Joint QEP Student Sub-Committee and Marketing and Awareness Meeting Minutes

December 7, 2016

Attendees: Todd Levasseur (QEP Director), Emma Cregg (Student Committee Chair); Dan Dickison (Marketing Chair); Josh Bloodworth; Christine Ragusa; Lisa Calvert; Nandini McCauley; Joe Tate; Luke Shirley; Morgan Larimer; Olivia Sackler

1. Brief introduction of the members of each subcommittee
2. Explanation of the awareness campaign and its components
   a. Strategic placement of posters
   b. Slides on television screens across campus
   c. Larger banners- College Way, side of Stern, Addlestone
   d. Library display starting in late January
   e. Light projections- on the Cistern at night?
   f. Stickers- 100% biodegradable
   g. Single hashtag- #sustaincofc
   h. Public Health- Clean Water Conference in March
3. Update from Emma Cregg on student advisory committee activities and upcoming work
   a. Committee’s new role in the social media campaign
   b. “Snapchat takeover”
4. Report from Josh Bloodworth regarding upcoming SACSCOC visit
5. QEP booklet timetable and protocol for production
   a. Draft to be finalized in January