

**QEP Marketing Subcommittee  
Meeting Minutes  
September 17, 2015**

Attendees: Ms. Danielle Buehrer, Ms. Donna Campbell, Dr. Erin Campbell, Dr. Carrie Crabtree, Ms. Deborah Drummond, Dr. Johnny Evans, Dr. Jeff Newberry, Ms. Melanie Partlow, Dr. Jewrell Rivers, and Dr. Brian Yost

Reviewed and discussed the following items:

- ABAC’s QEP topic “Integrated Learning through Internships, Mentored Research, and Study Abroad.”
- Purpose of the Marketing Subcommittee: The purpose of this subcommittee is to promote the QEP to the college community.
- Purpose of the Other Two QEP Subcommittees:
  - a. Assessment Review: The purpose of this subcommittee is to develop the program (process) and student learning outcomes of the QEP and determine how those outcomes will be assessed.
  - b. Literature Review Subcommittee: The purpose of this subcommittee will compose a literature review for the QEP document. This literature review will consist of appropriate sources to inform the marketing and assessment of the QEP.
- Brainstorming ideas for a catchy name and logo for the QEP:
 

Three- legged stool	Immersion	Water	Interdisciplinary	Confluence- junction of rivers	Navigating through human experience
Streams	Pillars of learning	Roots & branches	Fluent	Dynamic	Sail boat
Threads Integration	Involvement Collaboration	Roots Cross- pollinating	Eureka Navigation	Endeavor Flow	Boat
Weave	Tributaries	Venn diagram	Converging		
Weaving		Plant Plants weave together	Convergences		
- **Action items:** Students in Dr. Erin Campbell’s Introduction to Professional Writing (ENGL 4010) will draft a name and logo for the QEP as a part of their final project. These drafts will be presented to the President’s Cabinet and to Lindsey Roberts, Director of Marketing and Communications.