

**Higher Learning Commission**  
of the North Central Association of Schools and Colleges

**Self Study Progress Report of Seminole State College**  
**Program to Evaluate and Advance Quality (PEAQ) Accreditation Criteria**

Prepared for Self-Study Chair Pam Koenig  
Submitted by SSC Self-Study Communications and Marketing Subcommittee Chair Yashanda Scruggs  
April 30, 2008

In preparation for the 2009-2010 Site Visit seeking Continuous Accreditation from the Higher Learning Commission, the Communications and Marketing Subcommittee accomplished the following during the period of April 1, 2008 through May 1, 2008:

**Minutes from the April 1, 2008 Communications and Marketing Subcommittee Meeting.**

The Communications and Marketing Committee Meeting was called to order at 2:30 p.m. on Tuesday, April 1, 2008. Those attending the meeting were: Yashanda Scruggs, Mechell Downey, Edie Cathey, Teresa Norman, John Bartos and Marie Dawson.

The committee discussed the development of a postcard designed to distribute to student, alumni and the community. The purpose of this postcard is to help tell the story of Seminole State College. This card could be taken to student events, civic club meetings and placed on the HLC website. Yashanda stated that she would design the card and Mechell would present this card for approval from Lana Reynolds, Pam Koenig and President Utterback. Some of the questions that should be on the card would be:

What year did you graduate?  
What is your favorite memory from SSC?  
How can we better serve our students?

Marie stated that she has been doing some brainstorming about how to get students involved in the HLC process. She suggested that we interview former SSC students and create some kind of teaching tool for faculty to use in class.

Yashanda informed the committee that Tracy Lucas is trying to schedule a couple of student events for the near future. She stated that she is going to have a "Fun Day" or something equivalent at the end of April. The committee discussed the purchase of beach balls, Frisbees or we may set up a dessert booth for the event. Also the committee decided to have our signature candy bars and the questionnaire cards to hand out. The committee also discussed the creation of a sticker to put on the Frisbees about HLC.

The committee discussed the poster contest and when to start this contest.

The committee discussed additions to the website, such as music and narration. Teresa said that Travis Qualls has a program that would assist us in putting music and narration on the SSC HLC web site.

Marie Dawson suggested having pizza parties for students next year or this summer.

The Committee adjourned at 3:35 p.m. and set their next meeting for Tuesday, April 8, 2008 in room 204. (FYI: this meeting was cancelled due to conflicting schedules)

### **Minutes from the April 8, 2008 Communications and Marketing Subcommittee Conference Call Meeting.**

Marie Dawson, Yashanda Scruggs, Edie Cathey and Mechell Downey conducted a conference call meeting on April 8, 2008. They discussed student events on campus. The proposed Spring semester student events will not materialize, therefore this group discussed future events for this committee. The committee decided to order Frisbees for the beginning of the Fall semester. HLC information will be placed on these Frisbees. Students will be eager to begin the Fall semester and will welcome information about the Higher Learning Commission review. The committee also discussed having some events at In-Service in August. The committee decided to conduct their next meeting on April 29, 2008.

The April 29, 2008 meeting was cancelled due to scheduling conflicts.