

MINUTES  
Quality Enhancement Planning  
October 23<sup>rd</sup>, 2013  
3:30 – 5:00

Present: Richard Houston, Scott Drury, Vicki Hartley, Joi Phillips, Becky Hochradel, Doug Mark, Landon Phillips, and David Salinero

**Organizational Structure**

The committee discussed various duties of the Assessment and Planning Specialist, QEP Advisory Group, the SACS liaison, curriculum committees, and academic departments.

**Resources**

The committee then discussed what action items would require financial resources – suggestions include survey incentives, workshop stipends, event publicity, professional development, and faculty research in the areas of cultural competence.

**QEP Survey**

Committee finalized talks regarding the QEP survey – its audience, timetable, and purpose.

**Promotion of the QEP**

The last topic of conversation was promotion – ideas included “branding” of the QEP topic, naming and logo contests by students, a fireside chat made by President LaForge, web design, corporate sponsorship, newspaper articles, and a possible “celebrity” spokesperson for the program.

Several members agreed that the committee should work with Communications and Marketing on some of these items.