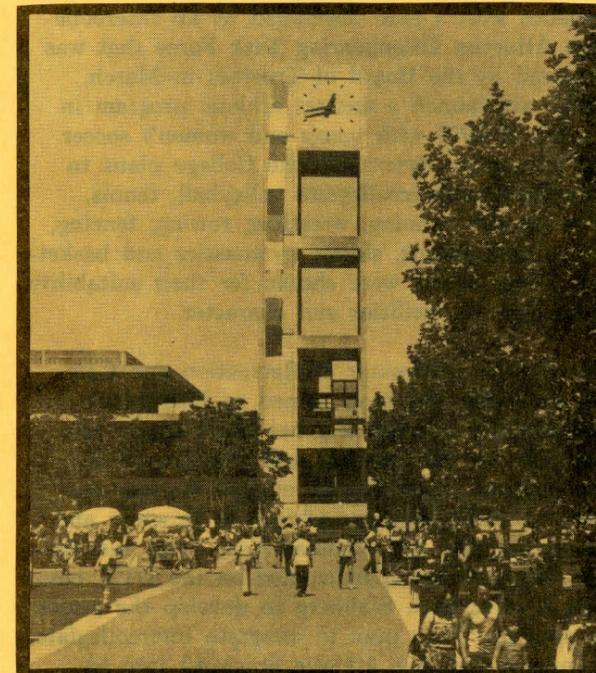


Autumn 1979

BE COOL TO YOUR SCHOOL... REUNITE!



September 28 & 29

The Evergreen Alumni Association and The Evergreen State College invite you to be a part of the **FIRST ANNUAL EVERGREEN REUNION** Friday, September 28 and Saturday, September 29. The reunion will celebrate the many talents of Evergreen graduates with a host of activities.

The registration tables open at 6:30 p.m. on Friday, and the festivities begin at 7:00 p.m. with a welcoming no-host cocktail reception in Library Lounge 2600. There you may meet fellow graduates and receive more detailed information on the weekend's activities and housing.

Beginning Saturday at 8:00 a.m. (yes, we know it's early, but we'll supply coffee and doughnuts to get you started), the Alumni Association will hold its second annual membership meeting. The meeting will review our first year's activities and plans for the coming year. The association membership will then elect new officers and choose a new Board of Directors for 1979-80. Immediately following the meeting (approximately 12:00 noon) the Alumni Fair will begin, featuring exhibits and sales by artists and craftspersons. At the same time, the campus recreation center will open with free admission for alumni and guests. There will also be organized sports and recreation activities, including softball, frisbee and croquet. For those of you who prefer intellectual entertainment, we have planned a seminar/discussion on the nuclear family and the problems of the two career household. The seminar discussion will begin at approximately 1:30 p.m. and will be led by members of Evergreen's faculty.

Saturday evening beginning at 6:00 p.m. you may join fellow graduates, faculty and staff members for a gala spaghetti dinner. After dinner, you will have an opportunity to mingle with friends and faculty, participate in small group career discussions or attend an all-campus dance which will begin at 9:00 p.m. This is your excuse to come back to Evergreen and learn about the changes that are taking place with the school and its graduates. All we need to make this weekend a great success is **you**.

If you haven't already returned the information sent in August or if you did not receive the card and would like to attend, please write or call the Alumni Office at TESC, 206-866-6565 or Alumni Office, Library 3103, TESC, Olympia, WA 98505.

Come join us at our Evergreen celebration, for stimulating discussions and a little nostalgia... See you in September!

Evergreen Responds To Enrollment Problem

Declining enrollment figures were the subject of two recent reports surrounding Evergreen. A study by the Council on Post-secondary Education (CPE), released last winter, concluded that TESC was philosophically sound, but that enrollment could be boosted by an "extraordinary" and "sustained" effort on the part of the College. Even before the CPE report was formally issued, the College began serious efforts to overcome both its enrollment and image problems. During the Fall of 1978, President Evans appointed a Disappearing Task Force (DTF) on Enrollment. The DTF report, containing over 100 specific recommendations on how the institution might reach and serve current and prospective students, was delivered to the Board of Trustees in March.

To make certain the recommendations of the DTF and the CPE were implemented, President Evans appointed faculty member Lowell Kuehn to serve as his special assistant to coordinate a vast marketing and recruiting campaign. Implementation continues, with involvement by faculty, staff, students and alumni. The recommendations and proposed changes have left many friends of Evergreen wondering what changes will be made in the way the institution carries out its mission. On this matter, both President Evans and Kuehn respond that the changes will not tamper with TESC's basic philosophy. "Of course," says Kuehn, "the College must make some changes and adjustments to meet the needs of new students. But this does not mean that we must abandon our commitment to a self-directed interdisciplinary liberal arts program. On the contrary, our studies show that many students want exactly what we offer. The problem is they don't know we offer it, they don't even know we exist." Kuehn believes, "The thrust of our proposed changes is to clarify those aspects of Evergreen that confuse new students and to vigorously communicate who we are and what we do best to the community."

Preliminary figures from the Admissions Office indicate that all these efforts are producing positive results. Arnaldo Rodriguez, Evergreen's Admissions Director, reports that applications for admission are up 20% over the same period one year ago.

The DTF made several recommendations regarding alumni, spelling out ways in which graduates and former students might become involved in

the recruiting process. Members of the Alumni Association, after meeting with Rodriguez, set the recruitment of new students as one of its highest priorities for 1979-1980. To this end, the Association is requesting that you help in the recruitment process by completing the feedback form included in this issue.

Something To Cheer About Athletics At Evergreen

Evergreen will soon embark on its first venture into the world of intercollegiate athletics. In accordance with a plan developed by an Intercollegiate Athletics Disappearing Task Force that was approved by the Board of Trustees in March, TESC will launch a modest athletic program in the fall of 1979 with men's and women's soccer and swimming. Eventually the College plans to participate in intercollegiate volleyball, tennis, cross country running, wrestling, rowing, fencing, diving, golf, sailing, skiing, gymnastics and basketball. These sports were chosen for their suitability to Evergreen's facilities and character.

Pete Steilberg, Director of Recreation and Campus Activities, has been named as Evergreen's first Athletic Director and has been largely responsible for the planning and direction of the new program. Mary Kalihi, advisor on women's athletics, Mike Bigelow, advisor on program and budget matters, and alumnae Kate Steel and Barbara Whooten who participated on the DTF, have been working with Steilberg to develop the athletics program. They plan to integrate intercollegiate, intramural and club athletic programs into an overall sports and recreation program.

One of Steilberg's first tasks was the selection of coaches. Veteran swim coach Don Martin of Olympia and former professional soccer player Ivan Raznjevic of Portland have been hired to direct these two sports. Martin, a native of Olympia, has more than 18 years of coaching experience, including coaching of the 1974 Olympic trials. That same year, he was named State High School Coach of the Year. Martin has coached at Olympia High School for 16 years where he also teaches social science. Raznjevic is a five year veteran of professional soccer in his native country of Yugoslavia. He has served as the soccer coach for the city of Portland and the Oregon Parks and Recreation Department, and also has managed and coached the Oregon Addidas Soccer Club.

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Both coaches begin their assignments this month. The soccer program will begin full league competition during the 1980-81 season. The swimming team will begin its competitive program on November 2 with its first invitational meet. During the remainder of the season TESC swimmers will compete against Lewis and Clark College, Pacific Lutheran University, Southern Oregon State College, Eastern Washington University, Whitman College and Highline Community College.

Funding for the athletic program will come from the operating budget of the College. They will be supplemented by private grants, gifts, and donations as well as income generated by the sports themselves. A booster club of community sports enthusiasts is forming to provide direction for the athletic program, to recruit athletes and to encourage financial support.

What's Going on Around Here

Port Angeles Alumni Lend A Hand

A group of Evergreen alums in the Port Angeles/Olympic Peninsula area have begun meeting to, among other things, assist Evergreen's Port Angeles program. Evergreen is offering advanced study opportunities to students in that area through a cooperative effort with Peninsula Community College. The alums are taking on a number of tasks including hosting activities for new students, staffing booths at fairs, and helping with orientation.

If you are living in the Port Angeles/Olympic Peninsula area, you may wish to contact Betty Jack, Program Assistant, c/o Peninsula College, 1502 E. Lauridsen Blvd., Port Angeles, WA 98362.

Summer Enrollment Highest in Four Years

Early targeted marketing of the 1979 Summer Quarter academic programs seems to have paid off, according to Academic Dean Barbara Smith, who directed the efforts this year. The results of nearly six months of planning and preparation attracted the highest summer enrollment Evergreen has had in the past four years, an impressive 11 percent higher than last summer. Smith says the summer enrollment of 710 students also reflects a 30 percent increase in the number of students new to the College and a nine percent increase in the number of out-of-state students.

Advising Group Formed For Master's Program

Sixteen prominent citizens, including two state legislators, a Supreme Court Justice, county and city officials, and several state agency directors, have accepted appointment to a Public Administration Advisory Committee to offer advice in planning a master's degree program at Evergreen.

Guy Adams, faculty member and coordinator of efforts to create Evergreen's first graduate program, says committee members have met to review the history of the master's degree program and the initial draft of the new offerings, set to open in Fall, 1980.

Persons serving on the Public Administration Advisory Committee include: Leonard Nord, director of the Department of Personnel; Supreme Court Justice James Dolliver; Robert Benson, deputy director of the Office of Financial Management; William Jacobs, Olympia City Commissioner; Sam Reed, Thurston County Auditor; Jim Bricker, director of State Senate Research; Merritt Long, director of administrative services for the Department of Social and Health Services; Brick Kane, director of personnel for the Department of Social and Health Services; Louise Morrison, executive director of Timberland Regional Library; and Lou Stewart, education director for the Washington State Labor Council.

Karen Fraser, mayor of Lacey, has also agreed to serve on the new committee, along with State Representative Hal Zimmerman of Camas; State Senator A.N. "Bud" Shinpoch of Renton; Morton Kroll, professor in the Graduate School of Public Affairs at the University of Washington; and Bernard Kelly, regional director of the U.S. Department of Health, Education and Welfare in Seattle.

The committee will convene at Evergreen again in September to review a final draft of the public administration master's degree program with Adams, Evergreen faculty member Virginia Ingersoll, President Dan Evans, Provost Byron Youtz and Academic Dean Will Humphreys.

Note:

Although many of Evergreen's graduates have distinguished themselves in the public administration arena, no alumni were named to the Advisory Committee.

Trustees Approve B.S. Degree

At its June 7 meeting, Evergreen's Board of Trustees approved the creation of a Bachelor of Science degree. The BS degree was proposed by Academic Vice President and Provost Byron Youtz. Youtz told the board he hoped the new degree would be available to students graduating during the 1979-80 academic year. The degree will not be awarded retroactively to previous graduates of the institution.

The Evergreen Unit Abolished

Also at its June meeting, The Evergreen State College Board of Trustees abolished the Evergreen unit in favor of the more traditional quarter hour. The move was proposed by Provost Byron Youtz to bring uniformity to our credit system. Although the registrar's office had translated Evergreen units to quarter hours as standard policy on student transcripts, the unit continued to pose problems for other institutions and even in some of Evergreen's own programs.

Alumni Update

As a regular feature of the Alumni Newsletter, we would like to share your experiences with other Evergreen graduates. We encourage your cards and letters.

Kameel Majdali '75 has completed his course work and thesis for his master's degree from the Institutue of Holy Land Studies on Mount Zion. He studied "Jerusalem from 1945 to 1950" and said "after having an individual contract at Evergreen, doing a master's thesis was child's play."

Nancy Parkes '78 has been hired as a reporter for the Port Angeles Daily News. Parkes gained experience covering legislative happenings for the Associated Press and worked for the Daily Olympian.

Donovan Gray '76 an arts management consultant and co-designer of the Cornish Institute Arts Management Program, was recently appointed to the Expansion Arts Panel of the National Endowment for the Arts.

Karen Goldman '76 is working as a cytotechnologist scanning Pap smears and body fluid slides for Harrisburg Hospital, just 10 miles from the Three Mile Island nuclear plant.

Don Blanchard '75 is practicing law in Connecticut, recently married, and enjoying sailing on the weekends.

Bart Klein '75 is practicing law in San Francisco.

James Moore '77 recently was appointed director of field production for Pacific Communications Inc., a television consulting marketing firm based in Olympia. Since joining Pacific Communications in 1977, he has been the principal cameraman for more than a thousand productions, including a national award-winning "Grays Harbor Today" production.

Catherine Tate '78 has won one of the three scholarships awarded recently at the Women in Communications Matrix Table Banquet in Seattle. She works as a public information aide with the City of Mountlake Terrace and will use her scholarship to enroll in the U.W.'s Graduate School of Communications.

Kim Kertson '77 graduated this spring from the American Graduate School of International Management in Glendale, Arizona.

Becky Liebman '77 is the newly elected president of the Farmer's Market in Olympia.

Charles Brotman '74 is currently completing his master's degree in music at the University of Hawaii, and is serving as a lecturer in guitar and member of the "Early Music Consort of Honolulu."

Lynn Wisehard '77 has recently completed a 2,600 mile trek from Mexico to Canada along the Continental Divide. Lynn was a member of the first all-woman team to complete the seven month hike, which was partially supported by National Geographic Magazine. She is currently working on a grant from the Montana Commission for the Humanities to document the lives of women who are strong role models. Her work will be shown in Montana's public schools to help youngsters explore career options.

Doug Canning '75 is President of Northwest Environmental Consultants, Inc., in Seattle.

Frank Greif '76 is the Director of the Office of Cable Communications in Seattle.

Greg Parkinson '74 has been News Director of an ABC affiliate radio station in Oregon's Rogue Valley for over a year. He has interviewed, among others, Hank Aaron, Walter Mondale, and Ronald Reagan.

Geoduck's Neck Saved

In the last issue of the newsletter, two questions were asked:

	Responses		
	Yes	No	Other
Do you think that "The" Evergreen State College should be changed to Evergreen State College?	22(37%)	32(54%)	5(9%)
Should sport teams and other college representatives be called Evergreen Geoducks?	44(73%)	10(17%)	6(10%)

As you can see, respondents overwhelmingly favored retaining the geoduck as Evergreen's mascot. A student poll conducted by the CPJ showed similar sentiment. At its July meeting, the Board of Trustees unanimously agreed to adopt the geoduck as the official mascot and green and white as official school colors. The Board of Trustees has not acted upon dropping "The" from the school's name but President Dan Evans promised to change the school's listing in the Olympia telephone book to help solve the identification problem.

This month the feedback card requests your help in recruiting potential students to Evergreen. Your responses will be forwarded to the Admissions Office and the potential students you identify will be sent information about Evergreen and an application form. Since heavy paper is expensive, we have not printed the feedback form on card stock. Rather, we ask that you slip it in an envelope and mail it to us at this address: Alumni Office, The Evergreen State College, Library 3103, Olympia, WA 98505.

Prospective Student Referral Form

I think the following person(s) might be interested in attending Evergreen:

Name _____
 Address _____
 City, State, Zip _____
 Telephone (optional) _____

Your Name _____
 Address _____
 Phone _____

Name _____
 Address _____
 City, State, Zip _____
 Telephone (optional) _____

Mail to: Alumni Office, Library 3103, The
 Evergreen State College, Olympia, WA
 98505

The Evergreen Alumni Newsletter is published quarterly by the Alumni Office of The Evergreen State College in cooperation with The Evergreen State College Alumni Association. The Alumni Office is located at Library 3103, Olympia, Washington, 98505. Telephone 866-6565.

Officers of the Alumni Association:

Chris Meserve, President
 John Paul Jones, First Vice President
 Bob Butts, Second Vice President
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