

HLC Criterion 2 Committee  
September 25, 2012  
SC207

Present: David, Diana, Kathleen, Lori, Deb, Jacob

Absent: None

Guests: Prof. Mike Rich and Erika Rust, Southwest Marketing Advisory Center (SMAC)

1. Sept. 11, 2012 minutes were approved as distributed.
2. Discussion with SMAC. The survey questions we generated at our list meeting for the HLC Steering Committee meeting on Sept. 21 were essentially found to be not workable for a survey that would generate quantifiable information for us.

Observations and discussion points:

The series of questions that Deb developed for students from last year's session are more in line with what is needed although they are still too broad. The concepts need to be broken down more.

Mike: Need to operationalize integrity, freedom of expression, pursuit of truth. These are perceptions.

SMAC will come back with set of questions that will work. These will be developed through discussions with focus groups. Questions will be tested.

Faculty questions 1 & 2 are independent variables. Can't get at the concepts directly. Need to build a series of constructs that get to the answer.

Steering Committee plan: First develop a question bank. Then consider separating questions or discussing number of surveys, for whom, which questions.

Are there component areas/issues we are particularly interested in? Erika know, SMAC can construct questions that will identify varying viewpoints by constituent group.

Last year as we discussed our criterion and components we focused on "completely and clearly" as in *The institution presents itself clearly and completely to its students and to the public ....*

If a question or issue goes across more than one criteria SMAC can explode the question.

What do we really need to ask questions about? Is there enough data for some components. Questions don't need to be developed for each one.

David shared a flow chart developed by others from some work on curriculum development and review as an example for us to consider. Developing our own flow chart could possibly provide us with another tool to analyze the complex issues brought up in Criterion 2 (and maybe the others as well). The form of the flowchart is standard.

Mike observed that Erika (and the others working on this HLC project) needs to work with more than one criterion. An overarching understanding of the entire process is necessary. SMAC needs to be aware of what is going on with all teams.

Mike will be given access to all HLC folders on t drive. Also to D2L.

For next meeting of the committee:

Erika will start building questions from today's discussion. She will send the draft to Kathleen to distribute to the committee. Erika will attend out next meeting to discuss the draft questions.

We need to review our other evidence, start verifying where/how the information was collected. Purpose is to validate our information.

Consider how to organize and display/present information collected for each component.

Look at the outline for our criteria. Each person should review the outline. What information do we still need to collect?

Next meeting: Tuesday, October 9, 2012 in [Conf. Center 202](#)

Approved October 9, 2012