

QEP Marketing Committee

Meeting Minutes

August 20, 2019

I. Call to order

Ms. Glynda Duncan open the QEP Marketing meeting at 2:00 pm on 8/20/2019 at in the Ebony Room, 2nd floor of the Student Union.

II. Present:

Glynda Duncan, Kimberly Hollins, Russell Furr, Jr, Jessica Haygood, Dierdra Gooden, Linda Gail Elliott, Ezra Howard, Trina Cox, Marriel Hardy, Tony Brooks,

III. Discussions:

- a) Ms. Duncan reported on a meeting with Ezra Howard about the development of the QEP artwork competition. The quality of the submission is not adequate for it to be digitized. Mr. Howard will work on it to make it usable. The winning submitter will still get the prize.
- b) Ms. Duncan asked the students for suggestion for prizes and/or freebies to support the QEP.
 - (a) Key chins
 - (b) Draw string bags
 - (c) Back packs
 - (d) Tote bags
 - (e) Wrist bands
 - (f) Fanny packs
 - (g) Pens
 - (h) Minatare footballs
 - (i) CCC towels
- c) Also develop informational brochures/information cards about MyCCC & Advising pathways
- d) Mr. Hardy suggested developing a dedicated marketing plan for the roll-out. Discussion included
 - (a) Social media – developing a Facebook/twitter/etc. page which lead back to the CCC QEP web page
 - (b) Printed information – posters, brochures, information cards
 - (i) QEP information brochure & poster
 - (ii) MyCCC information card
 - (iii) Advising Pathways information card
 - (iv) Banners/flags

- (c) The students suggested a funny video to be developed by Mr. Hardy and Mr. Howard
 - (d) Invite the Band, Cheerleaders and Choir to participate in the Kickoff
- e) Ms. Duncan has worked with Student Affairs and The kickoff will be Thursday, September 26th 9:45 – 10:45 am during Homecoming Week.
- f) Kickoff agenda:
- | | |
|--|--|
| (a) March in of Band (10 minutes) | (d) Choir – the QEP song (Check with Dr. Towers) (5 to 10 minutes) |
| (b) Cheerleaders (check with Ms. Johnson) (10 minutes) | (e) Logo presented on the jumbotron (5 minutes) |
| (c) Intro QEP video (3 to 5 minutes) | (f) Presentation of door prized (T-shirts (5), Back packs (5) (10 minutes) |
- g) Trina Cox pulled up the 4-Inprint web to get estimate on prizes.
- | | |
|------------------------------------|------------------------------|
| (a) Footballs – 500 ~\$1170 | (c) Fanny Packs – 500 ~\$687 |
| (b) Draw String Bags – 500 ~\$1025 | (d) Arm bands – 1000 ~\$1150 |
| | (e) Pens – 1000 ~\$370 |
- h) Re-Vamp Web Site
- (a) Add Panel discussions between students and faculty
 - (b) Interview with SACS-COC person

IV. Adjournment

Ms. Glynda Duncan adjourned the meeting at 3:05 on.

Minutes submitted by: Tony Brooks