

QEP Development Committee Minutes

Date: July 16, 2024

Time: 2:00 pm

Location: MCC 2703 A & B

Present: Kara Baldwin, Jeremy Bennett Kristen Corbell, Rich DePolt, Kristin Dotson, Keith Karriker, Justin Lyons, Kirby Moore, Ann Proudfit, Ronnie Smith, Brad Spielman, Nick Yale

Absent: LaTia Hairston, Amanda Melniczek

Recorder: Debbie Kelton

Facilitator: Jeremy Bennett/Kristen Corbell

TOPIC	PRESENTER(S)	NOTES
Plans for Presenting the QEP in August	All	<p>Dr. Bennett announced that there will be a big roll-out of the QEP at Convocation. We want people to walk away knowing what the QEP is about. He asked Justin Lyons to discuss Marketing's plans. Justin reported:</p> <ul style="list-style-type: none"> • There will be a video with Dr. Clarke, Dr. Pitonzo, and Dr. Bennett. The video will cover the what, when, and where of the QEP. • QEP website with videos and QEP meeting minutes • QEP logo pop-up banners at convocation • Clings on every door with QR codes for students to scan to learn about the QEP • TV screens around campus will have information on the QEP • The week of convocation there will be business-sized cards in everyone's interoffice mail that will have QEP cheat sheet information • Buttons with the "Here to Succeed" logo and "Increasing Success in the first 12 hours" • Employ guerrilla marketing <ul style="list-style-type: none"> ○ Student Ambassadors ○ Student Government ○ Social Media ○ Boots on the ground • Possibly an online contest where you fill out the cheat sheet; submit it and get a PDF of the cheat sheet; then you are entered to win \$200

		<p>Other discussion:</p> <ul style="list-style-type: none">• Nick Yale asked if faculty will know their responsibilities when they leave convocation? The QEP reps are visiting all divisions/departments discussing the QEP and answering questions.• Phased approach with things such as quarterly newsletters, meeting minutes on webpage, etc.• Kirby Moore suggested a Kahoot type game at convocation where people are having fun learning about the QEP.• Ann Proudfit suggested a photo booth with the QEP logo as the background with a blank to fill in. "I'm here to succeed by ..." Then folks will have a take-away.• There was a suggestion to have different stations to visit. Have a card stamped at each station. When your card is full, win a pin or a tee shirt. Like a scavenger hunt.• There was discussion about the agenda for convocation. Can we identify a student who was successful in the first 12 hours and have him tell his story? Justin liked finding students and tie to the QEP. We can do one a month as part of the newsletter.• ACA is making a difference in the first-year experience. Follow up with advisors. What strategies did you use? This messaging will resonate with faculty. The administration is hearing them and trying to come up with strategies.• Testimonials from students will be very powerful. Kristin Dotson suggested having the faculty member who helped the student interview him.• We need to show someone who came in who wasn't engaged and what we did to change that engagement. Kristen Corbell said we have to be careful to be sure the student truly meets the parameters of success in the first 12 hours.• Nick Yale discussed the technical programs. He said that in Aviation, they lose students in the first semester in English and Math. He wants to work something out where students can visit the lab and get a taste of what they will be doing in the spring. He wants to show them where they will be working.• Have a table with a big puzzle where they add a piece to show that they have been a part of the bigger whole. Have them sign their names.• What does "successfully complete 12 credit hours in 2 years" mean to students? What does a "credit hour" mean to students?• Paper hand prints to sign and put together to show collaboration.
--	--	---

		<ul style="list-style-type: none"> • Brad Spielman suggested giant Jenga blocks. Have someone in the technical area cut the blocks. We could have four sets and have a Jenga tournament. Put questions on the blocks, i.e., "What is a credit hour?" <p>Dr. Bennett asked the group to send their ideas for key student engagement strategies to Debbie Kelton.</p>
Walkins	All	None at this time.
Next Meeting		TBA