

# QEP Marketing Meeting Minutes

Date: May 30 2024

Location: MCC 206

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"> <li>x start in outer space looking down at Earth and scale down to GTCC, Jamestown</li> <li>x We have to move forward with the logo so we can have materials ready for Aug (Power Point, tee shirts, lanyards, pins, water bottles, etc.)</li> <li>x 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 get student input</li> <li>x Have a group of people (faculty, staff, and students) be Champions/Ambassadors help roll out the brand and get the messaging out.</li> <li>x Celebration of Excellence. It will be awesome to ask everyone involved with the stand and be able to see the number of people who are championing the QEP.</li> <li>x</li> <li>x</li> </ul>

- x Justin suggested putting together a toolkit for students. What is the QEP? Have 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.
- x Use QR codes to track in Titan Trails
- x 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.
- x The online Student Success Seminar is outdated; it needs to be redone.