QEP Development Meeting  
December 1, 2011 (originally scheduled Nov 29)

Present: Karen Badger, Penni Black, Jay Blanton, Anna Bosch, Janet Eldred, Brandi Frisby, 
Amy Gaffney, Morris Grubbs, Wendy Henry, Randolph Hollingsworth, Renee Kaufmann, Karin 
Lewis, Amy Messer, Roxanne Mountford, Mark O’Bryan, Michael Peabody, Judith Prats, Tara 
Rose, David Sacks, Deanna Sellnow, Diane Snow, Brian Stevenson.

Absent: Susan Barron, Katy Bennett, Vincent Cassone, Stacey Greenwell, Kathy Hamperian, 
Erin Holaday, David Hulse, Andrew Jones, Kathi Kern, Derek Lane, Braden Lusk, Julie Phillips, 
Margaret Phillips, Jeffrey Rice, Nathan Schwake, Laura Skillman, Logan Sparks, Emily Strange, 
Heather Wagoner, Jenny Wells, Parker Whitehouse, Lisa Wilson, Benjamin Withers, Scott Yost.

➢ Introduction

➢ Promoters Committee Presentation

Additional Document: Naming and Branding the QEP (Powerpoint)

• Promoters Committee Co-chairs Jay Blanton and Roxanne Mountford presentation 
  unveiling the new name of the QEP: Presentation U

• Next steps:
  o Incorporate branding into existing marketing plan
  o Marketing plan timeline will be adjusted to begin in Spring 2012
  o Spring semester 2012 will be a time to “test the waters” and build awareness
  o Full implementation of the marketing plan will begin in Fall 2012 and continue, 
    peaking in April 2013 for when SACS is on campus

➢ Document Draft:

• Revision Suggestions
• Center and Satellites
• Assessment of Faculty Fellows
• Financials

➢ Next Steps / Closing Remarks

• SACS Leadership Team will meet Jan 4, 2012.
• QEP Co-chairs plan to have revised document ready for the SACS Leadership Team by 
  Dec. 15, 2011.
• Vet the draft to the campus Community in Spring 2012
• External reviewers have been lined up and will be coming to campus in February

Next Meeting: TBD