

Northland Pioneer College
Instructional Leaders Council

SCC. LC 109
Friday, March 9, 2007
9:30

Meeting Minutes

In attendance: Deb McGinty, Sue Kirtland (guest), Rose Kreher (sect'y), Doug Seely, Dick Heimann, Mark Vest, Jeanne Swarthout, Loyelin Aceves (guest), Andrew Hassard (for Dr. Solomonson), Eric Henderson, Trudy Bender, Clifton Lewis, Tom Nagle (quorum present)

Action Items:

1. Minutes from 02-23-07 meeting were approved on a motion by Seely, 2nd by Heimann

Discussion Items

1. Sue Kirtland, head of Propeller Communications, gave an update on web page progress, proposed process improvements, and faster turn around time for publicity materials for departments
 - a. The college will now be entering phase 2 of the Web site development. This will entail setting up a content management system on a development server. Departments can then determine their own content on a text-based template. Propeller will then install on the Website. Departments should start collecting what it is they want to be online and compile into a Word document.
 - b. There will be two print releases for the fall schedules that will reflect two major structures, by locale and also by program/course, to help students more easily select the classes they want, when they want them, where they want them. The dates of these schedules will be April 25 and then an updated version on August 1.
 - i. There will also be a searchable online schedule as well planned for an August 1 release date.
 - c. The old marketing department requirement of 6-8 weeks for materials is being improved. There will now be a 2-3 week turnaround on marketing requests.
 - i. Requestors must put a calendar date on the forms. No ASAP requests will be honored.
 - ii. Departments wanting materials will have a choice of doing their own or working with the marketing department.
 1. If done by a department, the material should be sent directly to Sue for approval. Her approval time will take approximately 12-24 hours, on the outside.
 2. All in house materials must have the proper logo and the NPC disclaimer (a 12-page "graphics manual" will be posted on the M&PR Web site in the upcoming weeks with logo files and

information on use. In the meantime, requests can be made for the information by contacting Everett Robinson direct.)

3. No clip art is allowed, only photos. Departments can use photos from online sources (with proper copyright permissions) or the one used by the marketing department ([.liquidlibrary.com](http://liquidlibrary.com)).
- iii. For marketing department assistance, press releases will require a special request form, obtain, fill out and return directly to Everett Robinson. Lead time for requests on press releases should take into account newspaper deadlines which tend to run at least a week ahead of event dates.
- iv. While Departmental Brochure, Flyer and Email Templates are being developed, help with brochures, flyers, and email “blasts” should be directed to JoAnn Barnes-Slocum who has interim content templates for departmental needs.
- d. Kirtland indicates that while she hopes email signatures could become standardized, it is not required. Information on preferred e-signatures can be found in the graphics standards manual.
- e. Kirtland also says that she needs assistance from the program chairs and other committee members on how/what she should be communicating to the rest of the college regarding the marketing efforts.
 - i. To this end, Dr. Swarouth felt that Propeller could develop a draft marketing procedures manual. This would be put out to the ILC for comment.
 - ii. There will be a 3-day photo shoot in mid-April at three locations. In connection with this, Kirtland wants input of student and student/faculty “success” stories. These should be sent directly to her at: @propcom.com or mpr@npc.edu.
- f. A student “career planner” by program is planned for 2007-2008. This should help since the school is low on advisers. It will be in print format for now but eventually will be online.
- g. A view book with locales, programs/degrees, university transfer information, etc. is also being developed as well as a new student handbook. All of these should be in place (hopefully) by Fall 07.
- h. The college catalog is being evaluated based on redundancy with other college materials. A possible solution is to develop and print the required number of hard copies and thoroughly incorporate all of the content into the appropriate areas of the NPC Web site.

2. Discussion/Possible Action Items:

- a. Adjunct faculty representative to ILC was tabled
3. On a motion by Henderson, second by Seely, the committee voted to approve restructuring of the AGECS by taking out the three credits of humanities and three

- credits of social/behavioral science and adding six credits of General Education science as requirements; the A.S. degree will reflect the changes
- a. Cindy Hildebrand will bring the templates with the changes to the next meeting for review
4. Dick Heimann motioned that ILC approve the credit/non-credit recommendations made by Community Services for their personal interest courses. Tom Nagle approved; there was one abstention. This approval would be for the coming year's courses. There will be an annual evaluation and more data will be available for review next year.
 5. Grading policies tabled until next meeting
 6. Next meeting of the ILC will be March 23 at the CEC, 9:30
 - b. Items for that meeting will be Adjunct Faculty rep to the committee
 - c. Grading policies
 1. Change of Grade dates
 2. Procedures and after what date should this not be changed
 3. Incompletes – reassessing the 85% rule
 4. Plus/minus grading
 - d. Incompletes – reassign the 85 percent rule
 - e. Course development procedures
 - f. Review/discuss changed templates for A.S. and ABus.