



Accrediting Council for Collegiate Graphic Communications, Inc.  
www.gitasu.com/accgc

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## ACCGC Board of Directors Meeting

Sunday, September 9, 2007  
Chicago, Illinois during Graph Expo '07  
McCormick Place, Room S-104-A  
1:00 to 4:00 p.m.

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Agenda	Person(s) Responsible
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Call Meeting to Order -----	Waite
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Meeting called to order at 1:09 pm with a new gavel.

Introductions and Announcements -----	Waite & Dennis
Roll/Attendance Call -----	Miller

*Board Members:* Jim Workman - PIA/GATF; Patrick Klarecki – Ferris State University; Rebecca Miller – Quad/Graphics; Jeanne Mowlds – EDSF; Mike Steczak – Chowan University; Jesus Rodriguez – Pittsburg State University; Jim Lentz – Pennsylvania College of Technology; Nancy Cardea – Leo Burnett; Ted Bensen – University of Wisconsin-tout; Ed Danielczyk– Xerox; Tom Bell – Millersville University; Larry Warter – Fuji Graphic Systems; Daniel Wilson – Illinois State University; David Barabas – University of Central Missouri; Arvid Mukes – Florida A&M University; Jerry Waite – University of Houston; and Ervin Dennis – Managing Director

*Visitors:* Tom Schildgen - Arizona State University; Dennis Smith – Ferris State University; Tom Tyberg – Pennsylvania College of Technology; Brenda Kai – EDSF; Steve Whitehead – California University of Pennsylvania; Joe Schickel – California University of Pennsylvania; Jonathan Ritchie – California University of Pennsylvania student; Sara Howell - California University of Pennsylvania student, Beth Uplinger - California University of Pennsylvania student, Jim Tenorio – University of Wisconsin-Stout, and Howard Nelson, Arizona State University.

Approval/Revision of Agenda -----	Waite
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<b>Approval of 2006 Annual Board Meeting Minutes</b> -----	Miller
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Minutes were sent via e-mail to the board prior to the meeting. *Motion made by Jesus Rodriguez to approve the minutes. Seconded by Jeanne Mowlds. Minutes approved.*

**Accrediting Action and Awards**

California University of Pennsylvania ----- Workman  
Jim Workman gave an overview of his two-day site visit with team members Harvey Levenson and Lee Collins to California University of Pennsylvania (CUP) in the spring of 2007. Steve Whitehead of CUP coordinated their visit which included an extensive tour, and meetings with the administration, students, placement department, and advisory board. The site team reviewed the curriculum scrutinizing each course, reviewed funding, and looked at the program's direction with multimedia. The visit ended with an extensive closing meeting with the president of the university. The team made the decision to grant conditional accreditation for two years, with potential for an additional four-year term at the completion of further documentation. The team will also require further updating of curriculum materials. Jim commented on the significant connection between the students and the faculty. Jim feels that the additional funding that usually comes as a result of accreditation will attract more students to the program. *Motion made by Jim Workman to approve CUP accreditation. Seconded by Arvid Mukes. Motion approved.* Steve Whitehead, along with CUP students, was present to accept the two-year accreditation plaque and posed for a picture. Steve commented that CUP chose ACCGC for its high standards, realizing they could have pursued an easier accreditation. He said the process was daunting, requiring an extensive self-study. He said the program at CUP needs to be technically updated. They have already made changes in the curriculum by adding multimedia. They are looking to form alliances with industry. He thanked the board for the recognition.

Pennsylvania College of Technology ----- Schildgen & Dennis  
Tom Schildgen was the original chair of the Pennsylvania College of Technology (PCT) accreditation team, but his schedule didn't permit his visit. Erv Dennis is the new chair, and Dan Wilson and Steve Fullerton comprise the team. PCT started the accreditation process two years ago. Erv believes they put together an outstanding self-study and reported the team had an excellent visit. Daniel Wilson commended PCT for a job well done, and commented on how well organized the department was. *Motion made by Tom Schildgen to grant full accreditation status to PCT, stating that they've done a great job as a faculty and an institution. Seconded by Mike Steczak. Motion approved.* A picture was taken with the faculty and the accreditation site team. Jim Lentz accepted the six-year accreditation plaque for PCT and thanked Jeremiah Gee, who could not be present, for his instrumental work in the process. Jim commented on the tremendous amount of time that goes into the accreditation process, adding that a lot of students worked on the process as well. Erv presented the site visitation team with business card holders and mugs with the ACCGC logo on it, printed by dye sublimation.

**Recognitions and Awards**

Sustaining Corporate Affiliate Members ----- Waite  
Jerry Waite recognized Leo Burnett, a tremendous advertising firm doing innovative things located in downtown Chicago, as a new Sustaining Corporate Affiliate (SCA). Nancy Cardea was present for Leo Burnett. Jerry explained how the ACCGC went through lean times when it first started. It appealed to industry to help get it through the first years of accreditation. Jerry presented Nancy with a plaque and a picture was taken. Nancy commented that Leo Burnett considers itself a new kid on the block and is trying to find ways to contribute. She looks forward to good things. Nancy is active in several G. C. programs. She serves on the advisory boards at Illinois State and Florida A&M, She also coordinates the internship program at Arizona State, and has been to PCT to do presentations to students.

President's Service Award ----- Waite  
Jerry spoke about the exceptional contribution Harvey Levenson made to the ACCGC in 2007. Harvey served as the California University of Pennsylvania team leader. He also wrote an important document about the philosophy of the ACCGC. Jerry mentioned he personally used the document with his dean. Jerry presented Harvey with a marbled, leather-bound book printed in 1860 to show his personal appreciation and that of the ACCGC. Jerry felt Harvey went above and beyond call.

Outgoing Board Members ----- Dennis  
Erv spoke about one active board member who cycled off, Lenore Collins. She also retired from Rhode Island College. Lenore became involved with the ACCGC in its early days and did a fantastic job. She spoke for the smaller G. C. programs, concerned that accreditation would be designed for the large programs. She served well and will continue working on the brochure to be printed at Cal Poly. As a memento of her service on the board, the ACCGC gave her a miniature plaque and clock. Erv ended by saying the board members will miss her.

**Officer Reports**

President's Report ----- Waite  
Jerry submitted a written report to the board. He said the most important achievement in the past year was almost doubling the number of accredited programs. He also thanked the executive board members for their input and participation. ACCGC spent some money this year to make the overall impression of the council more professional. There were no questions or concerns from the board on the president's report.

Vice President's Report ----- Workman  
Jim reported that his most significant activity the past year was leading the CUP accreditation team, which he already reported on. He pointed out that the state of Pennsylvania has the most accredited programs. He is also working to identify organizations that might be interested in becoming Sustaining Corporate Affiliates.

Treasurer's Report ----- Klarecki  
Pat's report started by thanking Jerry for bringing him up to speed this year on the responsibilities of the treasurer. Pat familiarized himself with all the financial documentation and successfully filed 501-c-3 paperwork.

He then reviewed with the board the ACCGC financial statement which was previously distributed. He noted that this was the first year that income was more than expenses. Pat moved the travel expenses out of a line item called Vacation and into new lines called Travel Business (for the Managing Director) and Travel Site Visitations. We now have the ability to do year-to-year comparisons because we have history in Quicken software. Pat declared that the fiscal year would be September 1 through August 31. *Motion made by Jesus Rodriguez to approve the Treasurer's Report. Seconded by Jim Lentz. Discussion followed.*

Jim Workman noted that Lenore and Harvey's expenses should be in the CUP category. Pat will correct and resubmit. Jesus asked about the labeling of gifts. He asked if the SCA program was the source of the gifts. He also asked what the income from SCA is called. Pat will try to remove the word gifts in Quicken. *Motion to accept report with changes approved.*

Secretary's Report ----- Miller  
Rebecca reported that her primary responsibility is for the meeting minutes which were already approved.

Managing Director's Report ----- Dennis  
Erv reported that a significant portion of his role as Managing Director is to stay in contact with potential SCA contacts. He has had ongoing conversations with a few organizations. He plans to talk with as many company representatives as possible at the Graph Expo show this year. He initiated a folder to give to potential SCA members, which he passed around the table for the board to see. A brochure inside asks companies to consider putting ACCGC in their FY2008 budget. He thanked Jerry for his help in working with an embossing company in Houston for the front of the folder. The folders were part of the up-scaled image Jerry mentioned in his report.

Erv stressed the importance of gaining additional SCA members. The goal this year was to bring on three new members, but we fell a little short. Companies are sold on the idea, but have to wait until things are right in their organizations.

Erv's primary goals going forward include, 1) Associate degree accreditation, 2) Outcomes assessment, and 3) Council for Higher Education Accreditation (CHEA).

Erv commented that it's been a good, full year. He believes ACCGC made excellent progress with one SCA and two accredited schools. He thanked the board for the opportunity to serve.

Questions for Erv followed. Jim Lentz asked Erv to check the link to Penn College on the ACCGC website. He found that the link is actually for a different school. Erv also confirmed that the ACCGC fee changes have been updated on the website.

Jim Workman suggested that companies recruiting on the campuses at ACCGC accredited schools might be good SCA prospects.

*Motion made by Jim Workman to approve the Managing Director's Report. Seconded by Tom Bell. Report approved.*

### **Standing Committee Reports**

*Motion made by Jeanne Mowlds to approve the Standing Committee Reports. Seconded by Jim Workman. Discussion followed:*

Accreditation ----- Rodriguez  
Jesus Rodriguez provided a written report on the ACCGC accreditation activities. PCT received full accreditation approval. CUP received conditional approval. Ferris State is in the process of re-accreditation. Jesus visited NYC College of Technology. They are having some trouble filling teaching slots created by retirements and sick leaves. They do not have the resources for the self-study and could not accomplish the required tasks. Jesus indicated there are a number of programs in the process at this time.

Jerry requested that the accreditation committee write something into the bylaws about conditional accreditation, putting a time period on task completion of not more than 6 years. The CUP issue brought this to light. The primary concern about extending CUP accreditation was the

lack of support from university administration. Jerry said ACCGC needs some structure for conditional accreditation. "Something between no and yes."

Jesus agreed, stating that we are coming across new circumstances. We should document these scenarios so we can consistently react to similar situations when the time comes.

Jerry mentioned his own University of Houston requires all programs become accredited. He would be interested in a conditional accreditation for his program if necessary.

Appeals ----- Collins/Dennis  
In the absence of Lenore Collins, Erv Dennis reported that there is an appeals committee in place and thankfully there has not been a need to use it. We are up and running with an appeals procedure if we need it.

Executive ----- Waite  
Jerry thanked board members for quick responses to the business issues that arise and are discussed in email throughout the year. Several decisions were made with board input including the decision to grant conditional accreditation.

Nominating ----- Warter  
Larry Warter said the Nominating Committee was aided greatly by Erv, who found the candidates. Larry specifically welcomed Ted Bensen and Nancy Cardea as they will be joining the board near the end of today's meeting. The Nominating Committee also approved five board members for ongoing terms.

Erv asked all board members to look for prospective new members. Next year we will need to replace both educators and industry people. He said it's sometimes easier to identify educators, and would appreciate anything the industry members can suggest.

*Motion to accept Standing Committee Reports approved.*

### **Ad Hoc Committee Reports**

*Motion made by Jesus Rodriguez to approve the Ad Hoc Committee Reports. Larry Warter seconded. Motion approved. Discussion followed:*

Association Degree Accreditation ----- Lentz  
Jim Lentz distributed his report on associate degree program accreditation. Jim was asked to work on this report because his own Penn College has both two and four year programs. There are a number of two-year programs and several program coordinators have expressed interest in becoming ACCGC accredited. Whether or not to extend ACCGC accreditation into the two-year arena has been an ongoing topic of discussion for the board over the past few years.

Jim consulted with his colleague, Jeremiah Gee, who has extensive experience with the accreditation process outside of the ACCGC. Jim shared some of Jeremiah's feedback about ACCGC accreditation with the board. This led to a lengthy discussion about the purpose of ACCGC accreditation.

Jeremiah felt that the reason a program gets accredited is to show others outside of the university what a graduate can do at the completion of the program. He believes accreditation should be about measured, assessed standards. He observed that our current standards measure input. They do not show evidence of what students have learned or what they are capable of doing when they graduate. Jeremiah also said he's never seen an accreditation report as lengthy as ours because we don't put any limits on responses, i.e. keep description to two pages.

Jim said if we want to move forward with two year accreditation, we would require the same inputs for two and four year programs. But the inputs still aren't measures of what students are capable of doing. Jim felt that those who have gone out on site visits have had to make decisions on gut feeling, rather than actual measurable outcomes. He expressed concern that this could lead to possible legal action.

Jim posed the questions, "Are our current standards good enough, or should ACCGC look at establishing more standards to measure student learning? Can we prescribe application-oriented outcomes for two-year programs, and management oriented outcomes for four-year programs?"

Jim thought that technically, a program could receive accreditation without actually teaching. He used an example where a school decides it wants its program outcome to be students running duplicators. This program could receive accreditation according to current ACCGC methodology. He shared that Penn College is also going through a rigorous accreditation for its early childhood program. That accreditation organization, NAEYC, has just five standards in the entire program. (Refer to print out in Jim's handout.) These standards address very specific, very measurable outcomes.

Jim recommended that for now, we continue on our present course. Maybe for what we're doing, looking at inputs is all we need. The schools and our industry partners are satisfied. But we should also survey accredited universities with what they expect their students to leave with. We should also solicit industry feedback on what industry is looking for.

Jim said a standard could be the ability to operate some type of equipment. He said in one program it could be an ABC machine, in another program it could be an XYZ machine. A program would then have to demonstrate what it does to ensure its students can operate the given equipment.

Nancy Cardea commented that this topic has been discussed at Leo Burnett. Her company tries to stay involved with the schools so they clearly understand what the company is looking for. At Leo Burnett, they also administer a test to prospective employees. If an applicant don't pass test, he or she is not considered for an interview. She said Leo Burnett is extremely interested in looking for a way to objectively evaluate the skills of those coming out of college, and offered her input on usable standards.

Daniel Wilson commented that he found it troubling to think of a standard as being prescriptive, noting the many differences in Graphic Communication programs. He said he thinks the role of the ACCGC is to validate that a program is measuring what they say they're measuring, not tell a program what to measure. He believes this is more important than having prescribed behavioral standards. He also commented that he thinks a site team is making an objective decision, not going on gut feeling.

Ed Danielczyk commented he thought there would be a real benefit to measuring outcomes in order to know what students are capable of. He has worked with industry personnel in the past to create these competencies.

Jerry Waite then brought the discussion back to why the ACCGC exists even though there are other accrediting boards. It's because graphic communications programs are typically in schools of art, business, journalism, technology, etc. NAIT is moving away from what G. C. programs are about. The ACCGC section on goals and objectives is intentionally amorphous because the needs are going to be different depending on the program. He said he is in the process of writing his self-study at the University of Houston and thinks there is plenty of specificity in the current format. Returning to the hypothetical example of students running duplicators, he said those programs would not be accredited because industry personnel would say that outcome has no value. He noted that outcomes will be different for programs which emphasize sales and marketing versus management, versus technology management, etc.

Jeanne Mowlds said she thought there was some validity in what everyone was saying. She said the ACCGC should consider moving in the direction of outcomes assessment if it's determined that the G.C. programs are producing graduates who aren't productive when they go to the workplace. She believes our industry partners and hiring companies can use some guidelines without ACCGC becoming too prescriptive.

Jim Workman commented that when the site team goes to visit, they should be focusing their observations on proof that the program produces what it says it will. He said CUP was a good example for this discussion. In his mind, ACCGC made the right decision by granting CUP conditional accreditation. However, he pointed out that nowhere within the accrediting standards could he find they were violating something in terms of what the students were learning. He said it could be debated that they should have been accredited even if they weren't teaching what ACCGC considers to be more current technology and practices.

Ted Bensen said ACCGC is in place to accredit programs, not students. He believes we can have a little more specificity without being too prescriptive. He is looking for an accrediting body to judge if he has an assessment plan and if he is following it.

Arvid Mukes said that every semester at Florida A&M, professors measure how well they have met their stated goals and objectives for every course. They relay how well students perform to those goals back to each department. Faculty members work with industry to establish those goals.

This provided a segue into the next topic on the agenda.

Assessment ----- Klarecki  
Pat Klarecki distributed his written report on Assessment. Last year it was suggested that the ACCGC move in the direction that Jim Lentz suggested. He gave the board some background. "I think Jerry described the mission of ACCGC eloquently. There are many pieces of the puzzle that tell our university administrators that we are doing a good job. Our university is becoming learning centered and outcomes focused. That puts the accrediting agencies at a disadvantage

with government agencies who say they aren't doing their jobs. I would like to approach this by looking at new Higher Learning Commission (HLC) standards that put more emphasis on the outcomes but do not dictate what the outcomes should be. Do students demonstrate the ability to meet the goals of a particular program? I would like to go forward in the next year with more people on my committee." Pat said that as he looks beyond the standards, he thinks there's room within several criteria to add judgment statements.

Jerry commented, "There is no need for me to teach flexo and gravure at the University of Houston because there is no demand for students with that knowledge. A program should tie what its students can do to what its advisory boards say they want."

Ted Bensen said he has a diverse advisory board with sometimes ambitious objectives for his program. "We have to remind them that they are there for advice. We can't do everything that everyone wants. I'm a little cautious about a standard that requires us to do what the advisory board says. I would rather see a school have an appropriate mix of industry reps on their advisory board. Maybe it's more important that they're getting good current advice rather than doing everything the board advises."

Daniel Wilson commented that his advisory board is in flux, and what they want changes. He also stated, "I think the appeal of ACCGC is that it's not prescriptive. On the other hand, it should also be rigorous. Which makes assessment the key. That really gets shown through the assessment."

Jerry suggested the accreditation and assessment committees work together. "If we can make the standards a little more prescriptive, but not too much, then we could tweak the four year standards for two year?"

Jim Lentz agreed.

*Motion made by Daniel Wilson to add some specificity to the outcomes in the current document. Seconded by Arvid Mukes. Discussion followed:*

Erv said this is an excellent discussion. "I've been somewhat concerned about the specificity. Originally I was sold on the prescriptive approach. But I was convinced by a number of people that we should not be as prescriptive as some of the other accrediting bodies. Our methodology of looking at programs can change, but I hope we can keep what we've got and build upon it. Let's not reinvent ourselves. Let's strengthen what we have now."

Erv said, "If today we wanted to move into accrediting two year programs, couldn't we do what we currently do right now with an associates degree? We basically ask the program to tell us what they're doing, and then we come in and say yay or nay. I think we're almost there."

Jesus commented that our current standards, as written, could contradict what a university has taken years to develop. Before moving forward, he suggested the entire standards document be reviewed to make sure all of it fits the two year world. He thinks a document for two year programs will require some changes.

*The original motion, to add some specificity to outcomes in the current document, was modified slightly to say we will explore adding some strengthening to the outcomes assessment within the current accreditation standards. Seconded by Arvid Mukes. Resolution approved.*

Jerry stated his expectation is that at this time next year, we will be presented with accreditation manuals for two and four year colleges. Jerry asked Jim Lentz to interface with Pat Klarecki.

Tom Bell asked if one university with both programs would have to go through two different accreditations and pay two fees. Jerry said it would be up to the school to determine if they want to accredit both programs.

*Motion made by Jesus Rodriguez to look at our current document as a base to develop a manual for two year accreditations. Seconded by Mike Steczak. Motion approved.*

Jim Workman added that we approved this direction three years ago, but we decided not to act on it until we had a stable organization.

Daniel said that the appointed Mentor should have some experience with AA programs.

*Jerry asked the assessment committee and the two year committee to work together to review the existing four year document by December 31, 2007. They should make recommendations for modification. He wants a prototype Associates degree manual and final report due by 12/31. Documents will then be distributed to the board for voting.*

*Motion made by Jim Workman to invite Shaun Dudek at the College of DuPage (IL) to start working on her assessment using the current document, explaining that it will be used as a beta test. They are free to suggest modifications. Seconded by Jesus. Motion failed. Jerry will simply talk with Shaun.*

Web Site ----- Dennis  
Erv reminded the board of the ACCGC website that Tom Schildgen was instrumental in developing. He asked the board members to check the website and notify Tom and Erv if anything needs updating. Erv plans to add information about the SCA program, as well as add the two new accredited programs to the site. Jerry asked if we can change the URL to accgc.org, or access is through IGAEA. Tom will investigate that.

*Again, motion to approve ad hoc committee reports approved.*

### **Program Accrediting in Process**

*Motion made by Jesus Rodriguez to accept Program Accrediting in Process reports. Seconded by Mike Steczak. Discussion followed:*

New York City College of Technology ----- Rodriguez  
Jesus Rodriguez reported that NYC College of Technology lost faculty due to retirement, resignation, and illness. They are also experiencing a lack of funds. They are in the process of requesting an extension through Spring 2008. Jesus believes their request should be granted. He will continue working with them in any way he can.

In addition to this report, he also called the board's attention to an activities grid on yellow paper distributed by Erv. He said it's a clear outline of all ACCGC activities going on, and would be especially helpful for getting new members plugged in. He pointed out that going through three new accreditations will keep board members very busy.

Ferris State University ----- Waite  
Jerry Waite reported the Ferris State site team visit is scheduled to visit February 6-8, 2008. He believes Ferris will be right in line for re-accreditation.

Florida A&M University ----- Bennett  
Arvid Mukes asked for the site team to visit November 6-8, 2008, and is looking forward to the visit.

University of Houston ----- Wilson  
Dan Wilson reported that Jerry Waite is working on his self study for the University of Houston. His situation is unusual in that the digital media program is brand new, but it's based on a G. C. program foundation. Since the actual curriculum isn't that different, it was decided we can and should move forward. The site team visit is scheduled for Fall 2008.

*Motion to accept Program Accrediting in Process Reports approved.*

### **Old Business**

Sustaining Corporate Affiliate promotional efforts ----- Dennis  
Erv already covered his progress with promoting the SCA program in his Director's Report. He asked the board to make him aware of any companies that might be interested in becoming an SCA.

Council for Higher Education Association (CHEA) ----- Dennis  
Erv distributed a handout in the folder outlining his research on CHEA accreditation. He's received feedback from prospective universities and G.C programs that CHEA recognition is a prerequisite for their consideration of ACCGC. He found that there is considerable expense to being CHEA recognized. Expenses include a \$2,000 non-refundable application fee, \$4,000 if approved to be reviewed, for a total of \$6,000 if recognized. There was no mention of an annual fee. ACCGC would also have to establish a track record before applying. *Erv suggested an ad hoc committee be formed to investigate CHEA further. David Barabas will head up this ad hoc committee.*

### **New Business**

*Motion made by Pat Klarecki to increase the annual salary of the Managing Director by 5%, from \$1,166 per month to \$1,243, or to \$14,916 annually. This amounts to a \$924 annual increase or \$58 per month. Seconded by Tom Bell. Motion approved.*

*Motion made by Jesus Rodriguez to have the Executive Committee appoint an ad hoc committee to look at the bylaws to ensure they are keeping up with new direction discussed today. Seconded by Jeanne Mowlds. Motion approved.*

### **Gaveling in for FY-2008**

Confirmation of FY-2008 Officers ----- Warter

Larry Warter reviewed the voting for new officers and it was all appropriate.

Installation of New Board Members ----- Dennis  
Erv Dennis swore in new board members, Nancy D. Cardea, Ted M. Bensen, and Ed R. Danielczyk. They agreed to observe the bylaws, serve on committees, participate on review teams and support the mission of ACCGC. Erv commended the ACCGC on an outstanding board of directors.

President's Remarks ----- Waite  
In his closing remarks, Jerry stressed the most important ACCGC goal in 2008 is two year accreditation. He asked for everyone's support as all board members are called upon to do more.

**FY-2008 Board Assignments and Work**

Standing Committee Chair and Member Appointments ----- Waite  
In cooperation with Jerry Waite, Erv had prepared a listing of all existing committees – standing and adhoc. This sheet was distributed to the board members.

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

- CHEA – David Barabas will head up this ad hoc committee.
- Bylaws Review – committee will be chaired by Jerry Waite and will include all members of the Executive Committee.

*Motion made by Rebecca Miller to approve the slate of committee members. Seconded by Jesus Rodriguez. Motion approved.*

Pat Klarecki recognized Jeanne Mowlds's contributions to the ACCGC. Jeanne will stay on through the end of 2007.

*Motion made by Jesus Rodriguez to adjourn the meeting at 3:59pm. Seconded by Larry Warter. Meeting adjourned. Gavel sounded.*

Respectfully Submitted:

Rebecca M. Miller  
ACCGC Secretary