

August 29th QEP Core Meeting, 9:00 a.m.

In attendance: Heather Willet, Shelly Watkins, Kaan Ozmeral, Michelle Powell, Kevin Pearson, Constance Boahn, Amy Gustavson, Scott Byington

Heather open the meeting and asked for updates. The following was shared:

- Heather has spoken with Chef Hamm- he would prefer to help with late afternoon or evening events. Dr. Price has approved a starting budget of about \$500 for QEP related activities.
- Kevin- has inquired about balloon costs; going to check with Marcie Dishman about other balloon-related items and options
- Constance- screen-saver idea is a go; recommended a countdown clock. She also showed a video from Stanley Community College, suggested we do something (like a quiz) to determine if students went to the website
- Michelle- reviewed several schools QEP selection plans; it appears that we are covering all of our bases and doing everything we should to invite awareness and involvement. FSU provided a good framework for getting ideas and for meeting criteria
- Amy- website update; IT and Marketing are getting ready. Discussion about maybe hijacking homepage for a day or two to drive traffic to site.
- Kaan- looked at other QEP ideas, found that most schools had focused on reading, writing, math and more recently, first year experience and campus engagement (building a community at a community college).
- Scott- chatted with DE, several ideas about how to engage distance students (“drop in sessions” online, having an announcement appear on all Bb sites, videos). Sessions filmed in the smartrooms can be made available as well. We were denied an opportunity to do anything at the professional development day in December, but we do have two dates (November 6th and December 4th) to do professional development sessions via the smartrooms. Possible topics for these sessions were discussed.

Group discussed the possibility of doing the official launch of the QEP between October 21st and November 5th. However, given the budget limitations, the group began to revisit the idea of doing the launch as part of the Student Activity Days (October 15th- Lee, 16th Chatham, 21st Harnett). Students will already be present, it will be a carnival-like atmosphere, and we felt it would be a good, soft opening for the QEP focused on students. (More of the student focus of the QEP would take place in the spring)

Launch ideas

- Ideas for how to launch include QEP Core Team members in t-shirts handing out cards, information, pens, etc. to create QEP awareness, getting Charlee to wear a t-shirt and walk around, sponsoring a dunking booth. Student artists could be doing something with “QEP” off to the side
- A faculty launch was also discussed. One proposed idea was a dessert reception at the Lee campus (inviting Dr. Marchant and trustees). Harnett and Chatham faculty and staff would get a “pre-invitations” to the event. After the event, Harnett and Chatham faculty and staff would get a post event breakfast treat.
- The website would launch on the countdown date.

Tease campaign elements included:

- “Secret” QEP sidewalk chalk campaign... putting slogans on the sidewalks at all three campuses (Heather will check with Dr. Price to see if this is OK)
- Slogan- are you down with the QEP?
- Countdown clock on the website (for the QEP website launch)
- Tent Tease- the tent goes up and gradually more and more is added to it for the QEP
- Balloons on campus “for no reason”

Official color- turquoise- students and faculty will hopefully associate QEP related information with this color

Tasks

- Kaan- look at pens/other options for giveaways
- Constance- silk screen printing options?
- Heather- silk-screening, check with Mike about activity day, art contest, check with Jeremy at bookstore about some giveaways
- Scott- check with Dr. Marchant about a QEP faculty launch to ensure he will be there; also verify that Mark, Bill and Brian are free; check with Amanda about a Blackboard announcement on the day the QEP site goes live
- Shelly- check with on campus business services about posters and buttons
 - Ideas for posters emerged- Charlee- I want you for the QEP, Rosie the Riveter, Iowa Jima

Next proposed meeting dates: September 12th and September 24th (3:30-5:00)