

QEP Marketing Meeting Minutes

Date: May 30, 2024

Time: 8:15 am

Location: MCC 4206

Presents: Jeremy Bennett, Justin Lyons

Recorder: Debbie Kelton

TOPIC	PRESENTER(S)	
Marketing Timeline /Logo	Jeremy Bennett Justin Lyons	<p>Dr. Bennett discussed the Marketing timeline:</p> <ul style="list-style-type: none"> • Will do a mass blast roll-out of the QEP at the All-Employee Meeting/Celebration of Excellence Day August 12, 2024. • PowerPoint Presentation on the QEP, show the new logo on the marquis. • With Google Earth, start in outer space looking down at Earth and scale down to GTCC, Jamestown X, you are “Here to Succeed!” • We have to move forward with the logo so we can have materials ready for August (Power Point, tee shirts, lanyards, pins, water bottles, etc.). • Allow a short window for voting; put it out there for faculty, staff, and students. Justin will put in student newsletter, Guilford Tech Weekly, on Sunday to be sure to get student input. • Have a group of people (faculty, staff, and students) be Champions/Ambassadors to help roll out the brand and get the messaging out. • have everyone involved with the QEP wear a “Here to Succeed!” tee shirt at the Celebration of Excellence. It will be awesome to ask everyone involved with the QEP stand and be able to see the number of people who are championing the QEP. • Ask Dr. Clarke to wear a “Here to Succeed!” tee shirt. • At Dr. Bennett’s last college, they had “Foundation Fridays” if you gave to the Foundation, you received an “I Give to the Foundation” tee shirt and were allowed to wear it with jeans on Fridays. We could do that with our champions/ambassadors with a tee shirt that says, “Ask me about the QEP”. •
Marketing Budget		<p>Justin asked about budget</p> <ul style="list-style-type: none"> • Money for swag? Bring requests to Dr. Bennett.

		<ul style="list-style-type: none"> Justin suggested putting together a toolkit for students. What is the QEP? Have a checklist of 6 or 8 things to do to set them up for success in the first 12 weeks. When they complete those things and turn it in, they get a prize. Use QR codes to track in Titan Trails. Make orientation mandatory; the new director wants to cut new orientation videos. Kirby Moore said there is no budget so Marketing is doing them in house. Taking a long time. The online Student Success Seminar is outdated; it needs to be redone.
New Marketing Coordinator	Justin Lyons	Amelia Phillips Hale is the new Coordinator for Marketing and Communications.
Website	Justin Lyons	<ul style="list-style-type: none"> Keep the website updated. Store minutes where transparent.
Strategies		
Next Steps		
Next Meeting		