Meeting Minutes

**Meeting logistics:** Members Present: Ramona, Dena, Kaycie, Donna, Doug, Beth, Rochelle, Wayne, Jane, Cassandra, Karen, Terry, Jeff, Alex, Nancy, and guest Faribault Student Senate President

**Members Absent:** none

**Approval of minutes:** Ramona suggested that the high value/low cost item of including questions at the conclusion of committee agendas (standing meeting items) be added to the chart in the minutes. Beth moved and Wayne seconded the motion to approve so amended minutes. The motion was approved unanimously.

**Updates:** Dena shared that the HLC 2012-2013 calendar year strategy forums were for existing programs. HLC may add a parallel track to one of the spring dates (Feb or April). If not, our strategy forum date will likely occur in Fall 2013.

**Branding/Tagline:** Kaycie and Ramona drafted some initial tagline ideas for the AQIP initiative and presented these ideas to the committee. In small groups, the committee then brainstormed new ideas for the tagline.

Some new ideas for tagline were proposed by each of the small groups, including ladders to success, good, better, best, never let it rest, all aboard to quality improvement, and catch the train to success. In addition, groups suggested we focus on certain themes, such as a puzzle, gardening or Mobius strip themes, and/or that we utilize keywords, such as action, build, work, continuous/never-ending, etc.

In addition to new ideas, Karen raised concerns that the school would have little buy-in to a committee chosen tagline. Committee discussion on this issue led to the proposal that we hold contests for both the tagline development and logo design. The tagline development contest will feature a week of accepting new ideas from the community and a week-10 days of voting on the favorite tagline. This will be followed by a logo
design competition to be determined at the next AQIP meeting. Each competition will award a $50 gift card to the winners.

**Communication Plan:** Kaycie and Ramona also shared their homework regarding implementation of the newly refined (via high value/low cost analysis) communication plan. This plan would include targeted communications to students, faculty and staff beginning this month.

**Committee Meeting Standing Questions:** The committee agreed that the questions suggested by Ramona (based on an HLC session) were good. However, periodic survey of committee activities, processes and data were also useful. Jane suggested that we ask groups to perform an end of semester committee efficacy survey to meet this need. In addition to standing questions, Kaycie proposed that we institute a standard format (that would include standing questions) and a common location for all committee minutes to be kept for record keeping purposes later on in the AQIP process. This type of proposal needs approval from shared governance and the college administrators. Nancy will present this idea to the Administrators. Jeff will work on getting on the agenda for a shared governance meeting. Wayne will also talk to Steve about the logistics of having all meeting minutes posted to the website. Finally, several members agreed to implement the standing questions at their next non-AQIP meetings as a trial (Diversity, Student Engagement, Student Learning, AASC).

**Training Needs:** The committee discussed key training areas they deemed necessary. The first training opportunity may coincide with our branding initiative. Jane suggested we host a poster session of general introductory information during a logo celebration/kick-off/unveiling ceremony. This would take place this semester. Other training topics suggested include: project management, “what is an action team”, training on continuous improvement, and LEAN.