

**Minutes – QEP Working Group
Integrated Marketing and Recruiting Committee
Vernon College**

September 26, 2016 ▪ 3:00 PM ▪ VER Board Room, CCC Conference Room

▪ **Call Meeting to Order**

- After some technical difficulties, meeting was called to order at 3:16 PM.

Integrated Marketing/Recruiting	Present/Absent
Michelle Alexander, Chair	X
Amanda Raines, Co-Chair	-
Jim Nordone	X
Kristin Harris	-
Shana Drury	X
Deana Lehman	-
Betsy Harkey	X
Melissa Moore	X
Melissa Elliott	-
Marketing Coordinator	NA
Rachel White	-
Greg Fowler	X
Sjohonton Fanner - prof staff	X
Christina Feldman - prof staff	X
Brandi Brannon - prof staff	-
Debbie Alexander – prof staff	X
Criquett Lehman - prof staff	X
Julie Lama - classified staff	X
Donna Egoavil - classified staff	X
Holly Scheller - classified staff	X
Jason Scheller - faculty	-
Chase Thornton - faculty	-
Michael Hopper - faculty	X
Justin Blackwell - faculty	-
Dr. Donnie Kirk - faculty	-
Teresa Wallace - faculty	-
Student Representatives	X
- Tyler Aylor (1 st year student)	
- Bobbi Laren (1 st year student)	
- Hayden Jaco (2 nd year student)	
- Ngozi Okafor (2 nd year student)	
- Kaylee Smith (2 nd year student)	

▪ **Planning**

- The following is a summary of the ideas generated from the group breakouts.

Activity

- Trivia Contests
- Jeopardy Contest
- Book signing of local authors
- Superhero class drop in to quiz the class for giveaways
- Weekly Drawings
- Lock down dorm

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- Geo caching/ pokemon go- clues on website
- Zombie walk for reading
- Submit pictures of various people reading in unusual places on social media (Facebook, Instagram, Twitter)
- Photo booth with different book jackets
- Dress as your favorite character or author (Halloween)
- Find roadrunner reading scavenger hunt
- Kickoff carnival- entry answer QEP questions (dunking ect.)

Theme

- Reading is super – superhero/comic book theme
- Sport themed- feature students & programs
- Super hero themed everything
- Keeping up with the K's (keeping up with QEP)
- Greys Anatomy
- American Horror Story
- Captain America (captain VC)
- Cute memes
- Roadrunners read
- Flat Stanley idea

Promotion

- Mass emails to students
- Website blog post
- All Vernon College social media sites
- Dressing up staff as the QEP superhero (cape t-shirt with logo) give them goodies to give out to student who know what the QEP is
- Around both locations have cardboard cutouts of superheroes promoting QEP
- Comic book word balloons with different quotes and QEP info posted around campus and on TVs.
- Short videos- students (Play in gym and all TV's & in class)
- Teachers discuss 1st week
- Add to activity shirts

Giveaways

- Yeti type tumblers with laser engraved QEP logo
- Arrow post its for kids who don't mark up the books they plan to sell back
- Notebooks with logo
- Highlighters
- Mechanical pencils.
- Bookstore gift cards
- Restaurant gift cards
- Flash drives
- Lanyards
- Cards for back of phone

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- VC apparel
- Extra credit
- Tablet
- Fit bit
- Garmin
- Gas cards
- Phone chargers
- Bluetooth mouse
- Portable phone chargers
- Headphones
- 100 on your lowest test
- Homework pass
- Scholarships
- Cloud access
- PD credit
- Food
- Money
- Sports day t-shirt

Communication Ideas

- Pop up in canvas- have to view before progress
- Daily questions in email
- Course in Canvas (announcement always stays)

▪ **Adjournment**

- Meeting was adjourned at 4:00 PM.