

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:

- Brittanney 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)

Education Reimagined: Engaging Students through Peer-Assisted Learning

Thank you for attending our first meeting of the QEP Marketing Work group last week.

Our goal was to suggest a timeline for the QEP marketing and our takeaway message was to “Capitalize on what is getting attention TODAY!” Thanks to Scott for agreeing to present what we discussed and a proposed timeline with the QEP Development Committee on April 11.

Based on our discussions, I have prepared the timeline below. Please review it and share any suggested changes/additions no later than Wednesday, April 6, so we can incorporate your changes/suggestions into Scott’s presentation.

Timeframe	Activity	Responsible	Comments
April 1 2022	<ul style="list-style-type: none"> Present about QEP to communication network 	Jennifer/Brittanney	Ask folks to join group
By May 2022	<ul style="list-style-type: none"> Crystal (Public Affairs) completes visual system Video and photos of LA in action (April 25) Submit work order for initial projects (“content-light” materials) such as t-shirts, swag, roll-up banners, teasers Create LA FAQs 	Scott/Crystal Scott/Jennifer Jennifer Jen/Brittanney/Angel	Need script, student volunteers, what to wear Need budget and decision on what to order (tactile)
By August 2022	<ul style="list-style-type: none"> Website 	Jen/Brittanney/Angel	
2022	<ul style="list-style-type: none"> Development: graphics; can begin to develop content for materials 	Graphics: Scott/Laurie Content: Jen/Brittanney/Angel	
2023	<ul style="list-style-type: none"> Roll out/ Communication Plan 	All	Scott- draft what this may look like
August 2023	<ul style="list-style-type: none"> Written QEP plan submitted to SACSCOC (work with Public Affairs on visual development and layout) 	Jen/Brittanney/Angel with Scott’s team	
Fall 2023	<ul style="list-style-type: none"> Select “QEP Ambassadors” - students to tell the story of what it is like to be in an LA class; share “learning hacks” in their language/voice Tik Tok videos or similar social media to engage student audience Begin “kick-off events” (on each campus and online to excite and inform people about QEP) 		

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Spring 2024	<ul style="list-style-type: none">● “QEP Ambassadors” - students and others (QEP faculty ambassadors?)● Visual and electronic marketing (ground signs, banners, FAU homepage, Canvas pages, etc.)● Events to spread word (office decorating, tabling events, etc.)		
April 2024	<ul style="list-style-type: none">● SACSCOC onsite visit April 2-4		