

## Minutes of Marketing Review Subcommittee - 4/20/17 meeting

### Introduction of new Committee Member: Mrs. Mandy Arceneaux, Marketing and Communication Manager.

#### 1) Immediate Action

##### **Goal 1: Create Slogan/Theme for selected QEP**

Mrs. Mayer charged each member of the committee to come up with a catchy name, or positive representation of the proposal by the next meeting.

The overarching framework of the marketing and recruiting campaign was discussed as follows:

- Phase I: Dissemination of the information across campus
- Phase II: Buy in. Defining selling points for each audience (i.e. internal and external)
- Phase III: incentivization plan (scope of the lit review subcommittee) such as offering monetary benefits (grad students funding), professional development

#### 2) Short Term Goals (Completed by start of Spring 2018)

Main focus will be internal: engaging faculty and current LU students to increase participation in our program. Our viable target is to demonstrate that the QEP Committee has made an effort to associate the campus as a whole. The scale of this program should touch the majority of our population.

- A. Create digital communication flow
  - a. Faculty: how are we going to communicate with faculty, emails? Frequency?
  - b. Administration: via SACS leadership meetings.
  - c. Advisors
  - d. Current Students
  - e. Campus announcements: define appropriate frequency.
- B. Update and redefine current QEP webpage
  - Create Social media presence
  - Open flow of information across campus
- C. Develop marketing print pieces
- D. Determine need of face to face informational sessions and audience
  - 4/25/17 & 4/28/17 Forums (brief overview of the QEP and getting feedback through surveys)

#### 3) Long Term Goals (Completed by start of Fall 2018)

- A. Identify key stakeholders to focus outreach efforts
  - a. Prospective Students/Parents
    - Include informational piece to recruiting magazine – Send a message to TSI restricted students as soon as Admission receives their TSI scores (“Do not panic...” – Parents weekends...
  - b. Community Colleges
    - Formalize agreements with community colleges

B. Create marketing pieces

Dr. Hefner-Babb suggested to engage students in the development of the QEP by getting Art students to design posters.

C. Integrate communication within already established communication flow