

ACCGC

Accrediting Council for Collegiate Graphic Communications, Inc.

Annual Board of Directors Meeting

Sunday, October 15, 2006

Chicago, Illinois during Graph Expo '06

McCormick Place, Room S101B

1:00 to 4:00 p.m.

| Topic | Person Responsible |
|--------------------------------------|---------------------------|
| Call Meeting to Order | Levenson |
| Introductions and Announcements..... | Levenson & Dennis |
| Roll/Attendance Call..... | Miller |

Board Members: Jim Workman, PIA/GATF; Tom Schildgen, Arizona State University; Steve Fullerton, Kodak; Jesus Rodriguez, Pittsburg State University; Jim Lentz, Pennsylvania College of Technology; John Lawrence, Xerox; Tom Bell, Millersville University; Penny Bennett, Cal Poly; Mike Steczak, Chowan University; Larry Warter, Fuji Graphic Systems; Daniel Wilson, Illinois State University; Larry Kroll, Heidelberg USA; David Barabas, University of Central Missouri; Jeanne Mowlds, EDSF; Pat Klarecki, Ferris State University; Lenore Collins, Rhode Island College; Arvid Mukes, Florida A&M University; Ervin Dennis, Managing Director, Harvey Levenson, Cal Poly; Jerry Waite, University of Houston; and Rebecca Miller, Quad/Graphics.

Visitors: Dennis Smith, Ferris State University; David Daley, IGAEA/Eastern Kentucky University; Mark Rankin, University of Central Missouri; Barry Wilson, University of Central Missouri; and Adrian Bernagozzi, University of Central Missouri.

Approval/Revision of Agenda Levenson
 Motion made to approve agenda, seconded, and approved.

Approval of 2005 Annual Board Meeting Minutes..... Miller
 Motion made to approve minutes from 2005 Board Meeting, seconded, and approved.

RECOGNITION AND AWARDS

Sustaining Corporate Affiliate Members..... Levenson
 President Harvey Levenson presented awards to the newest corporate affiliates, Fuji and Xerox. They join existing corporate affiliates, Heidelberg, Kodak, and Quad/Graphics. Harvey thanked the affiliates for their support and emphasized their importance in sustaining the activities of ACCGC. Accepting for Fuji was Larry Warter. Accepting for Xerox was John Lawrence.

Richard F. Hannemann Service Award.....Levenson and Miller
 Harvey Levenson and Rebecca Miller presented the first Richard F. Hannemann award to Dr. Adrian J. Bernagozzi. Adrian is the first person to receive this award following the presentation of a recognition plaque to Mrs. Pattie Hannemann in September 2005. He was chosen for this honor because of his instrumental work in the formation of ACCGC, and then as both a president and “acting” Managing Director largely responsible for implementing the vision for graphic

communications accreditation. Adrian accepted a plaque expressing his thanks to the board and shared his pleasure to see ACCGC growing and maturing.

Outgoing Board Members.....Dennis
Erv Dennis presented plaques to outgoing board members Tom Schildgen and Harvey Levenson. Erv thanked them for their service and commented on the wisdom both have lent to ACCGC. Tom worked for nine years on the board and was involved from the beginning. Tom is the mentor and chair for Pennsylvania College of Technology accreditation. Harvey also worked for nine years on the board, helping to write the bylaws. He’s provided exemplary service, leadership, and dedication.

OFFICER REPORTS

President’s Report Levenson
In his report, Harvey gave an overview of ACCGC activities over the past year. He stressed the important role ACCGC plays, as it is the only national accreditation board in the US and perhaps the world for Graphic Communication. The ACCGC helps ensure there are educational standards and consistency in every baccalaureate program. Based on the inquiries we are receiving, schools are beginning to recognize the viability of ACCGC. Harvey mentioned the wise decision to hire Managing Director, Erv Dennis. The work of the ACCGC couldn’t have progressed without Erv’s work. Publicity has been terrific. He also mentioned the work of the executive board, as well as Lenore Collins in designing the ACCGC logo and brochure. We have three pending accreditations; New York City College of Technology, Pennsylvania College of Technology, and California University of Pennsylvania. Existing accredited universities include Ferris State University, Florida A&M University, and California Polytechnic State University. For the first time, we are going through re-accreditations. Ferris State is currently under reevaluation. Florida A&M will be under re-evaluation next year. University administrations are looking closely at ACCGC accreditation and are supportive. Presidents of universities, provosts, and deans, look to programs like this to affirm credibility in their programs. They want an external board of educators and industry people to validate that they are doing and what they should be doing. This enhances the status of the university. Being accredited creates opportunities for funding as well as other things.

Harvey went on to stress the importance of building ACCGC visibility. The work ahead involves continually promoting the value of accreditation in order to create more program involvement. We have to generate industry awareness and support. The link between academia and industry is critical.

Harvey stated that in his opinion, we need more board members and should be actively recruiting. A great deal of responsibility and work falls on the evaluation teams. This responsibility should be shared amongst many in order make the process manageable. He pointed out that as members move off the board, the burden would increase on existing board members.

He also touched on the sustaining corporate affiliates who have helped provide financial fuel to keep us going. He asked for recommendations on new affiliates. All of us need to promote more and keep ourselves in the limelight in order to show that our standards are improving the quality of Graphic Communications across the nation.

Vice President’s Report..... Workman
Jim Workman distributed a written Vice President’s Report. He commented on his participation on the California University of Pennsylvania accreditation team. He recognized that the accreditation road there has been bumpy, but shared his confidence that we will get to the end of it. He also worked with Erv on finding corporate affiliates. In addition, he worked to create a teacher’s

conference at Graph Expo to get word out about the ACCGC. In closing, he said he is happy to serve on the board and is prepared to do more.

Treasurer's Report Waite
 Treasurer Jerry Waite distributed copies of the income statement. He used the same timeframe from the previous year's report. He summarized in saying our biggest expense is now our managing director's salary. No travel expenses have been incurred because there have been no site visitations. We are in the red, but that is to be expected. The income that has been generated is not enough to sustain us long term. We have approximately \$17,000 in CDs generating some interest if needed, with one CD renewing every 3 months. Jerry echoed Harvey's statement about the importance of finding more corporate sponsors and board members.
 A motion was made to accept the treasurer's report, seconded, and approved.

Secretary's Report Miller
 No report, minutes already approved.

Managing Director's Report Dennis
 Managing Director, Ervin Dennis distributed a report highlighting his activities as Managing Director. Erv gave an overview of some of the documentation he has created for organizing all of the board's activities. He created a list of every board member with a description of his or her involvement. He also created a binder containing documentation on each institution accredited and for those in process. Finally, he created a binder of board correspondence to keep track of the activities we are engaged in. A significant accomplishment, he obtained two additional Sustaining Corporate Affiliates.

STANDING COMMITTEE REPORTS

Accreditation Schildgen
 Tom began by making everyone aware of the ACCGC web page. Accreditation documentation is available on the website. He pointed out that we should print an accreditation manual at some point in time. He then gave a rundown on the accreditation processes in motion. The Ferris State re-accreditation team has been confirmed. Harvey, Jim Workman, and Lenore Collins are serving on the accreditation team at California University of Pennsylvania. Penny Bennett from Cal Poly has agreed to be the self-study mentor for Florida A&M.

Tom asked Jim Lentz to give a short report on the accreditation process at Pennsylvania College of Technology. Jim explained they didn't make as much progress as they had originally hoped. However, they have hired a new staff member, Jeremiah Gee, who has participated in 17 accreditation programs. This person is devoted almost full time to their accreditation efforts. This has helped the process move forward. Jim said they are looking forward to the site team visit and estimates the process should be complete within a year. He is pleased with what they have accomplished and thinks they will have an excellent self-study.

Harvey elaborated on some of the issues surrounding the accreditation process at California University of Pennsylvania (not to be confused with Pennsylvania College of Technology), with the comment, "Not everything will be a hot knife through butter." Scott Williams was serving as the chair of the site visitation team when he had to resign due to health problems. When Scott's resignation left the California people in a little bit of limbo, it was suggested that Harvey take over the leadership role for the visitation team. Harvey is meeting with Steve Whitehead personally at Graph Expo. Lenore and Jim Workman have also been deeply involved. Erv explained that the faculty at Cal U of Penn resubmitted their self-study after the site team expressed concern that it was

not up to expected standards. However, even after they resubmitted, some things were missing. They have now submitted three reports and are very anxious to make things happen. However, we want to make sure we achieve the standards set forth. Some concerns of the visitation team include a slapdash approach to putting self-study materials together, general professionalism, curriculum not up to expectation, and the use of outdated materials. Professor advancement was also a concern. Lenore commented they haven't had much money to do any professional development since 2001. Tom commented on difficulties with syllabi and textbooks. Jim noted they were originally going with a different accreditation program.

On a side note, Harvey mentioned that we have a service acknowledgement plaque for Scott that will be sent to him.

Appeals..... Mukes
Arvid Mukes distributed his report on the results of the Appeals Committee. He mentioned that it's important to have appeals procedures, although we hope we won't have to use them. Arvid reviewed the report with the board. Appeal procedures have been posted on the web. The board already voted to approve the appeals procedures prior to today's meeting.

Executive..... Levenson
Already provided.

Nominating Mowlds
Jeanne Mowlds thanked the board and Erv for the opportunity to serve. She said it was wonderful to work with Erv and everyone on the board. She thanked Steve Fullerton, John Lawrence, and Jim Lentz for continuing on the Board for 3-year terms. In addition, she congratulated and thanked Tom Bell, Penny Bennett, and Mike Steczak to the board for 3-year terms. Also, Jeanne congratulated and thanked Larry Warter and Dan Wilson for being willing to serve on the Board for 1-year terms each.

AD HOC COMMITTEE REPORTS

Richard F. Hannemann Service Award..... Miller
Rebecca Miller distributed a report on the Richard F. Hannemann Service Award. Now that the award criteria have been established and the award has been formally presented to Mrs. Hannemann and to Adrian Bernagozzi, she asked that the board consider nominating procedures as part of new business.

Associate Degree Accreditation Lentz
Jim Lentz submitted his report that investigated two-year schools interested in accreditation. He stated this might be the year to look at standards for two-year schools, and perhaps have those standards ready to share by the next board meeting. Jim thought the management emphasis in our current standards could be modified with more emphasis in hands on training. Jerry Waite commented that from a treasurer's perspective we need to accredit more schools. We should do it next year. He asked if we can use an edited version of our current manual. Harvey commented that he has personally done a "180" on this topic. From a practical standpoint, there are a limited number of four-year programs in our field but there are a much larger number of two-year programs. From the standpoint of having customers, he advised we move forward as soon as possible. Harvey asked Jim continue his work. A comment was made that a lot of two-year programs prepare students for four-year institutions, which could be helpful. Pat Klarecki asked if there's a way to measure a program's articulation into four-year universities and add that into the accreditation standards. Harvey thought that was a good suggestion. Penny Bennett asked if there has been any discussion with PrintEd. She also cautioned the board to not make this decision strictly based on finances. She

asked if there is a way to improve marketing to four-year schools before jumping into two-year accreditation. A comment was made that two year programs can't get PrintEd or NAIT accreditation. Tom Schildgen commented that he has served but is going off the NAIT board this year. Graphic communications programs can and are accredited by NAIT through full Industrial Technology program accreditations. Tom stated that it's expensive in both time and money to become accredited by two different groups such as NAIT and ACCGC. He encourages the ACCGC board to pursue two-year accreditation. Jerry Waite asked Jim Lentz to continue his work with Jesus Rodriguez. He asked that they have a manual prepared to go out to membership before the next board meeting.

Accreditation Manual and Procedures Schildgen
 In response to the previous discussion on two-year programs, Tom suggested creating a manual that has philosophical standards as its foundation. This would allow us to separate the standards into two-year and four-year modules with a common base.

Industry Liaison Kroll
 Not present. No report.

Marketing Strategies Rodriguez
 Jesus distributed his report on Marketing Strategies. He thanked Harvey for the help on the brochure. He then suggested that the executive committee conduct a strategic planning session, with the purpose of creating a vision for what we want the ACCGC to be. The session should point to our successes, goals, and objectives. He stressed the importance of thinking strategically and looking at the maximum number of colleges/universities with graphic communications programs. He suggested that past presidents of the board participate on the strategic planning committee.

Jesus pointed out that marketing is everybody's business. He thought it was appropriate for the executive committee to be involved in getting it started. He suggested the board come up with a strategy in the next quarter so that action can be taken quickly. He commented that the website is terrific. Erv pointed out that the brochure will need to be reprinted. Jim Workman will provide a list of all the universities he's aware of to be added to the mailing list.

New Standards Mukes
 It appears that assessment is a good direction to go, putting heavy emphasis on strategic direction. We should come up with an assessment standard. Penny Bennett is knowledgeable in this area and can be a resource. Pat Klarecki will work with Arvid Mukes on this as a project.

Official Presentations (awards, press kits, etc.) Levenson
 Harvey said a press release would be coming out after this meeting.

Strategic Planning Rodriguez
 Jesus distributed a report on strategic planning. His overview of this area was incorporated into his previous report on marketing strategies.

Web Site Schildgen
 Tom will continue to help maintain the website.

PROGRAM ACCREDITING IN PROCESS

California University of Pennsylvania Levenson
 Already discussed.

Pennsylvania College of Technology Schildgen
 Already discussed.

New York City College of Technology Rodriguez
 Jesus distributed a report on his visit to NYCCOT. He spent four hours visiting with Joel Mason, Department Chair, going through the facility and renovations. They are doing well in preparing their self-study. He gave them a copy of the Cal Poly report to use as an example. They have included ACCGC accreditation in their long-term list of goals for the college. He will revisit in March of 2007.

Ferris State University Waite
 Rebecca will join the re-accreditation team at Ferris State. Arvid will not be able to join the team this year, but Tom Bell might be interested. Jerry met with Dennis Smith, the new chair of the department. Jerry received copies of the previous report from Ferris, and put the documentation in PDF format. Pat Klarecki commented that the faculty at Ferris is looking forward to the visit. He said their biggest challenge is dealing with their changes. Some of those changes include Pat moving out of leadership of the program and Dennis moving in. He also said they have changed their curriculum every year for the past five years. He commented that it's been difficult to "put a stake in the ground," but he said they are on task for end of year submission.

Florida A&M University Schildgen
 Tom will be transitioning team leadership to Penny Bennett. Penny said they are scheduled for a Fall 2007 site visit. Penny will work with the Accreditation Committee chair to find a team. She asked if a team member must be a board member. Erv responded and said just two of the three-member team must be on the board. The third member can be someone from education and not currently on the ACCGC board of directors.

OLD BUSINESS

Application fee increase Levenson
 At the last board meeting, Harvey suggested taking a look at our fee structure and proposed modest increases. He also proposed a review of other accreditation association fees. After completing this review, he found our fees are lower than most. He circulated a handout (on green paper) that reviews those discussions: He asked the board if we want to hold application fees at \$3,500? Pat Klarecki pointed out that accreditation funds are centralized through his university provost office, and the provost doesn't usually have a problem paying those fees. He agreed that we need to go for as much as we can. Harvey said he never had a question from his provost office about picking up the fees. Jim Lentz also said there was no concern at his college. Tom Schildgen said that fees are his decision at ASU. He said he wouldn't blink at an additional \$500 for one accreditation. A motion was made to raise application fees to \$4,000, seconded, and passed. Motion will go into effect immediately.

Re-Accreditation application fee increase Levenson
 Harvey said there is currently no re-accreditation fee. He suggested creating one at \$2,500. The purpose of this fee would be to pay the travel expenses for site visits. It was noted that the industry person usually covers his/her own expenses. Re-accreditation should not take as long as

accreditation, which would make it less expensive than accreditation. Jim Workman recommended we set a price that won't have to be changed again. Jerry pointed out that expenses are likely to be more than \$2,500. Arvid said his provost contacted him and agreed that there should be a fee for re-accreditation. Adrian Bernagozzi commented that he didn't think this would be an issue for the universities. He suggested we charge a fee and have the travel expenses picked up by the university. Arvid recommended travel be included in the fee, so participating schools can know their costs upfront. Harvey proposed we give it a try at \$2,500. A motion was made, seconded and approved to establish a re-accreditation fee of \$2,500 and make the institution responsible for any expenses in excess of \$2,500. Approved motion to go into effect immediately.

Accreditation annual fee increase Levenson
 Harvey stated that the continuation fee is \$1,000, and proposed this be raised to \$1,500. Pat stated that as long as we're in line with NAIT (\$2,000?) we should be ok. A motion was made, seconded and passed to raise the annual fee to \$1,500, effective immediately.

Sustaining Corporate Affiliate program guidelines Levenson & Dennis
 Last year, Jesus recommended we create documentation for the affiliate program. He suggested the documentation contain an outline of the benefits to an organization interested in participating and defining the organization's opportunities for input on accreditation standards. Erv is going to visit industry executives to encourage them to become corporate affiliates. He stated, "I don't know where to go with this." Jim Workman stated that he would be happy to help produce a document, recognizing the need for a value proposition. Larry Warter stated that such documentation would help provide justification within the organization. Steve Fullerton added that it's a corporate obligation. Harvey indicated that prospective students who are shopping around for a university and/or program are impressed when we state "we're an accredited department." Pat Klarecki added that industry affirmation of his program's accreditation carries a lot of weight with his university president.

It's up to the executive committee to make sure this gets done in a timely fashion. Showing industry commitment to the ACCGC is important because we are not yet recognized by the professional accreditation body known as the Council for Higher Education Accreditation (CHEA). Currently our accrediting authority comes from our industry base and from PIA/GATF.

NEW BUSINESS

Bylaws Changes.....Dennis
 Erv distributed proposed changes to the bylaws. In Article III, Section 3.3, sub-section (e) change 120 day window to 90 day. Take out "postal." 90 days changed to 60 days. 60 days changed to 30 days. The real issue here is ensuring the new members have enough time to make travel arrangements. A motion was made that the article be modified as recommended by the Managing Director, seconded, and passed.

Erv noted that a suggestion was made to change the bylaws to add the immediate past president to the executive committee. We have been operating this way as an informal courtesy, but it was never in the bylaws. Adrian commented that having an immediate past president who's not on the board could be a problem, but could be helpful if the immediate past president is ex-officio without voting rights. There was no motion. We will continue doing what we're doing.

Accreditation Manual ChangesDennis
 Besides changing the fee language as discussed in today's meeting, the manual seems to be working well with no further changes required.

Other New Business

A suggestion was made to create an awards committee. Jerry commented that awards are too important to do by chance. He suggested adding them to either the Nominating Committee or create an awards committee. Some discussion followed about adding it to the duties of the Nominating Committee, noting a tie with what the committee does already. A comment was made that this would be preferable to adding another committee. Erv stated that we cannot make an official change to the bylaws without putting out an announcement. Erv agreed to make a ballot to add awards to the Nominating Committee in the bylaws on page 9, Letter D. He will send the ballot to the board by e-mail.

Pat recommended forming an ad hoc committee to explore what’s involved with CHEA accreditation and make recommendations to the board at the next meeting.

PASSING OF THE GAVEL

Election of Officers Mowlds
 Jeanne Mowlds thanked the 2006 officers for their leadership and thanked the new officers for their future leadership.

Presentation of the Gavel Levenson
 Harvey passed the paper gavel to the new President, Jerry Waite.

Transfer of Leadership Responsibilities Levenson & Waite
 Jerry made an oath of honor.

Installation of New Board Members Dennis
 Stating that the board does not have a formal installation procedure, Erv thanked the new board for agreeing to participate. He said that each member is expected to support the bylaws and promote the ACCGC. He noted that there’s a lot of correspondence that goes on through the year and asked members to respond as quickly as possible. He also asked new members be willing to serve on standing and ad hoc committees as well as site visitation teams. He closed by acknowledging the level of responsibility expected and thanking the team for their participation.

President’s Remarks Waite
 President Jerry Waite stated that Lee Weir is to be thanked for so many things over the years. He stated that we should all be like Lee. He asked who will be on the board next. Who’s going to make a difference? He stated that Harvey will be nearly impossible to follow, pointing to Harvey’s publicity contributions. Jesus will be the chair of the Accreditation Committee. Lenore will be the Appeals Committee chair. John Lawrence will be the Nominating Committee chair. Jerry then announced that Executive Committee member, Jeanne Mowlds, is retiring from EDSF in 2007. Jeanne then said a few words to the group, expressing her appreciation. She noted that the ACCGC is the first group she has been committed to besides EDSF. She commented that she appreciates the opportunity she has had to work with each person at the table. She said she will remain in her current capacity for another six months. EDSF plans to bring the new person on board in the next three months.

2006-2007 BOARD ASSIGNMENTS AND WORK

Standing Committee Chair and Member Appointments Waite

Accreditation Committee – Jesus J. Rodriguez

Appeals Committee – Lenore Collins

Nominating Committee – John Lawrence

Ad-Hoc Committee Chair and Member Appointments Waite

Jerry made the following ad hoc committee chair recommendations;

Richard F. Hannemann Service Award – John Lawrence

Two-year Accreditation Research and Proposal – Jim Lentz

Accreditation Manual and Procedures – Jesus Rodriguez

Industry Liaison – Larry Kroll

Marketing Strategies – Mike Steczak

Official Presentations – Jerry Waite

Planning – David Barabas

Website Enhancement – Tom Schildgen

Goals and Objectives for ACCGC 2006-2007 Waite

Jerry stated that the most important goal for 2007 is to further explore and possibly start accreditation standards for associate degree programs. He stated that his responsibility is to do everything he can to support the many ACCGC teams with so much activity going on. He aims to get as many schools to apply as possible. He also intends to get all the new members involved in committees or teams. He stated that ACCGC is a remarkable organization that is about to take off. We are at the tipping point. He shared that former board member, Lee Weir, is now a travel agent and can help us keep our finances under control with the many traveling requirements we will have. He commented that the new members already have task assignments such as Penny will be taking over as mentor/chair of the Florida A&M team and Tom Bell will be serving on the team for Ferris.

Jerry stated that three more schools have expressed interest; Millersville University, Appalachian State University, and Ball State University. Initial conversations have also taken place with The School of the Ozarks. There is also a possible grant from the Nolan Moore Foundation.

Adjournment

A motion was made to adjourn, seconded, and passed. Meeting was adjourned at 3:43pm.