



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

ACCGC Board of Directors Meeting Minutes
Sunday, September 13, 2009
Chicago, Illinois during Print '09
McCormick Place, Room S-104-A
1:00 to 4:00 p.m.

Agenda Item **Person(s) Responsible**

Call Meeting to Order ----- Waite
Meeting was called to order promptly at 1:00pm.

Introductions and Announcements ----- Waite & Dennis

Roll/Attendance Call ----- Miller

Mike Steczak – Chowan University
David Barabas – University of Central Missouri
Roddy Grant – Consolidated Graphics
Dan Wilson – Illinois State University
Tom Bell – Millersville University
Pat Klarecki – Ferris State University
Penny Bennett – Cal Poly State University
Ted Bensen – University of Wisconsin-Stout
Jim Lentz – Pennsylvania College of Technology
Eileen Cassidy – GAERF
Jim Workman – PIA
Tom Schildgen – Arizona State University
Susan Nofi – Heidelberg USA
Ed Danielczyk – Xerox
Colleen Capola – Leo Burnett
Erv Dennis - ACCGC
Jerry Waite – University of Houston
Rebecca Miller – Quad/Graphics
Larry Warter – Warter Colors ABSENT

Visitors

Joe Schickel - California University of Pennsylvania, Jeff Ruehl - California University of Pennsylvania, Arvid Mukes – Florida A&M, Larry Kroll – board alumnus, Jim Tenorio – UW Stout, and Naik Dharavath – UW Stout.

Approval/Revision of Agenda ----- Waite

Approval of 2008 Annual Board Meeting Minutes ----- Miller

Motion made by Tom Schildgen to approve the minutes Seconded by Tom Bell. Motion approved.

Ted Bensen asked that his name be revised on page 3.

Amendment Approved. Minutes approved.

Erv Dennis introduced Colleen Capola from Leo Burnett who is taking the place of Nancy Cardea on the board. He also introduced Rody Grant from Consolidated Graphics who is replacing Steve Fullerton from Eastman Kodak.

Accrediting Action and Awards

University of Wisconsin-Stout ----- Bell

Presentation of Accreditation by Tom Bell. 6 year accreditation granted.

Accepting for UW Stout were Ted Bensen, Jim Tenorio, and Naik Dharavath.

Picture taken.

California University of Pennsylvania ----- Levenson & Workman

Presentation of Accreditation by Jim Workman.

Accepting for CUP were Joe Schickel and Jeff Ruehl.

Picture taken.

Recognitions and Awards

Outgoing Board Members ----- Waite

Jerry presented the three outgoing board members with certificates.

- Nancy Cardea's certificate was received by Colleen Capola.
- Steve Fullerton was not present.
- Larry Kroll was present to receive his certificate in person.

Erv installed three new board members; Susan Nofi, Roddy Grant, and Colleen Capola. The new members took an oath, "I do solemnly swear to perform all duties and responsibilities associated with ACCGC and answer all emails."

Officer Reports

President's Report ----- Waite

Motion made by Mike Steczak to approve officer's reports. Seconded by Dan Wilson. Discussion followed:

See report submitted.

Jerry reported we are on the verge of accrediting the Kentucky system. He made the board aware that we have a new website address. He reported that there were discussions to align ourselves with PrintEd. It was concluded that we might pursue this in a year or two. Pat Klarecki is also on the board of GAERF and reported that Graphic Arts Show Company (GASC) is not making any contributions to GAERF but they have excess funds to continue funding programs. The board wasn't comfortable taking on the administration of another organization at this time. When the economy recovers and ACCGC has more schools, it may be time to move forward. Jerry said it's important to remember that we are on the same side as PrintEd, we aren't in competition with

them. Jerry said that Dan Wilson had a request that we look into accrediting a system of schools. Since we did not know exactly how to do that, Jerry contacted NAIT to find out their procedure. Lastly, Jerry was asked by the executive board to run for another term as President. He agreed to serve another term if it's allowed by the board today.

Vice President's Report ----- Workman
See report submitted.
Reaccreditation audit with California University of Pennsylvania.

Treasurer's Report ----- Klarecki
See report submitted.
ACCGC is running at \$12,523 deficit. We have \$17,000 in reserve funds.

Secretary's Report ----- Miller
Minutes already approved

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

Erv is keeping in contact with industry to remind them of our mission and our existence. ACCGC still has much support, just not funds. Companies will give again when business comes back. Erv reported that we've been around long enough that we have brand recognition in the industry. He then reported on the schools that are or may be interested in ACCGC accreditation.

- Dan Wilson made contact with Rock Valley College. They are firm with moving forward.
- Kentucky Schools – System of 6 or 7 community colleges.
- Western Illinois University
- Idaho State University
- Lewis and Clark College
- NYU masters program
- Kirkwood Community College
- Eastern Michigan University

Unanimous approval of officer's reports.

Standing Committee Reports

Accreditation ----- Wilson

- California University of Pennsylvania received a 4 year extension.
- UW Stout received a 6 year accreditation.
- University of Houston is in progress
- New York City College of Technology is in progress
- Cal Poly reaccreditation is in progress
- Rock Valley College will be our first community college.

Dan made the board aware that our accreditation manual is written for single campus programs. We have someone interested in blanket accreditation that would accredit several campuses at once. He explored what a similar accrediting body, ACMA, does in a similar situation. ACMA will do a blanket accreditation if the schools run off a central curriculum and operate with a cen-

tral advisory board. However, if a school in the system runs independently, they are accredited separately with a separate cost structure. Dan said it's going to take a little time to update our manual to accommodate multi campus organizations.

Pat asked if there's any adjustment in the fees for blanket accreditation. Dan said ACMA has the same fee for a full system as for single campus. He said they have a fourth member of the site visitation team to do individual audits of each campus and each campus pays for its own visit. Pat reported that the Higher Learning Commission (HLC) does random spot visits.

Ted asked if identified weaknesses in one location throw off accreditation of the entire system. Dan said it's a good question that would require further exploration.

Ed asked if there's something missing from ACCGC services that we have so many prospects but nothing closed. Erv said it takes a long time, especially in education, for things to move. They have to determine if the value is compelling enough to move forward. Pat pointed out that accreditation is not as powerful for community colleges as four year universities.

Some discussion followed about marketing ACCGC. Mike Steczak said he is not comfortable selling. Ted recommended adding a testimonial from a university administrator to our promotional materials. Penny asked if we're marketing to the right people. Should we be marketing to the administrative level as well as professor level? Should we involve admissions? Rody and Tom agreed that administration and admissions might be a good target market.

Appeals ----- Bennett
Penny was happy to report there were no appeals during the year.

Executive ----- Waite
Already reported

Nominating ----- Lentz/Schildgen
See report submitted.

Newly nominated are Rody Grant and Susan Nofi.
Officers have all agreed to serve another year.
There was not another educator available to seek the office of president so Jerry agreed to serve another two year term.
Erv assumed the responsibility of chairing the nominating committee due to Nancy Cardea's departure.

*Motion made by Dan Wilson to accept the standing committee reports. Seconded by Tom Bell.
Motion approved.*

Program Accreditations in Process

New York City College of Technology ----- Rodriguez
See report submitted
Reported by Mike Steczak for Jesus.

University of Houston ----- Wilson

Informal report by Dan

Team plans to visit University of Houston November 3-5. University of Houston is the first to go through manual 5.1 and use the new standards. They will be the first test of the outcomes assessment procedure.

California Polytechnic State University (re-accreditation) ----- Steczak
Date for visit to be established after this meeting. Cal Poly will also use 5.1 manual.

Penny reported that Pat will follow up on outstanding items with Florida A&M. She doesn't anticipate any further issues.

Erv went over the site teams and the schedule. University of Houston needs another industry member. Cal Poly also needs an industry team member. He asked that each board member be willing to serve on a visitation team at least once per year.

Picture break.

Old Business

Funding Sources ----- Waite
Jerry asked Harvey to get involved in fundraising again. He praised the Sustaining Corporate Affiliates program that Harvey started because of the reserves it provided that we are now drawing upon.

Website ----- Dennis
Jerry has a multiyear .org extension for us to use. The website is one of the better locations for posting materials for the schools. Jerry asked the accreditation committee to look into updating the accreditation manual on the website. Jerry asked Tom to look at adding testimonials to website, namely CUP and what it's done for them. Jim Workman suggested video testimonials. Rody asked about bringing social media into it. Dan Wilson said he has a web media concentration where his students could use this as a project. He will assign one of the teams to redesign the site. Jerry asked Erv to send an email to the board to solicit our feedback for the project. Tom Schildgen's students will make it work.

Sustaining Corporate Affiliate promotional efforts ----- Dennis/Levenson
Already discussed.

Associate Degree Accreditation ----- Waite
If anyone on the board would like to make some contacts with associate programs let Erv know. Erv has a listing of 127 associate degree programs that fall under a Graphic Communications umbrella and 119 baccalaureate programs.

New Business

Potential Accreditation Applications ----- Dennis
Already discussed.

Other _____
Jerry shared his observations on the importance of social networking. He recommended one of our board members take responsibility for this. He talked about the importance of social net-

working to getting a job now, namely LinkedIn. He put a call out for someone to volunteer to set up a LinkedIn group for ACCGC and regularly post comments. Pat commented that posting regular meaningful content is a full time job. Susan suggested that someone already on LinkedIn set up an ACCGC group. We can publish today that we have two new schools accredited. Pat will ask one of his students to help him get this set up. Ted asked what's the purpose? Jerry said the reality is we have a good product but the message isn't getting out. Penny said we're not marketing to social networking people. She would be happy to generate variable data pieces and PURLs as marketing tools. Jerry took Penny up on her offer. Pat will go ahead and get a group set up.

Financial discussion led by Pat.

See ACCGC Cash Flow Projection

Discussion centered on how to get to positive cash flow. The ATMEA model requires the schools to pay for all site team travel. Erv voluntarily agreed to reduce his salary. The executive committee voted not to do that. Tom Schildgen asked the last time we raised our fees. Erv said it was two years ago. Ted Bensen asked how we stack up against others. Our application fees are in line with other accrediting bodies. Dan said we have no choice but to decrease our expenses.

Jerry proposed we act on Erv's cold call list and re-evaluate in six months. He said that Erv has voluntarily suggested we cut his salary. We don't want to do that but we might have to. This is a temporary downturn. We need to sell some accreditations. Soon. We need everyone on the committee to contact people.

Pat suggested as a 2nd tier strategy, we search charitable foundations that might be willing to help. He said even if we reach 14 schools, we will still limp along. Search for a \$ 5-10,000 one time grant. Jerry suggested Pat contact Harvey who is already looking into it. Jim pointed out that if 14-15 schools are breakeven, we could be 4 years out from financial sustainability. We have to sell those who have already expressed interest. It's more important right now to focus on schools that have already expressed interest. Whoever has the relationship now, stick with it. Whoever has the contact, you have to keep following up. Follow up every month or two. Print Ed has to keep up with their contacts for years.

Motion made by Pat Klarecki to continue operating as current, with executive committee to meet in January to reevaluate management services fees. Seconded by Mike Steczak. Motion approved.

Please contact six schools to talk about the value of accreditation to everyone. If you've already made contact, please follow up with them. Talk up accreditation to industry partners. Let them know it helps the programs get funding. It's just the way academia works.

Penny will put together a marketing piece.

David Barabas suggested that programs peripherally related to print also be marketed to, for instance all the web and graphic design. Jerry suggested we add someone to the board with a design background.

Jim Workman suggested an educational session or webinar on how and why to have your program accredited. Record it and put it on the site. Have some of our accredited schools speak. Jim will spearhead.

Administrative Details

Erv included this year's roster in the folder. Let him know of any corrections. Also included are an accreditations listing and a calendar. Erv went through the standing committees. (Green Sheet) Jim Workman will be the appeals committee chair. Jim Lentz will chair the nominating committee.

Motion made by Jim Workman to temporarily suspend bylaws to allow Jerry to serve two more years as President. Seconded by Tom Schildgen. Motion approved.

Other _____

Gaveling in for FY-2010

Selection/Confirmation of FY-2010 Officers ----- Lentz/Schildgen
Installation of New Board Members ----- Dennis
President's Remarks ----- Elected President

Jerry thanked the entire board. Everyone please call to solicit accreditation. Use CUP as example.

FY-2010 Board Assignments and Work

Goals for the FY-2010 operational year ----- Elected President
4-5 schools in pipeline

Standing Committee Chair and Member Appointments ----- Elected President
Ad-Hoc Committee Chair and Member Appointments ----- Elected President

Motion made to adjourn meeting by Ted Bensen. Seconded by Mike Steczak. Motion approved.

Meeting Adjourned at 3:51 p.m.