

Trustees Attending: Karen Fraser
Fred Goldberg
Irene Gonzales
Keith Kessler
Kathleena Ly
David Nicandri

Trustees Absent: Monica Alexander

Staff Present: George Bridges, President
Susan Bustetter, Director of Integrated Marketing and Web Technologies
John Carmichael, Vice President for Finance and Operations
Mario Caro, Longhouse Program Coordinator
Jennifer Drake, Provost and Vice President for Student and Academic Life
Laura Grabhorn, Assistant Director of the Longhouse
Susan Harris, Executive Associate to the President and Secretary to the Board of Trustees
Chassity Holliman-Douglas, Vice President for Inclusive Excellence and Student Success
Sandra Kaiser, Vice President for College Relations
Jeremy Mohn, Director of Government Relations
Nani Paape, Creative Services Manager
Amanda Walker, Vice President for Advancement and Executive Director of The Evergreen State College Foundation
Anthony Zaragoza, Member of the Faculty

Others Present: Brandon Ellington, Geoduck Student Union Representative
Michael Lusk, Staff Representative to the Board of Trustees
Aileen Miller, Assistant Attorney General
Paul Przybylowicz, Faculty Representative to the Board of Trustees

Mr. Goldberg called the meeting to order at 9:00 a.m. in L3201 of the College's Daniel J. Evan's Library building. A quorum was present.

The Board welcomed new Trustees and Representatives to the Board: Trustee Karen Fraser, Student Trustee Kathleena Ly, Staff Representative Michael Lusk, and Faculty Representative Paul Przybylowicz.

Adoption of Minutes

Motion Mr. Kessler moved approval of the minutes of the June 14, 2018 meeting. The motion
2018-25 was seconded and passed on a voice vote.

Executive Session

Chair Goldberg announced that the Board would move into executive session, pursuant to the Open Public Meetings Act, RCW's 42.30.110(1) (g&i) and 42.30.140(4) (a) to: review the performance of a public employee, to discuss collective bargaining, and to discuss with legal counsel representing the College litigation or potential litigation to which the agency, the governing body, or a member action in an official capacity is, or likely to become, a party. He said that the Board would return to an open meeting at 11:45 a.m. unless notified that the time has been extended and that no final action will be taken in Executive Session. The Board returned to an open meeting as scheduled.

Proposed Actions

The Board discussed the evaluation of the President for the 2017-2018 academic year, indicating their confidence in his performance and leadership. Mr. Kessler, on behalf of the Board, specifically noted their pleasure with the civility, transparency, and the organizational restructuring that occurred over the year. He indicated that it was overall a successful year. The Board thanked the President and staff for the great work. The Board discussed involvement of students in the work of the College and reporting on the College's progress to the Board of Trustees.

Motion 2018-26 Mr. Nicandri made a motion to approve the President's evaluation. The motion was seconded and passed on a voice vote.

Motion 2018-27 Mr. Kessler made a motion to approve the classified employees' 2019-2021 collective bargaining agreement with the Washington Federation of State Employees. The motion was seconded and passed on a voice vote.

Working Lunch

Chief Enrollment Officer Eric Pedersen introduced the new Director of Admissions, Wade Arave and the new Associate Director of Multicultural Recruitment, Carl Forbes. Mr. Pedersen noted that a new Associate Director of Admissions for Transfer and International Students, Miguel Angel Ovies-Bocanegra would be joining the College in two weeks.

During the Board's working lunch, Vice President for College Relations Sandra Kaiser, Director of Integrated Marketing and Web Technologies Susan Bustetter, and Creative Services Manager Nani Paape presented on digital marketing. They reviewed new approaches to marketing being used and associated results. Two campaigns noted included the burst campaign and high school seniors campaign. It was noted that while in most cases we will not see the full results for a year or two, due to the rhythm of the recruitment cycle, positive results with incoming transfer students are already evident.

Naming

Vice President for Advancement Amanda Walker introduced the proposals for naming the Fiber Arts Studio and the Tacoma Lyceum Hall. Ms. Walker invited Assistant Director of the Longhouse Laura Grabhorn, who was joined by colleague Mario A. Caro, to say a few words in support of the naming proposal. It was explained that the proposed name of Paimārire is a Māori concept of serenity, peace, and composure. Ms. Walker also invited Member of the Faculty Anthony Zaragoza and Student Trustee Kathleena Ly to say a few words on behalf of the proposal to name the Tacoma Lyceum Hall. Dr. Zaragoza indicated that the proposal to name the Lyceum Hall the Dr. Maxine Mimms & Dr. Joye Hardiman Lyceum Hall was a student-led initiative. Ms. Ly described the process taken and indicated

that this initiative was developed and supported by the Tacoma class of 2018. Dr. Zaragoza shared that the proposal received unanimous approval from the Tacoma faculty.

Motion Dr. Gonzales made a motion to adopt the name of the fiber arts studio as Paimārire.
2018-28 The motion was seconded and passed on a voice vote.

Motion Mr. Nicandri made a motion to adopt the name of the Tacoma Lyceum Hall as the Dr.
2018-29 Maxine Mimms & Dr. Joye Hardiman Lyceum Hall. The motion was seconded and passed on a voice vote.

Evergreen Renewal

President George Bridges, Vice President for Finance and Operations John Carmichael, Provost and Vice President for Student and Academic Life Jennifer Drake, Vice President for Inclusive Excellence and Student Success Chassity Holliman-Douglas, Vice President for College Relations Sandra Kaiser, Director of Government Relations Jeremy Mohn, Chief Enrollment Officer Eric Pedersen, and Vice President for Advancement Amanda Walker presented on Evergreen's renewal strategy. They gave an overview of the process, guiding principles, action steps, goals, vision, promise to students, and inclusive excellence. The Evergreen Renewal strategy is based on the principles of financial stability, branding and marketing, and curriculum and climate and would be funded through a combination of philanthropy, reserves/existing resources, and future fundraising. It was noted that the work has been ongoing for many months.

The group identified twelve cross-divisional initiatives that will increase student success, bolster recruitment and retention, and support financial sustainability in service of mission fulfillment. Three initiatives were shared more in-depth with the Board: new student recruitment, enhanced reputation, and paths of study.

Ms. Kaiser and Mr. Pedersen presented on the New Student Recruitment initiative. They identified several tactics being implemented: multi-channel student search efforts, branding and messaging, and the Common Application. Mr. Nicandri asked Mr. Pedersen to assure the Board that the College would be in compliance with the "ban the box" on the Common Application. Mr. Pedersen reported that this is currently optional now and will be eliminated in future years. Mr. Nicandri requested that there is a clear statement on Evergreen's policy for applicants.

Ms. Kaiser introduced the College's new Director of Government Relations Jeremy Mohn. Ms. Kaiser and Mr. Mohn gave an overview of the Enhanced Reputation Initiative. Ms. Kaiser indicated that this initiative plan includes communicating with legislators, media, opinion leaders, and alumni to correct and strengthen perceptions of Evergreen, its enduring value and its renewal. Ms. Kaiser also noted that the Economic Development Council (EDC) will soon be releasing a report indicating that for every \$1 invested in The Evergreen State College, the community sees a return of \$4.68. Mr. Mohn reported that he plans to connect with every legislator in every district. He expects that there will be 23-30 new legislators in Washington State seats.

Dr. Drake presented on the Paths of Study Initiative. She indicated that these pathways would help to provide clarity of next steps for students. Dr. Drake gave an overview of the arts and sciences paths of study and noted that the pathways are responsive to students. The faculty has committed in a new collective bargaining contract to participate at least 25% of their time over a 3-year period to a path of study. The goal is to have 10-12 pathways in the curriculum.

President Bridges informed the Trustees that the Board would receive regular reports on the progress of the initiatives.

The Board thanked the group for their work on Evergreen Renewal and shared their appreciation for the presentation. GSU Representative Brandon Ellington noted that he appreciated and enjoyed the collaboration between Senior Leadership and asked what he can do as a student to be involved in Renewal. He indicated that he is interested in knowing how to engage his peers to engage students in the work. President Bridges indicated that Senior Leadership is participating in Joint leadership meetings with the GSU and is looking at other possible ways to engage students, noting there are plans for quarterly forums. Dr. Bridges welcomes thoughts and ideas from others on additional ways in which to engage with students.

Committees

President Bridges introduced the draft Board committee structure to the Trustees for discussion. The proposal included committee function and structure outlining examples of committee work. After discussion of committee membership, staff, and the importance of obtaining student perspectives, the Board approved a motion to formally adopt the Student Recruitment and Success Committee and the Finance and Budget Committee. Chair Goldberg named himself, Dr. Gonzales, and Mr. Kessler (Chair) to serve on the Budget and Finance committee and appointed Ms. Alexander, Ms. Fraser, Ms. Ly, and Mr. Nicandri (Chair) to the Student Recruitment and Success Committee.

After discussion on the committee structure, it was identified that additional details for committee structure would be clarified after discussions with the Executive Committee. The frequency of committee meetings was discussed as between 2 and 4 per year. The Board discussed the importance of consulting key constituencies on matters discussed by committees.

Motion Mr. Nicandri made a motion to formally adopt the Student Recruitment and Success
2018-30 Committee and the Finance and Budget Committee. The motion was seconded and
passed on a voice vote.

Chair's Report

Chair Goldberg requested Student Trustee Kathleena Ly to give a Student Trustee report.

Student Trustee Report

Ms. Ly introduced herself and described her journey in becoming a Student Trustee. Ms. Ly indicated that she presented to the Board of Trustees at the Tacoma campus as a student with Dr. Gilda Sheppard and Dr. Anthony Zaragoza. She said the energy was great and felt the Board of Trustees cared for her and were interested in what she had to say. One month later, she learned of the student trustee position opening and applied.

President's Report

President Bridges described his schedule since the previous regular meeting and invited Vice President for Advancement Amanda Walker to report on fundraising. Ms. Walker reported that Advancement has completed planning for the coming year and is working on a feasibility study on Evergreen's proposed comprehensive campaign. She noted that many metrics indicate that support and fundraising for the current fiscal year is well above target. She noted that the Fiber Arts Studio opening will be held on

October 13, 2018, Return to Evergreen on October 20-21, 2018, and the Art of Giving fundraising event will be held March 9, 2019.

Dr. Bridges invited Paul Przybylowicz to report as Faculty Representative to the Board of Trustees. Dr. Przybylowicz introduced himself, noting that he has worked at the College for 27 years, both teaching environmental studies as well as serving as Curriculum Dean. Dr. Przybylowicz has been very engaged with Paths of Study. He noted that more faculty are engaging in this work as new faculty are joining the College. Dr. Przybylowicz noted he is interested in conversations with faculty including such subjects as faculty autonomy and student centeredness.

Dr. Bridges invited Michael Lusk to report as Staff Representative to the Board. Mr. Lusk introduced himself, noting that he has been at the College since 2015 and is from the Chicago area. He feels that Evergreen is a community within a community. For some students, this is their home as they live on campus. Mr. Lusk mentioned that we need to be prepared and equipped to respond to a variety of needs. Staff are feeling in the dark about what is going on and it's good to see the work that is being done. Mr. Lusk stated that this meeting helped him have a positive understanding of the work that he could share with other staff.

Dr. Bridges invited Brandon Ellington to report as GSU Representative to the Board. Mr. Ellington indicated that he is ready to make change and engage the community. GSU elections will happen soon and once complete a GSU Representative to the Board of Trustees for 2018-2019 will be identified. Mr. Ellington noted that students are interested in expanding governance. There will be GSU assemblies on the Wednesdays of weeks 3 and 7 of each quarter from 1:15pm – 3:00pm to discuss the governance process. Representatives from programs have been requested to participate. These assemblies will provide opportunities for community and communication. Mr. Ellington invited the Trustees to attend the first GSU Assembly scheduled for October 10, 2018. He noted that the GSU will now have 15 student representatives and he ended his comments with the GSU mission statement.

Public Comment

Mr. Goldberg called for public comment.


Community member Ed Pole addressed the Board. Mr. Pole noted that he has been struck by Evergreen's pedagogy and has been following the work of the College. He had several concerns and comments he shared with Board of Trustees: Constitution Day; marketing, financial structure; student conduct code; and the decline in student population.

Concluding Remarks

The meeting adjourned at 3:41 p.m.



Fred Goldberg, Chair



Irene Gonzales, Secretary