STANDARD 10

PUBLIC DISCLOSURE

DESCRIPTION
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Publications

We are committed to presenting our campus truthfully and realistically in all public statements, publications, marketing materials, and websites. Copies of the current University of Maine at Fort Kent budget, the *UMFK Statistical Abstract*, and documents such as University of Maine System (UMS) Board of Trustee's (BOT) proposals and relevant legislative actions are archived for public use in the Special Collections section of Blake Library (Exhibit 10.01).

The public learns of campus activities, course offerings, and cultural events from print publications such as the Valley Vision newsletter (monthly), the Valley Vision Currents (weekly), the Bell Tower (biannually), mailings from UMFK academic divisions, and press releases in local newspapers (Exhibit 10.02: UMFK Print Publications). Information about UMFK also reaches the general public through the UMFK website, as well as by radio and television broadcasts, including the Valley's View, a monthly television program with an audience of 30,000 viewers (Exhibit 10.03: Valley View Broadcasts).

The *UMFK 2005-2007 Catalog* (Exhibit 1.08), the *UMFK Viewbook* (Exhibit 10.04), various brochures and fact sheets, and the UMFK website inform current and potential students to UMFK's campus, mission, academic programs, and policies. UMFK is listed in the *College Board College Handbook* and *Peterson's 4-Year Colleges* (Exhibit 10.05), and other resource books

that are available online and in print. Admissions personnel and faculty update brochures on individual academic programs approximately every two years (Exhibit 10.06: UMFK Program Recruitment Materials).

The *2005-2007 Catalog* is UMFK's most comprehensive printed publication. It is revised every two years (Exhibit 1.08). The catalog contains our mission statement, accreditation status, a description of the campus setting, information on finances, financial aid, admissions procedures, student life, academic policies, degree requirements, academic program descriptions and goals, and course descriptions, including information on how frequently most courses are offered. The catalog also provides lists of individuals associated with UMFK, including members of the BOT and Board of Visitors, administrative officers, staff, and faculty.

The *UMFK Semester 2005 Course Guide* (Exhibit 3.13) lists course offerings for each semester. This guide is available for the following semester by midterm for pre-registration, and a revised listing is published shortly before each semester begins. Students, who want the latest listing of available classes, their own class schedules, or grades, may call the Bengal Tracker, an interactive Voice Response System.

Incoming students have access to several publications during the orientation process to help them understand UMFK's mission, objectives, academic policies, and procedures. See Standard Six, Student

Services for further detail. Students receive an acceptance letter, a *UMFK Semester 2005 Course Guide*, a *Student Handbook/Academic Planner 2004-2005*, a *Student Conduct Code*, and where appropriate, a housing contract or off-campus housing list. The handbook lists student services and activities, support services, and University policies and procedures. Much of this information is also accessible through the UMFK website.

College Board Website
http://apps.collegeboard.com/search/index.jsp

Petersons Website
www.petersons.com/

Those interested in detailed reports of UMFK's student population and programs may access the *UMFK Statistical Abstract* (Exhibit 1.09) that provides an account by semester and year. Enrollments are analyzed by geographic location, gender, ethnicity, degree, major, and minor. Graduates are grouped by degree (major and minor) and gender. Course enrollments are analyzed by division and discipline. Finally, percents of UMFK personnel in faculty, professional, and classified ranks are displayed. The *UMFK Statistical Abstract* is updated semiannually by the Registrar.

UMFK Website

UMFK's web presence began in 1995. The site provides all information contained in the *UMFK 2005-2007 Catalog* and the *UMFK Semester Course Guides*. Visitors to the website can view broadcasts of live and archived campus events, watch the campus video, take a virtual tour of the area, see an events schedule, order items from the bookstore, and read press releases related to UMFK. Students and staff can access student academic information and register for classes using the Bengal Tracker Distributed Student Information Link (DSIS) link. The website is updated as needed. A revised version of the website is released approximately every two to three

years (Appendix 1.03: *Institutional Performance Scorecard*, KPI 10.1-10.5).

UMFK Website
http://www.umfk.maine.edu/

Bengal Tracker Web Version
https://beech.unet.maine.edu/dsis/pls/menu.logon_scrn

Visiting UMFK Website
http://www.umfk.maine.edu/aboutumfk/visiting/

Accreditation Status Website
http://www.umfk.maine.edu/academics/accreditgrid/

Faculty and Administrative Listings

The annual *Campus Directory* (Appendix 10.01) lists contact information, including phone numbers, office locations, and electronic mail addresses, for all faculty, staff, and administrators. The *Campus Directory* also provides information for all part-time instructors. It is produced annually by the office of Human Resources.

UMFK Online Campus Directory Website
http://www.umfk.maine.edu/offices/

Information Currency and Systematic Review

Addenda and updates to printed information are provided on the UMFK website to ensure that the public has access to the most current information about the campus. Information about program performance and program-specific learning outcomes is found in reports related to accreditation reviews for specific degree programs (Exhibit 4.06: Program Reviews). Data supporting program information are collected and maintained by the academic divisions and copies of these reviews are maintained in the Academic Affairs Office.

Most print or electronic publications produced at UMFK are reviewed by the University Relations Office prior to release to ensure that they are accurate, current, and

complete. Documents not covered by this policy include employment advertisements, the *UMFK Statistical Abstract*, the *Campus Crime Report*, standardized electronic mails produced by the Admissions Office, some Financial Aid Office manuals, the *Faculty Handbook*, and direct mailings from academic divisions.

APPRAISAL

Publications

Publications and website provide extensive information about the college to students and other members of the interested public.

We have exceptionally good relationships with area media outlets. For example, public notice of the upcoming institutional re-accreditation for public/third party comment was publicized in various media including the St. John Valley Times, the Bangor Daily News, Channel X Radio, WAGM TV, the Valley Vision, and online (Exhibit 10.07 Public Disclosure/Third Party Comment Publications). We also work closely with the Valley Cable Access Stations, Channel 4 in Fort Kent and Van Buren, and Channel 7 in Madawaska.

The *UMFK 2005-2007 Catalog* is organized clearly, and generally reflects current academic offerings and policies accurately. Sections for each degree and major are written and reviewed by the appropriate academic divisions. Academic divisions are asked to submit updated information regularly, and in a consistent style and format to improve clarity. Special interest course offerings are not described in the catalog because of its limited publication frequency. These courses are described in the *UMFK Semester 2005 Course Guide*, but to reach a wider audience of potential students, special courses should be highlighted more vigorously through

electronic means as well as through print advertising.

The *UMFK Statistical Abstract* is an effective document that is updated with sufficient data two times a year. However, since 25% of UMFK students are Canadian citizens, it would be helpful to include enrollment data for each Canadian province. Additionally, the data obtained for students taking courses at a distance or on campus via ITV or online for each program should be reported separately, rather than as an aggregate group. This would provide a clearer understanding of distance and on-campus education enrollees at UMFK through various mediums.

Other improvements to public disclosure since the 1995 NEASC accreditation visit include a new campus video, redesigned brochures for academic programs, and a revamped *Viewbook*. Significantly, instead of trying to promote the campus location as a suburb of Boston, Bangor, or Quebec, UMFK now recognizes and promotes the natural wonder and benefits of its small town, rural location on the threshold of Maine's wilderness.

Further improvements include changes in the campus newsletter and *UMFK Semester 2005 Course Guide*. Instead of a single campus newsletter, UMFK now produces two publications to include the monthly *Valley Vision* and the weekly *Valley Vision Currents*. This change has been more effective in disseminating timely information to the campus and community. In another effort to better inform the public, the *UMFK Semester 2005 Course Guide* is now inserted into the local newspaper (St. John Valley Times) prior to pre-registration period.

UMFK Website

UMFK has the most attractive and updated website of any small campus within UMS. It is well organized and contains sections geared toward the specific needs of current

students, prospective students, and faculty and staff.

The website could be used more extensively, both by some academic programs and campus offices. For instance, although most programs have created updated web pages, and many strive to add new information to continually improve them, there are, as of this writing, four academic majors that have yet to update their web pages. The web presence of the Student Services area could be improved. This unit includes residence life, student activities, dining services, and new student orientation. Information about these services should be updated every year.

The website lists regular faculty and/or staff autobiographical sketches as submitted; however, adjunct faculty are not listed. There has been an effort to provide photographs to familiarize potential students and visitors to faculty faces when visiting the campus.

Information Currency and Systematic Review

Prior to public release, the University Relations Office reviews most publications. However, academic divisions or administrative offices occasionally handle some materials independently. To ensure consistency in the University's message, a comprehensive publications review policy and schedule should be developed and implemented.

Although UMFK boasts an effective website and excellent printed materials, there is a need to streamline the processes used to produce these publications to ensure that both types of media remain strong and consistent with the message of the institution. Currently, the campus uses distinctly separate organizational structures (University Relations Office, Information Technology Office, and Admissions Office) to generate printed materials and technology-based media, including the website. As a result, information and

materials needed to produce printed publications and the website are obtained by three separate offices.

PROJECTION
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The next version of our catalog will be published for academic years 2005-2007. A significant improvement for this catalog revision will be removal of course offering frequencies from all course descriptions. Course offering frequencies often change due to personnel changes and/or course enrollment needs, and these scheduling changes cannot be reflected in the printed catalog because of its limited publication frequency. This information will be formally shifted to the semester and summer course guides. An effort will also be made to improve information consistency and style across academic disciplines.

University printed promotional materials, varied as they are, may not provide sufficient coverage of UMFK's unique campus environment and friendly atmosphere. To address this issue, a campus video was produced in 2004 to reflect the campus and its surrounding beauty.

The intent for Fall 2005 was to make the video our primary communications piece for prospective students. We learned in the process that the video was somewhat difficult to navigate and that there is still a vital role for attractive, informative printed materials to constantly convey our message to students, and their friends and parents. Our plan is to keep simplify the video, keep it current and useful, and to produce it with a particular theme every one to two years as one part of our Admissions Communication Plan. This theme should be reflected

throughout the campus. The current theme is "Your future is golden at UMFK."

As we prepare to create a new family of admissions printed materials (mailer, view book, poster, etcetera), we are planning to move to Divisional pieces rather than our traditional family of brochures by major. We will look at two brochures for Natural and Behavioral Sciences splitting out Environmental Sciences/Biology from Business/Computer Science. Given the extent of interdisciplinary teaching and student shifting between majors, we feel that the amount of work involved with individual major brochures is not worth the effort and expense.

Updates and expansion of information available on the UMFK website have been greatly facilitated by the implementation of ColdFusion® software by the Web Services Department in 2004. This software enables campus offices and academic divisions to make revisions directly to their own web pages.

Use of this software by personnel in each office can address many of the concerns raised with respect to maintaining currency of information on the website. For instance, personnel changes, lists of adjunct faculty for each semester, and new campus services and infrastructure changes can be posted as they occur to the website directly by the appropriate office.

To ensure that all faculty have up to date autobiographical sketches published on the website, the office of the Vice President for Academic Affairs (VPAA) has been asked to request faculty to provide updated information on a regular basis.

Our greatest challenge in the realm of Public Disclosure will likely be in continuing to ensure that all campus publications are reviewed for accuracy and consistency. As noted in the preceding paragraphs, many website updates have become decentralized through the use of ColdFusion® software.

The creation of a single office responsible for oversight of all campus publications is one approach to this challenge that is being discussed. Development of appropriate standards and review by appropriate offices should be the direction of our emerging policy and procedures.

All media outlets and publications live with a built-in tension among three competing forces: accuracy, style, and timeliness. This is an issue facing most campuses today. It is exacerbated for us by the limited size of our staff in Public Affairs and the explosion in Information Technology together with the extensive teaching demands on our faculty. In this context especially, stylistic reviews take time to accomplish and sometimes it may be more important for us to get accurate information out into students' hands as quickly as possible.

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