

2106 Reaffirmation
QEP Resources Sub-Committee
Meeting Minutes
Thursday, February 26, 2015



Members Present

Jimmy Hart, Lucy Langworthy, Jason Vance, Tyler Hensen, Lara Daniel

Others Present

Lexy Denton

Call to Order

Jimmy Hart, committee chair, called the meeting to order at 10 a.m. in the News and Media Relations conference room in Tom Jackson Hall.

QEP Review

Committee members reviewed the QEP, its process, the concept of MT Engage, and the timeline of events that lead up to the on-site review in 2016.

Request for Ideas

Members were given a sample marketing and media plan to review and gain ideas. Members were then encouraged to offer any ideas that could be utilized as part of our plan.

Ideas included;

- Replacing the Schedule Planner on the MTSU home page with a link to the MT Engage webpage
- Inclusion in custom's folders (the cost is \$175 per page)
- Utilizing campus digital signage
- MT Magazine ads
- Info table at football games during tailgating
- Participation in 'Make a Difference Week'
- Swag give-aways
- Video Testimonials
 - The advertising class is producing a couple of these as part of their S15 project. These will be reviewed and more added in the future.

Advisor Meeting

Lucy Langworthy proposed that someone come to speak at the advisor training to encourage advisors to sign students up for MT Engage classes. The meeting is May 6 with a time TBD. Dianna Rust was selected to participate.

Next Steps

- Members were asked to consider options to be used for marketing in addition to those mentioned during the meeting.
- Questions to ask Dianna were outlined and those (with answers) are as follows:

- 1) Do you have a timeline in mind for when you want the big push to students to start hearing about the program? When should the message really hit campus?

For awareness on campus prior to SACS coming we need a big push in mid – late Fall 2015 and Jan-March 2016.

For incoming Fall 2016 freshman, Spring 2016 and Summer 2016 so that they can “register” for the program during Customs 2016.

- 2) Budget - how much money will he have and over what time frame?

I need to request this based on what we think it would take to roll the program out November 2015-May 2016; and and sustain it from Year 1 FY 16-17 to Year 5 FY 2021-2022. The sub-committee should prepare and present a plan to the resources committee, to they can request the necessary funds.

- 3) Can we get a clearer definition of the target audience we will be trying to reach?

Mainly Prospective and Current Students

But SACS will want to make sure faculty and staff are aware so we need to plan for awareness on campus prior to SACS coming we need a big push in mid – late Fall 2015 and Jan-March 2016.

- 4) Could we change the tag line to something a little more 'catchy' and student friendly for advertising purposes?

I'd like to stick with the current tag line but think we could have some additional messages that are prominent

Adjournment

The meeting was adjourned at 11:00 a.m.