



**ACCREDITING COUNCIL FOR COLLEGIATE GRAPHIC
COMMUNICATIONS, INC.** ----- www.accgc.org

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Managing Director's Annual Report for 2017

The following major tasks were accomplished by the members of the ACCGC Board of Directors and the managing director during the calendar year – 2017. These tasks were completed within the parameters of the stated ACCGC mission which is: “The mission of ACCGC is to provide viable, credible, and defensible accreditation standards that can be used to promote and encourage sound associate, baccalaureate, and graduate level educational programs in graphic communications and related areas.”

Major tasks accomplished during 2017:

1. Two promotional mailings to all known associate, baccalaureate, and graduate graphic communications and related academic programs in the United States (total of 173), Canada, and selected international locations (total of 13). These mailings were made in late March and late November. The March mailing included a letter from the 2015-2017 ACCGC president, Dr. Thomas E. Schildgen, two brochures and application form. The November mailing included a letter from the 2017-2019 ACCGC president, Dr. Kenneth L. Macro, Jr., two brochures, application form, ten recruitment-promotion suggestions, and a 2018 wall calendar. Thanks to Ms. Debra Payne, Eastman Kodak Co., for printing the letters and other items during the year.
2. Wrote personal letters to 200 of the top 400 commercial printers –publishers - package printers for 2016 in the USA and Canada as listed in *Printing Impressions* magazine. Included a listing of our 14 current/active accredited graphic communications and related programs with full contact information. In the letter, the company president/CEO was encouraged to seek employees from these 14 programs. These letters were prepared and mailed from January through April. A few other letters were sent to printers/publishers during the year upon seeing articles in graphic communications periodicals about specific companies encouraging them to seek employees from ACCGC accredited programs. Thanks to Ms. Cathy Skoglund, Director of the Print Lab, Arizona State University, for printing the multiple-page listing.
3. Prepared two press releases: one for the *Show Daily* that was published in the Sunday, September 10 edition during Print '17 and one relating to Dr. E. Lee Weir being the recipient of the 2017 Hannemann Service Award again published in the Monday, September 11 edition of the *Show Daily* and in his hometown weekly newspaper. The press release relating to the Hannemann Award was distributed to 25 plus graphic communications related periodicals.
4. Prepared the tentative agenda and coordinated the officer and committee chair reports for the September 10 annual board meeting. Helped in organizing and conducting the annual meeting that was held on the first day of the Print '17 industry show at McCormick Place in Chicago.

5. Assisted with the arrangements and distributed the printed invitation to an extensive list of graphic communications educators and industry personnel for the 2nd annual ACCGC food/beverage reception (sponsored by Eastman Kodak Co.) that was held prior to the September 10 annual Board meeting. A small turnout, but those who attended appeared to enjoy themselves and expressed appreciation for being invited. Ms. Debra Benson stated that Eastman Kodak Co. would sponsor the 2018 annual reception that will be held at Graph Expo 2018 on Sunday, September 30.

6. Obtained and sent Christmas cards with CD's of appreciation to 76 people: current board members, former board members, coordinators of accredited programs not currently serving on the board, sustaining corporate affiliates, Hannemann Service Award recipients not currently serving on the board, potential top ten program coordinators, and special people who have assisted with ACCGC tasks over the years.

7. Communicated extensively with contact personnel at the Shanghai Publishing and Printing College, Shanghai, China relating to their interest in making application for an ACCGC accreditation review. An application (August) and payment (October) were received from them, thus we are currently in the process of identifying the four-member team (four members instead of the usual three members because this is our first international and non-English language based program.) The team assignments should be completed and approved by February 2018 and the site visit tentatively scheduled for fall 2018.

8. Worked closely with the site-visitation team (Dr. Thomas E. Schildgen, Mr. Sid Chadwick, and Dr. Kenneth L. Macro) for the accreditation review of the graphic communications program at Pittsburg State University that is chaired by Professor Barry Wilson.

9. Responded to questions and provided information relating to the pending re-accreditation reviews of the Graphic Arts Technology program at Rock Valley College and the Graphics and Multimedia program at California University of Pennsylvania. Continue making contact with the program coordinator at Western Illinois University regarding their application for a re-accreditation review.

10. Identified ten graphic communications and related collegiate programs and coordinators to encourage the submission of applications for accreditation reviews. Direct contacts have been made with each coordinator; the programs are listed as follows:

Appalachian State University -----	Dr. George P. Glison
Arkansas State University -----	Mr. Pradeep Mishra
Ball State University -----	Mr. Hans P. Kellogg
Chowan University -----	Mr. Thomas Brennan
Illinois Central College -----	Mr. John Baggett
Clemson University -----	Dr. Charles (Chip) Tonkin
Eastern Michigan University -----	Mr. David Gore
Flint Hills Technical College -----	Mr. Brian Couch
Rochester Institute of Technology -----	Dr. Bruce L. Myers
Waukesha County Technical College ---	Mr. Michael Shiels

11. Sustaining Corporate Affiliate contacts were made during Print '17. Prior to Print '17, I prepared a listing of 18 companies and representatives I wanted to contact during the

show. I was able to meet and visit with the appropriate personnel at 13 companies – president, vice-president, manager of communications, etc. During 2017, no other company representatives submitted Sustaining Corporate Affiliate contributions. I did, though, visit with Mr. Eric Frank, Senior Vice President at KBA North America Inc. He instructed me to invoice them for another \$1,000.00 contribution to support ACCGC. This has been done and the money has been received. This is the 4th, \$1,000.00 contribution from KBA North America Inc.

12. Helped work (along with my wife, LaVada) the GAERF exhibit booth during the five-day Print '17 show and with career day that was held on Thursday, September 14 with Ms. Judy Durham, NPES Executive Vice President and Ms. Margie Garr, GAERF Managing Director. Because of this arrangement, all transportation, lodging, and meal expenses were paid for both my wife and me through GAERF. Thus, I haven't had to submit travel expenses to attend the annual ACCGC Board meetings since our incorporation in 1998 because of the arrangement with GAERF personnel.

13. Served on the NPES Workforce Advisory Committee and participated in two teleconference meetings on April 6 and October 24. I followed up on each of these two meetings via e-mail to Ms. Judy B. Durham with thoughts and suggestions as a result of the agenda items that were discussed. In addition, I was contacted by Ms. Judy Durham on December 13 and invited to serve on the GAERF advisory board of directors. No meetings have been held since then, but will be held in 2018.

14. Gave a presentation along with Dr. Daniel G. Wilson at the Graphic Communications Education Association annual conference in July that was held in Toronto, Ontario, Canada. The attendance was small, but the people in attendance were very interested in graphic communications program accreditation. Also, during the four-day conference, I was able to visit with personnel from Ryerson University, Winnipeg Vocational/Technical School, Arkansas State University, and two or three company representatives about ACCGC.

15. Revised the content and coordinated the printing/finishing of the ACCGC brochure for the 2017/2018 operational year. Many thanks to Mr. Can Le, University of Houston, and Mr. Guy Broadhurst, Canon Solutions America, Inc. for their work in making the annual brochure a reality.

January 5, 2018, Sincerely, Ervin A. Dennis