

QEP Awareness and Marketing Sub-Committee Meeting Minutes
February 16, 2016

Attendees: Zipora Ancrum; Mark Berry (chair); Joshua Bloodworth; Emma Cregg; Gibbon Miler; Karin Roof

1. Overview of Reaffirmation - The reaffirmation process was discussed and the timeline was highlighted. Committee members were asked to hold the on-site visit dates on their calendars.
 - a. Reaffirmation Timeline
 - i. Compliance Certification (submitted to SACSCOC by September 12, 2016).
 - ii. QEP (Submitted to SACSCOC six weeks prior to onsite visit - early February 2017).
 - iii. On-Site Visit (SACSCOC peer review visit dates are March 28-30, 2017).
 - b. Reaffirmation Leadership Structure (College's Reaffirmation Leadership Team; Reaffirmation Steering Committee; Reaffirmation Working Groups; QEP Leadership Team and QEP Working Groups).
 - c. CofC Reaffirmation Leadership Team
 - i. Glenn McConnell (President), Brian McGee (Provost), Stephen Osborne (CFO), Todd McNeerney (Faculty member), Debra Hammond (President's Office), Divya Bhati (SACSCOC liaison), Amy Orr (Staff member)
2. Overview of QEP standards (CR 2.12 and CS 3.3.2) was provided.
 - a. What is a QEP (SACSCOC requirement)
 - i. Project that enhances student learning or the learning environment (action plan).
 - ii. Reviewed onsite (interviews).
 - iii. Scope: significant to the institution (strategic plan) and a major enhancement to student learning.
 - iv. Focused: manageable framework for development and implementation.
 - v. Institutional capacity/commitment (affordability and achievability).
3. Charge of the Committee outlined below was discussed.
 - a. Develop a plan to create awareness of the QEP for all campus constituents.
 - b. Coordinate with relevant campus offices, organizations, or individuals to organize aware events or campaigns.
 - c. Build brand identification for the selected QEP topic.
 - d. Record minutes of all meetings and file with OIEP.
 - e. Provide monthly updates to the Steering Committee.

4. Plan/Marketing
 - a. Discussion was had on creating an institutional brand for the QEP topic "Sustainability Literacy". The group also discussed ways to bring about campus awareness. Some ways may be attaching it to already existing events at the College like convocation, orientation, and other student held events.
 - b. QEP webpage was discussed and the best way to place it so that it is visible to students, faculty and staff. The QEP webpage currently resides on the OIEP website.

5. Budget for this awareness campaign was discussed and a range of \$25 thousand to \$50 thousand is a modest budget to effectively accomplish the goals of the marketing campaign. Divya will get with the budget committee, and President to discuss the budget.

Meeting adjourn at 1:00 pm