HLC Steering Committee Meeting # 9 Tuesday, December 20, 2011 4:00 p.m. Student Center, Room 308

Attendees: Marilyn Buck, Bryan Byers, Clare Chatot, Rodney Davis, Alan Hargrave,

Kay Hodson-Carlton, Chip Jaggers, Leisa Julian, William Knight, Dan

Lutz, Michael Maggiotto, David Perkins, and Greg Wright

Not in Attendance: Ted Buck, Nancy Cronk, Bernie Hannon, Hollis Hughes and Barb

Phillips

## Announcements:

Marilyn Buck talked about the Physics Educational Testing Services (ETS) major field test. Academic Assessment and Institutional Research (AAIR) has data from 2007-2011. Bill Knight can give a list of departments using ETS. This is a good piece of evidence to demonstrate the quality of programs. Not all programs will have this information available.

## Discussion:

Marilyn Buck and Michael Maggiotto – How to get other groups involved. Students

- Going to the Student Government Association (SGA) meetings.
- Student Affairs, student athletics, and student forums.
- We need a campaign so the students will be aware of what is going on in regards to the HLC accreditation process.
- The students need to be aware of the mission of the university and the university values.
- The committee not only needs to get this information to the students but enlist their feedback and assistance.
- Teaching and Assessment has a student component. The data collected for Immersive Learning (IL) asks the students if they have participated in an IL project but does not ask their opinion of the process. Are the resources we claim are being provided actually being provided?
- Kay Hodson-Carlton Distance Ed needs to be contacted and updated as well.
  - Marilyn Buck when the HLC reviewers came for the doctorate in Nursing they wanted to talk with some of the distance education students.
  - o How will we contact these students?
  - o Maybe this is one of the things we find, as a result of our self study, that we need to reach out to this group.
- Alan Hargrave We need to determine what the students at large value as a source of information. We need to develop a marketing campaign perhaps at a grassroots level to show how the students can be involved. We might be able to make this a part of the student's projects in marketing campaign.
- The students need to hear this information a number of times before they will be able to associate it to how it affects them.
- We could work with student advisors.

- All residence halls have Facebook pages. This might be a good place to reach the students.
- Marilyn Buck We need to emphasize that this institution has changed and get them to look at how it has changed.
- Alan Hargrave Going to student organizations hits a limited group and those
  individuals may take it back to their peers or they may not. There is no way to predict the
  outcome. To get the message out we need to come up with a plan for a marketing
  campaign.
- Dan Lutz The sooner we get started on this the better. University Marketing and Communications (UMC) could put a good program together.
- Leisa Julian A website could be set up to go to get updates about the process, similar to the ERP process. Perhaps ask faculty to assign the students to go to the site and read about the process.
- Kay Hodson-Carlton We could post something on Blackboard on the administration level. This is a consistent way to communicate with students. This is happening, be aware of what is going on.
- This would be more of an educational item than instructional.
- Michael Maggiotto If we could explain to the students that most of what we do is directed at them maybe they could get something out of this process.
- Alan Hargrave January 23, Student Affairs is sponsoring a lecture on Social Media. This lecture will instruct on how best to use Twitter, YouTube, and Facebook effectively to benefit students. Websites are too static for the students. They will only go to a website if they are looking for something specific.
- Michael Maggiotto We can do the college as a social media site kind of thing. Speed and authenticity are what appeals to students best.
- Dan Lutz It is important to know how students search. UMC may have research on this.
- Chip Jaggers We need to know if the communication is working.
- Greg Wright will talk with Tony and Ted to see how UMC can get involved. He is concerned if the students see that it is coming from UMC that they will consider it to be propaganda and that maybe it best come from grassroots up.
- We need to let the student know that we survey them so we can improve.
- Marilyn Buck Using Cardinal Communications, CCIM and marketing classes to launch this campaign might be helpful and could result in additional pride in the institution.
- Rod Davis Could the marketing be written into an IL project?

## <u>Alumni</u>

- Marilyn Buck How do we get word out to Alumni? What is the value of your education? Did we succeed in educating you for the workforce? Would you recommend Ball State?
- These kinds of question will validate the statements; this is who we say we are; this is what we do. We need this group to testify to these statements.
- We have statistics on alumni support rate, but we may not know the attitudes and feelings.

- Chip Jaggers At the alumni meetings they have a sharing moment and the alumni often relay that they felt that they got a great education and made life-long friends.
- When asked if it was likely that the reviewer would select random alumni to ask question Bill Knight said it would probably not be entirely random but will be alumni that are at a meeting or reception for community leaders and alumni are present.
- Michael Maggiotto The students will be approached at random. As a reviewer, he likes to ask students why they were there. What makes this campus different from any other campus? If the student can give you that six word marketing phase and then a couple of sentences that says what that means to them, that is what we are looking for.
- Marilyn Buck AAIR will put together an alumni survey to document what our alum are saying.
- Michael Maggiotto Some of the common themes from the alumni are that Ball State took a chance on them, believing in them and they are appreciative. Often times they mention a faculty member that influenced or encouraged them. This is a similar theme that David Letterman expressed when he was here.

## Other Issues

- The Vice Presidents need to engage all of their employees.
- January 19 Kay Bales is going to the next level down in her area to communicate what the university is doing. She will also work with the residence hall employees.
- The custodians and grounds keepers will also need to be reached.
- Michael Maggiotto and Marilyn Buck will go to any service meetings and help facilitate
  meeting to all the VP areas. One of the issues that they want to bring forward is do each
  of these group understand their role at the university, the value in what they are doing.
  Bill Knight volunteered to help facilitate these meetings.
- As the board of trustees suggested, a card will be printed for all employees and distributed with the university mission and two or three bullet points. Marilyn Buck asked Greg Wright to provide her with the cost so she could take that to the Provost.
- It is the board's responsibility when they have an important decision to make to be sure to ask the question, does this fit the mission of the university?
- Dining services has a full training meeting in January and August. Marilyn and Mike will be in touch with Jon Lewis to get on the August schedule.
- The president will continue to keep the accreditation up front with the university so they will be aware of what is happening.
- The deans have been encouraged to get their materials uploaded to SharePoint. The subcommittee chairs are not expected to go to the department areas of SharePoint to get information. They should look to the deans' area for their materials. Then if there is something for which more information is needed or missing or not complete, contact the department and ask them to tell you more.
- David Perkins said his group needs a systematic account of Student Learning Outcomes (SLO). Bryan Byers' group also needs this information. Michael Maggiotto said that information could be found in the annual reports of his college. David Perkins referenced the summary that the Associate Provost office compiled in 2010 but he wanted more current information. Bill Knight suggested he look at the checklist survey but David said that the checklist did not contain the SLO. Marilyn Buck said the survey asked if changes were made so the subcommittee could take that information and go to the departments and ask them to supply information on what changes they made. This documentation

should include Honors College and Michael Maggiotto said that he would talk with Jim Ruebel. Marilyn Buck has asked International Programs to identify SLO. Michael Maggiotto asked Rod Davis if he knew where Miller College of Business was storing their SLO documentation. Rod Davis thought that it was being stored on Blackboard. If the colleges aren't using SharePoint, they need to figure out how they are going to hyperlink to give the committee access to their materials. We know that this documentation exists but we need to get it to a common area so the committees can use it. We need a common platform not necessarily a common format. Rod Davis said that all the documents from their last accreditation are still on their website so Michael Maggiotto suggested that all they need to do is document what has taken place since the last program accreditation three years ago and put that information in a common place.

- Marilyn Buck She will work from her office to complete a request for reporting of all program accreditations and program reviews.
- Marilyn Buck and Michael Maggiotto Everyone need to be on call the three days the
  reviewers are here. Anything we can anticipate now will make the process go smoother.
  The new reviewers are being told not to come with preset schedules so the university will
  not know in advance what the reviewers will ask of us.
- Clare Chatot asked for a clarification on the new language in her 1C component (diversity of U.S. society). The Strategic Plan has very specific goals that are reflective of Indiana. The thought was that this statement was referring to preparing students to deal with the diversity of U.S. society.
- Marie Douglass was asked, by Marilyn Buck, to cancel the next meeting on January 3 because there would be no subcommittee activity during break to report.

The meeting adjourned at 5:16 p.m. Next Meeting: Tuesday, January 17, 2012 Student Center, room 308