

Minutes of Marketing Review Subcommittee - 4/07/17 meeting

- 1) Nomination of Deidra Mayer as chair of the Marketing Subcommittee
- 2) Defining a Brand, Slogan for the selected QEP

LU is moving forward with the Mainstreaming and Pathways QEP topic that will include elements from the RISE topic (supportive material for faculty). This scope will allow the university to reexamine how the quantitative reasoning is laid out across campus. One of the first charges of the subcommittee is to branding our QEP with discernable messaging on campus by establishing a specific communication plan. To this effect, Deidra Mayer, recommended to invite a staff member from the marketing department.

Several items were discussed as follow:

- Subcommittee meetings will be held as needed.
- The current QEP website will linking off from the SACS website under the Administration page and is currently being restructured.
- Campaign targets: current faculty and students as well as prospective/incoming students.
- Brand: Mrs. Tulsa pinpointed that mainstream in high-school has a special education connotation.
- Marketing material: the Chair advised that the committee be purposeful with the type of material that will be produced since incoming students are often overwhelmed with information. Should an informational umbrella be created under the "Current" students or should it be its own?
- Recruiters need to be included in the informational loop.
- An internal and external communication plan will be built. For instance any LU key entities, personnel will be included in the internal messaging piece.

- a) Short term goals: focus on internal (faculty, advisors, recruiters) and external messaging.
- b) Implementation timeline:
 - a. Summer 17: QEP white paper,
 - b. Fall 17: QEP pilot program on a small scale (English and Math departments) & diffusing our message,
 - c. Spring 18: expansion of the QEP pilot to be inclusive across campus. The QEP should be an integral part of the university, therefore faculty buy in across the curriculum is vital to the success of this initiative.
- c) Pathways: is a potential vector of consensus across the curriculum, therefore a powerful motor of buy-in. This conceptual threading of visual hands-on representation related to a specific discipline is a current momentum in Higher Ed. Quantitative courses are conceptualized specifically by merging key concepts to major needs.
The College of Engineering worked on their proposal that would revolutionize their curriculum (courses of one to two credits).

- d) Pathways and outreach: this project could represent a “sale” to community colleges who are building on guided pathways and clustering students around Meta majors. It would help with enrollment growth and reinforcing partnerships with two year institutions. It would also set the university apart from local four year institutions, tremendous for engagement and buy in. Good opportunity for majors to connect with their students early on in their degree.