

## QEP Core Team

Minutes for February 3<sup>rd</sup>, 2015 meeting

In attendance: Constance Boahn, Amy Gustavson, Kaan Ozmeral, Michelle Powell, Shelly Watkins, and Heather Willet, co-chair, Scott Byington, co-chair

Major topics for discussion- ambassador video, focus group format, developing the major ideas (“trees”) that would be the basis of the focus group discussions

### Ambassador video

- Heather reported that there is interest from the ambassadors in doing a video, but they were not inclined to do the writing and filming.
- Kaan offered to help write it- immediately an idea to do something similar to the Super Bowl video (ala Katy Perry) was suggested. Kaan will develop this and get back to Heather/Mike Neal.

### Focus group format

- Focus groups have been scheduled for Lee Campus (3:30 p.m., February 18<sup>th</sup>, 9209), Pittsboro (10:00 a.m., February 20<sup>th</sup>, 108) and Harnett (time tbd, February 20<sup>th</sup>, location tbd)
- Focus group invitations will be developed by Michelle and sent to the core team for feedback and then sent to faculty and staff.
- Heather will coordinate some food/snacks; Mark Hall will be providing coffee at Pittsboro
- One hour focus groups will run like this:
  - Scattergories icebreaker, introduction to focus group tasks (10-15 minutes)
  - Participants read the “trees” (referenced below) and add branches and leaves (specific ideas related to major themes) (25 minutes)
  - Participants will then read all of the ideas (10 minutes)
  - Participants will then place stickers on ideas that are most appealing to them, possible QEP topics (10 minutes)
  - Wrap-up, what to expect next
- Amy will provide the poster sheets with major themes and related ideas to each of the focus groups

### Major ideas/themes

- QEP core team members worked from the survey results taken at PD day to develop “trees”- major themes- and from these, looked for major topics or related areas (“branches”)
  - During the meeting, we “pruned” and consolidated ideas in each major area so that each of the major themes and related ideas were consistent so as to make the idea collection at the focus group sessions clearer
  - Major themes: communication, student engagement, lifelong learning, technology, teamwork. Once theme, math literacy, was replaced. Amy will edit the major themes and provide these for discussion at the focus groups.

Scott raised the issue of looking at the planning for the rest of the semester. Since focus groups will not complete until the end of February, he suggested we look at our next meeting at our major tasks for the

remainder of the semester and into summer. We will also look at feedback from the first two focus groups.

Next meeting is scheduled for Tuesday, February 24<sup>th</sup>, 3:30 p.m., in room 9209.