

MT Engage Action Plan for Marketing						
		WHEN			WHAT	WHO
		YEAR	SEMESTER	DATE		
1	Planning	2014	FALL	6-Nov	CAMPUS KICKOFF	
2		2015	SPRING	26-Feb	Meeting	Committee
3						
4						
5						
6		2015	SPRING	24-Mar	Town Hall Meeting	QEP Committee Chair
7						
8		2015	SPRING	1-Apr	Town Hall Meeting	QEP Committee Chair
9		2015	SPRING	17-Apr	Meeting of QEP Action Plan Subcommittee	Action Plan Sub Chair
10		2015	SPRING	5-May	Advertising class will present videos and social media campaigns	
11		2015	SPRING	6-May	MT Engage Training for all College Advisors	QEP Committee Chair
12		2015	SPRING	7-May	Report will be submitted to Lara Daniel	Jimmy Hart
13		2015	SPRING	27-May	SACSCOC Liaison Visit	QEP Committee Chair
14		2015	SPRING	28-May	SACSCOC Liaison Visit	QEP Committee Chair
15		2015	SPRING	29-May	Action Plan Subcommittee report will be submitted to Dianna Rust	Action Plan Sub Chair
16						
17		2015	SUMMER		QEP DOCUMENT WILL BE DRAFTED	
18	Year Zero	2015	FALL		MT Engage Campus Awareness Campaign will focus on faculty	
19		2015	FALL		MT Engage will be piloted in UNIV 1010 sections	
20		2015	FALL		ePortfolio will be chosen	Resources Subcommittee
21		2015	FALL	1-Oct	MT Engage Website Hard Launch	
22		2015	FALL		Link to MT Engage webpage will be placed on the MTSU Home page	
23						
24		2015	FALL		MT Engage will be listed in the A-Z Index webpage	
25		2015	SPRING	Jan	MT Engage Campus Awareness Campaign will focus on students	
26		2016	SPRING	29-Mar	SACSCOC Visit	
27		2016	SPRING	April	Give A Way items delivered to all College Advisors	
28		2016	SPRING	May	MT Engage Training for all College Advisors	
29		2016	SPRING		MT Engage Promotion Campaign to Incoming Freshmen will be launched	
30		2016	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	
31		2016	SUMMER		MT Engage Director will begin work in the MT Engage Office	
32		2016	SUMMER		MT Engage Advisor/coordinator will begin work in the MT Engage Office	
33		2016	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	
34						
35	Launch	2016	FALL		MT Engage Classes will be offered for the first time	
36		2017	SPRING	May	MT Engage Training for all College Advisors	
37		2017	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	

38	Year 2	2017	FALL			
39		2018	SPRING	April	Give A Way items delivered to all College Advisors	
40		2018	SPRING	May	MT Engage Training for all College Advisors	
41		2018	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	
42	Year 3	2018	FALL			
43		2019	SPRING	April	Give A Way items delivered to all College Advisors	
44		2019	SPRING	May	MT Engage Training for all College Advisors	
45		2019	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	
46	Year 4	2019	FALL			
47		2019	SPRING	April	Give A Way items delivered to all College Advisors	
48		2020	SPRING	May	MT Engage Training for all College Advisors	
49		2020	SUMMER		MT Engage will be promoted to incoming Freshmen at CUSTOMS	
50	Year 5	2020	FALL			
		2021	SPRING			