

Nov. 30, 2012

In lieu of a full HLC Steering Committee meeting, a subset of committee members took the time to work on survey issues and questions.

The members met for the first half hour to review questions that had been drafted by Southwest Marketing Advisory Center students based on the criteria language and input from focus groups. Mike Rich and students from the Center joined the meeting after the first half hour. There was much discussion about the target groups that the Steering Committee wants to survey and how to set up the survey in such a way that the members of the target audiences answer only the questions intended for them. The group discussed having the survey available only electronically if possible in order to facilitate having one large survey broken into different sections for different target audiences rather than running separate surveys. Committee members suggested revisions and additions to the survey questions. Lori will continue taking suggestions from Steering Committee members and will collate all of them for another draft before the Dec. 14th meeting.