QEP Marketing Subcommittee
Agenda
January 21, 2016

Attendees: Jimmy Ballenger, Danielle Buehrer, Donna Campbell, Erin Campbell, Carrie Crabtree, Deborah Drummonds, Johnny Evans, Bridgette Mobley, Jeff Newberry, Melanie Partlow, Darby Sewell, and Brian Yost

1. Introduced Dr. Darby Sewell as the new Chair of the QEP Development Committee in her new role as the Director of the QEP and the Assistant VPAA, Engaged Learning.

2. Reviewed the approved operational definitions for the three QEP engaged learning opportunities.
   a. Internships: Expansion on the disciplinary knowledge and skills of students while also gauging their ability to apply learning in authentic settings as they contend with real-world experiences. (Adapted from *The Principal Internship: How Can We Get It Right?*)
   b. Mentored research: An inquiry or investigation conducted by an undergraduate student that makes an intellectual or creative contribution to the discipline under the guidance of a content expert. (Adapted from the Council on Undergraduate Research.)
   c. Study abroad: In-classroom and out-of-classroom related activities that complete part of a student’s degree program through a credit-bearng education abroad experience. (Adapted from Standards of Good Practice for Education Abroad.)

3. Reviewed marketing materials created by students from Dr. Erin Campbell’s Fall Semester 2015 professional writing class. Shared what the QEP Development Committee suggests as the QEP program name: STEPS (STudent Engagement ProgramS) and the STEPS logo presented by Dr. Campbell’s students. Also, the QEP Development Committee agrees with the students’ recommendation on having a central location for the STEPS program in the Baldwin Library. The QEP Marketing Subcommittee agrees with the QEP Developmental Committee’s approval of the name for the QEP and the logo.
   a. **Action item:** Darby will meet with Lindsey Rogers in Public Relations to make sure the name and logo conform with ABAC’s copyright protections.
   b. **Action item:** Danielle will update Dr. Dillard at her 1/22/2016 meeting on the progress with the QEP regarding the operational definitions, the name, and the logo.