

# ALASKA POSTSECONDARY ACCESS & COMPLETION NETWORK

MEETING – NOVEMBER 24, 2014

## Meeting Purpose

Alaska Postsecondary Access and Completion Network planning team members reconvened to continue development work on Network strategies and leadership structure. Members participated in a brief training on Roberts Rules of Order, received progress reports on Network team subcommittees, and reviewed initial nominations for Executive Committee membership.

## Key Meeting Outcomes

Review of Subcommittee Activity	Formed Subcommittee to Develop Network Logo/Branding	Approved Plan to Proceed with Executive Committee Elections
<ul style="list-style-type: none"><li>• <b>Conference Sectional Subcommittee</b><ul style="list-style-type: none"><li>• Handout, presentation, and feedback-seeking activities used at 3+ events</li><li>• Feedback has been supportive of Network activity</li><li>• Attendees highlighted expectations challenge in follow-up discussions</li></ul></li><li>• <b>2015 Summit Planning Subcommittee</b><ul style="list-style-type: none"><li>• Set tentative dates for late March - early April</li><li>• Developing draft budget, agenda, and communication plan (logo needed)</li></ul></li><li>• <b>Collaborative Assessment Tool Subcommittee:</b><ul style="list-style-type: none"><li>• Members to review results and develop list of actionable items</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Subcommittee members will select cost-effective method to develop branding</b></li><li>• <b>Initial priorities are:</b><ul style="list-style-type: none"><li>• Logo design</li><li>• Font, colors, and other basic branding elements</li></ul></li><li>• <b>Communication plan development to be tasked to future subcommittee</b></li><li>• <b>Timeline:</b><ul style="list-style-type: none"><li>• Logo design options to be made available for vote before holidays</li><li>• Selection of a final logo in time to use for Spring Conference planning and marketing</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Nominations window extended 1 week to permit more nominations</b></li><li>• <b>Candidates will submit short bios for reference during elections</b></li><li>• <b>Elections will be conducted through online ballot in 2 rounds:</b><ul style="list-style-type: none"><li>• Round 1 - Designated Seats</li><li>• Round 2 - At Large Seats</li></ul></li></ul>

## Conference Sectional Subcommittee Update

Brenda Riley, subcommittee lead, advised that presentation proposals had been accepted at: the University Strategic Enrollment Group (USEG) meeting, the Alaska School Counselor Association (AkSCA) Conference and Alaska Society for Technology in Education (ASTE) Conference. Feedback from USEG and AkSCA members was positive, with the latter emphasizing the challenge of low expectations for postsecondary education being a prominent concern in their communities. An informational handout on the Network was available at conference booths.



## Spring Summit Planning Subcommittee Update

Rebekah Matrosova, subcommittee lead, provided an update on plans for a 2015 conference for Alaskan college access and completion service providers. Event Travel Management was selected as the vendor for conference planning services. Subcommittee members anticipate 100-125 attendees and have set target dates for late March 31 – early April, depending on venue availability. A tentative budget has been developed which includes scholarships for attendee travel expenses to be awarded for roughly 15 individuals. A registration fee will be required, which would help offset some costs of the event and travel scholarships. The subcommittee also expressed that the Network’s current lack of branding was a challenge when attempting to develop conference materials.

### NEXT STEPS

Continue planning a 2015 conference event for postsecondary access and completion professionals

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## Collaborative Assessment Subcommittee Update

Lacy Karpilo, subcommittee lead, provided a summary of members' Collaborative Assessment Tool survey responses following an extended deadline. Based on responses, the subcommittee determined that an additional SWOT analysis for strategic planning purposes is unnecessary. Rather, planning team members should come to the next Network meeting prepared with a list of actionable items which they believe would enhance member collaboration and general function of the planning team.

### NEXT STEPS

Planning team members will review responses and prepare list of actionable items.

## Programs & Policy Inventory Update

Heather Haugland, Senior Project Manager for McDowell Group LLC., briefly summarized activity. Stakeholder interviews and the postsecondary access and completion programs survey have been completed with roughly 25 stakeholders and 40 programs responding. McDowell is currently refining the project report and recommendations, and set a new completion date in late December 2014.

### NEXT STEPS

ACPE will supervise progress and completion of the Programs & Policy Inventory

## Network Executive Committee Formation

Planning team members reviewed initial nominations, which resulted in 10 candidates for the 13 seats in the Network Executive Committee proposal. Members elected to extend the window for nominations by one week before proceeding with elections. Elections will be collected through two rounds of electronic ballots. In Round 1, members will vote on designated seats, voting for each individual only once (even if they are a candidate for multiple designated seats). In Round 2, members will vote on at large seats from among remaining candidates. Candidates will be asked to provide short bios for reference during elections. Member votes are confidential, with the exception of staff review for errors (such as duplicate votes for a candidate).

### NEXT STEPS

Network Executive Committee candidates will submit short bios for use during elections

Complete extended nominations and elections process through two rounds of online ballots.

## Moving Forward: Strategic Plan 4 Focus Areas

The draft Network Strategic Plan currently addresses four Focus Areas. Addressing Statewide Messaging and Research & Data Collection in this meeting, members discussed the need for Network branding to be used in materials, presentations, and conference planning. A subcommittee was formed and tasked with developing a logo and set of standard fonts, colors, etc. to be voted on by planning team members before finalizing. Options for internal development, student competition, and contracting for services were discussed, with the subcommittee tasked to have branding available for use prior to the 2015 conference. Members agreed to limit the scope of work and not address overall statewide messaging at this time.

Members also discussed data currently needed by the Network to progress with strategy development. Members expressed the need for clear and concise data that creates a sense of urgency and more specific demographic information that can be tailored by audience and used to target strategies. Members requested the ability to view data from the Program & Policy inventory project in January, even if the final report was not yet available, and data used by other states and additional information from the Department of Labor and Workforce Development.

### NEXT STEPS

Branding Subcommittee will develop Network logo & branding; to be voted on by planning team before implementation

Network staff will request presentation of additional data by Department of Labor for January meeting