To: Phyllis Lee  
CC: NEASC Public Disclosure Committee  
From: Marie Canaves  
Date: 11/27/06  
Subject: Summary of Results of Faculty/Staff NEASC Survey: Public Disclosure

We received a total of 16 responses. All of the questions in the survey were not addressed by every respondent. The level of detail in the respondent’s answers is reflected in the summary. The list of respondents and the summary of the responses is listed below.

Bird, Delores  
Canaves, Marie  
Collins, Brenda  
Etter, Catherine  
Green, Skye  
Kershner, James  
Kline-Symington, Susan  
McGraw, Patricia  
Rich, Margaret  
Riordan, Virginia  
San Giovanni, John Paul  
Sastre, Maria  
Shaw, James  
Sicchio, Mary  
Smith, Victor  
Sommers, Richard

**College Catalog:**  
Positive responses (12)  
Suggestions:  
♦ add tabs  
♦ incorporate a couple of course scenarios in the Arts and Sciences area  
♦ use more photos and white space – it is too text-dense  
♦ re-consider the shape of the book – it is awkward  
♦ include student or faculty art

**Student Handbook:**  
Positive responses (6)  
Do not use (2)  
Rarely use (1)  
Positive remarks include:  
♦ Calendar format is helpful  
♦ It is useful for faculty/staff and students in locating college procedures, policies and rules (for ex., grievance process)  
Suggestions:  
♦ Improve the index and table of contents to facilitate finding policies and procedures  
♦ It should be less intimidating  
♦ The policies should be brief, clear, summarized  
♦ All faculty members should be given copies  
♦ More copies should be printed so that every student who enrolls in a course receives one
Course Schedule:
Positive responses (10)

Positive remarks include:
♦ It is very useful because both descriptions and class schedule are listed
♦ On-line schedule is very useful

Suggestions:
♦ The course schedule (as well as the college website) should be open to anyone who wants to know what is being offered (What is the purpose of having to enter user name, password, etc.?)
♦ Make it easier to find classes even if the user does not know which department is hosting the class
♦ Include a glossary of departments and course connections
♦ Developmental Education courses should be integrated with, rather than isolated from, the courses in their respective departments (for ex. include Intermediate Algebra in the Mathematics section); Developmental courses can be differentiated from college level courses by, for ex., use of different font or italics

Other remarks:
♦ course schedule has occasional typos
♦ course guide is less useful since it does not include course descriptions

College Website:
Needs improvement (4)
Only use it to check enrollments (1)
Do not use it (1)

Positive remarks include:
♦ Nickerson website has much important information for genealogists and scholars

Suggestions:
♦ Hire a visual artist who specializes in designing websites to create a site that is original (rather than generic), engaging, informative, appealing and expressive of Cape Cod Community College (faculty in the Art Dept. should be consulted for ideas on this)
♦ Improve the layout, tabs and use easy-to-read typeset (for ex., there should be no more than 2 clicks to access information the user needs -- see Greenfield Community College and Vicennes University websites for excellent examples)
♦ Add more graphics, color for heightened interest/impact
♦ More and higher resolution photographs of both campuses and the people on the campuses
♦ Take away clutter and make it more user friendly -- less words and clicks (for ex., the massage therapy certificate information is difficult to find)
♦ General contact information should be on the home page
♦ Include academic policies and procedures listed in Student Handbook (for ex., grievance policy)
♦ Avoid clichés
♦ Include news of successful faculty or students
♦ Better promote college programming and plays
♦ Include pages on the history of the college for a sense of continuity
♦ Information on the faculty and staff should be kept updated
♦ Training is needed in order to use it in its present format

Other remarks:
♦ Website (including on-line registration) reduces student contact with faculty/advisors
Publications – The Main Sheet:
Positive responses (8)
Not used (2)
Positive remarks include:
♦ it is an important tool for student learning and to showcase student work
♦ serves as an important resource for students who want to pursue careers in communications, advertising, journalism, etc.
♦ has continually recorded the history of the college better than any other source
♦ online access is important
♦ distribution in different locations is useful
♦ generally reflects well on the college
Suggestions:
♦ Include interviews of faculty, staff and the president
♦ Consider redesigning and upgrading the paper’s format and graphics to make it more visually interesting and appealing
♦ Print more editions
Other remarks:
♦ Varies in quality depending on student involvement

Publications – The Write Stuff:
Positive responses (6)
Do not use (1)
Have not seen/read it (2)
Positive remarks:
♦ serves as an important resource for students who want to pursue careers in communications, advertising, journalism, etc.
Suggestions:
♦ Should be more widely distributed
♦ Print more editions

Publications – Sea Change:
Positive responses (6)
Have not used/read it (2)
Positive remarks:
♦ serves as an important resource for students who want to pursue careers in communications, advertising, journalism, etc.
Suggestions:
♦ Should be more widely distributed
♦ Print more editions

Student Radio:
Positive (2)
Do not use (3)
Needs improvement (3)
Suggestions:
♦ should be more informative
♦ include interviews of faculty, staff and the president
♦ consider piping the radio into the cafeteria
Other remarks:
♦ it is a waste of resources
College Television Station:
Do not use (2)
Positive remarks:
♦ continues to grow
♦ attracts students interested in becoming D.J.’s, writers or other members of the broadcasting community
Other remarks:
♦ it is a waste of resources

Commercial Radio & Newspaper Ads:
Radio ads have generated good responses from the community
Suggestions:
♦ Ads should have male and female speakers
♦ Marketing tagline “Start here and you can take your life anywhere” is old/cliché and should be reconsidered if it is going to become a standard in all outgoing email and correspondence
♦ The tag line should be more appealing to a younger and diverse population
♦ Consider bi-lingual ads

Remarks relating to other areas of Public Disclosure:
♦ The student registration/class schedule sheet generated for each student has some abbreviations that are not clear (for ex., “R” for Thursday, or “VOC” for CC Tech)
♦ The logo is outdated
♦ If the college keeps the logo, it should educate the community on its meaning and combine it with an updated campaign to appeal to a younger and more diverse population (for ex., Curry College did an study of its ads and has made effective changes in their advertising campaign – Skye Green participated in the Consulting Committee)