the functions formerly performed by county blood banks, required a donation of "at least" 100 pints of blood before they could plan another trip to Evergreen from their Seattle headquarters. Exactly 100 pints were donated and have been deposited in the Evergreen account for use by all students, staff, faculty and their families. The Resource Center staff will be back May 21 for more....

new deans' policy

ASSOCIATE DEANSHIP ELIMINATED: DEANS' TERM REDUCED TO THREE YEARS

The term of service for Evergreen's academic deans has been reduced from four to three years and the position of associate dean has been eliminated in a revision of the rotation of deans policy announced by Provost Ed Kormondy. The policy, first drafted in June of 1972, was revised by a Disappearing Task Force. Its recommendations were approved by Kormondy, effective today.

The DTF, chaired by Faculty Member Burt Guttman, recommended that the academic deans

continue to rotate, but suggested a maximum of four deans of equal status because its members felt the number of deans originally recommended (five) was no longer necessary in view of the college's slower growth rate. The DTF also noted that the three deans and Evergreen's two associate deans had, in fact, carried equal loads anyway. Neither Lynn Patterson nor Oscar Soule ever served as junior members of the deans' team while they were in the associate deanship. The DTF viewed the present tenure of four years as too long, and felt it scared away many potential applicants for the deanship. "Furthermore," the DTF reported, "a dean probably loses his/her effectiveness after two or three years through an unavoidable series of errors in judgment and personal or political conflicts."

Deans will now rotate on three-year terms, with most terms scheduled to begin or end some time in the summer "to minimize disruptions of both teaching activities and deans' functions." From now on, the DTF appointed to screen dean nominees will complete most of its work during Winter Quarter so deans-elect can be announced by the end of that quarter.

DTF TO SEEK YOUTZ SUCCESSOR

An exception to this procedure is the DTF which will seek a successor to Dean Byron Youtz, who is completing the four-year term of former dean Don Humphrey. Kormondy will appoint members to that DTF by the end of the week. Persons interested in applying for the deanship must have been a member of the faculty for at least one year, must have spent at least one academic year teaching in either a coordinated studies or group contract mode, and must hold no other administrative post.

Candidates for the position will be eyed with a view toward their academic discipline, according to the new policy. "So far," the report noted, "the deans' team has maintained a good disciplinary balance. We believe it is important that this continue...that the team should always consist of at least one person who can give counsel in each of four areas: arts, humanities, natural sciences, and social sciences." The report is quick to point out that its authors are not suggesting that the deans be designated by their fields or that they singularly represent just one area. "...we expect deans to continue sharing desks as they do now and to merely be able to give counsel in each area as the need arises...we assume that many people will be able to give competent advice in at least two of the four areas," the report stated.

A schedule of the Dean Search DTF's activities and names of its members should be available in the April 5 edition of the Newsletter. More detailed information on the deans' rotation policy is available now at the Information Center, the offices of the president, vice presidents, deans, directors and members of the faculty.

EVERGREENERS IN THE NEWS

...Faculty Member William Winden and his wife Joan were featured soloists with the Oregon Symphony March 8 and 10 at the Portland Civic Auditorium. The Windens participated in the two evening presentations dedicated to the music of composer Jerome Kern...

...Recent Evergreen graduate Nancy Stevens has been accepted to the medical schools at both the University of Washington and St. Louis' Washington University. She has decided to enter Seattle's University of Washington next fall. In the meantime, she's in Oxford, England working as a research assistant in epidemiology at the Radcliffe Infirmary, part of Oxford University...

...Retail Clerk Tom Wingard resigned his position at Evergreen March 31...Newly hired is Christine Davis, office assistant in Financial Aid and Placement, who joined the staff March 7.

...And, finally, Bookstore Manager Doris McCarty has returned from the plains of Spain and the sands of Africa complete with photographic proof of her fearless adventure aboard a camel...

EVALUATION WORKSHOPS OFFERED

Four more workshops to explore alternatives in evaluation and communication will be offered to Evergreeners Spring Quarter by Bill Idol, assistant to the provost, and

continue to rotate, but suggested a maximum of four deans of equal status because its members felt the number of deans originally recommended (five) was no longer necessary in view of the college's slower growth rate. The DTF also noted that the three deans and Evergreen's two associate deans had, in fact, carried equal loads anyway. Neither Lynn Patterson nor Oscar Soule ever served as junior members of the deans' team while they were in the associate deanship. The DTF viewed the present tenure of four years as too long, and felt it scared away many potential applicants for the deanship. "Furthermore," the DTF reported, "a dean probably loses his/her effectiveness after two or three years through an unavoidable series of errors in judgment and personal or political conflicts."

Deans will now rotate on three-year terms, with most terms scheduled to begin or end some time in the summer "to minimize disruptions of both teaching activities and deans' functions." From now on, the DTF appointed to screen dean nominees will complete most of its work during Winter Quarter so deans-elect can be announced by the end of that quarter.

DTF TO SEEK YOUTZ SUCCESSOR

An exception to this procedure is the DTF which will seek a successor to Dean Byron Youtz, who is completing the four-year term of former dean Don Humphrey. Kormondy will appoint members to that DTF by the end of the week. Persons interested in applying for the deanship must have been a member of the faculty for at least one year, must have spent at least one academic year teaching in either a coordinated studies or group contract mode, and must hold no other administrative post.

Candidates for the position will be eyed with a view toward their academic discipline, according to the new policy. "So far," the report noted, "the deans' team has maintained a good disciplinary balance. We believe it is important that this continue...that the team should always consist of at least one person who can give counsel in each of four areas: arts, humanities, natural sciences, and social sciences." The report is quick to point out that its authors are not suggesting that the deans be designated by their fields or that they singularly represent just one area. "...we expect deans to continue sharing desks as they do now and to merely be able to give counsel in each area as the need arises...we assume that many people will be able to give competent advice in at least two of the four areas," the report stated.

A schedule of the Dean Search DTF's activities and names of its members should be available in the April 5 edition of the Newsletter. More detailed information on the deans' rotation policy is available now at the Information Center, the offices of the president, vice presidents, deans, directors and members of the faculty.

EVERGREENERS IN THE NEWS

...Faculty Member William Winden and his wife Joan were featured soloists with the Oregon Symphony March 8 and 10 at the Portland Civic Auditorium. The Windens participated in the two evening presentations dedicated to the music of composer Jerome Kern...

...Recent Evergreen graduate Nancy Stevens has been accepted to the medical schools at both the University of Washington and St. Louis' Washington University. She has decided to enter Seattle's University of Washington next fall. In the meantime, she's in Oxford, England working as a research assistant in epidemiology at the Radcliffe Infirmary, part of Oxford University...

...Retail Clerk Tom Wingard resigned his position at Evergreen March 31...Newly hired is Christine Davis, office assistant in Financial Aid and Placement, who joined the staff March 7.

...And, finally, Bookstore Manager Doris McCarty has returned from the plains of Spain and the sands of Africa complete with photographic proof of her fearless adventure aboard a camel...

EVALUATION WORKSHOPS OFFERED

Four more workshops to explore alternatives in evaluation and communication will be offered to Evergreeners Spring Quarter by Bill Idol, assistant to the provost, and

students Jan Rensel and John Agnew. Approximately 20 persons from a cross section of the Evergreen community are invited to each two-day workshop, held at the Sunwood Lakes Clubhouse.

"We begin talking with each other as individuals, outside of our roles at Evergreen," Ms. Rensel explains. "Then we share some ideas and processes, such as goal setting and problem solving, which help to initiate thought and discussion on just what it is we are trying to do at Evergreen, what's working, and how we can make things work better."

Purpose of the sessions is "not to try to determine the evaluation processes Evergreen will use," Ms. Rensel adds. "Rather, we hope to attract a wide range of persons interested in the positive possibilities of evaluation and give them the opportunity to meet together and explore ideas."

Ms. Rensel hopes a small subgroup of the approximately 120 who will have participated in the workshops will become involved in an evaluation study to be organized at the end of Spring Quarter. Any Evergreeners interested in attending workshops or finding out more about them should contact Idol, Agnew or Ms. Rensel at 866-6286.

campus spotlight

MARIANNE NELSON --- FUND RAISER EXTRAORDINAIRE

It is probably difficult enough to be the only female development officer in a state college or university on the west coast --- possibly in the nation. But add the facts that Marianne Nelson, newly appointed to that position at Evergreen is working for one of the newest institutions in America, one which is not readily understood by persons accustomed to more traditional educational formats and one with less than 300 alumni, and one begins to understand the task she faces.

The slim, pretty Ms. Nelson, who has spent more than 13 years working with higher education development programs, views her job as a chance "to create a whole new system and to try entirely different techniques."

The task essentially, she says, is to solicit funds from the private sector for the new state institution which will "give it the margin of excellence to rise above other similarly funded colleges and universities." "The monies we raise can mean the difference between an ordinary college and an excellent one," she believes. "They can enable us to provide ever-needed scholarships and loan funds, to allocate more resources to the library, to sponsor educational public events (like lectures, symposia, exhibits and workshops), to encourage professional development of our staff and faculty, and to expand such co-curricular activities as the Evergreen Day Care Center, campus radio KAOS, and shoreline development for marine recreation and marine academic programs."

"WE RAISE MONEY --- NOT GIVE IT AWAY"

How to raise the money is part of the problem. Helping persons understand the proper role of her office is the other part. "We first have to make persons understand that our office receives money," she laughs, "we don't give it away." She says many people have called to request financial support from her four-month-old office "when we're just beginning to raise some."

"Besides," she adds, "when we do succeed in developing what we call the Greater Evergreen College Fund and other developmental funds, my office won't decide who spends it. The administration as a whole has already determined the priorities for its use."

And, Ms. Nelson feels, there are just about as many ways to raise the money as there are to spend it. The first task, as she sees it, is to develop a core of volunteers. "The myth that Development Officers run around knocking on doors to raise money is simply not true," she says. "We've found the most effective way to earn financial support from others is through volunteers who are personally convinced that the college is a source worthy of their contributions and who can convince others of its value."

Ms. Nelson, who first got involved in raising money for higher education in 1961 while working for the Stanford University multi-million dollar P.A.C.E. program, says the secret of encouraging donations to an institution is "to get the right person to ask at the right time for the right thing."

But, first you have to find volunteers --- and the usual source of such volunteers is

is the alumni. But Evergreen, which opened in 1971, has less than 300 graduates. "This requires innovative thinking of the development staff," she says. "We obviously have to go somewhere else for our volunteers --- like to friends of the college, to parents of current students, and to persons interested in innovative education."

CULTIVATION PROCESS A LONG ONE

"The cultivation process is a long one and it can take as long as five years to secure financial support from a donor," she continues. "If I'm really effective as a development officer, I won't be around to see the real results of my efforts --- they'll come years from now." "But," she smiles, "it's a rewarding challenge. I grew up with a concern for education. By accident, I landed in a relatively new field of work and have been lucky enough to work for only those kinds of institutions which I really believe in. I can't do this kind of job if I don't believe in the institution," she declares emphatically. "I've kept an eye on Evergreen since 1968 and I wanted to be here."

One of 250 applicants for the position, Ms. Nelson came to Evergreen from Menlo Park California, where she served as associate director of development for Menlo Park and College. Prior to that, the Oregon-born and reared Ms. Nelson spent a year working for a Los Angeles consulting firm, a year as director of development for Sarah Lawrence College, a year at Vassar College, and four years with the University of Michigan --- two as Western Field Director for Michigan's 55 million dollar campaign with responsibility for 12 western states and two with the development staff in Ann Arbor.

Her work took her across the United States several times and to Seattle for two years while she served as assistant field director for the 75 million dollar Stanford fund raising program. At times, traveling caused problems for the single Ms. Nelson. "I didn't feel free to roam around the cities I was visiting like a man would," she says. "But, male curiosity often got me in to see potential donors or volunteers other (male) development officers couldn't get near. They weren't accustomed to women working in this field."

FIELD RAPIDLY CHANGING

That field is changing rapidly, she says. "At one time, campaigns --- one which had a specific, sometimes multi-million dollar goal set over a long period of time --- were the sure-fire answer to funding problems. That's no longer feasible," she adds. "Now you can't assure your alumni and friends that 'we'll ask for one large gift now and won't be back to ask for any more.' Instead, you have to establish long-range development programs which don't require constant solicitation of your entire constituency, but permit you to work with different groups of supporters at different levels over long periods of time."

So far, the Evergreen office is working with a newly established Corporations Committee composed of Olympia-area business persons who are enthusiastic about the college. An alumni association is being formed, plans are being made to establish a parents' group and Ms. Nelson hopes to begin working with more foundations which support education.

In the meantime, she's doing her homework --- researching both the college and its supporters thoroughly --- and she's buying her first home after more than a decade of apartment living.

"I plan to stay at Evergreen," she says. And no one doubts that her stay will be productive.

ALUMNI PONDERING ALTERNATIVES TO ASSOCIATION

A small group of Evergreen alumni met last week to consider possible alternatives to developing a formal alumni association. After considerable discussion and a few flared tempers, the group agreed to meet again to develop, in writing, a number of alternatives which might be sent out to all alumni for further discussion at a large meeting to be scheduled later this quarter.

Among those working on the association are Director of Development Marianne Nelson, Assistant to the President Jim Sainsbury, and alumni Al Rose, Tom Sampson, Paul Roberts, Diana Meyer, Eleanore Kenny, Chuck Towner, Bob Crocker, Dick Roberts and Tony Pantley.