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.