

September 12, 2014 QEP Core Meeting, 9:00 a.m.

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

Thanks to Heather for the treats!

The meeting started with updates and sharing:

- Everyone commented on the good use of e-mails to share information between meetings.... Nice job!
- Constance showed Charlee photos that will be used in some the QEP publicity and showed the QEP screen saver that will be part of the launch. Recommended that Charlee get a bath.
- Kaan found that we cannot do much with the college's art program/students related to QEP based on their availability
- Shelly reported that buttons and posters are almost ready
- Amy discussed the website- some tweaks and reordering were recommended, but it will be ready for the launch. We are also probably going to be able to have the large, upper space on the cccc website the day of the launch for a QEP graphic in addition to a panel that promotes the QEP.
- Scott/Kevin/Heather shared that the October 27th reception will be paid for by Dr. Marchant/Dr. Price- desserts from Ms. Lacys. Civic Center is reserved.
- Scott shared we do have a qep@cccc.edu e-mail account (all QEP core team members are delegates) and a @ccccqep twitter account. We will also have 5 minutes to share some thoughts at the PD session in December.
- Shelly will set up a QEP Instagram account

We confirmed that the TEASE is still scheduled for October 1st and will include the following elements:

- Launch of Charlee QEP screensaver (Constance)
- Staff announcement teaser (Kevin)
- Distribution of posters (Shelly and others)
- Chalk on the sidewalks (if permitted)
- Distance education? (we need to talk with DE and get an announcement out to faculty that they would be willing to put up on their sites)
- Random ballooning on the campuses
- (perhaps one or two days during the tease campaign, all QEP core team members can wear their shirts?)

We feel that all of this combined will have the effect of creating some attention for the QEP and making people aware of this initiative.

The LAUNCH was confirmed for October 15th; for each activity day we will include the following elements:

- Charlee in a QEP shirt walking around the activity days
- Tentative sidewalk chalk with QEP messages
- Balloons at a tent or location to draw people over to...
- ...complete a survey (Constance) on netbooks (Amy- Lee, Scott- Harnett, Michelle- Pittsboro)... [complete a survey and be eligible to win an ipod shuffle]- Michelle will look into ipod (which must be blue to match the QEP official color)

- The survey will allow is to gather some initial data (who are we reaching) and some early ideas from students about what they believe would enhance the quality of learning at CCCC
- ...and write on a scroll an answer to this question- “How can we improve the quality of learning at CCCC?”
- The tent will be staffed by t-shirt clad QEP core team members distributing pens, handing out candy, answering questions and encouraging people to share their thoughts on the scroll and netbooks

QEP core team members present Wednesday 10/15 (Lee)- Amy, Heather, Constance, Shelly, Scott; Thursday 10/16 (Chatham)- Kaan, Michelle; Harnett 10/21 (Tuesday)- Scott, Heather, Constance

The LAUNCH will begin the campaign of QEP awareness and opening the various portals (e-mail, twitter, website and eventually focus groups) for feedback. The launch is targeted to the broader CCCC community and to the students. A separate “mini-launch” will come with the Sweet Treats reception for Faculty and Staff on October 27th.

A separate survey for faculty was discussed- a survey that could launch at the time of the Sweet Treats reception would be optimal for gathering initial faculty feedback

The budget was revisited, since Linda Scuiletti was able to secure the funding for the Sweet Treats and QEP reception. Major expenditures of the QEP budget (\$500) include:

- Giveaway items (Kaan was going to get a price on pens, possibly to order 500)- maybe \$125
- Buttons and posters (Shelly was going to confirm the price with business services)- \$50?
- T-shirts- Shelly was going to check on the price- perhaps we would spend \$200?
- Various associated items for events, such as candy bars, bags, balloons- unknown

People were going to verify prices so we can determine how many shirts, buttons, pens, and posters to order.

We touched on ideas related to a January re-launch, including:

- Working with broadcasting to develop TV and radio spots to air on our stations
- “Man on the street” interviews
- QEP sidewalk chalk scavenger hunts

Scott shared that he and Heather would likely talk with Carrie at Wake Tech for some other QEP ideas next week.

Our next meeting is scheduled for Wednesday, September 24th, 3:30-5:00 in the Science Conference Room.

Principal agenda items:

- Sharing of materials (balloons, etc.), stuff ordered
- Final logistics for tease and launch
- Preparing 3 x 5 cards of information about QEP
- Survey preview
- Website preview
- Finalize plans for October 27th (invitations, other logistics)

- Start to look at plans for the November 6th and December 4th PD sessions

After that, we will meet on Friday, October 10th 9-11 a.m. in the Science Conference room.

Meeting adjourned 10:50 a.m.