

QEP Student Sub-Committee Meeting Minutes

December 14, 2016 2:30 pm

Attendees: Emma Cregg (Chair); Dan Dickison (Marketing Subcommittee Chair); Luke Shirley; Morgan Larimer; Olivia Sackler

1. Discussion of student subcommittee's role in the QEP marketing campaign
 - a. Social media campaign
 - b. Student-led events
 - c. Partnerships with pre-existing clubs
 - d. Tabling in Cougar Mall and Addlestone Library
2. Student marketing ideas
 - a. Student and faculty testimonial videos
 - b. Use of CofC and Charleston drone footage
 - c. Featuring clubs and events already happening that apply to sustainability and the triple bottom line
3. Agreed to meet at the start of the spring semester to set dates. Emma will contact everyone the first week of the spring 2017 semester to finalize a meeting time

Meeting adjourned at 3:20 pm