QEP Meeting Minutes - 9/21/2015

QUALITY ENHANCEMENT PLAN MARKETING SUB-COMMITTEE

Minutes
Sept. 21, 2015
11:00 a.m., JBH 123 Conference Room

Attendees: Roger Demary, Lorrent Smith, Nicole Lossie, Chris Coats, Marti Covington, Christy Ponce, LeAnn Allison, Julie Weaver, Cathy Kemper-Pelle

1. **What is being done**

Website: Website request form was entered; work on the website started. The website will go active within a few days.

Email Blasts: The final copy for the email blasts was approved. Those will be sent to all users beginning 9/28.

Twitter: Tweets will begin around 9/28. Final copy for the tweets was approved.

Slogan: Full copy of the slogan and simplified tagline were approved via email during the week.

Printed Materials: Flyers/slicks were printed in the 8.5 x 11 and 8.5 x 14 were printed 9/18 and 9/21. Flyers were placed around campuses.

Web slider and Plasmas: Created for main Lee website

Promotional Materials: Wide variety of promotional materials were suggested. The process of creating logos and imprints for these materials were started.

1. **Next Meeting – ePortfolio & Assessments sub-committees on Oct. 1, 2015, JBH 124 at 2:30 p.m.**

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