

**Denmark Technical College Area Commission**  
**Institutional Advancement and Effectiveness Committee**  
**November 19, 2020 – 11:30 am – 12:45 pm**

**AGENDA**

**Mr. James Bowden, Chair**

**Mr. Thomas W. Mayer, AVP Institutional Advancement and Effectiveness**

**Ms. Hermeca Johnson-Lawton, Recorder**

**Committee on Institutional Advancement and Effectiveness:**

Mr. James Bowden, Chair

Join Zoom Meeting

<https://zoom.us/j/99049713525?pwd=L3U5NDdhUmx2bitWUDRBYzY1YWVHQT09>

Meeting ID: 990 4971 3525

Passcode: 351926

Mr. James Bowden, Chair

**I. Call to Order**

**II. Invocation**

James Bowden,  
Chair

**III. Opening Comments, Introductions**

James Bowden,  
Chair

**IV. New Business**

Mr. Thomas W. Mayer,  
Associate Vice President

- A. Public Information and Marketing Updates
  - 1. Mission Statement
  - 2. Marketing and Branding the College
- B. Institutional Advancement Updates
  - 1. Mission Statement
  - 2. Plans for Fundraising - \$2.5 Million Capital Campaign
  - 3. Alumni Partnership
  - 4. Denmark Technical College Foundation
- C. Human Resources Management
  - 1. Mission Statement
  - 2. Employee Assistance Program
  - 3. Internal Compliance Audit
  - 4. Customer Service Focus
- D. Institutional Effectiveness and Assessment Updates
  - 1. Mission Statement
  - 2. 2019-2020 Fact Book
  - 3. Annual Reporting Calendar (Key Reports)
  - 4. Academic and Non-Academic Unit Assessments – Watermark Solution

**V. Other Matters**

**VI. Adjournment**

James Bowden, Chair

