

Minutes
NCA Self-Study Steering Committee Meeting
February 22, 2006, 3:30-5:15 P.M.

Present: Linda Whitehouse; Cori Swanson; Martin Leuthauser; Barbara Borow-Stephens; Buz Newman; David Heddens; Don Melton; Janna Oakes; and Bob Moore.

Absent: Deb Wilke; Ruth Hidalgo

Guests: Cindy Murphy and Murry Unell

- The team engaged in an extensive discussion with Murry Unell and Cindy Murphy surrounding their comprehensive presentation of many positive ways to inform and engage the campus and local communities about the accreditation process.
 - The team agreed that a one (or possibly two) page newsletter is appropriate. The “Reaccreditation Times” will be issued in the last week of March, April, August, September, October, and November 2006, and February 2007. The format will approximate the format of the “NCA Update” exemplar presented by Cindy and Murry. The purpose of the newsletter will be to raise campus community awareness, provide examples of what the self-study team is doing, solicit additional input (especially from students) and entertain (such as through a word search puzzle, with prizes to be awarded). Bob will coordinate the newsletter content with Murry and Cindy, with input from the steering committee via the leadership team. Content will also include information about Criterion One (first issue), Criterion Two (second issue), etc.
 - The newsletter, printed front and back on a single sheet of paper, will also be distributed electronically on the ACC accreditation website.
 - The team agreed about the importance of providing the local community with accreditation information via a newspaper column written under Dr. Glandon’s byline. The purpose of this column will also be to raise the awareness of the local community, provide examples of what ACC is doing to achieve reaccreditation, and solicit community input. Although Dr. Glandon’s column will appear in the local newspapers every other month, NCA information will be incorporated only in these months: February (already accomplished), June and October 2006, and February 2007. Cindy will remind Bob of pending deadlines. Bob will coordinate content with Cindy, with input from the steering committee via the leadership team.
 - (Bob will also research to determine if this column is sufficient “legal notice” to the community to satisfy NCA/HLC requirements.)

- Bob will meet with Della Shorman to update the accreditation website with the above and other relevant information.
- The team agreed that reaccreditation-related messages should be posted on the campus television monitors in the Fall semester.
- Murry presented to the team a variety of potential reaccreditation “permanent reminders” for members of the campus community.
 - The team agreed that “stress balls” would be a “fun thing” and would be an effective means to bring information and awareness to the campus community. As Murry is developing a new song for presentation at the All College Week in August, the stress balls could be distributed in some dramatic fashion at that time. Murry will conduct further research to pin down shapes, colors, prices, message lengths, etc. and bring that information back to the steering committee for a final decision.
 - The team agreed that highlighters would also be an effective message and awareness distribution item. Murry will conduct further research and bring information back to the steering committee for a final decision.
 - The team agreed that posters in the shape of a pennant might also be effective when placed into classrooms and used to inform students about reaccreditation. Further discussion (content, color, timing, etc.) will be required at a future meeting.
 - The team expressed mixed reactions to the wearing of ribbons with name tags. Ribbons are a low cost and high visibility item, but the team did not agree about who might wear the ribbons and when, or how and to what they might be attached. Some committee members felt that the wearing of ribbons might be appropriate during the December site visit so that committee members and key campus personnel would be more readily identified. Further discussion about this item is warranted.
 - The team declined to pursue Post-It Note cubes, coffee mugs, pencil holders, candy dishes, mouse pads, pens, cloth pennants, and key chains.
- (Murry and Cindy left the meeting at about 4:50 P.M.)
- The team discussed the preparation of Draft #4
 - Draft four will be posted electronically on a site already established by Buz. Folders for each criterion or chapter will be available for access by the steering committee. One folder will contain the entire Self-Study Report, read-only, with read-write access available to Bob and Donna.
 - Bob will be responsible for posting all subsequently revised material. Team members will provide future recommended changes to Bob.
 - Bob reminded the writers to submit their completed Draft #4 documents electronically on or before March 1st.

- The team briefly discussed the Criterion 3 introductory paragraph as a “model” for the other chapters. Instead, a similar paragraph will be incorporated into Barbara’s Introduction section containing the “self-study process.”
- The team discussed the topic “gap” list. Martin emphasized that his and Ruth’s list of ideas primarily related to Criterion Five gaps, and would be used by him and Ruth to conduct additional interviews to help narrow the gaps.
 - The team will use the various team member recommendations as a guide to help assess where other chapter gaps may exist; and Bob will also discuss this information generally with Donna to aid in her initial editorial review of the Self-Study Report.