

HLC Self Study  
Publicity Team  
Minutes  
April 23, 2008

Present: Becky Boe, Andy Bartlett, Rose Jones, Elizabeth Dunn

Brainstorming session on student involvement.

Key question: Why should students care? They want to be asked to contribute and be part of the process.

Area I—Does our mission statement resonate with students? Are we living it? Do you know how it relates to your education?

Area III—Teaching and learning—Is the learning experience here effective? Do we want anecdotal information? Stories from students that could be featured in the report?

Area V—Service—lots of student stories and activities in this area

Ideas for awareness and gathering direct input.

1. HLC listening posts
2. FM 90—campus radio station
3. Student newspaper—Andy has a survey on its effectiveness
4. Table tents
5. Flat screens on campus
6. Table at fall picnic
7. Screen savers
8. Should talk to Residence Hall Council and personnel in that area
9. What would be the cost of flash drives to hand out as prizes? Or blanket campus?
10. Contests on mission or HLC topics—hand out prizes
11. Do take-off on medallion hunts with prizes
12. HLC Road show for students—res. halls—Midnight Express, The Breakfast Club
13. Hang up sheets in the HMU and Walnut where students can write with markers responses to pieces of the mission and vision statements
14. Website easily accessed for student responses
15. Post notice on our web page—use of student portal
16. Really want to educate incoming classes—transfer and freshmen on mission
17. Video production—may want to use and open mike concept—student to student—Louise Mengelkoch might be a good contact person to help identify student for this project (also Pat Carrier—for theater students)
18. Night Time Express—2 or 3 quick questions, quick responses
19. We have to go to the students in a variety of venues

20. Handouts at the parking lots in the AM—use tape recorder for quick responses, hand out coupons for coffee or hand out popcorn in the PM—ask a quick question then hand them a card with the message, “If you have more to say go to [www.-----](#)“
21. Get in the FYE curriculum—those classes could compete for prizes on knowledge of the mission, HLC, etc. Have Bucky visit the classes to raise awareness—talk to Mary Ward on this
22. Web—have popup questions—3 or 4 quick questions—use Survey Monkey?

Overall strategy would be to raise a quick awareness though staying on the surfaces and plan a campaign for deeper awareness as we go through the 2 year cycle.

(It would be good to think about how to sustain the awareness as part of our culture.)

We really have two parallel though closely related tasks here.

1. Raise awareness of the mission and vision statements and what they mean; how we live them now and in the future.
2. Raise awareness and seek input from students regarding the HLC self-study.