QEP Development committee meeting: January 25, 2013

Attendance:
Stephanie Harvey
Elizabeth Gurnack
Ru Story-Huffman
Tonia Hughes
Brian Smith
John Fox
Joseph Nichols
Tony Miller, Jr.
Toni Brown
Leah Faulconer

The following items were discussed:

• Elizabeth Gurnack presented an QEP Development timeline tasks and timeline.

• Marketing
  o Tonia Hughes asked to whom are marketing or advertising the QEP? We are marketing the GSW community (faculty, staff, students, and administration) in order to inform all constituents in the GSW community. We are also marketing to the local community; Americus and Sumter county.
  o Need a budget for marketing, a significant one.
  o Facebook page, need administrator
  o Twitter account, need administrator
  o Snap chat (?)
  o Competition for logo design, provide book store gift certificates (or other intra-institutional awards)
  o TV Station: QEP minute, showing interviews with students from outside Americus-Sumter County and/or students who have engaged in GSW sponsored travel.
  o Banners for light posts in front of ADMIN building

• Ideas for Institutional actions:
  o Competitive scholarships for full paid global experience for 1-5 students yearly. Require student to report on experience. Brian Smith will look into literature regarding value of such experiences.
  o John Fox mentioned that the New York Times will provide speakers if we have enough subscriptions. We should promote use of the NYT.
  o Joseph Nichols: GCSU has activities based around NYT
- Purchase copies of NYT to have available for students to purchase around the campus. (dorms, cafes, etc.)
- Require all student organizations to engage in a QEP related event for full funding
- Global Women’s Study (Genie Bryan is already interested in this)
- Winterim projects for students with faculty, staff, administrator advisors as a requirement for graduation, require 1 project aligned with a QEP SLO.
- People who travel on GSW funds present lecture, seminar, convocation about travels OR give an award for doing so. They could be videotaped for TV and/or web.

### Specific tasks:
- **Tonia Hughes**
  - work on some advertising ideas
- **Joseph Nichols**
  - Contacting NYTimes and GCSU about a readership program, hosting reading circles, speaker series, etc.
  - Looking into grant money, etc. and how we could set-up a student travel fund and procure some start-up funds.
- **Brian Smith**
  - Looking into literature for impact of student travel on learning (Fullbright literature)
- **Ru Story-Huffman**
  - Continue literature review; she is posting citations also any literature we cannot get full text access to, she is getting library loan copies for our use
  - Contact Dr. McCoy regarding documentation for process of QEP topic selection