



Accrediting Council for Collegiate Graphic Communications, Inc.

**PRESS RELEASE
October 2009**

**Baccalaureate Program in Graphic Communications Management at the
University of Wisconsin-STOUT
Earns National Accreditation**

After completing an extensive self-study and hosting a site visit by a three-member team of industry and education experts, the Graphic Communications Management program at the University of Wisconsin-STOUT received national accreditation in September 2009. This program is among six, baccalaureate level, graphic communications programs nationwide to have received this distinction. The five other programs are at Ferris State University, Florida A&M University, California Polytechnic State University, California University of Pennsylvania, and Pennsylvania College of Technology. Two additional institutional graphic communications programs, The New York City College of Technology and University of Houston, were visited by ACCGC site visitation teams this past November and December. Their accreditations, if approved by the ACCGC Board, will become effective on September 1, 2010.

A formal presentation was made and a recognition plaque were given to faculty and administrative representatives from the University of Wisconsin-STOUT during the September 13, 2009 annual ACCGC Board of Directors meeting that was held during Print '09. The ACCGC annual board meeting is always held at McCormick Place in

Chicago during the Graph Expo and Print shows which are the largest graphic communications expositions held annually in the United States.

Presentation of the plaque from ACCGC representing the six-year accreditation period beginning September 1, 2009 through August 31, 2015 for the Graphic Communications Management program at the University of Wisconsin-Stout.



Left to Right: Mr. Bhaskar Gaddam, Instructional Specialist in Graphic Communications Management; Dr. James K. Tenorio, Professor of Graphic Communications Management; Dr. Ted M. Bensen, Professor and Program Director of Graphic Communications Management; ACCGC Team Leader, Dr. Thomas P. Bell, Associate Professor, Millersville University (PA); and ACCGC President, Dr. Jerry J. Waite, Professor, University of Houston (TX).

Dr. Thomas P. Bell, (Millersville University, PA) leader of the three member team that visited the University of Wisconsin-Stout, stated: "The entire accreditation process is a valuable experience for both the institutional program being reviewed as well as the visiting accreditation team." The two other members of the team were industry representative, Ms. Rebecca M. Miller, Quad/Graphics, Inc., and education representative, Professor Patrick Klarecki, Ferris State University, MI.

Dr. Ted M. Bensen, Professor and Program Director at the University of Wisconsin-STOUT stated: "It is always very affirming to have people you respect recognize the strengths of your program just as it is valuable to receive their suggestions and recommendations for improvement. The ACCGC provided a thorough and objective review from a team of industry and education professionals who really understand the graphic communications industry and how higher education should prepare graduates for the field. At UW-Stout, we believed that the visiting

team did a very thorough job of evaluating our program and they produced some insightful observations. Even the reflection necessary in preparing the program self-study produced a great sense of self-awareness among our faculty and staff. This has helped us look to the future with enthusiasm.”

In their “Visitation Team Report,” the team stated that “The Graphic Communications Management (GCM) faculty maintains high quality instruction. They are responsible for generating appropriate content, syllabi, and reference material. The GCM faculty utilizes a number of instructional delivery techniques and embraces the UW-Stout tradition of ‘hands-on, minds-on’ experiential learning. Current students, as well as alumni, hold the program faculty in high regard.”

The accrediting agency, **Accrediting Council for Collegiate Graphic Communications, Inc. (ACCGC)**, awarded the academic accreditation. The ACCGC is an independent body professionally supported by leaders in the collegiate educational area and by the management personnel in the graphic communications industry. The ACCGC Council Board of Directors is comprised of 11 educators and eight industry personnel in the graphic communications field and is dedicated to the improvement and recognition of collegiate level curricula in graphic communications. ACCGC is a 501 (c)(3) tax exempt body and is supported through industry contributions and educational accreditation fees.

The mission of the ACCGC is to provide viable, credible, and defensible accreditation standards that can be used to promote and encourage sound associate and baccalaureate level education programs in graphic communications. In the accreditation process, the ACCGC strives to stimulate the exchange of ideas between administrative and instructional personnel in academia and personnel in the graphic communications profession.

The ACCGC reviews qualitative and quantitative evidence obtained through an institution’s self-study and facts substantiated by a three-member campus visitation team in determining the accreditation status of an institution’s graphic communications program. The academic program is evaluated in 14 areas: Mission Statements and Curricular Outcomes, Competency Identification and Assessment, Governance/Administration, Financial Support, Equipment and Facilities, Staff Support Services, Curriculum, Instruction and Evaluation, Internships/Practicums/Cooperative Study, Industry Advisory Committee(s), Faculty, Faculty Evaluation, Student Records and Advising, and Graduate Placement and Follow-up.

For more information about the ACCGC, contact Dr. Ervin A. Dennis, Managing Director, at ea.dennis@cfu.net or Dr. Jerry J. Waite, President, at jwaite@uh.edu. The Council’s web-site address is www.accgc.org.

For more information about the University of Wisconsin-Stout program, contact Dr. Ted M. Bensen, Professor and Program Director, at bensent@uwstout.edu , (715) 232-1294.