ADAMS STATE UNIVERSITY
ACCREDITATION ENGAGEMENT COMMITTEE

Notes

Kick-off Meeting - 3:30 p.m., October 15, 2014


Meeting Notes:

- Introductions of committee members were made.
- Karla gave a brief overview of the accreditation process, HLC accreditation criteria, and the committee’s charge.
- Karla explained the Google Groups/Drive that will be the platform for the group’s work.
- A draft of the reaccreditation timeline was shared with the group.
- Jen Stoughton gave a preview of Adams State’s self study web page. Jen asked Trustee Rogers if the board would like to draft a letter for the self study main page. Linda Relyea will assist if needed.
- Stacy Taylor agreed to manage any social media that the group uses to engage the campus and community.
- The group began discussing the various media and communication strategies.
  - An immediate priority is publicity of ASU’s newly approved mission, vision and values for the institution. Karla and Amy will work together to develop print materials for this (rack card or book mark that also includes HLC criteria). Jen has updated ASU website.
  - Karla will compile a short .ppt of reaccreditation for anybody who needs to present to campus/community
  - Infographics (Kaylee will work on this with Liz Thomas and students in marketing classes and Art League, student senate, etc.)
  - Karla will post steering committee’s draft timeline
  - Media possibilities as committee engages community over next two years: bookmarks/posters with HLC criteria and ASU mission/vision/values, website, social media, guidebook (Dianne/Jeni), QR code, digital signage across campus (including One Stop) (Objectives will often be to inform campus of process/reaccreditation events or drive campus and community to ASU’s self study web pages.)
- Schedule next meeting for two weeks, then monthly.

Meeting adjourned at 4:10 p.m.