QEP STEERING COMMITTEE
Thursday, January 8, 2009


Meeting minutes from Nov. 20, 2008 and Dec. 11, 2008 were approved.

Marketing Plan Overview-Kent Byus
See handout.
The initial scope of the marketing plan is a general awareness and building of excitement about the QEP to the whole campus community; build a sense of pride for the university from students to faculty to staff. A different type of marketing plan is needed for the faculty who will not be directly involved with the First Year Islander. External constituents like local high school teachers and counselors should also become aware of the new initiative. R. Nelsen expressed that we presently need to be in a “bubble phase” with marketing to students and faculty. Then launch the campaign with a meeting, newspaper articles, banners, website, etc. Money is in the budget to start purchasing marketing materials now. Byus will consult with different faculty, students and departments to get their expertise and input into the marketing plan. Dechant will assist with recruiting students to assist with the marketing plan.

Discussion was made on the QEP mission statement and how it correlates with the University mission statement.

Steering Committee Schedule Overview
See handout.
Wolff-Murphy reviewed the revised timeline and proposed deadlines based on the QEP guidelines table of contents. A formal endorsement from the Faculty Senate, Student Government, Provost Council and Staff Advisory Council will be added to the timeline.

Program Goals and Task Groups were reviewed.

Further discussion was made on the idea of conditionally admitting new students.

Next meeting: Thursday, January 29, 2009, 2:30 – 4:30 p.m., UC Islander Room 316
Approved by Susan Wolff-Murphy for submission to Committee