

**QEP Development Committee  
Marketing work group  
Meeting 1  
Wednesday, March 16, 2022 12 - 1:30 p.m.**

**CHARGE:** *This work group will be responsible for assisting with all elements of marketing and gaining community support for the QEP ahead of the SACSCOC onsite visit in spring 2024. Members will also assist with developing materials and events to prepare the FAU community for the SACSCOC onsite visit.*

**Group Members:**

- Jennifer Bebergal, facilitator
- Scott Silversten, AVP, Communications and Marketing
- Laurie Donahue, Director, Creative Services
- Patrick Bernet, Associate Professor, Management
- Nicole Abreu, student

**Observers/Notetakers:**

- Brittaney Adelman, QEP Director
- Angel Nevin, Assistant Director, QEP

**GOAL for TODAY'S MEETING:** Review of prior QEP marketing materials and current QEP marketing ideas and suggest initial timeline for elements associated with the marketing of the LA program and QEP.

**AGENDA**

- 1) Welcome and introductions
- 2) Reminder of importance of this work group
  - a) Review SACSCOC QEP Framework (in Canvas)
  - b) Discussion of onsite SACSCOC visit April 2-4, 2024
- 3) Our goal for the upcoming April 11 meeting
- 4) Review prior QEP materials (OURI - in Canvas)
- 5) Sharing of QEP Tagline and design elements in progress
- 6) What is needed for marketing this QEP - now and in the future
  - a) Branding QEP
  - b) Print materials; electronic materials
  - c) Swag and community items
  - d) Other (how do we make sure all FAU knows about QEP?)
- 7) Suggest initial timeline to share with QEP development committee
  - a) Elements to complete by August 2022
  - b) Elements to complete 2022-2023 academic year
  - c) Elements to complete by December 2023
  - d) Elements to complete spring 2024 prior to SACSCOC onsite visit
- 8) Next steps (volunteer to present at QEP Development Committee meeting April 11)