***QEP Development Team Meeting***

***Minutes for November 8, 2010***

Presiding: Dr. Bolin

Present: Kris Evans, Mark, McCallon, Florah Mhlanga, Greg Powell and Scott Perkins

Absent: Jeff Arrington, Brenda Bender, Bob Byrd, Kyle Dickson, Colleen Durrington, Jared Elk, Jaime Goff, Kaye Price-Hawkins, Jennifer Shewmaker, Greg Straughn and Autumn Sutherlin

***Announcements*** – Dr. Bolin said that since we are so close to the end of the semester we will stay with meeting every other Monday, 11:30am – 1:00pm for our scheduled meetings. However, we will not meet Monday, November 22nd due to the Thanksgiving Holiday closure. Also, we will not meet on Monday, February 7, 2011, this is the targeted due date for QEP that we are shooting for.

***Prayer***

***Branding for QEP: PURSUIT*** - The meeting was then turned over to Kris Evans to present and explain his revised branding for the QEP logo: ***PURSUIT: A journey of Research and Creative Expression***. This is a 5-page document, thought out and planned very carefully, and covers the following topics: Marketing to Students, Promotion/Advertising, Internal Communication, External Communication, Timeline and Budget. Kris said that he liked the word and wanted to consider it agai; therefore, the paperwork before us is the results. He went over each page of the document. He indicated that there are several tag lines, one being ***“Join the Pursuit.”*** On the second page is an indication of how we will start: Pursuit:Chase Your Curiosity = ***Visual***, Join the Pursuit = ***Identity***, and ACU stories of Pursuit = ***Name.*** He them discussed the remaining 5 areas and then opened the meeting for discussion, comments, and questions or changes. Dr. Bolin asked him if he could have a video ready for the campus-wide faculty meeting on December 14th. Kris said he would have something available , including advertisements. He will animate the logo. Dr. Bolin asked him to remove the word *IDEA*. Florah Mhlanga asked if these videos were going to be in Chapel and Kris said yes. We can put something up to cover all the screens and a Banner can be made and put up at Campus Center.

The ***Research Festival*** starts March 28, 2011, about a week before the SACS On-Site Committee visit. Therefore, the Research Council needs to be a part of the decision making process. Dr. Bolin likes this idea a lot.

***Website Development*** – Printing and/or promotional items will be done in-house at no charge. The marketing department will also be responsible for making all major changes to the website. Dr. Bolin asked Kris to leave the budget as is.

Dr. Bolin needs to set up a meeting with Kevin Campbell and Dr. Varner because we are getting short on time and this project is due February 7, 2011.

***Assessment*** – SAILS: Dr. Milholland might be able to pay approximately $3,000.00.

Dr. Bolin indicated that the QEP Development Team Five-Year Budgets Plan are an issue that was discussed earlier today in the SACS Leadership Team meeting. She also indicated that Cornerstone is about 2/3 finished with revisions but needs to include a student assessment outcome. She will be attending a meeting today, November 8th at 1:30 pm to discuss CORE 220 and Cornerstone with Greg Straughn, director of the CORE. She then passed out the Core Curriculum Implementation Team (CCIT) document. We need to work on this to make modifications by Friday, November 12th because it needs to be submitted to the UGEC no later than next week. Tidbits of information affecting QEP: CORE 120 currently has a paper or project for one of its outcomes; CORE 220 passed the UGEC last week.

The Core Curriculum Implementation Team (CCIT) document (with Capstone Experience guidelines) was approved in concept by UGEC. After revisions, the final form of the document will need to go through UGEC and UUAC. Please help in rewording the CORE Curriculum Implementation Team document. All comments are welcomed.

Meeting adjourned at 1:00pm

Minutes by Maevonne Corsey

Handouts – Branding for QEP: PURSUIT

 Implement The Senior-Year Integrative Capstone Experience

 Capstone Reflective Paper Assignment

 Comparison of the Liberal Arts Core Curriculum to the Current Plan

 Core Curriculum Implementation Team (CCIT) Recommendation for the Senior-Year Integrative Capstone Experience

 Five-Year QEP Budget