

## Marketing Committee Meeting

May 29, 2013

### Present:

Michael Burgess  
Leigh Copeland  
Ashley Faubion  
Roxane Pace  
Jim Daniels

### Agenda:

1. A name (branding) of our QEP (Quality Enhancement Plan)
2. Strategies for disseminating our message
3. Time-line for dissemination
4. Assignment of duties

The meeting began at 10:00 a.m., with the following topics being discussed:

### Discussion/Decisions

1. A name (branding) of our QEP (Quality Enhancement Plan)  
Marketing Focus: TCL Community: faculty, staff, students

Name/branding of this advertisement:

- A. Peer Enhanced Advising for Progressment Success "PEAPS"
- B. A Work in Progress
- C. ADVISE: Advisement delivers valuable ????
- D. Advisement – so much more!  
Where do you want to go?
- E. Be Advised!  
Suggestions: QEP is coming  
QEP is here  
Success starts here

2. Strategies for disseminating our message
  - A. Faculty present graphic slide on “Be Advised!” in class.
  - B. Logo Character (bee)
  - C. Campus Events
  - D. Convocation roll out
  - E. TCL PR
  - F. Plan for reaching external groups
3. Time-line for dissemination -- Leigh will create.
4. Assignment of duties -- Next meeting date – TBD

Meeting was adjourned at 11:06 a.m.