



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

ACCGC Board of Directors Meeting Minutes

Sunday, October 3, 2010
Chicago, Illinois during Graph Expo 2010
McCormick Place, Room S-104-A
1:00 to 4:00 p.m.

Agenda Item	Person(s) Responsible
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Call Meeting to Order ----- Meeting was called to order promptly at 1:00 pm.	Waite
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Introductions and Announcements ----- Visitors:	Waite & Dennis
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New York City College of Technology - Mary Ann Biehl
Rock Valley College - Julie Schildgen
Florida A&M University – Dr. James Hawkins
University of Houston – Dr. Michael Gibson, Monika Zarzycka, Ishrat Khan
Ball State University - Hans Kellogg

Roll/Attendance Call -----	Miller
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David Barabas – University of Central Missouri
Tom Bell – Millersville University
Ted Bensen – University of Wisconsin Stout
Colleen Capola – Leo Burnett
Eileen Cassidy – GAERF
Gary Hinkle – Illinois Central College
Patrick Klarecki – Ferris State University
Jim Lentz – Pennsylvania College of Technology
Rebecca Miller – Quad/Graphics
Susan Nofi – Heidelberg USA
Jesus Rodriguez – Pittsburg State University
Tom Schildgen – Arizona State University
J. Michael Steczak – Chowan University
Jerry Waite – University of Houston
Larry Warter – Warter Colors
Dan Wilson – Illinois State University
Jim Workman – PIA
Erv Dennis - ACCGC

Absent Board Members:
Penny Bennett – Cal Poly

Ed Danielczyk – Xerox Corporation
Rody Grant – Consolidated Graphics

Approval/Revision of Agenda ----- Waite

Approval of 2009 Annual Board Meeting Minutes ----- Miller
Motion made by Dan Wilson to approve the minutes. Seconded by Patrick Klarecki. Discussion followed:

Jesus Rodriguez noted that he was not included in the 2009 roll call and asked to be added back.
[Secretary's note: 2009 minutes have been amended to include Jesus.]

Motion to approve the 2009 Board Meeting Minutes approved.

Accrediting Action and Awards

California Polytechnic State University (re-accreditation) ----- Steczak
Motion made by Mike Steczak to reaccredit Cal Poly. Seconded by Tom Schildgen. Motion approved.

Accepting for Cal Poly was Harvey Levenson, Department Chair. Photo taken.

Florida A&M University (re-accreditation) ----- Klarecki
Motion made by Pat Klarecki to grant full accreditation status to Florida A&M. Seconded by Tom Schildgen. Motion approved.

Patrick Klarecki commended the Florida A&M faculty under the leadership of Dr. James Hawkins for receiving the concerns ACCGC had with the level of technology being taught, taking the advice of the council, and then asking for more feedback. As a result, Florida A&M enhanced technology classes and added new advisory board members, including George Ryan, President of Printing Industries of Florida.

Accepting for Florida A&M was Dr. James Hawkins, Dean. Photo taken.

New York City College of Technology ----- Rodriguez
Motion made by Jesus Rodriguez to grant a two year partial accreditation to New York City College of Technology. Seconded by Tom Schildgen. Motion approved.

Jesus Rodriguez commented that the NYCCT accreditation process began 5 years ago. Due largely to circumstances outside of the faculty's control, there have been numerous obstacles to obtaining accreditation. Many of the people who started the accreditation process have moved on. NYCCT has two standards to work on and will submit reports in Spring 2012.

Accepting for New York City College of Technology was Mary Ann Biehl, Department Chair. Photo taken.

University of Houston ----- Wilson

[Jim Workman, ACCGC Vice President, presided over the board meeting during the University of Houston accreditation presentation.]

Motion made by Dan Wilson to approve full accreditation for University of Houston. Seconded by Mike Steczak. Motion approved.

Accepting for University of Houston were Dr. Jerry Waite, Monika Zarzycka, Ishrat Khan, and Dr. Michael Gibson, Department Chair. Photo taken.

[Jerry Waite resumed his post as board President and meeting facilitator after presentation was complete.]

Recognitions and Awards

Hannemann Award ----- Waite

Jerry presented the Richard F. Hannemann Award to Dr. Lenore Collins. Jerry said the award was established in memory of one of our founding members who passed away before his time. We occasionally give it when a person makes extraordinary contributions to the work of ACCGC. Lenore was an instrumental founding member of the council who has retired and is ill. Lenore was unable to travel to Chicago to accept in person but was deeply appreciative of the award.

Appreciation Resolutions ----- Waite

Jerry presented three outgoing board members with framed certificates.

Dr. Jesus Rodriguez served 9 years on the board. During that time, he served as President, Site Chair, Appeals Committee Chair, and helped write the bylaws. He was presented with a gift of ACCGC etched glasses as a departing board member. Photo taken.

James A. Workman has 1 year of service left on the board, but has completed his term on the Executive Committee. He served as Vice President for six years, and on a site team. Photo taken.

Rebecca M. Miller also has one year of service left on the board, but has completed her term on the Executive Committee. She served as Secretary for five years, and on two site teams. Photo taken.

Officer Reports

President's Report ----- Waite

See report submitted.

Vice President's Report ----- Workman

See report submitted.

Treasurer's Report ----- Klarecki

See treasurer's report titled Balance Sheet.

Patrick Klarecki reported financials for calendar year 2009, as well as year to date. This was the result of considerable discussion last year about adopting a calendar year rather than the time-frame that corresponds with the annual board meeting.

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

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

Motion made by Jesus Rodriguez to approve all officers' reports. Seconded by Mike Steczak. Board members read through each officer's report. Discussion followed:

Discussion began immediately on the financial viability of ACCGC. Jesus asked for a projection on new schools applying for accreditation, since that is our primary source of income. Jerry said we need 12 schools to be financially viable. We have 8 now, with 1 more coming on. Thus, we need 3 more schools. Pat said we have \$3,000 in accounts receivable. After that we have 11 months of being able to meet expenditures based on work in process. Jerry added that we can now add the annual dues from NYCCT and University of Houston which will help.

Jesus wanted to make sure the board is aware of all the fundraising activity going on during the year to generate income outside of accreditation fees and dues. Jerry commented on the outreach he and Erv have initiated with industry to bring aboard more corporate sponsors. They are both having conversations this week at the show. Frank Romano put a piece on What They Think for us. Jerry said the absence of corporate sponsorship is not due to lack of trying, it's a product of economy. Companies are doing as much as they can.

Erv sent letters to all 127 associate programs with graphic communications curriculum as well as 125 baccalaureate programs. Most say they don't have money right now, not that they aren't interested. Tom Schildgen pointed out that as we bring community colleges in, we should do better.

Susan asked if there is value in sending letters to the deans and other administrative personnel in addition to the heads of the program. Jerry said it takes a lot of research to find deans. Susan mentioned Heidelberg's Fit to Print program, scheduled later this month, which will draw 125 students and teachers. Susan plans to do a presentation on accreditation there.

Dan observed that if things don't change, Erv is our biggest expense and we won't be able to pay him. Patrick said the board has discussed this. He said that we will take cues from business in how to cut expenses which may involve furlough days. Patrick recommended a conference call in January to review where we're at with accreditation. We can then have the membership vote on actions to take. Jerry stated he doesn't think the situation is grim. We have alternatives we've discussed. He thinks we can get through it. Erv stated that he believes so strongly in the work of ACCGC, if we run out of money, his office will remain open.

Jesus suggested contacting digital media programs now that we have University of Houston accredited, noting we have a window of opportunity. Jerry mentioned there is an association for digital media that may be helpful.

Jerry concluded the discussion by saying all of us need to convince another school of the value of accreditation. He said after going through the process himself, he cannot overemphasize the value. Can we talk to the other programs in our schools? Graphic Design perhaps? Those of you in corporations we need another jolt of financial support.

Motion to approve Officer's Reports approved.

Standing Committee Reports

Motion made by Larry Warter to approve all Standing Committee Reports. Seconded by Ted Bensen. Discussion followed.

Jerry thanked Dan Wilson for the enhancements to the website. Harvey asked if someone can make a pledge on the website.

Accreditation ----- Wilson
See report submitted.

Appeals ----- Workman
No appeals.

Executive ----- Waite
See report submitted.

Nominating ----- Lentz
See report submitted.

Jerry welcomed Gary Hinkle to the board. He is glad to have associate program representation on the board through Gary.

Motion to approve Standing Committee Reports approved.

Program Accreditations in Process

Rock Valley College ----- Waite
Jerry will be team leader with visitation planned for Spring 2011. Things look good.

Old Business

Promotional and Press Release efforts ----- Dennis
Erv asked board members to let him know of schools to make contact with. He has four press releases about to go out and is hopeful they will generate publication. He said he takes every opportunity he gets to talk about the value of ACCGC accreditation. Jerry added that Harvey has been helpful in coaching ACCGC on how to get the word out through email and other electronic avenues.

Funding Sources ----- Waite
Jerry challenged board members to help us find one additional school. Talk about it whenever you have the opportunity. Dan mentioned there is a presentation on the website anyone can use. Jerry also has a presentation that can also be used.

Website ----- Wilson/Schildgen
Discussed earlier in meeting. Jerry thanked Arizona State for continuing to host the website.

Sustaining Corporate Affiliate efforts ----- Dennis
Erv asked everyone to review the green sheet titled *ACCGC Sustaining Corporate Affiliate Program*. He created different levels of sponsorship to enable companies to build up smaller install-

ments rather than make one lump sum contribution. This would encourage smaller contributions around \$500/year. Once they reach \$5,000 they are considered gold. He asked the board to approve this plan.

Motion made by Mike Steczak to approve changes to the ACCGC Sustaining Corporate Affiliate Program. Seconded by Jim Lentz. Discussion followed:

Discussion focused on the pros and cons of raising the threshold for becoming a platinum level sponsor. *Ted Bensen suggested a friendly amendment to the motion in moving platinum level to \$7,500 to encourage more donations. Tom Schildgen added that Quad should be grandfathered in.*

Friendly amendment approved. Motion as amended approved.

Dan added a suggestion that faculty ask the companies hiring star students to make contributions.

Council for Higher Education Accreditation (CHEA) ----- Waite

Jerry previously emailed an article to board members about a bill Congress is working on to eliminate what are being called accreditation mills. The bill may become a standard. Jerry wrote a letter to his representative in congress in response. For profit institutions are hiding under accreditation labels, forcing CHEA to toughen their guidelines. Anticipating more pressure for CHEA endorsement, he explained that ACCGC standards meet the CHEA standards; we simply have not had the funds to apply for CHEA recognition. Jerry said he thinks it's important we pursue this but acknowledged we have a significant financial hurdle to overcome.

Erv said that schools frequently ask if we are CHEA recognized and he has to say no. He mentioned that CHEA requires a specific number of years of accreditation activity before an organization can apply.

Pat suggested we form a standing committee to look into CHEA recognition so when the time comes we're ready. Erv liked the idea and added that it would be helpful to mention this in his responses to the questions he receives from potential schools. Jim Workman suggested we invite CHEA to give us an internet presentation on the requirements of CHEA accreditation.

Jerry asked Ted Bensen, Colleen Capola, Dan Wilson, and Tom Schildgen to serve on an ad hoc committee to investigate.

New Business

Potential Accreditation Applications ----- Dennis

Discussed previously.

Other

Jerry initiated a discussion on site team travel expenses. He explained that most accrediting organizations require the host university to pick up the costs of the team visit, including ATMA. ACCGC currently pays for travel costs out of the application fees we receive. He suggested we change the accreditation manual to be more like ATMA. It would equate to a \$2,000 savings per site team and is in line with other accrediting councils.

Erv mentioned that most of the industry participants on the site visitation teams have not invoiced for their travel. He thanked everyone for this and noted that we would be financially in the red right now without that.

Significant discussion followed on how other accrediting councils handle travel fees. Some on the spot internet research was done that showed ABET fees are significantly higher than ACCGC. The general sentiment of the board was to support making the change only if our fees remain in line with other organizations.

Motion made by Jesus Rodriguez for the Executive Committee to research comparative fees and, if appropriate, amend bylaws by January 2011. Seconded by Mike Steczak. Motion approved.

Dan stated and board members agreed this policy change will not affect the Rock Valley College program since it's already in process.

Other _____

Jerry initiated a discussion on ACCGC branding and logo usage. His dean asked how he intends to advertise his program's accreditation. He noted that ABET has specific wording about how to use ABET's logo and name in advertising materials. He asked if there's any concern that ACCGC needs similar guidelines. The general sentiment of the board was that this is not a concern at this time.

Jim Workman asked if Erv can include examples of how to advertise ACCGC accreditation in the letter he sends to the dean upon accreditation completion. He thought this would allow the dean to hand off the suggestions to someone responsible for making it happen. Erv said this is easily accomplished as he already has multiple suggestions for accredited programs on how to get the word out.

Other _____

Erv asked board members to let him know if there are any errors in the list of teams in place. He also asked for feedback on the list of accredited schools

Gaveling in for FY-2011

Selection/Confirmation of FY-2011 Officers ----- Lentz

Jim Lentz noted that there were three officer positions that changed. Both Jim Workman and Rebecca Miller were involved in recommending their replacements. After a unanimous vote of the board this summer, Susan Nofi will be the new Vice President, Colleen Capola the new Secretary and Pat Klarecki will continue as Treasurer.

Gary Hinkle is the newest board member and brings associate program representation to the ACCGC board.

Jerry thanked Jim Lentz for his willingness to serve as Nominating/Elections Committee Chair.

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

Erv announced the following board members continuing in service as a result of the election conducted this past August: David Barabas – 3rd 3 year term, Ted Bensen – 2nd 3 year term, Colleen Capola – 2nd 3 year, Susan Nofi - 2nd 3 year term, Larry Warter - 2nd 3 year term, Daniel Wilson – 2nd 3 year term, Gary Hinkle - 1st 3 year term.

2010-2011 officers are: Jerry Waite - continuing with 1 more year on the council as President, Susan Nofi - serving as Vice President, Colleen Capola - serving as Secretary, and Patrick Klarecki – serving 1 more year as Treasurer.

Continuing board members as well as the new officers were “sworn in”. In doing so, they agreed to uphold the ACCGC bylaws and accreditation manual and to respond to all emails from the Managing Director.

President’s Remarks ----- Waite

Jerry requested that the board find another school to begin accreditation. He also requested we work to find at least ten \$500 donors. This would give us some breathing room and allow us to apply for CHEA.

FY-2011 Board Assignments and Work

Goals for the FY-2011 operational year ----- Waite

Standing Committee Chair and Member Appointments ----- Waite

See the green sheet titled *2010-2011 Committee Assignments*.

Ad-Hoc Committee Chair and Member Appointments ----- Waite

CHEA committee already decided upon.

Motion by Patrick Klarecki to approve board assignments. Seconded by Tom Bell. Motion approved.

Parting comments made by Erv who asked for feedback on any changes to the roster sheet. He also thanked Jim Lentz for engraving the ACCGC logo on the beverage glasses for Jesus. Jerry asked everyone to think about who will be President and Treasurer next year.

Motion made by Jim Lentz to adjourn meeting. Seconded by Ted Bensen. Motion approved.

Meeting adjourned at 3:15.

Photo of board taken.