

## Policy 4.0(j) Public Notification of Opportunity to Comment

### Compliance Evidence

*CSU has made an appropriate and timely effort to solicit third-party comments.*

#### Request for Third Party Comments

A variety of internal and external distribution networks are being used to notify stakeholders of the opportunity to submit third-party comments to HLC. Notification efforts include information to make the accreditation process visible to the University's constituents and broaden public participation. A focus on media relations activities has been chosen rather than purchased advertising as this strategy is considered to be more effective in reaching target audiences.

To reach the business community and the general public, a news release describing the accreditation process and the public's opportunity to participate was drafted and distributed in July 2013. The release, which also included a link to the self-study report at Accreditation - CSU, was distributed to northern Colorado newspapers, business publications, and major daily and weekly newspapers throughout the state. It was also distributed electronically to the University's news subscriber list, more than 700 print and broadcast reporters and other interested parties who have signed up to receive information from the University's news service. The notice and the link will be placed on the home page of the main CSU webpage at colostate.edu throughout August and September.

To reach internal audiences, a story will be placed in *Today@Colorado State*, the campus news website that sends a biweekly newsletter to the inboxes of 24,000 students, 7,800 faculty and staff, and 1,300 additional subscribers. A link to the self-study report and an invitation to comment will be included in the story and remain live through the end of the comment period. The news release will also appear in the September issue of *CSU Life*, a print newspaper distributed through campus mail to all faculty and staff.



To reach other stakeholders, a notice is being placed in the August issue of *CSU Magazine*, distributed to about 145,000 alumni, donors, and lifetime giving society members throughout the nation as well as deans, directors, and department heads at the University. The notice will also be included in *AlumLine*, the monthly email sent by the Alumni Association to all CSU alumni -- a list of more than 100,000 -- in August and September.

To reach parents, we plan to include a notice with a link to the self-study and an invitation to comment in the monthly newsletter sent to parents of all enrolled students by our Parent and Families Program office in August and September.

To reach students, we plan to send the news release to campus media – print, radio and TV – and post the notice and link on RamLink, the student information portal. We plan to purchase an advertisement in the *Rocky Mountain Collegian* newspaper to ensure placement during the first week of September.

Examples of each of the notifications and examples of the subsequent hardcopy or e-publications will be archived in the virtual evidence room for review by the HLC visit team in November 2013.

### Sources

-  Accreditation - CSU
-  Ad for CSU Magazine
-  Copy for accreditation comment notification