AGENDA

I. Call to Order & Welcome

II. Approval of Minutes

III. QEP Projects Resolution:

IV. Fall Campaign Ideas
   a. Announcement of QEP at Convocation
   b. Small item for “Bear Our Banners” photos
   c. Radio Ads
   d. Posters
   e. Bus wrap
   f. Table tents/QR Codes to scan
   g. Potty papers
   h. T-shirts
   i. Banners on lighting poles around campus and in SUB
   j. Put ads in info kiosks and monitors in buildings
   k. Booth at Autumn Festival Nov. 8
   l. Lapel buttons: “QEP: Bear our Banners Far and Wide”
   m. Yard signs around campus
   n. Print ads in the Daily Toreador
   o. Faculty-centric activities
   p. Staff-centric activities

V. Other Business

VI. Next Meeting

Adjournment
QEP Development Committee Meeting Minutes
August 19, 2014

Members Present: Katherine Austin-Beltz, Gary Elbow, Todd Chambers, Kathleen Gillis, Jennifer Hughes, Erin Justyna, Susan Lang, Jonathan Marks, Elizabeth McDaniel, Courtney Meyers, Nhungh Pham, David Roach, Marcelo Schmidt, Gary Smith, Sara Spurgeon, Susan Tomlinson, Aliza Wong.

Welcome & Call to order: Smith called the meeting at 3:30pm.

Approval of minutes: Minutes for August 7, 2014 were approved by unanimous voice vote with one correction (spelling).

QEP Button Design: Hughes shared the two sentences that would be included on the QEP button. The committee recommended inverting the sequence of the sentence in order to better reflect the intention of the QEP.

QEP Project Resolution: Smith elaborated on four areas to which the QEP project will be tied. These include: course requirements, communication enhanced curriculum, writing fellows, and a global communication center.

Fall Campaign ideas: Smith informed the committee of a preliminary budget (approx. $50-$55,000) that would be used to cover expenses associated with the fall 2014 and spring 2015 QEP promotion campaign.

Other Business:
- Smith indicated that the QEP budget, apart from the fall campaign, is anticipated to be within the vicinity of $500,000 each year.
- Smith explained the sequence of events associated with the QEP proposal: 1) draft to the provost office, 2) technical writers, 3) communication & marketing.
- A brief discussion by the committee regarding specific items within the QEP proposal.
- A few members expressed concern about potty papers, as part of the promotion campaign.

Next Meeting: Smith announced that the next meeting would be scheduled for the week of August 25.

Adjournment: The meeting was adjourned at 4:30 pm.