

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

www.accgc.org

ACCGC Board of Directors Meeting Minutes

Sunday, September 11th, 2011

Chicago, Illinois during Graph Expo 2011

McCormick Place, Room S-105 - D

1:00 to 4:00 p.m.

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1. Agenda Item Person(s) Responsible

Call Meeting to Order ----- Waite

Meeting was called to order promptly at 1:00 pm.

2. Introductions and Announcements ----- Waite & Dennis

3. Visitors:

Mary Ann Biehl - New York City College of Technology

Steven Brodeur - New York City College of Technology

Ed Kelly - Printing Industries of America

Can Le - University of Houston

Nancy Lohmiller - Mount Mary College

Julie Schildgen - Rock Valley College

Eugene L. Van Roy - Chowan University

Charles Weiss - Western Illinois University

4. Roll/Attendance Call ----- Capola

David Barabas - University of Central Missouri

Ted Bensen - University of Wisconsin-Stout

Colleen Capola - Leo Burnett USA, Inc.

Eileen Cassidy - GAERF

Patrick Klarecki - Ferris State University

James Lentz - Pennsylvania College of Technology

Susan Nofi - Heidelberg USA

Thomas Schildgen - Arizona State University

J. Michael Steczak - Chowan University

Jerry Waite - University of Houston

Larry Warter - Warter Colors

Daniel Wilson - Illinois State University

James Workman - PIA

Ervin Dennis - ACCGC

Absent Board Members:

Thomas P. Bell - Millersville University

Penny K. Bennett - Cal Poly

Rody Grant - Consolidated Graphics

Gary E. Hinkle Illinois Central College

5. Approval/Revision of Agenda ----- Waite

No revisions were suggested; agenda approved as presented.

6. Approval of 2010 Annual Board Meeting Minutes ----- Capola  
*Motion made by James Lentz to approve the minutes. Seconded by Dan Wilson.  
Motion to approve the 2010 Board Meeting Minutes approved.*

7. Recognitions and Awards

Sustaining Corporate Affiliates----- Waite

Jerry Waite presented the Sustaining Corporate Affiliate Award to Steve Bonoff who was representing IDEAlliance. Jerry thanked Steve for IDEAlliance's continued contributions to the ACCGC and the graphic communications field of study.

manroland, Inc. was to receive a Sustaining Corporate Affiliate Award plaque but a company representative was not able to attend. On Monday, September 12, Jerry Waite and Erv Dennis made arrangements and presented the plaque to Mr. Vince Lapinski, CEO in the manroland, Inc. exhibit booth.

8. Hannemann Award ----- Waite

Jerry Waite presented the Dr. Richard F. Hannemann Service Award to Ed Kelly (retired from the 3M Company). 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. With Ed's contributions, as chair of the former GATF Education and Training Committee, we were able to create ACCGC. Ed thanked everyone and stated that ACCGC has come a long way and accomplished much since being established in 1998.

9. Appreciation Resolutions ----- Dennis

Erv Dennis presented two outgoing board members with attractive clock-plaques.

James Workman has served 3 full terms (9 years) and has contributed much to the ACCGC, while serving as Vice President for a number of years. Photo taken.

Jerry Waite has served 3 full terms (9 years) and continues to reside on a site visitation team, and we hope he comes back. Jerry has contributed so much as a board member, former treasurer, and President. Photo taken.

Erv stated that he would postal-mail the recognition and appreciation clock-plaque to Rebecca Miller.

10. Accrediting Status and Progress

New York City College of Technology -----Biehl

Mary Ann Biehl, program coordinator, spoke about what is being prepared in terms of standards – looking forward to the return site visit of Dr. Jesus Rodriguez so that they can

complete the work of their accreditation review and, hopefully, be granted full six-year accreditation.

Rock Valley College -----Waite  
Jerry Waite, (Chair, Site Visitation Team) explained that Julie Schildgen, program coordinator at Rock Valley College has submitted their first self-study draft and that they are presently working on the final draft. Arrangements are in process for establishing a date for the site visitation team meeting on their campus.

University of Northern Iowa -----Schildgen

Tom is working with Professor Sarah Smith (program coordinator). He believes that they are on track for the self study and should have it completed on time (Jan/Feb of 2012 as a target date). Course syllabi are being collected and reviewed. Site visit not set yet; probably spring of 2012. Enrollment: 80 undergraduates and 1 graduate student. 3 faculty and 1 full-time lab manager.

Western Illinois University ----- Klarecki

Patrick is working with Dr. Charles Weiss. They are beginning the self study and Patrick plans to meet Dr. Weiss here at the show to go over the manual and give a few directions. Site visit could be next semester and will determine when self study needs to be complete.

Harper College ----- Bennett  
No update available on Harper College.

Pennsylvania College of Technology ----- Lentz  
Jim reported that the program has been terminated, thus they will not be going through a re-accreditation. The current baccalaureate degree students will be able to complete the program, as well as those in the Associates program. The college administration is interested in finding places for the staff. The program's closing is unfortunate and it is sad to see it go. There has been a great reduction in the number of students in the program, thus there is little support to retain the program by the college administration.

Erv Dennis asked what kind of action should be taken when this happens. Especially when this occurs with a fee that might be in the works? Keep accreditation in place while the program is still in place. It seems to make sense to keep it going until the program is actually eliminated?

*Motion made by Daniel Wilson to terminate accreditation status on those programs that are being eliminated and when we do not hear back from school after initial communications. Seconded by Tom Schildgen. Motion approved.*

Florida A&M University ----- Dennis  
Erv reported that the photography program has been eliminated and that their print management option has had very limited enrollment. They have retained the graphic design area. Journalism and Graphic Design is now the name of the Division. Erv has

talked with the school dean, Dr. James Hawkins, and he asked if we believe that the ACCGC would be interested in continuing the accreditation status of their graphic design program. Erv's answer to him was "Yes." Invoice was sent; we have not received payment yet. Assuming they will continue the accreditation. Jerry's opinion – we need to visit them since they just got full six-year accreditation last year and their program looks to substantially change. We may need to ask for a re-accreditation review.

*No motion required.*

Pat Klarecki mentioned that the Ferris State University graphic communications program is being moved from the College of Engineering to the College of Business. This will cause them to make substantial curriculum changes there as well.

Mount Mary College introduction – Nancy Lohmiller, program coordinator. Erv and Professor Lohmiller have been in communication about their interest in pursuing ACCGC accreditation. Future communication will undoubtedly be held.

#### 11. Officer Reports

*Motion made by Dan Wilson to approve the reports. Seconded by Tom Schildgen.*

President's Report ----- Waite  
See report submitted.

Vice President's Report ----- Nofi  
No written report

Treasurer's Report ----- Klarecki  
See treasurer's report titled Category Summary 1. Patrick Klarecki reported financials for fiscal year that includes Jan. 1, 2010 through Dec 31, 2010. See treasurer's report titled Category Summary from 1/1/11 to 9/11/11.

There has been an increase in income due to the addition of accredited programs, the four programs within an accreditation review, and industry support. See Transaction Details report.

Secretary's Report ----- Capola  
Minutes from the 2010 Board meeting already approved. Nothing to add.

Managing Director's Report ----- Dennis  
See report submitted: plus roster of Board Members.  
See benefits off ACCGC Accreditation  
See site team visitation spread sheet

Susan Nofi discussed the possibility of drafting a letter to the top 10 identified companies to contact asking them to consider becoming ACCGC Sustaining Corporate Affiliates. Erv will be meeting with company representatives during the show these next three days.

Jim Workman asked where the next accreditation(s) may be.

- Appalachian State University is interested – possibly the Spring of 2012
- Georgia Southern University is interested
- Mount Mary College in Milwaukee; Nancy Lohmiller noted that their administration has asked how the accreditation helps; students, money, etc...Needs something from the other schools and companies to help her prove to her administration that ACCGC accreditation is the way to go.

*Following the reports, action was taken on the motion to approve the reports. All agreed, no one opposed – motion carried.*

## 12. Standing Committee Reports

*Motion made by Ted Bensen to approve all Standing Committee Reports. Seconded by Mike Steczak.*

Accreditation Committee ----- Wilson  
See report submitted. Dan explained the functions of the Accreditation Committee.

Appeals Committee ----- Workman  
No appeals, thus no need for a written report.

Executive Committee ----- Waite  
Held a telephone conference during the year.

Nominating Committee ----- Lentz  
See report submitted. Jim extended his thanks to Erv for sending all the emails out for potential board members and helping to conduct the board and officer elections.

*The Motion to approve Standing Committee Reports was approved.*

## 13. Old Business

Promotional and Press Release efforts ----- Dennis  
Erv explained that the promotion and press releases were distributed to Graphic Communications programs around the country. He has a listing of 67 baccalaureate degree programs with some leaning more toward Graphic Design. Also, he has a listing of 118 associate degree programs, either by title of Graphic Communications or something similar.

Erv selected 10-12 programs that we highlighted and sent information to them in February. The package included a letter and article by Frank Romano.

Industry promotion:

*Quick Printing magazine* – Erv sent letters to the top 50 companies to encourage them to seek employees from graphic communications program that are ACCGC accredited. No feedback was received nor expected. He plans to continue that practice each year. Erv has developed a listing of 38 graphic communications-related publications. He sends press releases and requests their consideration in publishing them either in their hard-copy or e-editions.

Funding Sources ----- Waite  
Jerry Waite spoke about the continuation of getting corporate affiliates. The Press conference scheduled immediately following the adjournment of the board meeting is hoped to help in this endeavor.

GraphicCOMMcentral: Jerry explained that there is a list of schools on the website and they use the ACCGC logo on the website to show those schools that are accredited. Erv noted that everyone should make an effort to stop on Educational Main Street in the exhibits and see the GAERF booth, which contains specific reference to ACCGC. Also, there are ten educational exhibit booths. Please note the brochures and literature from those schools that are either accredited or will be. Jerry mentions that we put stickers on all our materials and that the logo is available for website use as well.

Website ----- Wilson  
The website has been in place for a year – ACCGC.org. If anyone has ideas for content or additional information, please let Dan know. The layout works for now but will probably be updated.

Sustaining Corporate Affiliate efforts ----- Dennis  
This topic was previously reviewed.

Council for Higher Education Accreditation (CHEA) ----- Waite  
Jerry explained that we are still looking to apply but we cannot do so until we accredit a program in the two degree levels – associate and baccalaureate; still need to accredit a community college before we apply.

#### 14. New Business:

Potential Accreditation Applications ----- Dennis  
Discussed previously.

#### Other \_\_\_\_\_

Larry Warter talked about the DEER posters – please stop by the IDEAlliance booth and pick up a few of each version or you can have them shipped. DEER is one of our Sustaining Affiliates.

#### 15. Gaveling in for FY-2012:

Selection/Confirmation of FY-2012 Officers ----- Lentz  
New Board Members and officers – see written report.

Installation of Continuing and New Board Members ----- Dennis  
Erv announced the following board members will be continuing in service as a result of the election conducted this past August: Eileen Cassidy, Patrick Klarecki, and Thomas Schildgen.

New Board members are: Donald Armel, Guy Broadhurst, and Bettylyn Krafft.

The 2011/2012 officers are: Tom Schildgen – President, Susan Nofi - Vice President, Colleen Capola - Secretary, and Jim Lentz – Treasurer. Continuing board members as well as the new Board members and officers were “sworn in.” In doing so, they agreed to uphold the ACCGC bylaws, accreditation manual, and to respond to all emails from the Managing Director.

President’s Remarks ----- Schildgen  
Tom thanked Jerry for all his time and effort as he has carried the organization with Erv and has made great strides. We need to be aware of the changes that occur due to the forces that play into higher education; NAIT (National Association of Industrial Technology) becoming AMAE...Arizona State University is currently working to move to the ACCGC accreditation.

CHEA – we need to take this seriously and really look into this. Upper level administrations are making decisions about programs and accreditations in terms of how many programs in their institution have their own accreditation agency/group within their region and then again at the college level. We’re seeing a reduction here, and Tom believes that it may keep moving in that direction.

On-line education – distance learning. Many schools are investing in this mode of education. Quality needs to be addressed. CHEA is dealing with this as well. NCAA is concerned about athletes and others by requiring tests for people; much is being done, thus we need to look into this. Degree outcomes have to address innovations. We may need to relook at our bylaws and see what we need to do. Cross-media is changing education and learning. Multi-media is bringing all facets of areas; journalism, yearbook, broadcast, business, art, etc...our accreditations need to “hold water” 10 years from now so that they are viable in the work force with the skills our schools are teaching.

#### 16. FY-2011 Board Assignments and Work

Goals for the FY-2011 operational year ----- Schildgen  
Continue doing what we have been doing, but keep looking forward with vision.

Standing Committee Chair and Member Appointments ----- Schildgen  
See the green sheet that Erv prepared and distributed titled *2010-2011 Committee Assignments*. All Board members are assigned to specific committees.

Tom asked if we need an ad hoc committee for the above issues, especially cross media. Larry Warter agreed and thinks we need to have it. Need to cross pollinate with standard print media. We should position ourselves to help educate at the collegiate level.

Dan Wilson asked if we need to change the Accreditation Manual. Tom replies that we do not want to change the focus as we use the school’s reference to degrees they offer – we want to make recommendations on the effect of multi-media on graphic communications. Patrick Klarecki noted that in moving their graphic communications related program to the Business College at Ferris State University, the administrators in that College were extremely interested in having the GC move to their college as it seems to fit with the

college mission nicely. The only way to survive and keep enrollment is to make these changes. If we stay in the traditional path, the programs will probably be eliminated. Ferris State University can now uphold their technical skills and change outcomes on why they are doing it.

Donald Armel: Georgia Southern University is morphed into pure engineering. The G. C. program now resides in the College of Liberal Arts along with graphic design. These two majors work well together.

Tom Schildgen mentioned that their program at Arizona State University had 240 students last year. This year they have 287 with 45 that will be graduating this academic year. They are seeing some nice enrollment growth.

An adhoc committee (Impact of Technological Innovation) was formed: Dan Wilson (Chair), Ted Bensen, Colleen Capola, and Patrick Klarecki committee members. President Tom Schildgen will provide the committee with a written description and task assignment for their work this coming year.

17. Parting Comments:

Colleen mentioned the new organization in Chicago called illumedia and what they are doing in terms of education.

Steven Brodeur noted that IDEAlliance is trying not to move too far away from print while trying to get the digital information out there. Needs to be under one roof – broader workflow.

Tom questioned the metrics in turning out those digital/print graduates – how can it be measured? How do they add value? Arizona is trying to capture, manage, and measure this data.

18. Next ACCGC Board of Directors meeting is scheduled for Sunday, October 7, 2012.

19. Press Conference at 4:15 pm today.

*20. Motion made by Larry Warter to adjourn meeting. Seconded by Ted Bensen. Motion approved. Meeting adjourned at 2:48pm.*

A photograph of the 2011/2012 board members was taken by Erv for use in the 2012 edition of the ACCGC brochure.