SCC AQIP Steering Committee

September 4, 2012 Minutes

Attending: Wayne Whitmore, Ramona Beiswanger, Nancy Genelin, Rochelle Ament, Beth Danberry, Jane Greathouse, Doug Yentsch, Dena Colemer, Jeff Miller, Karen Snorek, Terry Meschke, Alex Miller

Not in attendance: Donna Marzolf (received late notification of meeting time)

Ramona called the meeting to order. An introduction of committee members was done.

Approval of Minutes of June 11 meeting:
Motion to approve: Beth Danberry
Motion seconded: Nancy Genelin
Motion passed unanimously.

Ramona reviewed ground rules for committee meetings.

Updates:
Coordinator search – an offer has been extended and accepted for the coordinator position. The new hire, Kaycie Billmark, will start October 1. She comes to us from the Art Institutes International Minnesota and has experience in assessment and accreditation. Dena thanked those committee members who were on the interview committee for their time.

Strategy Forums – Dena reviewed what strategy forums are and indicated they will be held in February and April, but no specific dates have yet been posted. SCC is currently beginning its work on the next Strategic Plan and we will need to align the work of the strategy forum with our strategic planning. Per Nancy, we need to obtain membership recommendations from AQIP before the September 18 meeting so we can determine at that time who should be attending the Strategy Forum.

Application – There is no longer an application, simply a declaration form. Dena has sent it to Carol for President Stover’s signature. When he has signed it, it will be submitted to AQIP.

Communication/Marketing Plan
From the June 11 retreat, 4 communication areas were determined. Ramona asked members to place themselves in one of those groups, and those groupings are:
Internal – Nancy, Rochelle, Beth
Newsletter – Wayne, Ramona, Doug, Jane
Electronic Media – Jeff, Karen, Dena
External – Terry, Jane, Keith (Terry agreed to send notes on external communication discussion from June 11 retreat to Ramona)
Each group discussed independently what action steps need to be taken or more information gathered in order to move their communication piece forward. All agreed that a common branding needs to be determined, and Dena & Wayne will discuss this with Ann Anderson for development. Two of the groups (internal and electronic) reported back to the committee what they discussed, but as there was not sufficient time for the other 2 groups, they will report at the September 18th meeting. Each group is to submit to Ramona prior to the next meeting the notes from their discussion.

ITV closed and ended the meeting.

Next meeting: Tuesday, September 18, 10 – 11:30 am

*Minutes respectfully submitted: Beth Danberry*