



Minutes
NCA Steering Committee
July 19, 2005, 2:00 p.m.

Present: Co-chairs Deb White and Judy Strong, Tim Borchers, Rinita Dalan, Kathleen Enz Finken, Ted Gracyk, Michelle Malott, Lisa Nawrot, Liz Rowse, Teri Walseth, Karla Wenger, Susanne Williams

Minutes: The minutes of the last meeting (7-6-05) were approved.

Timeline: The timeline (*Draft*) emailed to the Steering Committee on June 28 was approved.

Resource Room: White announced that LI 214 would be used as the Resource Room. Access to the room would be limited to Steering Committee and Criterion Team members for up to 3-hours. Your Dragon ID will be required to check out the key at the Reserve Desk in the Library. The room will be equipped with a desk/table, file cabinet, book case and computer, but not a telephone. Strong will contact Goodman regarding access to a printer. Copies of previous MSUM reports, HLC materials and other institution reports will be available in the room. The room should be available for use in mid to late August.

Virtual Resource Room: White stated that a NCA Visit website has been created. It will be previewed at the next meeting.

Faculty Development Day: Borchers distributed a handout of preliminary thoughts developed by the Faculty Development subgroup. The goals 1) Educate faculty about accreditation, 2) Motivate them to participate, 3) Instill in them the value of the new mission and how they and their departments can produce information helpful to completing the self-study, 4) Instill in them the value of assessment, and 5) Gather data relevant to the self-study were reviewed. An outline of the day: Introduction to Accreditation, Self-Study Panel, Assessment Panel, New Mission Presentation, Break Out Session on the Mission and Department Break Outs (Training and Planning), and Closing Comments/Future Events was presented. Discussion ensued on potential panelists and “talking points” along with assessment of student learning and its potential as a problem during the NCA visit. The committee agreed that the tone of the day will be to “encourage and celebrate the institution” while also gathering data.

Discussion shifted to data collection and whether it would be useful for each Criterion Team to pull the audience or break out groups on potential sources of data and topics to highlight in each chapter. Strong added that the newest HERI Survey will be available shortly.

The committee was reminded that only one campus group (faculty) would be in attendance. It was suggested that the entire campus community be invited to attend since the new mission statement would be “unveiled.” Strong volunteered to take the suggestion to President Barden.

Another suggestion was to have Lynn Priddy, Director of Education and Training at the HLC, be the keynote speaker and to present an assessment workshop in conjunction with Professional Development Day or John Rosenthal, Vice President at Illinois State University, since ISU just completed its NCA visit and a revamping of its liberal studies curriculum.

Discussion on limiting Professional Day to the NCA Visit and not sharing with the Liberal Studies Task Force (LSTF) followed. Williams noted that President Barden is reviewing this possibility. Strong reminded the committee that the LSTF was the first group to request the day and would probably only need 1-2 hours. It was noted that liberal studies and assessment were the two huge elements discussed at the HLC meeting last April. It was also noted that the new vision the LSTF is creating ties well with the new mission statement, especially in the Outer Core. It was decided to invite LSTF co-chairs, Vice President Midgarden and Dr. Swenson, to the August 2 meeting.

Template: White announced that both Allen Sheets and Mike McCord had agreed to assist Rowse in designing a template for the report. Williams will be added to the subgroup. The Eastern Illinois University Style Guide was reviewed and discussed. Williams agreed to prepare a Draft Style Guide for MSUM and bring it to the August 2 meeting. Additional ideas included criteria on images (jpg, gif, etc) so White agreed to ask Darel Paulson to attend the August 2 meeting. It was also suggested that Paulson be asked to photograph Professional Day. Ideas for the design of the final report included summaries at the end of each chapter and the conclusion, the report should reflect the image of MSUM—"young/hip institution." Members are to bring likes/dislikes from other online reports to the next meeting. Williams noted that the format for chapter drafts should be thoughts/ideas/detailed bullets verses an outline.

Publicity: A public relations subcommittee comprised of Williams, Nawrot, Doug Hamilton, and Kristi Monson, one faculty member each from Mass Communications and Marketing, and one student would be created to prepare internal and external marketing campaigns. Ideas included a newsletter and to ensure it is read hide a message in an article with prizes to the first callers, creating a "Threat Alert" color code as the visit approaches, articles in the Advocate, Continews and Forum, creating a logo and/or slogan, and to determine types of "give aways" such as Frisbees, balloons, etc. Strong agreed to invited Hamilton and Monson to the August 24 meeting.

Additional thoughts on garnering student involvement included flyers and a brochure similar to Winona State's assessment brochure. It was noted that student involvement would be key for Fall 2006 and that the new mission statement would be in place by then.

Gathering Data: Brainstorming on what/where/who of data gathering followed. The key person for data is Iris Gill, Director of Institutional Research. David Crockett, Jean Hollaar, Les Bakke, Carolyn Zehren and Jayne Washburn are also excellent resources for data as well as Alumni Foundation and Archives. It was suggested that members review the Institutional Research website to see what is currently available.

Each Criterion Team should prepare a list of data needs. A master list will be created and maintained by White, Strong and Smith. Criterion Teams should clear data requests through this

group (Clearing House) to eliminate multiple requests to resources. Collected data will be available on the NCA Visit website, cross listed for ease in accessing, and in a consistent format. A decision on the scope of years for data should to be determined. Most reports are using a five-year window.

Next Meeting: Tuesday, August 2, 2005 at 2:00 p.m. in MA 268.