

Washington Consortium for the Liberal Arts
Steering Committee Meeting 24 August 2015 2:30 – 4:00 pm

1. Introductions

- Bonnie Brunt, Dean of Visual and Performing Arts, Spokane Community College
- Renny Christopher, Vice Chancellor for Academic Affairs, WSU Vancouver
- Elisabeth Mermann-Jozwiak, Dean, College of Arts and Sciences, Gonzaga University
- Ana María Rodríguez-Vivaldi, Associate Dean, Student Affairs and Global Education, College of Arts and Sciences, Washington State University, Pullman
- David Schulz, Chair, Department of Communications and Director of General Studies, Trinity Lutheran College
- Noelle Wiersma, Dean, College of Arts & Sciences, Whitworth University
- Michael Zimmerman, Vice President for Academic Affairs and Provost, The Evergreen State College

2. Recap of 2014-15 Activities

- A. High School Essay Contest: Three winners selected. Only one ultimately decided to attend a WaCLA school.
- B. College Essay Contest: Two lower division winners and two upper division winners. Fewer schools participated this year than in the past two years.
- C. Phi Beta Kappa Key of Excellence Award: Award came with \$10,000 cash prize and a major event in Seattle at which the award was presented.
- D. Relationship with Washington Internship Institute: MOU signed that:
 - a. Provides significant discounts to WaCLA schools
 - b. Makes no commitment on WaCLA's part to send any specific number of students
 - c. Information missing from WaCLA website – should be fixed soon
- E. Acceptance of LEAP State Proposal by AAC&U: Washington is now 11th LEAP State
- F. Social Media Presence
 - a. Twitter account established: @WaLiberalArts
 - b. Facebook page created
 - c. Help needed with both!
- G. Membership Update: Currently have 36 academic institutions and 8 non-academic institutions as members

3. Budget Report

- A. Cash on hand: \$23,943
- B. Expected Cash after 2016 dues collected: \$42,000
- C. Expenditures:

- i. Essay Contests: \$9,500
- ii. Branding Contest: \$20,000

4. Proposed Activities for 2015-16

A. High School Essay Contest

- i. Goal is to increase the number of submissions this year.

B. College Essay Contest

- i. Goal is to increase the number of school participating.
- ii. Goal is to ensure that each WaCLA school designates a campus contact.

C. Plans for an Eastside Employer/Educator Forum

- i. The event would be similar to the May 2015 forum WaCLA sponsored in SeaTac.
- ii. Ana María Rodríguez-Vivaldi and Noelle Wiersma agreed to co-chair planning committee.
- iii. Event will likely take place in spring in Spokane and not charge a registration fee.
 - a. Sponsorships from institutions and business will be solicited.
 - b. WaCLA will provide modest supplemental funding if necessary, but the belief is that this will not be necessary.
 - c. Zimmerman will contact AAC&U to see if they are interested in co-sponsoring the event and sending someone to participate.
 - d. There is the possibility of support, even if not financial, from the Governor's Office via Marcie Maxwell, Senior Policy Advisor on Education Affairs to the Governor

D. Promoting the Liberal Arts/WaCLA Branding Contest

- i. Sub-Committee chaired by Mike Mays, WSU – Tri-Cities has been serving as chair. Genesis was to use \$10K award from Phi Beta Kappa in a productive manner.
 - a. Contest would be open to groups (rather than individuals) from each WaCLA campus. Each campus could designate one group to submit for final judging. Two groups would be selected as winners and would receive funding to implement their project. The hope is that WaCLA would be able to put each group in touch with a marketing firm to help with project design and implementation. Almost ready to create a contest that would be open to GROUPS (not individual students) to come together and have their institution on their behalf submit to WaCLA a Promotional Plan for BOTH WaCLA and the Liberal Arts.
 - b. Subcommittee is finalizing details and should be ready to announce the contest shortly.

- ii. Decision was to supplement Phi Beta Kappa's \$10K with up to \$10K of money from dues.
 - iii. Decision was to consider running the contest every other year.
- E. Creation of a WaCLA Liberal Arts Supporter Award:
 - i. Discussion of creating an award to be made to an individual and/or an organization doing impressive work to promote the liberal arts in the state of Washington.
 - a. There was strong support for the idea.
 - b. Decision was to create a sub-committee to work out the details.
 - c. David Schulz agreed to serve on the sub-committee.
 - d. The award would be nominal rather than financial.
- F. Creation of a WaCLA Speakers Bureau:
 - i. Discussion about whether it would be valuable to create a speakers bureau to promote both WaCLA and the liberal arts
 - ii. Question was raised about whether this overlapped too closely with what Humanities Washington already does.
 - iii. Question was raised about whether it might be possible to join forces with Humanities Washington in this endeavor.
 - iv. David Schulz agreed to reach out to Julie Ziegler, executive director of Humanities Washington (and a member of the WaCLA steering committee) to discuss possibilities.
- G. Search for new members: Do we need a membership committee?
 - i. Additional members might come from academic institutions, non-academic organizations, business and libraries
 - ii. All agreed that increased membership would raise awareness of WaCLA and our goals while generating more funding for increased initiatives.
 - iii. No decision reached on whether to create a membership committee .