

Minutes of Marketing Subcommittee - 10/4/17

1. Review of last meeting minutes

- a. Clarification on the purpose of the student forum:
 - i. To get the word out about QEP
 - ii. A place where students could get involved in the student subcommittee.
 - iii. Gain feedback/broad base of information from students.
- b. Forum which was originally planned for October 3rd, postponed until the subcommittee is selected.

2. Student Subcommittee

A voice for the students on the QEP steering committee. Student subcommittee will bridge the gap between student body and steering committee.

- a. Projected subcommittee number is 20-25 students.
- b. Incentives: Book scholarships (currently have 8 scholarships available, budget pending to decide further)
- c. Recruitment:
 - i. Jarrod will draft email for recruitment.
 - ii. Contacting Dean's not successful so far.
 - iii. Reach out to Cardinal Communities.
- d. Choosing students from varied backgrounds: Contact DRC, STEM, non-STEM, Cardinal Communities, Adult students, Honors, College Readiness, SGA, etc.
- e. Selection process: ask head of program and resource people to recommend students.
- f. Key people to get in touch with: Rachel Hoover, Kyle Mutz, Melinda Finkle, Melissa Riley, Karen B Nichols.
- g. Criteria from student subcommittee to be finalized prior to email send out by Jarrod:
 - i. Meet once monthly.
 - ii. At least one representative per steering meeting.
 - iii. Participation in recruitment, orientation, QEP events.
 - iv. Payment
 - v. Attitude
 - vi. Outline benefits e.g. Resume builder

Incentives and expectations of students must be very clearly defined.

3. Preparation for Forum

- a. Feedback questionnaire to be produced for student forum. Questionnaire should have objective questions with opportunities for open ended questions.
 - i. To be collected at the end of the forum event.
- b. Similarly, produce a short presentation and questionnaire geared towards faculty/staff/GRA's which can be sent electronically.
- c. Need to produce a short video explaining what the QEP is as a marketing tool. Should contain students talking about QEP, along with animations. Mandy's team can do this, or it can be produced via software such as Powtoons.

- i. Video used to share on various social media platforms, at the event, and other marketing material where required.
- ii. Contact Dr.Brice to use pilot program students for testimonial videos to go in the video.
- iii. Mandy's team are aware of pipeline plans for QEP video. Contact them when everything is ready for the video and they be ready to assist. Brie Gore (social media manager) is available to help also. E.g. snapchat filters.

4. QEP student Forum event

- a. Timeline
 - i. QEP Halloween Forum event taking place on October 31st
 - ii. Student subcommittee must be decided before Forum. Identify incentives, depends on budget so incentives can be finalized. Identify potential subcommittee students in the meantime.
- b. Halloween forum incentives to come:
 - i. Candy/refreshments – Sam's Club
 - ii. Costume contest
 - iii. Raffle for book scholarships (3)
 - iv. Cotton-candy machine (Ask Brandy)
 - v. Used as a cardinal community social event (required to attend 2 on-campus events)
 - vi. Free pizza (budget depending) – Sam's Club
- c. Logistics:
 - i. Library 6th floor. Tuesday 31st October, 2pm-4pm.
 - ii. Contact media services for presentation screen etc.
 - iii. Decorations required
 - iv. Potential presenters: Jonathan Hodge and Jess (members of the subcommittee), Dr.Brice pilot program students, Cormac.
- d. Publicizing event:
 - i. Set up Instagram account for "Wings at LU".
 - ii. Send email to Cardinal Communities.
 - iii. Library News homepage. (Contact Melanie)
 - iv. QEP Twitter page.
 - v. LU Website scrolling banner.
 - vi. Lamar University website calendar.
 - vii. University Press – QEP dept has paid for advertising space.
 - viii. Create a flyer. Including social media platforms. To be designed by Cormac, based on Mandy's approval.

End of meeting

