

**ACCREDITING COUNCIL FOR COLLEGIATE GRAPHIC COMMUNICATIONS, INC.**

[www.accgc.org](http://www.accgc.org)

**ACCGC Board of Directors Meeting Minutes  
Sunday, September 8, 2013  
Chicago, Illinois during Graph Expo 2013  
McCormick Place, Room S-501-a  
1:00 to 4:00 p.m.**

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<u>Agenda Items</u>	<u>Person(s) Responsible</u>
1. Call Meeting to Order ----- Meeting was called to order at 1:07pm.	Schildgen
2. Introduction and Announcements -----	Schildgen & Dennis
3. Visitors: Patricia A. Bruner – Harper College Kelly Taylor – Harper College Said M. AbuBakr – Western Michigan University James A. Workman – PIA	
4. Roll/Attendance Call ----- Donald Armel – Georgia Southern University David Barabas – University of Central Missouri Ted Bensen – University of Wisconsin-Stout Debra Benson – Eastman Kodak Company Guy Broadhurst – Canon Solutions America Eileen Cassidy – GAERF Sid Chadwick – Chadwick Consulting Kevin Cooper – California Polytechnical State University Gary Hinkle – Illinois Central College Patrick Klarecki – Ferris State University Bettylyn Krafft – Krafft Printing Systems Greg McFadden – Quad Graphics Susan Nofi – Heidelberg USA, Inc. Julie Schildgen – Rock Valley College Thomas Schildgen – Arizona State University J. Michael Steczak – Chowan University Larry Warter – Warter Colors Mark Wendling – Heidelberg USA Barry Wilson – Pittsburg State University Daniel Wilson – Illinois State University Ervin Dennis – ACCGC	Benson

Absent Board Members: Thomas Bell – Millersville University

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5. Approval/Revision of Agenda ----- Schildgen  
No revisions were suggested, agenda approved as presented.

6. Approval of 2012 Annual Board Meeting Minutes ----- Benson  
Motion made by Larry Warter to approve the minutes. Seconded by  
Julie Schildgen. Motion to approve the 2012 Board Meeting Minutes approved.

### 7. Recognition and Awards

Sustaining Corporate Affiliates ----- Schildgen  
Explanation of Silver, Gold and Platinum. List of current Corporate Affiliates was  
provided. No new affiliates this past year.

8. Hannemann Award ----- Schildgen  
Not given this year – Tom explained award and guidelines of the award.

9. Appreciation Resolutions ----- Dennis

Erv Dennis thanked Colleen Capola for her dedication and service as Secretary.

Erv Dennis thanked Tom Schildgen for his service.

Outgoing Board Members were recognized: Susan Nofi, Dave Barabas, Colleen Capola

### 10. Awarding of Program Accreditations

Harper College – Patricia Bruner and Kelly Taylor received plaque for full-six year-  
accreditation from J. Michael Steczak. Photo taken.

Patricia Bruner thanked Mike & Jim for their diligence and said it was a pleasure  
working with the team. Patricia commended Kelly Taylor for her help.

California University of Pennsylvania – Warter and Armel

Tom Bell was part of the onsite team. Received two-year partial accreditation. One of  
the team members (likely Tom Bell) will be going back for a return visit during the 2015  
spring semester to review areas of concern.

### 11. Accrediting Status and Progress

Western Illinois University – Klarecki

Received partial accreditation 2 years ago. Going back to visit this year and address  
areas of concern. Dr. Charles Weiss is now at Clemson; working with Dr. C. Ray Diez,  
the department chair.

University of Northern Iowa – Schildgen

See written report provided by Tom Schildgen. Tom reports there are a lot of changes in  
higher education. Provided an extension one year ago and have been granted a second

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extension. Faculty have left. Erv Dennis is assisting with self study. The goal was to do a rapid site visit, but it will have to wait until Spring 2014.

Georgia Southern University –Wilson.

On target and self study. Planned visit in Spring 2015.

Western Michigan University – Bensen.

Presented self study program. Planned visit in Spring 2014.

### 12. Officer Reports

Motion made by Dan Wilson to approve the reports. Seconded by Ted Bensen.

President's Report ----- Schildgen  
Written report submitted.

Vice President's Report ----- Warter

Treasurer's Report ----- Hinkle  
Written report submitted.

Secretary's Report ----- Capola  
Minutes from the 2012 Board meeting already approved. Nothing to add.

Managing Director's Report ----- Dennis  
Written report submitted.

In addition to the Managing Director's Report, Erv provided handouts:

1. Poster – asking us to review, and if there are any corrections, please let him know.
2. Benefits of ACCGC – Sent out to potential programs around the country. If there are any additions/subtractions of items, please let Erv know.
3. Record of Accreditation – School and where accreditation stands.
4. Top Programs to Pursue (Associate & Baccalaureate)
5. Top Companies to Pursue
6. 2013-2014 Committee Assignments. New members are automatically on Accreditation Committee.

\*Also see Site Visitation handbook – new document. See top programs and top companies – supplied reports. Erv encourages board to give input on names or contacts within these companies.

### 13. Standing Committee Reports

Motion made by Dave Barabas to approve all Standing Committee Reports. Seconded by Eileen Cassidy.

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Accreditation Committee ----- Wilson

Written report submitted.

Dr. Said AbuBakr (Western Michigan University) asked about International applications. Tom Schildgen indicated international applications can be accepted.

Appeals Committee ----- Warter

No Appeals, no report.

Executive Committee ----- Schildgen

Report provided earlier.

It was recommended that ACCGC's concept of vision and mission statement be added in new business literature.

Nominating Committee ----- Armel

Three new members have been added – two from industry and one from education. Membership asked to review lists for potential names to add.

Technological Innovation----- Wilson

The website needs updating, but no major updates.

Larry Warter began the discussion on online learning. The current fee structure of \$4,000 application fee, \$1,500 to maintain, 6<sup>th</sup> year at \$2,500, is low. Larry Warter recommended bumping the maintenance to \$2,500. Other accreditations are higher – ACCE - \$2,750 annually; APNA - \$4,900 application fee and \$2,650 annually. Having lower fees may lead to a perception of an inferior association. Fee increases would help with bottom line and perception.

Also, other associations do not stipulate travels costs as ACCGC does. Larry Warter recommended that we take a look at comparable organizations and fee structures.

Julie Schildgen mentioned that travel funds are hard to come by. Is it possible to include travel in fee for two-year schools? Dan Wilson questioned how to transition higher fees to current schools, if fees are increased. Patrick Klarecki mentioned that “surprise” fees are becoming more difficult to explain.

Dan Wilson made a motion to assemble an ad hoc committee to review the fee structure for the coming year. Michael Steczak seconded the motion. The committee is Larry Warter, Don Armel, Tom Schildgen, and Ted Bensen.

The motion to approve Standing Committee Reports was approved.

### 14. Old Business

Promotional and Press Release Efforts ----- Dennis

Mailing to two programs and companies. Press release for Harper College and California University of Pennsylvania. Sid asked what was included in the press release and Erv responded. Sid suggested information should be targeted to the audience about benefits of organization, and that Board members may have “ins” with publishers.

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Bettylyn Krafft said she uses suppliers to send out news releases instead of herself. Ted Bensen asked about using new media, such as Twitter. Tom Schildgen said we should be integrating other forms of news media.

Funding Sources ----- Schildgen  
Tom asked for all Board Members to search out what funding sources are available. Eileen Cassidy recommended Kellogg who supports education. Tom Schildgen recommended Education Accreditation, which is under new management. Gravure merged with Packaging at least for those institutions who teach gravure.

Website ----- Wilson  
Update provided earlier.

Sustaining Corporate Affiliate Efforts ----- Dennis  
Reported earlier.

Council for Higher Education Accreditation (CHEA) ----- Schildgen  
CHEA will send representation. This gives recognition at the Federal level.

Revisions – Accreditation Manual ----- Wilson  
Don Armel recommended changes to the Accreditation Manual, specifically Recruiting. How well do programs recruit? Outcomes and assessments need to be gathered specifically. Dan asked Don to provide specific changes.

### 16. Gaveling in for FY-2014

Selection/Confirmation of FY-2014 Officers & Board Members---- Bensen  
New Board Members – recognized Tom Bell (President) and Debra Benson (Secretary) three new members: Greg McFadden, Quad Graphics; Mark Wendling, Heidelberg USA; Barry Wilson, Pittsburg State University

Installation of Continuing and New Board Members ----- Dennis

Presidents Remarks ----- Schildgen  
Tom Schildgen read Tom Bell's President's report in his absence.

17. FY 2014 Board Assignments and Work. Erv Dennis provided a copy of the recommended committee members.

Motion to accept above reports – Julie Schildgen. Seconded by Larry Warter. Motion passed

### Additional Comments:

- Sid Chadwick: academic programs have a void with marketing/research/customer service, etc...needs to be part of curriculum.

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- Tom Schildgen: most schools have top level senior projects where this takes place. It was determined that there is no need for ad hoc committee on either of these topics.

18. Parting Comments – Erv thanked GAERF with everything they do for ACCGC. Our meeting room is a zero cost each year. In the GAERF booth, the only brochures are ACCGC programs. Erv and LaVada are thankful to help in the GAERF booth. Much appreciation to Ralph Nappi and Eileen Cassidy.

19. Next ACCGC Board of Directors meeting is scheduled for Sunday, September 28, 2014. The 2015 meeting is set for September 13.

20. Motion made by Michael Steczak to adjourn meeting. Seconded by Gary Hinkle. Motion approved. Meeting adjourned at 2:40pm

A photograph of the 2013/14 board members was taken by Erv for use in the 2014 edition of the ACCGC brochure.

Respectfully Submitted:

**Debra P. Benson**

ACCGC Secretary