

**DACC Accreditation Steering Committee
Planning Meeting
November 29, 2007**

MINUTES

Steering Committee

Present: Anna Chieffo, Fred Lillibridge, Susan Williams, Susan Wood, Katiba Ulbricht, Sam Weiss, Dave Burleson, Tim Chappell, Kim Seifert, Doug Layer, Cynda Clary

Absent: Martha McCaslin, Molly Morris, Rene Sierra, Joyce Bradley, Ellen Schneider

Administrative Liaisons

Present: Margie Huerta, Andy Burke, John Walker

Recorder: Stephanie Haan-Amato

The meeting was called to order at 3:07 p.m.

Approve Minutes

The 18 October 2007 minutes were approved as presented.

Co-Coordinator's Progress Report

Margie Huerta introduced Katiba Ulbricht, ASDACC Representative, and Sam Weiss, Part-time Faculty Representative. The committee then conducted a round of self-introductions.

Fred Lillibridge reported that the self-study is very close to completion and the details of printing the self-study are currently being addressed. He reviewed the proposed self-study timeline with the committee. Anna Chieffo said that the committee should pay particular attention to the portion of the timeline during which they are scheduled to review the self-study, December 16, 2007 – January 9, 2008. Susan Wood requested that committee members print out the pages about which they have comments and write on the hard copy pages, which should be sent to her through intercampus mail by January 10, 2008.

Action Item: Committee members will review the self-study document from December 16, 2007 – January 9, 2008. Committee members will send their comments on a hard copy through intercampus mail to Susan Wood by January 10, 2008.

Fred Lillibridge reported that the self-study will be finalized by February 6, 2008 and will be mailed to HLC on February 15, 2008. He also said that self-study findings will be presented at Spring 2008 Convocation on January 10, 2008.

Fred Lillibridge reviewed the Academic Program History document, which provides an historic timeline of the addition and deletion of programs at DACC.

After the Self-Study

Margie Huerta said that the committee's efforts would be appreciated after the self-study is completed to keep up the momentum and help achieve preparedness for the site visit on April 28-30, 2008. She said that she would like to come in during the next steering committee meeting on January 17, 2008 to discuss progress and specific readiness issues.

Publicity and Promotions

Susan Williams reported that the Publicity and Promotions subcommittee visited all of the divisions with information about the accreditation effort. She added that they made the visits fun by passing out candy and keeping the dialogue light. She said that the most common feedback that they received from the divisions was that the effort should be focused on getting students involved. She said that the subcommittee will visit the division meetings in Spring 2008 to play "Stump the Chump," a game in which faculty and staff in the division will ask steering committee members questions about accreditation.

Susan Williams said that two issues of the Accreditation e-Newsletter have been distributed by email. She added that all criteria will receive continued coverage in the newsletter, which is sent out biweekly.

Cynda Clary reported that the theme for NMSU's self-study is "NMSU in 3-D: Dedicated, Diverse, Dynamic" and that they are promoting the self-study with a 3-D movie night in conjunction with ASNMSU.

HLC Third Party Comment

Fred Lillibridge reported that DACC is required to notify constituents that the college is seeking accreditation, that the self-study process is underway, and to invite public comment. He said that third party comment can be given through the HLC Web site. He then asked for suggestions about how to publicize the third party comment process.

Andy Burke suggested including a short piece about the third party comment process in the next DACC Report to the Community external newsletter, which will be distributed in January. David Bursleson asked whether the third party statement should be printed in Spanish as well. Fred Lillibridge suggested printing a statement in every paper in Doña Ana County.

Andy Burke suggested printing a legal notice in the Las Cruces Sun News, which would meet the requirement to have circulation in the whole district. Cynda Clary said that NMSU is

printing legal notices in several papers throughout the state and also providing notice through press releases. She added that NMSU will also print a notice in the campus student newspaper, the Round Up. Susan Williams suggested printing notices in the local papers in Hatch, Santa Teresa, and all of the other towns in which we have students.

Sam Weiss reported that in his previous experience at a college in Arizona, the staff would request to be given time on the agendas of local government agency meetings, such as city council and school board, when there were issues to bring to the attention of the public. He also suggested running a public service announcement on the local public television station.

Doug Layer asked the committee if they thought the Las Cruces Sun News would be willing to print a story about the accreditation effort, and if so, it could be requested that they include information about the third party comment process.

Fred Lillibridge asked the committee whether they thought that there should be a link to the HLC Third Party Comment Web site on the DACC Web site, and the committee agreed that a link should be added to the DACC Web site.

Achieving Accreditation: Getting Part-Time Faculty and Current Students More Involved

Margie Huerta asked Katiba Ulbricht if she would commit to help with promoting the accreditation effort among students. Katiba Ulbricht said that she would, and she would appreciate suggestions on how best to do so.

Kim Seifert suggested sending emails about the accreditation effort to all DACC students through the NMSU ICT email list. Doug Layer questioned whether emails would be best because students are often overloaded with too many emails, and emails can be difficult to understand. He said that having faculty or a staff member promote the accreditation effort to students in person would be more effective. He said this could be done during classes or advising sessions.

Anna Chieffo added that it would be preferable for students to hear about accreditation from the college first before they read a story about it in the paper. She suggested printing an informative piece about accreditation in the Fall 2008 Class Schedule, which will begin circulation in March 2008.

150 Days to Go

Margie Huerta reported that the preliminary site visit on November 2, 2007 went very well. She said that it was beneficial to meet with Dr. Sally Winshop, Team Chair of the Evaluation Team for the site visit. Fred Lillibridge added that it was helpful to get feedback about our plans for the site visit. Anna Chieffo said that it was advantageous to discuss the items of concern from the PIF with Dr. Winshop and get input from her as to how to summarize the items of concern for the self-study.

Andy Burke reported that there was a focus on assessment during the preliminary site visit, and it would be wise to ensure that program faculty and staff members stay current on college assessment programs and strategies. He also said that the focus of the site visit in April 2008 will be unknown until a few days before. Susan Wood said that each of the Consultant Evaluators will receive part of the self-study, which will be their focus during the visit.

General Discussion

Kim Seifert said that the Publicity and Promotions subcommittee is too small to achieve the level of promotion of the accreditation effort that needs to occur within the next 150 days. Susan Williams replied that she agrees and that she is concerned about reaching students and part-time faculty. She would like to focus the promotion effort on why accreditation is important to the individual, especially when conducting student outreach, and she would appreciate help.

Next meeting is scheduled for Thursday 17 January 2008 at 3:00 p.m.

Meeting adjourned at 4:30 p.m.