



**ACCREDITING COUNCIL FOR COLLEGIATE GRAPHIC COMMUNICATIONS, INC.**  
[www.gitasu.com/acgc/](http://www.gitasu.com/acgc/)

---

**ACCGC Board of Directors Meeting  
Sunday, October 26, 2008  
Chicago, Illinois during Graph Expo '08  
McCormick Place, Room S-104-A  
1:00 to 4:00 p.m.**

---

<b>Agenda</b>	<b>Item</b>	<b>Person Responsible</b>
---------------	-------------	---------------------------

	Call Meeting to Order ----- Meeting was called to order at 1:06pm.	Waite
--	---	-------

	Introductions and Announcements -----	Waite & Dennis
--	---------------------------------------	----------------

*Roll Call, Board Members:* Jim Workman - PIA/GATF; Rebecca Miller - Quad/Graphics; Pat Klarecki - Ferris State University; Arvid Mukes - Florida A&M University; Penny Bennett - Cal Poly State University; Jesus Rodriguez - Pittsburg State University; Tom Bell - Millersville University; Ted Bensen - University of Wisconsin-Stout; David Barabas - University of Central Missouri; Nancy Cardea - Leo Burnett; Daniel Wilson - Illinois State University; Jerry Waite - University of Houston; Michael Steczak – Chowan College; and Ervin Dennis - ACCGC Managing Director.

*Roll Call, Visitors:* Dr. James Hawkins - Dean at Florida A&M University; Visitor from Kennedy King College in Chicago; Dennis Daugherty for AA – Thaddeus Stevens College of Technology; Harvey Levenson - Cal Poly State University; Colleen Capola - Leo Burnett; Tom Schildgren - Arizona State University; and Eileen Cassidy, Graphic Arts Research Foundation;

	Approval/Revision of Agenda -----	Waite
--	-----------------------------------	-------

	Approval of 2007 Annual Board Meeting Minutes -----	Miller
--	---	--------

*Motion made by Jesus Rodriguez to approve minutes. Seconded by Dan Wilson. No discussion.  
Motion approved.*

**Accrediting Action and Awards**

	Florida A&M University -----	Bennett
--	------------------------------	---------

Penny Bennett reported on the site team visit to Florida A&M in November 2007. The team was comprised of Penny, Pat Klarecki, and Larry Warter. They reviewed the first accreditation and revisited all fourteen standards again. They evaluated six standards as partially compliant but expect the program to be fully compliant in the next evaluation. Penny provided a detailed report that can be referenced. She mentioned the program has good leadership, a long range budgeting plan in place, a wonderful facility and labs. They could use more technicians. The curriculum will have to be refined to move towards student outcomes assessment.

Penny stated that the three-member team recommended a two year re-accreditation. A team will go back in the spring of 2010 to see if they are compliant in the areas of concern. Larry Warter offered to bring in industry help. She said she sees the program heading toward the best program in state of Florida.

Arvid Mukes thanked the team for a good visit. He said the team looked at his program very thoroughly and he is now in the process of changing things according to the team's recommendations. Arvid is in the process of developing a new program for media programs.

James Hawkins from Florida A&M thanked the site team for their work as well as the accrediting body. He gave his assurance that he and his colleagues are being responsive to the issues that were identified. He wants the program to reflect the needs of the industry. He spoke with university administration about personnel needs. The university is interested in supporting the program with technical assistance and additional faculty.

*Motion made by Penny Bennett to accredit the Florida A&M University program until 8/31/2010 with a revisit Spring of 2010. Seconded by Jesus Rodriguez. Motion approved.*

A plaque was presented to Dr. Mukes and a picture was taken with Jerry Waite, Penny Bennett, Arvid Mukes, and James Hawkins.

Ferris State University ----- Waite & Miller

Jerry Waite temporarily turned over chairmanship of the meeting to Jim Workman in order to present on Ferris State.

Jerry reported that the site team, comprised of Jerry, Tom Bell, and Rebecca Miller, visited Ferris during the worst snowstorm in the school's history. Rebecca participated via conference call due to a cancelled flight. Ferris has gone through significant structural changes in the recent years so the team suggested the faculty clarify their program goals so that departmental, college and university goals are aligned. The team also suggested the university stabilize organizationally. The program is financially sound, but the number of faculty has shrunk. The team recommended the department hire a maintenance technician to repair equipment to free faculty up for more teaching. The facilities were impressive, though there were spaces that could be renovated. Students were enthusiastic. The team was impressed that students showed up on a snow day to talk with the team. Curriculum was reviewed and recommendations were made. The curriculum is unique in that it serves both an associates program and a bachelors program. They suggested faculty work more closely with the advisory board to make minutes available. The team also recommended that faculty take more advantage of professional development opportunities.

*Motion made by Jerry Waite to grant full six year accreditation to Ferris State University. Seconded by Tom Bell. Motion approved.*

A plaque was presented to Patrick Klarecki by Rebecca Miller, Jerry Waite, and Tom Bell and a picture was taken.

Chairmanship of the meeting passed back to Jerry from Jim Workman.

**Recognitions and Awards**

Sustaining Corporate Affiliates ----- Waite

Jerry reported that there are two new corporate affiliates on board; INX International Company and Bowe Bell + Howell. Plaques will be sent to representatives of both organizations on the floor. Quad/Graphics also extended their support to a yearly contribution.

Outgoing Board Members ----- Dennis

Erv Dennis thanked outgoing board member, Jeanne Mowlds, for her work on the board. She could not attend the meeting. Erv reported that Jeanne was extremely pleased to receive a bouquet of flowers from ACCGC as a token of appreciation. A card circulated at the meeting to be signed by the board.

Erv then recognized outgoing board member, Dr. Arvid Mukes, who served 3 consecutive terms. Arvid was one of the active members of the ACCGC. Jerry Waite presented an engraved clock to Arvid and a picture was taken.

Dr. Richard F. Hannemann Service Award ----- Waite

The late Dr. Richard F. Hannemann was a founding member of the ACCGC. The council established a service award in his memory. It is the highest award that can be given by the ACCGC. Based upon the recommendation of the nominating committee, Jerry Waite presented the award to Dr. Harvey Levenson. In his tenure with the ACCGC, including service as president, Harvey established the Sustaining Corporate Affiliate program, wrote the ACCGC philosophy statement, made many press releases to build industry awareness, and chaired site visitation teams.

Jerry presented a plaque to Harvey, and a picture was taken.

**Officer Reports**

*Motion made by Ted Benson to accept the officer reports as written. Seconded by Arvid Mukes. Discussion followed.*

President's Report ----- Waite  
No questions

Vice President's Report ----- Workman  
No questions

Treasurer's Report ----- Klarecki

Pat reported that he established a budget for this operational year based on Jim Workman's recommendation at last year's meeting. A few wording changes to the income statement and budget included the addition of a category for re-accreditation. Wages was changed to Management Services because we don't withhold taxes. Gifts Given is a category for plaques. The board suggested Gifts be changed to recognition. Pat projected the income for 2008-2009 of \$21,252 if we find two new schools with two new application fees and include one new SCA member. Even with this level of income, we will still have a negative balance of \$482. We can make up our deficit by tapping into reserves. Pat felt this was a conservative budget. Site visitation team expenses don't typically contain expenses for industry representatives since they usually cover their own. The university provided food for site team. Penny asked if universities being accredited pay for the team expenses. Jerry commented that we don't want schools paying for their accreditation. Jerry indicated we have a cushion of \$22,000 in CD's if we need it. Jim Workman pointed out that the budget for Managing Director compensation appears to go down. Pat will look into that. Pat will make changes and get them out to the board. We need an additional SCA member.

*Motion to approve the amended Treasurer's report. - Approved*

Secretary's Report ----- Miller  
No report

Managing Director's Report ----- Dennis

Erv began his report with an update on the two new Sustaining Corporate Affiliates this year. He will present them with plaques at the show. He talked with thirty companies about becoming SCAs last year. He will do the same this year. He sent out a listing of companies he's in contact with to the board. He is also seeking out SCAs this week at the show. He stressed that it takes time to build these relationships, sometimes at least five years. He thanked each of the board members for volunteering their time to serve on the board.

In addition to bringing in the new SCAs, Erv sent a letter to 110 baccalaureate programs around the country and received some "nibbles." One task he was not able to accomplish was press releases. He asked that anyone interested in helping with this let him know.

Erv's goals for 2009 include adding a minimum of three SCA's, receive two to three new applications from collegiate programs, adding accreditation for AA programs, and continue looking at CHEA. He asked for input and suggestions for what the ACCGC or he as Executive Director can do better.

In his written report he also included an updated list of BOD, list of SCA, a letter from Jeanne Mowlds, and a list of past and present board members and where they've served on site visitation teams. He mentioned there are many opportunities to serve on visitation teams.

Harvey recommended we form two committees to help Erv. One committee to search for new SCA members, and one committee to assist with publicity and press releases. Erv spoke with a father who wants his daughter to go to a school with an accredited program. Harvey mentioned this is a good story to publicize.

### **Standing Committee Reports**

Accreditation ----- Wilson

*Motion made by Jesus Rodriguez to accept Dan Wilson's Accreditation committee report. Seconded by Nancy Cardea. Discussion followed:*

Dan distributed his report. Jesus pointed out that New York City Technical College is missing from the report. Dan agreed to make the addition.

The committee revised the accreditation manual which will be discussed coming up.

*Motion approved to accept report as amended.*

Appeals ----- Bennett

Penny Bennett had no appeals to report.

Executive ----- Waite

Nominating ----- Warter/Barabas

*Motion made by Jesus Rodriguez to approve David Barabas's Nominating Committee report. Seconded by Penny Bennett. Discussion followed:*

David welcomed new board member Eileen Cassidy from Graphic Arts Research Foundation, and welcomed back Tom Schilgen. Other board members re-elected include Pat Klarecki for a 2<sup>nd</sup> term, Rebecca Miller for a 3<sup>rd</sup>, Jerry Waite for a 3<sup>rd</sup>. Officers remain the same.

*Motion approved to accept report.*

### **Ad Hoc Committee Reports**

Associate Degree Accreditation ----- Lentz

Jim Lentz could not attend meeting. Discussion on Associate Degree manual coming up.

Outcomes Assessment ----- Klarecki

Pat reported that there's a shift rapidly occurring in the academic environment toward outcomes assessment. Some of this is being driven by the Higher Learning Commission (HLC). Pat's observation is that ACCGC standards seem to be in concert with HLC standards.

Dan Wilson wrote a paper on outcomes assessment which will be published in the Visual Communications Journal. Dan's paper will be used as a guide for future ACCGC accrediting efforts.

*Motion made by Patrick Klarecki to approve the Outcomes Assessment report. Nancy Cardea seconded. Motion approved.*

CHEA Accreditation ----- Barabas

*Motion made by Ted Bensen to approve report. Seconded by Tom Bell. Discussion followed:*

David Barabas spoke with Dr. Judith Wildling at CHEA on three occasions. She provided David with a series of guidelines CHEA uses to accredit accreditation bodies. They would accompany one of our site visitation teams to oversee how we handle accreditation. David spoke with NAIT as well. He included the details of all conversations in his report. He recommended the CHEA committee be a standing committee with a couple additional members. David questioned the im-

portance of CHEA recognition, noting that NAIT took 20 years to be accredited. He indicated there is considerable expense and time involved with achieving CHEA recognition. He questioned whether the cost and effort would be worthwhile. Dr. Wildling thought we could have some issues because we have a small number of accredited programs and limited finances. She recommended we wait for accreditation until after our scope is broadened. David thought this makes sense. He doesn't think there's a problem with the legitimacy of what we are doing.

Patrick mentioned his administration asked about CHEA, but it wasn't an issue. He agreed CHEA accreditation is not a hot issue. Penny agrees with Pat. Cal Poly administration has not brought it up. She recommended we look at it as a future goal once the A.A. accreditation is established. Arvid's administration asked if they were COPA recognized. He said as long as he had ACCGC accreditation, he sees no problems with the absence of CHEA.

*Motion made by David to table the topic until 2010, after the A.A. standards have been tested. Seconded by Dan Wilson. Discussion followed:*

Patrick recommended we keep our eye on CHEA and HLC. He foresees that HLC may move toward a requirement to legitimize. Dan Wilson thinks it's premature right now. David said CHEA accreditation is \$6,000. After 10 years, another \$4,000 for re-recognition. With travel expenses it could turn into an \$8-10,000 endeavor. Dan Wilson stated our criteria should be whether it matters to the organizations we're accrediting, and would it bring us more schools? Ted Bensen mentioned that it's come up with his advisory board. Arvid mentioned NAIT is recruiting GC programs. Tom Schildgen said ASU is NAIT accredited. He believes it makes a difference, but does not think we should pursue it at this time.

*Motion approved to accept report.*

*Motion approved to table the topic of CHEA accreditation until next meeting.*

Bylaws Review ----- Waite  
Skipping until later in meeting

### **Program Accrediting in Process**

California University of Pennsylvania (re-accreditation status) -- Levenson  
Harvey made the recommendation that CUP be given two year re-accreditation status while they work to address the issues identified by the site team. He said another visitation must be made to see if issues have been addressed. The team tried to impress upon the faculty, administration, and university president that the program has the ability to equal or exceed other programs. He said it's a small program but administration is listening to them, and they have support. They had short and long range goals. Faculty and students are enthusiastic. The team identified an issue with allocation of resources for lab improvements, including the purchase of a digital press. He said it will be interesting to see if this was followed upon. Their strength is in screen printing. The team felt screen printing needed to be balanced out with other technologies to adequately prepare students for careers. There is a lack of faculty professional development. Faculty are not given opportunities to attend industry events or opportunities for research. The library was inept. Harvey said the decision to grant provisional status was a compromise. The team clearly stated their expectations for what changes need to be made for the program to be respected by the industry and its peers. Jim Workman will be the "team" to go back. Jim said our recommendations

have had considerable effect and good things have been happening. He said it was tempting to say yes or no, but the compromise approach had great impact. The university will pay for Jim's travel to go back. Erv recommends Jim reports back to the accreditation committee, which will then make a recommendation. Penny added that her team's letter to Florida A&M asked the university to reimburse ACCGC for a second visit by team members.

New York City College of Technology ----- Rodriguez

Jesus submitted a written report. He said he would like to eliminate the comment on the bottom of the report. He said we are looking for self study submission in late spring 2009. Jesus thinks they will make it through accreditation. Jesus will stay on top of them. Erv said that the board needs to be prepared to make a hard decision if the self study is not done in spring. Erv recommends Jesus be clear with them so that they may become ineligible.

*Motion made by Jesus Rodriguez for New York City College of Technology to submit their self study by May 1, 2009. The board has approved a motion that they will forfeit application fee by May 1. Seconded by Mike Steczak. Motion approved.*

University of Houston ----- Wilson

Dan Wilson reported the visit to University of Houston has been pushed back to Spring 2009 because the new media program is going to state level. The self study is in good shape.

California Polytechnic State University (re-accreditation) ----- Steczak

Mike Steczak said Penny Bennett will be the Cal Poly faculty member in charge of the re-accreditation self study. The self study will be done in February. Mike would like to include the new outcomes assessment standards. Visitation will be in May or June. Jerry Waite asked Penny to read Dan Wilson's paper on accountability, which will be published in the next Visual Communication Journal. Cal Poly is also moving toward outcomes assessment.

University of Wisconsin-Stout ----- Bell

Tom Bell has been in contact with the program coordinator at UW-Stout. Their self study is underway. No specific dates yet established for Spring visit. Tom will inform board when dates are established.

Erv noted that we potentially have five teams in motion this spring, which is a lot of activity for a small body. He said we are maturing as a body because we are making hard decisions along the way. The board could have said no to CUP, but we didn't based upon the wisdom of the team members. Good things are happening.

Tom Schildgen asked if Dan's study will work for two year programs. Dan believes so.

### **Old Business**

Bylaws Revision ----- Waite

Jerry recommended the board vote on each section separately so that if something doesn't pass we don't have to scrap the whole thing. The board agreed with this approach.

*Motion made by Jesus Rodriguez to approve Article 1. Seconded by Mike Steczak. No discussion followed. Motion approved.*

*Motion made by Jesus Rodriguez to approve Article 2. Seconded by Mike Steczak. No discussion followed. Motion approved.*

Article 3 – In the revision, the word baccalaureate was removed and replaced with collegiate. Dan Wilson emailed a possible replacement to section 3.3b, which was included on the back page of the revised bylaws. His concern was that the Board of Directors not be a majority of community college professionals.

*Motion made by Dan Wilson to substitute this 3.3b replacement. Seconded by Penny Bennett. Discussion followed:*

Jerry asked how Dan arrived at a maximum of three community college board members. Dan said he picked it randomly.

Discussion followed on whether terminology is inclusive enough. Should we say junior college, technical college, community college, or refer to the category by associates degree offered. Pat mentioned that terminology might be different in Canada or South America. Dennis Daugherty recommended we specify at least a degree. Jerry recommended that at least eight of the educators on the board must teach at a baccalaureate level. Representing associate level degree programs following .

Accept the replacement section 3.3b as found on the back of the bylaws revision as a substitution for 3.3b in the manual with an amendment. “There may be up to three (3) members of the education category representing associate level degree programs.” Strike ACCGC Board of Directors. Motion approved.

*Motion made by Jesus Rodriguez to approve Article 3 with amendments. Seconded by Mike Steczak. Motion approved.*

Article 4 – *Motion made by Dan Wilson to approve Article 4. Seconded by Tom Bell.* Discussion followed and a vote took place to decide on three different options for Article 4.2.

*Motion made by Jesus Rodriguez to approve Section 4.2 as submitted by Erv Dennis. Seconded by Tom Bell. Motion approved.*

In Section 4.9, Penny suggested changing “stipend” to “management services fee” to be consistent with treasure’s report. It was decided that we will keep the bylaws the same, but change the treasurer’s report.

*Article 4 approved as amended.*

*Motion made by Mike Steczak to approve Article 5. Seconded by David Barabas. Motion approved.*

Article 6 – The ACCGC Fiscal Year is the calendar year. The Accreditation Year is September through August. The Operational Year is based on Graph Expo/Print Shows. Penny asked if the definition of Accreditation Year limits us. No concerns.

*Motion made by Ted Bensen to approve Article 6. Seconded by Pat Klarecki. Motion approved.*



*Motion made by Dan Wilson to approved Article 8. Seconded by Mike Steczak. Motion approved.*

*Motion made by Dan Wilson to approve amended bylaws. Seconded by Penny Bennett. Motion approved.*

Accreditation Manual Revision ----- Wilson

Dan Wilson reported that Jerry, Erv, and Dan made revisions to the Accreditation Manual focusing on 3 issues. First, two year accreditation policies. Second, two year accreditation requirements. Third, outcomes assessments.

*Motion made by Tom Bell to approve **Section 1** of the Revised Accreditation Manual. Seconded by Patrick Klarecki. Discussion followed.*

Diagram in 1.2 needs to be reworked to mirror section headings. Section 1.4 is ok with 30 hour requirement.

*Motion to approve Section 1 approved.*

*Motion made by Mike Steczak to approve **Section 2**. Seconded by Tom Bell. Motion approved.*

*Motion made by Pat Klarecki to approve **Section 3**. Seconded by David Barabas. Motion approved with adjustments in 3.7.*

*Motion made by Jesus Rodriguez to approve **Section 4**. Seconded by Ted Bensen. Discussion followed:*

In the revision to 4.7, the word “goals” was changed to “outcomes.”

Under 4.8.4, Tom made a friendly motion.

Under 4.9, David Barabas made a friendly motion to replace “Co-ops” with “Cooperative Study.”

The new manual will apply to new applicants, not to organizations already in the pipeline.

Motion to approve with amendments.

*Motion made by Jesus Rodriguez to approve the Time Table section. Seconded by Tom Bell. Motion approved.*

Website ----- Dennis

Erv recommended each board member look at the website updates done by Tom Schildgen and his students. Jerry suggested we buy the domain name ‘ACCGC.org’ and point it to that site.

Sustaining Corporate Affiliate promotional efforts ----- Dennis  
Erv previously reported on SCA efforts in his Managing Director Report. Jesus suggested we find a way to focus on SCA. Board members should be comfortable approaching others. Pat mentioned his challenge in asking for money for ACCGC is the conflict of interest with his own program. Erv said he needs the board's input but doesn't want an ad hoc committee.

*Motion made by Jesus Rodriguez to establish an ad hoc committee to focus on SCA. Ad hoc committee to be comprised of two industry members plus Erv. Seconded by Mike Steczak. Motion approved. Challenge is to identify the purpose of committee. David Barabas suggested tapping into retired board members to help with SCA interest.*

Associate Degree Accreditation ----- Waite  
Jerry challenged Dennis Daugherty to be our beta test site at Thaddeus Stevens College of Technology .

### **New Business**

#### **Gaveling in for FY-2009**

Confirmation of FY-2009 Officers ----- Warter/Barabas  
Installation of New Board Members ----- Dennis

Tom Schildgen and Eileen Cassidy were sworn in. They promised to do their "very very best."

President's Remarks ----- Waite  
Thank you for your work.

#### **FY-2009 Board Assignments and Work**

Goals for the FY-2009 operational year ----- Waite  
Standing Committee Chair and Member Appointments ----- Waite  
Ad-Hoc Committee Chair and Member Appointments ----- Waite

*Motion to adjourn meeting made by Pat Klarecki. Seconded by Arvid Mukes. Meeting adjourned at 4:33pm.*