

QEP Marketing Committee Minutes

June 19, 2013

Discussed Logos:

- Between 2 & 4, however we liked how simple the font of “be” is in #3.
- Final decision was to make a more prominent “bee” and a more plain and simple “be”.
- Leigh will work on a logo, and will send it to us in 2 weeks.

Convocation:

- QEP is main topic at Convocation.
- Marketing is responsible for promoting and branding the QEP.
- We need to focus on selling it to staff and faculty.
- We will also present our timeline and plan for Marketing.
- Possible Idea: Have all workgroups send slides to Michael to present the whole presentation, since he is on the QEP Steering Committee and he is a great presenter.
- We need to create buzz during the convocation.
- Convocation Timeline:
 - o Have honey candies and tea and honey available for staff and faculty before convocation.
 - o When staff and faculty walk in hand out antennas, and have some type of “buzzing” playing in the background. (Flight of the bumblebees?)
 - o Brief skit, short and fun with staff and faculty, who will then introduce the video.
 - o Student video will then begin playing.
 - o After video, Michael will then present our timeline and marketing ideas.

Assignments:

- Audience Stuff: (Candies, antennas, honey for tea): Jim Daniels
- Video and Skit: Leigh, Ashley and Michael (With help from Rod and students)
- General Presentation: Michael & Roxanne
- Welcome Week & Orientation: Mackenzie and Ashley