SCC AQIP Steering Committee

September 18, 2012 Minutes

Attending: Jane Greathouse, Donna Marzolf, Beth Danberry, Wayne Whitmore, Ramona Beiswanger, Cassie Guyer, Dena Colemer, Doug Yentsch, Terry Metschke, Jeff Miller, and Alex Miller.

Not in Attendance: Nancy Genelin, Karen Snorek, Rochelle Ament

Ramona Beiswanger called the meeting to order. The student representatives introduced themselves to the group.

Approval of Minutes of September 4, 2012 meeting:
Motion to approve: Jane Greathouse
Motion Seconded: Beth Danberry
Motion passed unanimously.

Updates:
Formal request to be AQIP officially declared. Ramona tells us of new additions to HLC website regarding AQIP. Jane says we need to reserve rooms for Spring HLC annual conference. Budget issues noted by Dena, as we have to travel to the AQIP forum as well.

Communication Plan: How much communication needs to be going on? What are we calling our initiative? Improvement? Quality improvement? Continuous quality improvement? Dena feels it will depend upon the audience, but according to HLC, it is AQIP. Doug feels we may be putting too much thought into the name. Donna's thought is for us to just give out the newsletter; do not bog everyone down with the details. However, A contest may increase buy-in from others. Jane noted in response to Doug that if something is good, we may not look at it; if it is dumb, however, we might take a look at it. We have a mailbox in NM, and Doug is working on getting one in Faribault.

Newsletter: Wayne discussed the logo and the newsletter template he got from Scott and Ann. The newsletter is good. Ramona provided an example newsletter, with some information inside. Content- what do we want to see in the newsletter? Calendar? Tips? Questions? Pictures of steering committee members, with corresponding questions for each? Should we approve format of newsletter Scott sent to us? How often? It has to be sustainable. Quarterly may be a good place to start. Cassie volunteers to put the newsletter together if we send her articles.
**Communication Plan:** Jane put together a matrix of constituents. She laid out who our constituents are (see handout), and some methods of communication as well. Where do we go from here? Is newsletter our primary source of communication? We need to remember that we have to be able to manage the process. And we have to make some decisions. Jane- someone needs to put together a 1-2 page document laying out our communication plan. It would start with the matrix. Jane volunteers to start this, and Dena volunteers to help Jane with this project for our next meeting. Jane will work on the first draft, and Dena will review it and make any necessary changes. It will then go out to all committee members. What do we hope to accomplish with our communication? Training materials for one. Transparency as well. What Quality Improvement is, how we can improve, how can I get involved, forms and documents, documentation, etc. Some colleges post their communication plans on the AQIP website. This document will be a fluid document, changing with our needs.

**Other communications?** Facebook, bulletin boards, pull-up signs, email. Do we need focus groups with students in regards to communication? Staff? Faculty?

**Logo:** The logo is up for discussion. Jeff does not really like it. He thinks it should be arranged a bit differently. Jane’s comments: might lead to confusion from those outside the college. Move the leaf to the other side? Cassie feels that it can be done, as a graphics person, but that it would have to be approved. Have Scott give us some examples of other logos. Cassie will take this to Scott. Cassie will send out drafts of logos for vote.

**Other:** Bullet points on website for simplicity-sake; no paragraphs of data. Also, emails only when needed. We have to take into consideration what everyone says. Wayne adds that we need to move on at some point and make some decisions. Jeff adds that we come back to the next meeting with our homework and make some decisions and start rolling things out. Bulletin boards and pull-ups were mentioned as well.

**Strategic Plan:** We want alignment between AQIP and our strategic planning. AQIP action teams should arise from our strategic planning efforts. The retreat this year will be 11/19 and 11/20/2012. We had a two-day retreat last time around for strategic planning. Student input will also be sought. Volunteers from faculty, staff, and others at the college have been sought. There will be small and large group discussions and presentations going on. A SWOT analysis will also occur. The goal is to have strategies laid out, which will likely include the system strategic framework. The new plan will be complete by early January, and it will be a three-year plan.

**Action Steps:**
1. Cassie will be taking logo requests back to Scott.
2. Committee will review the logos before the next meeting and decide those they like.
3. Dena and Jane will be doing communication plan.
4. Committee will review the Communication plan before the next meeting and come back with comments.

ITV closed and meeting adjourned at 1132 hours

Recorder: Wayne Whitmore