

**QEP Core Team Meeting
Science Conference Room
August 11, 2014**

Members present: Scott Byington, Heather Willett, Michelle Powell, Kaan Ozmeral, Constance Boahn, Kevin Pearson, and Amy Gustavson. Guest present: Stormy Mascitelli.

Meeting was opened with introductions of members present. Scott presented a video from Chattahoochee Tech as a way to start dialogue about the QEP and our role in topic selection (to help guide the selection process and to document the process)

Stormy reviewed information from a presentation she gave on QEP requirements and reminded the QEP core team that the following are key elements:

- How are we going to achieve inclusion?
- The QEP needs to be data driven, not only in how it was selected but also in the way it will be measured. We need to start with data.
- We need to consider how the plan will be marketed within and outside the college
- We need to be cognizant of our approach- think about it from a grant perspective; it needs to be reasonable, realistic and fit the strategic plan
 - While it doesn't have to touch 100% of the students (e.g. developmental), it should touch a reasonable segment

Major ideas to emerge:

- TEASE Campaign- how are we going to whet the appetite of the college community about the coming QEP?
 - Balloons?
 - Other elements of the tease?
 - How does this look on different campuses
- Launch Party- to really kick off the QEP, we need a signature event that really marks the beginning of the QEP process for the community
 - CharLee
- Perhaps we have the tease, then launch party (which unveils all major elements- how can YOU contribute- website, focus groups, community forums)

Discussed a tentative timeline.... Perhaps we can tie the launch to sometime around activity day?

- Tease/launch by mid-October
- Use remainder of FA14 for marketing and meeting groups to discuss QEP
- SP15- actively soliciting QEP ideas
- SP/SU researching ideas, present most viable/most supported ones to BOT and Administration for buy-in
- FA15- market final topics possibilities, have selection

Some ideas related to inclusion:

- (Students) Asking ACA instructors to incorporate the QEP into ACA classes
 - Perhaps in FA14, SP15 it is more about educating what the QEP is and how students can submit ideas
 - In FA15, it will be more about getting them to actively participate in the selection process
- (Students) Using student activities (sporting events, activity days)
 - Role for student ambassadors?
- (Students)- The college app?
- (Students)- Focus groups
 - Perhaps visit some willing classes
 - Perhaps invite with food
 - Culinary arts may be able to help
 - Cosmetology incentives, giveaways
 - Competitions
- (Faculty/staff) Dessert and Chat about QEP
- Distance Ed students?
- Adjuncts?
- Other members of the community
 - Bus with banner?

Some ideas related to data driven considerations

- Start with strategic plan (“the QEP is probably in there somewhere”)
 - A lot of data was already reviewed by planning council, so it is a good place to look
- To gather data, consider focus groups, what data could be requested

Some ideas related to marketing

- Screen saver (IT may be able to develop and push out)
- ACA syllabus blurb
- By spring, perhaps a syllabus blurb can go out to all classes
- Students produce a video of the QEP once it is selected next fall?
- Buttons “Ask me about the QEP!”
- An acronym would be nice to have e.g., Creatively Creating Community and Completion
- Halloween candy if we can theme it to the QEP somehow
- Website/webpage
 - Consider ideas/organizations of other QEP sites- what elements need to be included?

Some good QEPs were mentioned as possible places to gather ideas for next steps

- Texas A&M
- Wake Tech
- Central Virginia Community College
- Valencia

Tasks as we broke the meeting:

Constance- check with IT about teaser screen saver, later launch screen saver

Scott- distance Ed (chat with Amanda)

Perhaps do online screen sessions, drawings

Heather- budget for this initiative

Michelle- do some research on other QEPS, especially core team processes

Amy- IT, marketing about website

Next meeting tentatively set for August 29, 2014. Time TBD.

Meeting adjourned at 11:20 am.