

HLC Steering Committee

Meeting Minutes

Fri., May 2, 2014

9:00-10:00 a.m.

SC 206

Present: Lori Baker, Dan Baun, Kathleen Ashe, Betsy Desy, Bill Mulso, Beth Weatherby, Lori Wynia, Will Thomas, Scott Crowell, Raphael Onyeaghala, Deb Kerkaert, Susan Jones, Alan Matzner, Chris Hmielewski

Absent: Jan Loft, student representative, Doug Simon

Agenda

I. PR and HLC education work plan for fall

Different elements of the PR campaign include the following: an article in the *Focus* alumni magazine, coming out in end of May, and possibly again in the fall depending on the publishing schedule; a poster campaign, including table tents in Student Center and the digital displays there; tabling in Student Center, with giveaways including cups as well as the other items we have already given out; t-shirts are possible, limited due to cost; the website will run a constant banner in its rotation starting in late summer; community members will hear about the visit during meetings such as Rotary and Foundation Board (many already have); there will be new Student Government members and RAs, whom Lori will meet with; the library will give out the bookmarks in all books being checked out; radio opportunities in the fall with the regular weekly show and 15 second spots possible; Lori will make announcements to faculty and we will have brief talking points distributed for them to share with students; we will put the HLC visit on the academic calendar. Betsy noted CIA could also help spread word. Lori will work on revising the HLC website to shift the focus from the self-study preparation to the actual visit.

II. Third party comment procedure

A notice regarding the third party comment will be sent via email to everyone in the database, "far and wide." An ad will run in the paper several times, and we will put it on the website, with the direct link. Third party comment should run by the end of July or early August in order to have it up for the required amount of time; it will close Sept. 20, one month before the review.

III. Follow up on review of documentation by team co-chairs

Lori has not heard from the team chairs regarding documentation and requests that they continue to check their resources.

IV. Review of HLC suggested timeline and summer timelines

So far we are on target with our timelines and when the self-study needs to be wrapped up (sent to reviewers 8 weeks before the visit). The self-study will be complete by the end of July. Lori will build in a 10 day review period for bargaining units to see the final draft for any last comments before final version is sent. She and Deb K will meet to go over the federal compliance section, technically a separate report from the self-study itself. The announcement of which Pathway we go on next will not happen until after the visit, when the final report is provided in December or January. Strategic Planning will be incorporating the report in their process, including time to digest and learn from the reviewers' evaluation.

V. Planning for Steering Committee meetings/work next fall

The Steering Committee needs to plan on being involved in some role in the PR efforts. Friday meeting times are still OK with the Steering Committee members. Committee members requested being sure to use Outlook Calendar to get the meetings on their agendas early.

VI. Other

The academic calendar has been updated to include the HLC visit. The President and Lori will likely be visiting our HLC liaison at HLC in early summer to meet the new liaison and prepare for the review.