

## **Minutes of Marketing Subcommittee - 09/19/17**

### **Student subcommittee**

- a)** Student presence to steering committee meetings very low. The purpose is to encourage students to share ideas, thoughts and participate. The idea of forming a QEP student subcommittee proposed.
  - i)** Student Forum Event (Oct 3<sup>rd</sup>)
    - (1)** Opportunity to give information on 'Wings of Success at LU'.
    - (2)** Discuss plans for a QEP student subcommittee.
    - (3)** Attract a diverse range of students from all backgrounds.
  - ii)** Incentives to be a subcommittee member:
    - (1)** 8 book scholarships available. Suggestion for QEP department to contact Katharina Taylor Henderson about using money from the budget for additional scholarships depending on committee size.
    - (2)** Places on subcommittee may be defined by number of book scholarships available. E.g 10-15.
    - (3)** Also define stipulation of commitment, dates, roles, expectations of members up front.
  - iii)** Reaching out options:
    - (1)** Campus Announcement – could potentially be overwhelmed by attracting too many people.
    - (2)** Nominations – a more selective process to handpick students.
  - iv)** Selection committee may be required:
    - (1)** Want students from all walks of life. Diversity is key. Do not want to result in a subcommittee of all honors students.
    - (2)** Selection criteria should be defined. "What are we looking for in this subcommittee/what is their proposed role?"
    - (3)** Handpicking by QEP marketing subcommittee is an option which would give a wide variance.
    - (4)** Perhaps pick 2 or 3 students from each college which would result in 10 to 15 students in total.
  - v)** Criteria
    - (1)** Should have predefined regular meeting times. (e.g. monthly meeting)
    - (2)** How long will they serve in the role? From picking date to May.
    - (3)** Expectations as a subcommittee member.
    - (4)** Criteria must be defined in advance to the nominators who will be choosing students.  
Jerrod assigned to produce criteria list.
  - vi)** Recruitment

- (1)** What is the purpose of Forum if outgoing students cannot pass on information from the previous year? Talk to incoming students instead (e.g. freshmen)
  - (2)** Begin recruitment in orientation/week of welcome as QEP is beginning Fall 2018.
  - (3)** Fall 2018 is goal to kick-off QEP. By Law 2223, official start is 2019.
  - (4)** Having a Forum event in October may be potentially useless this soon. Subcommittee can be put together now with the purpose of helping at future orientation, events, feedback, volunteer, and handover to new members etc.
  - (5)** Subcommittee members to serve a one year academic term.
- vii)** Next meeting will happen October 3<sup>rd</sup> 2017.

End of meeting