



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

Present: Co-chair Deb White, Brittney Goodman, Ted Gracyk, Michelle Malott, Lisa Nawrot, Liz Rowse, Teri Walseth, Karla Wenger, Susanne Williams

Guests: Mike McCord and Allen Sheets

Minutes: The minutes of the last meeting (7-19-05) were approved.

Rowse introduced Mike McCord and Allen Sheets who will be working on the design and layout of the Self-Study Report.

Style Guide: Williams distributed a MSUM Style Guide, adapted from the Eastern Illinois University Style Guide reviewed at the July 19 meeting. The style guide was reviewed and discussed with minor revisions/suggestions. It was agreed to use Associated Press style for the body of the report and to follow APA style for citations. Williams will revise the MSUM Style Guide per the revision/suggestions for the August 24 meeting.

Radford University's 10-year Report was shared as a possible design example. It was agreed that both a printed version and web version (either HTM or PDF) of the Self-Study Report would be produced along with an Executive Summary. The Executive Summary could also be used as a recruitment piece. It was agreed that Williams, as head writer, will determine the voice (first person/third person) as needed as she combines the chapters together for the final report. It was also agreed that an evaluation of each Criterion will be included in each chapter conclusion. Examples/sidebars/personal stories will also be included in each chapter. It was determined to use a 5-year window of academic years as the standard for data, but with exceptions as necessary to go back to the previous report.

Images should be in high resolution tif format. It was suggested that Criterion Teams think about photos they would like to use and if not currently available the shot could be produced. Williams will act as a "clearinghouse" for ordering photographs from AV. Requests should be emailed to her.

A theme and/or slogan for the NCA Visit will be discussed at the August 24 meeting. Email ideas to White by August 17. She will forward all suggestions to the Steering Committee for review. Sheets agreed to design a visual to accompany the theme/slogan.

Web site: The NCA Visit web site was previewed. Discussion ensued and suggestions will be incorporated.

Professional Development Day: White announced that the NCA Visit will be the afternoon program and Liberal Studies Task Force (LSTF) the morning program. Based on the shortened timeframe, the subgroup is reworking the agenda and will present it at the August 24 meeting. A meeting with LSTF co-chairs Bette Midgarden and Wade Swenson will be scheduled for a later date.

Additional forums/events regarding the NCA Visit need to be scheduled for Fall 2005 and Spring 2006. Criterion chairs are to ask their teams for ideas. The Fall 2006 Professional Day will be devoted to the NCA Visit.

Public Relations: Names of additional members to join Williams, Nawrot, Doug Hamilton and Kristi Monson on this subgroup were discussed. Williams agreed to contact a faculty member from Mass Communications to serve on the subgroup. The subgroup will be asked to attend the August 24 meeting to discuss publicity/marketing ideas. The dates for the visit are March 5-7, 2007 and need to be released to the campus community.

Students for Committees: It was suggested that an attempt be made to add older-than-average students(s) to Criterion Teams. Committee members were asked to forward names of potential/interested students to White, who will submit a full list to President Barden for official appointment. Two students, appointed by the Student Senate, will be added to the Steering Committee this fall.

Next Meeting: 3:00-5:00 p.m., August 24, in MA 268.