

Minutes of Marketing Subcommittee - 5/04/17 meeting

1) QEP branding

Potential slogans: Find your path to your future – path to success

Flight theme: passport – flight plan – “earn your wings” – pilot/copilot/1st class

2) Dissemination across campus

Possible platforms of communication will be targeted as follows:

- Campus Announcements Information sessions: forums
- Convocation – August 15th
- Provost kick off (barbecue) - August 24th
- FR Convocation
- Moving in Weekend
- Week of Welcome – August 28th
- SGA
- Staff Senate
- Faculty Senate
- Advisors (consult with Melinda Finkle to define a potential timeline)

Mrs. Mayer, Chair of the Subcommittee, will be meeting with Kate Downing to define the platforms of communication and frequency of our internal messages.